

3 INSIGHTS

Canadian Marketers Won't Want to Miss From YouTube Pulse

Millions of Canadians continue to turn to YouTube for the video content they love, providing more and more opportunities for brands looking to connect with valuable, attentive audiences. As discussed at the YouTube Pulse event in Canada, here are three insights to help shape your video strategy.

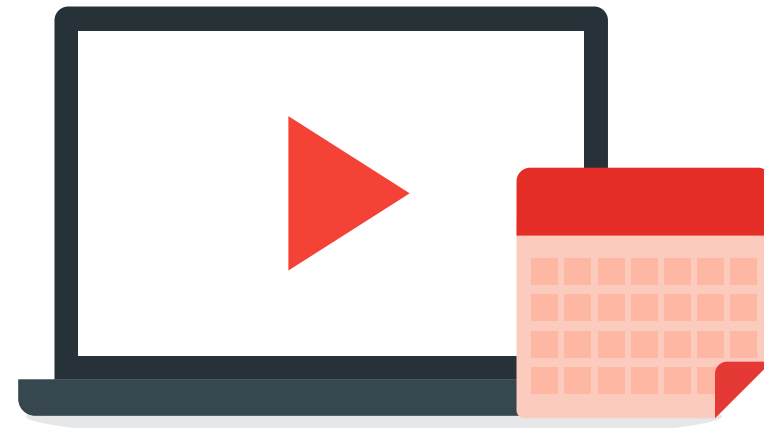
1. Canadian viewing habits have shifted

Canadians can't get enough YouTube



84.5%

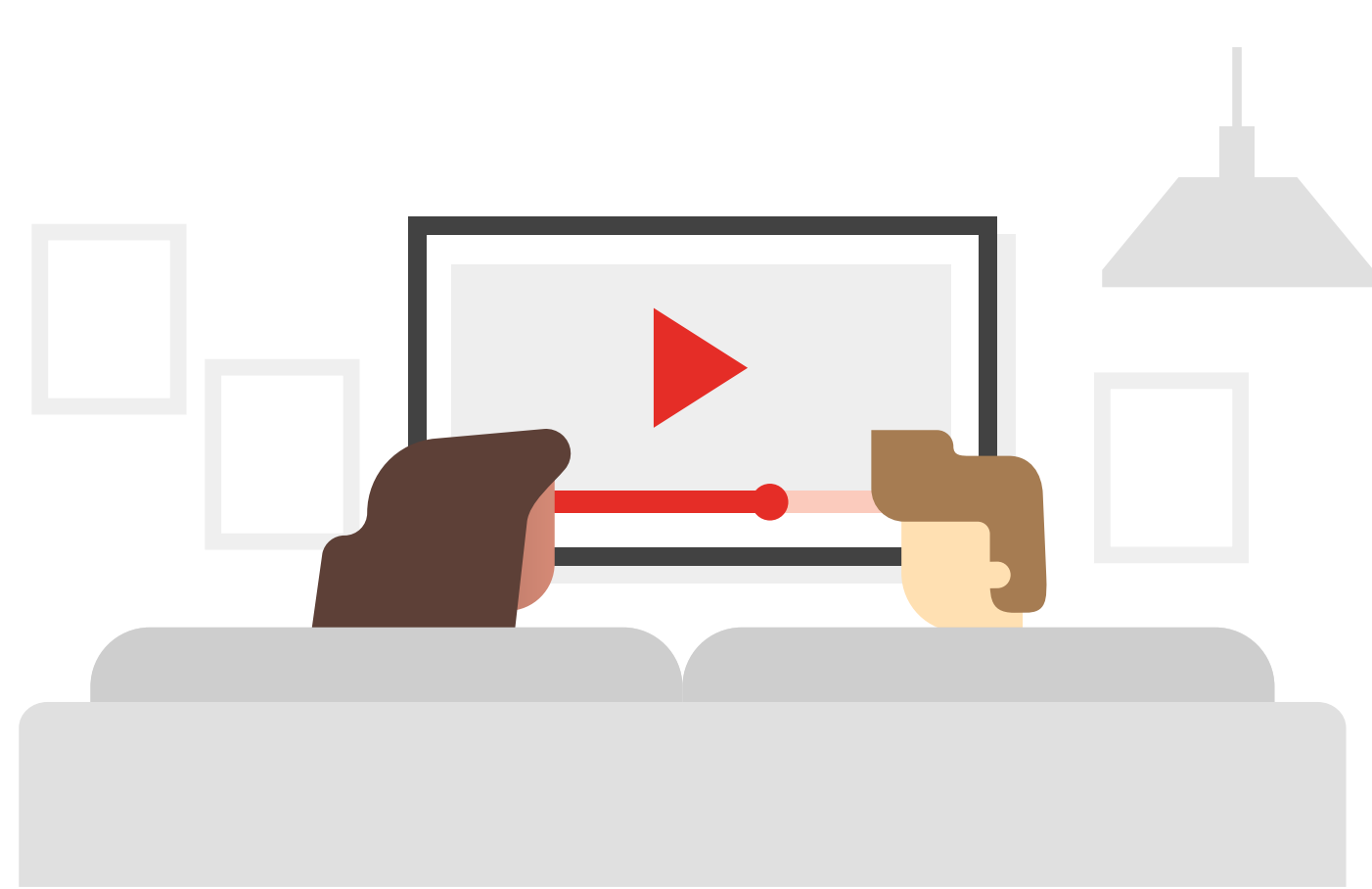
YouTube reaches **84.5%** of online Canadians monthly.¹



+30%

Watch time on YouTube has grown over 30% in Canada vs. last year.²

People watch TV on YouTube and YouTube on TV



50%

of Canadians say they watch YouTube on their TV screen.³

+400%

growth in watch time for Canadian broadcast TV content on YouTube in the last three years.²

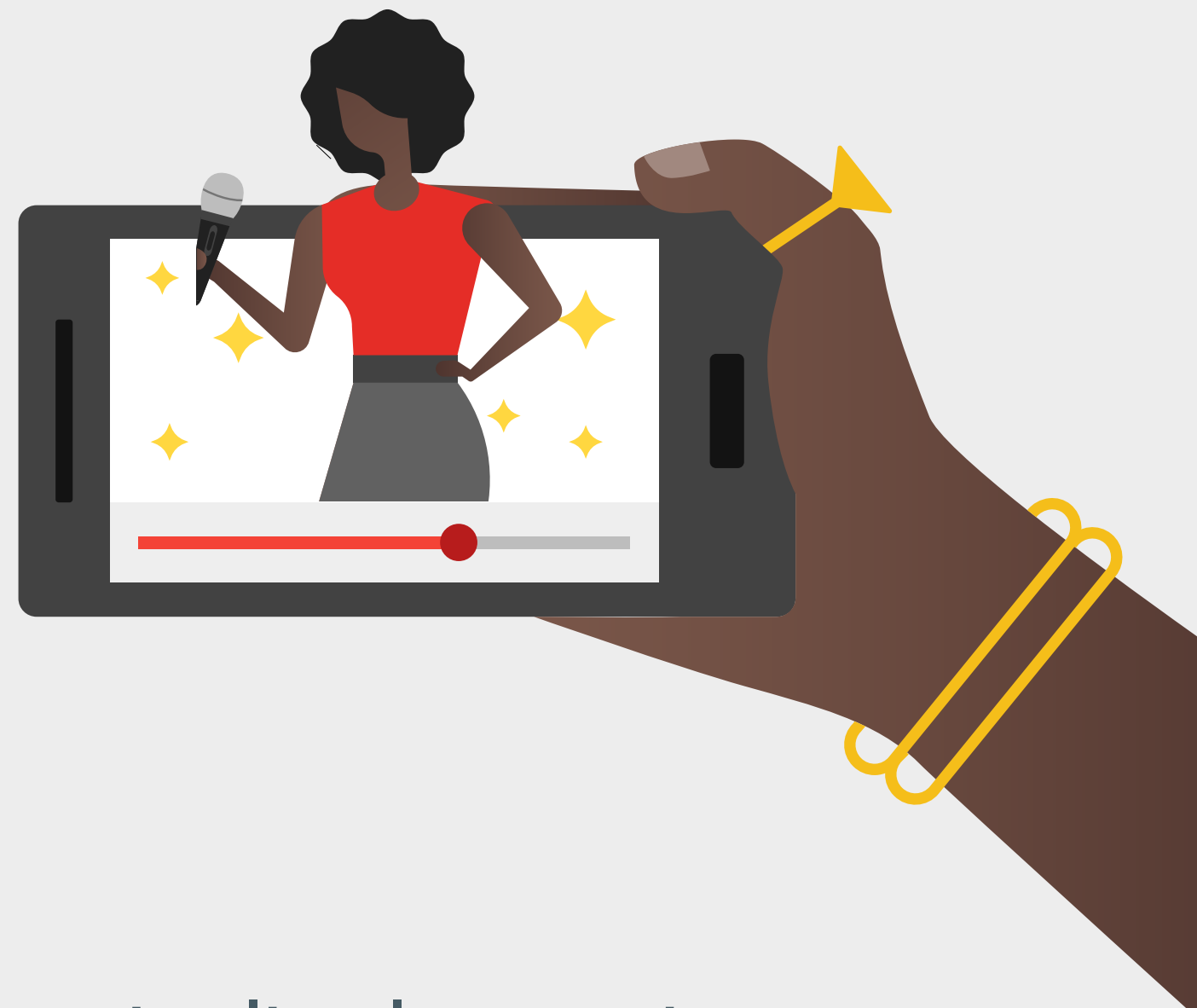
2. Culture is made (and reflected) on YouTube

People connect with YouTube content and creators

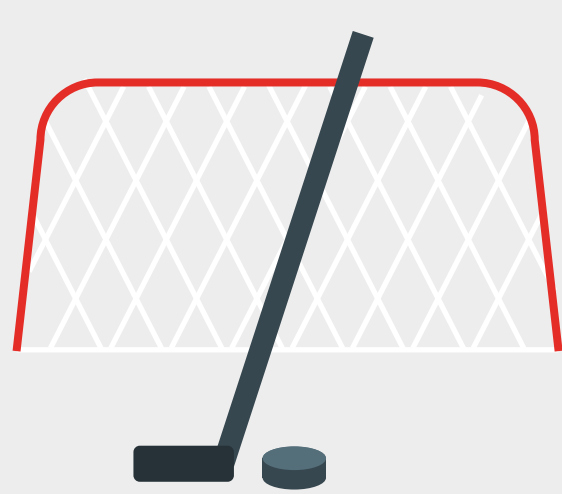
Amongst Canadians, YouTube personalities are **more influential than mainstream personalities**.⁴

75%

more channels with +1M subscribers vs. last year.⁵



People turn to YouTube for the biggest cultural moments



3M views

During the two weeks of the Toronto Maple Leafs' playoff run, there were more than 3M views of **Leafs content**, which was a 50% increase over the previous two.⁶

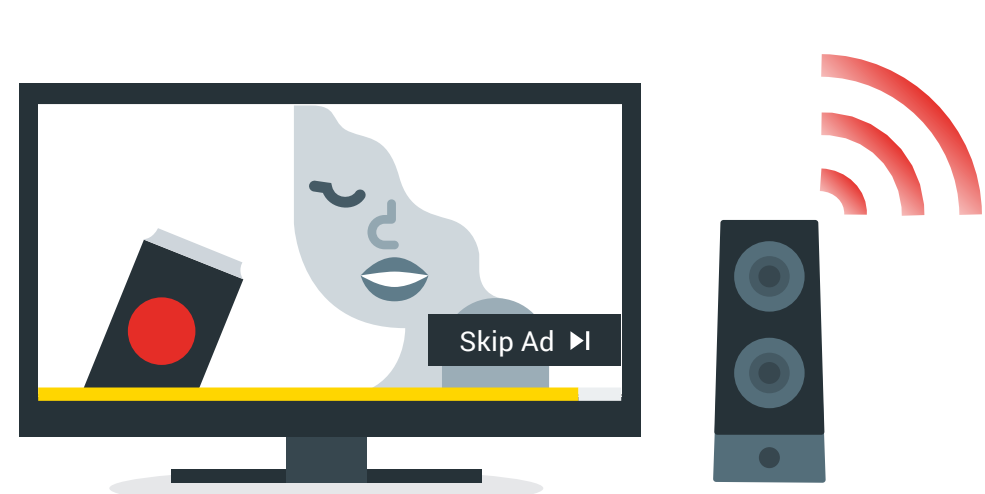


1.6M hours

In Canada this year, over 1.6M hours of **awards season content** from the Golden Globes, Oscars, and Grammys was watched on YouTube; this is up from 1M hours in 2016.⁷



3. Canadians are more engaged with online video



93% viewable

Not only are YouTube ads 93% viewable, **95% of YouTube ads are watched with sound on**.⁸



9/10

Bumper ads drove a **lift in ad recall** with an average lift of 30%.⁹

WHAT THIS SHIFT MEANS FOR BRANDS

Today, finding mass audiences isn't difficult. Now, the challenge is keeping the audience's attention. As Canadians spend more time on YouTube, brands can connect with audiences who are leaned in, engaged, and paying attention as they come to watch videos. And with the lines between TV and online video continuing to blur, brands benefit when media plans combine the strengths of TV and YouTube.

SOURCES

1 ComScore Video Metrix Multiplatform, March 2017, Canada.

2 YouTube Internal Data, 2016 vs. 2017 (January 1–April 26), Canada.

3 Google/Ipsos, Human Stories Canada, June 2016.

4 Google Ipsos, Influencer Study, Online Canadians 13+, n=2,340 to n=4,530 personality occasions measured, Canada.

5 Google Data, April 14, 2016 vs. April 14, 2015, Global.

6 YouTube Data, April 11–April 24, 2017 vs. March 28–April 10, 2017, Canada.

7 Google Data, January 1–March 22, 2016 vs. January 1–March 22, 2017, Canada only.

8 Google Internal Data, August 2016 (when volume is at least 10%), Global.

9 Google Bumper Brand Lift Meta Analysis, 2016, Global.