

**STATISTICS****GENERAL**

**YouTube is the world's 2nd largest search engine**



**YouTube is the 2nd most trafficked website behind Google**



**Google purchased YouTube for \$1.65 billion on October 9, 2006**



**YouTube is available in more than 91 countries and in 80 different languages**



**YouTube users collectively watch over 46,000 years of content each year**



**Over 1 billion hours of videos are watched on YouTube every day**



**400 hours of video are uploaded to YouTube every minute**



**Over 50,000 years of product review videos have been watched on mobile devices over the past 2 years**



**YouTube mobile ads are 84% more likely to hold attention than TV ads**



**The most popular iOS app in 2018**



**The most popular branded channel is LEGO over 7.4 million subscribers and over 9.2 billion views**



**Music videos are 95% of the most popular YouTube videos**



**The 4 most popular content categories are comedy, music, entertainment/pop culture, "how to"**

**DEMOGRAPHICS**

**YouTube reaches more 18-49-year-olds than any broadcast or cable network on mobile**



**Over 1.9 billion monthly active logged-in users**



**On mobile devices alone YouTube reaches more adults aged 18-49 during prime time**



**Over 90% of 18-44-year-old American internet users watch videos on YouTube**



**Over 50% of YouTube's audience is female**



**15.8% of YouTube users are from the United States**



**The most visitors are from the United States, India, Japan, Russia, and China**

**INTERESTING TO KNOW**

**"Me at the zoo" was the first video**

uploaded to YouTube on April 25, 2005



**The first YouTube video that reached 1 million views was**

a 2005 Nike ad that featured football star Ronaldinho



**The youngest YouTuber is Ryan ToysReview**

a 7-year-old boy with \$22 million yearly income



**"Despacito" by Luis Fonsi featuring Daddy Yankee is**

the most-watched video on YouTube with over 6.1 billion views

**SOURCES**

- <https://www.youtube.com/yt/about/brand-resources/#logos-icons-colors>
- <https://www.hubspot.com/youtube-marketing>
- <https://blog.hubspot.com/marketing/youtube-stats>