



REVENUE AND USAGE AS OF 2018

Top 10 Celebrities

- PewDiePie** ✓
95,169,862 subscribers • 3,822 videos
I make videos.
- HolaSoyGerman** ✓
39,106,392 subscribers • 137 videos
Los Hombres De Verdad Usan Pantuflas De Perrito.
- whinderssonnunes** ✓
35,564,578 subscribers • 363 videos
Lampião do Youtube Publicidade.
- elrubiusOMG** ✓
34,611,181 subscribers • 802 videos
Bienvenidos a mi canal! Esto es una descripción. Y en la
- Fernanfloo** ✓
32,778,244 subscribers • 537 videos
Algunos dicen que soy un "CRACK" y otros dicen que soy
- VEGETTA777** ✓
26,524,389 subscribers • 5,190 videos
CODIGO CREADOR FORTNITE - VEGETTA777
- VanossGaming** ✓
24,470,705 subscribers • 982 videos
Official Vanoss Gaming YouTube Channel.
- Smosh** ✓
24,321,037 subscribers • 1,046 videos
New video every week!
- Yuya** ✓
23,676,139 subscribers • 597 videos
VIDEOS NUEVOS, TODOS LOS MIERCOLES Y VIERNES. ♥
- nigahiga** ✓
21,351,535 subscribers • 370 videos
Send me stuff here! PO BOX 232355 Las Vegas, NV 89105

Top 10 Subscribers

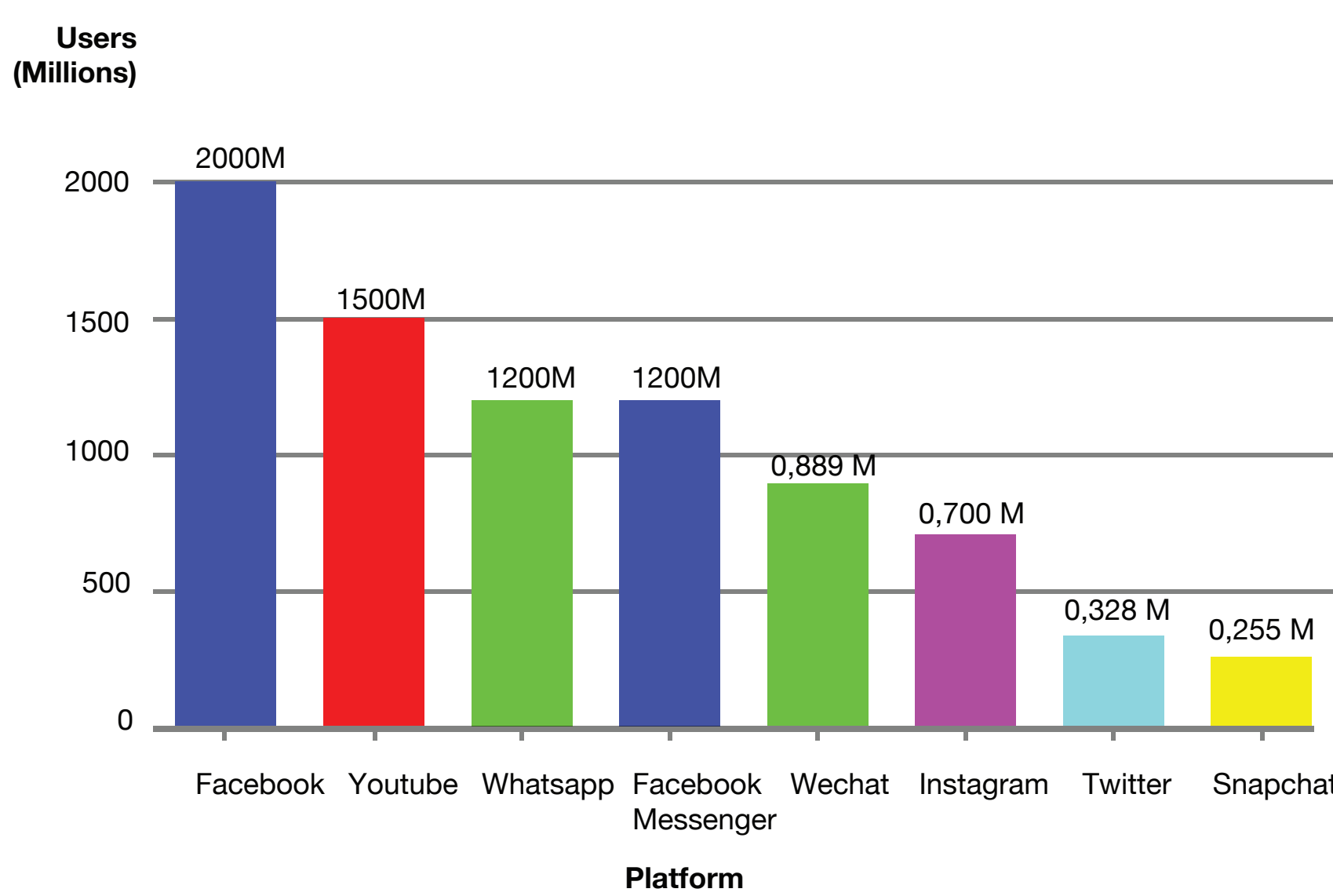
- T-Series** ✓
97,381,518 subscribers • 13,342 videos
"Music can change the world". T-Series is India's largest Music & Movie Studio.
- PewDiePie** ✓
95,169,862 subscribers • 3,822 videos
I make videos.
- 5-Minute Crafts** ✓
55,062,182 subscribers • 3,080 videos
Fun diy-projects, crafts, experience the joy of doing it yourself! OFFICIAL CHANNEL.
- Canal KondZilla** ✓
49,081,019 subscribers • 1,027 videos
Canal da KONDZILLA FILMES, a maior produtora de conteúdo audio visual de
- SET India** ✓
47,319,136 subscribers • 30,664 videos
Sony Entertainment Television is a 24 hour Hindi General Entertainment Channel that
- Cocomelon - Nursery Rhymes** ✓
46,994,801 subscribers • 428 videos
At Cocomelon (formerly "ABCkidTV"), our goal is to make learning a fun and enjoyable
- Justin Bieber** ✓
44,649,460 subscribers • 254 videos
Help change the world. OUR album out now http://smarturl.it/JBPurpose.
- WWE** ✓
43,074,166 subscribers • 41,158 videos
WWE on YouTube is your number one spot to catch WWE original shows and exclusives!
- Dude Perfect** ✓
41,805,654 subscribers • 204 videos
5 Best Friends and a Panda. If you like Sports + Comedy, come join the Dude Perfect team!
- Badabun** ✓
39,083,555 subscribers • 4,047 videos
Contacto: contacto@vuntu.com.

YouTube Usage

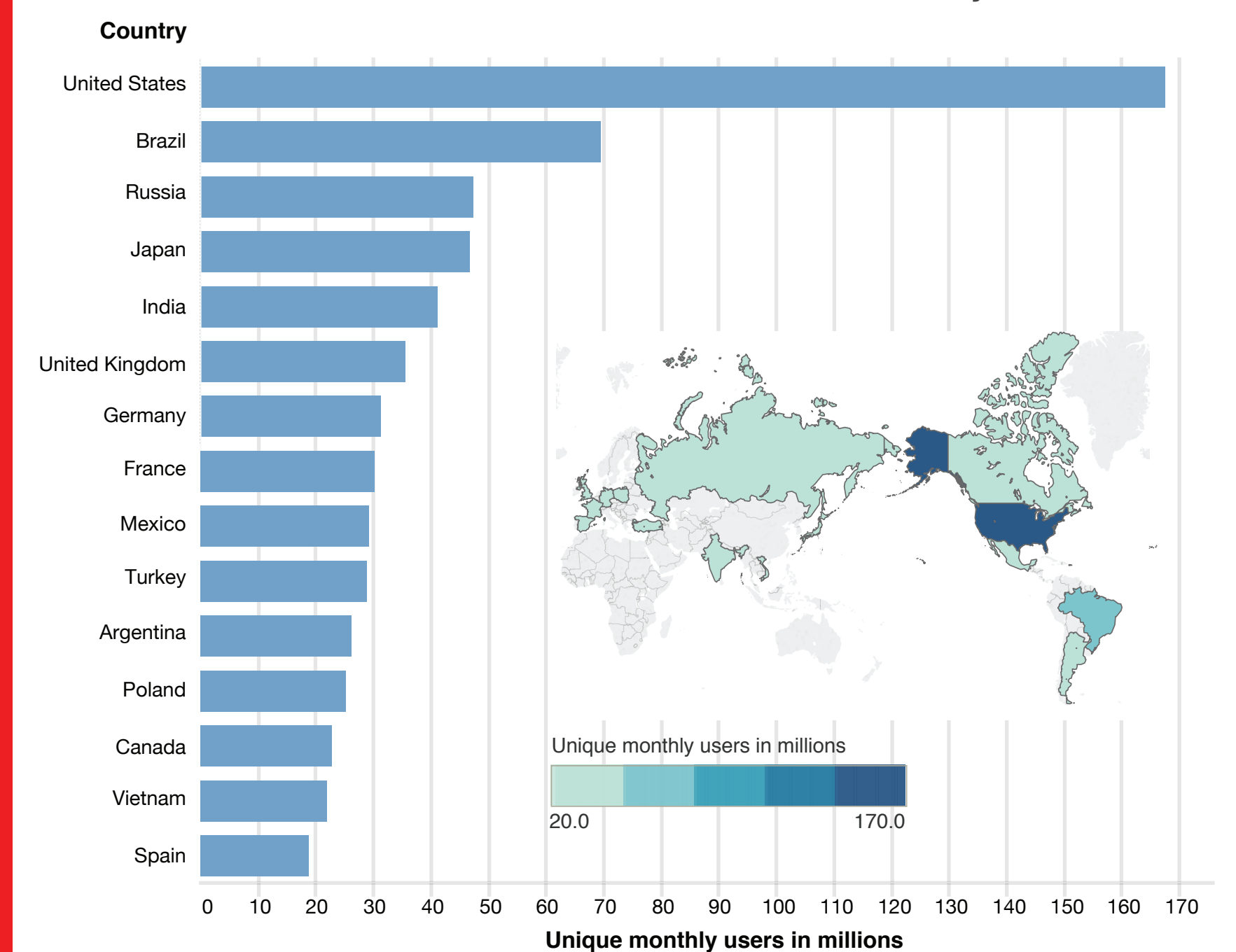
First up in the multi-facet picture of YouTube usage stats is the platform's number of monthly active users – one of the core metrics any social media or content platform is measured. According to the following graph from TechCrunch, the only major platform, that is above YouTube, is Facebook with 1.5 billion and 2 billion MAU respectively. If we focus only on video content platforms, (the ones that provide free content, meaning we are not factoring in companies like Netflix and Hulu), we see that Facebook and Snapchat (255 million monthly active users) are the only real competitors that YouTube needs to be worry about. With Facebook, even though its video content

feature got a great start, is in beta and it is yet to be placed front and featured to be in a position to rival YouTube that has a decade of a head-start. As to Snapchat, it appeals to more narrow demographics – Gen Z and hence YouTube simply can't have both – a great appeal to Generation Z and to Millennials and Generation X.

YouTube monthly worldwide active users vs. top social platforms, in millions



Countries with the most YouTube users as of May 2016



Being launched initially in US, YouTube have gone worldwide long time ago and by 2016 it got a significant foothold among internet users in countries all over the world. On the following graph we see in millions number of people watching YouTube, with US holding the leading position 167 million (note: the following graph and the previous one present data for different time periods and taken from data sources, hence the discrepancy). About 70 million of Brazilians open YouTube on their smartphone, tablets and computers at least several times a month to be the platform monthly active users. Russia comes on the third place with only 47 millions, Japan is number four with

about 47 million MAU and India has 41 million people watching YouTube monthly.

Top 10 Videos

- Luis Fonsi - Despacito ft. Daddy Yankee**
Luis Fonsi ✓ 6.1B views • 2 years ago
Despacito disponible ya en todas las plataformas digitales: https://u.me/LinktoDaddyFon... "impossible" disponible ya en todas las ...
- Wiz Khalifa - See You Again ft. Charlie Puth (Official Video) Furious 7 Soundtrack**
Wiz Khalifa ✓ 4.1B views • 4 years ago
The Fate of the Furious: The Album available now https://atlantic.lnk.to/DownloadtheNewFurious7Soundtrack
- Ed Sheeran - Shape of You (Official Video)**
Ed Sheeran ✓ 4.1B views • 2 years ago
Tickets for the Divide tour here http://www.edsheeran.com/tour/ Stream or Download Shape Of You: https://atlantic.lnk.to/Shape...
- Маша и Медведь (Masha and The Bear) - Маша плюс каша (17 Серий)**
Café Mores ✓ 3.5B views • 7 years ago
Подписывайся на Машу и Медведя! http://instagram.com/mashaandthebear/
- Mark Ronson - Uptown Funk ft. Bruno Mars**
Mark Ronson ✓ 3.5B views • 4 years ago
Official Video | Spotify - New Funk (Official Video) Follow on Spotify - http://smarturl.it/spotify/MarkRonson.Listen.on
- PSY - GANGNAM STYLE(강남스타일) Official MV**
PSY ✓ 3.1B views • 6 years ago
PSY - "I LUV IT" MV (Official Video) Follow on YouTube - New Face! MV (https://youtu.be/9jKp0ag9KIU) PSY - "New Face" 8TH ALBUM ...
- Justin Bieber - Sorry (PURPOSE: The Movement)**
Justin Bieber ✓ 2.7B views • 3 years ago
Purchase Available Everywhere Now! iTunes: http://smarturl.it/PurposeDK7Nid-VEVD113 Streams & Add to Your
- Maroon 5 - Sugar**
Maroon 5 ✓ 2.7B views • 4 years ago
New Single "Sugar" (Official Video) Sign up for updates: http://smarturl.it/Maroon5 News Catch Maroon 5 on tour all year ...
- Katy Perry - Roar (Official)**
Katy Perry ✓ 2.7B views • 5 years ago
New Single "Roar" (Official Video) Sign up for updates: http://smarturl.it/WITNESS The tour tickets available now!
- Taylor Swift - Shake It Off**
Taylor Swift ✓ 2.7B views • 4 years ago
Music video by Taylor Swift performing Shake It Off. © 2014 Big Machine Records, LLC. New single! ME! (feat. Brendon Urie of ...

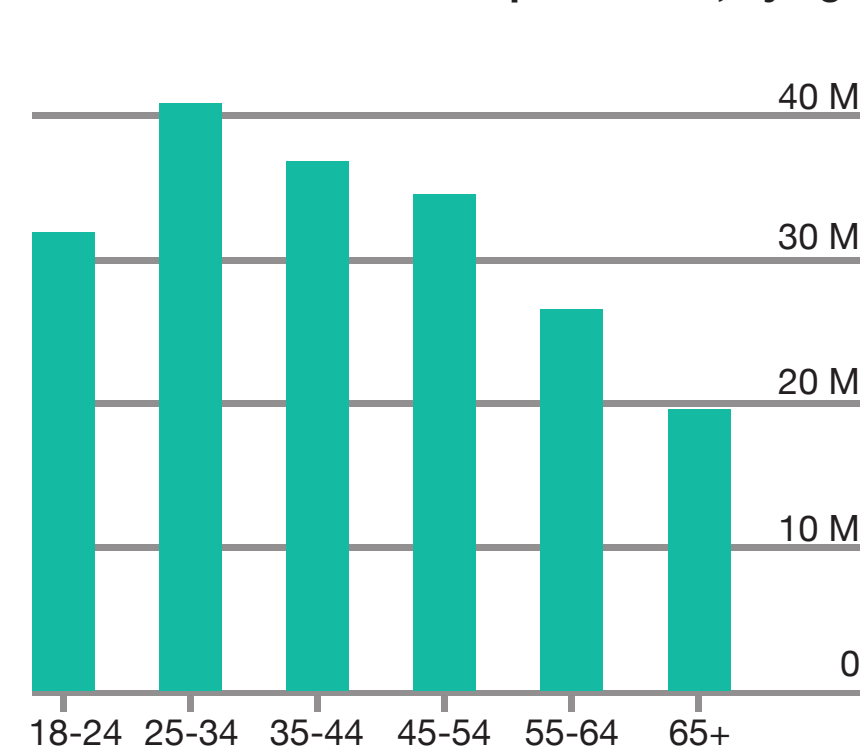
Top 10 Dislike Videos

- YouTube Rewind 2018: Everyone Controls Rewind | #YouTubeRewind**
YouTube Rewind 2018: Everyone Controls Rewind | #YouTubeRewind YouTube ✓ 172M views • 5 months ago
YouTube Rewind 2018: Celebrating the videos, people, music and moments that defined 2018. #mycurrentobsessionw/2018
- Justin Bieber - Baby ft. Ludacris (Official Music Video)**
Justin Bieber ✓ 2.1B views • 8 years ago
Music video by Justin Bieber performing Baby feat. Ludacris. #VEVOcertified on April 25, 2010.
- Jake Paul - It's Everyday Bro (Song) feat. Team10 (Official Music Video)**
Jake Paul ✓ 240M views • 1 year ago
GET THE TRACK ON TUNES HERE! https://tunes.apple.com/gb/album/its-everyday-bro-feat-team-10...
- Can this video get 1 million dislikes?**
PewDiePie ✓ 18M views • 2 years ago
Please can we 10 000 000 dislikes? (Aid) Check out my current obsession w/ 028 http://www.g2a.com/biggestalloftheyear
- Luis Fonsi - Despacito ft. Daddy Yankee**
Luis Fonsi ✓ 6.1B views • 2 years ago
Despacito disponible ya en todas las plataformas digitales: https://u.me/LinktoDaddyFon... "impossible" disponible ya en todas las ...
- Official Call of Duty®: Infinite Warfare Reveal Trailer**
Call of Duty ✓ 42M views • 3 years ago
Call of Duty®: Infinite Warfare returns to the roots of the franchise where large-scale war cinematic, immersive military
- Rebecca Black - Friday**
Rebecca Black ✓ 12M views • 7 years ago
This is the one and only official version of Rebecca Black's "Friday" music video. http://instagram.com/rebeccablack...
- Bibi H - How it is (wap bab ...)**
Bibi H ✓ 57M views • 2 years ago
New Single "How it is" (Official Video) NOW: http://amg.click/38M_HowItIsAY - STORES: Samsung, Amazon
- «CORTANDO O BOTAÓ DO YOUTUBE»**
Aruan Felix ✓ 26M views • 3 years ago
Twitter: https://twitter.com/aruanelito Instagram: https://www.instagram.com/aruanelito Email: https://www.instagram.com/rebeccablack...
- BabyShark Dance | Sing and Dance! | Animal Songs | PINKFONG Songs for Children**
BabyShark Dance | Sing and Dance! | Animal Songs | PINKFONG Songs for Children ✓ 2.7B views • 2 years ago
Subscribe and watch new videos uploaded

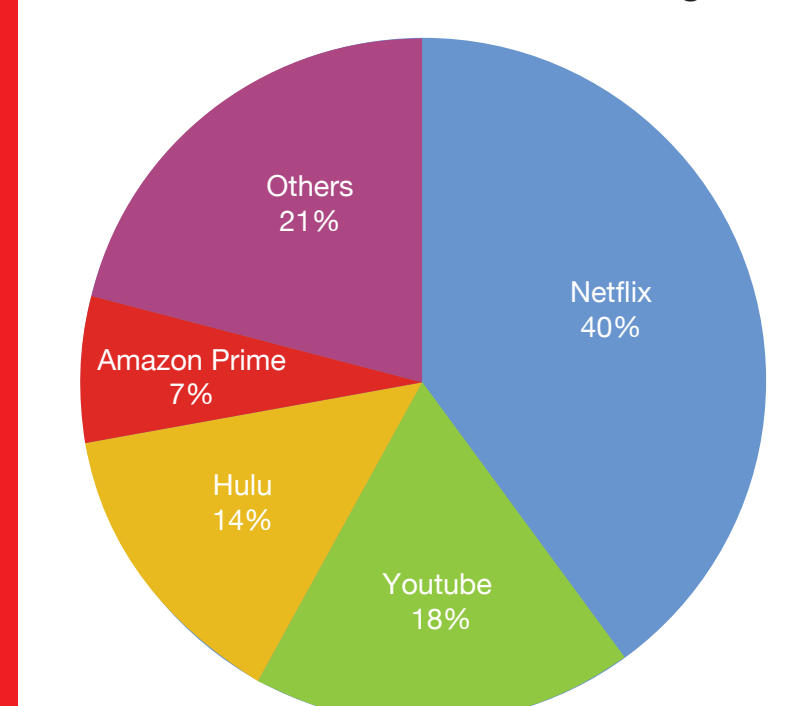
YouTube User Statistics

Now what about demographics of the YouTube audience, what do we know about these people? Let's look at the numbers for US, according to comScore data, the biggest age group YouTube viewers belong to is 25-34 years old – 400k viewers, with following 35-44 – about 350k viewers, 45-54 – about the same number and the youngest age group (given their known preference to Snapchat it's not a surprise) – only 300k.

Youtube March 2015 unique visitors, by age



Share in percent of total over-the-top of video content streaming

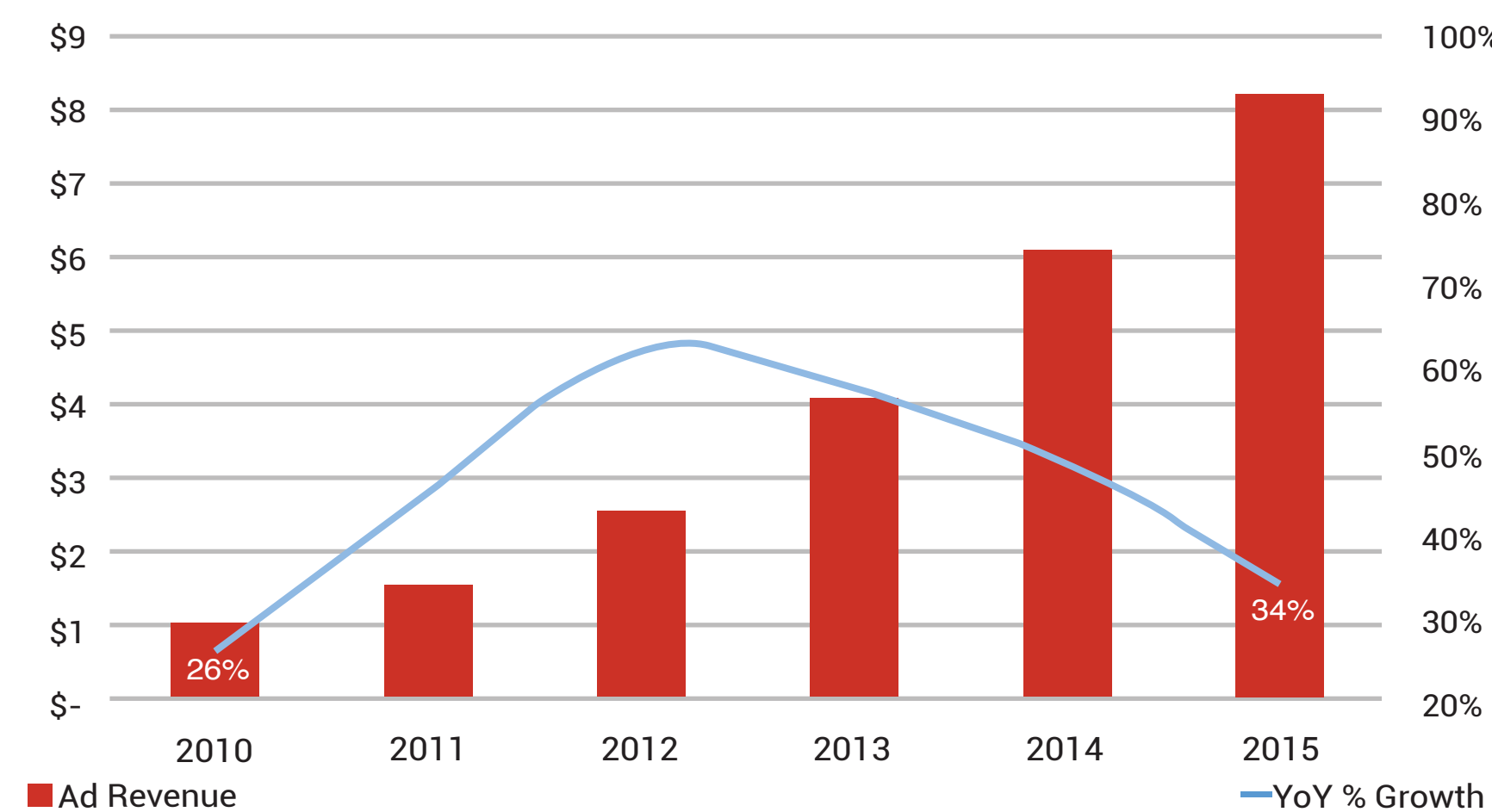


Today we live in the age when content streaming has become the norm, people in millions prefer not to buy video content on any physical / electronic medium but to stream. The major YouTube rivals in this space are Netflix with 40% of the market and Hulu with 14%. YouTube has 18% of the video streaming market. But it's actually hard to compare these companies, given the difference in types of content.

YouTube Revenue

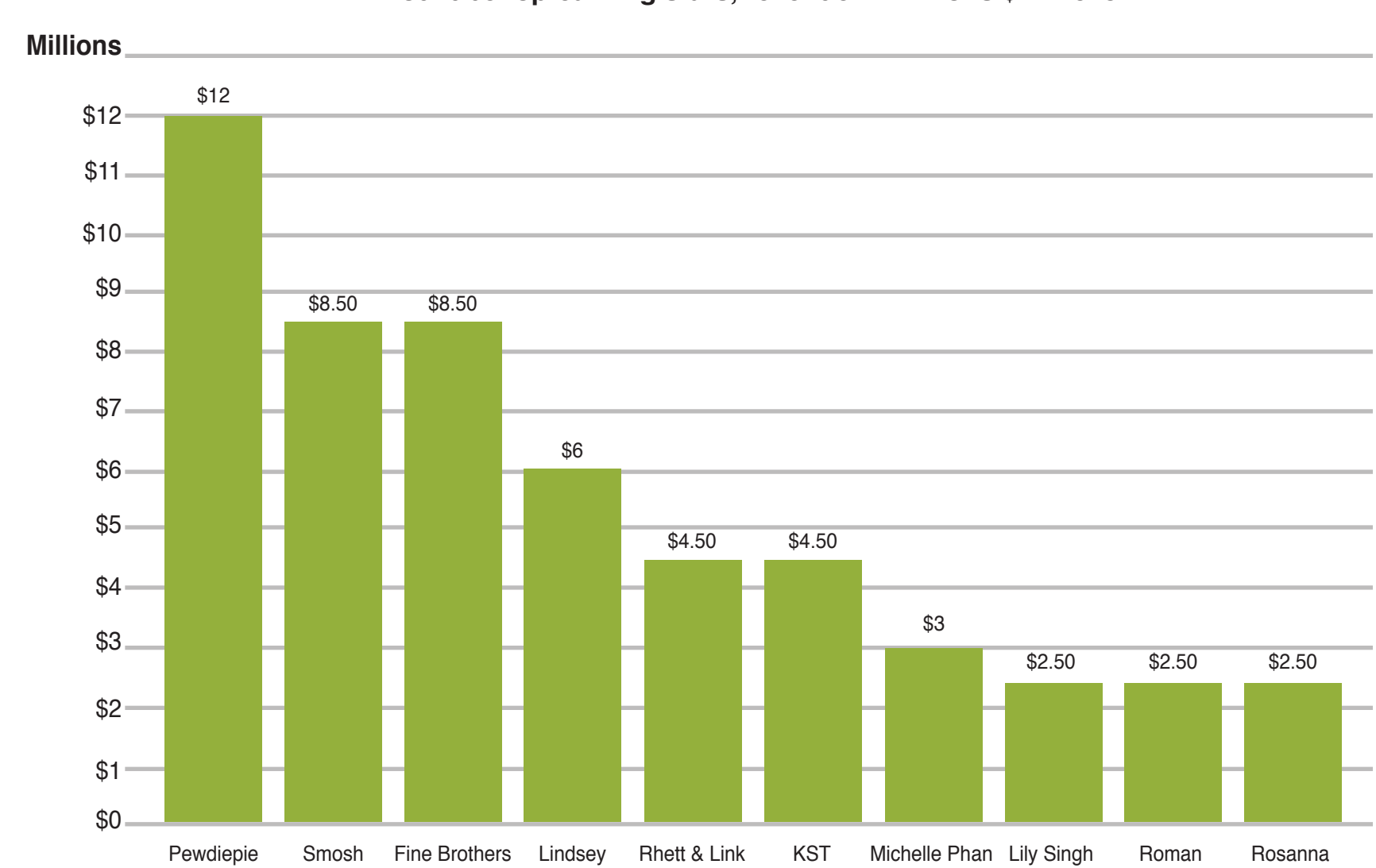
YouTube is owned by Alphabet, the Google's parent company, which doesn't reveal advertising revenue that it's been generating with advertising YouTube. But according to third party estimates like this one you can see below from Business Insider, as of 2015 YouTube was generating \$8 billion, 8x jump from 2010 when the company's annual advertising revenue estimate was only \$1 billion.

Estimated YouTube Ad Revenue, by year, in billions



The next metric for Youtube revenue to tackle is how much Youtube revenue per view is possible to generate. To address this question, let's see what are average costs per view on YouTube for audience of a different age. The recent data from StrikeSocial reveals that from a publisher's perspective the most lucrative YouTube views come from 55-64 years old age group. Note the Unknown group in the table, it's not a glitch, the research brought up a segment that it was impossible to age associated with it and this audience is actually the cheapest amongst other groups.

YouTube top-earning stars, revenue in millions \$ in 2015



Cost per view and view rates on Youtube

Age Range	Cost Per View	View Rate
18-24	\$0.042	27.0%
25-34	\$0.046	27.1%
35-44	\$0.046	27.3%
45-54	\$0.050	28.8%
55-64	\$0.051	30.0%
65+	\$0.049	28.8%
Unknown	\$0.034	29.5%