



Who's watching YouTube and how are they watching?



November 10th, 2015 - Since its launch in 2005, YouTube has become one of the biggest online video sharing platforms ever. The site has now over one billion users and has 300 hours of new content uploaded every minute. This MTM report outlines how Canadians are making use of the ever expanding site.

Some of the highlights of the [YouTube](#) report are:

- YouTube viewership is more common than ever, and still growing. Nearly 7 in 10 of Canadians watch content on YouTube monthly, with 1 in 3 YouTubers viewing content at least once a week ;
- YouTube is most popular among younger Canadians and students;
- Many YouTube viewers are not only taking advantage of the sites features, but even relying on it as a dedicated source for online listening - 68% of YouTube viewers also use the site as a personalized audio service.

This report is now available on the Portal. For more information on the MTM, please visit www.mtm-otm.ca for the latest and most reliable data on new media technologies in Canada.



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