

## PRESS

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# Statistics

## Product

- YouTube has more than 1 billion users
- Every day people watch hundreds of millions of hours on YouTube and generate billions of views
- The number of hours people are watching on YouTube each month is up 50% year over year
- 300 hours of video are uploaded to YouTube every minute
- ~60% of a creator's views comes from outside their home country
- YouTube is localized in 75 countries and available in 61 languages
- Half of YouTube views are on mobile devices
- Mobile revenue on YouTube is up over 100% y/y

## Advertising

- More than a million advertisers are using Google ad platforms, the majority of which are small businesses
- 85% of our TrueView in-stream ads are skippable
- Google Preferred has been a huge success - we've secured upfront commitments from many of the top agencies including OMG, Digitas, IPG, Carat and SMG, and sold out the majority of our product offering
- Top YouTube creators were found to be more popular than mainstream celebrities among U.S. teenagers ([Variety](#))

## Investing in Our Creators

- Partner revenue is up over 50% from 2013 to 2014 (10/10/14)
- We've been investing in our creators:
  - Opened [YouTube Spaces](#) in Los Angeles, Tokyo, London, New York and Sao Paulo, so far bringing in 60k+ people who've created over 6500 videos that have generated more than 50 million hours of watch time, the equivalent of more than 5,700 years
  - Launched multimedia promotional campaigns highlighting top creators on YouTube in 7 countries around the world, increasing awareness for those featured by up to 4x
- Of the 100+ channels we funded in 2011 — 86 of those channels are in the top 1% of all YouTube channels, 25 have 1+ million subscribers, and collectively they're getting over 3/4 billion views a month
- More than a million channels in dozens of countries are earning revenue from the YouTube Partner Program, and thousands of channels are making six figures per year
- We've invested tens of millions of dollars into Content ID, our copyright management system. The result is that since 2007 we've paid out over \$1 billion to partners who have chosen to monetize their claims using Content ID.

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