

## YouTube Content Metrics in Measure

[Content metrics](#) measure the lifetime performance of posts that were published during the selected date range, including any new activity since the selected date range.

YouTube offers content metrics natively in the Content section of its [Analytics](#) tool. Many of these metrics are also available in Measure.

In this article, learn more about YouTube channel metrics and why Measure's results may differ from YouTube's native reporting.

### Network rules

How much historical data is available for YouTube content metrics?

When you connect a YouTube channel for the first time, [Measure will backfill](#) all content metrics for active posts from the past 365 days. A post is considered “active” when it receives new likes, dislikes, comments, or views.

Soon, Measure will also be able to backfill inactive posts from the past 365 days.

How often are YouTube content metrics refreshed?

YouTube content metrics will receive a [data refresh](#) 4 days after any new activity on the post. "Activity" includes likes, dislikes, comments, and views.

Lifetime data collection for a YouTube post is complete at 730 days after publication.

Do YouTube content metrics include paid data?

YouTube content metrics will show paid data for promoted posts and organic data for non-promoted posts. Promoted posts will show a **Promoted** banner.

You do not need to connect an ad account to view paid TikTok content or its data.

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### Metrics rules

\* = Metrics available in Measure but not natively

Metric	Definition	Post Types
Average watch percentage	The lifetime average percentage of the video watched per viewer.	Video, Short

Metric	Definition	Post Types
	This metric does not include replays.	
Average watch time	The lifetime average number of seconds of the video watched per viewer.	Video, Short
Comments	The lifetime number of comments on the video.	Video, Short
Dislikes	The lifetime number of dislikes on the video.	Video, Short
Likes	The lifetime number of likes on the video.	Video, Short
Net new follows	<p>The difference between the lifetime number of subscribers gained and subscribers lost from the video.</p> <p><b>Formula:</b> User follows - User unfollows</p>	Video, Short
Organic views	Total views on an organic video. (Labeled as "Non-promoted" in Measure.)	Video, Short
Organic watch time	Total watch time on an organic video. (Labeled as "Non-promoted" in Measure.)	Video, Short
Paid views	Total views on a paid video. (Labeled as "Promoted" in Measure.)	Video, Short
Paid watch time	Total watch time on a paid video. (Labeled as "Promoted" in Measure.)	Video, Short
Reactions	<p>The difference between the lifetime number of likes and dislikes on the video.</p> <p><b>Formula:</b> Likes - Dislikes</p>	Video, Short
Shares	The lifetime number of shares on the video.	Video, Short

Metric	Definition	Post Types
User follows	The lifetime number of subscribers gained from the video.	Video, Short
User unfollows	The lifetime number of subscribers lost from the video.	Video, Short
Video views	The lifetime number of views on the video. The video must play for at least 30 seconds.	Video, Short
Watch time (min)	The lifetime number of minutes spent watching the video.  This metric includes replays.	Video, Short