

# YouTube Channel Metrics in Measure

[Channel metrics](#) measure the performance of your entire channel during the selected date range, including any new activity on posts published before the selected date range.

YouTube offers channel metrics natively in the Overview and Audience sections 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 channel metrics?

[YouTube channel metrics will only be available moving forward in time](#) from the moment you first connect your channel. Please allow up to 4 days for the YouTube API to deliver data.

How often is YouTube channel data refreshed?

YouTube channel metrics will receive a [data refresh](#) 4 days after they are updated natively.

Do YouTube channel metrics include paid data?

All YouTube channel metrics will show a combined total of paid and organic data that cannot be broken down.

You do not need to connect an ad account to view paid YouTube channel data.

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## Metrics rules

Metric	Definition	Widgets
Average watch time	The average time, in minutes, people spent watching your videos during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Average watch time by country	The average time, in minutes, people spent watching your videos during the selected date range, broken down by country.	Geographics

Metric	Definition	Widgets
Comments	The number of new comments on your videos during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Comments by country	The number of new comments on your videos during the selected date range, broken down by country.	Geographics
Dislikes	The number of new dislikes on your videos during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Dislikes by country	The number of new dislikes on your videos during the selected date range, broken down by country.	Geographics
Engagements	The number of new likes, dislikes, comments, and shares on your videos during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Engagements by country	The number of new likes, dislikes, comments, and shares on your videos during the selected date range, broken down by country	Geographics
Fans	The number of people who subscribed to your channel as of the selected end date.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Fans decrease	The number of subscribers your channel lost during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Fans decrease by country	The number of subscribers your channel lost during the selected date range, broken down by country.	Geographics
Fans increase	The number of subscribers your channel gained during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Fans increase by country	The number of subscribers your channel gained during the selected date range, broken down by country.	Geographics
Likes	The number of new likes on your videos during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Likes by country	The number of new likes on your videos during the selected date range, broken down by country.	Geographics
Net fans by country	The difference between fans gained and fans lost during the selected date range, broken down by country.	Geographics
Net new fans	<p>The difference between fans gained and fans lost during the selected date range.</p> <p>This metric will be a negative number if you lost more fans than you gained.</p>	Key Metrics, Channel Comparison, Time Series, Network Comparison
Reactions	The number of new likes and dislikes on your videos during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Reactions by type	The number of new likes and dislikes on your videos during the selected date range, broken down by type (like or dislike).	Breakdown
Shares by country	The number of times people shared your videos during the selected date range, broken down by country.	Geographics
Shares by source	The number of times people shared your videos during the selected date range, broken down by source.  Types of sources include: search, channel page, external URL, other page, and Shorts.	Breakdown
Video views	The number of times people viewed your videos during the selected date range. The video must play for at least 10 seconds (or until the end if shorter than 10 seconds).	Key Metrics, Channel Comparison, Time Series, Network Comparison
Video views by country	The number of times people viewed your videos during the selected date range, broken down by country.	Geographics
Video views by source	The number of times people viewed your videos during the selected date range, broken down by source.  Types of sources include: search, channel page, external URL, other page, and Shorts.	Breakdown
Watch time	The total time, in minutes, people spent watching your videos.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Watch time by country	The total time, in minutes, people spent watching your videos, broken down by country.	Geographics

Metric	Definition	Widgets
Watch time by source	<p>The total time, in minutes, people spent watching your videos, broken down by source.</p> <p>Types of sources include: search, channel page, external URL, other page, and Shorts.</p>	Breakdown