Delhi YouTube  
Guesstimate

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## Key factors:

Population of Delhi, Age groups, percentage of smartphone and PC viewers, content creator percentage, internet availability = (data pack + Wi-Fi subscribers), ideal hours for watching YT content, Indian YT viewers stat, YT kids’ subscribers, YT app downloads in Delhi, YT viewers traffic hourly.

Assumptions & Calculations:

1. Essentials to watch YouTube include a device, an internet connection or if you have to ditch both of these, Internet Cafes and some common places.
2. 2.1. First, we need to know the number of people having access to both internet and a device. How many of those are more likely to watch YouTube at least once a day?
   1. Number of people that visit Internet Cafes daily and how many among them are more likely to open YouTube.

(Note: Number of people refers to number of people in Delhi.)

1. To find out how many people watch YouTube on phone we can use the stat that 70% viewership of YouTube comes from mobile phones.

Population of Delhi: roughly 3 crores

Approximately people in Delhi lie in the age groups of:

School going: 4 – 16: 19%

College: 17 - 21: 10%

Higher Studies/ Entry level workers: 21-26: 15%

Working: 26 – 60: 6=45%

Retired/ Elderly: 60 +: 10%

We can assess the channel subscriptions, popularity among various age groups and hence use the age-wise distribution to help conclude a number.

* Assuming that at least 50% people in the age group of 4-16 are familiar with YouTube and are most likely regular viewers for the purposes of entertainment, homework or general skill/ knowledge development. Also, they have sufficient time and resources to watch YouTube for any purpose. (Nearly 2.9 million)
* College students are bound to have a higher viewership because of the availability of free courses, movies trailers, YouTube shows and a higher percentage of people owning smartphones. Let’s assume around 75% watch YouTube daily. (2.2 million)
* The age group of 21-26 is of people who are actively working or pursuing higher studies. Yet again very likely to use YouTube services on a daily basis. Let’s assume around 80%. (3.6 million)
* The age group of working class is quite different to the rest as it involves people in various walks of life, in various stages, married, single, with kids, broke, rich to give an idea. In this group the sub-division can be done as people under 40 and those who are over 40.

1. 27-40: Have less time to themselves. Spend a lot of time travelling to offices though. Around 40% in this age group could be watching something on YouTube.

2. Over 40, senior officers, senior developers in short seniors in their respective fields. But still given the popularity and reach of YouTube and easily 70% having their smartphones in their pockets, 30-40% could be watching YouTube right now.

(nearly 4.5 million)

* The retired have a lot of time and money to themselves. Taking in consideration the number of WhatsApp forwards as well around 40-50% should be watching YouTube videos one way or another. (1.5 million)

So, in conclusion around: Nearly 15 million people should be watching YouTube in Delhi under normal conditions and probably peak viewing hours. That’s around 50% of the population.