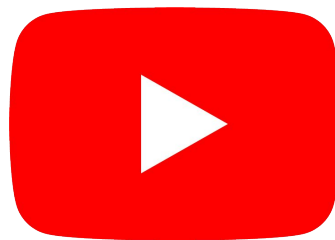


YouTube Claims

One sheeter - SPLA



Externally Shareable under NDA



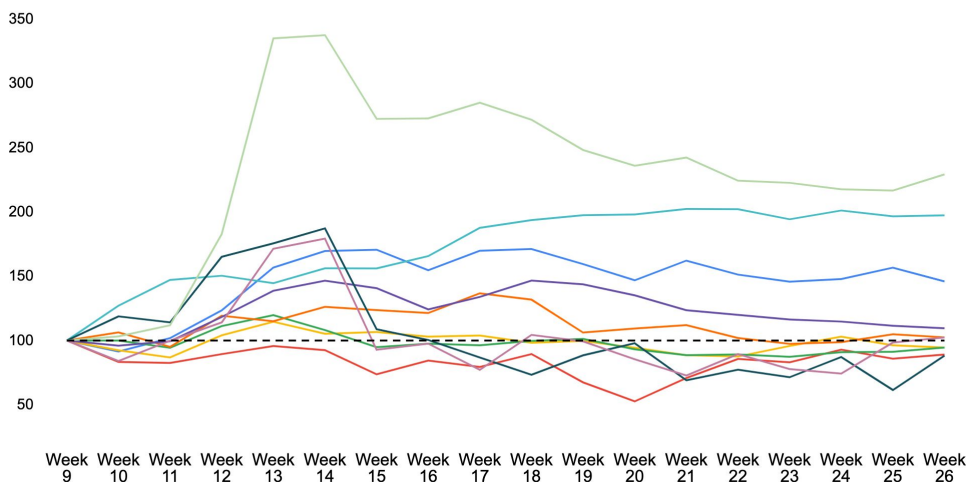
YouTube Claims

Behavior of 10 relevant categories.



Category Trends

Cooking & Recipes Fashion Week Toys Games Education Home Improvement Soap Opera
Multiplayer Gaming Online Newspapers Fitness



Insight

- Fitness continues to be the top performing category.
- Home Improvement keeps growing since Week 14.
- Education stabilizes at low levels.
- Cooking & Recipes also stabilizes after a minor decline.

Watch Time: (31 May - 27 Jun) vs. (03 May - 30 May)

- Fashion Week is becoming a relevant category.
- Soap Opera had a big decline.
- Home Improvement growth staging.

Views: (21 Jun - 27 Jun) vs. (14 Jun - 20 Jun)

- Multiplayer Gaming keeps increasing significantly WoW.
- Online Newspapers previous decrease reversed.
- Fashion Week growth staging at +5% growth WoW.



Multiplayer Gaming

+0% watchtime



Education

-5% watchtime



Cooking & Recipes

-5% watchtime



Toys

+0% watchtime



Fitness

-5% watchtime



Soap Opera

-10% watchtime



Fashion Week

+20% watchtime



Home Improvement

+0% watchtime



Online Newspapers

+5% watchtime



Games

-5% watchtime



Multiplayer Gaming

+45% views



Education

+0% views



Cooking & Recipes

-5% views



Toys

+0% views



Fitness

+5% views



Soap Opera

+0% views



Fashion Week

+5% views



Home Improvement

+0% views



Online Newspapers

+5% views



Games

+5% views

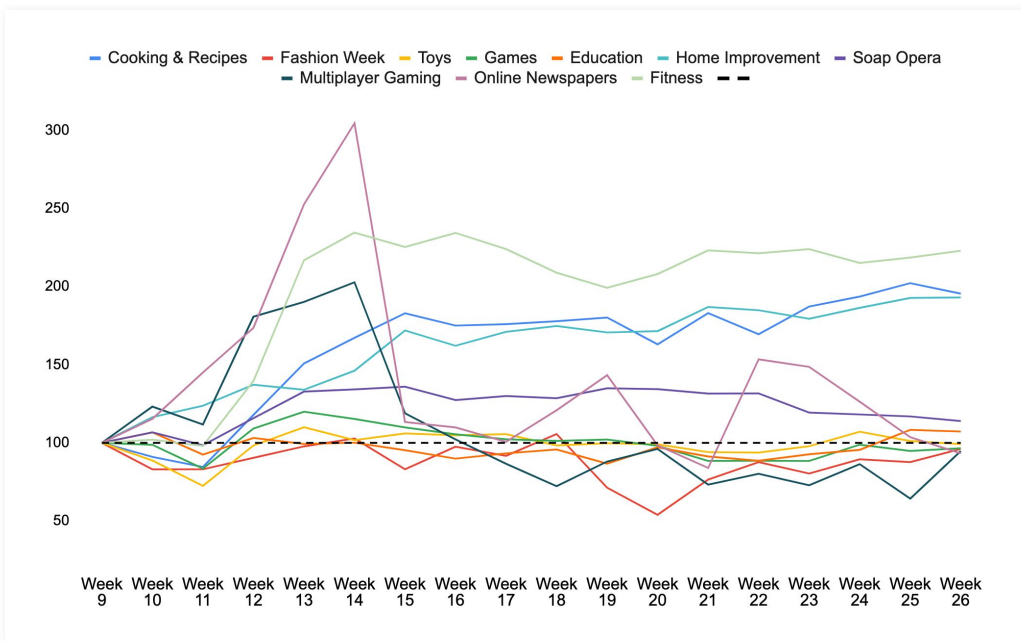


YouTube Claims

Behavior of 10 relevant categories.



Category Trends



Insight

- Fitness continues to be a top performing category.
- Multiplayer Gaming is starting to grow again.
- Cooking & Recipes keeps growing.
- Soap Opera with minor decreases.

Watch Time: (31 May - 27 Jun) vs. (03 May - 30 May)

- Fashion Week grew +20% MoM.
- Online Newspapers had a decrease, -5% MoM.
- Home Improvement keeps growing MoM.

Views: (21 Jun - 27 Jun) vs. (14 Jun - 20 Jun)

- Fashion Week had a recovery of +10% WoW.
- Multiplayer Gaming had an increase of +45% WoW.
- Online Newspapers keeps decreasing.



Multiplayer Gaming
+0% watchtime



Education
+20% watchtime



Cooking & Recipes
+0% watchtime



Toys
+0% watchtime



Fitness
+5% watchtime



Soap Opera
-5% watchtime



Fashion Week
+20% watchtime



Home Improvement
+5% watchtime



Online Newspapers
-5% watchtime



Games
+0% watchtime



Multiplayer Gaming
+45% views



Education
+0% views



Cooking & Recipes
-5% views



Toys
+0% views



Fitness
+0% views



Soap Opera
-5% views



Fashion Week
+10% views



Home Improvement
+0% views



Online Newspapers
-10% views



Games
+0% views

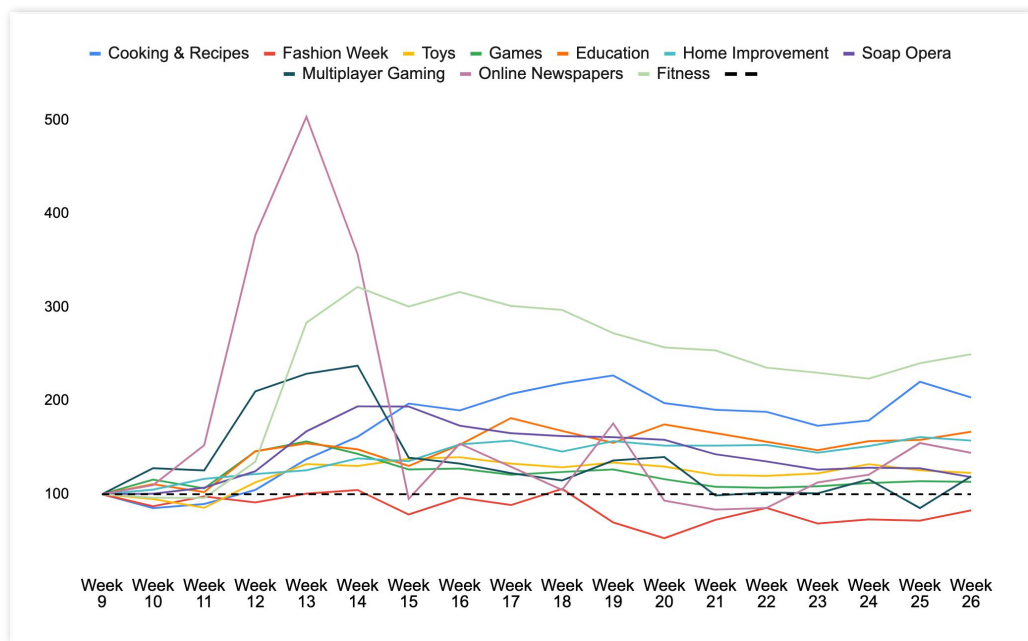


YouTube Claims

Behavior of 10 relevant categories.



Category Trends



Insight

- Fitness regaining volume after previous week low point.
- Cooking & Recipes has a solid pacing with a spike last week.
- Toys is gaining relevance.
- Education keeps recovering its relevance.
- Multiplayer Gaming is starting to grow again.

Watch Time: (31 May - 27 Jun) vs. (03 May - 30 May)

- Online Newspaper with high watchtime increase
- Soap Opera has the lowest affinity, -20% MoM.
- Games is losing affinity.

Views: (21 Jun - 27 Jun) vs. (14 Jun - 20 Jun)

- Multiplayer Gaming big spike at growth of +40% WoW.
- Cooking & Recipes losing views at -10% WoW.
- Fashion Week gaining relevance



Multiplayer Gaming

-5% watchtime



Education

+0% watchtime



Multiplayer Gaming

+40% views



Education

+5% views



Cooking & Recipes

-5% watchtime



Toys

+0% watchtime



Cooking & Recipes

-10% views



Toys

+0% views



Fitness

-15% watchtime



Soap Opera

-20% watchtime



Fitness

+5% views



Soap Opera

-5% views



Fashion Week

+5% watchtime



Home Improvement

+0% watchtime



Fashion Week

+15% views



Home Improvement

+0% views



Online Newspapers

+30% watchtime



Games

-5% watchtime



Online Newspapers

-5% views



Games

+0% views

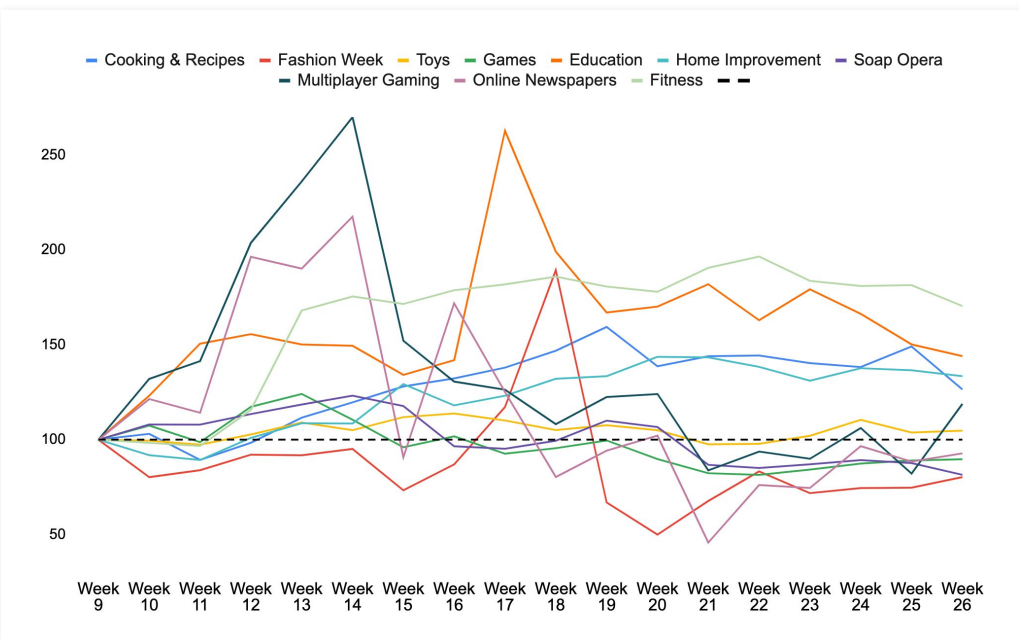


YouTube Claims

Behavior of 10 relevant categories.



Category Trends



Insight

- Fitness is still a top of mind topic on YouTube, but declining interest.
- Cooking & Recipes keeps its solid pacing.
- Online Newspapers holding on to previous weeks performance lift.
- Multiplayer Gaming is had a significant spiked recovery.
- Big decline for education

Watch Time: (31 May - 27 Jun) vs. (03 May - 30 May)

- Soap Opera losing affinity at -10% MoM
- Online Newspapers had a huge boost of +20% MoM.
- Fashion week keeps gaining watchtime

Views: (21 Jun - 27 Jun) vs. (14 Jun - 20 Jun)

- Online Newspapers is growing at 5% WoW.
- Cooking & Recipes had a decrease in views WoW.
- Huge spike in views for Multiplayer Gaming.



Multiplayer Gaming

+0% watchtime



Education

-15% watchtime



Multiplayer Gaming

+45% views



Education

-5% views



Cooking & Recipes

-5% watchtime



Toys

+0% watchtime



Cooking & Recipes

-15% views



Toys

+0% views



Fitness

-5% watchtime



Soap Opera

-10% watchtime



Fitness

-5% views



Soap Opera

-5% views



Fashion Week

+10% watchtime



Home Improvement

-5% watchtime



Fashion Week

+10% views



Home Improvement

+0% views



Online Newspapers

+20% watchtime



Games

-5% watchtime



Online Newspapers

+5% views



Games

+0% views



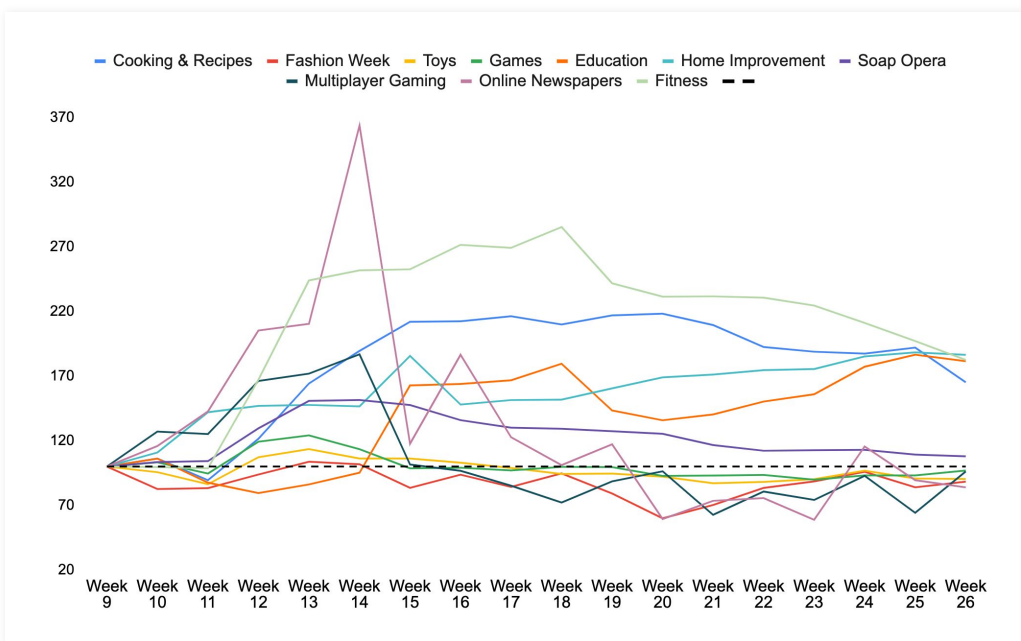
YouTube Claims

Behavior of 10 relevant categories.



Category Trends

Insight



- Fitness keeps losing affinity but continues to be a top performing category.
- Home Improvement is gaining more relevance.
- Multiplayer gaming recovering relevance fast.

Watch Time: (31 May - 27 Jun) vs. (03 May - 30 May)

Views: (21 Jun - 27 Jun) vs. (14 Jun - 20 Jun)

- Fashion Week is growing at 20% MoM.
- Home Improvement had a good performance, 10% MoM.
- Soap Opera is losing affinity.

- Cooking & Recipes decreasing at 15% WoW.
- Multiplayer Gaming had a great performance +50% WoW.
- Online Newspapers losing affinity, -5% WoW.



Multiplayer Gaming

+0% watchtime



Education

+10% watchtime



Multiplayer Gaming

+50% views



Education

-5% views



Cooking & Recipes

-5% watchtime



Toys

+5% watchtime



Cooking & Recipes

-15% views



Toys

+0% views



Fitness

-15% watchtime



Soap Opera

-10% watchtime



Fitness

-5% views



Soap Opera

+0% views



Fashion Week

+20% watchtime



Home Improvement

+10% watchtime



Fashion Week

+5% views



Home Improvement

+0% views



Online Newspapers

+40% watchtime



Games

+0% watchtime



Online Newspapers

-5% views



Games

+5% views



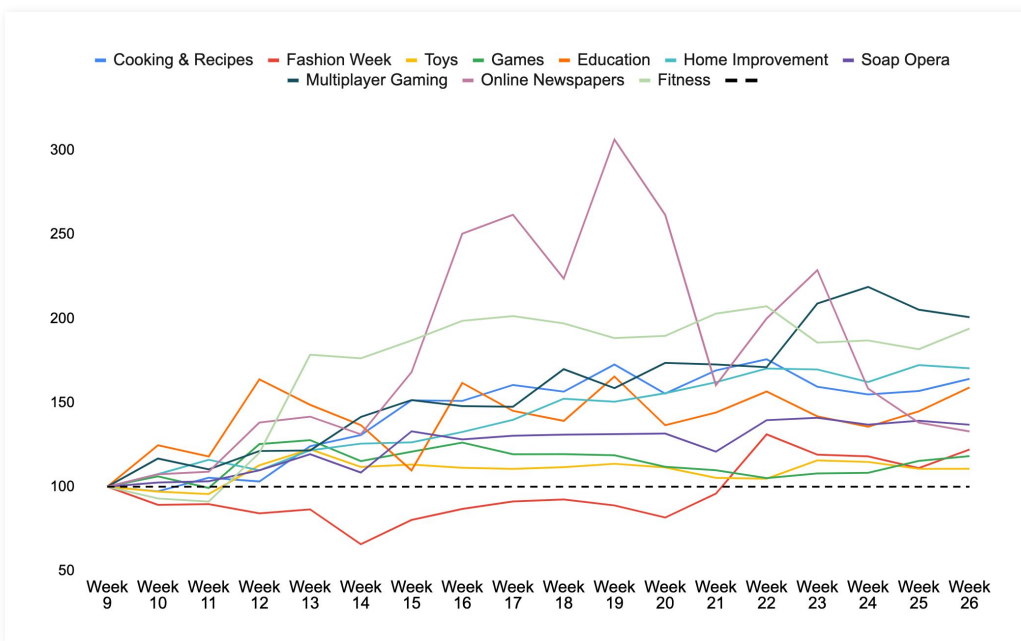
YouTube Claims

Behavior of 10 relevant categories.



Category Trends

Insight



- Multiplayer gaming is having a solid growth.
- Online Newspaper is losing relevance.
- Fitness is recovering its pacing after a small decline.
- Education is gaining momentum since Week 24.

Watch Time: (31 May - 27 Jun) vs. (03 May - 30 May)

Views: (21 Jun - 27 Jun) vs. (14 Jun - 20 Jun)

- Multiplayer gaming is having a great performance, +45% MoM.
- Fashion Week is gaining affinity, +20% MoM.
- Online Newspaper continues declining.

- Education is having a good week with a +10% WoW.
- Fitness is starting to grow again, +5% WoW.
- Fashion Week is gaining relevance, +5% WoW.



Multiplayer Gaming

+45% watchtime



Education

-5% watchtime



Multiplayer Gaming

0% views



Education

+10% views



Cooking & Recipes

+5% watchtime



Toys

0% watchtime



Cooking & Recipes

+5% views



Toys

0% views



Fitness

-5% watchtime



Soap Opera

+10% watchtime



Fitness

+5% views



Soap Opera

0% views



Fashion Week

+20% watchtime



Home Improvement

+5% watchtime



Fashion Week

+10% views



Home Improvement

0% views



Online Newspapers

-25% watchtime



Games

-5% watchtime



Online Newspapers

-5% views



Games

-15% views