

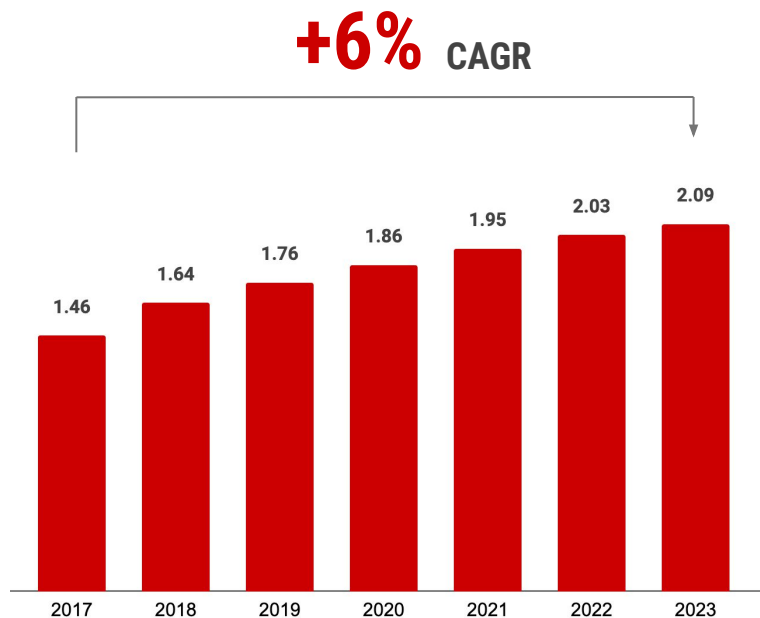


YouTube ecosystem

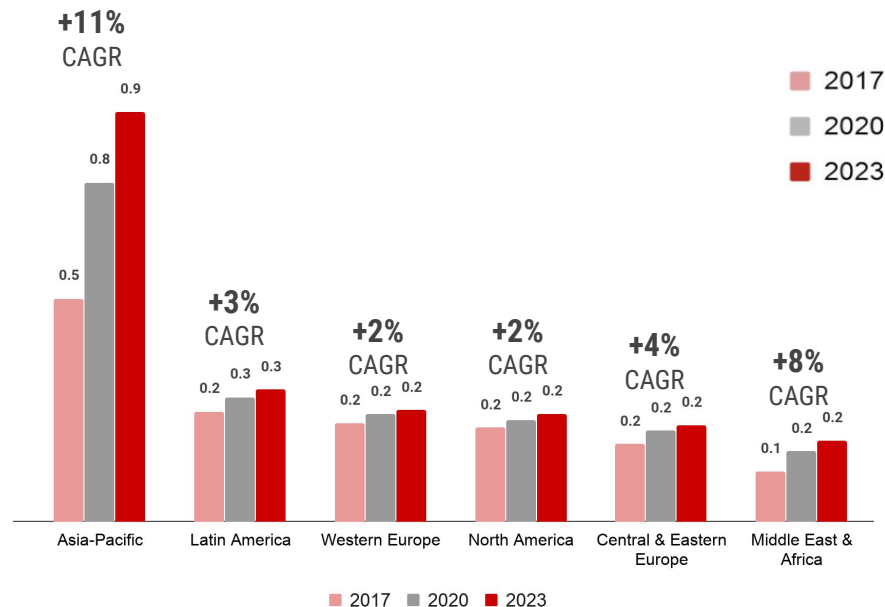
ONLY EXTERNALLY SHAREABLE SLIDES

YouTube has almost 2B viewers worldwide growing at 6% average annual rate
 Latam is the second region with most number of YouTube active users

YouTube viewers evolution worldwide

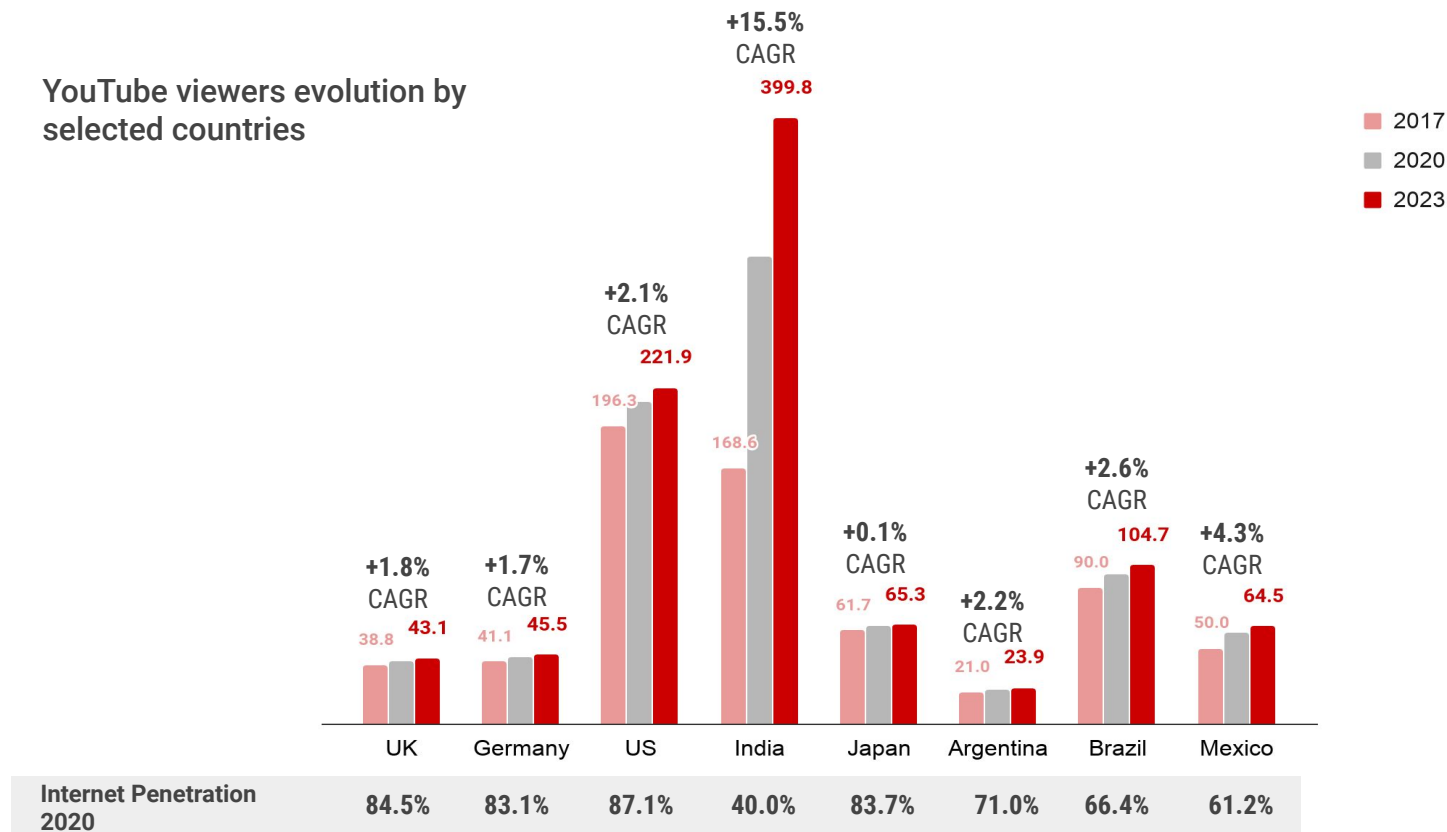


YouTube viewers evolution by regions



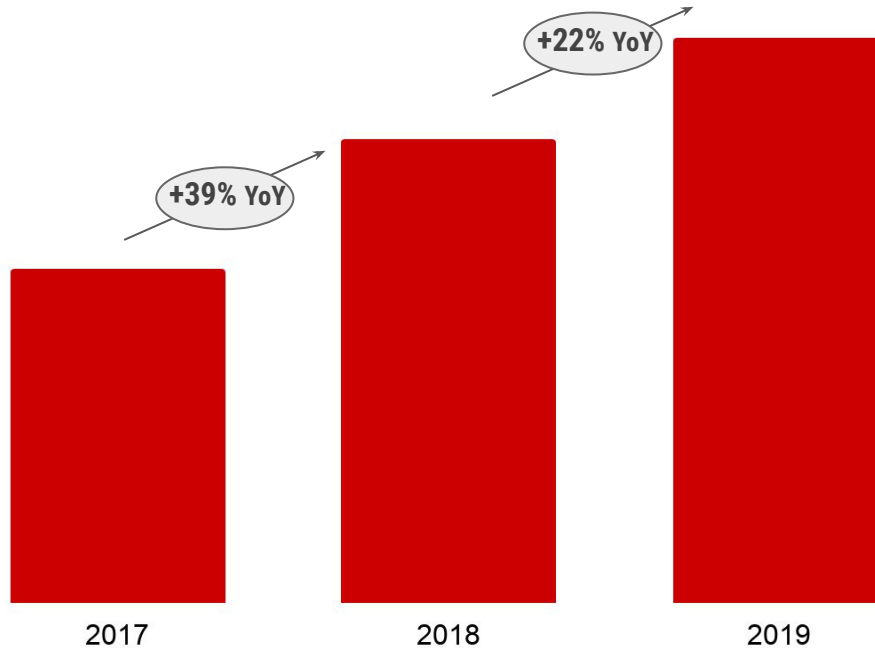
Mexico has the largest Youtube user base growth in all of Latin America

YouTube viewers evolution by selected countries

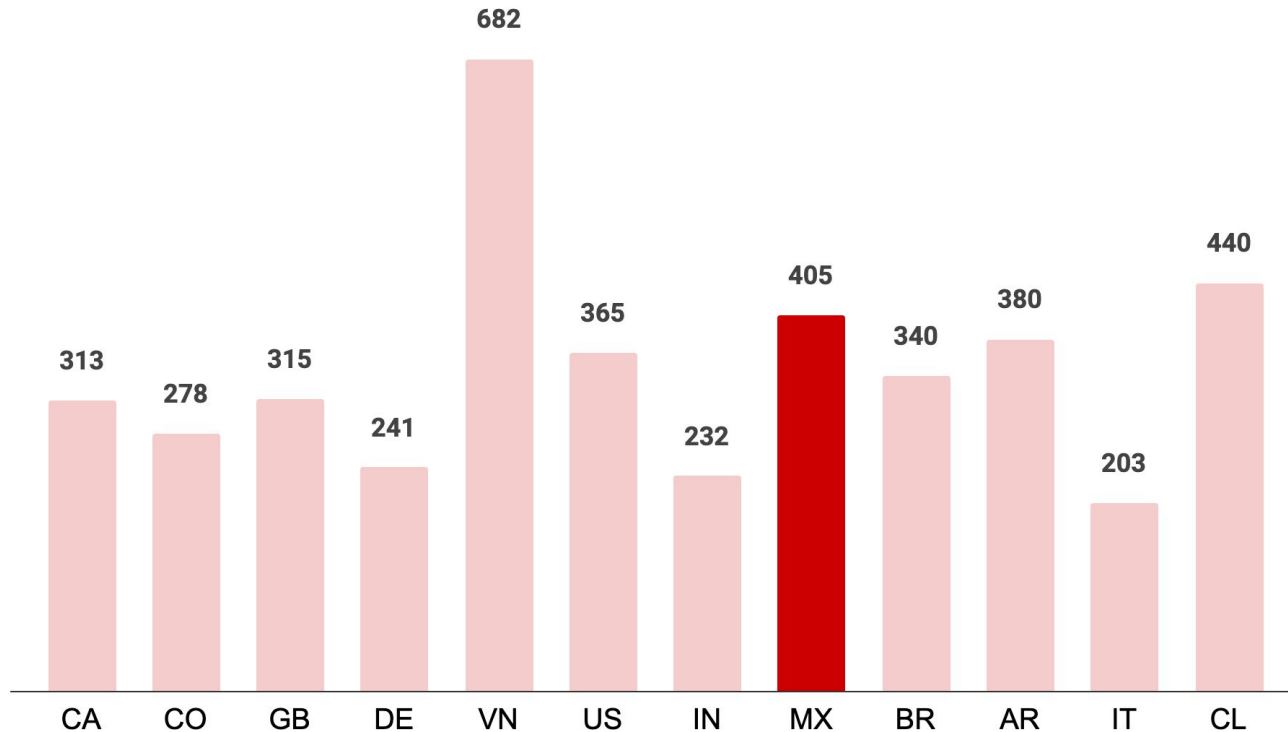


Users are coming to **YouTube** more times every year, views into the platform have increased +22% YoY

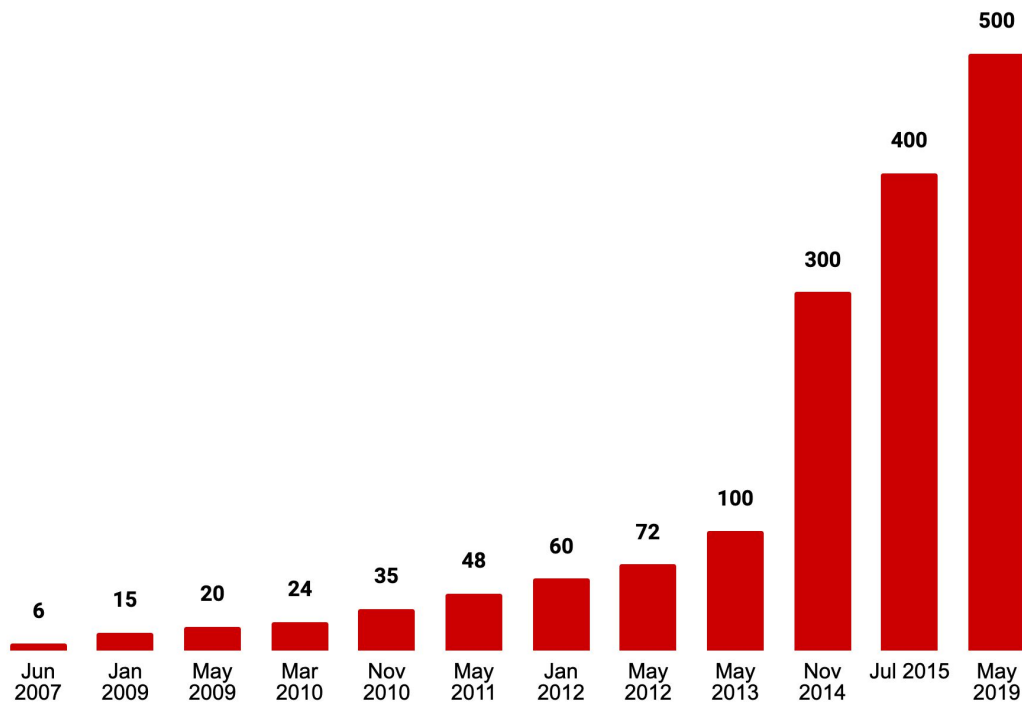
YouTube views evolution and growth,
worldwide



And similar to views, Mexico is one of the countries with the highest watchtime per internet user



Nowadays, creators are uploading **+500 hours** of content every minute to YouTube

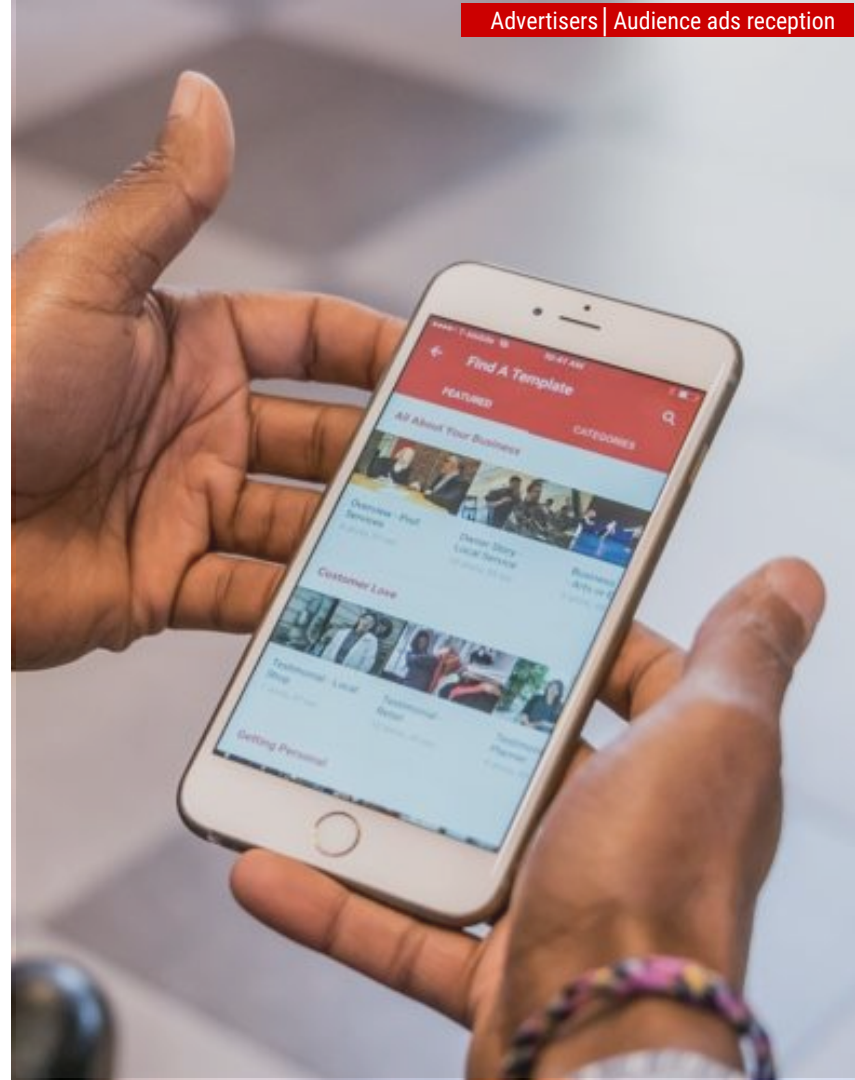
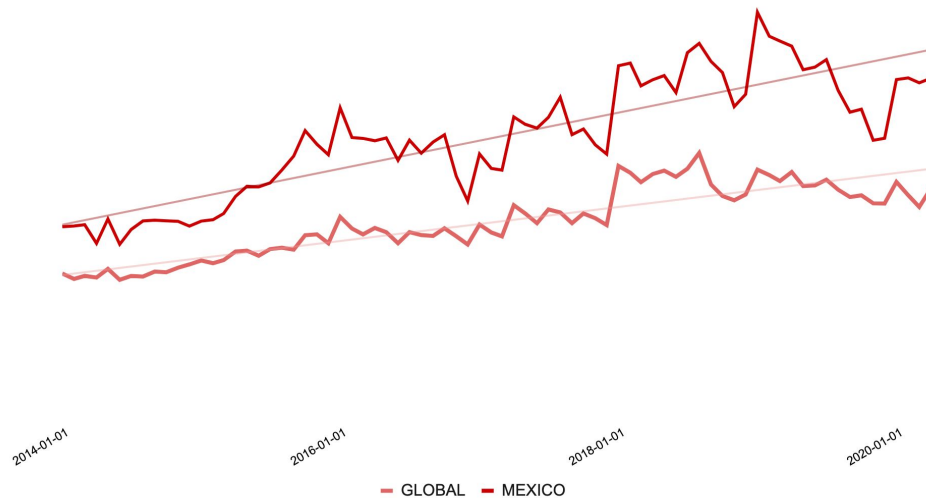




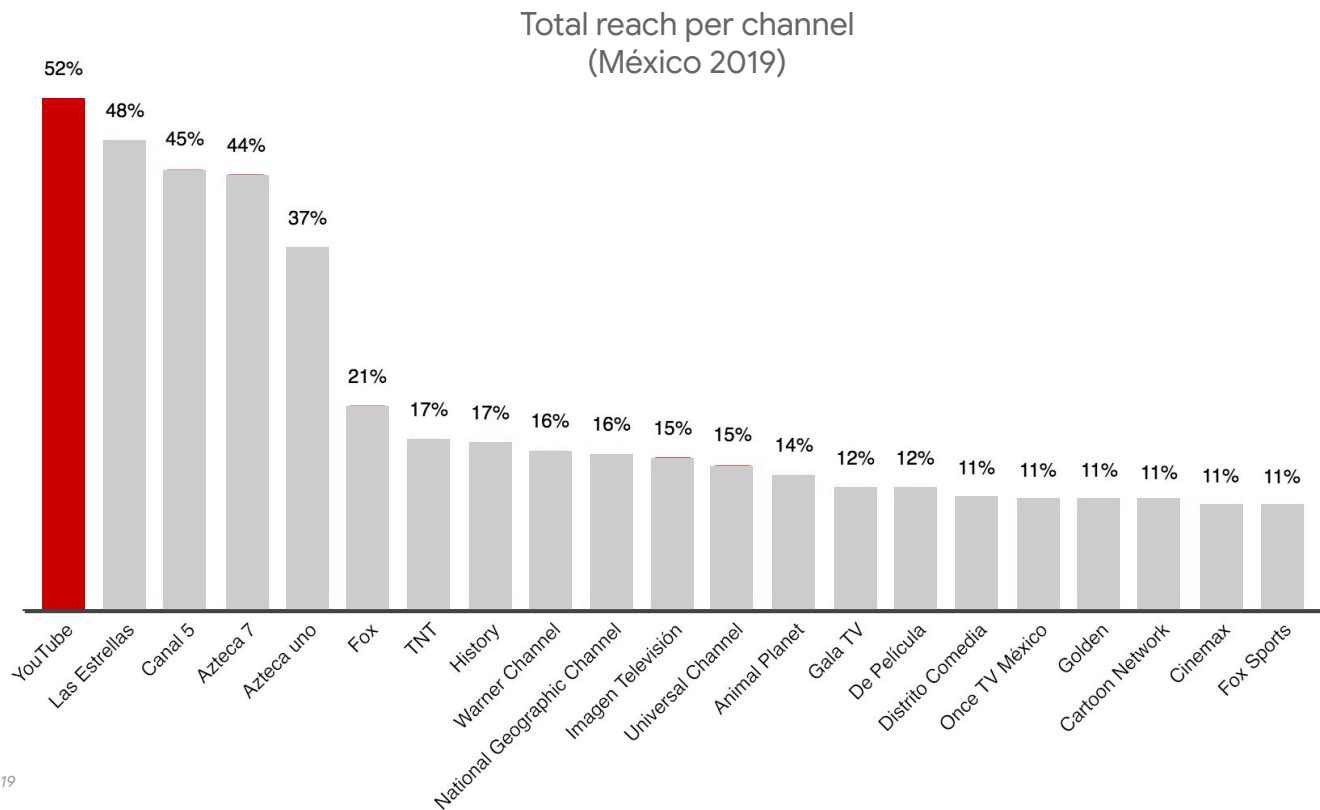
90% of people
say they discover new
brands or products on
YouTube

Users are more receptive to interact with ads in YouTube

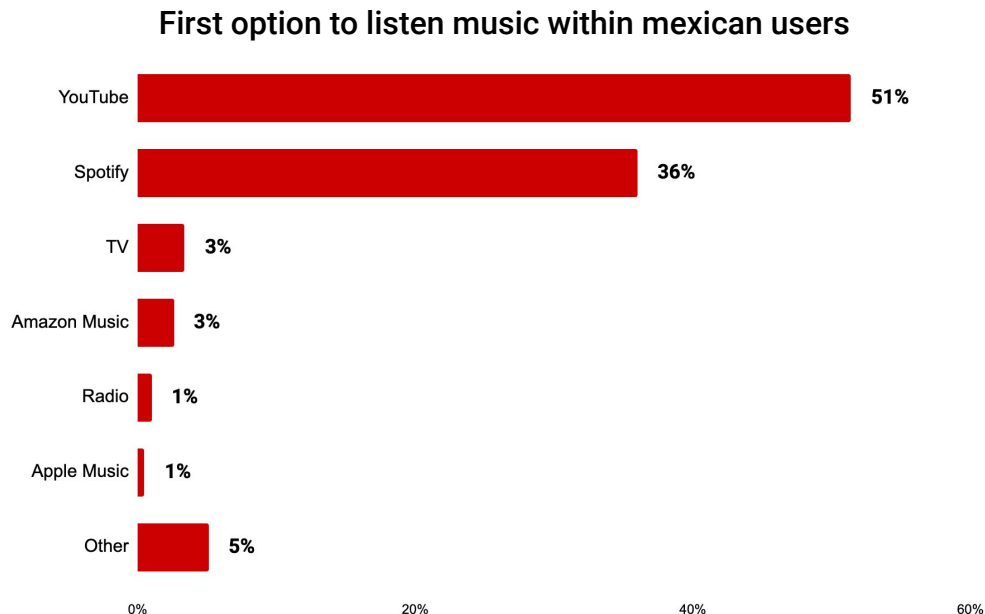
Evolution of % of effectively watched ads on YouTube (VTR)



If YouTube was a TV channel, it would be already the N°1 in Mexico

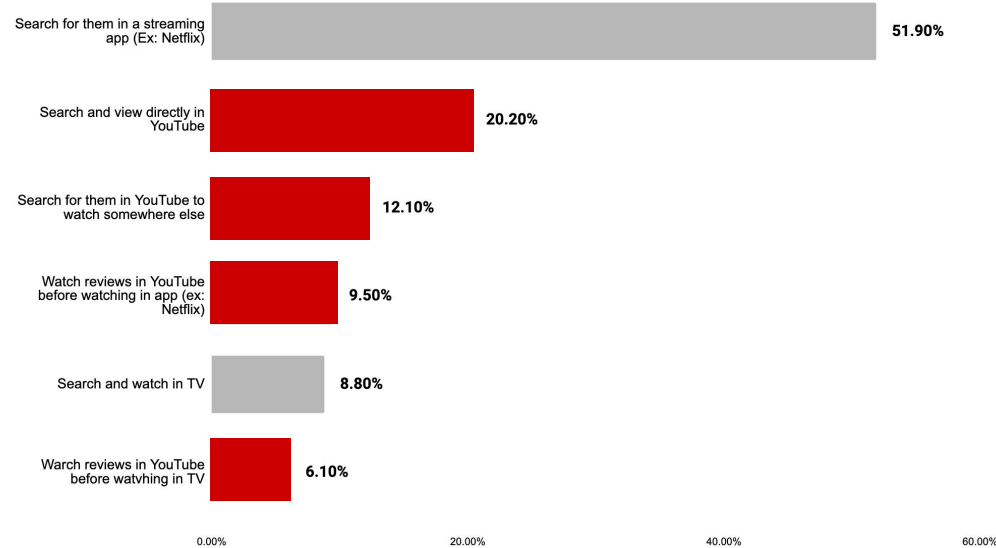


When thinking about music, mexicans first option would be YouTube rather than Spotify or Amazon Music



Watchtime in
music category
has increased
+34% YoY in
YouTube

In the streaming world, **47%** of mexican users declare to use YouTube to search or watch series and movies



YouTube is the first option that for
mexicans that want to watch gaming
content

Mexicans first option to watch gaming content

