

APR  
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# YOUTUBE: GLOBAL ADVERTISING AUDIENCE

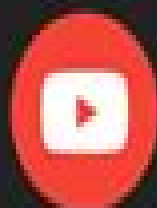
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARABLE DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH REVENUE REPORTS.



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON YOUTUBE



2.53  
BILLION

YOUTUBE AD REACH  
vs. TOTAL POPULATION



31.5%

YOUTUBE AD REACH  
vs. TOTAL INTERNET USERS



48.8%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED YOUTUBE AD REACH



+0.5%  
+13 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED YOUTUBE AD REACH



-1.4%  
-35 MILLION

SHARE: FEMALE YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
YOUTUBE AD REACH AGED 18+



45.6%

SHARE: MALE YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
YOUTUBE AD REACH AGED 18+



54.4%

ADOPTION: OVERALL YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



36.9%

ADOPTION: FEMALE YOUTUBE  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



33.4%

ADOPTION: MALE YOUTUBE  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



40.4%

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KEPIOS

# Global Trend YouTube Review

**Dr Ellen Joan Ford**



## **Global Trend YouTube Review:**

*OECD Public Governance Reviews Global Trends in Government Innovation 2023* OECD,2023-05-15 In the face of what has increasingly been referred to as an ongoing permacrisis governments must cope with and respond to emerging threats while already grappling with longstanding issues such as climate change digital disruption and low levels of trust In this context understanding new approaches and spreading successful ideas has never been more important A Question of Power Robert Bryce,2020-03-10 An informative and highly readable Foreign Affairs breakdown of the history of electricity and the impact of global energy use on the world and the environment Global demand for power is doubling every two decades but electricity remains one of the most difficult forms of energy to supply and do so reliably Today some three billion people live in places where per capita electricity use is less than what s used by an average American refrigerator How we close the colossal gap between the electricity rich and the electricity poor will determine our success in addressing issues like women s rights inequality and climate change In *A Question of Power* veteran journalist Robert Bryce tells the human story of electricity the world s most important form of energy Through onsite reporting from India Iceland Lebanon Puerto Rico New York and Colorado he shows how our cities our money our very lives depend on reliable flows of electricity He highlights the factors needed for successful electrification and explains why so many people are still stuck in the dark With vivid writing and incisive analysis he powerfully debunks the notion that our energy needs can be met solely with renewables and demonstrates why if we are serious about addressing climate change nuclear energy must play a much bigger role Electricity has fueled a new epoch in the history of civilization *A Question of Power* explains how that happened and what it means for our future *Digital Public Relations and Marketing Communication Trends in Africa* Anne W. Njathi,Brandi Watkins,2024-06-07 The uptake of digital media platforms necessitates the need to understand how digital cultures of consumers and brands are unfolding Despite the increase in usage and adoption of the internet in Africa there is limited information about digital marketing trends on the continent This book is among the first to present an edited collection of chapters on digital and influencer marketing authored by many who are either from or have close ties to Africa This book showcases digital marketing trends in Africa that are burgeoning at the same speed as the uptake of technology in the continent With this in mind the contributors seek to interrogate digital marketing trends in two stages the status of digital marketing on the African continent including cases from Nigeria Egypt Uganda and Kenya and an analysis of the rise of influencer marketing including cases from Nigeria and Uganda This book will explore factors driving the increase in digital media platforms in Africa as well as an analysis of the implications of the growth in digital marketing using various theoretical and methodological underpinnings to probe trends *Digital Public Relations and Marketing Communication Trends in Africa* provides significant implications for marketing scholars and researchers and will be relevant to those looking to understand the opportunities and challenges ahead **Introduction to Global Social Problems** Isaac Zvi

Christiansen,2025-09-08 Introduction to Global Social Problems introduces undergraduate students to national and international social problems from a critical sociological perspective Isaac Zvi Christiansen presents clear descriptions of each social problem explains key concepts and provides students with the relevant theoretical tools needed to grasp the interconnected nature of these phenomena This volume covers significant and interconnected issues The book begins with an explanation of how corporate interests distort the depiction of social problems Chapters 2 and 3 provide empirical explorations of poverty and inequality on national and global scales together with clear and accessible expositions of relevant sociological theories Chapter 4 examines health and educational inequalities exacerbated by the economic inequalities discussed in Chapters 2 and 3 Chapter 5 introduces students to issues of racial inequalities in the United States and abroad while Chapter 6 takes a comparative approach to examining crime and criminal justice Chapter 7 examines modern day imperialism and war with special attention given to the military industrial complex and a brief review of US interventions around the world in the twentieth and twenty first centuries Chapter 8 examines politics and human rights including a critical historical and sociological analysis of Israeli settler colonialism and successive US Israeli assaults on Gaza The book closes with an examination of population and the environment with special attention given to climate change and the pressing contradictions between capitalism and the environment This textbook will be a vital resource for introductory students across the social sciences especially in sociology political science and global studies It provides critical wraparound coverage of the momentous embedded social problems that interconnect across social national and regional boundaries

**The State of Copyright** Debora Halbert,2014-02-05 This book seeks to make an intervention into the ongoing debate about the scope and intensity of global copyright laws While mapping out the primary actors in the context of globalization and the modern political economy of information ownership the argument is made that alternatives to further expansion of copyright are necessary By examining the multiple and competing interests in creating the legal regime of copyright law this books attempts to map the political economy of copyright in the information age critique the concentration of ownership that is intrinsic in the status quo and provide an assessment of the state of the contemporary global copyright landscape and its futures It draws upon the current narratives of copyright as produced by corporate government and political actors and frames these narratives as language games within a global political project to define how information and culture will be shared and exchanged in the future The text problematizes the relationship of the state to culture comments on the global flows of culture and critiques the regulatory apparatus that is in place to commodify culture and align it with the contemporary nation state In the end the possibility of non commodified and more open futures are explored The State of Copyright will be of particular interest for students and scholars of international political economy law political science anthropology sociology cultural studies library sciences and communication studies It also will appeal to a growing popular audience that has taken an interest in the issues of copyright

**#WorkSchoolHours** Dr Ellen Joan Ford,2024-03-04 Every

working parent knows how hard the juggle is Now we know the cause It s time to get work to work better for people Right now we are expected to work as though we don t have kids and parent as though we don t have jobs It is not sustainable It s causing people to leave the workforce or to sacrifice valuable family time and simultaneously hurting organisations as retention and productivity take a nosedive WorkSchoolHours offers us all a better framework one that takes us far beyond how we structure our work schedules to deliver us better commercial outcomes for businesses better careers for all working people and better lives for everyone Building on decades of research and lived experiences WorkSchoolHours gives us practical insights and immediately actionable solutions Let s reduce hours spent working so we can connect more with what matters in life and do it in a way that is commercially smart for organisations Praise for WorkSchoolHours A change the freaking world book Mark Crysell TVNZ SUNDAY correspondent An absolute must read that will linger in your thoughts long after you ve turned the final page Steve Jurkovich Chief Executive KiwiBank Even the skeptic in me is totally convinced Eric Chapman Director of Business Transformation EY Ellen s precise wisdom is a game changer Dr Ron McDowall ONZM Director of Rutherford Business Institute A research backed implementable solution where everybody wins Stephania Varalli Story Strategist serial entrepreneur and former CEO and owner of Women of Influence Canada

**Business Review Weekly** ,2007 *Si Review* ,2007 *The Times Index* ,2011 Indexes the Times Sunday times and magazine Times literary supplement Times educational supplement Times educational supplement Scotland and the Times higher education supplement

**Media & Culture with 2015 Update** Richard Campbell,Christopher R. Martin,Bettina Fabos,2014-03-31 The media are in a constant state of change accelerated by the recent turn in digital technology The new 2015 update of Media and Culture keeps up with the newest changes unfolding over YouTube Twitter Facebook and other feeds because the speed of today s media stories requires an understanding of the complex connections between media and our culture The 2015 update includes the latest media developments and coverage of the political economic and cultural issues affecting our mass media and culture But the authors go beyond the addition of current events and trends to focus on what these changes mean extending the bridge between media history and the media right now

**Encyclopedia of E-business Development and Management in the Global Economy** In Lee,2010 As globalization and competition pose new opportunities and challenges firms strive to discover effective and efficient e business models and applications to contribute to their sustainability growth and innovation The Encyclopedia of E Business Development and Management in the Global Economy creates a repository for educators researchers and industry professionals to collaborate and discuss their research ideas theories practical experiences challenges and opportunities while presenting tools and techniques in all aspects of e business development and management in the digital economy As the first and most comprehensive book to present aspects from the research industry managerial and technical sides of e business this collection appeals to policy makers e business application developers market researchers managers researchers professors and undergraduate graduate students in various academic

disciplines     **Annual Editions: Violence and Terrorism 08/09** Thomas Badey, 2008-02-15 This Eleventh Edition of ANNUAL EDITIONS VIOLENCE AND TERRORISM provides convenient inexpensive access to current articles selected from the best of the public press Organizational features include an annotated listing of selected World Wide Web sites an annotated table of contents a topic guide a general introduction brief overviews for each section a topical index and an instructor s resource guide with testing materials USING ANNUAL EDITIONS IN THE CLASSROOM ISBN 0073301906 is offered as a practical guide for instructors ANNUAL EDITIONS titles are supported by our student website [www.mhcls.com](http://www.mhcls.com) online     The Chief Public Health Officer's Report on the State of Public Health in Canada ,2012     International Business Shad Morris, James Oldroyd, 2020-08-25 Leveraging their extensive background at multi national corporations co authors Shad Morris and James Oldroyd created an International Business course that is current concise and easy to implement As instructors themselves the authors focused on engaging pedagogy that prepares students for the global marketplace and created interactive resources to deepen the learning experience This second edition of International Business includes extensive updates including coverage on important topics like COVID 19 Brexit and the US China trade war Additionally the WileyPLUS course provides just in time resources like chapter introductory videos whiteboard animations cases case application problems adaptive practice and more to help students apply their learning and think critically     **Grown Up Digital: How the Net Generation is Changing Your World** Don Tapscott, 2009 Comments on the transformative impact of the digital age     Training ,2009     *Business Week* ,2008     Ariel ,2011     **Information Literacy Instruction** Esther S. Grassian, Joan R. Kaplowitz, 2009 The second edition of this guide for librarians who need to implement informational literacy programs for diverse learners has been revised to include new practices and technologies in the 21st century Grassian served as a library administrator at the UCLA College Library and she has teamed with fellow UCLA librarian Kaplowitz to deliver a plan that focuses on goal setting mode selection design copyright and assessment of these programs A CD ROM is included that contains sample mission statements tables that evaluate assessment tools practice handouts and links to interactive Web pages Annotation 2010 Book News Inc Portland OR [booknews.com](http://booknews.com)     **British Humanities Index** ,2006

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