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# MARKET FACTS!

MARKET FACT #8

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# 75%

**of Youtube's watch time occurs on  
a mobile device (globally)**

**COMMENT:** Complementary data: **The average watch time for a mobile user is 60 minutes per day** which reinforces that **videos with less than 1 hour will likely be consumed by the Youtube audience**, while bigger videos than that, will likely not. Of course, this is just additional data that should be taken into account, but not taken as a rule. Depending on your niche — like E-learning — you may very well publish 2-hour long videos and still win because your audience definitely expects in-depth content. Finally, another important data is that [in an average month, 8 out of 10 people — ages 18 to 49 years old — watch Youtube](#) proving that you can reach your audience whether you are marketing to younger or older people. And with the explosion of SmartTVs, and [with many of them becoming much cheaper](#), that statistic will likely increase in the near future (since SmartTVs usually have the Youtube App).

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