

# The Power of Intent: YouTube Is Big for Thai Brands

Viewers in Thailand are tuning in to YouTube—by the millions. And they're not just there to kill time; they turn to YouTube with a purpose, an intent to watch, learn, entertain, or figure something out. That's good news for brands that have prioritized video content as part of their digital marketing strategies. Have you tuned in to the opportunity yet?



## YouTube is capturing the attention of Thais

1 of the **Top 10**

countries for watch time (consecutive minutes watching videos) on YouTube

**87%**

go to YouTube first when looking for video content

**50%**

of YouTube views come from mobile

## They're watching A LOT of video content

**70%**

increase in watch time over the past 12 months

**65%**

watch time from mobile devices

**70%**

growth in hours of content uploaded

**18**

local channels have 1M+ subscribers, 4.5X the average

**YouTube is an effective platform to reach consumers making purchase decisions**

**3 in 4**

Thais find YouTube useful when looking for product or brand information

### SOURCE

YouTube User Profiling, Thailand, December 2014 - October 2015.