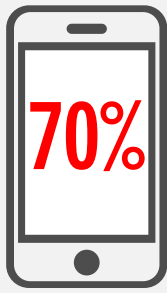


YouTube Statistics

Updated 2018



More than **70%** of all traffic comes from **mobile devices**.

YouTube is the **2nd largest search engine** in the world.



In the US, **96%** of teens use YouTube.

YouTube is available in **more than 91 countries**.

Available in **80 languages**, **95%** of viewers can access YouTube in their native language.

Higher video quality ranks higher: **320p** **720p** **4K**
320p ranks lower than 720p, and 4K ranks the highest.

Only **9%** of small businesses use YouTube.



The average YouTube **session lasts 40 minutes**.

More than **300 hours of video** are uploaded to YouTube **every minute**.



Users stream over **1 billion hours of content every day**.

Sources

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