



# YouTube Claims & Covid-19

March 2020

With so many people spending more time at home, YouTube usage is up around the world

On YouTube, we're seeing **tens of millions of search queries** each day related to COVID-19.

Over the last month, we've seen **billions of views** on COVID-19 related content on YouTube.

# People are consuming more YouTube and more often: for authoritative news alone, we've experienced a significant increase in watchtime in February 2020

In Italy, there has been **20x** growth in watchtime from day one to day 28.

In Germany, there has been **11x** growth in watchtime from day one to day 28.

In France, there has been **4x** growth in watchtime from day one to day 28.

In Great Britain, there has been **6.5x** growth in watchtime from day one to day 28.

In the US, there has been **10x** growth in watchtime from day one to day 28.

In Indonesia, there has been **1.5x** growth in watchtime from day one to day 28.

In Japan, there has been **3.5x** growth in watchtime from day one to day 28.

In South Korea, there has been **2x** growth in watchtime from day one to day 28.



Source: Google Internal Data, Global, February 13 - March 11, 2020.

*Authoritative news* is defined by a number of signals to determine which channels are eligible for our news surfaces on YouTube, including inputs from Google News, to ensure only content from established and relevant news sources is surfaced in our officially labeled news sites.

# People respond to staying home during Covid-19



Average global daily uploads of videos with "***At Home***" in the title increased over 50% from March 10 through March 15.

Source: Google Internal Data, Global, March 2020. Increase compared to the average daily uploads in 2020 prior to March 10th.

# People are turning to online video to adapt, cope and connect



## Study With Me

52% increase in views y/o/y

As more and more young people adapt to at-home learning, students are leaning into [‘study with me’](#) videos for companionship and motivation.

*YouTube data, Global. March 10 - March 16, 2020.*



## Pantry Meals

49% increase in views y/o/y

When it comes to recipes, hungry users look to YouTube to learn how to put fresh spins on non-perishable items commonly found in their pantry.

*YouTube data, Global., Jan 1- March 16 2020 vs. same period in 2019.*



## Coping Techniques

38% increase in views y/o/y

Recent weeks and months have given people a lot to worry about. From 5-minute meditation to stress relieving yoga, people turn to YouTube to learn new coping techniques to manage stress.

*YouTube Data, Global., Jan 1- March 16 2020 vs. same period in 2019.*



## At Home Workouts

57% increased avg daily uploads

More than 8000 channels strong, YouTube's fitness community spans all sort of specialties, empowering users to maintain their workout schedules, despite challenging times.

*YouTube Data, Global, January 1 - March 18, 2020. Avg daily uploads of videos with 'workout at home' in the title since March 10, 2020.*

# Creators are uploading new types of content for people's changing needs

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## Uploads

Average global daily uploads of videos with "**At Home**" in the title increased by over 50% from March 10 through March 15 compared to the average daily uploads prior to that in 2020.

Average global daily uploads of videos with "**Workout At Home**" in the title increased over 55% from March 10 through March 15 compared to the average daily uploads prior to that in 2020.

Source: Google Internal Data, Global, March 2020

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## Views

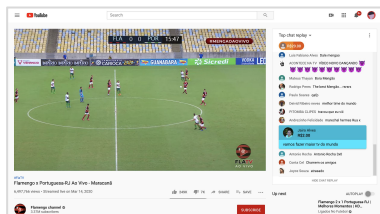
Global views in 2020 related to videos with "**study with me**" in the title are over 50% higher than the same period last year.

Global views in 2020 related to videos related to **cooking** or **recipes** are over 45% higher than the same period last year.

Source: Google Internal Data, Global, Jan 1-Mar 16 2020 vs. 2019

# Creators are finding new ways to connect with people

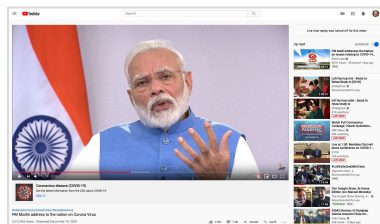
## Sports



### Flamengo x Portuguesa-RJ

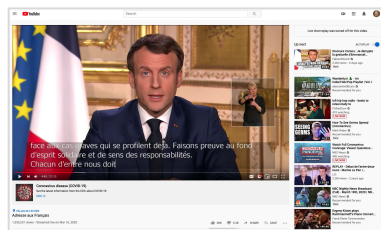
2020 Rio de Janeiro State Championship streamed live on March 14th and was the 2nd largest live stream in Brazil history

## Heads of State



### India Coronavirus Address

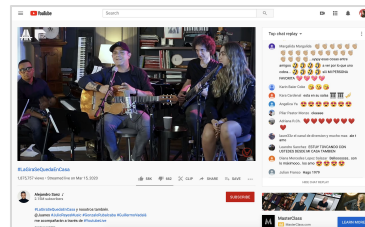
Prime Minister Modi addressed India on March 19th



### France Coronavirus Address

President Macron addressed France on the country wide lockdown on March 16th

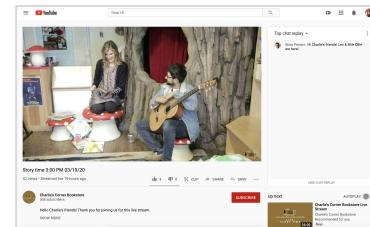
## Entertainment



### Alejandro Sanz Concert

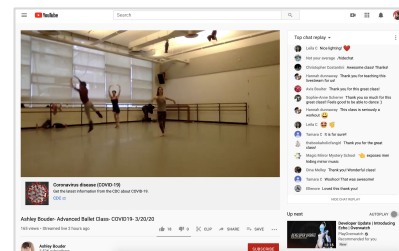
Artist live streamed a concert in the US from the Arthouse in Miami after the cancellation of his tour (~150K peak concurrent viewers)

## Local Business



### Charlie's Corner Storytime

Local San Francisco bookstore story time live stream



### Local ballet school

Streaming classes online for free