

AMENDED Exhibit 704

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Produced in Native

THE YOUTUBE GENERATION

Shaping Community and
Creative Culture Today

// OBJECTIVES

Understand & Celebrate the Power of the YouTube Generation

- ▶ Dimensionalize the YouTube Generation
- ▶ Demonstrate how YouTube is the platform that allows them to influence how people engage with and create new content and communities
- ▶ Socialize these findings in a meaningful way



WHO IS THE YOUTUBE GENERATION?

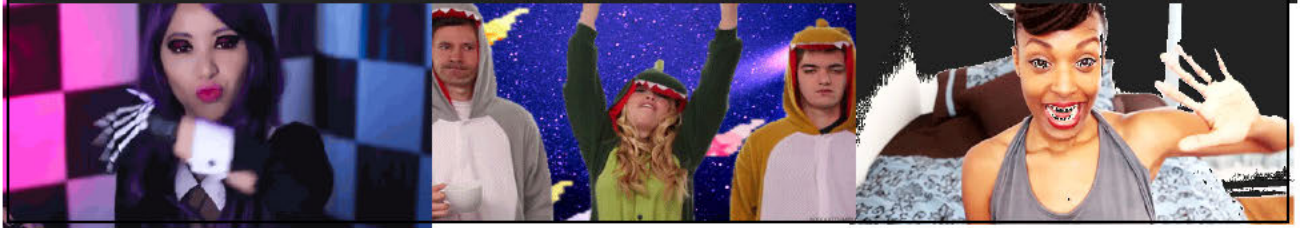


This video is WIP



THE YOUTUBE GENERATION

Our audience of Teens and Millennials that are shaping community and creative culture today



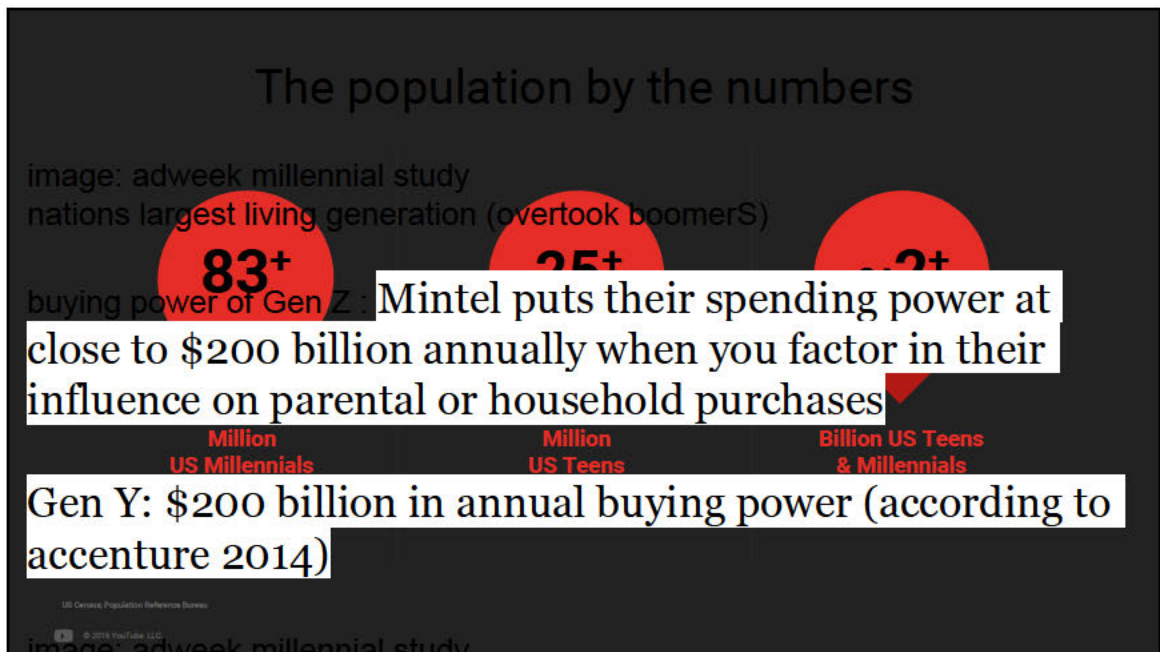


image: adweek millennial study

nations largest living generation (overtook boomerS)

buying power of Gen Z : Mintel puts their spending power at close to \$200 billion annually when you factor in their influence on parental or household purchases

Gen Y: \$200 billion in annual buying power (according to accenture 2014)

An audience core to YouTube

92%

**Online Teens
and Millennials**
are YouTube users
(vs. 85% Facebook users
and 50% Snapchat users)

69%

**Teen
YouTube users**
say they visit
at least *daily*
(more than Teen daily users of
Snapchat and Tumblr, combined)

70%+

**Logged-in
watch hours**
come from Teens and
Millennials

Slide 1

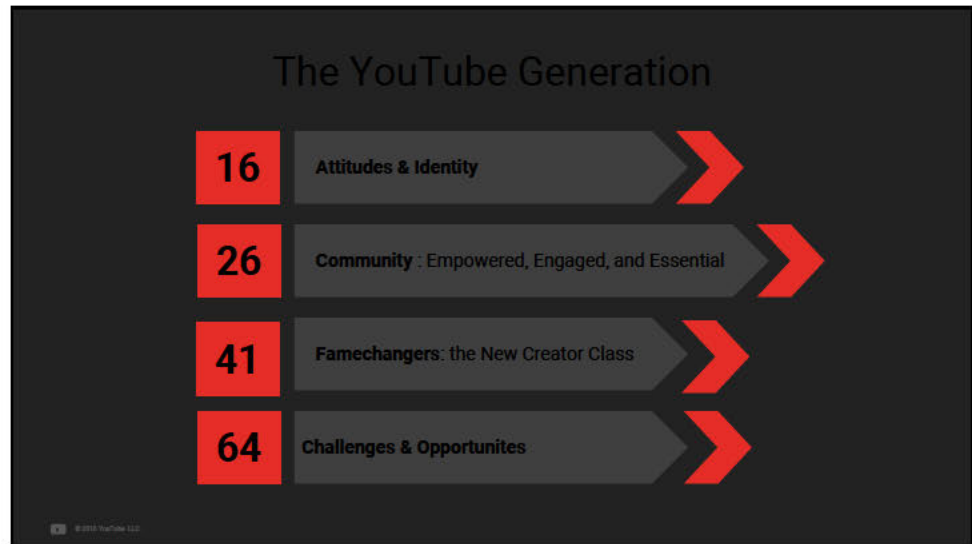
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DATA SHARING NOTE: 70%+ logged in watch hours stat GOOGLE
INTERNAL ONLY (cannot be shared with clients)

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They're most likely to subscribe, follow and watch our channels and creators

YouTube Users			
	13-17	18-34	35-64
Follow (ever watch or subscribe to) any YouTube channels	97%	92%	82%
Follow (ever watch or subscribe to) a YouTube creator	85%	74%	49%
Subscribe to any YouTube channels	76%	64%	39%
Subscribe to a YouTube creator	54%	41%	14%





ATTITUDES & IDENTITY

You cant talk about teens and millennials without getting the stereotypes out of the way - about the stereoteypes: entitled; self-absorbed; add; etc



- 58% of teens say "my generation is more creative than my parent's generation" - and the majority of their parents agree: 56% of 34+ agree that "my children's generation is more creative than my generation"

Their engagement with their favorite creators, content and hobbies is all-encompassing and 'obsessive' - and fuels their creativity.



COMMUNITY:
EMPOWERED, ENGAGED,
& ESSENTIAL



- Not only is being on *#trend* important to the YouTube Generation, they like to know - because there is social capital in participation. Being the first to share something, being able to participate in the conversation around something



FAMECHANGERS: THE NEW CREATOR CLASS

You cant talk about teens and millennials without getting the stereotypes out of the way - about the stereoteypes: entitled; self-absorbed; add; etc

Shaping the future

These creators are shaping the culture and perspective of the YouTube Generation

	YouTube Creator Subscribers		
	13-17	18-34	35-64
YouTube creators change and shape culture	71%	70%	65%
A YouTube video has changed my life and/or how I see the world	64%	59%	47%
A YouTube creator has changed my life and/or how I see the world	63%	52%	47%
My personal opinions (e.g., politics, lifestyle, beliefs) have been influenced by a YouTube creator I follow	56%	53%	43%
I am more likely to follow the advice of a YouTube creator than of a TV/movie personality for my lifestyle choices (e.g., values)	62%	56%	42%
I'll drop what I'm doing to watch a new video from my favorite YouTube creator	53%	52%	41%

The rise of “obsessive” watching behavior

The Must-See Factor



<60% of Teen and Millennial channel subscribers watch new videos released by their favorite creators or channels **within 24 hours** (and 15% within 60 sec)

<70% of daily Teen and Millennial YouTube users watch a video recommended to them by a friend within 24 hours

“Down the Rabbit-Hole” Phenomenon



1 in 4 Millennials admit they've been “late to work because they spent too long on their phone”

Real talk in real-time

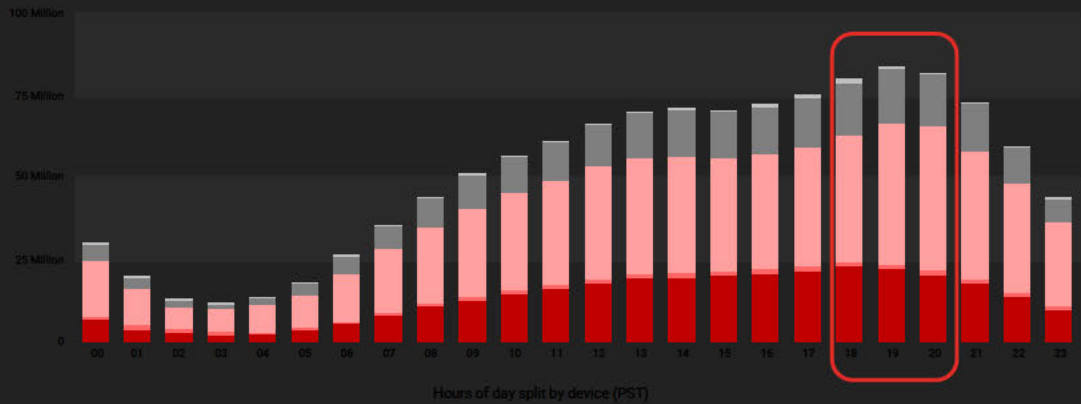


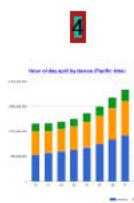
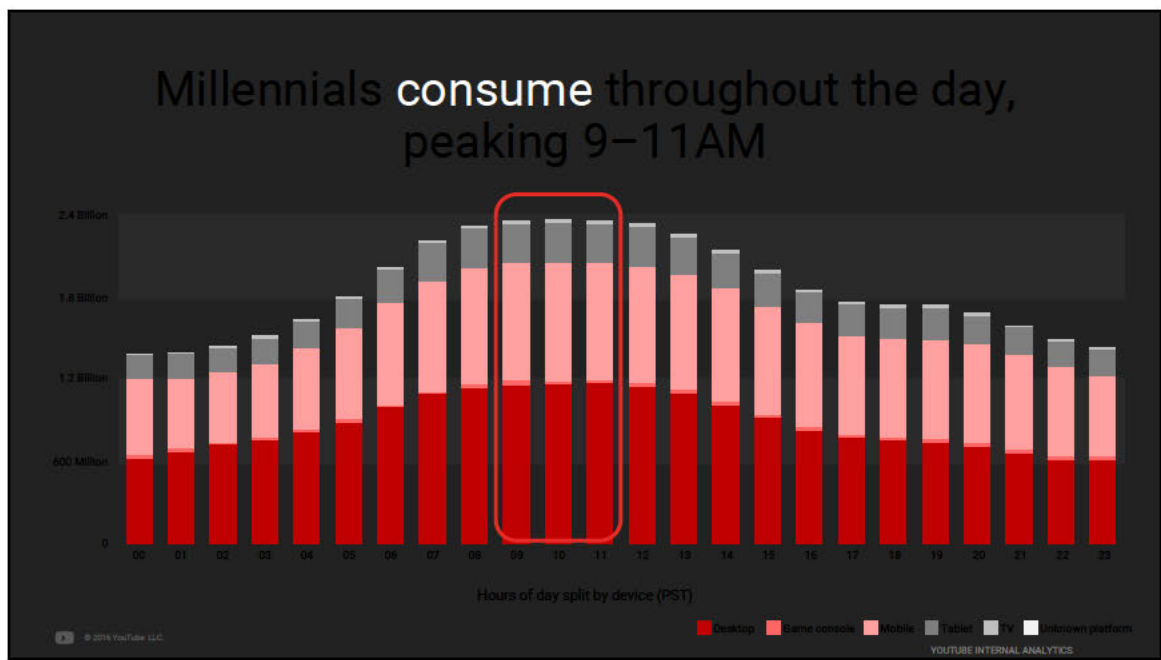
Smartphone viewers are 1.6X as likely as TV viewers to turn to their peers in person and talk about the video content they're watching

YouTube Ipsos Study Nov 2015; OCS Jan 2014; Brand Building on Mobile Survey (US) Feb 2015

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For Teens, YouTube isn't just a time-filler:
they watch in their “primetime” peaking 6-8PM





Slide 1

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DATA GOOGLE INTERNAL ONLY

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The more engaged they are, the more attention they're willing to give new content

Contrary to their stereotype as the "ADD Generation," Teens and Millennials - especially daily YouTube users - are willing to spend more time trialing new video content before forming an opinion than their older counterparts. The more they use YouTube, the more open they are to being won over by new content.

	13-17 non-user	13-17 Daily user	18-34 non-user	18-34 Daily user
"Number of seconds it takes for me to determine if I like a video or not"	21.1	25.2	18.1	23.8



YouTube Ipsos Study Nov 2015

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THEY'RE CHANGING HOW AND WHERE THEY CREATE AND GROW SOCIAL BONDS

- they are more socially connected than any generation before them

They're not just an audience, they're creators too

Activities I do <i>daily</i> ...	13-17	18-34	35+
Comment on / Like someone else's status/post/video/blog	40%	44%	27%
Share/Re-share links to content (e.g., photos, videos, news, articles) with others	29%	30%	17%
Upload/Post pictures to a site or mobile app that you shot or created yourself	20%	22%	8%
Upload/Post a video you shot or created yourself	16%	16%	6%
Blog or keep an online journal	14%	16%	5%
Create an audio/music playlist that you've shared with others	14%	14%	5%



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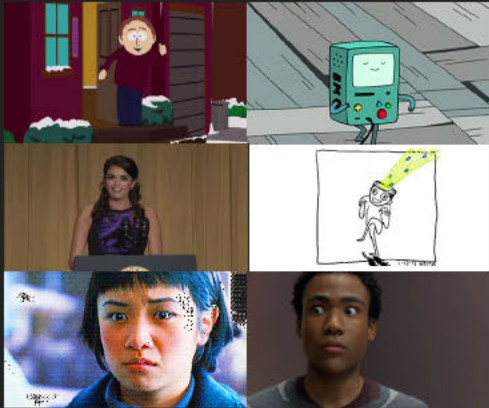
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**CHALLENGES +
OPPORTUNITIES**

Abundance of content is exciting + overwhelming

"How do you feel about the amount of content and information online (expressed in a GIF)?"



I feel excited and like I can't get enough. I'm excited about how much information is out there.

— William, 32, MA

It makes me happy to see that there is so much in this world.

— Jason, 15, NY

My mind is blown because the amount of information online is so big!

— Becca, 16, TX

I feel completely overwhelmed by the amount of content & info that is available online.

— Joel, 32, TN

Millennials are most overwhelmed by the amount of content - and feel like they're filtering the most

