



Young Families on YouTube



Market Potential:
12.5mil

In Japan, 70% of Young Families visit YouTube in an average month, making it their second favorite social media platform behind LINE. Of the Young Families who use YouTube, 31% are on it more than once a day. Their top activity on platform is watching music videos followed by TV shows or clips.

Frequency Breakdown



31%
use YouTube 1+ Daily

14%
use YouTube Less Often

25%
use YouTube Daily

31%
use YouTube Weekly

Top 5 Behaviors on Platform

