



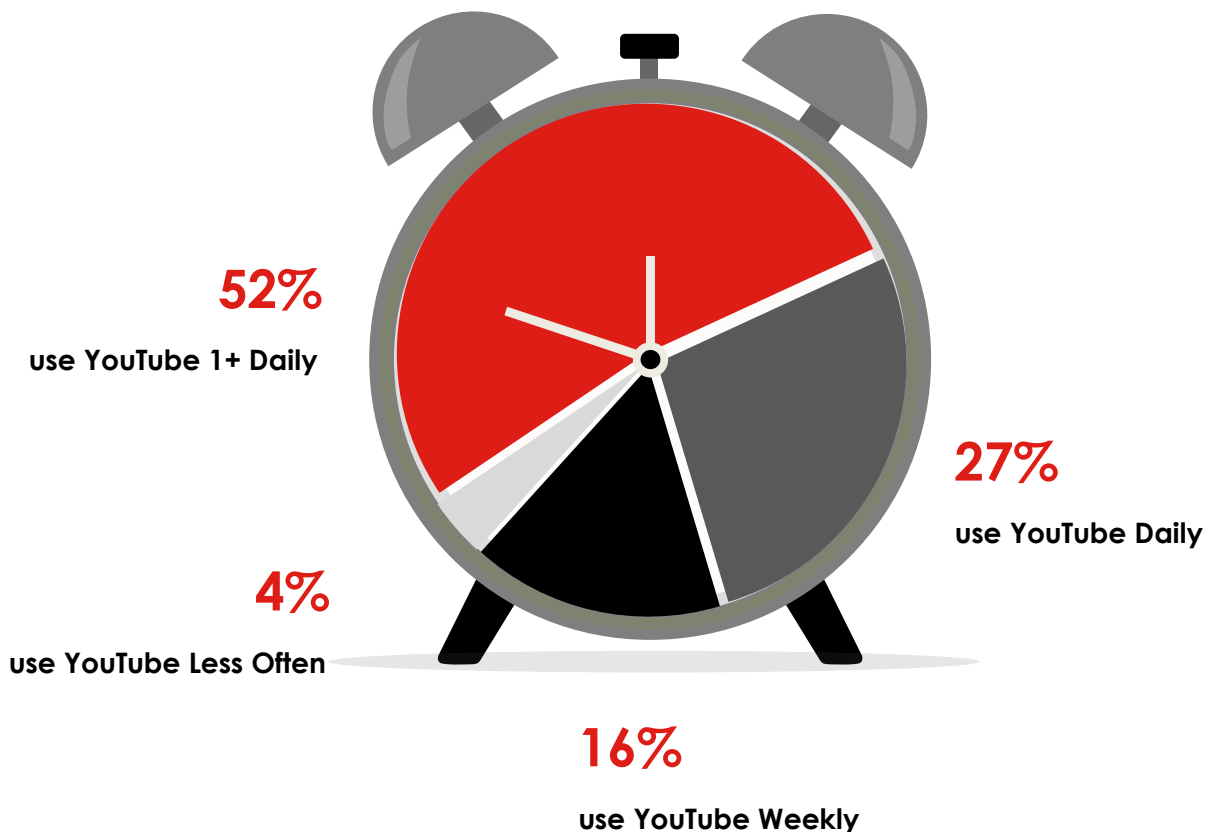
Girl Gamers on YouTube



Market Potential:
12 mil

In the USA, 93% of Girl Gamers visit YouTube in an average month, making it their top social media platform. Of those who use YouTube, 52% are on it more than once a day. Their top activity on the platform is watching music videos followed by TV shows or clips.

Frequency Breakdown



Top 5 Behaviors on Platform

