



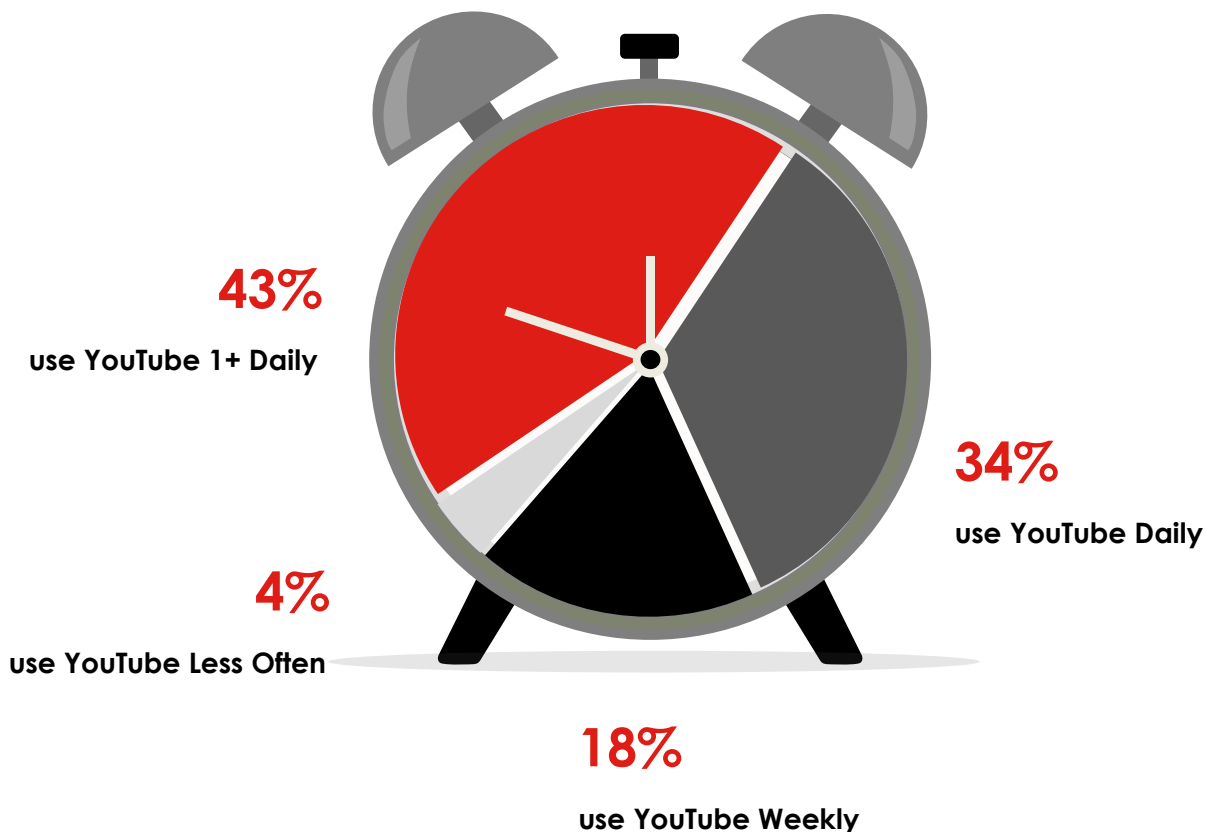
Girl Gamers on YouTube



Market Potential:
1.9 mil

In the UK, 93% of Girl Gamers visit YouTube in an average month, making it their top social media platform. Of those who use YouTube, 43% are on it more than once a day. Their top activity on the platform is watching music videos followed by film trailers.

Frequency Breakdown



Top 5 Behaviours on Platform

