



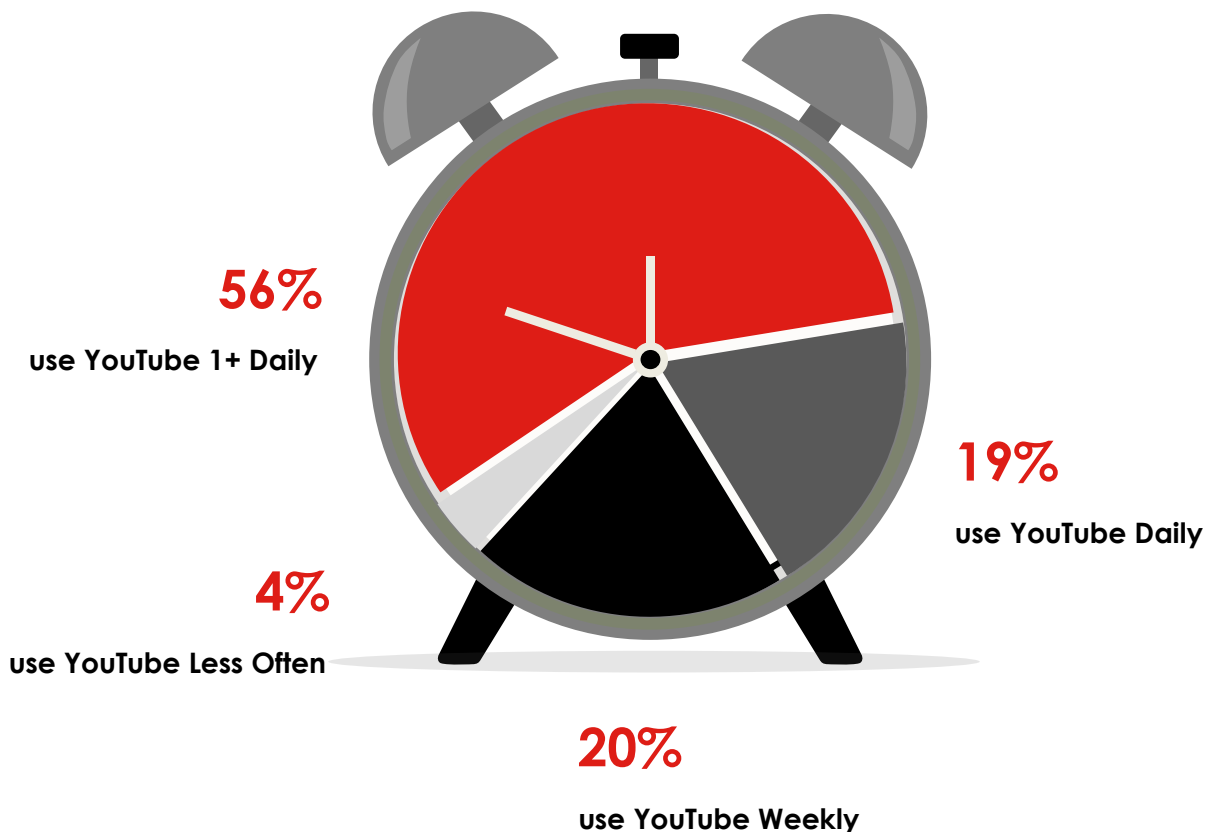
Girl Gamers on YouTube



Market Potential:
2.5 mil

In Japan, 80% of Girl Gamers visit YouTube in an average month, making it their top social media platform. Of those who use YouTube, 56% are on it more than once a day. Their top activity on the platform is watching music videos, followed by trailers for video games.

Frequency Breakdown



Top 5 Behaviours on Platform

