



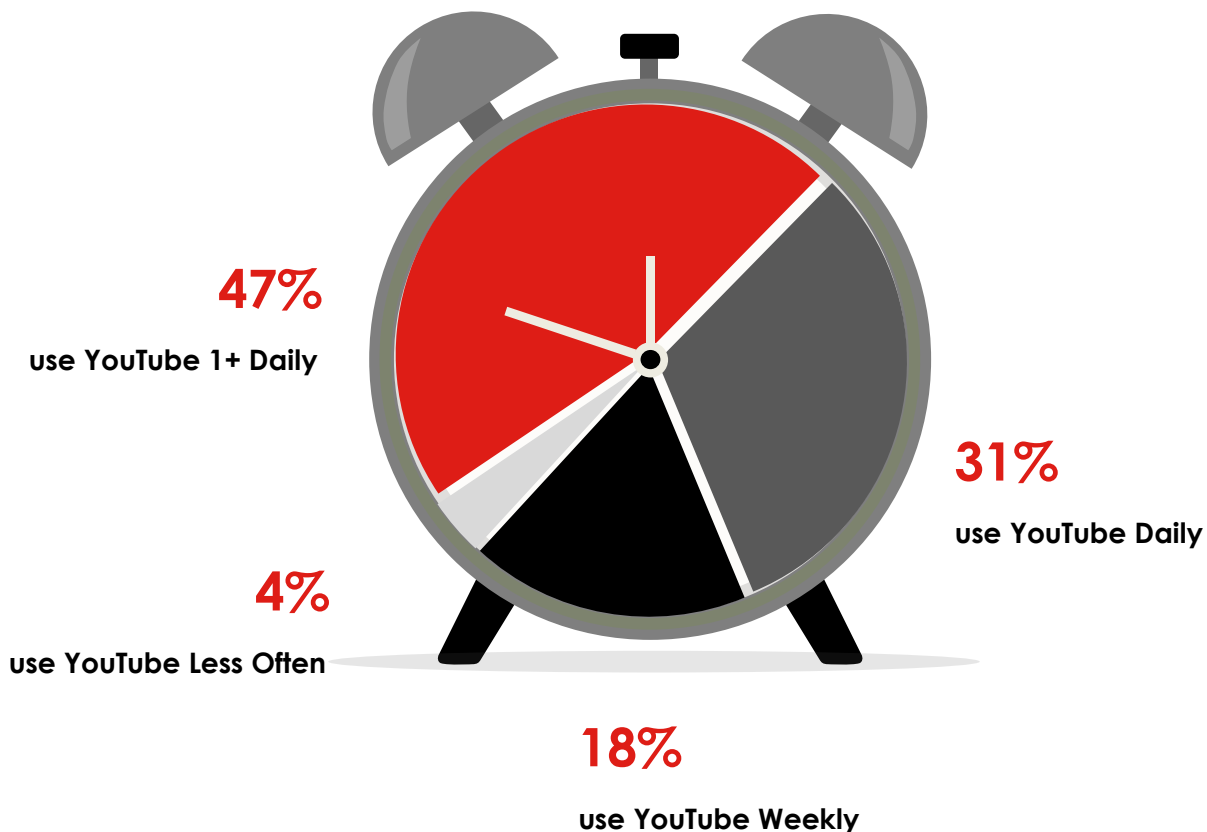
# Girl Gamers on YouTube



Market Potential:  
888k

In Canada, 93% of Girl Gamers visit YouTube in an average month, making it their top social media platform. Of those who use YouTube, 47% are on it more than once a day. Their top activity on the platform is watching music videos followed by tutorials.

## Frequency Breakdown



## Top 5 Behaviours on Platform

