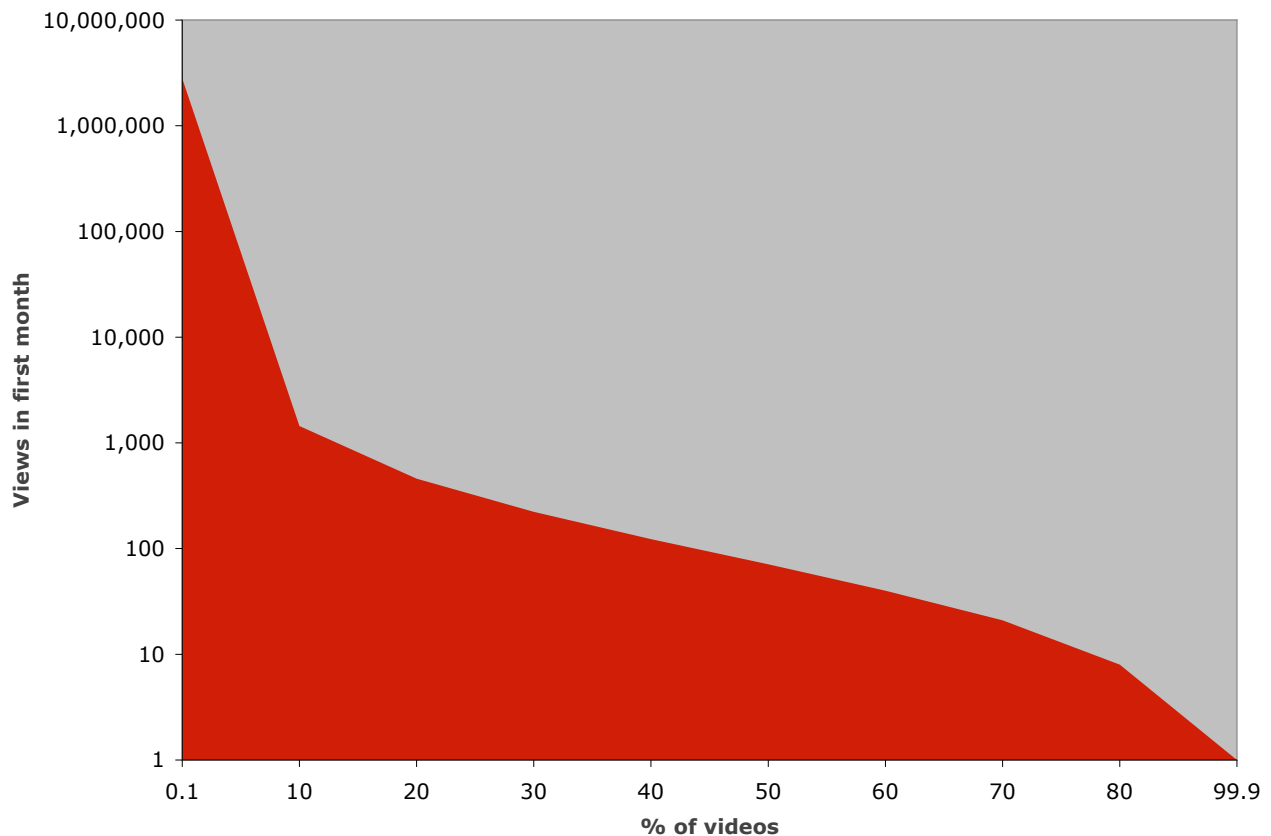


How many views should you expect for a YouTube video?

We indexed a large number of YouTube videos and counted how many views they had in the first month:



In their first month on YouTube:

- 70% of videos get at least 20 views
- 50% of videos get at least 100 views
- Fewer than 20% of videos get more than 500 views
- Fewer than 10% of videos get more than 1,500 views
- 3% of videos get more than 25,000 views
- Around 1% of videos get more than 500,000 views

Commentary

- Most YouTube videos achieve a relatively low number of views, but some achieve very high viewing figures.
- The most popular videos are viewed from 1,000 to 100,000 times more than a 'typical' video.
- These findings based on a large dataset from Q3 and Q4 of 2007.
- **Interested in what's going on behind the numbers?** We are - and we're very happy to chat about it. Contact Kirk, Chris or Andy at Rubber Republic if you want to pick up the discussion.

This research was supported by South West Screen.