

台灣人首選的影音平台是什麼?

文 | Darren Freeman, Client Officer, Ipsos in Taiwan

編譯 | Claire Tseng, 益普索公關行銷專員

什麼是當台灣人想觀看影片時，第一個聯想到的影音平台?

無論是觀看喜歡的 YouTube 創作者影片，還是在購買前搜尋相關的產品資訊，YouTube 在台灣的竄起和流行要歸功於各年齡層的貢獻。

台灣有超過 9 成的民眾每月至少造訪 YouTube 一次，每日使用者則高達 7 成。更有超過一半的使用者每天平均在 YouTube 上花費超過 1.5 小時。

93%

每月都會使用YouTube¹

70%

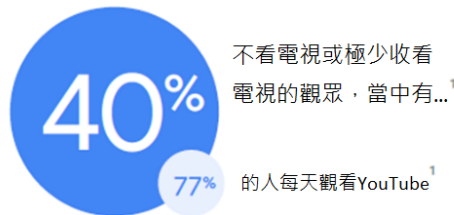
每週皆造訪YouTube¹

55%

每天花費超過1.5小時
觀看YouTube¹

不愛看電視/極少看電視的觀眾每天造訪 YouTube:

不愛看電視或極少收看電視的觀眾每天觀看 YouTube 的行為有明顯的相關聯性。



除了年輕人，熟齡族也愛看 YouTube:

數據顯示，YouTube 並非只屬於年輕世代。中高齡族群對 YouTube 的黏著度越來越高，55-64 的使用者每月及每天也高度使用 YouTube。

81%

55-64歲的台灣使用者每月都使用YouTube

61%

55-64歲的使用者每天都造訪YouTube

44%

55-64歲的YouTube使用者每天觀看
超過1.5小時

YouTube 影響消費者的購物決策:

台灣有三分之一的民眾會在購物旅程中使用 YouTube。

當中更有超過 8 成表示 YouTube 會影響他們最後購物的決定。



台灣 YouTube 創作者數量持續成長:

YouTube 可以透過 YouTubers (YouTube 創作者) 來影響使用者。近 9 成熟知台灣的創作者，且多數使用者都曾看過這些網紅們的影片。6 成的訂閱粉絲會在收到通知後的 24 小時內上網觀看。

台灣 YouTube 創作者數量持續成長

89% 的台灣人熟知YouTube 創作者¹

72% 的台灣人曾經觀看過台灣網紅們所拍攝的影片¹

61% 的訂閱粉絲會在收到通知後的24小時內上網觀看¹

56% 的成長且其訂閱人數突破100萬²



資料來源:

1. Google與Ipsos共同執行之《YouTube使用行為大調查》
2. YouTube 內部數據

Ipsos是全球頂尖的專業市場調查研究機構，在全球九十個國家及地區設有分公司，在挖掘顧客經驗，執行品牌行銷調查，我們具有創新的思維與先進的科技。我們是世界頂尖企業執行長最信賴的企業顧問，我們也有熟悉各產業的專家協助測量、模擬和管理顧客與員工關係。

更多的資訊，請參考 <https://www.ipsos.com/en-tw/solution/overview#category3>

或洽詢我們的研究團隊

客戶總監 Darren Freeman 費愷毅

02 2701-7278 ext.155 darren.freeman@ipsos.com

Taiwanese turn to YouTube for online video content

Author | Darren Freeman, Client Officer, Ipsos in Taiwan

When it comes to online video content, Taiwanese are turning to YouTube

Whether they're watching content from their favorite YouTube creators or looking for product information before making a purchase, audiences of all ages are contributing to the platform's growing popularity across Taiwan.

Over 90% of Taiwanese use YouTube on a monthly basis, with 70% watching YouTube every day. Over half of YouTube visitors spend over 1.5 hours on YouTube each day.

93%

of Taiwanese use YouTube monthly.¹

70%

of Taiwanese watch YouTube every day.¹

55%

of visitors spend over 1.5 hours on YouTube each day.¹

Most non/light TV viewers watch YouTube on a daily basis

There is a clear correlation of non or light TV viewers possessing the behavior of watching YouTube every day.



YouTube is not just for young people

It is clear that YouTube is not just being viewed by the younger generations. Instead, YouTube is enticing high levels of watching behavior amongst the 55-64 year old's in Taiwan, on a monthly and daily basis.

81% of 55 to 64-year-old Taiwanese use YouTube monthly.¹

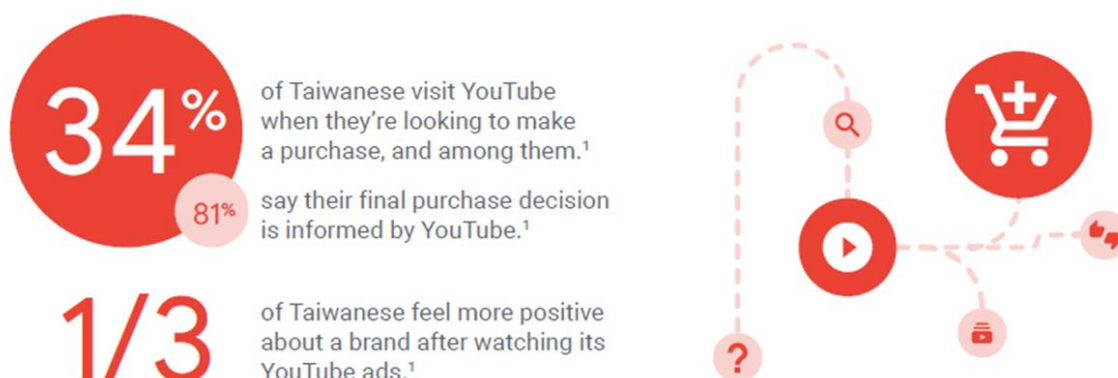
61% of 55 to 64-year-olds watch YouTube daily.¹

44% of 55 to 64-year-old YouTube users watch >1.5 hours a day on YouTube.¹

YouTube influences viewers across their purchase journeys

1/3rd of Taiwanese would choose to visit YouTube during their purchase journey.

Amongst these YouTube visitors, over 80% say that their final purchase decision was informed by YouTube.



YouTube creators are booming in Taiwan

YouTube possesses the ability to influence viewers via YouTubers (YouTube creators). 9-in-10 are aware of YouTubers in Taiwan, with most of these awarers having watched videos by local YouTube creators. 6-in-10 subscribers will watch a video within 24 hours of receiving a notification.



Sources:

1. Google/Ipsos, YouTube User Profiling Study, July 2018
2. YouTube internal data

Ipsos

Ipsos is the global leader in branding and marketing research and has locations in over 90 countries and regions across the world. Our creative solutions help us build strong relationships which lead to better results for our clients. This has made us the trusted advisor and with all matters lead by our industry expert from measuring, modeling to managing customer and employee relationships.

For more information, visit us online at:

<https://www.ipsos.com/en-tw/solution/overview#category3>

or contact our research team:

Darren Freeman, Client Officer

02 2701-7278 ext.155 darren.freeman@ipsos.com