



Online Viewership Analysis

March 2018

Methodology

Compared two timeframes:

March 2017 – Sept 2017

Sept 2017 – March 2018

Looked at audience characteristics, viewing habits, and self-reported info from Live Stream viewer survey

“YouTube” refers to any video we put on YouTube, but “live stream” refers specifically to views of our live stream on Sundays.

Our live stream isn't a campus, but a lot of people spend a lot of time watching it.

March 2017 – Sept 2017

- Total views: 11,676
- Total watch time, minutes:
372,906

Sept 2017 – March 2018

- Total views: 12,107
- Total watch time, minutes:
426,856

Over 800,000 minutes viewed

People are watching longer

March 2017 – Sept 2017

- YouTube avg. view: 14:20
- Live Stream avg. view: **31:56**

Sept 2017 – March 2018

- YouTube avg. view: 16:34
- Live Stream avg. view: **35:15**

Our live stream audience is increasingly regular

March 2017 – Sept 2017

Sept 2017 – March 2018

19%

1st time watching

12%

32%

less than once/month

29%

29%

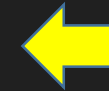
1-2 times/month

29%

13%

3 or more times/month

25%



39%

Watching with others

29%

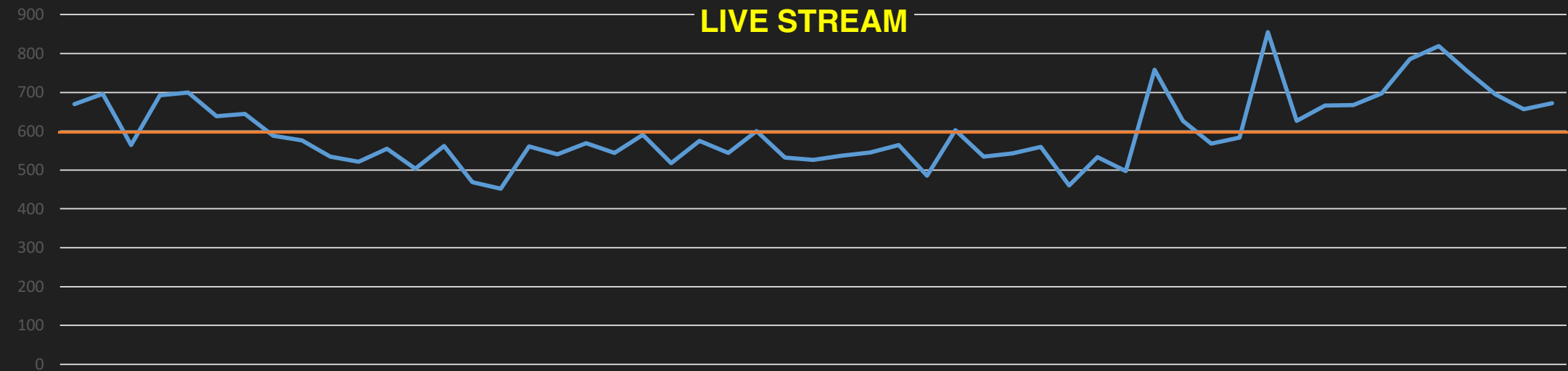
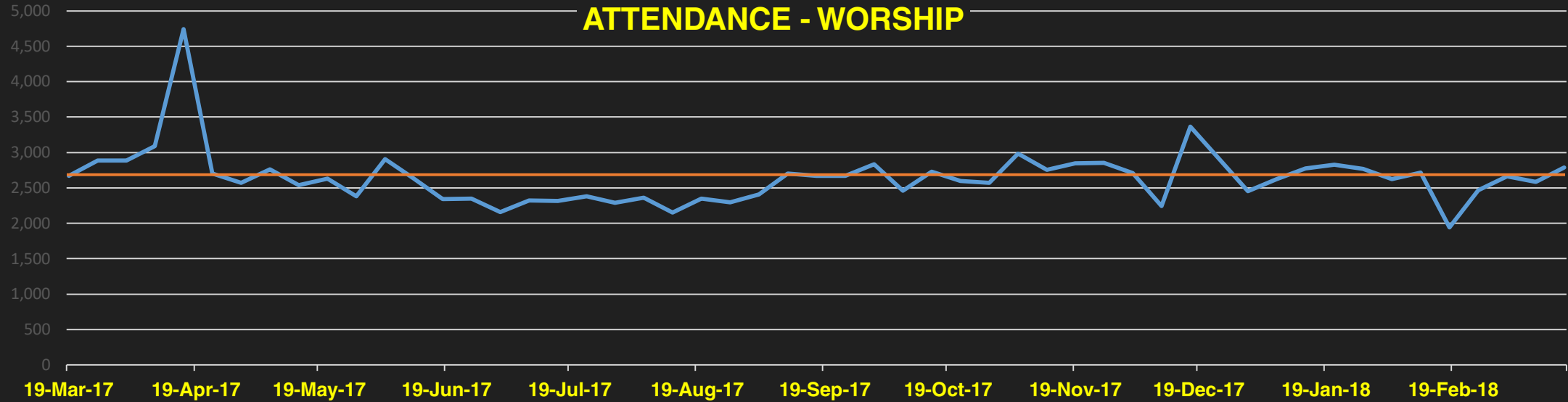
19%

**As my primary form of
worship**

25%



Live stream viewership compared to attendance:



People are engaging with us more... but they still unsubscribe a lot.

March 2017 – Sept 2017

- Subscribers: +271 -42
- Shares: 468

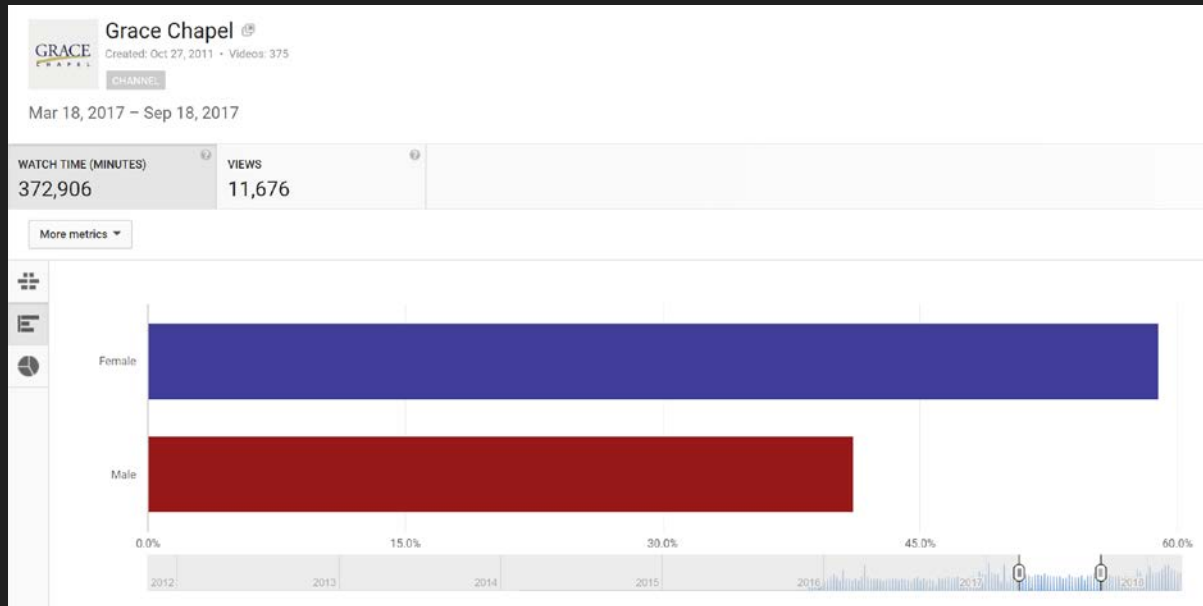
Sept 2017 – March 2018

- Subscribers: +296 -38
- Shares: 597

Total subscribers as of March 18, 2018: 940 (485 added in the last year)

More women than men watch our live stream.

March 2017 – Sept 2017



Sept 2017 – March 2018



blue bars = women, red = men

Our online audience is aging.

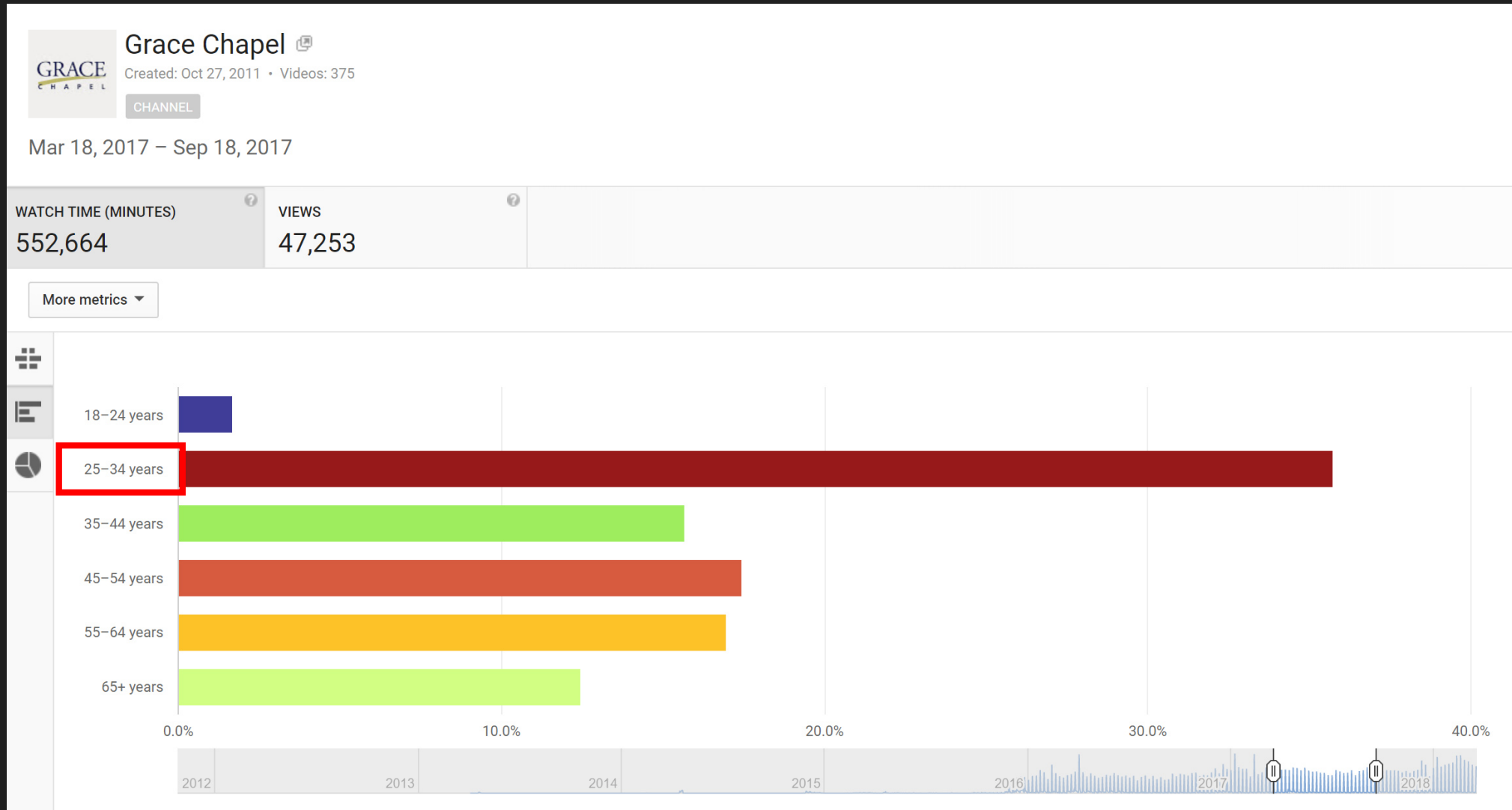
March 2017 – Sept 2017

- 25-34 age range is **largest** segment of viewers
 - 29% of views
 - 31% of watch time

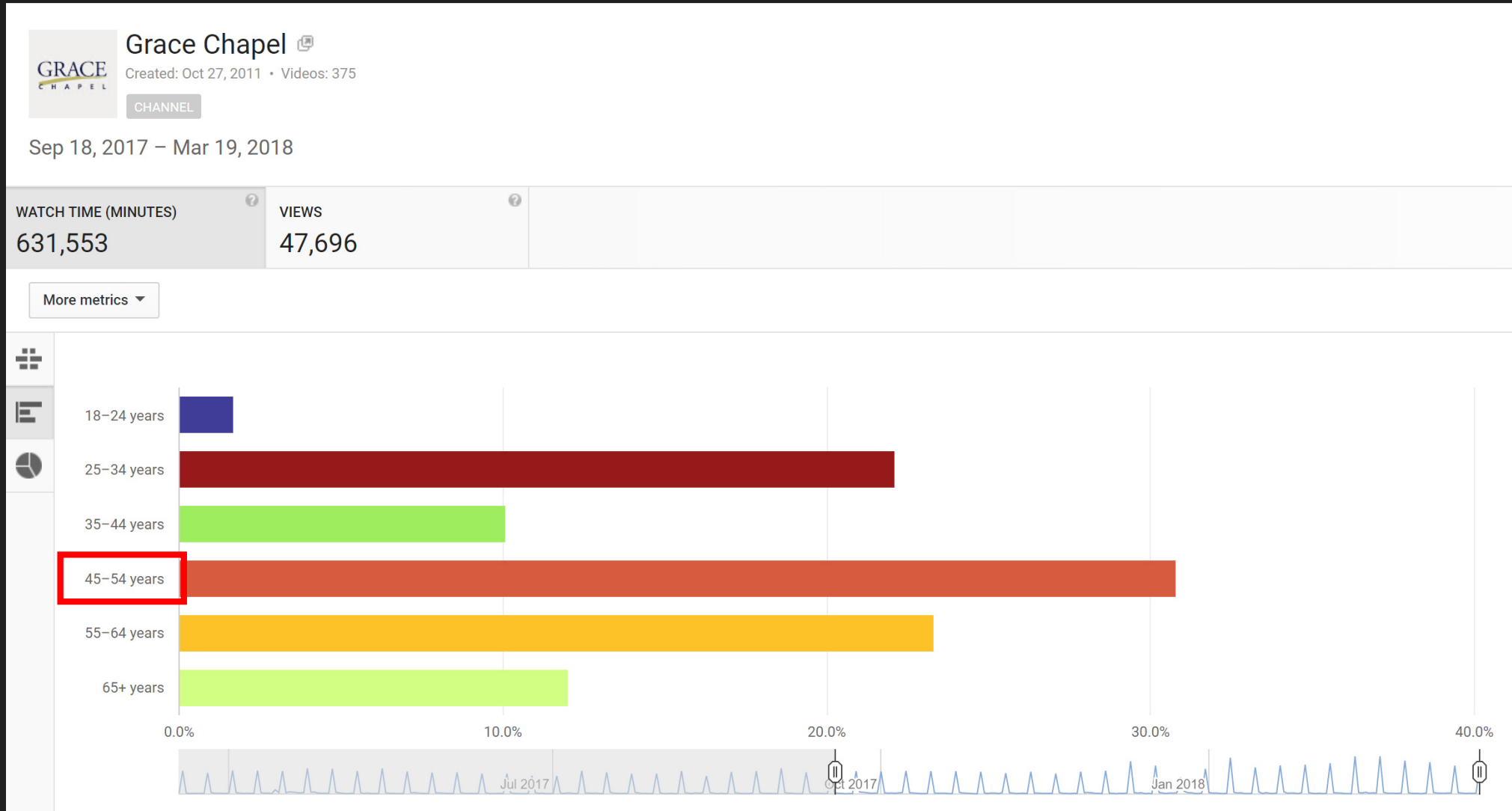
Sept 2017 – March 2018

- 25-34 age range is **2nd smallest** segment of viewers
 - 15% of views
 - 14% of watch time
- Largest audience: 45-54 (43% of views)

YouTube audience age: March 2017 – Sept 2017



YouTube audience age: Sept 2017 – March 2018



Live stream audience age: Mar2017 – Sept2017

Mar 18, 2017 – Sep 18, 2017

WATCH TIME (MINUTES)

372,906

VIDEOS

11,676

More metrics ▾



25-34 years

35-44 years

45-54 years

55-64 years

65+ years

0.0%

10.0%

20.0%

30.0%

40.0%

2012

2013

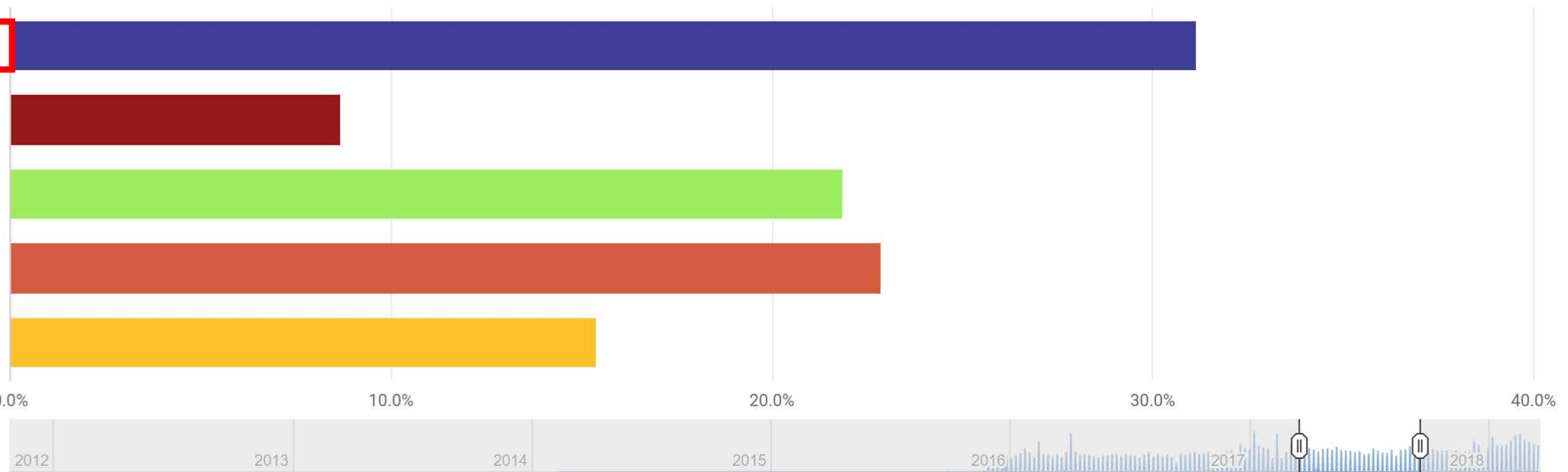
2014

2015

2016

2017

2018



Live stream audience age: Sept2017 – Mar2018

Sep 18, 2017 – Mar 19, 2018

WATCH TIME (MINUTES)

426,856

VIEWS

12,107

More metrics ▾

Views increased 4% but watch time increased 14%



25–34 years

35–44 years

45–54 years

55–64 years

65+ years

0.0%

12.5%

25.0%

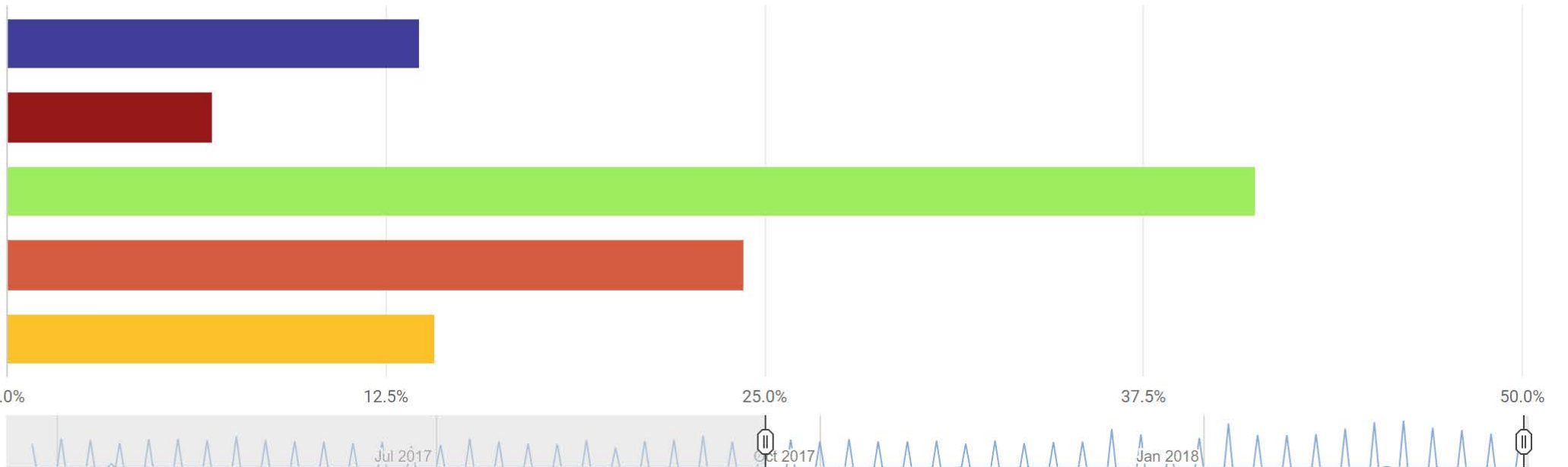
37.5%

50.0%

Jul 2017

Oct 2017

Jan 2018



Where do they watch us?

March 2017 – Sept 2017

- 17% of our total YouTube views are on grace.org; 83% of views are on YouTube
- grace.org viewers watch avg. of **39%** of each video
- YT watch page viewers watch avg. of 15% of the video

Sept 2017 – March 2018

- 17% of our total YouTube views are on grace.org; 83% of views are on YouTube
- grace.org viewers watch avg. of **47%** of each video
- YT watch page viewers watch avg. of 17% of the video

grace.org viewers are watching most intentionally; we have them.

YouTube viewers check us out, but we don't pull them in. *And there are way more of them!*