

Report 16. Top advertisers and top Youtube channels with videos containing ads in February, 2019

Period: February, 2019

Views of advertisement: 360 mln.+

Ads, total: 500+

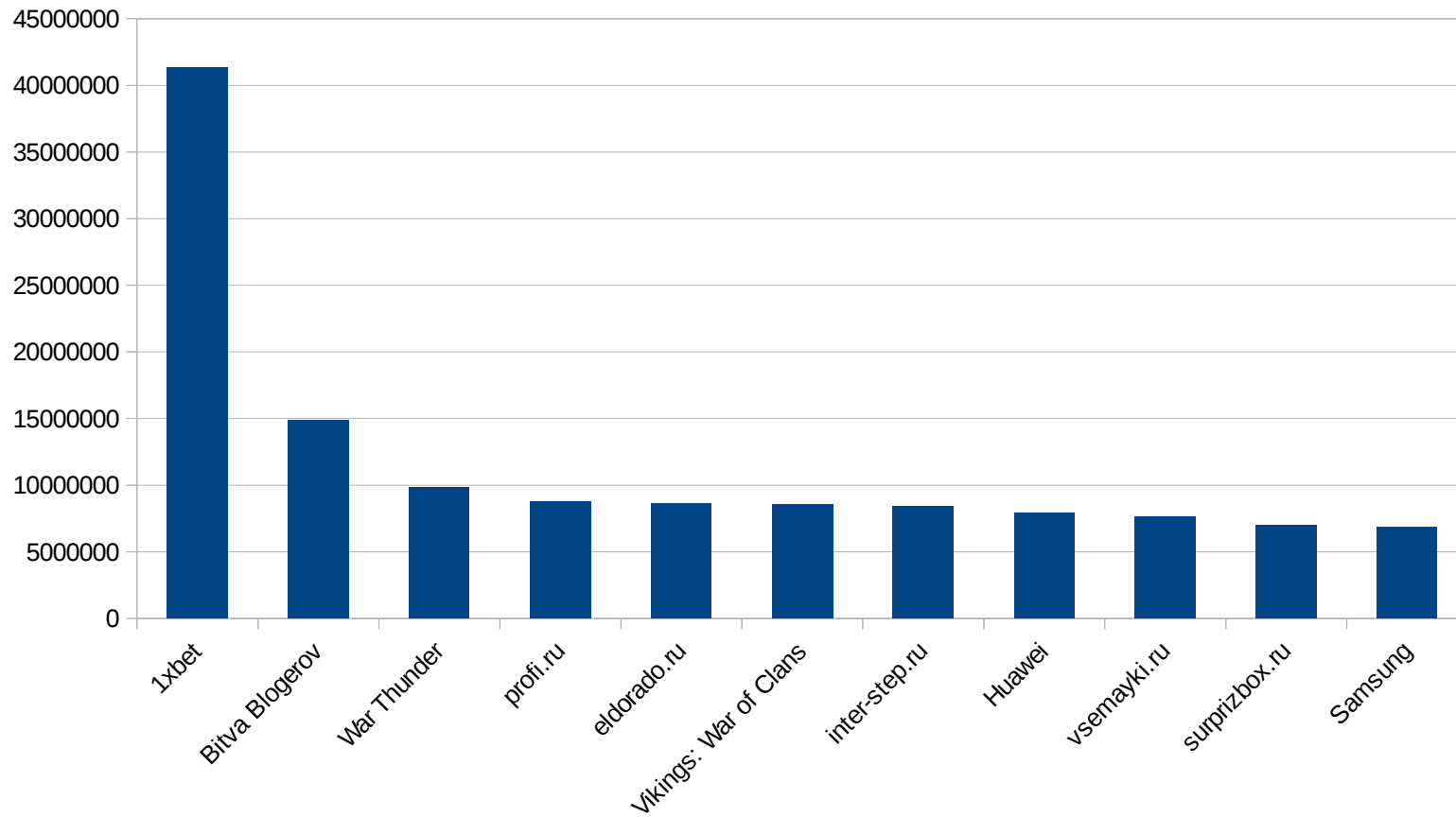
Channels processed: 230+ (mainly Russian-speaking channels)

In general, taking into consideration number of processed channels and dates of data mining, number of views of ads in Youtube videos increased in February (compared to January) approximately on 30%.

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Additional information and contact: [quantitativeres\[at\]gmail.com](mailto:quantitativeres[at]gmail.com)

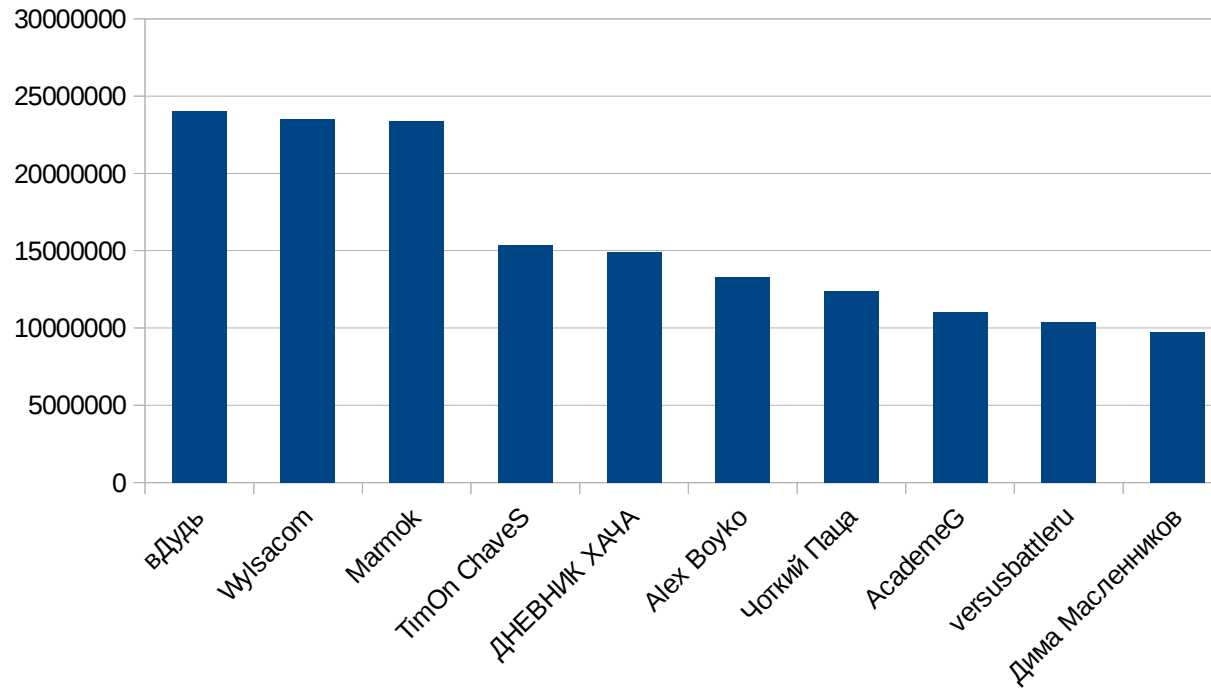
Largest advertisers on Russian Youtube in February, 2019
(according to number of views of videos which contain ads)



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Leading Youtube channels which are chosen by advertisers
(channel advertising volume)*



*channel advertising volume (CAV) $CAV = \sum_{t=1}^T (P_t \times A_t)$ where: T = number of videos with ads; P_t = number of views of video t;
A_t = number of ads in video t.

We should mention the beginning of Samsung`s advertisement campaign with its Galaxy S10 and Huawei who was probably trying to implement some preventive measures as it also started the campaign in February.

Samsung made accented campaign (17-20 Feb) using well-known techno channel «Wylsacom» (3 sponsored videos on that channel gathered almost 5,5 mln. of views). In total Samsung was advertised in 5 videos which gathered almost 7 mln. of views. It is interesting that while targeting Ukraininan market segment, Samsung probably had chosen push incentive cooperating with major retailer allo.ua (single video on the channel «Чоткий Паца» with advertisement of allo.ua selling new Galaxy S10 gathered almost 6 mln. of views and was published on 25th of Feb).

Huawei, on the other hand, spreaded its 5 ads using 5 different Youtube channels throughout the month.

Samsung`s and Huawei`s advertising through content creators on Russian Youtube (views and dates of videos with ads)

