

AMENDED Exhibit 704

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR
MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Produced in Native

THE YOUTUBE GENERATION

Shaping Community and
Creative Culture Today





- Not only is being on *#trend* important to the YouTube Generation, they like to know - because there is social capital in participation. Being the first to something, being able to participate in the conversation around something t



FAMECHANGERS: THE NEW CREATOR CLASS

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You can't talk about teens and millennials without getting the stereotypes out of the way - about the stereotypes: entitled; self-absorbed; add; etc

Shaping the future

These creators are shaping the culture and perspective of the YouTube Generation

	YouTube Creator Subscribers		
	13-17	18-34	35-64
YouTube creators change and shape culture	71%	70%	65%
A YouTube video has changed my life and/or how I see the world	64%	59%	47%
A YouTube creator has changed my life and/or how I see the world	63%	52%	47%
My personal opinions (e.g., politics, lifestyle, beliefs) have been influenced by a YouTube creator I follow	56%	53%	43%
I am more likely to follow the advice of a YouTube creator than of a TV/movie personality for my lifestyle choices (e.g., values)	62%	56%	42%
I'll drop what I'm doing to watch a new video from my favorite YouTube creator	53%	52%	41%

The rise of “obsessive” watching behavior

The Must-See Factor



<60% of Teen and Millennial
channel subscribers watch new
videos released by their favorite
creators or channels **within 24 hours**
(and 15% within 60 sec)

<70% of daily Teen and Millennial
YouTube users watch a
video recommended to them
by a friend **within 24 hours**

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“Down the Rabbit-Hole” Phenomenon



1 in 4 Millennials
admit they've been
“late to work because
they spent too long
on their phone”

Real talk in real-time



Smartphone viewers
are 1.6X as likely as TV viewers
to turn to their peers in person
and talk about the video content
they're watching

YouTube Ipsos Study Nov 2015; GCS Jan 2014; Brand Building on Mobile Survey (US) Feb 2015

For Teens, YouTube isn't just a time-filler:



