

Audience Ratings

How do you know if you've actually captured your audience's attention? Only Tubular lets you distinguish when people are engaged with your content vs just scrolling, so that you can create content that aligns with your target audience's interests and demonstrate the value of your audience to advertisers.

RANK	CREATORS	TRP'S	UNIQUE VIEWS	30 SEC VIEWS	MINS WATCHED	MINS WATCHED PER UNIQUE	POPULATION REACH %
1		314.0	28.4M	52M	65M	2.3	1.2%
2		156.6	18.8M	33.3M	147.7M	7.8	0.8%
3		372.0	11.9M	17.3M	31.5M	2.7	0.5%
4		258.2	10.6M	21M	27.8M	2.6	0.5%
5		153.5	5.6M	8.5M	43.7M	7.8	0.2%

“Tools like Tubular provide an immense amount of value to us.

Whether it's revealing demographics, geo-data, insights related to specific posts, handles, and hashtags — it all helps us tell a richer story.

Telling a richer story means we build stronger relationships.”

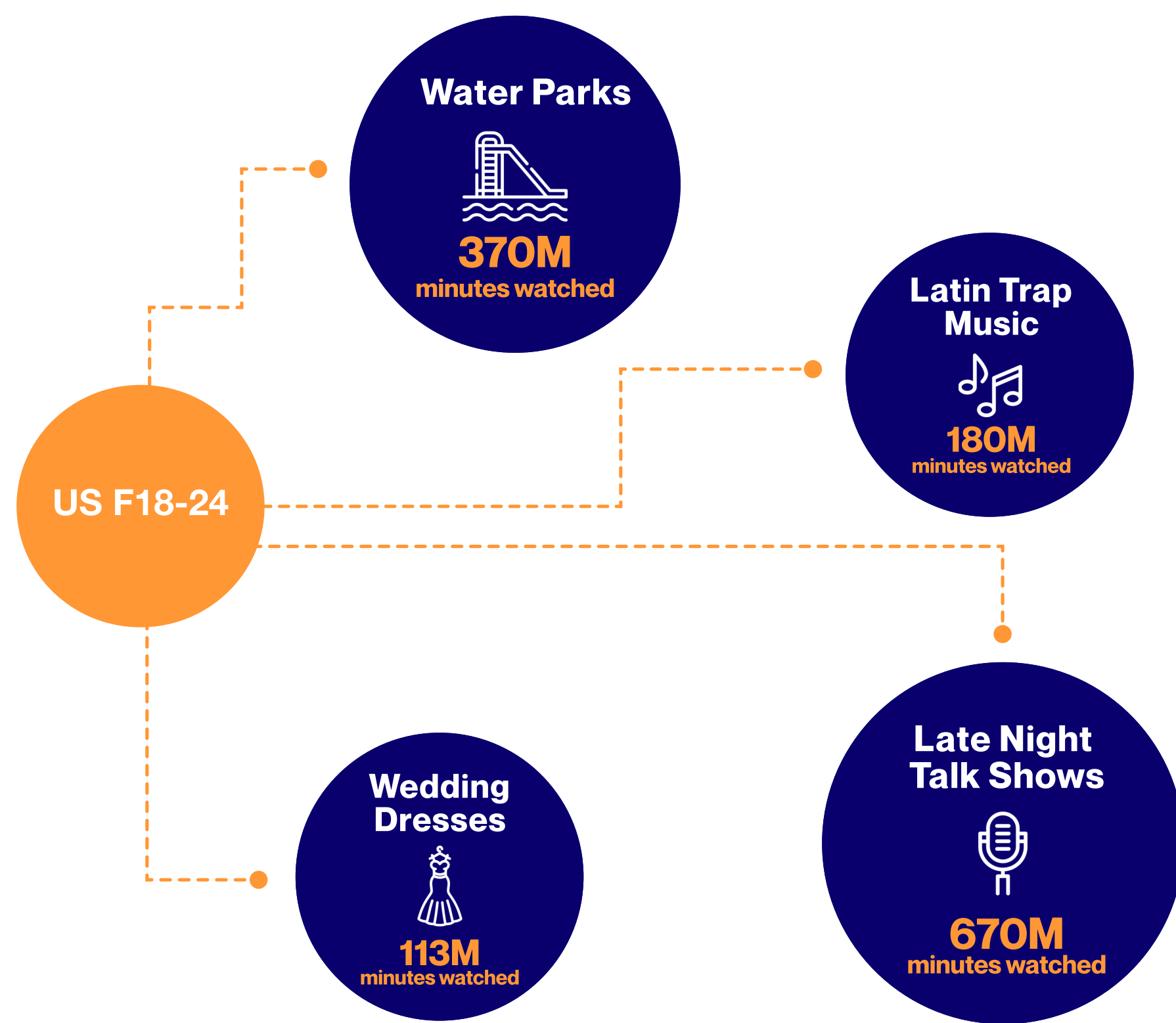
- Rich Calacci, Chief Revenue Officer, Overtime

Business benefits you can count on

Make a lasting impression

Develop content that resonates with your target audience and makes them want more.

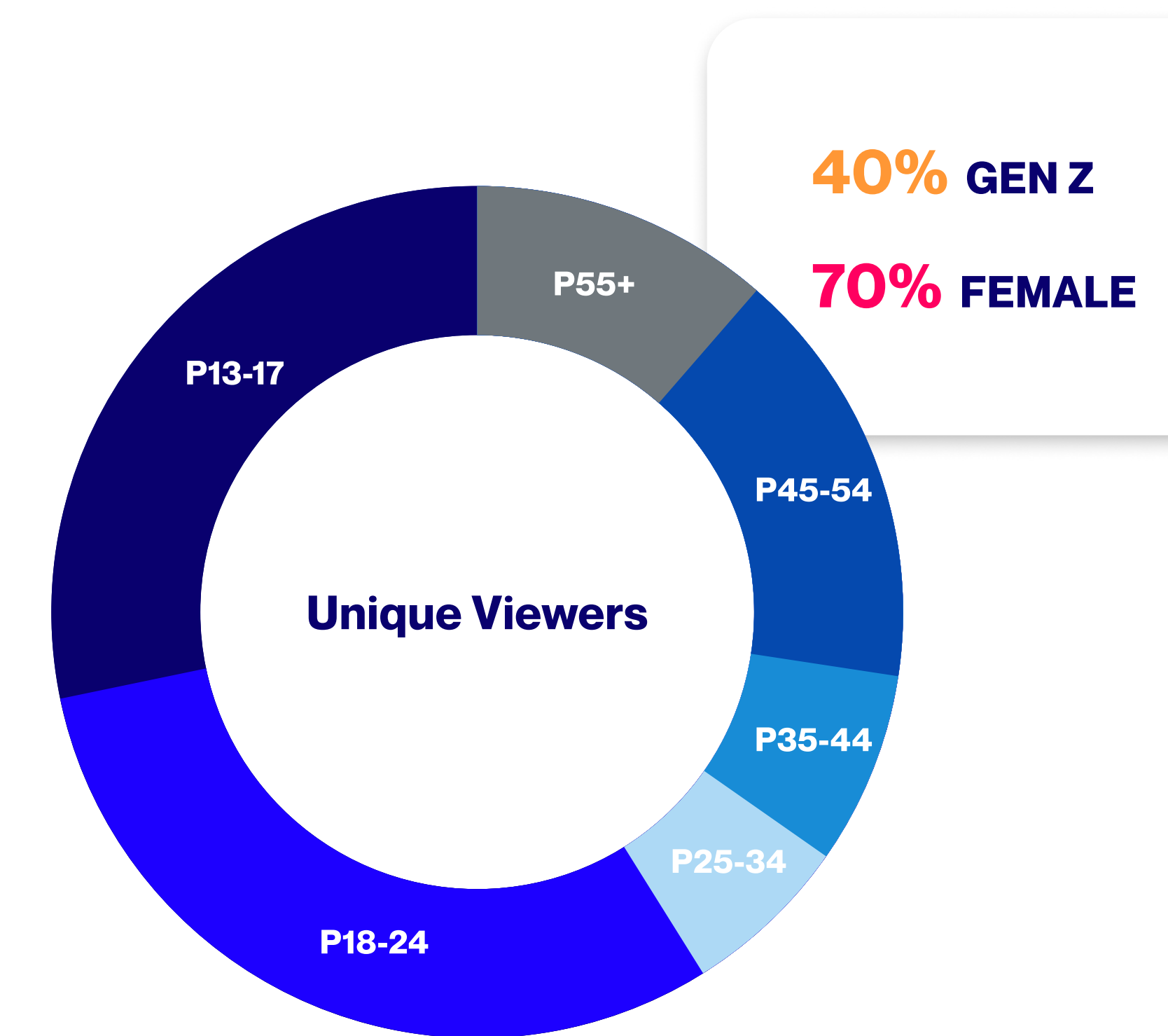
Only Audience Ratings measures social video viewers' attention through Quality Views and Minutes Watched.



Know your true reach

Subscribers & page likes aren't true indicators of audience size.

Audience Ratings proves who is actually watching each month, so you can refine your social strategy based on who you really reach.



Demonstrate the value of your audience

Competitively position your portfolio, improve your RFP win-rate, and secure more brand investments with audience-first positioning.

Media companies around the world trust Audience Ratings as the gold standard for competitive rankings on audience size, viewership, and attention.

RANK	Tubular Creators / Properties	AUG '22 Unique Views	AUG '22 30s Views	AUG '22 Minutes Watched
1		1.2B	7.3B	24.4B
2		686.9M	3.8B	7.9B
3		659.6M	5.5B	42.7B
4		560.3M	4.1B	20.7B
5		534.6M	3.5B	12.6B

Capture market share, first and faster

Monitor shifting audience interests among Gen Z or Millennials to align your social strategy with rising trends.

Audience Ratings leverages ContentGraph™ to calculate how long audience segments spend with each Video Category.



Audience-first social video measurement

Our unique approach to audience measurement combines Tubular’s machine learning technology with observational panel data that tracks anonymized social video viewership behaviors from millions of devices across the globe. Combined with rigorous calibration and validation using platform-agnostic metrics, we offer a never before seen view of audience composition and viewing behaviors

Product Details

	Creators & Properties	Video Categories NEW
Time Spent	✓	✓
30s Views	✓	✓
Unique Viewers	✓	
GRPs / TRPs	✓	
Age & Demo Segmentation	✓	✓
Audience Location Breakouts <small>Brazil, France, Germany, Mexico, United Kingdom, United States</small>	✓	✓
Platforms Measured <small>YouTube, Facebook, and cross-platform de-duplication</small>	✓	✓

Exclusive Audience Ratings Metrics

Quality Views - Platform agnostic view counts of 30 seconds or more. Any video shorter than 30s is counted if watched to completion.

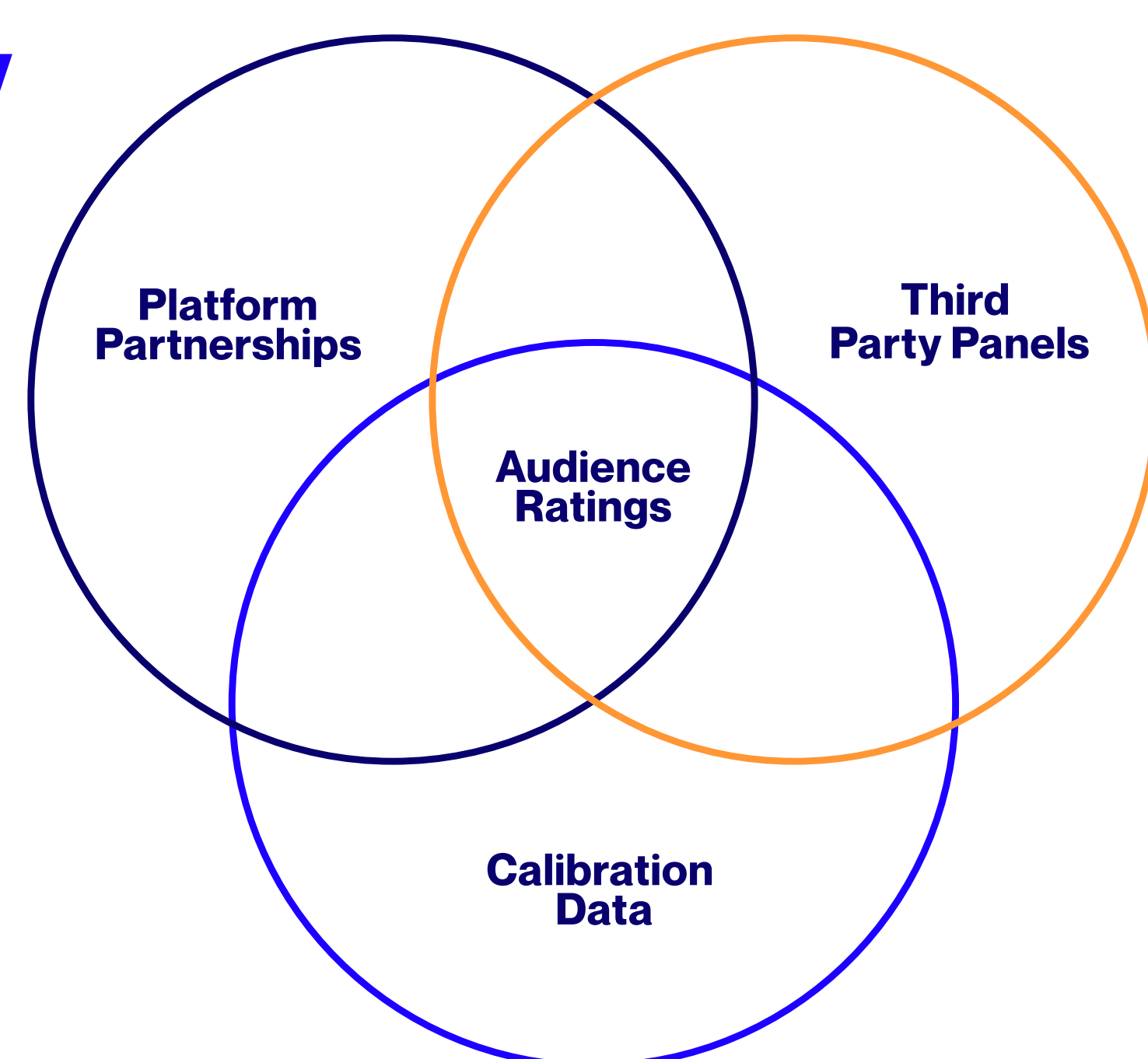
Minutes Watched - Monthly minutes watched of a creator, property, or video category (from 30s views).

Unique Viewers - Monthly unique viewers at the creator and property level.

GRPs / TRPs - Gross/Target Ratings Points. Standard measure of advertising impact. Calculated as Reach x Frequency.

Unprecedented Accuracy

Meticulously inspected and reviewed by our team of data scientists monthly to ensure the highest level of accuracy, Audience Ratings is the only validated measurement solution for social video.



Privacy Compliant

Tubular adheres to applicable local privacy laws including, but not limited to:

All members of panels have opted-in and are able to revoke consent at any time. We only obtain data and attribute viewership for persons 13 years or older.

Country/Region	Applicable Law
	Lei Geral de Proteção de Dados Pessoais (LGPD)
	General Data Protection Regulation EU Cookie Directive
	German Privacy Act (BDSG)
	California Consumer Privacy Act (CCPA) Children's Online Privacy Protection Rule (COPPA)

Ready to unlock more about your audience?

[Request a meeting](#)