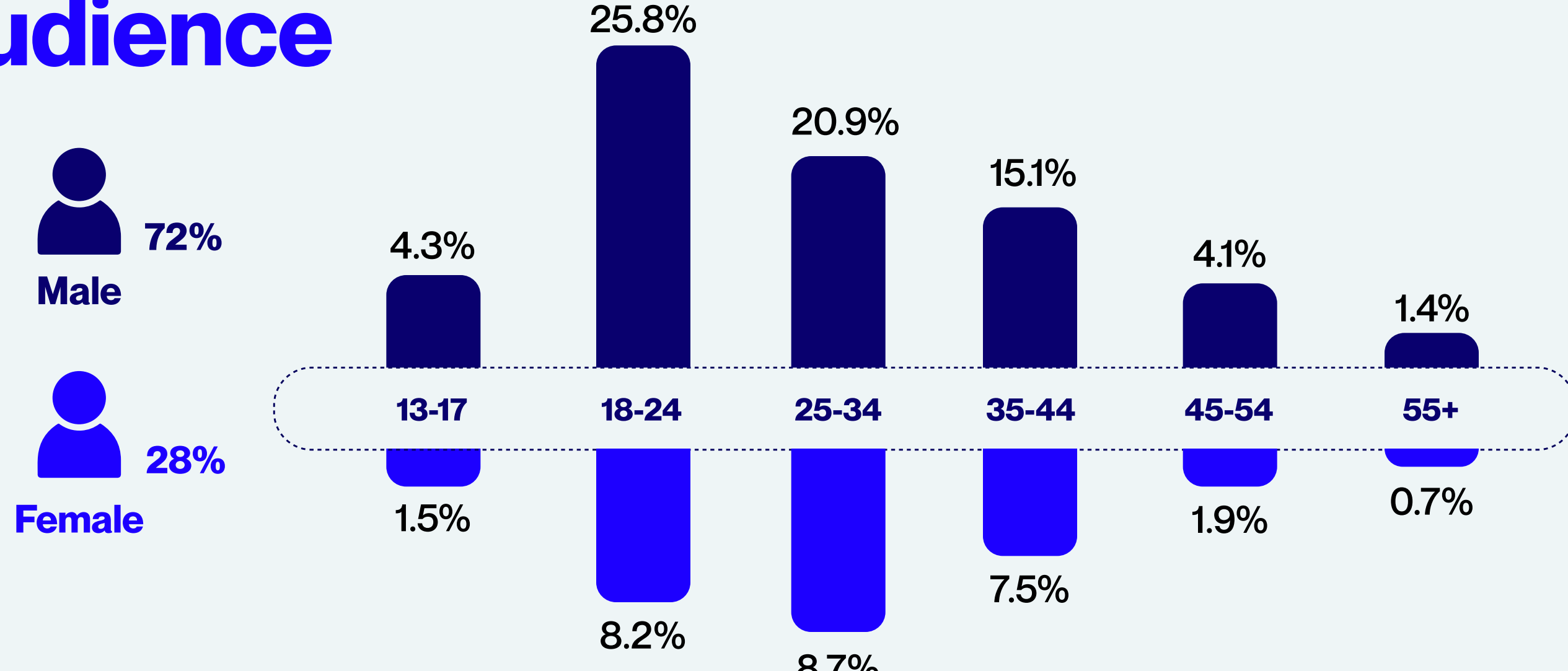


# Consumer Electronics

In order to understand electronics consumers, we compare the audience demographics, content preferences, and ecommerce behaviors of this audience on social video.

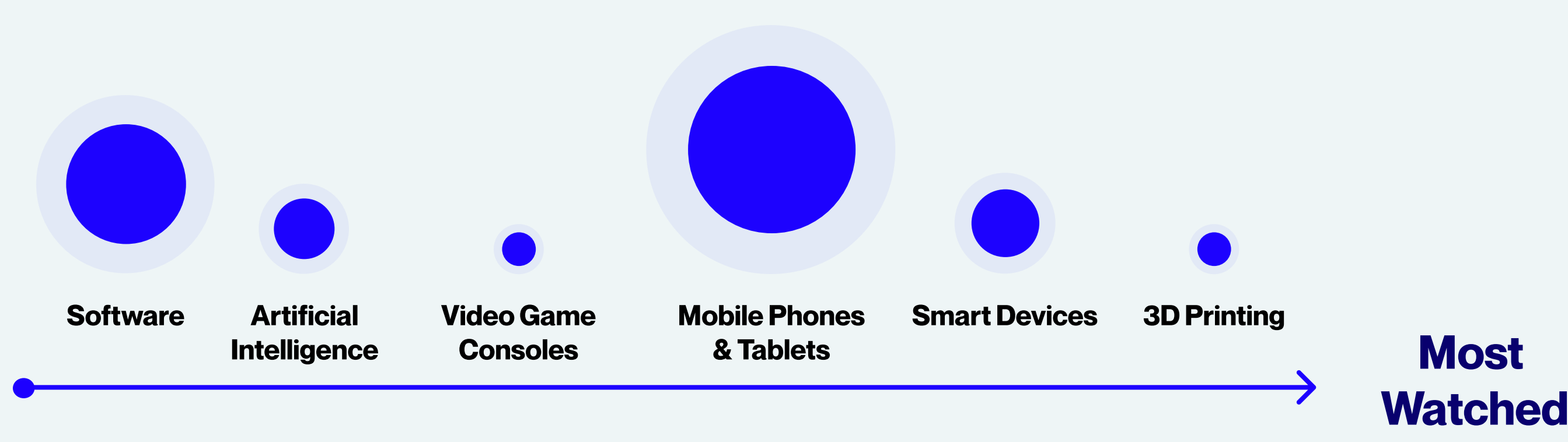
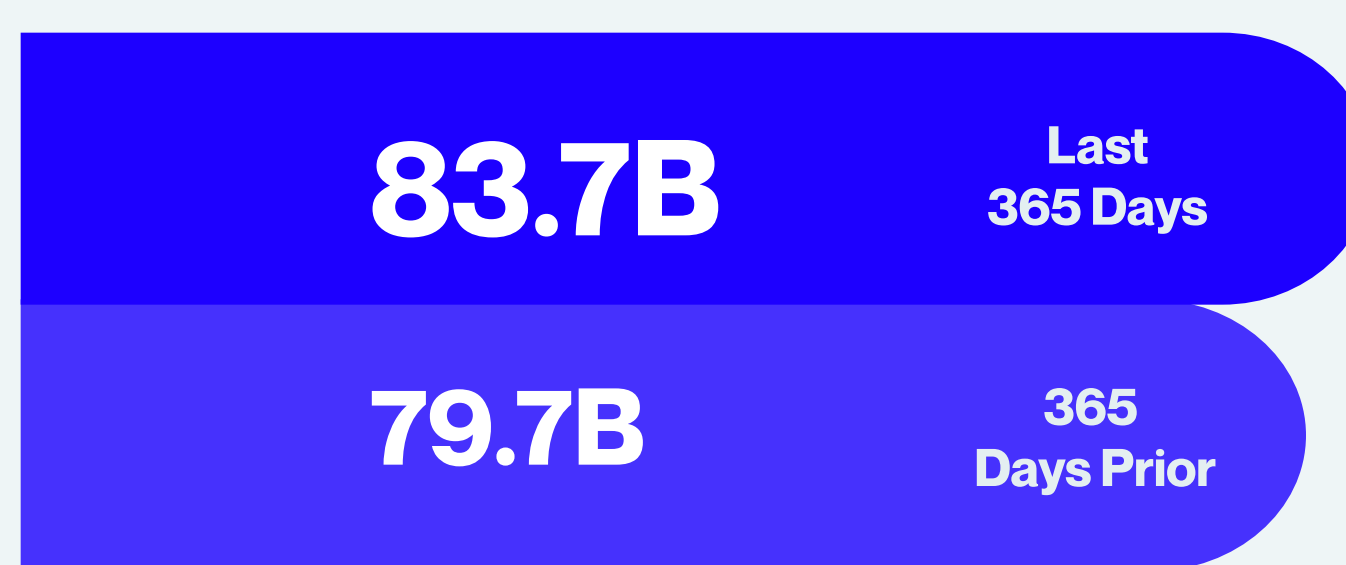
## Audience



## Content

Year Over Year Views

**+5%**



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. YoY timeframe is October 2021-2022 versus October 2020-2021. Data available upon request.

## Behavior

What they watch:

Electronics Content

Other Content

- |                                    |                                |
|------------------------------------|--------------------------------|
| <b>Audio Electronics</b>           | <b>Entertainment Industry</b>  |
| <b>Smart Devices</b>               | <b>Cuban Cuisine</b>           |
| <b>Sega Genesis</b>                | <b>Retro-Style Cars</b>        |
| <b>Smartwatch</b>                  | <b>Comets &amp; Meteoroids</b> |
| <b>Mobile Phones &amp; Tablets</b> | <b>Investment Management</b>   |

What they buy:

Products

Brands

- |                                 |  |
|---------------------------------|--|
| <b>Nintendo Switch Chargers</b> |  |
| <b>TV &amp; Video Cables</b>    |  |
| <b>USB Lamps</b>                |  |
| <b>Home Theater Systems</b>     |  |
| <b>Xbox Headsets</b>            |  |

Websites they visit:

- |                                 |   |  |
|---------------------------------|---|--|
| <b>MAINGEAR</b><br>maingear.com | <b>streamsentinals.com</b>                | <b>Wirecutter</b><br>thewirecutter.com |
| <b>bhphoto.com</b>              | <b>TECHIE+ GAMERS</b><br>techiegamers.com |  |

These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Amazon.com. Data available upon request.



Electronics viewers love to learn! Whether it's about new gadgets or other fascinating topics. This audience is **4.0x** more likely to watch content on **Investment Management** and **4.2x** more likely to view content about **Comets & Meteoroids**.



Not surprisingly, new and exciting technologies are a popular content category among electronics audiences. **3D printing** content is in high demand with relatively low supply. **Artificial Intelligence** content is also a growing, unsaturated category.



While the Electronics audience mostly shops for products within their category such as TV & Video Cables and Nintendo Switch Chargers, they are also highly likely to shop online for personal wellness brands like **Old Spice** and **MuscleTech**.

Interested in supercharging your social video strategy?

Get in touch