

2016

# The Top 100 Brands on YouTube

The Top 100 brands are maturing on YouTube, producing better videos that amass more views, attract more subscribers, and generate higher engagement.

## Overall Stats

YoY Change Compared to 2015 Top 100 Brands



**63.4B Views**  
[+58% from 2015]



**3K Channels**  
[+27% from 2015]



**853K Videos**  
[+39% from 2015]



**104M Subscribers**  
[+42% from 2015]

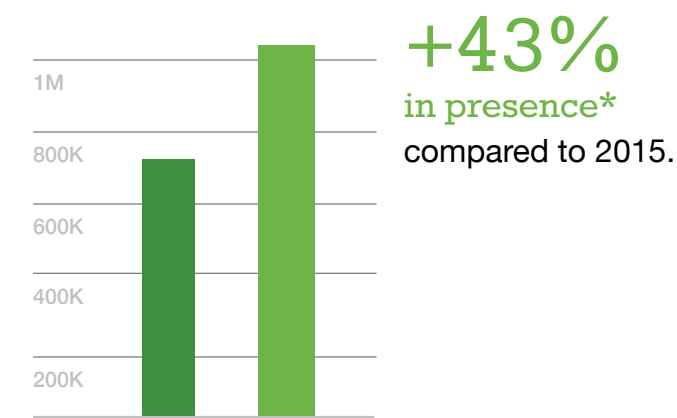
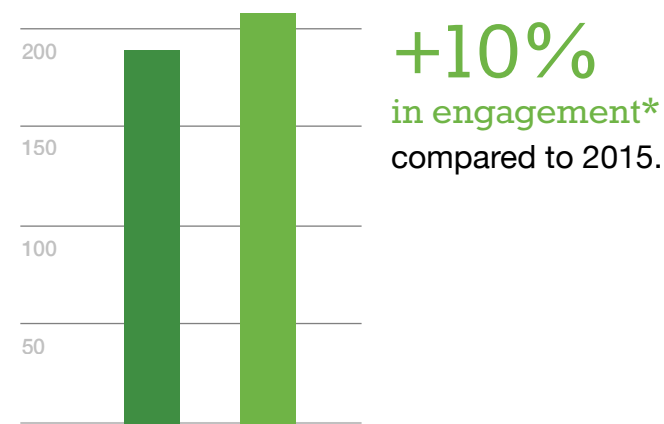


**145M Likes**  
[+60% from 2015]

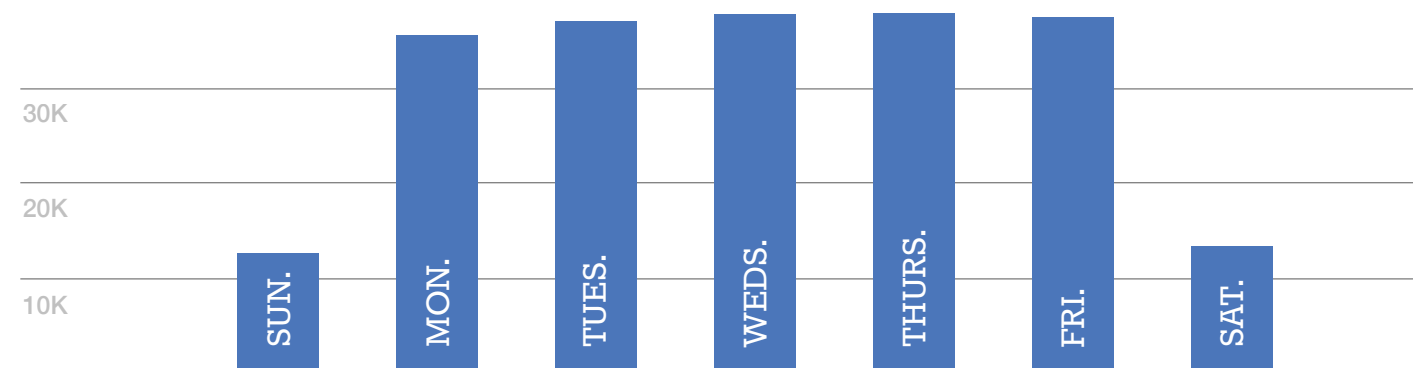


**15.6M Dislikes**  
[+75% from 2015]

## Top 100 Brands Are Getting More Mature on YouTube



## What Day of the Week Do Top 100 Brands Publish Videos?



The Top 100 Brands are getting more sophisticated with their publishing strategies, evenly distributing video releases throughout the work week.