* **Watch time:**how long are people watching my videos? How many views do I have?
* **Audience retention:** how consistently are people watching my videos? When are people interacting with my content? When do they *stop* watching?
* **Demographics:**who’s watching my videos? What countries are my views coming from
* **Playback locations:** where are people actually *playing* my videos?
* **Traffic sources:** where are people *discovering* my videos?
* **Devices:** what percentage of my views come from desktop, mobile, or elsewhere
* **A YouTube video earns one view when it’s watched for 30 seconds or longer.**
* Views are often considered the measure of a video’s success. But, from a marketing standpoint, they’re mostly a vanity metric.
* If you divide Watch time by total Views, you get an extremely valuable stat: your **Average view duration.**
* Average view duration is an extremely important statistic. It can be measured on a per-video basis, or to measure the average amount of time people spend watching videos on your channel as a whole.
* The Audience retention report tracks viewer engagement over time. Here, you’ll find your average view duration stats, a list of your best-performing videos, and insights into how your videos stack up against others on YouTube.
* Retention is calculated based on percentage watched: if your video is one minute long and people watch 30 seconds, the retention rate is 50 percent.
* To find out about the people watching your videos—specifically, their age, gender, and geographical location—check demographics. Getting to know your audience can help you make more informed, targeted marketing decisions. Or it can help you tap into markets you hadn’t considered previously.