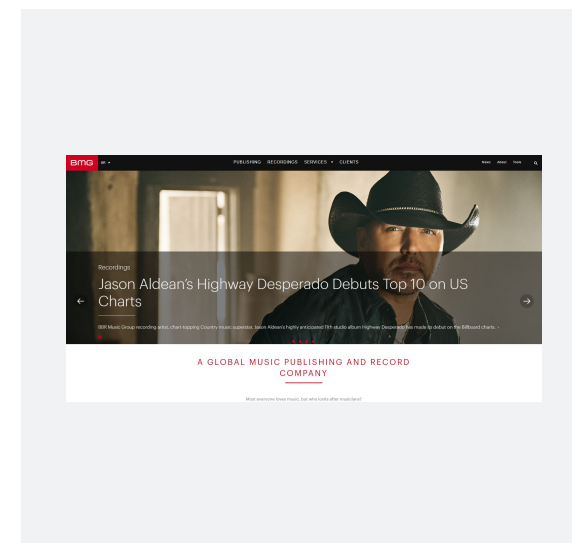


A broad offer of music online videos

Bertelsmann Music Group has a vast and diverse catalogue of artists and song writers that share their music and videos on YouTube. The O&O content ranges from trending music artists, established musicians and trustworthy creators. The core target is people aged between 15 and 49 years old.

In-Stream Impressions

Non-skippable ¹	11,676,729
Skippable ¹	11,293,595
Bumper ¹	11,835,818



¹Google Ad Manager 2023-QIV. BMG is published in United Kingdom.