



BRANDING
E-VOLUTION 26

Consumer Connection ed il ruolo di YouTube: l'evoluzione dei media e l'impatto della Creator Economy

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L'Oréal and YouTube

Turning Views into Value

There's only one  YouTube

YOUTUBE IS A MUST-HAVE MEDIA



across every screen

1st video channel on 25-54s in terms of monthly reach

38.4M

unique users in Italy in October '25



with over
24.6M people

streaming YouTube on their TV screens each month in Italy





***The biggest moments and
conversations live on YouTube***

Partner with the right creators for your brand today

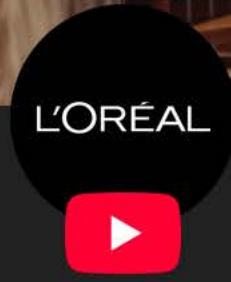




***The biggest moments and
conversations live on YouTube***

Partner with the right creators for your brand today





150+ Creators Projects on YouTube in **2025**

...and already

60+ in the first 5 Months of **2026**





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POLIMI SCHOOL OF MANAGEMENT

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SENSEMAKERS MINDS & DATA
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