

DoggieLearns

One doggie. A global audience.

An English-language channel of viral animations — jobs and everyday situations explained by a doggie. 12.7M views in 28 days, 83% average percentage viewed, and an audience from premium markets: the U.S., the U.K. and Canada.

37.9M

TOTAL VIEWS

109K

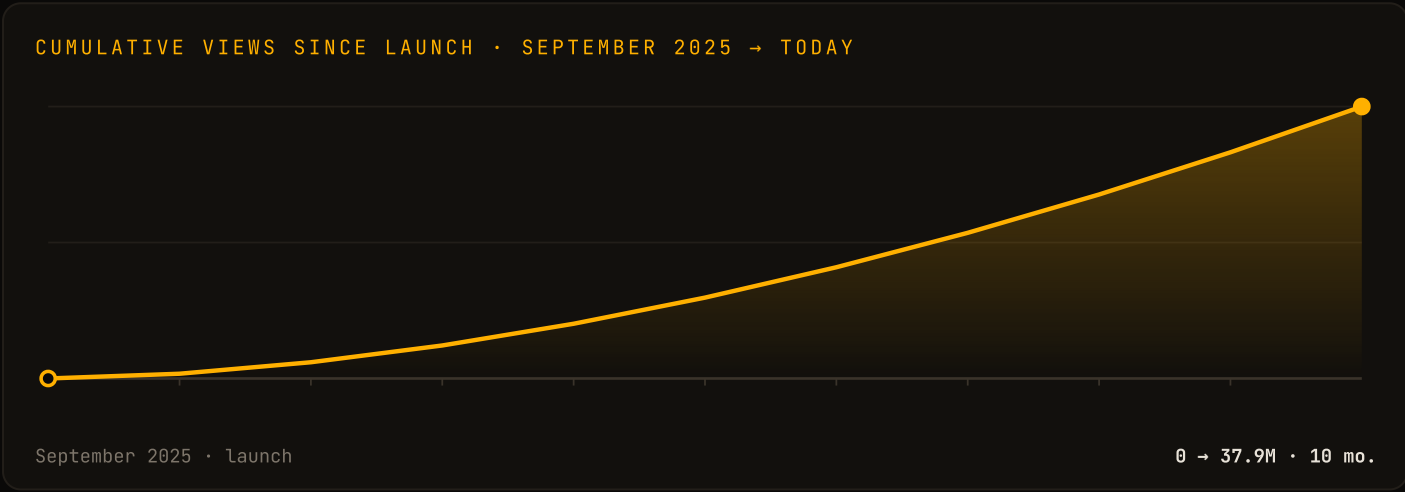
SUBSCRIBERS

12.7M

VIEWS • LAST 28 DAYS

124

VIDEOS PUBLISHED



AUDIENCE • OFFICIAL YOUTUBE STUDIO MEDIA KIT

32%

of the audience from the U.S.

30.6%

viewers in top 10% household incomes

53.3%

returning viewers

83.0%

average % viewed

69%

male

35-44 (29.5%) and 13-17 (22.3%)

dominant age group

2.4M

unique viewers (28 days)

104.2K h

watch time (28 days)

AUDIENCE INTERESTS

Casual & social gamers

Bargain hunters

Console gamers

Sports event fans

Hardcore gamers

SHOPPING INTERESTS

Sporting goods

Small appliances

Photo printing services

Camera lenses

Cameras

A natural environment for: **gaming, apps, consumer electronics, photo & sports gear.**

Ask about a campaign →

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