**YouTube Announces New Features, Metrics for its 1.5B Audience**

YouTube CEO Susan Wojcicki has announced that the platform now has 1.5 billion monthly logged-in viewers; she also revealed that videos watched via its app can now be resized for screens and shared more easily via private message. Also, Nielsen has announced that its YouTube-centric Digital Ad Ratings now offers cross-device measurement of audiences across all mobile devices and computers.

***Marketing Land 6/22/17***

[***http://marketingland.com/youtube-tops-1-5-billion-logged-viewers-every-month-218233***](http://marketingland.com/youtube-tops-1-5-billion-logged-viewers-every-month-218233)