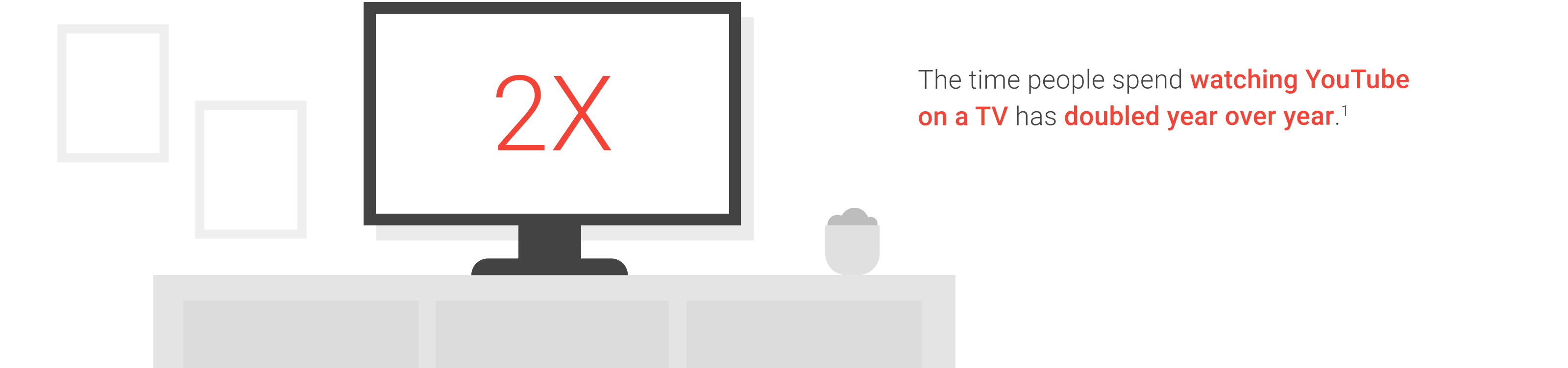


The Rise of Online Video on the TV Screen

People have been casting and streaming online video to their TV screens for a while now. Is this fundamentally changing how people watch TV? Or just changing the kinds of content they're watching there? Here we explore the state of online video on TV through the lens of new YouTube research.



Watching YouTube on TV is officially a thing



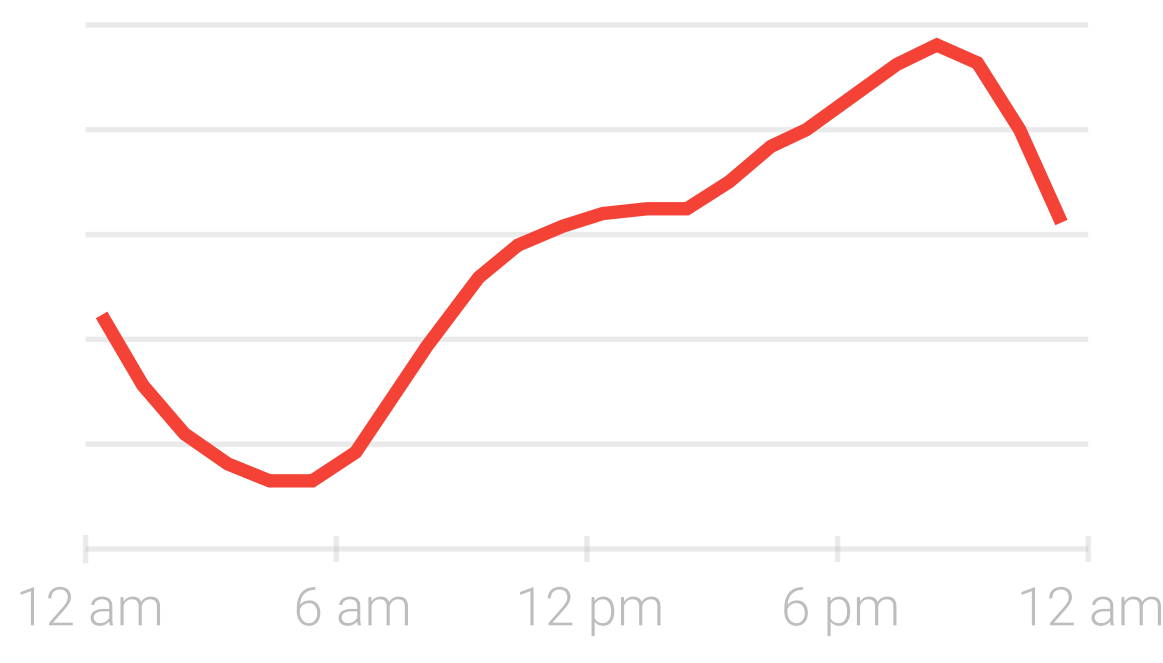
(Almost) everybody's doing it



Prime time isn't just about TV programming

Just like TV content,³ watching YouTube on TV screens peaks around prime time.

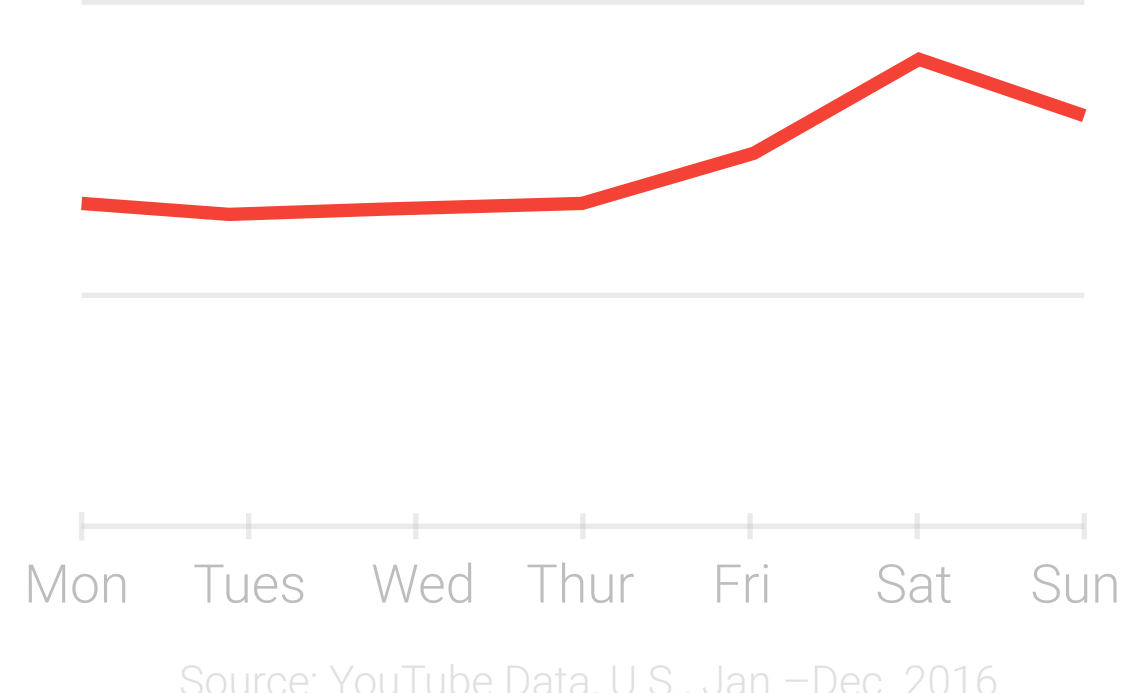
Watch time of YouTube content on TV screens, by hour of day



Everybody's waiting for the weekend

Much like TV programming,⁴ watch time of YouTube content on TV peaks during the weekend.

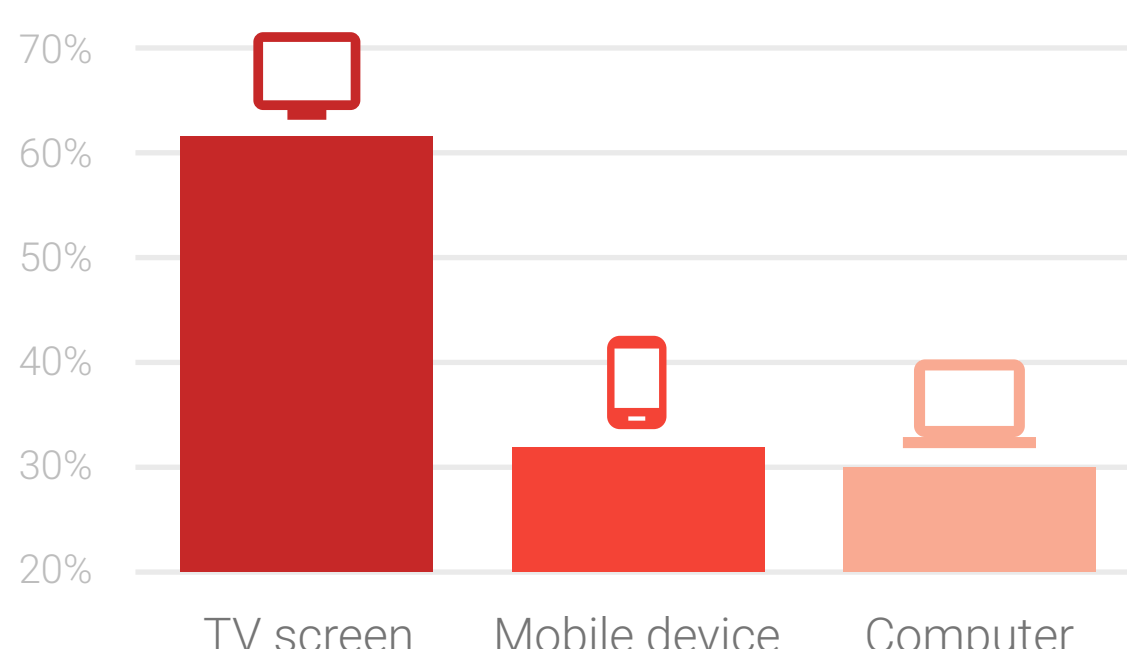
Watch time of YouTube content on TV screens, by day of week



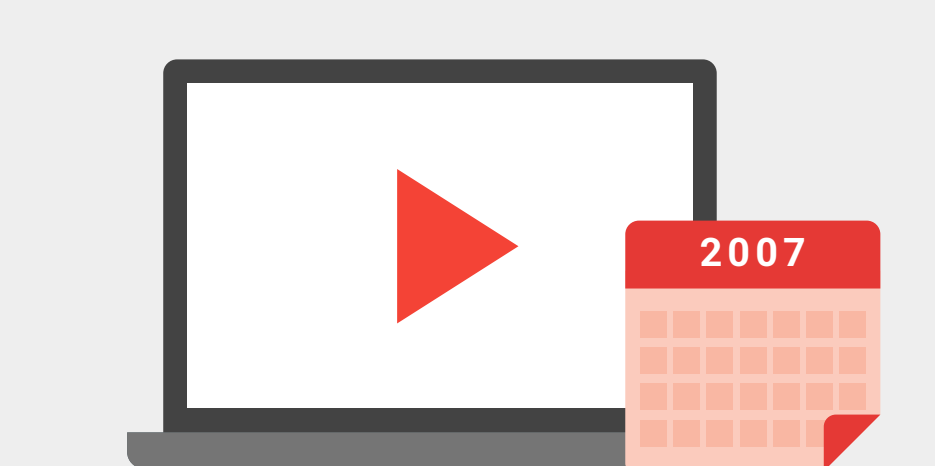
Watching YouTube on TV draws a crowd

People are 2X as likely to watch YouTube with others on a TV screen compared to mobile or desktop screens.⁵

Percentage of viewers who reported watching YouTube with other people, by device type

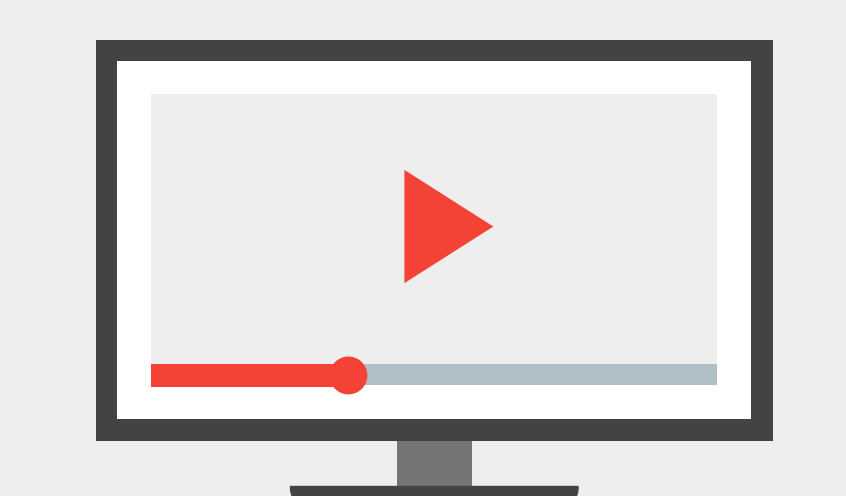


What does this say about consumer behavior?



Though streaming and casting to TVs may feel like second nature, 10 years ago smart TVs were just coming to market, Hulu was just launching, Netflix had only begun experimenting with streaming capabilities, and Chromecast didn't even exist. Back then, **YouTube was something people experienced almost invariably on a computer**.

But with technology accelerating, **online video has come to the living room—and bedroom, den, playroom, and anywhere else TV screens can be found**. The latest YouTube data suggests that people aren't abandoning their TVs. Rather, they're just adding to what they watch there.



SOURCES

- 1 YouTube Data, Global, Jan. 2017 vs. Jan. 2016.
- 2 Google/Ipsos Connect, YouTube Cross-Screen Survey, U.S., n=2,004 online adults aged 18–54 who watch video at least once a month. YouTube users are defined as consumers aged 18–54 who watch YouTube at least once a month, Jul. 2016.
- 3 Video Advertising Bureau, viewing distribution of adults aged 18–49, live +7 put impressions, Sept. 19, 2016–Jan. 15, 2017.
- 4 comScore, “2017 U.S. Cross-Platform Future in Focus” report.
- 5 Google/Ipsos Connect, YouTube Cross-Screen Survey, U.S., n=2,004 online adults aged 18–54 who watch video at least once a month. YouTube users are defined as consumers aged 18–54 who watch YouTube at least once a month, Jul. 2016.