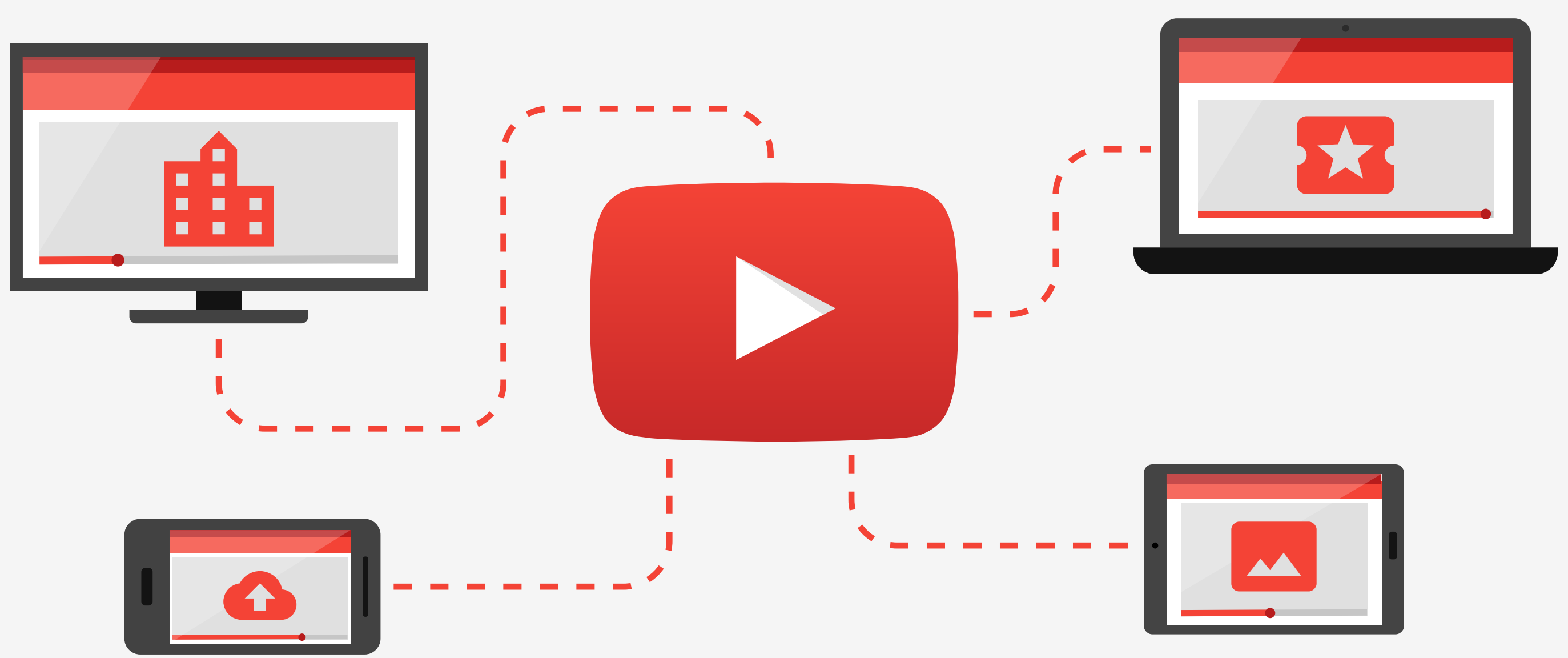


# YouTube on TV or TV on YouTube? The Blurred Lines of Online Video Consumption

Viewers are curating their own content streams, with no care for labels like “digital,” “broadcast,” “cable,” “smartphone,” or “television.” They cast YouTube to their TVs and watch TV content on YouTube. For them, combining TV with YouTube yields better entertainment. Could it yield better results for your brand, too?



## MULTI-SCREEN CONSUMPTION:

Viewers once gathered around just one screen to watch video content. Now, they gather around all their screens to watch all types of video content:



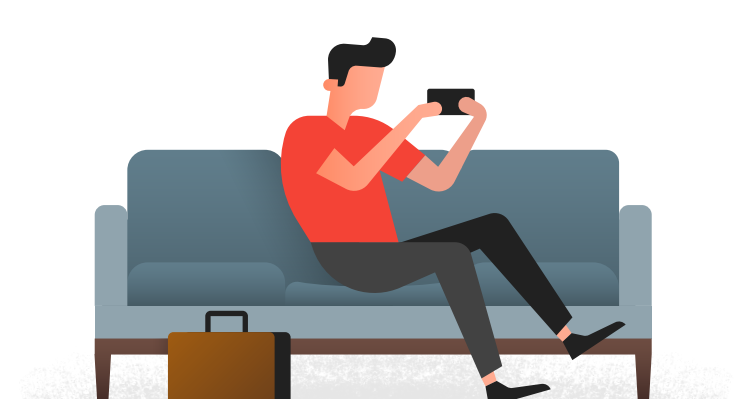
**5x**

Adults are 5X as likely to prefer online platforms over cable or broadcast TV to watch video at home.<sup>1</sup>



**2/3**

of people say they pick up another device during a television ad break.<sup>2</sup>



**92%**

of YouTube viewers watch YouTube on a mobile device when they are at home.<sup>3</sup>

## PEOPLE ARE WATCHING TV ON YOUTUBE...

Since 2013, viewership of **television content on YouTube is up 230%.**<sup>4</sup>



## ...AND THEY'RE WATCHING YOUTUBE ON THEIR TVS:

YouTube makes up **over half** of people's time watching **online video on television.**<sup>5</sup>



## EVERY VIEWER HAS THEIR REASONS:

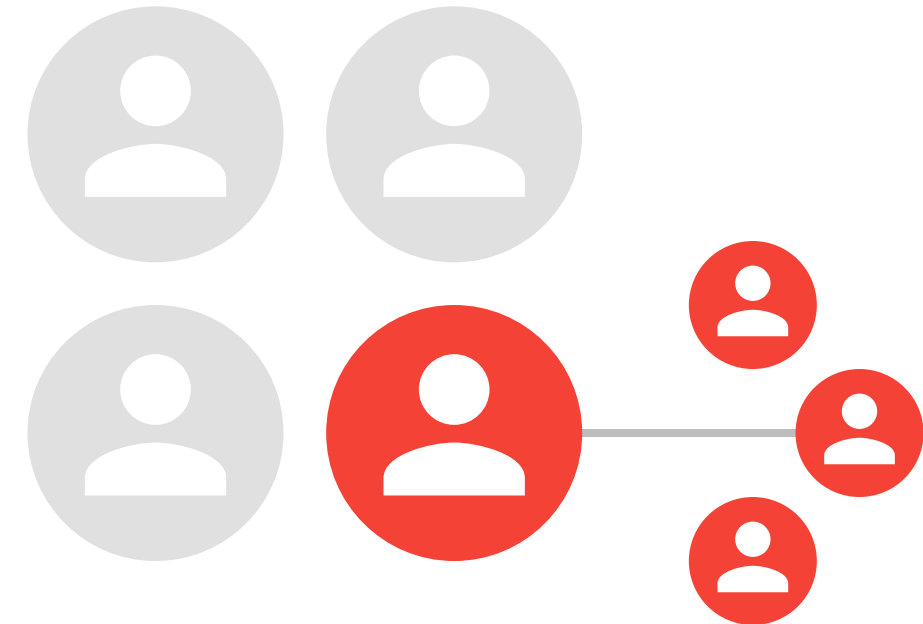
**51%** watch YouTube on TV to relax or unwind, while **38%** watch to feel entertained.<sup>6</sup>



Among viewers who watch YouTube on their TV,

**48% of moms**

watch with their kids.<sup>7</sup>



**25%**

of viewers who watch YouTube on their TV watch to share a YouTube video with their family or friends.<sup>8</sup>

## VIDEO AT YOUR FINGERTIPS:

In an average day, **YouTube reaches more 18+ viewers than any TV network.**<sup>9</sup>



## THE GOOD NEWS FOR BRANDS:

**Brands can reap the benefits** of this changing behaviour.



**Almost 50%** of internet users **looked for videos related to a product or service** before visiting a store.<sup>10</sup>



Purchase intent is **150% higher** from paid YouTube TrueView ads than from TV ads.<sup>11</sup>

## SOURCING

- 1 Google/Ipsos Connect, YouTube cross-screen survey, U.S. (survey's pre-screener, n=6,293 U.S. consumers 18-54), Jul. 2016; linear TV includes live or broadcast TV and recorded TV; online platforms include online TV channels (e.g., cbs.com), YouTube, Netflix, Amazon Prime, Hulu or Hulu Plus, HBO Now, Facebook, Snapchat, Instagram, Vudu, Showtime Anytime, Sling TV, Crunchyroll, Twitch, and other online video platforms.
- 2 Google/Ipsos, "YouTube and TV Viewability in Home Controlled Experiments," U.S., 2,953 ads, 2016.
- 3 Google/Ipsos Connect, YouTube cross-screen survey, U.S. (n=1,621 U.S. consumers 18-54 who watch YouTube at least once a month), Jul. 2016.
- 4 Google Data, U.S., classification as "television content" based on Nielsen TV data by channel reach and public YouTube data such as headlines and tags, and may not account for every such channel and video available on YouTube, U.S., Jul. 2013 and Jul. 2016.
- 5 Google/Ipsos Connect, YouTube cross-screen survey, U.S. (survey's pre-screener, n=6,298 U.S. consumers 18-54), Jul. 2016.
- 6,8 Google/Ipsos Connect, YouTube cross-screen survey, U.S. (n=662 U.S. consumers 18-54 who watch YouTube on TV), Jul. 2016.
- 7 Google/Ipsos Connect, YouTube cross-screen survey, U.S. (n=167 U.S. moms 18-54 who watch YouTube on TV), Jul. 2016.
- 9 Google-commissioned Nielsen study, average daily reach among persons 18+ for YouTube, Nielsen Total Media Fusion, broadcast and cable, total day (Live + 7, one-minute qualifier), television only, Apr. 2016 broadcast month.
- 10 Google/Ipsos Connect, "How Devices Connect Consumers to Stores" (n=567 U.S. online respondents 18-34), Mar. 2016.
- 11 Google/Ipsos, "Brand Lift In Home Controlled Experiments," U.S., nine ads, 2016.