

# YouTube on TV Screen

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The Connected Living  
Room in Germany

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Think with Google,  
October 2017



# Key takeaways



YT on TV watchtime doubled YOY. DE is ranked 6 globally and ranked 2 in Europe.



High emotional bond: YT is most relevant online video platform for users.



YT on the TV screen is a social phenomenon: 65% are watching with others

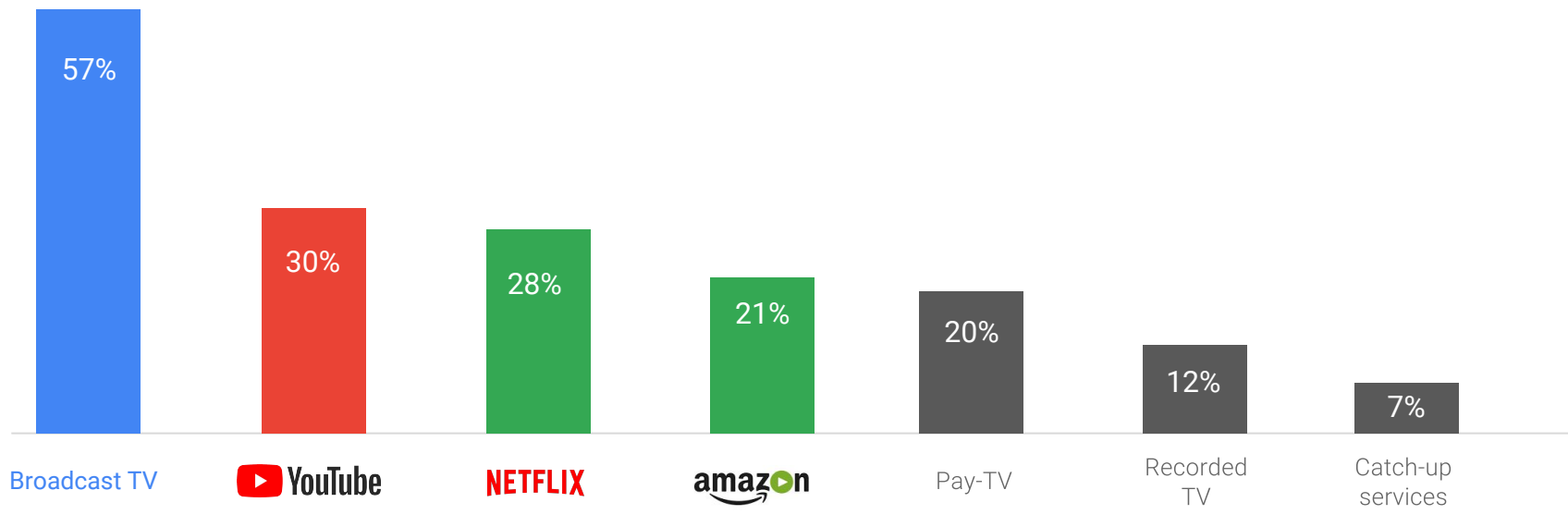


Among all devices, YT on TV with highest duration per YouTube session



39% of YT on TV users are taking action after watching an ad on YouTube

Users have an emotional bond with YouTube:  
Among all offers used, 30% would miss YouTube the most

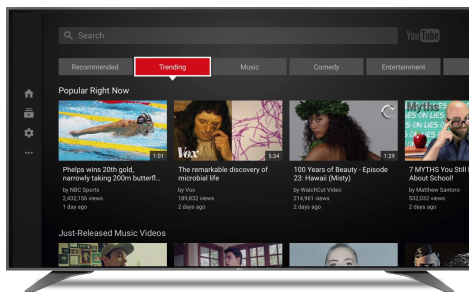




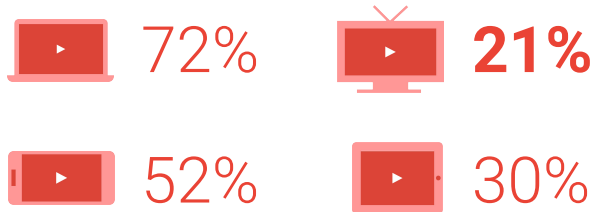
watchtime  
YT on TV  
**doubled** YOY

Source: think with Google, April 2017

## YouTube's new navigation for the living room



Device usage for  YouTube



# 21% of YT users report they watch YouTube on the TV screen at least monthly

Ways to watch YT on the TV screen\*:

- 15% Smart TV App
- 6% Streaming device
- 5% Internet enabled gaming console

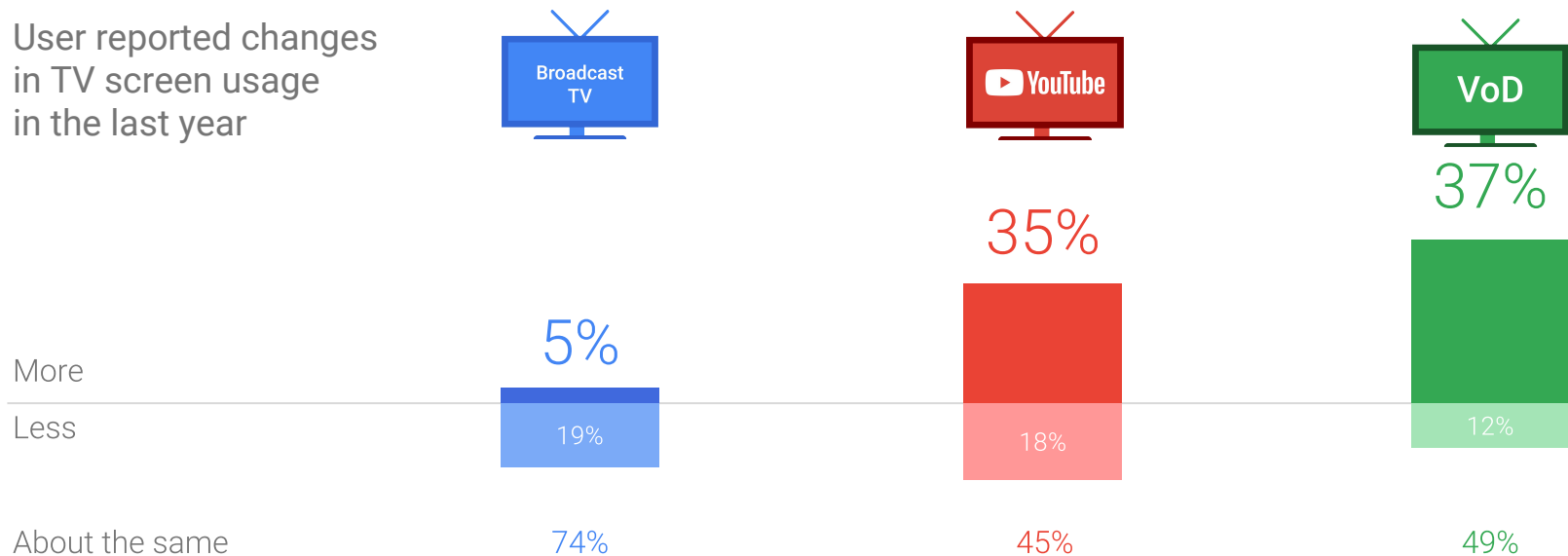
\*Some people make use of more than one way



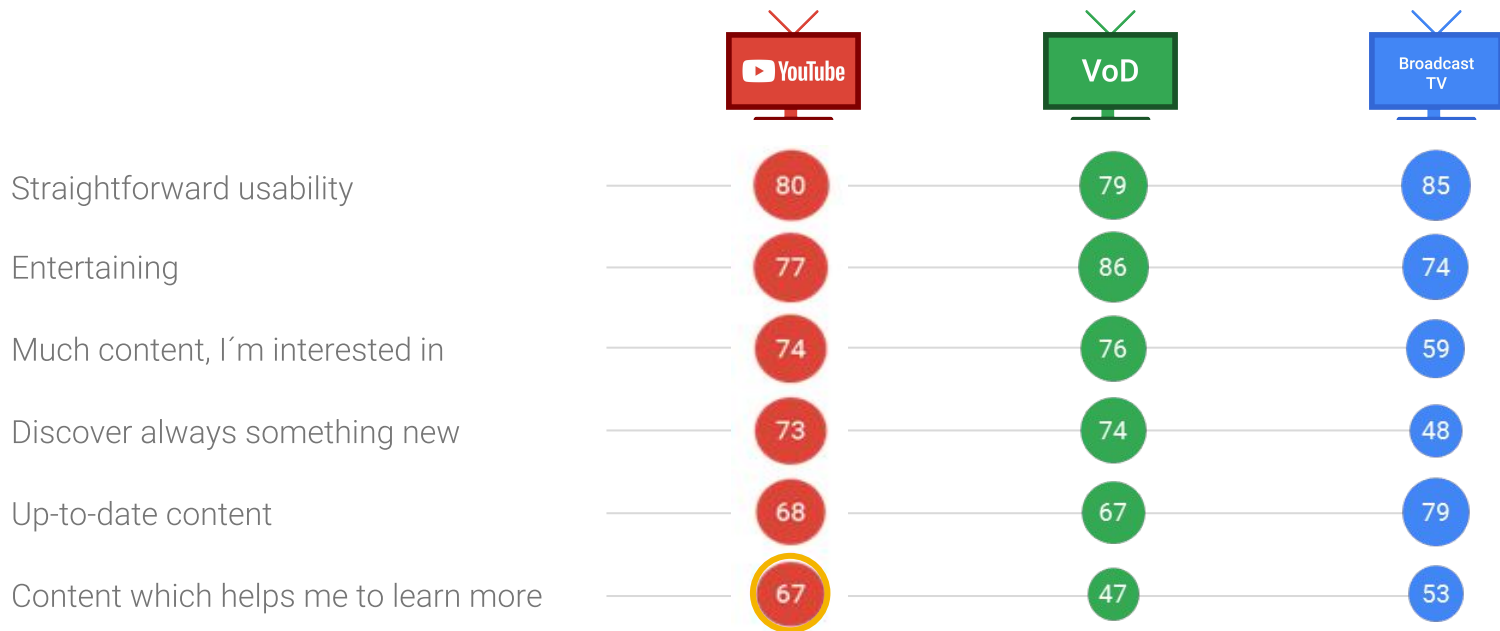
Why is YouTube  
doubling watch  
time on TV?

# Shift away from broadcast TV to non-linear video consumption

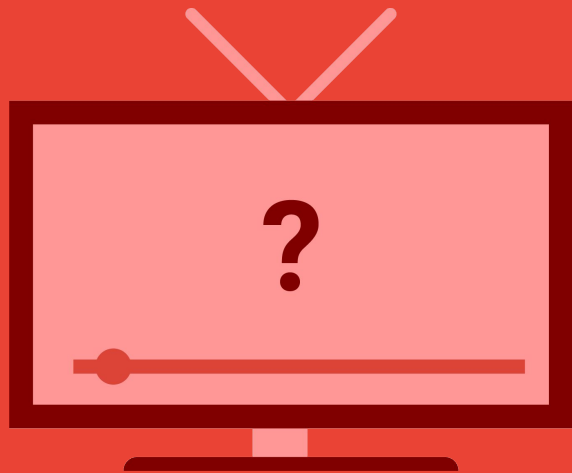
User reported changes in TV screen usage in the last year



# Broadcast TV helps viewers staying up-to-date, but is used less to learn something or to discover new content







What YouTube  
content is watched  
on TV?

# The same content categories are watched on YouTube across devices

Top 5 Content  
(watched at least weekly)

 YouTube via...



Music

51

53

47

51

Movies & animation

42

27

24

32

News & politics

37

26

21

31

Science & education

36

22

21

32

Comedy & shows

34

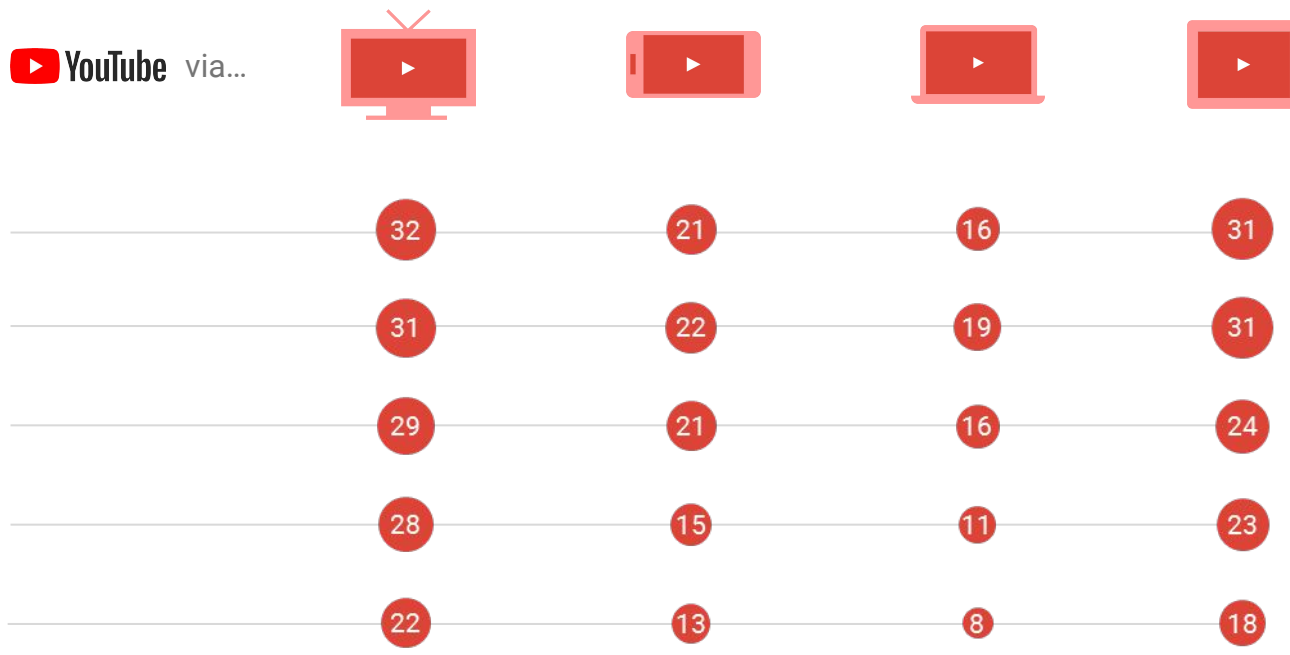
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28

# The same video types are watched on YouTube across devices

## Top 5 Video types (watched at least weekly)





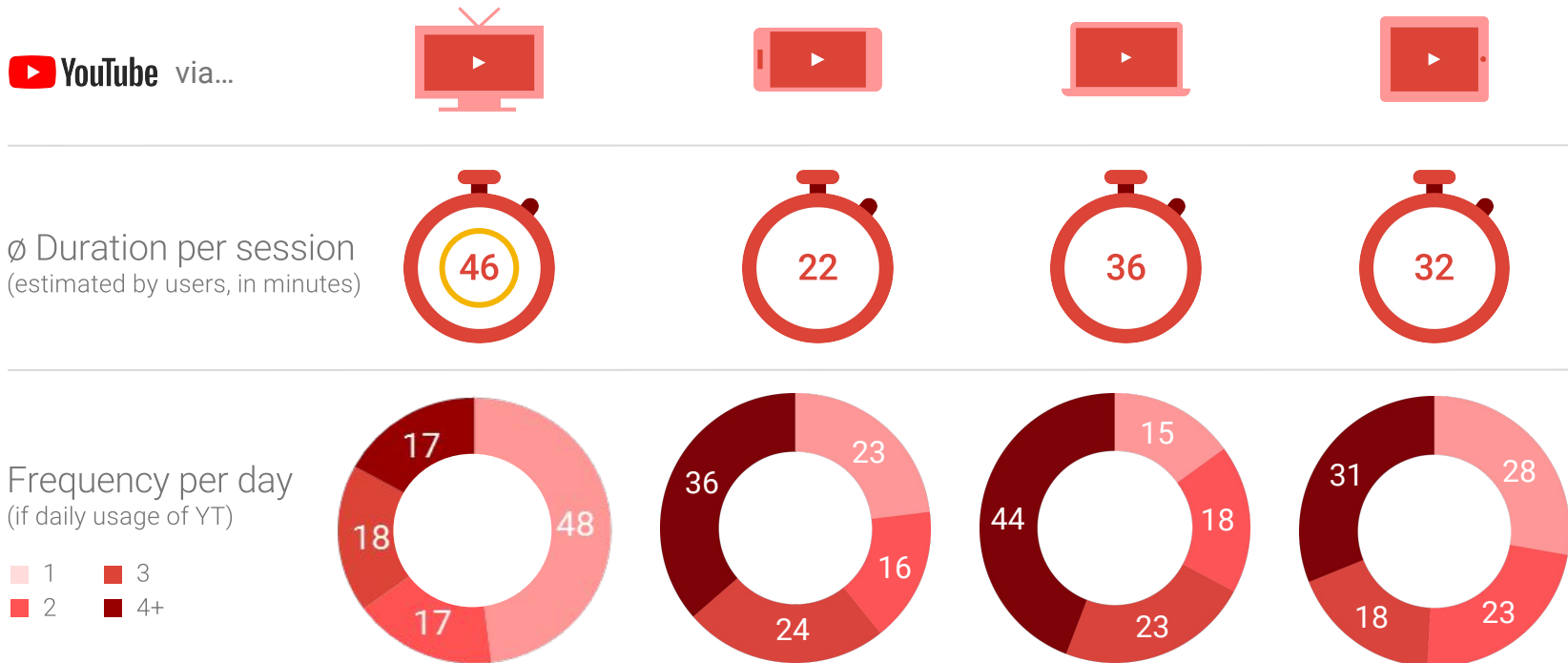
## Now more than 100 “subscriber millionaires” in DE

In June 2017 the 100th German  
YouTube channel crossed the milestone  
of 1 M subscribers.

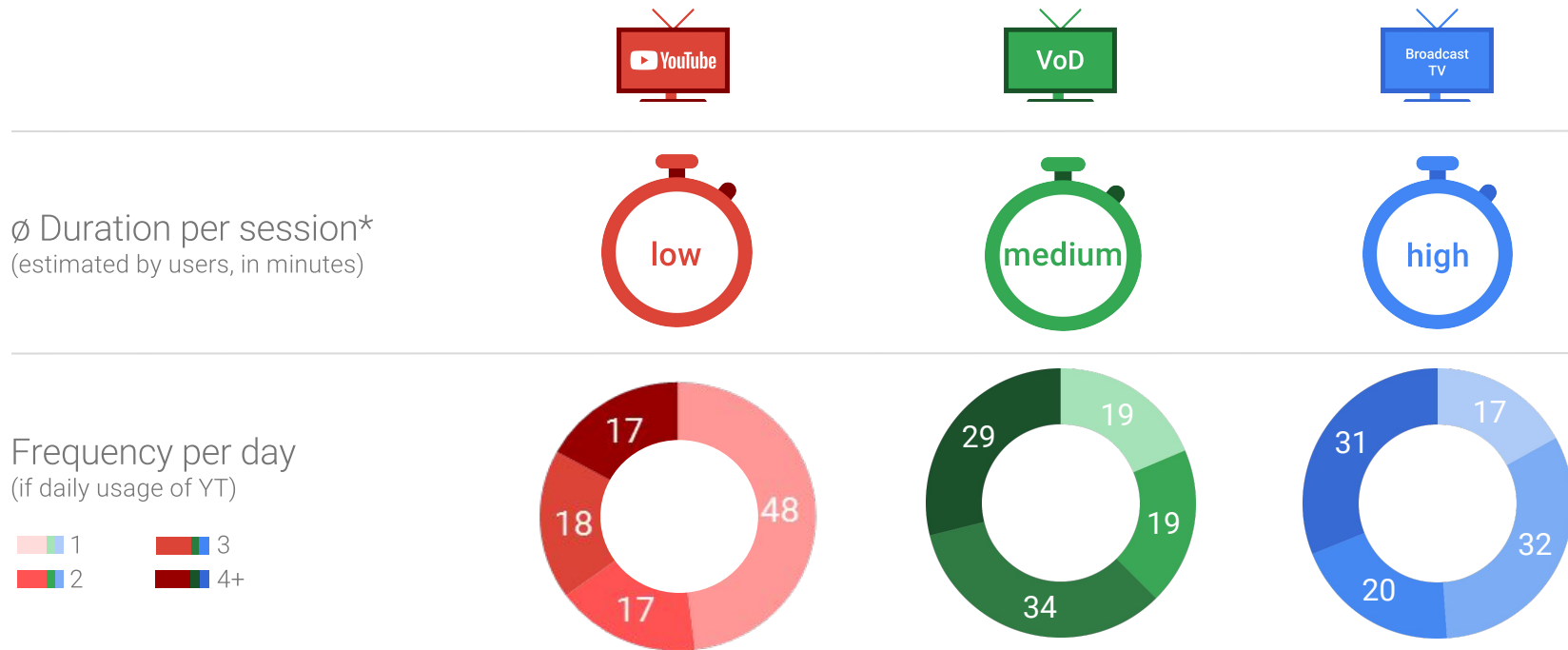


When is the  
time for YouTube  
on TV?

# The session length when watching YouTube on the TV screen is perceived as higher compared to other devices



Due to the different types of content formats watched, users prefer shorter sessions while watching YT on the TV



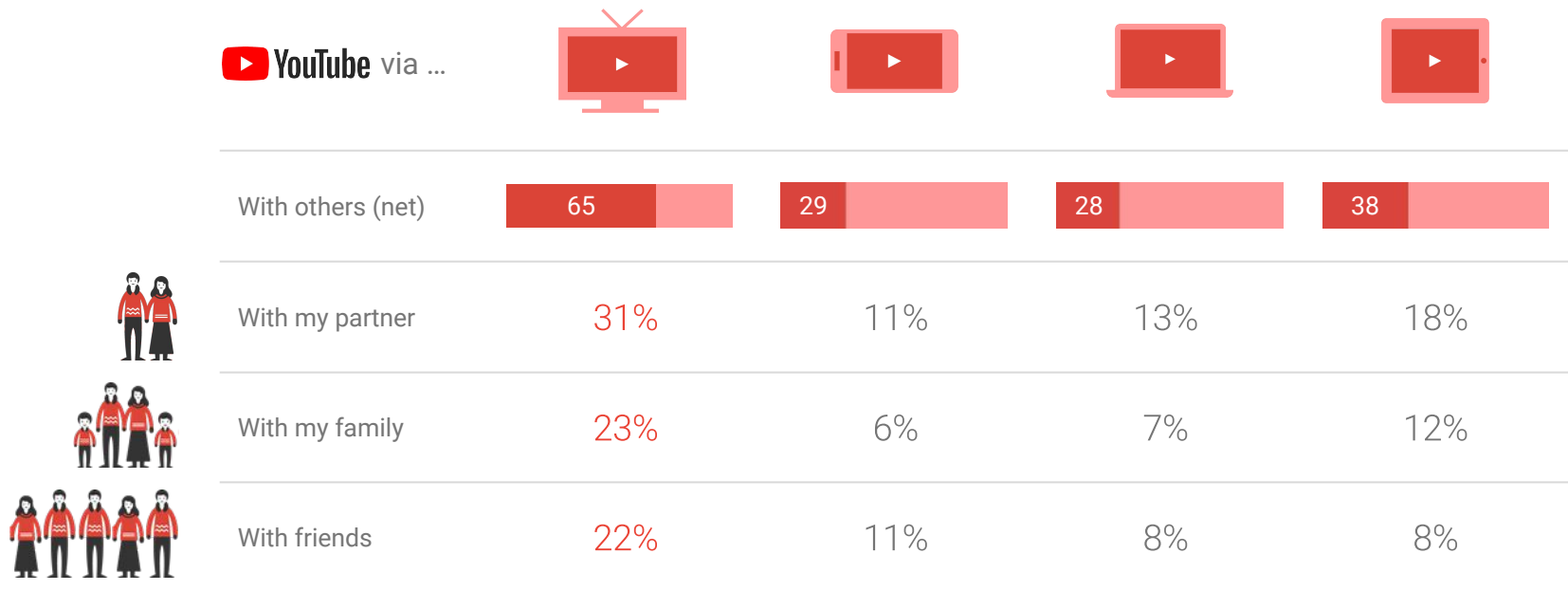
\*low: <1h, medium: 1-2h, high: >2h per session



Who is watching  
YouTube on TV?



# YouTube on the TV screen is a social phenomenon: 2 out of 3 watch with others

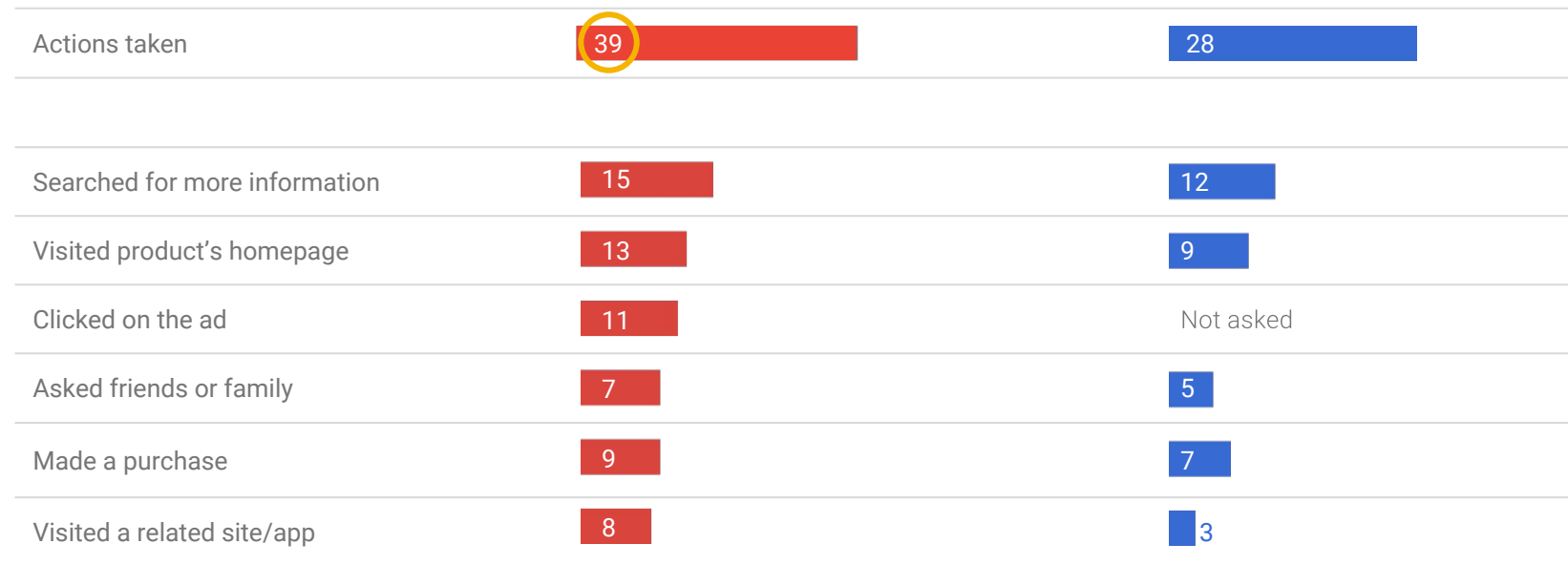




What does it mean  
for YouTube  
advertising  
on TV screens?

# Ads on YouTube via TV screen lead to a response from 39%

## Actions after watching ads



Values in %, multiple answers possible

# Appendix

# Objectives & methodology

## Objectives

Google commissioned Ipsos Connect Germany to conduct a study to better understand

- **Who** is watching YouTube on a TV screen and...
- **What** their viewing patterns are...
- **Compared** to YouTube usage on other devices and other platforms as Video-on-Demand and Broadcast TV.

## Quantitative Online Survey

- Total of n=3.200 respondents aged 18-65, German online population, including 2.200 monthly YouTube Users
- Analysis of YouTube Users via TV screen is based on a total of n=448 respondents
- Fieldwork in May, 2017

# Glossary

## How we asked for specific terms in the questionnaire (German)

- **Broadcast TV:** „Normales“, lineares Fernsehen auf dem Fernsehgerät
- **Catch-up services:** Webseiten oder Mediatheken von Fernsehsendern (z. B. ARD Mediathek, 7TV, TVNow)
- **Pay TV:** Kostenpflichtige Fernsehsender, z.B. über Sky, Telekom Entertain oder Kabel Deutschland
- **Recorded TV:** Aufzeichnungen von Fernsehinhalten auf Festplatten- oder DVD-Rekordern
- **Video-on-demand Services:** Netflix, Amazon Prime Video, Maxdome und andere kostenpflichtige Onlinevideotheken (z.B. Sky Select, Google Play, iTunes, Videoload)