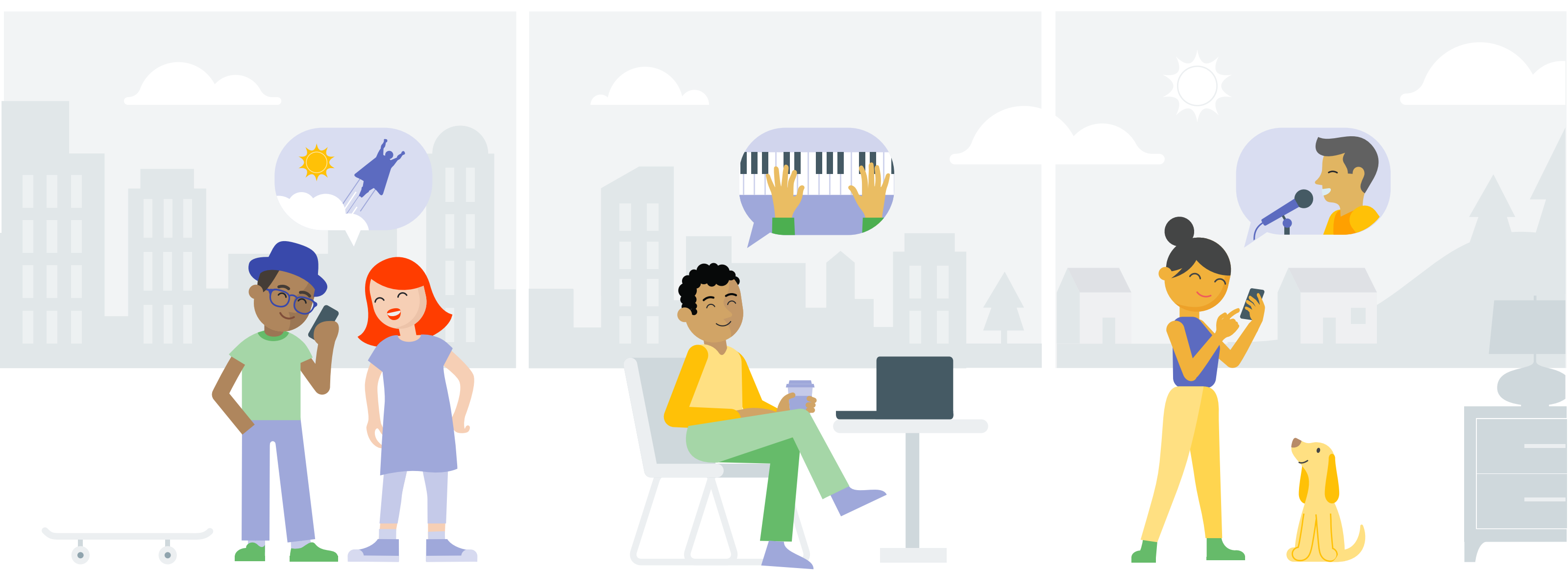


# 3 trends that show how the very notion of TV entertainment is changing

Long gone are the days when TV was the only source of video entertainment. Nowadays, more than half of 18- to 49-year-olds in the U.S. are either light viewers of TV or do not subscribe to TV.<sup>1</sup> But that doesn't mean TV content and TV screens are on their way out. Here are three trends playing out on YouTube that illustrate how people's definition and expectations of video entertainment are changing.



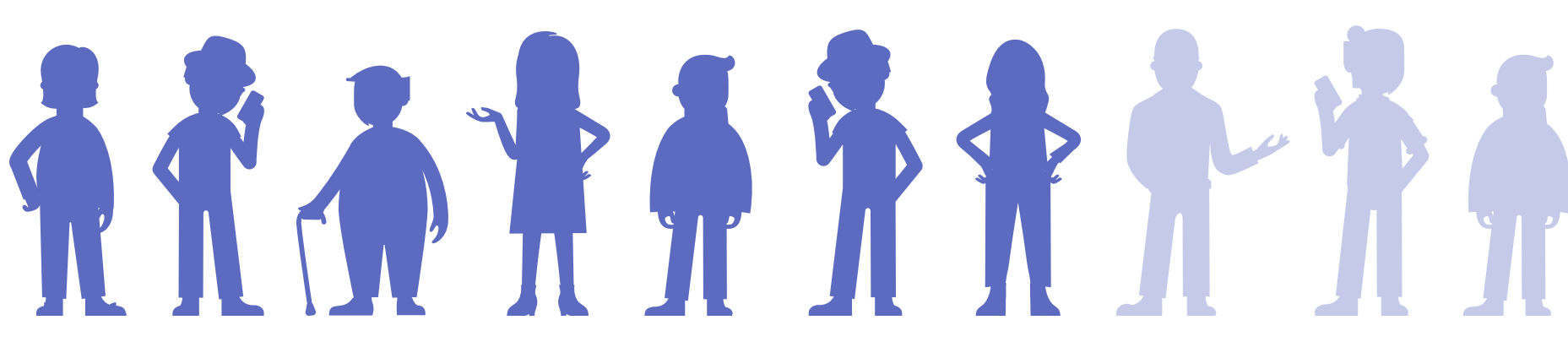
## TV content is here to stay, but the way people watch it is changing



**2x**  
People are spending twice as much time watching official TV channels on YouTube as they did two years ago.<sup>2</sup>



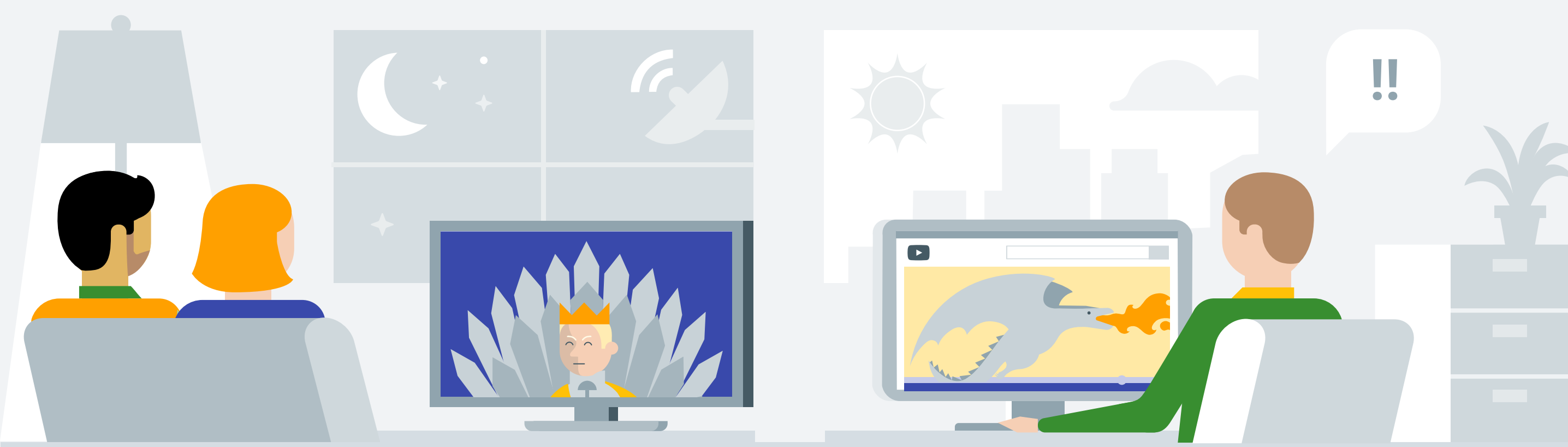
**70% ↑**  
TV is the fastest growing screen for YouTube content, with 70% growth in the past year.<sup>3</sup>



**Nearly 7 in 10**  
YouTube TV viewers report watching YouTube on TV screens during prime time.<sup>4</sup>

## Not only do people find the content entertaining, but also content *about* the content, as they seek a deeper understanding of what they're watching

**For every hour people spent watching "Game of Thrones" on live TV** last summer, there were 30 minutes of watch time for "Game of Thrones"-related videos on YouTube during the same period.<sup>5</sup>



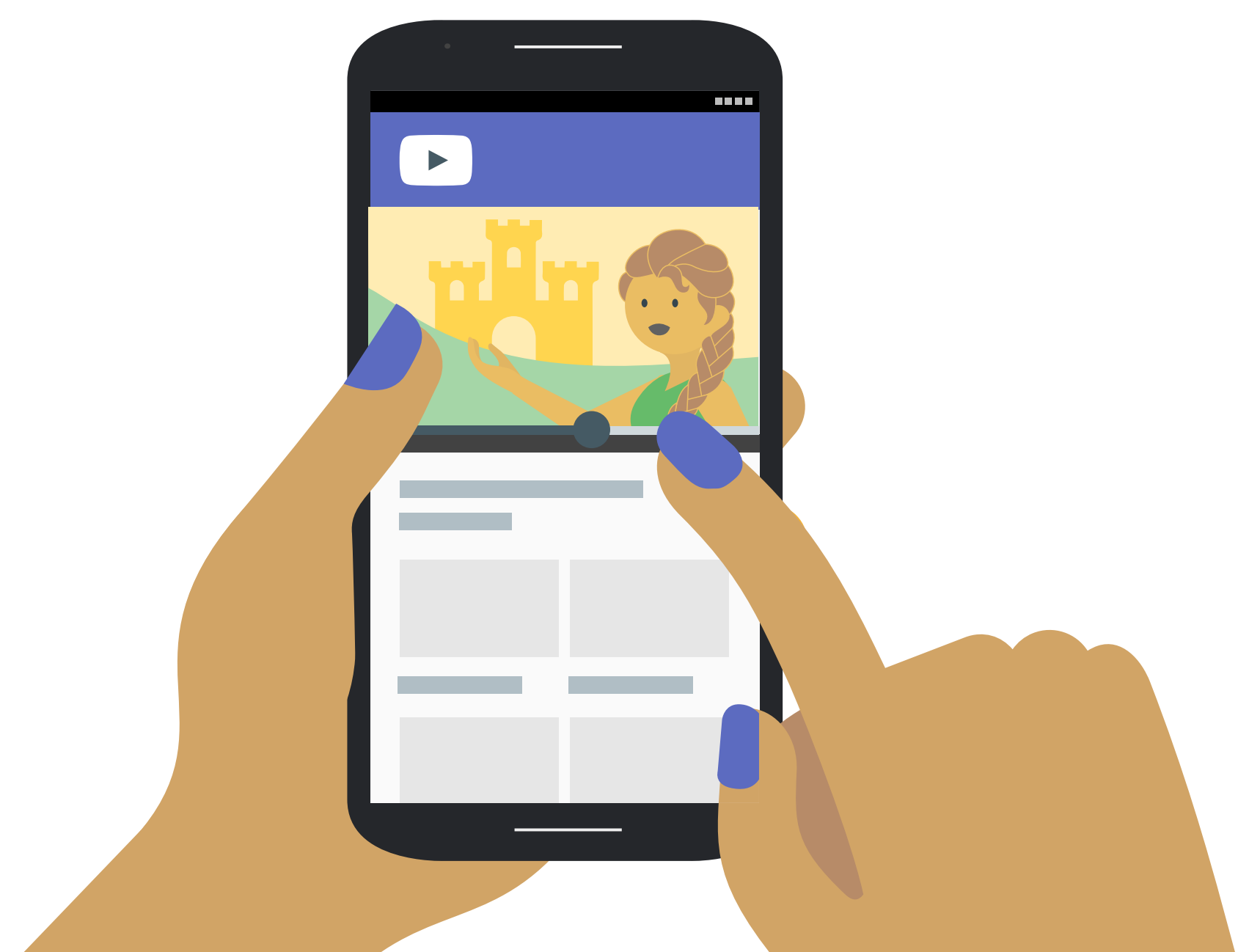
**2x**  
growth in watch time of "explainer" entertainment videos on YouTube over the past year.<sup>6</sup>

**75% ↑**  
growth in watch time of cast and character videos on YouTube over the past year.<sup>7</sup>

**90% ↑**  
growth in watch time of episode preview and prediction videos on YouTube over the past year.<sup>8</sup>

## FOMO is real.

With so much to see and so little time, people increasingly seek out the highlights

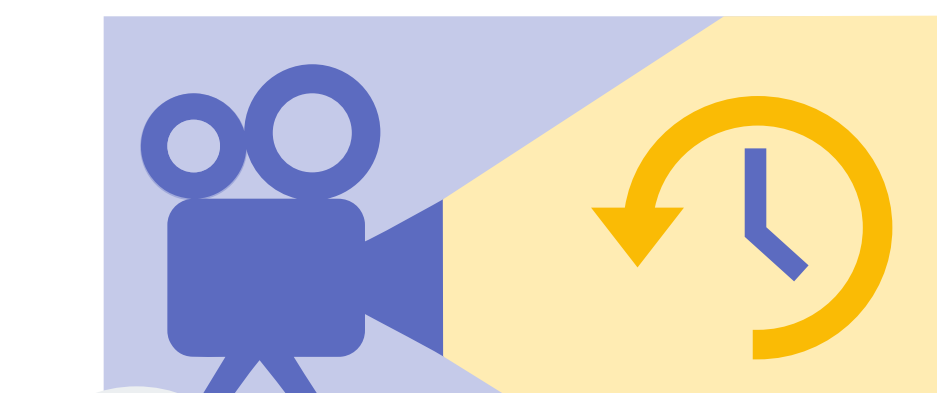


### Over the past year, watch time on YouTube of:

**"what you missed" entertainment videos** has more than doubled.<sup>9</sup>

**highlight and scene compilation videos** has quadrupled.<sup>10</sup>

**episode and movie recaps** has increased 50%.<sup>11</sup>



### Sources

- 1 Google-Commissioned Nielsen Custom Research, U.S., Reach among persons 18-49. "Light TV viewers" represent the bottom tercile of total TV watchers based on total minutes viewed, Oct. 2017.
- 2 Google Data, U.S., Official YouTube channels are channels owned by traditional broadcast and cable TV networks. Includes all major broadcasters and the top 100 cable networks as reported by Nielsen, Jan. 2016 vs Jan. 2018.
- 3 Google Data, Global, Includes smart TVs and game consoles, Jan.-Sept. 2017 vs. Jan.-Sept. 2016.
- 4 Google/Ipsos Connect, YouTube Cross-Screen Survey Refresh, U.S., n=2,000 online adults 18-54 who watch videos at least once a month, Dec. 2017.
- 5 Google Data, U.S., Classification as "Game of Thrones" videos was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube. TV watchtime based on first run/original broadcast of Season 7 episodes. Audiences for live TV and YouTube are different, not all people who watched Game of Thrones on live TV also watched related videos on YouTube/not all people who watched related videos on YouTube also watched Game of Thrones on live TV, Jul.-Aug. 2017.
- 6 Google Data, U.S., Entertainment videos with "explained" or "everything about" in their title. Classification as entertainment videos was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan. 2017 vs Jan. 2018.
- 7 Google Data, U.S., Entertainment videos with "cast" or "character" in their title. Classification as entertainment videos was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan. 2017 vs Jan. 2018.
- 8 Google Data, U.S., Entertainment videos with "preview" or "prediction" in their title. Classification as entertainment videos was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan. 2017 vs Jan. 2018.
- 9 Google Data, U.S., Entertainment videos with "you [may/might/could] have missed" in their title. Classification as entertainment videos was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan. 2017 vs Jan. 2018.
- 10 Google Data, U.S., Entertainment videos with "best moment", "best scene", or "highlight" in their title. Classification as entertainment videos was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan. 2017 vs Jan. 2018.
- 11 Google Data, U.S., Entertainment videos with "summary", "recap", or "review" in their title. Classification as entertainment videos was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan. 2017 vs Jan. 2018.