

6 Questions for Every Brand to Consider After YouTube Broadcast

Every NewFronts season, the major players in digital content pitch their programming to advertisers. With those pitches comes a dizzying amount of new research and data. Below are six questions to help you gauge if you're making the most of your online video strategy, along with the newest YouTube data announced at the sixth annual YouTube Broadcast event.

1

Are you reaching the mobile majority?

When it comes to reaching your audience, the smallest screen offers the biggest opportunity:

On mobile alone...



YouTube reaches more 18-49 year-olds than **any broadcast or cable TV network**.¹

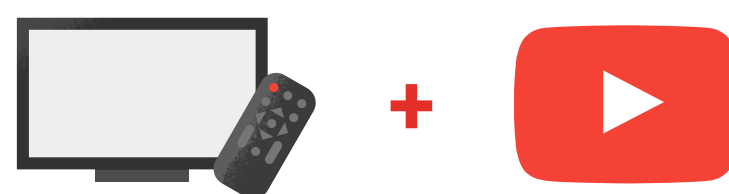


Google Preferred—YouTube's premium content offering—**reaches more people than all full episode players combined** (like Hulu or Netflix).²

2

Are you reaching your entire target audience?

You could be missing a sizeable chunk of your audience if you're only advertising on TV. Fill the gap by pairing TV with online video:



Advertisers on primetime broadcast TV could have reached

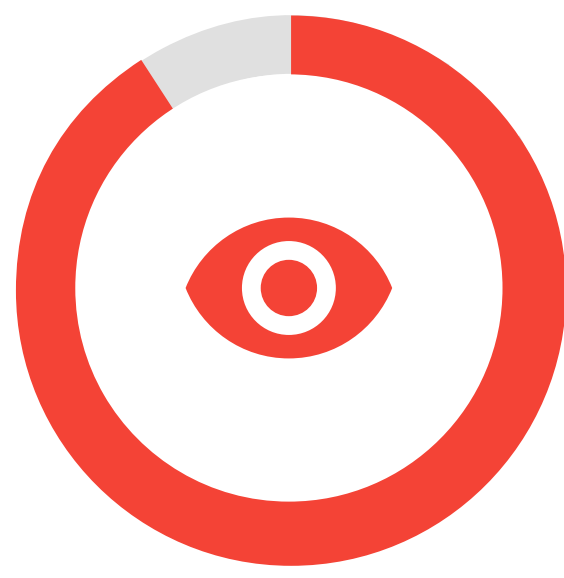
56%

more 18-49 year-olds by also advertising on YouTube.³

3

How are you addressing online video viewability?

For your brand to have impact, it needs to be seen and heard. On YouTube, engaged audiences mean:



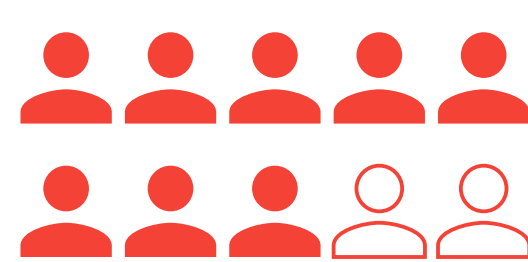
91%

of YouTube impressions are viewable⁴ compared to an industry average of 54%.⁵

4

What content holds your audience's attention?

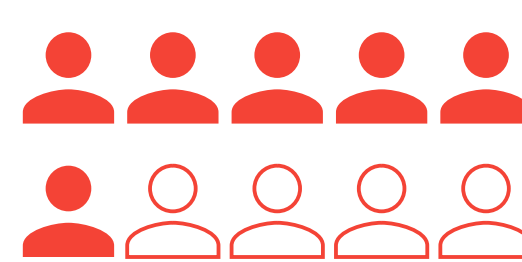
YouTube creators have made YouTube's influence greater than ever. This year alone:



8 of the top 10 **most influential celebrities** according to U.S. teens are **YouTube stars**.⁶



800+ additional YouTube creators surpassed **one million subscribers**.⁷



6 in 10 subscribers say their **views of a brand or company have been influenced** by a creator.⁸

5

Does your video strategy drive sales?

A lot of advertisers see online video as an awareness driver—and it certainly is. But online video also plays a critical role later in the purchase journey:



Two-thirds

of Google Preferred campaigns measured drove lifts in purchase intent.⁹



...with an **average lift of 14%**.⁹

6

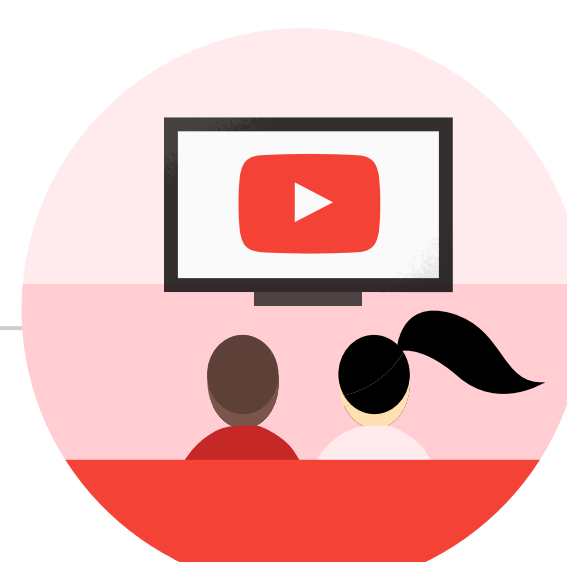
Are you ready for what's next?

People are spending more time than ever on YouTube, in part because of innovations like virtual reality, 360 video, and casting to TVs. Audiences have made "over-the-top" video (OTT)—content delivered to TVs via the internet—the new normal over the last year:



>50% growth

in time spent using OTT devices to view any online content on TV.¹⁰



>100% growth

in time spent watching YouTube on TV.¹¹

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- Google-commissioned Nielsen study, U.S., December 2015. Audience Reach among persons 18-49 for YouTube (mobile only) and 124 individual U.S. cable and broadcast networks (television only).
- Google/Millward Brown Digital, Google Preferred Mobile Clickstream Analysis, U.S., October 2015. (Full episode players on mobile browser or app include: Netflix, HBO, Hulu, NBC, Fox, CBS, ABC, sourced from the 20,000 person Mobile Complete Clickstream Panel.)
- Google-commissioned comScore study from comScore Xmedia, U.S., December 2015. (Broadcast TV defined as NBC, CBS, ABC, FOX, CW, My Network TV. Primetime defined as Mon-Sat 8-11pm + Sun 7-11pm.) YouTube data not restricted to primetime TV hours.
- Google data, April 2015.
- Google and DoubleClick advertising platforms data, April 2015. Industry average does not include mobile apps, YouTube numbers also include data for mobile apps.
- Survey published in Variety, July 23, 2015. <http://variety.com/2015/digital/news/youtubers-teen-survey-ksi-pewdiepie-1201544882/>
- Google Data, Global, April 14, 2016 vs. April 14, 2015.
- Google-commissioned Ipsos Connect, "The YouTube Generation Study," U.S., November 2015. YouTube creator subscribers aged 18-49, n=352.
- Google Preferred U.S. Brand Lift Meta Analysis, 2015 and Q1 2016. Results for 80 US Google Preferred purchase intent studies.
- Google-commissioned Nielsen study, U.S., December 2015. Total minutes spent among persons 18+ using any internet-connected devices and audio video viewing sources to TV in December 2014 vs. December 2015.
- Google data, Global, Q4 2015.