

# The Latest Video Trends: Where Your Audience Is Watching

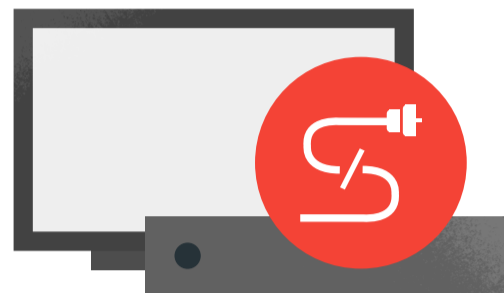


Brand advertisers used to think of TV first when they wanted to reach their target audiences. Now, their audiences are reaching for their phones. We're living in a multi-screen, multi-platform world, where one in three consumers say they've never had cable or no longer do.<sup>1</sup> The result is that the old way to reach consumers has gotten harder and more expensive. The good news is, there's an easy way to reach "cord-cutters" and "cord-nevers": **online video**.

## WHAT VIEWERS ARE WATCHING: ONLINE VIDEO TRENDS

People may be watching less television ... but they don't love video any less. As TV time goes down, time with online video goes up.

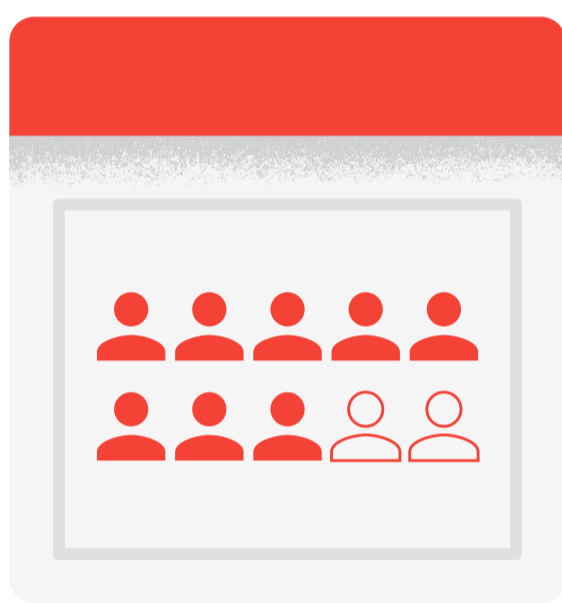
By 2025, **half** of viewers under the age of 32 will not subscribe to a pay TV service.<sup>2</sup>



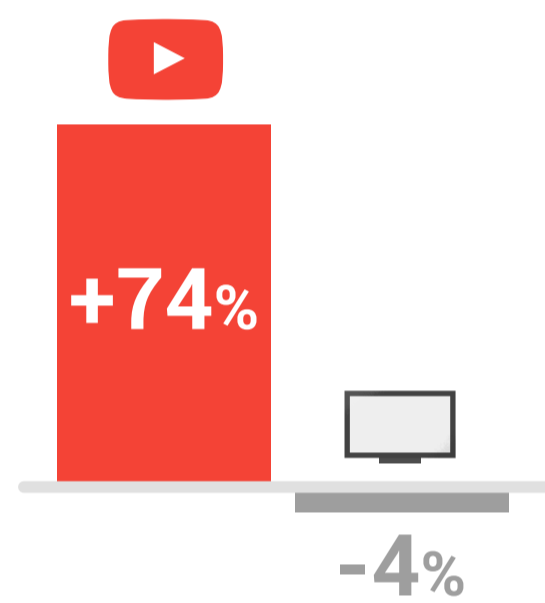
**6 out of 10** people prefer online video platforms to live TV.<sup>3</sup>

## WHERE THEY'RE WATCHING ONLINE VIDEO: YOUTUBE

Think about the last time you wanted to watch a video online. Where did you go? In those I-want-to-watch moments, people go to YouTube.



In an average month, **8 out of 10** 18- to 49-year-olds watch YouTube.<sup>4</sup>



In 2015, 18- to 49-year-olds spent 4% less time watching TV, **while time on YouTube went up 74%**.<sup>5</sup>

## YOUTUBE VIEWERSHIP ACROSS SCREENS

One screen, two screen, big screen, small screen. Consumers have them all. Is your advertising connecting across mobile, desktop, and living room devices?



On mobile alone, YouTube reaches more 18- to 49-year-olds **than any broadcast or cable TV network**.<sup>6</sup>



Among millennials, YouTube accounts for **two-thirds** of the premium online video watched across devices.<sup>7</sup>



The time people spend watching YouTube on their TV **has more than doubled** year over year.<sup>8</sup>

### SOURCING

- 1 Google-commissioned Ipsos Connect, "The YouTube Generation Study," U.S., November 2015. (18-49 year-olds, n=1,125)
- 2 North American viewers only, <http://www.multichannel.com/news/content/50-viewers-under-32-won-t-pay-tv-2025/394391>
- 3 Google/comScore custom survey, U.S., January 2016. (n=2,940 adults aged 18+ who like to watch video content in a typical week; video content defined as TV shows, movies, music videos, videos uploaded by people and/or videos uploaded by brands)
- 4 Google-commissioned Nielsen study, Nielsen National Total Media Fusion, U.S., Q4 2015.
- 5 Google-commissioned Nielsen study, U.S., November 2015 vs. November 2014. Audience reach among Persons 18-49 for YouTube (U.S. Nielsen National Total Media Fusion) and TV (NPM - Monthly TV Viewing, Live+DVR PB, All 4-Week Adjusted).
- 6 Google-commissioned Nielsen study, U.S., December 2015. Audience reach among persons 18-49 for YouTube (U.S. Nielsen Mobile Panel) and 124 individual U.S. cable and broadcast networks (television only, 1 minute qualifier, Live +7).
- 7 Google-commissioned Nielsen study, Nielsen National Total Media Fusion, U.S., November 2015. Among adults ages 18-34, on PCs, smartphones, and tablets. (platforms include abc.com, cbs.com, fox.com, nbc.com, Hulu, Netflix, HBO, Amazon Prime)
- 8 Google data, global, Q4 2015.