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?

**YouTube on TV or TV on YouTube?**

**The Blurred Lines of Online Video Consumption**

<table>
<thead>
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<th>Reference</th>
<th>Details</th>
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<tr>
<td>1</td>
<td>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 Plus, Vudu, Facebook, Snapchat, Instagram, Vudu, Showtime Anytime, Sling TV, Crunchyroll, and Twitch, and other online video platforms.</td>
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<td>4</td>
<td>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.</td>
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<td>7</td>
<td>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.</td>
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</table>

**EVERY VIEWER HAS THEIR REASONS:**

51% watch YouTube on TV to relax or unwind, while 38% watch to feel entertained.

**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:

- 2/3 of people say they pick up another device during a television ad break.
- 92% of YouTube viewers watch YouTube on a mobile device when they are at home.

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