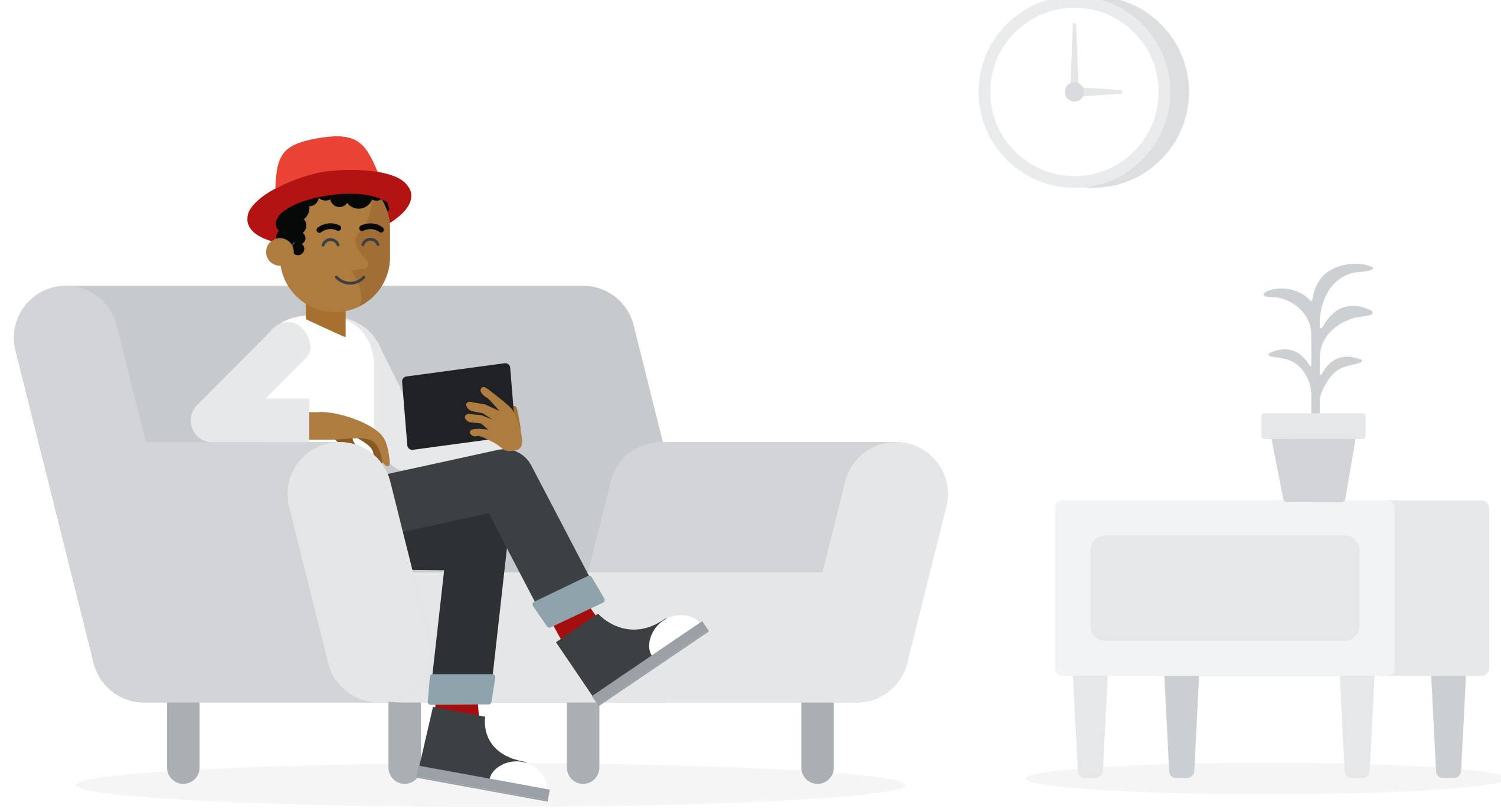


The way people are watching video in the living room is changing. Here's how

Viewers have more content to choose from than ever before — and certainly more ways and places to watch it. As a result, the traditional concept of primetime is being turned on its head. This is particularly true in the place most associated with traditional primetime: the living room. Viewers are customizing their living-room experience, devoting more watch time to streaming services.

Here are the latest video streaming trends advertisers need to know, according to recent studies from Nielsen and Comscore.

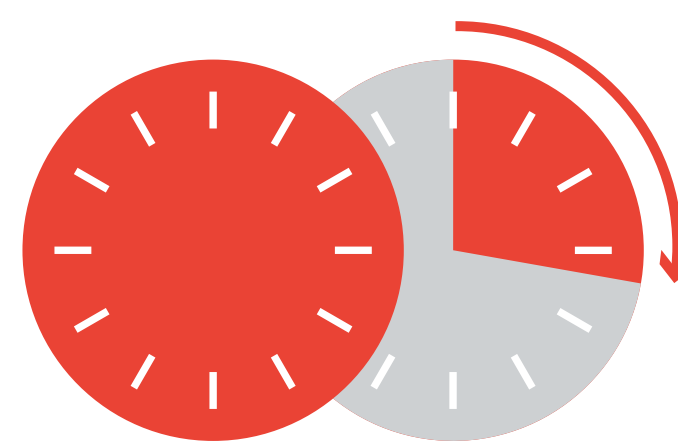


Streaming is mainstream. Viewership and watch time continue to climb.



64%

of homes with WiFi use OTT, up 17% year over year.¹



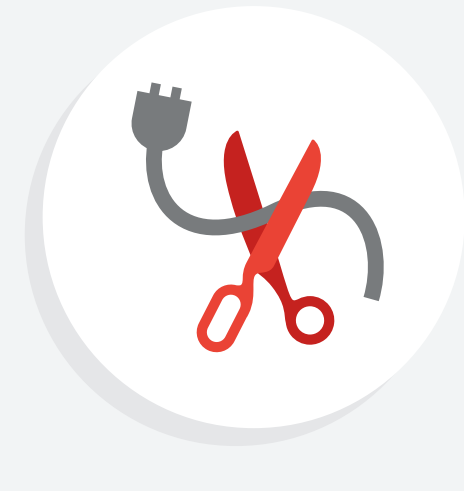
28%

year-over-year growth in total time spent streaming OTT.¹



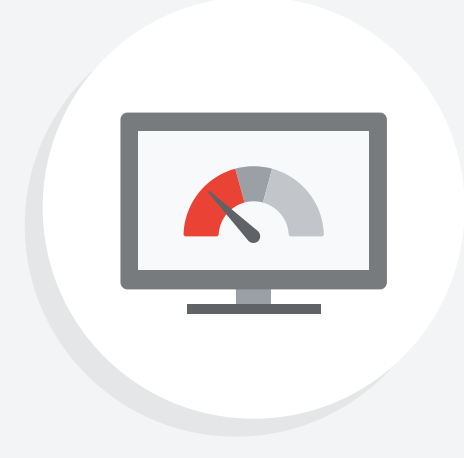
Watch time of YouTube on television screens alone tops **over 250 million hours per day.**²

More than half of 18- to 49-year-olds are either light viewers of TV or don't subscribe to TV, according to Nielsen.³



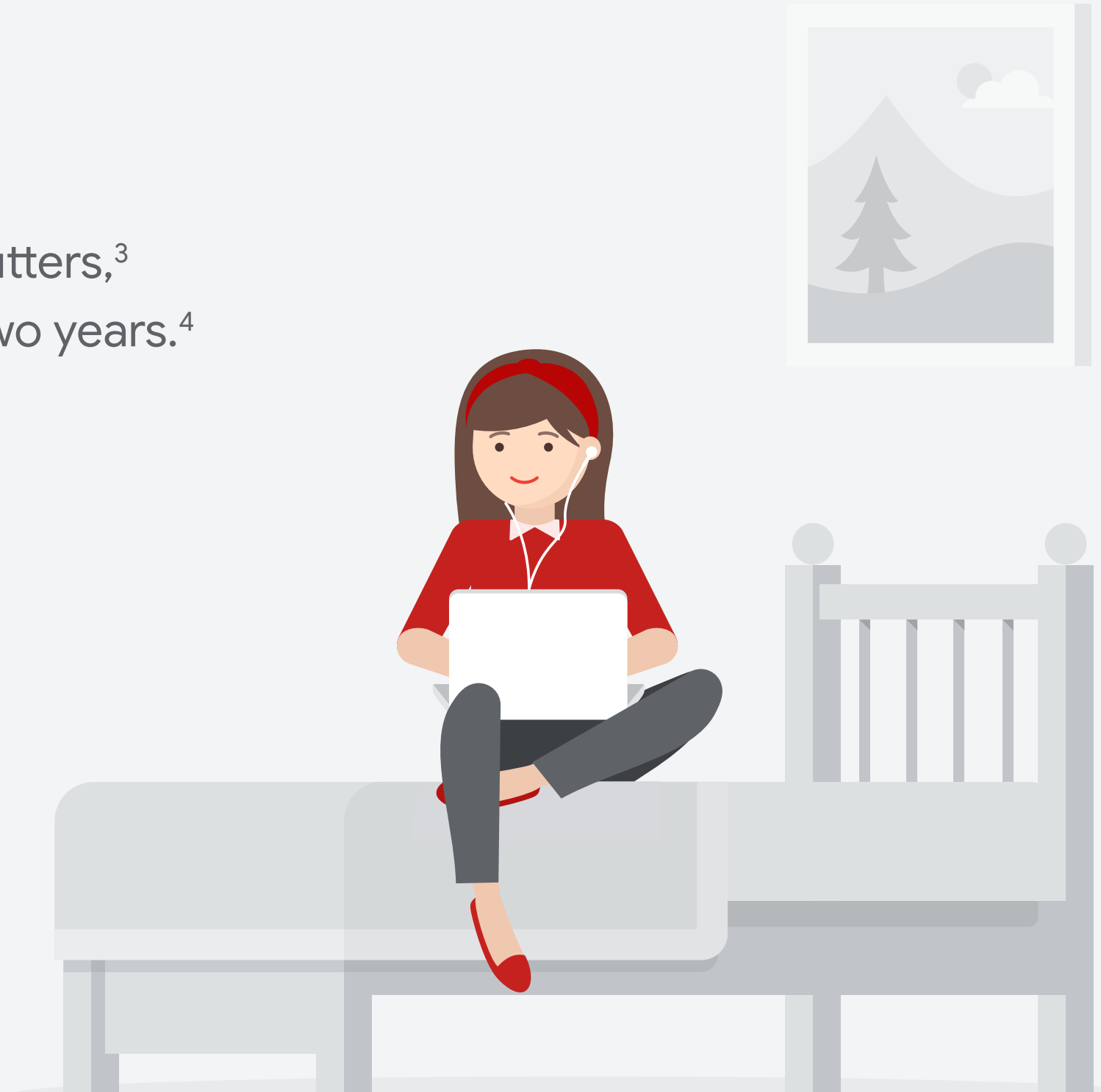
27%

are cord nevers or cord cutters,³ up over 50% in the past two years.⁴



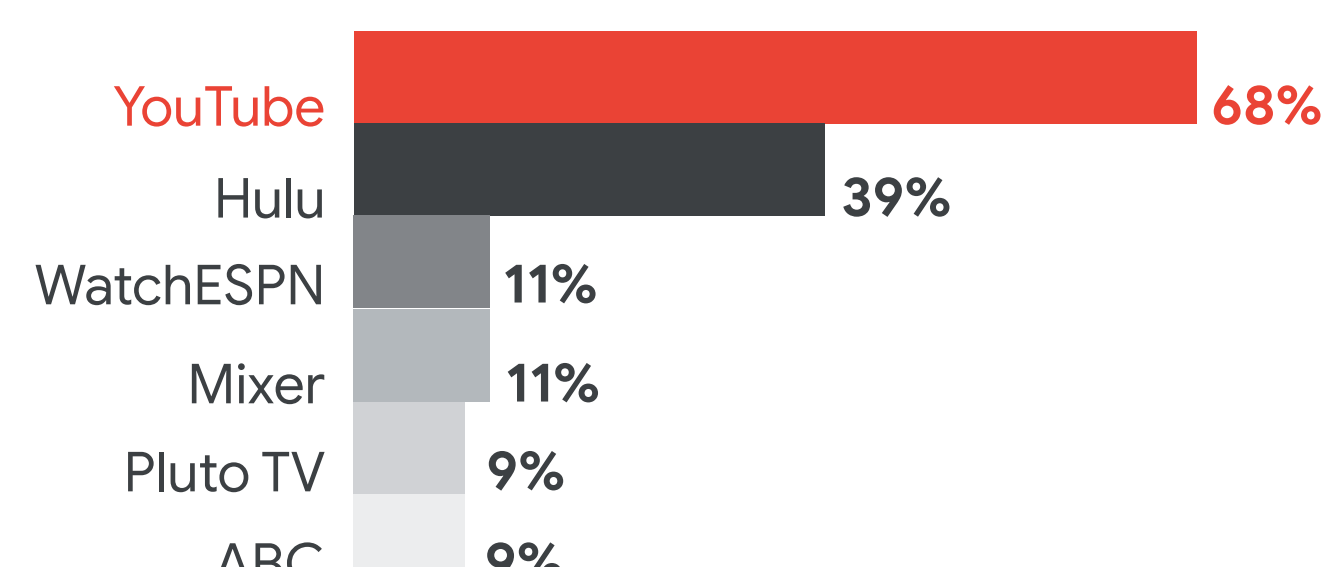
47%

are light TV viewers.³

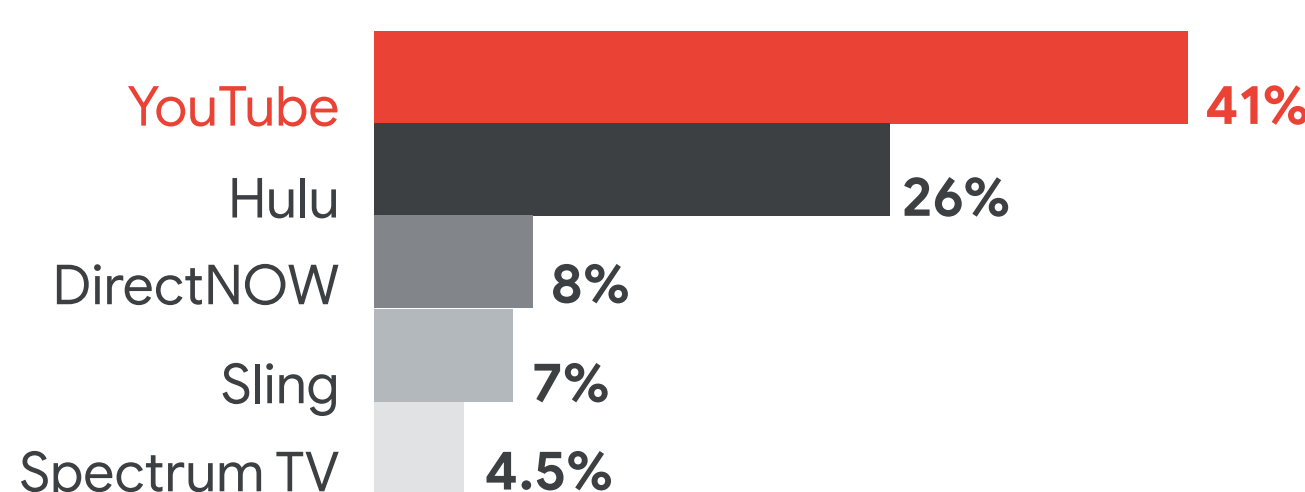


According to Comscore, YouTube leads reach and watch time among ad-supported OTT services ...

Reach:⁵

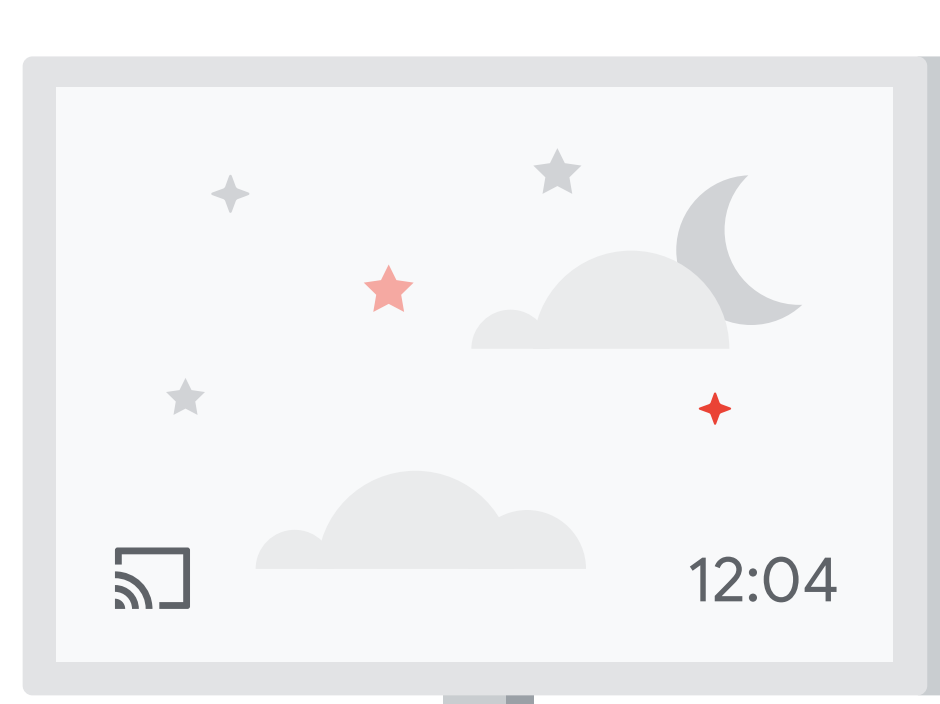
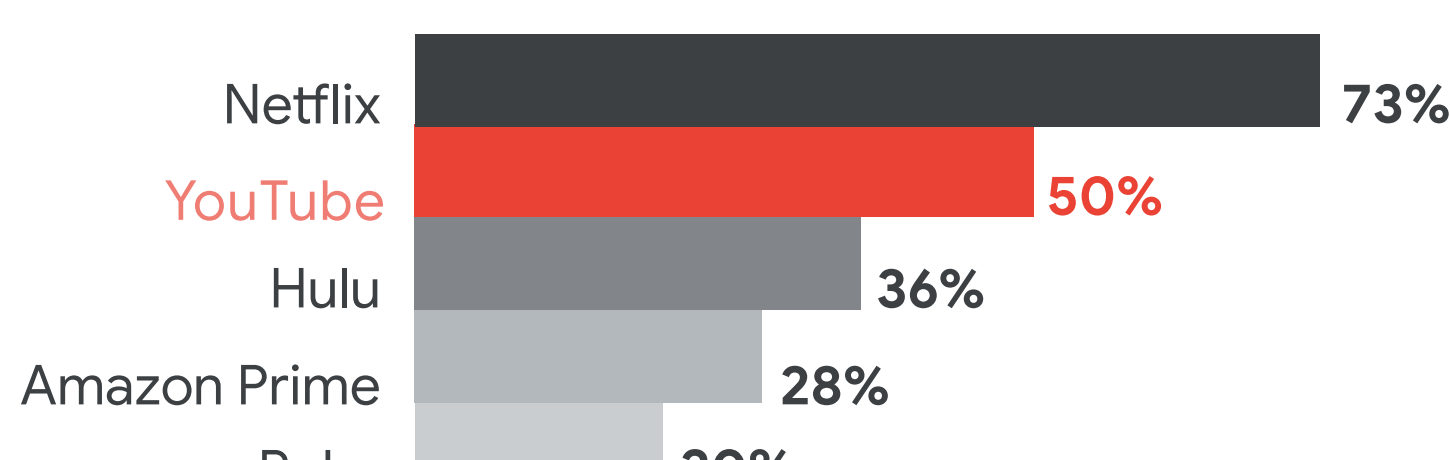


Share of watch time:⁵



... and is No. 2 in reach among all OTT services.

Monthly viewership reach:¹



According to Nielsen, YouTube reaches



91%

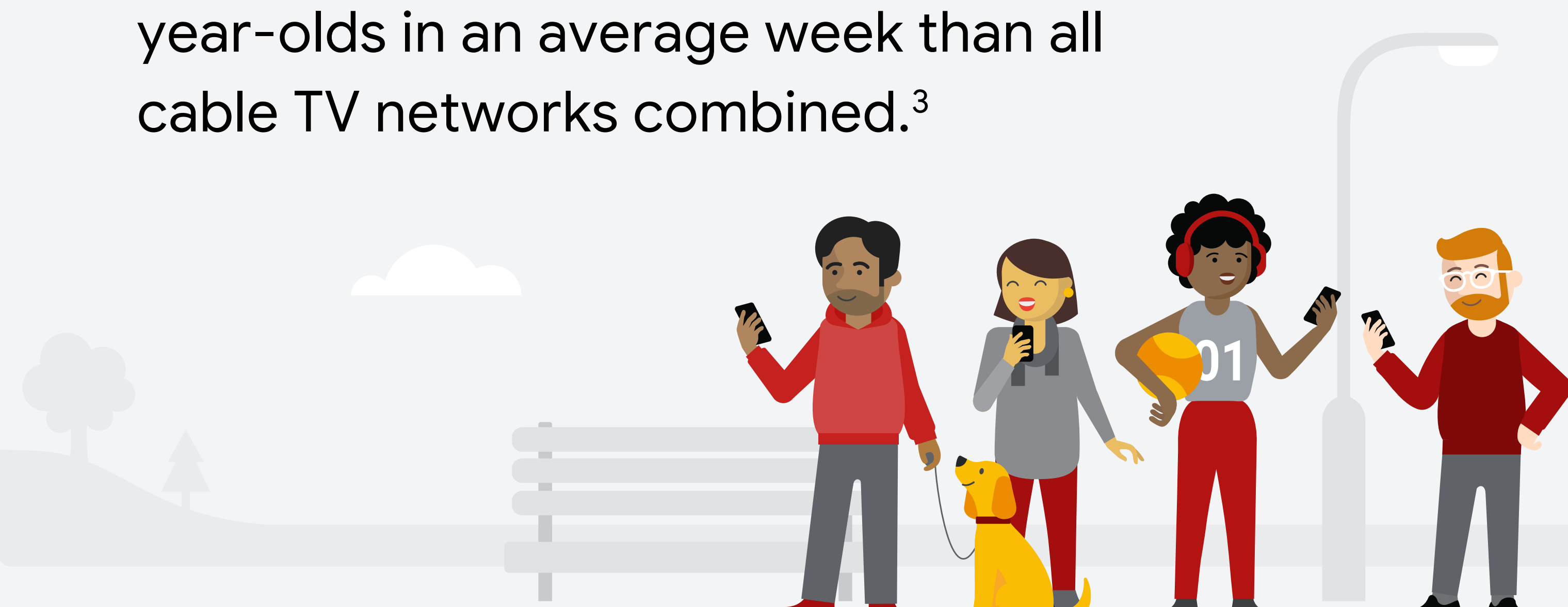
of light TV viewers.³



86%

of cord cutters or cord nevers.³

YouTube reaches more 18- to 49-year-olds in an average week than all cable TV networks combined.³



Sources

- Comscore OTT Intelligence, U.S., Comscore's definition, aligned with the IAB definition, for over-the-top (OTT) is any video streamed on "a device that can connect to a TV, or functionality within the TV itself, to facilitate the delivery of internet-based video content, such as Roku, Apple TV, Smart TVs, game consoles, etc., Oct. 2016–April 2018.
- YouTube Internal Data, Global, Based on 90-day average of watch time for living-room devices, which include smart TVs, Roku/Apple TV, and game consoles, accurate as of Dec. 2018.
- Google-commissioned Nielsen Custom Fusion Study, U.S., Desktop, mobile, and TV fusion, TV measurement of television distribution sources, reach among people 18–49, May 2018.
- Google-commissioned Nielsen Custom Fusion Study, U.S., Desktop, mobile, and TV fusion, TV measurement of television distribution sources, reach among persons 18–49, May 2018.
- Comscore OTT Intelligence and Custom Reporting, U.S., based on Total Home Panel, Sept. 2017 vs. Sept. 2018.