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.

### 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.


More than half of 18- to 49-year-olds are either light viewers of TV or don’t subscribe to TV, according to Nielsen. Streaming is mainstream. Viewership and watch time continue to climb.

- Watch time of YouTube on television screens alone tops over 200 million hours per day.1
- According to Comscore, YouTube leads reach and watch time among ad-supported OTT services ... and is No. 2 in reach among all OTT services.
- According to Nielsen, YouTube reaches more 18- to 49-year-olds in an average week than all cable TV networks combined. 3

### Monthly viewership reach (as a % of homes with 5+ people over age 18):

<table>
<thead>
<tr>
<th>Service</th>
<th>YouTube</th>
<th>Hulu</th>
<th>Pluto TV</th>
<th>Amazon Prime Video</th>
<th>WatchESPN</th>
<th>Mix</th>
<th>Sling TV</th>
<th>Spectrum TV</th>
<th>DirectTV Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td>73%</td>
<td>41%</td>
<td>11%</td>
<td>64%</td>
<td>91%</td>
<td>12%</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>House 12%</td>
<td>11%</td>
<td>8%</td>
<td>7%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>HBO</td>
<td>6%</td>
<td>4%</td>
<td></td>
<td>4%</td>
<td>4%</td>
<td></td>
<td></td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>YouTube</td>
<td>44%</td>
<td>28%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td></td>
<td></td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Hulu</td>
<td>26%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td></td>
<td></td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Pluto TV</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td></td>
<td></td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Amazon Prime Video</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Sources:
- 1. 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.
- 2. 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.