

The new way of watching: Primetime is personal

The traditional concept of 'primetime', when viewers would gather to watch a single screen at a specific time, has evolved into an individualized experience, across multiple screens and a wide variety of content. In other words, 'primetime' used to mean popular. Now, it means passion. Digital video has stepped in to respond to the desire for highly personalized and relevant content. Here's a look at how this landscape is shifting in Canada and beyond.



Inside the new living room

Viewers, not networks, are now determining popular programming. Cord-cutting is on the rise, and video has become a big part of viewers' daily routines – in fact, YouTube has now reached 2 billion monthly active users globally.¹

>50% of Canadians aged 18-34 have cut the cord, a 40% decrease in cable subscriptions among this age group since 2014, according to Media in Technology (MTM)²



2 billion number of monthly active users on YouTube globally³

3x people are three times more likely to pay attention to online video vs TV⁴

The power of personalization

What's keeping viewers engaged and coming back time and again? It's content that's highly relevant and personal to them. They're looking to online video for content that responds to their needs, skill sets, state of mind – essentially, the things they're passionate about.

>60% of people watched YouTube content related to their passions in the past 24h⁵ | **3x** content about passions is three times more important than content with famous actors⁶

In the past year, watchtime in Canada has increased significantly in the following categories:



200% ↑ Home renovation⁷



80% ↑ Makeup transformation⁸



320% ↑ Keto diet⁹



60% ↑ Wildlife¹⁰



200% ↑ New tech/new technology¹¹



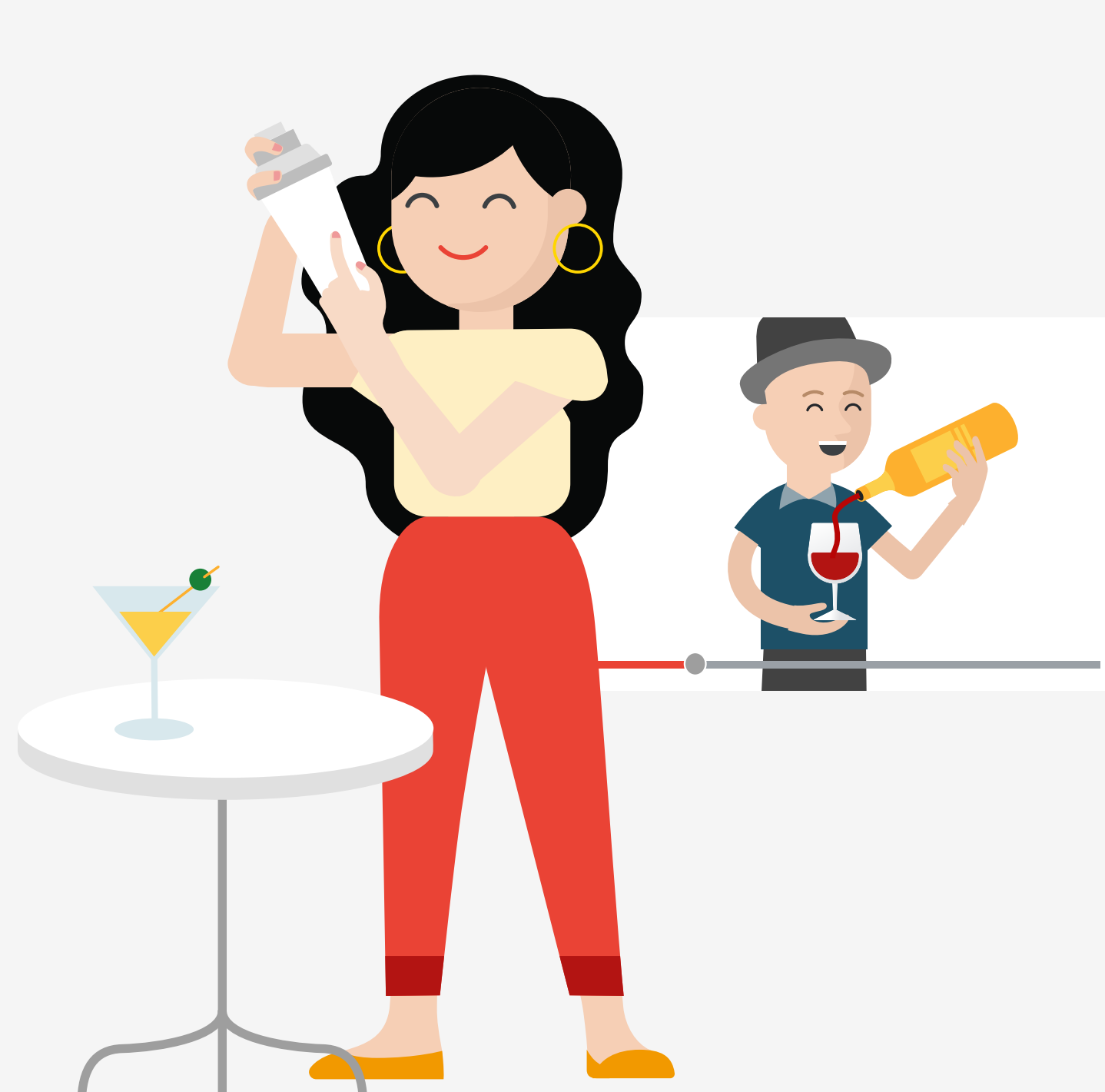
140% ↑ New recipes¹²

Videos that inspire, content that motivates

Research has shown us that, now more than ever, the short-form and user-generated content that viewers can find on YouTube delivers strongly on the personal needs of connecting, reflecting and learning – and as a result, it drives action.

"I learned to bartend through YouTube. I watched a 2-hour video, told my manager, and now I've been doing it for a year with the company"

— Jenny, 25, Toronto, Canada



>7 in 10 Canadians feel empowered, motivated or confident after learning something new from a YouTube video¹³

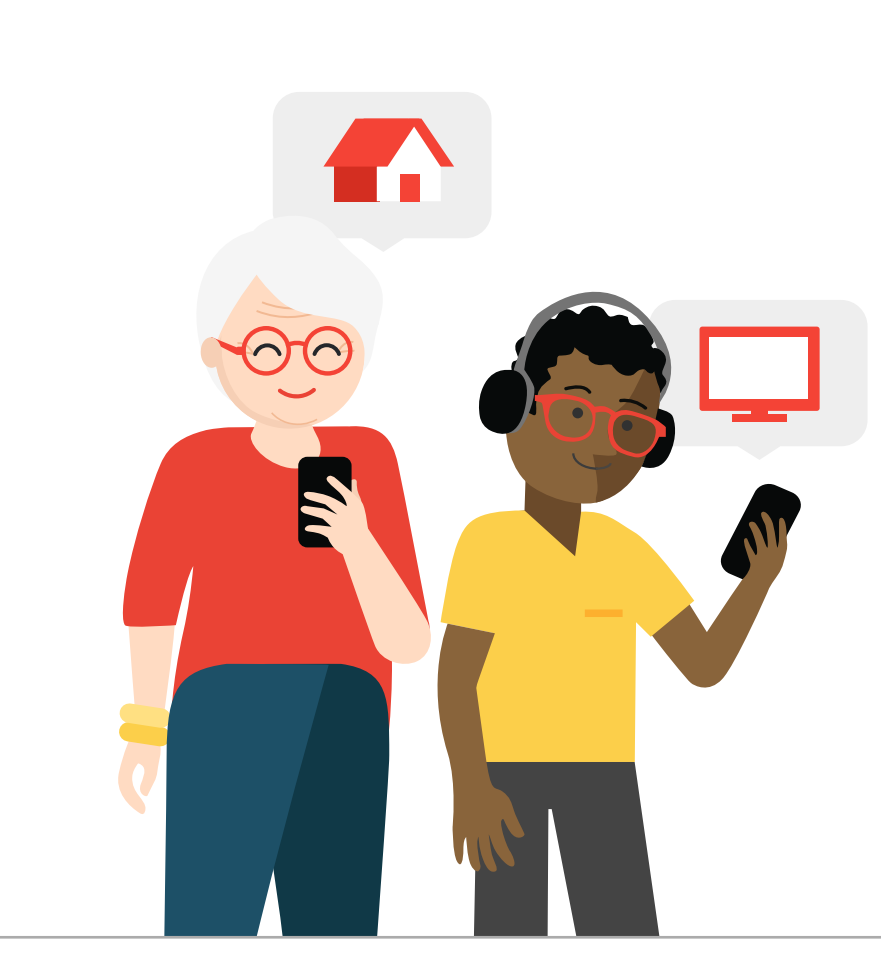


>90% of Canadians say YouTube helps them discover new products or brands¹⁴

>36% of Canadian shoppers say they've purchased products that they've discovered on YouTube¹⁵

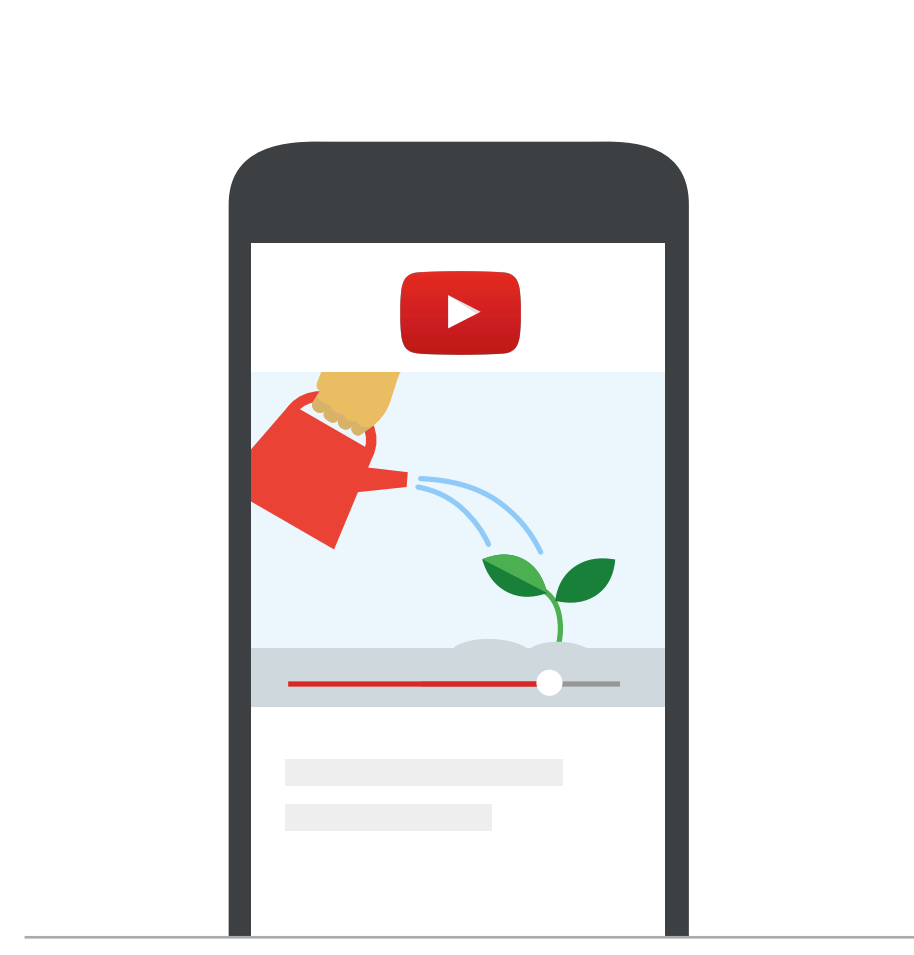
How to stay top of mind in personal primetime

An individualized, fragmented audience poses new challenges, but it also opens the door to many opportunities to reach attentive viewers at scale. Here are some best practices to navigate the new ways of watching.



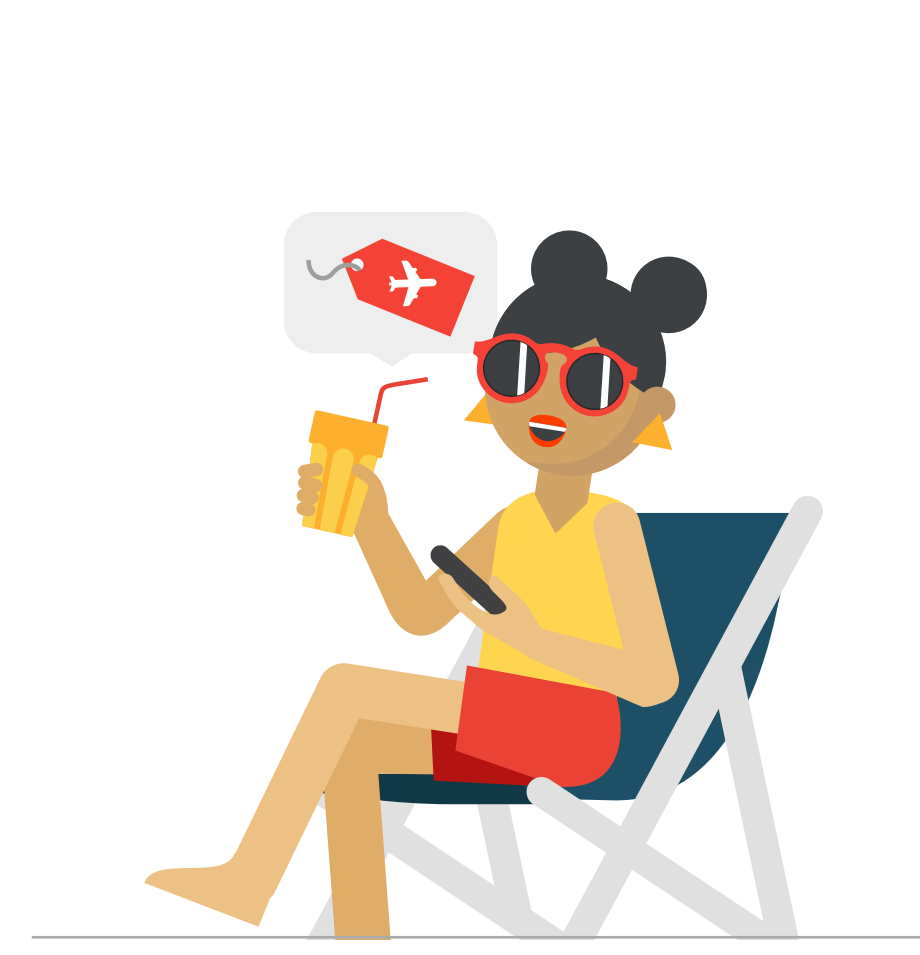
Reach the right audience

Use intent signals to make sure your ads are reaching the people you want to speak to. Consider this: Ads served with intent signals alone have 30% higher consideration lift, and 40% higher purchase intent lift, than when they're served using demographic signals alone.¹⁶



Create authentic content

More than 60% of people say that the content they watched on YouTube in the past 24 hours was related to something they're passionate about.¹⁷ For today's viewers, content that feels relevant and relatable is more important than production value.



Inspire people to take action

Viewers say they are motivated by YouTube content, so help them discover and learn. Give viewers a personal experience so it's easy for them to take action – or even purchase – right from your video. More than 40% of global shoppers say they've purchased products that they discovered on YouTube.¹⁸

Sources:

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2. MTM nLogics, TV Subscribers Report, Canada Fall 2018
4. Google/Ipsos, Video Mobile Diary, US, 2017, n of 4,381 (saw ads occasions)
- 5, 6, 17. Google + OMG Personal Primetime study, US, October 2018 n=3,200 respondents
7. Google Data, CA, Videos with home renovation OR home renovating in the title, March 2018 - Feb 2019
8. Google Data, CA, Feb 2019 vs. Feb 2018. Videos with makeup transformation in the title.
9. Google data, CA, Feb 2019 vs. Feb 2018. Videos with keto diet in their title.
10. Google Data, CA, Feb 2019 vs. Feb 2018. Classification as Wildlife videos was based on public data such as headlines, tags, etc. and may not account for every such video available on YouTube.
11. Google data, CA, Mar 2019 vs. Mar 2018
12. Google data, CA, Feb 2019 vs. Feb 2018. Videos with new recipes in their title.
13. Google/Magid Advisors, The Role of Digital Video in People's Lives, Canada, n= 1977, A18-64 general online population, August 2018
- 14, 15, 18. Google/Ipsos, How People Shop with YouTube, CA, n=2,400 people age 18-64 who go online at least once per month and have purchased something in the past year, August 2018.
16. Google Brand Lift data, Global, Smartphone (analysis restricted to smartphone to isolate the impact of targeting), July 2017–June 2018.