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. 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.

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.

WHAT VIEWERS ARE WATCHING: ONLINE VIDEO TRENDS

By 2025, half of viewers under the age of 32 will not subscribe to a pay TV service. 1

6 out of 10 people prefer online video platforms to live TV. 1


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)

WHAT VIEWERS ARE WATCHING: ONLINE VIDEO TRENDS

The time people spend watching YouTube on their TV has more than doubled year over year. 8

In an average month, 8 out of 10 18- to 49-year-olds watch YouTube. 4

Among millennials, YouTube accounts for two-thirds of the premium online video watched across devices. 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)

Google data, global, Q4 2015.

WHERE THEY'RE WATCHING ONLINE VIDEO: YOUTUBE

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

In an average month, 8 out of 10 18- to 45-year-olds watch YouTube. 4

Among-millenials, YouTube reaches more 18- to 45-year-olds than any broadcast or cable TV network. 6

ONE SCREEN, TWO SCREEN, BIG SCREEN, SMALL SCREEN. Consumers have them all. Is your advertising connecting across mobile, desktop, and living room devices?

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.

YOUTUBE VIEWERSHIP ACROSS SCREENS

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