

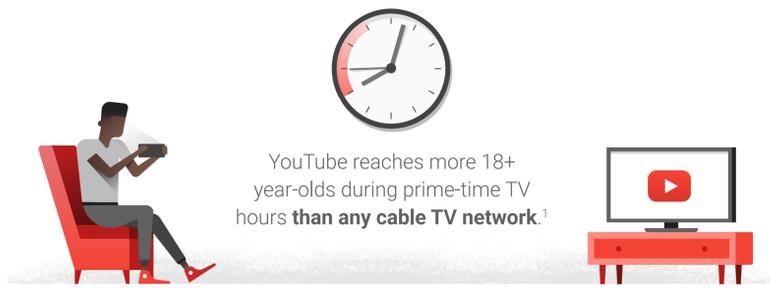
5 Online Video Trends to Inform Your 2017 Media Plan

When it comes to online video, one word summarizes the trends in consumer behavior: "more." The insights below show consumers are spending more time on more devices with more focus and passion for online video than ever. Does online video deserve more of a role in your 2017 media plan as a result?



MORE ONLINE VIDEO DURING PRIME TIME

On mobile alone, in an average week:



WATCHING ON MORE DEVICES AT ONCE

And for their favorite content, one screen isn't enough:

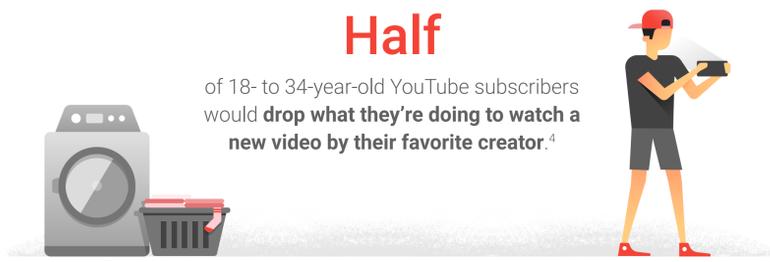
85% of adults ages 18-49 **use multiple devices** at the same time.²



Two-thirds of YouTube users watch YouTube on a second screen while watching TV at home.³

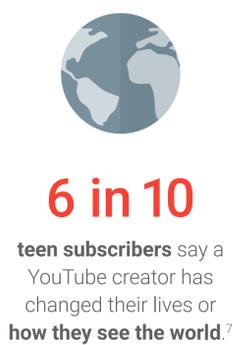
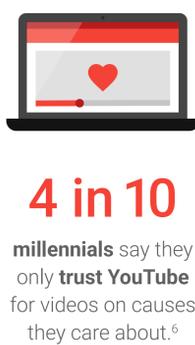
MORE FOCUS ON YOUTUBE

This means an ultra-engaged YouTube audience:



MORE PASSION AMONG YOUNG VIEWERS

That loyal viewership is driven by a particular passion for YouTube among teens and millennials:



And they're making time for YouTube by watching less television than ever:



MORE OPPORTUNITIES TO REACH YOUR AUDIENCE

Viewers have added YouTube to their prime-time lineup. Reach more of them by adding it to yours:



SOURCING

- 1 Google-commissioned Nielsen study, prime-time audience for YouTube mobile (smartphone), Nielsen mobile panel, broadcast prime for individual cable networks, reach (live + 7, one-minute qualifier), television only, April broadcast month, April 2016.
- 2 Google-commissioned Ipsos Connect, "The YouTube Generation Study: How often do you use more than one device at the same time (e.g., checking email on a smartphone while watching TV)?," U.S., adults aged 18-49 (n=1,239), Nov. 2015.
- 3 Google/Ipsos Connect, YouTube Cross-Screen survey, U.S., (n=1,186 U.S. consumers 18-54 who watch YouTube at least once a month), Jul. 2016.
- 4 Google-commissioned Ipsos Connect, "The YouTube Generation Study," U.S., YouTube creator subscribers aged 18-34 (n=268), Nov. 2015.
- 5 Google/Ipsos Connect, "Youth Study," U.S., base: U.S. online respondents aged 13-17 (n=428); all respondents 13-34 (n=2,013), Aug. 2016.
- 6 Google/Ipsos Connect, YouTube Cross-Screen survey, U.S., (survey boost, n=298; U.S. consumers 18-34), Jul. 2016.
- 7 Google-commissioned Ipsos Connect, "The YouTube Generation Study," U.S., YouTube creator subscribers aged 13-17 (n=275), Nov. 2015.
- 8 Google-commissioned Nielsen study, Total minutes spent per person among persons 13-17 and 35+ for total TV on a monthly basis, live + 7, total day, Apr. 2016 broadcast month.
- 9 Google-commissioned Nielsen study, Total minutes spent per person among persons 18-34 and 35+ for total TV on a monthly basis, live + 7, total day, Apr. 2016 broadcast month.
- 10 Google-commissioned comScore study from comScore Xmedia, U.S., Dec. 2015. (Broadcast TV defined as NBC, CBS, ABC, FOX, CW, My Network TV. Primetime defined as Mon-Sat 8-11pm + Sun 7-11pm.) YouTube data not restricted to primetime TV hours.