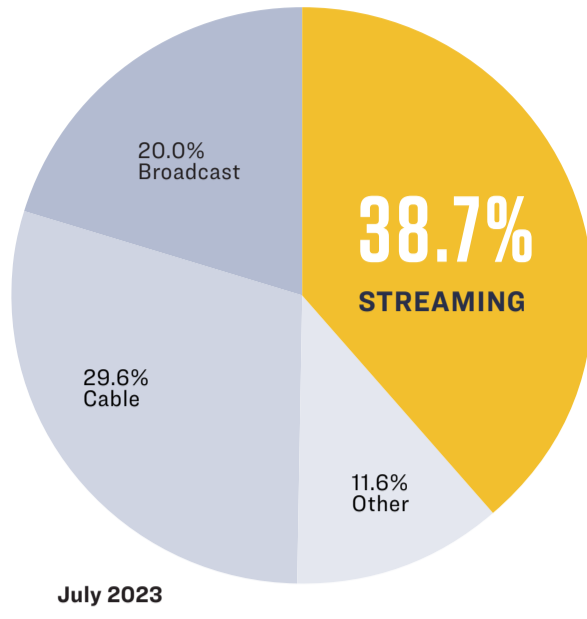


# Primetime is Personal with YouTube CTV



YouTube is the **most watched** CTV platform



- 9.2% **YouTube**
- 8.5% **NETFLIX**
- 5.1% **OTHER STREAMING**
- 3.6% **hulu**
- 3.4% **prime video**
- 2.0% **Disney+**
- 1.4% **max**
- 1.4% **tubi**
- 1.1% **peacock**
- 1.1% **Roku Channel**
- 1.0% **Paramount+**
- 0.9% **pluto**

YouTube is the **first app** users open

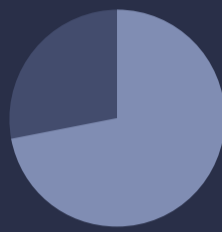
selected as the viewer's first app

24.2% **YouTube**

- 10.1% The Roku Channel
- 8.7% Netflix
- 7.7% Amazon Prime Video
- 6.3% Peacock
- 5.3% Hulu
- 5.3% Disney+
- 5.3% YouTube TV
- 5.3% Sling TV
- 4.8% HBO MAX
- 4.3% Pluto TV
- 3.4% Paramount+
- 2.9% Spectrum TV
- 2.4% Discovery+
- 1.9% Tubi
- 2.1% All others in top 20

Source: TVision Insights

72%



of YouTube users watch YouTube on **connected TV screens**

73%



of Americans who watch YouTube on their CTV agree that YouTube feels as **premium** as other services they watch on their TV

Source: Google/Ipsos

## Consumers create their own personal primetime with YouTube

+100%

Watch time increase of learning-related videos on TV screens

+65%

Watch time on TV screens of sports videos

+250%

increase in global watchtime of feature length-movies

+180%

Watch time on TV screens of videos related to well-being (Yoga, Fitness, Meditation)

+100%

Watch time on TV of recorded live music performances



Source: Google



When people are deciding what to watch, content that relates to them personally is:

3X

more important than whether content features famous actors.

1.6X

more important than whether it has high production quality.

Source: Think with Google

## Consumers trust YouTube to serve them the content they want & need

50% of YouTube users turn to YouTube to broaden their perspective

Vs. only 21% of linear users turn to linear

70% of YouTube users turn to YouTube to learn something

Vs. only 11% of linear users turn to linear

75% of consumers agree that YouTube has content that is personally relevant

Vs. only 53% of linear users turn to linear

77% of consumers agree that YouTube has content that inspires them

Vs. only 56% Agree for linear

Source: Google/Ipsos

## Ads on YouTube CTV are 2X more emotionally engaging than the same ads on linear TV

Physiological engagement with the same ad is **101%** Higher on YouTube CTV than on Linear TV

YouTube CTV content is persuasive – **52%** of viewers who saw related ads on YouTube CTV agree that YouTube persuades them to take action

\*Based on Galvanic Skin Response Management | Source: Google/Ipsos

## YouTube on CTV drives action among Gen Z

14%

More likely to **recall the advertised message unaided** after watching the ads on YouTube CTV, compared to linear TV

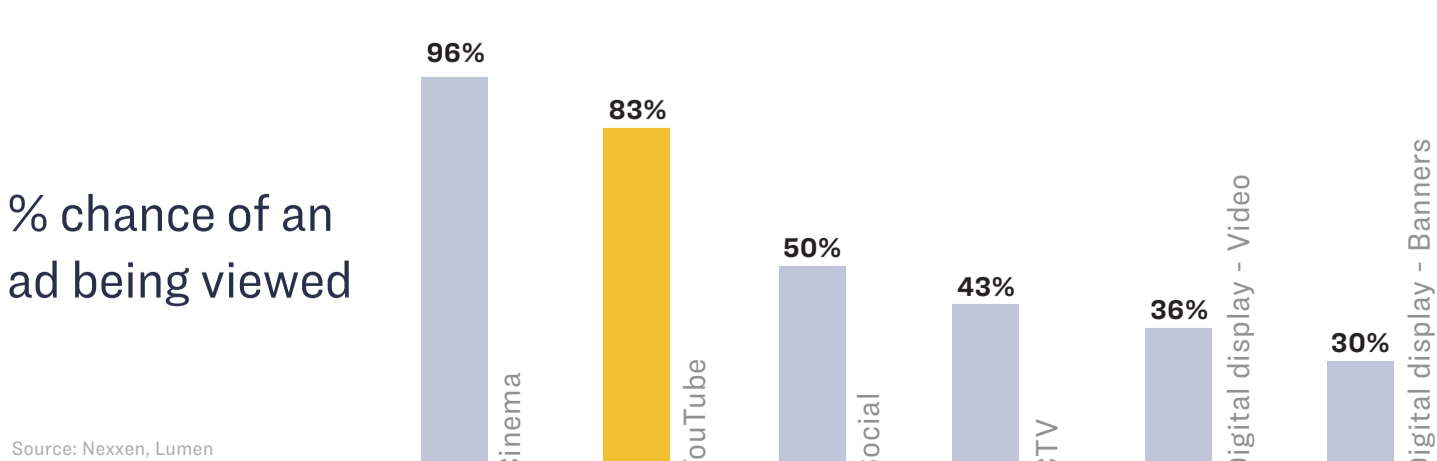
16%

More likely to **talk with friends or family**, encouraging them to take action related to the message they were exposed to, after watching the ads on YouTube CTV, compared to linear TV

11%

More likely to strongly agree that they're **persuaded** by content on YouTube relevant to the ad topics after watching the ads on YouTube CTV

Source: Google/Ipsos



Source: Nexxen, Lumen

Let's chat about how we can help you reach your goals  
Reach out to [info@pixability.com](mailto:info@pixability.com)

