

AN INSIGHTS STUDY FROM PIXABILITY

HOW WE WATCH NOW

U.K. Consumer Streaming Habits on YouTube
and Other Connected TV Platforms



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INTRODUCTION & METHODOLOGY

In January 2022, Pixability's insights team conducted an online survey of U.K. adults, with a goal of gaining insights into how consumers across the country were watching YouTube and other Connected TV platforms. We also wanted to understand consumer preferences around advertising and TV subscriptions. The goal of the survey was to help advertisers better understand how their target audiences are engaging with YouTube and other CTV platforms so that they can drive a greater impact with their video advertising strategies.



JANUARY 2022:

SURVEY IN-FIELD

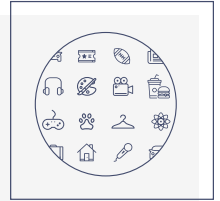


KEY TAKEAWAYS

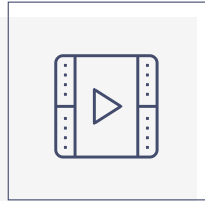
YouTube has the biggest reach of all streaming platforms in the U.K., with **94%** of consumers saying they watch the platform



People go to YouTube for lots of different kinds of content — the average consumer in the U.K. regularly watches video from **14 or more content categories**



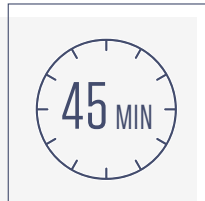
While U.K. consumers of all ages are watching YouTube, **males ages 18 to 24 are watching the most per day** on average



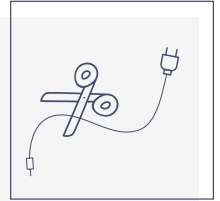
TV Screens are where a significant amount of YouTube viewing occurs — second only to mobile screens



Consumers watch a ton of YouTube — on average, U.K. adults watch **more than 45 minutes per day**



Only **33%** of consumers think they'll have a TV subscription within a few years



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SECTION 01

WHO IS YOUTUBE'S MASSIVE AUDIENCE

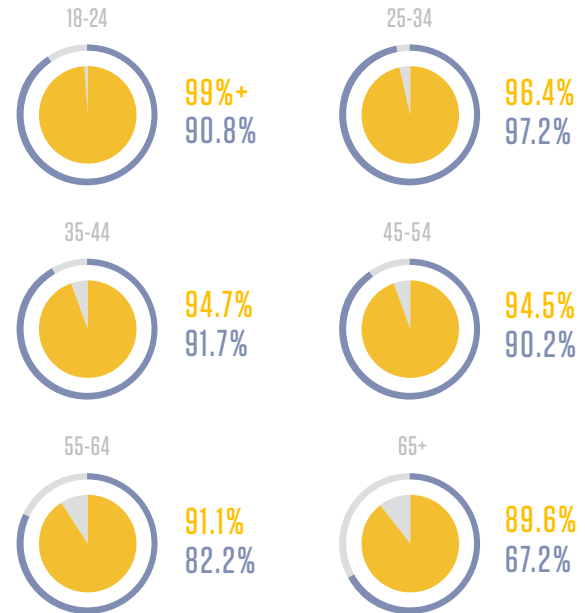


WHO IS YOUTUBE'S MASSIVE AUDIENCE

Almost All (94%) U.K. Adults Watch YouTube

94% of U.K. adults say they watch YouTube, making it a critical platform for advertisers to reach their audiences. U.K. audiences are watching YouTube at higher rates than audiences in the United States, where 87% of adults say they watch YouTube.

Comparing YouTube's Audience Across Demos & Countries



Q. Do you watch YouTube? (U.K. vs. U.S.) ● U.K. ● U.S.



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SECTION 02

VIEWING HABITS OF YOUTUBE'S AUDIENCE



VIEWING HABITS OF YOUTUBE'S AUDIENCE

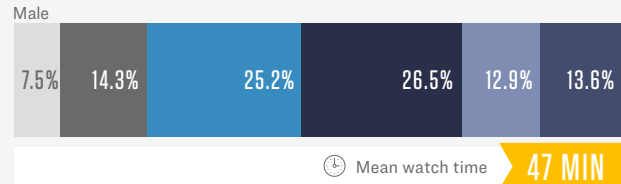
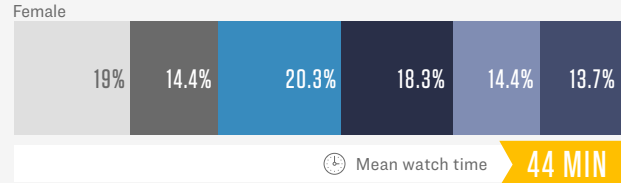
Males Are Slightly More Likely To Watch YouTube Than Females, And Watch Slightly More Each Day On Average

Both male and female audiences in the U.K. are watching a ton of YouTube. But males say they watch more each day on average than females, and 97% of males say they watch the platform, compared to 92% of female U.K. adults.

Who Watches YouTube?



YouTube Daily Watch Time By Gender



Q. How much time do you spend watching YouTube each day? (U.K.-Only)

- <5 mins
- 5-15 mins
- 15-30 mins
- 30 mins-1hr
- 1hr-2hr
- 2hrs+

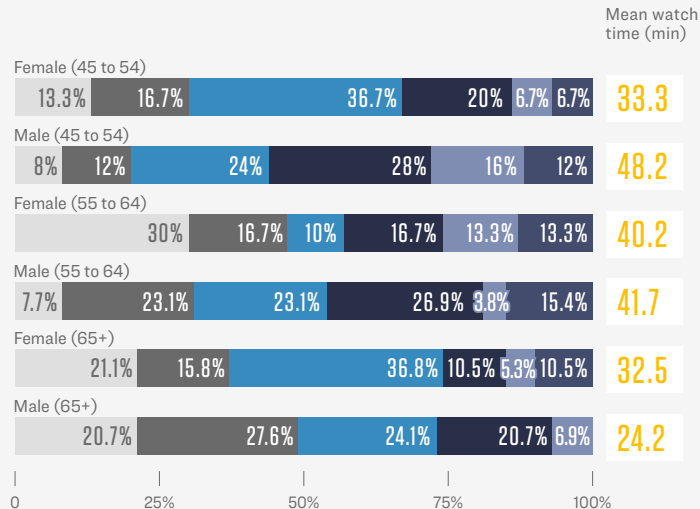
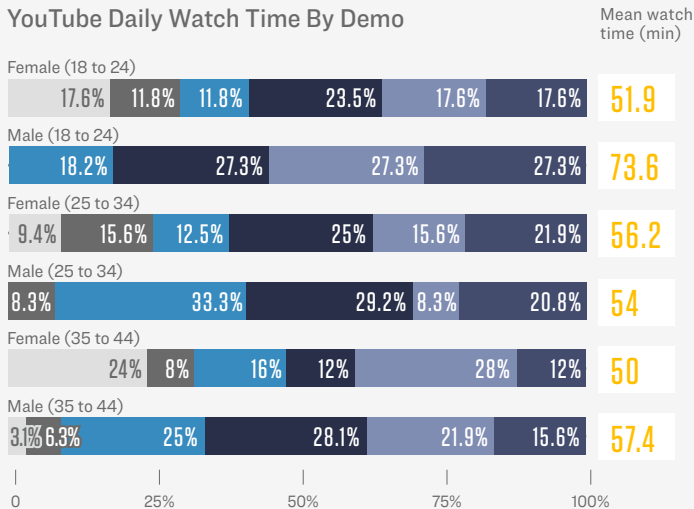


VIEWING HABITS OF YOUTUBE'S AUDIENCE

Males 18-24 Are Watching 73+ Minutes Of YouTube Per Day On Average

Not surprisingly, younger audiences tend to watch more YouTube per day than older demographics. Males 18-24 are watching more than 73 minutes of YouTube per day — a truly staggering amount of viewing hours that marketers can't afford to miss.

YouTube Daily Watch Time By Demo



Q. How much time do you spend watching YouTube each day? (U.K.-Only)

- <5 mins
- 5-15 mins
- 15-30 mins
- 30 mins-1hr
- 1hr-2hrs
- 2hrs+

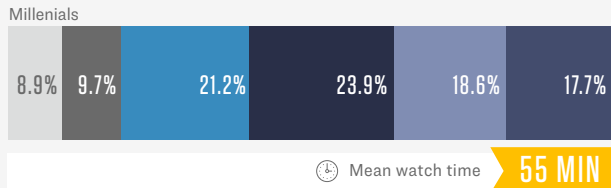
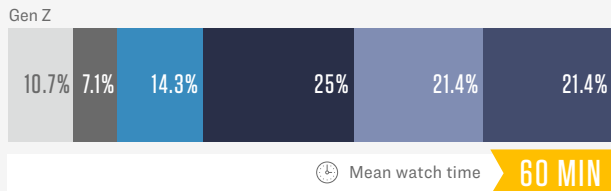


VIEWING HABITS OF YOUTUBE'S AUDIENCE

Gen Z & Millennials Watch More Than 55 Minutes Of YouTube Per Day

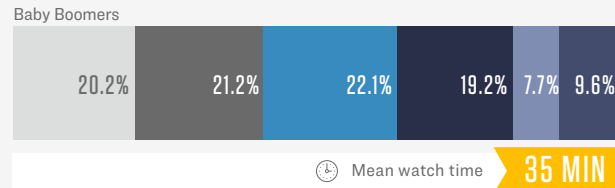
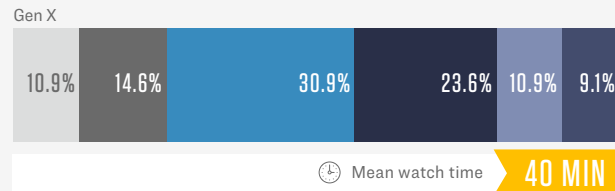
Younger audiences especially are watching a lot of YouTube content every day, making it a powerful platform for U.K. marketers looking to get in front of younger demos, especially on Connected TV screens.

YouTube Daily Watch Time By Generation*



Q. How much time do you spend watching YouTube each day? (U.K.-Only)

*For this report, we considered 18-24 to be Gen Z, 25-44 to be Millennials, 45-54 to be Gen X, and 65+ to be Baby Boomers.



- <5 mins
- 5-15 mins
- 15-30 mins
- 30 mins-1hr
- 1hr-2hr
- 2hrs+



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SECTION 03

WHAT PEOPLE WATCH ON YOUTUBE



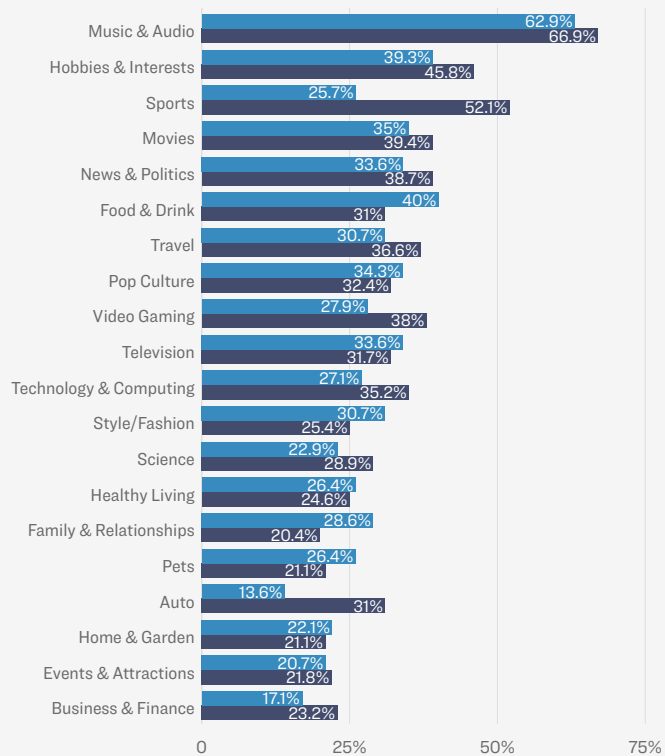
WHAT PEOPLE WATCH ON YOUTUBE

People Regularly Watch Content Across 14+ Categories On YouTube

When we asked U.K. adults to select all the different categories of content they watch on YouTube, we found that most people are watching a vast diversity of content on the platform.

On average, U.K. adults said they regularly watch **14** different content categories on YouTube. 35% of U.K. males watch **20+** content categories on YouTube, compared to 32% of females that watch the same variety of content.

Percentage of U.K. Adults That Watch YouTube Content Often Or Very Often



Q. How often do you watch the following types of content on YouTube (U.K.-Only)

● Female ● Male



Contextual Targeting Is Not Always Effective on YouTube

Our survey confirms that people are watching lots of different types of content on YouTube. But too often, advertisers still assume that to reach audiences in their industry, they must advertise against content in the same vertical. Consumers that want to buy a car may watch auto content, but they're also watching music videos, sports shoe reviews, cooking tutorials, and more.

When we analyzed YouTube campaigns from H1 2021 for a [recent study conducted in collaboration with the Global Alliance for Responsible Media \(GARM\)](#), we found that targeting against an exact match of an advertiser's vertical didn't result in the best performance. And when we surveyed consumers, only 32% of U.K. adults said they notice or care that an ad is contextually aligned with the content they're watching.

Instead, advertisers should expand their contextual targeting to any category where their target audience is engaging to drive performance and scale.

AUTO ADVERTISERS VCR			
View-To-Completion Rate Performance By Content Category vs. Avg. in H1 2021			
Music & Audio	+23%	Automotive	-1%
Science	+19%	Hobbies & Interests	-3%
Television	+11%	Movies	-6%
Technology & Computing	+9%	Home & Garden	-6%
Pop Culture	+8%	Events & Attractions	-7%
Food & Drink	+5%	Business & Finance	-7%
Travel	+4%	Healthy Living	-8%
News & Politics	+4%	Family & Relationships	-8%
Pets	+1%	Video Gaming	-13%
Sports	+1%	Style & Fashion	-16%

AUTO ADVERTISERS CTR			
Click-Through Rate Performance By Content Category vs. Avg. in H1 2021			
Healthy Living	+68%	Movies	-3%
Pop Culture	+49%	Sports	-21%
News & Politics	+36%	Pets	-22%
Food & Drink	+36%	Automotive	-24%
Music & Audio	+21%	Video Gaming	-24%
Business & Finance	+21%	Home & Garden	-27%
Technology & Computing	+17%	Style & Fashion	-31%
Television	+12%	Events & Attractions	-33%
Family & Relationships	+1%	Science	-38%
Hobbies & Interests	+0%	Travel	-39%

SOURCE: Pixability YouTube Campaign Data, Jan-June 2021



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SECTION 04

THE RISE OF YOUTUBE ON TV



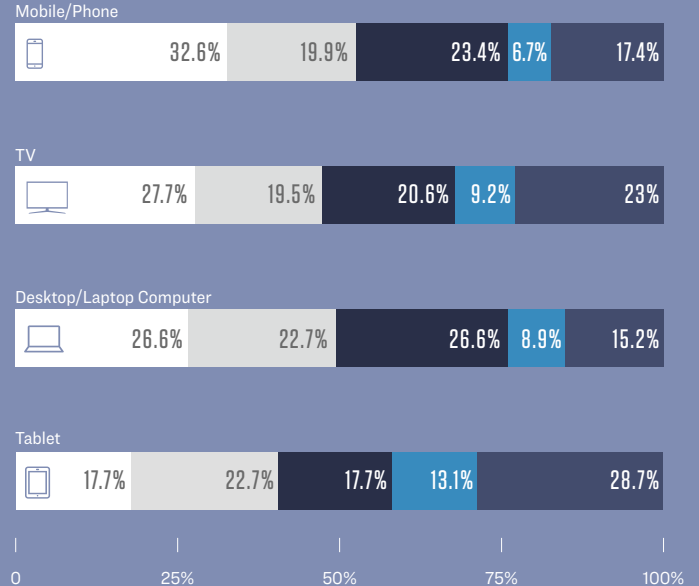
THE RISE OF YOUTUBE ON TV

77% Of U.K. Adults Are Watching YouTube On TV Screens

When U.K. adults watch YouTube, they most often watch via mobile devices — but the Connected TV audience has been growing rapidly on the platform in recent years.

This is a huge opportunity for advertisers to reach both mobile and CTV on the same platform, helping drive engagement among leaned-back audiences watching TV screens, and audiences on the go on mobile devices.

Frequency Of YouTube Viewership By Device



Q. How often do you watch YouTube on each of these devices? (U.K.-Only)

- Very Often
- Sometimes
- Never
- Often
- Very Infrequently

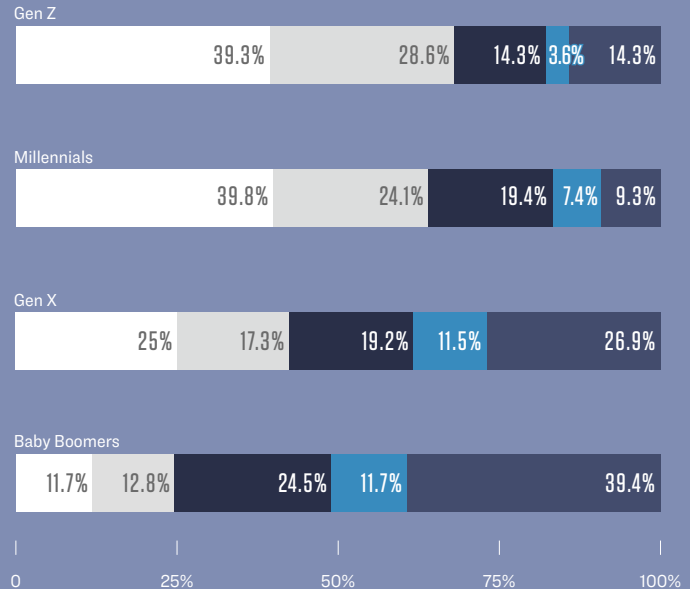


THE RISE OF YOUTUBE ON TV

90% Of The Combined Gen Z And Millennial Audience Watches YouTube On TV Screens

Younger generations are watching YouTube on TV Screens, with more than 90% of Gen Z and Millennial audiences saying they use TV screens to watch the platform. As more consumers cut their TV subscription — or never subscribe in the first place — this is a great opportunity for advertisers to reach valuable demographics that they can't replicate through linear TV.

YouTube On TV Screens Viewership By Generation



Q. How often do you watch YouTube on a TV Screen (U.K.-Only)

- Very Often
- Sometimes
- Never
- Often
- Very Infrequently



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SECTION 05

HOW CONSUMERS WATCH CONNECTED TV PLATFORMS



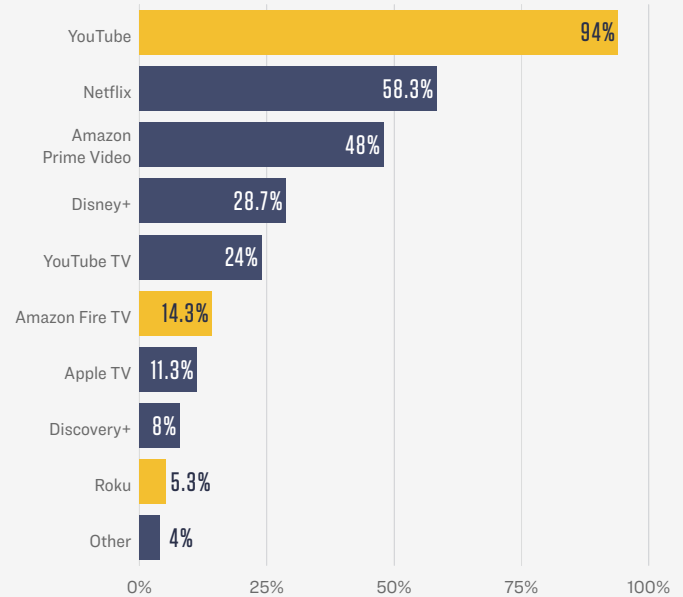
HOW CONSUMERS WATCH CONNECTED TV PLATFORMS

YouTube Dominates In Audience Penetration Across Digital Video And Connected TV Platforms

Consumers flock to digital platforms to watch video content, but the digital video landscape is not as fragmented as some advertisers have been lead to believe.

In fact, viewership is concentrated across a handful key platforms, with YouTube attracting the largest share of U.K. consumers by far. Of these platforms, even fewer allow for advertising — making YouTube, and to a lesser extent, Amazon Fire TV, even more valuable.

U.K. Adult Viewership Across Digital Video And Connected TV Platforms*



Q. Do you currently subscribe to or watch any of the following streaming services? (U.K.-Only)

● Ad-supported platform

*According to Ofcom's Technology Tracker 2021, 74% of households also used a proprietary broadcaster video-on-demand service such as BBC iPlayer or All 4.



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SECTION 06

A NATION OF CORD CUTTERS



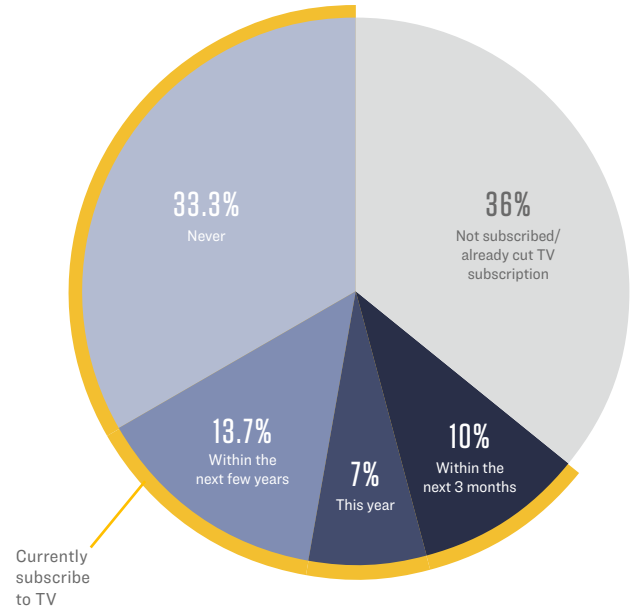
A NATION OF CORD CUTTERS

Cord Cutting Is Set To Accelerate — Of The 64% Of U.K. Adults That Subscribe To TV, Almost Half Of These Plan On Unsubscribing Within A Few Years

36% of U.K. adults say they do not subscribe to TV — and of those that are currently subscribed, 48% plan to cut their subscription within the next few years.



When U.K. Consumers Plan On Unsubscribing From TV



Q. If you currently have a TV subscription, when do you plan on unsubscribing? (U.K.-Only)

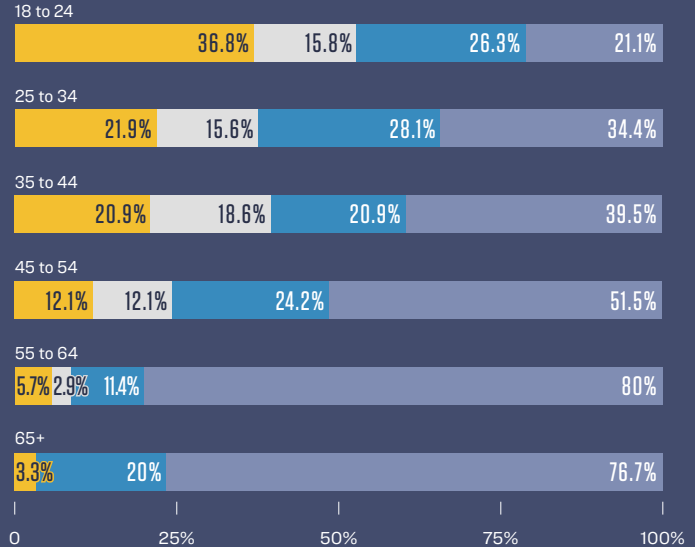


A NATION OF CORD CUTTERS

While The Majority Of Those Over 65 Have No Plans Of Ever Dropping TV Subscriptions, 53% Of 18-24 Plans On Cutting The Cord This Year

When we look at the demographics of those who subscribe to TV, the difference is stark — consumers over 45 are much more likely to keep their TV subscriptions. More than ever before, advertisers that want to reach 18-44 year-olds must look to digital platforms like YouTube.

When U.K. Consumers With TV Subscriptions Plan On Unsubscribing



Q. When do you plan on discontinuing your use of your paid TV subscription?

- Within the next 3 months
- Within the next few years
- This year
- Never



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SECTION 07

CONCLUSION



As consumers continue to flock to YouTube and other Connected TV platforms, advertisers must adapt their video strategies to reach their audiences.

Learn more about Pixability's data-driven approach to brand-suitable, high-performing video campaigns here:

info@pixability.com | pixability.com/get-in-touch

About Pixability

Pixability is a technology and data company that empowers the world's largest brands and their agencies to maximize the value of video advertising on YouTube, Amazon Fire TV, Roku, and Hulu. We've run more YouTube campaigns than anybody, except for Google itself, and we're known as a leader in YouTube insights. Pixability is also one of seven companies worldwide that is certified by Google as a leader in brand suitability and contextual targeting and is the only one of these also certified in YouTube content insights.



YouTube Measurement Program Certifications



Measurement Program

Brand suitability & contextual targeting



Measurement Program

Content insights

Awards



Global Winner: Most Innovative
Partner in Video Advertising



DIGIDAY
TECHNOLOGY
AWARDS **WINNER**

Inc.
5000
2021 HONOREE

