

A couple is lying in bed, watching a television. The room is dimly lit, with the light from the TV screen illuminating their faces. The woman is on the left, and the man is on the right. They are both looking towards the screen. The overall mood is relaxed and intimate.

AN INSIGHTS STUDY FROM PIXABILITY

HOW WE WATCH NOW

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



TABLE OF CONTENTS

03 Introduction &
Methodology

04 Key Takeaways

05 Who Is YouTube's
Massive Audience

07 Viewing Habits Of
YouTube's Audience

10 What People Watch
On YouTube

REPORT FINDINGS

13 The Rise Of
YouTube On TV

16 How Consumers
Watch Connected
TV Platforms

19 A Nation Of
Cord Cutters

22 Conclusion



INTRODUCTION & METHODOLOGY

In January 2022, Pixability's insights team conducted an online survey of U.S. 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 cable 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

703

U.S. adults
surveyed



KEY TAKEAWAYS

YouTube has the biggest reach of all streaming platforms in the U.S., with **87%** of consumers saying they watch the platform



People go to YouTube for lots of different kinds of content — the average consumer in the U.S. regularly watches video from **15 or more content categories**



While there are a lot of players in Connected TV, YouTube, Hulu, Roku, Peacock and Amazon Fire TV are **the ad-supported players with the biggest following**



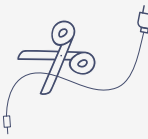
TV Screens are where a significant amount of YouTube viewing occurs — second only to mobile screens



Consumers watch a ton of YouTube — on average, a U.S. adult watches roughly **an hour a day**



Only 25% of consumers think they'll have a cable subscription within a few years, and 50% of 18-44 year-olds that have cable plan to cancel this year



|||||

SECTION 01

WHO IS YOUTUBE'S MASSIVE AUDIENCE



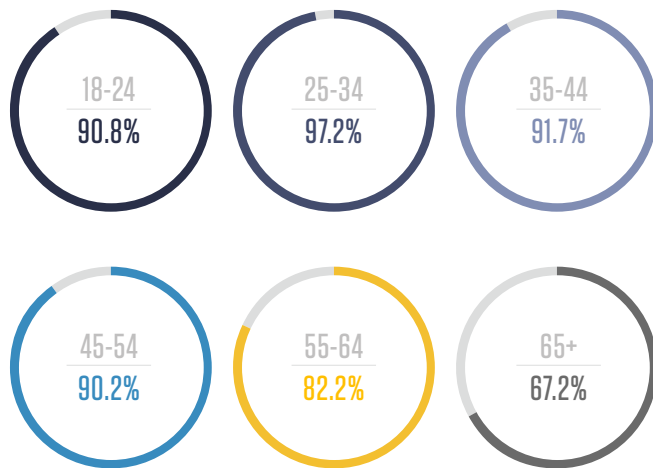
WHO IS YOUTUBE'S MASSIVE AUDIENCE

Almost All (87%) U.S. Adults Watch YouTube, Making It The Most Watched Digital Streaming Platform

If there's one thing Americans can agree on, it's watching YouTube.

Most advertisers understand YouTube's incredible reach, but some still see YouTube as primarily a way to reach young people. While YouTube has incredible reach across different age groups, including reaching 94% of the valuable 18-34 year-old demo, even 67% of the 65+ U.S. adults say they watch YouTube.

Percentage Of U.S. Adults That Watch YouTube



Q. Do you watch YouTube? (U.S.-Only)



|||||

SECTION 02

VIEWING HABITS OF YOUTUBE'S AUDIENCE



VIEWING HABITS OF YOUTUBE'S AUDIENCE

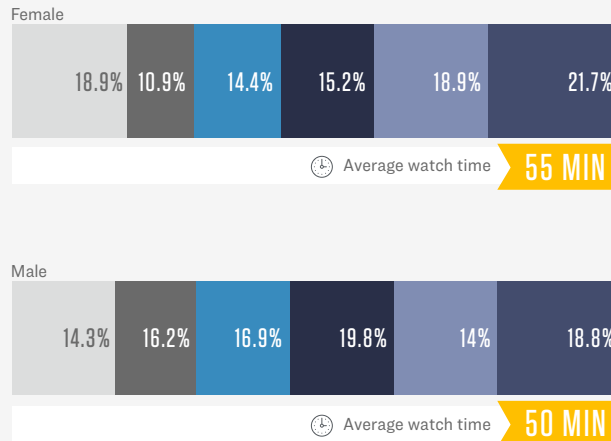
Males Are Slightly More Likely To Watch YouTube Than Females, But Females Tend To Have Longer Sessions On Average

A slightly larger segment of U.S. males watch YouTube than females, but females edge out males in terms of average daily watch time. But both males and females watch a lot of YouTube each day — 50+ minutes on average.

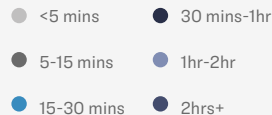
Who Watches YouTube?



YouTube Daily Watch Time By Gender



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

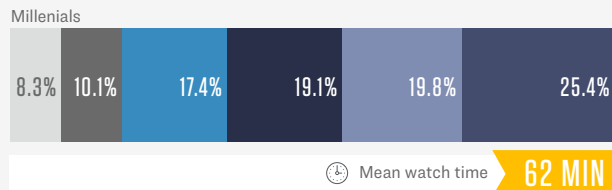
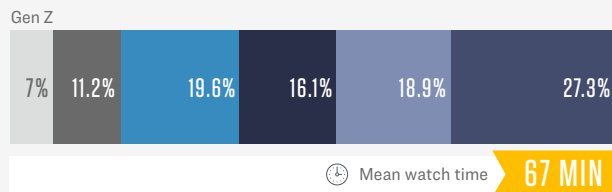


VIEWING HABITS OF YOUTUBE'S AUDIENCE

Gen Z & Millennials Watch More Than 1 Hour Of YouTube Per Day On Average

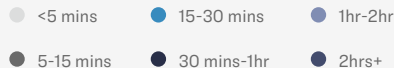
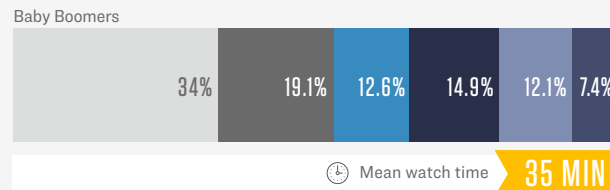
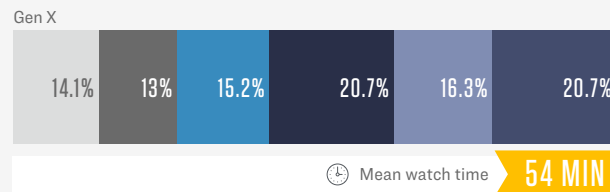
Gen X audiences are watching nearly an hour of content per day on YouTube — not that far behind Millennial and Gen Z audiences. Marketers should remember audiences of all ages are tuning in to YouTube, and for a significant portion of their video viewing.

YouTube Daily Watch Time By Generation*



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



|||||

SECTION 03

WHAT PEOPLE WATCH ON YOUTUBE



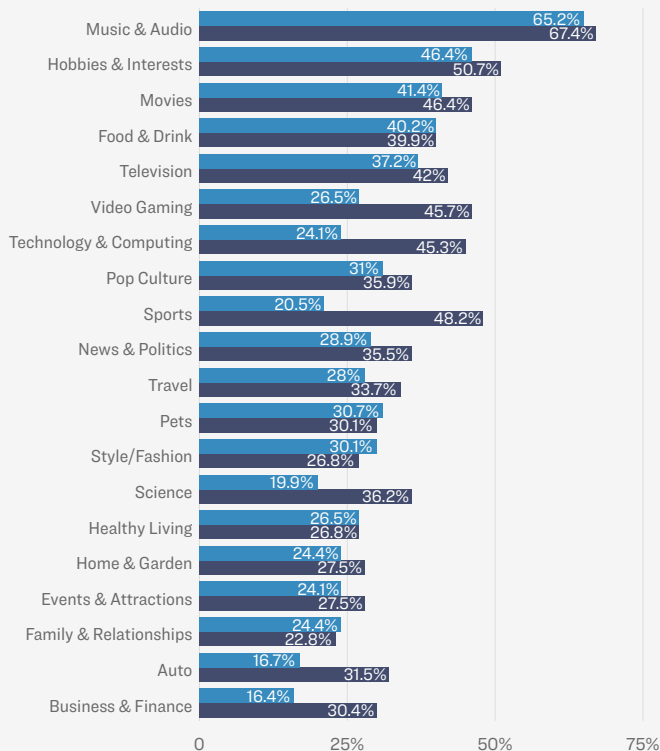
WHAT PEOPLE WATCH ON YOUTUBE

People Watch A Wide Variety of Content on YouTube

When we asked U.S. 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.

U.S. males watch an average of **16** content categories on YouTube, while U.S. females reported **15** categories on average. In fact, 45% of U.S. males watch 20+ content categories on YouTube, compared to 31% of females.

Percentage Of U.S. Adults That Watch YouTube Content Often Or Very Often By Category



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

● Female ● Male



How We Watch Now - U.S. Consumer Streaming Habits
on YouTube and Other Connected TV Platforms

© 2022 Pixability, Inc. All rights reserved.

11

Content Variety Means That Traditional 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, sneaker 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 28% of U.S. 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



|||||

SECTION 04

THE RISE OF YOUTUBE ON TV



THE RISE OF YOUTUBE ON TV

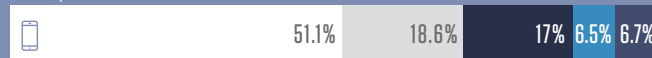
83% of U.S. Adults Who Watch YouTube Watch On TV Screens

When U.S. adults watch YouTube, they most often watch via mobile devices — but the audience that watches YouTube on TV Screens has been growing rapidly in recent years. Today, TV Screens are the second most-popular device for viewing YouTube.

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

Mobile/Phone



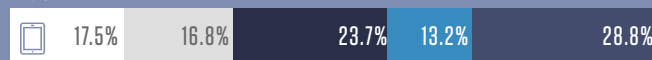
TV



Desktop/Laptop Computer



Tablet



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

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

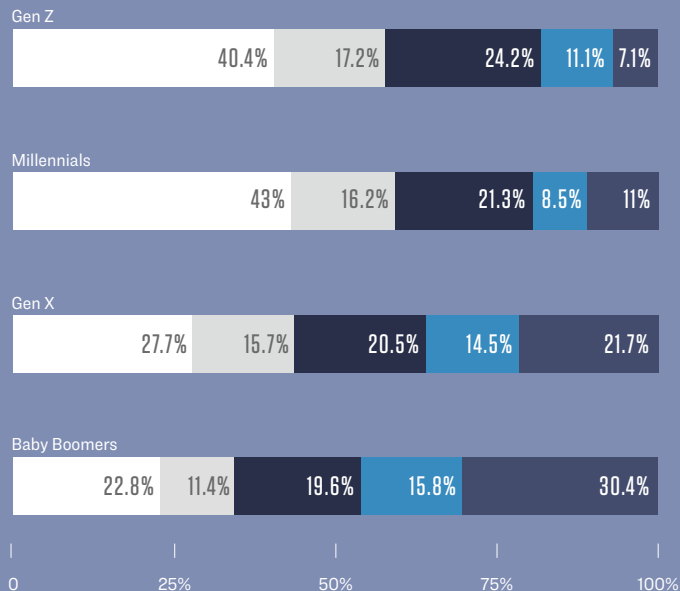


THE RISE OF YOUTUBE ON TV

More Than 90% Of Gen Z And Millennial Audiences Watch 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 these audiences cut the cable cord — 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.S.-Only)

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



|||||

SECTION 05

HOW CONSUMERS WATCH CONNECTED TV PLATFORMS

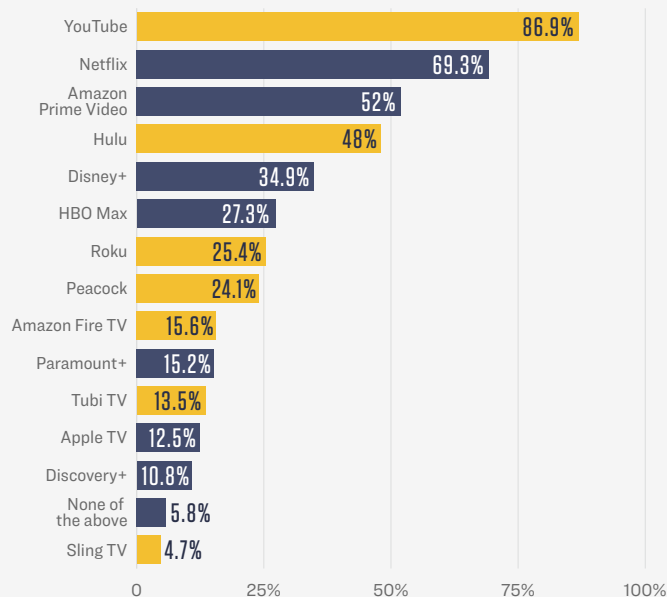


HOW CONSUMERS WATCH CONNECTED TV PLATFORMS

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

While there are many CTV platforms, only a handful are supported by ads and attract a large viewership. YouTube, Hulu, Roku, Peacock, and Amazon Fire TV account for almost all of the U.S. adult viewership of ad-supported CTV. These big, ad-supported platforms are critical for advertisers that want to reach audiences on TV Screens, especially as more consumers move away from watching linear TV.

U.S. Adult Viewership Across Digital Video And Connected TV Platforms



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

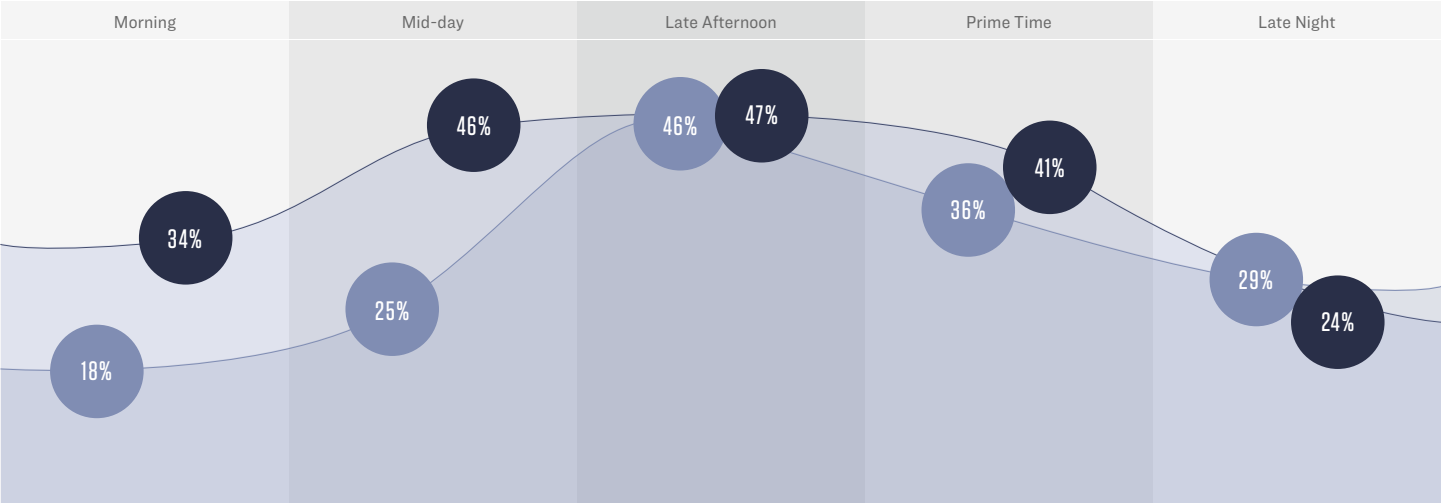
● Ad-supported platform



HOW CONSUMERS WATCH CONNECTED TV PLATFORMS

YouTube & Hulu Are Big Prime Time Platforms —
But U.S. Audiences Watch YouTube Consistently Through Day

Percentage Of A Platform’s Viewers That View At Each Time Of Day



Q. When do you typically watch programming on the following services? (U.S.-Only)

● Hulu ● YouTube



|||||

SECTION 06

A NATION OF CORD CUTTERS



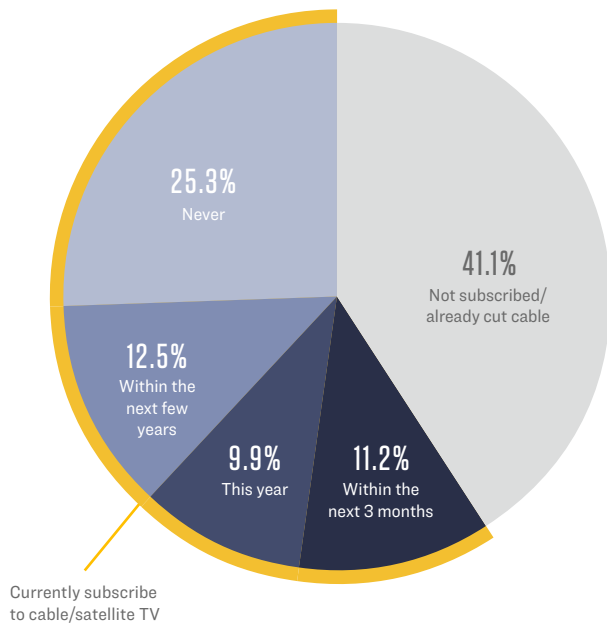
A NATION OF CORD CUTTERS

Only 25% Of U.S. Consumers Think They'll Have A Cable Subscription Within A Few Years

America is fast becoming a nation of cord-cutters. 41% of U.S. adults say they do not subscribe to cable or satellite TV service — and of those that are currently subscribed, 67% plan to cut their subscription within the next few years.



When U.S. Consumers Plan On Cutting Cable



Q. If you currently subscribe to a cable or satellite TV Service, when do you plan on unsubscribing? (U.S.-Only)

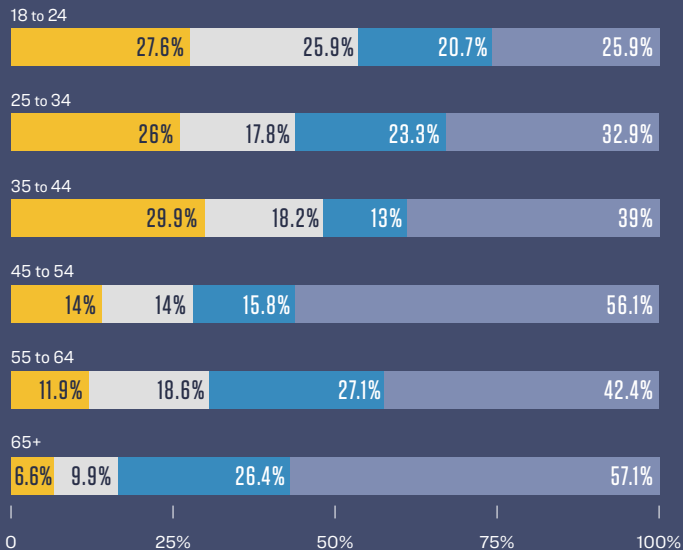


A NATION OF CORD CUTTERS

Half Of 18-44 Year-Olds Who Still Have Cable Will Cut The Cord This Year

When we look at those U.S. consumers who still have cable, we see that half will cut the cord this year, and roughly $\frac{2}{3}$ will cut it within the next few years. Conversely, the people that will still have cable in a few years are mostly the older demographics, but even roughly half of them plan to become cord cutters.

When U.S. Adult Cable Subscribers Plan On Unsubscribing



Q. When do you plan on discontinuing your use of your paid cable or satellite TV service?
(U.S.-Only)

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



|||||

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



How We Watch Now - U.S. Consumer Streaming Habits
on YouTube and Other Connected TV Platforms

