

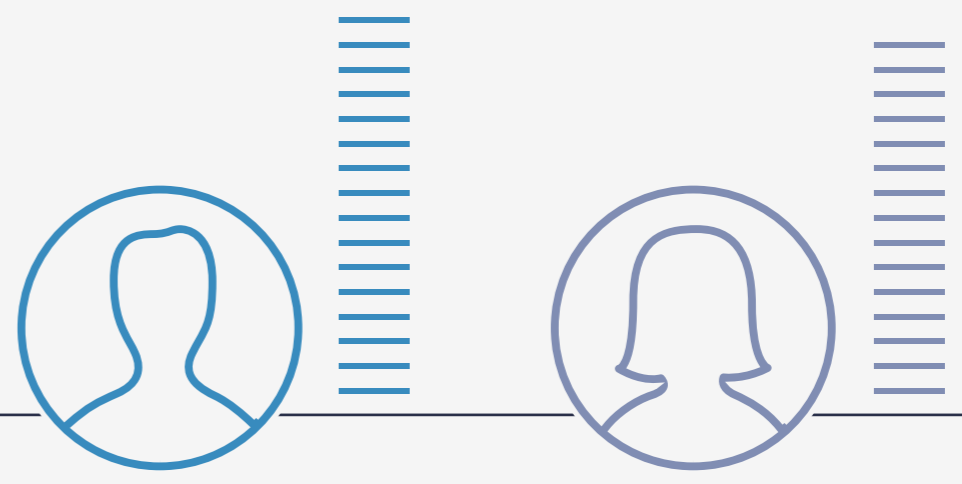
How We Watch Now

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



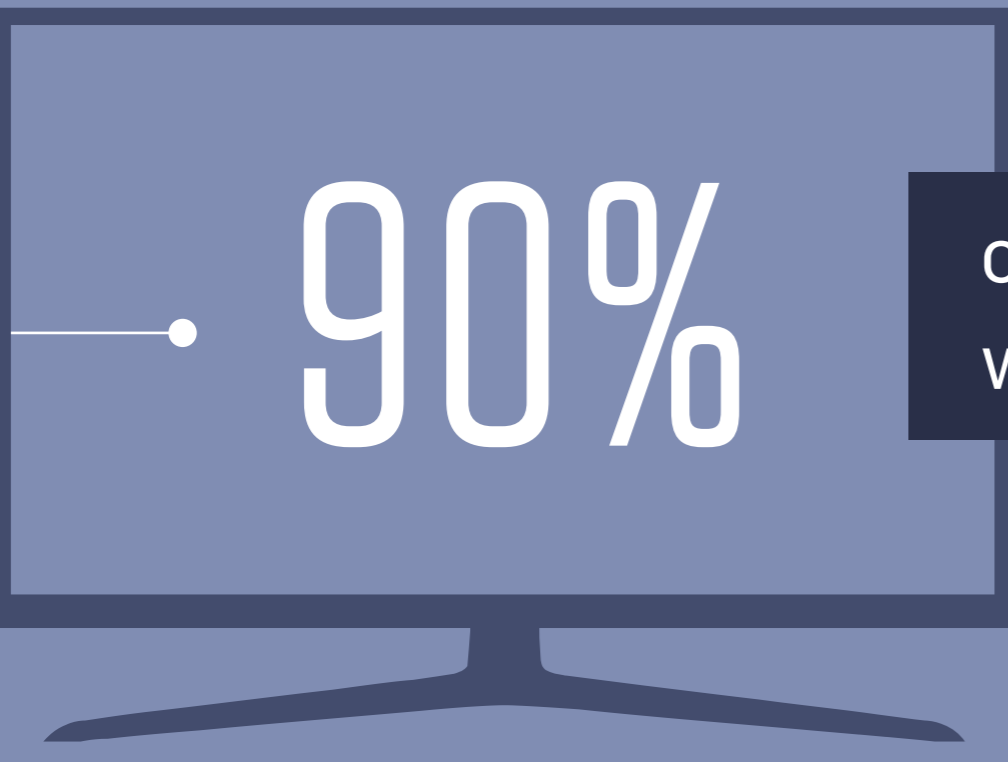
87% of U.S. consumers watch **YouTube**, giving it the biggest reach of all streaming platforms

The average U.S. adult watches roughly **an hour of YouTube each day**



The average U.S. male watches content from **16** content categories, while the average U.S. female watches content from **15** content categories on YouTube

Music & Audio is the most popular content category on YouTube, followed by Hobbies and Interests, and then Movies



90% of Gen Z and Millennials watch YouTube on a **TV Screen**

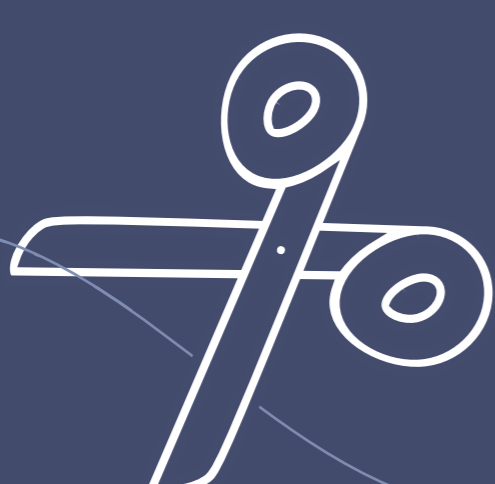


ONLY 25%

of consumers think they'll have a cable subscription within a few years

50%

of consumers **18-44** that currently subscribe to cable will **cut the cord** this year



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

