


More than half of US YouTube viewers watch on a CTV device

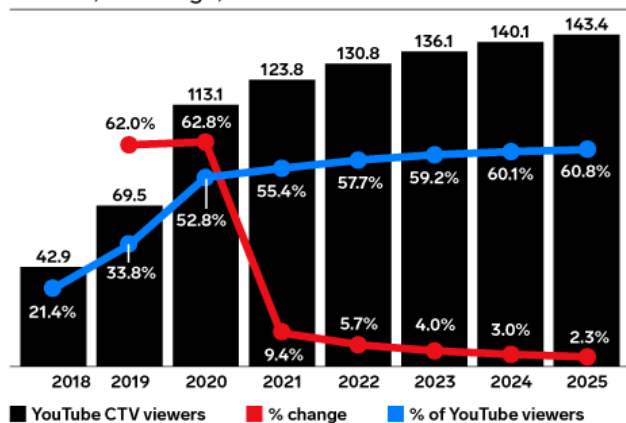
Article



The forecast: YouTube viewers are pivoting to TV screens as their method of choice for watching content, a trend that experienced significant growth before and during the height of the pandemic. We estimate that **113.1 million US YouTube viewers, 52.8%** of total viewers, watched the platform's content on connected TV (CTV) devices in 2020. Those numbers will increase to **130.8 million** and **57.7%** by 2022.

US YouTube Connected TV (CTV) Viewers, 2018-2025

millions, % change, and % of YouTube viewers



Note: individuals who watch YouTube via a connected TV device at least once per month
Source: eMarketer, Sep 2021

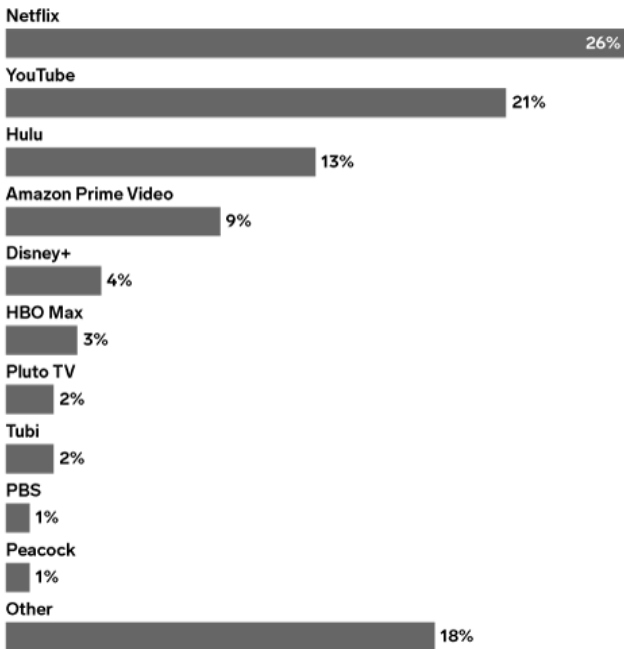
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- The pandemic boosted viewership in 2020 as lockdowns led to people having more time to watch video. YouTube CTV viewers grew **almost 63%** last year and surpassed the **50%** threshold for the share of viewers who watched YouTube content on CTVs.
- YouTube viewership overall is also still growing: We expect a **4.4%** increase in 2021, reaching a total of **223.5 million** viewers.
- YouTube is the No. 1 over-the-top (OTT) platform in the US when it comes to penetration among OTT video service users, with market share of **95.5%**, per our estimates. Additionally, YouTube was found to be the No. 2 streaming service when it came to total hours spent watching content on CTVs in the US, according to Comscore OTT Intelligence.

Share of US Total Hours Spent Watching Connected TV (CTV), by Service, June 2021

% of total



Note: total time spent with video streaming services on CTV devices in June 2021=8.3 billion hours

Source: Comscore OTT Intelligence as cited in Comscore's "State of OTT 2021," Sep 16, 2021

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Looking ahead: Over 60% of US YouTube viewers (140.1 million viewers) will watch the platform's content on CTVs by 2024.