

YouTube CTV

Fast Forward, The Future Is Now:

Consumer preferences, behaviors and ad receptivity



IAS Integral
Ad Science

Background

After witnessing years of growing adoption, connected TV (CTV) has finally accelerated into the forefront of media consumption as consumers' preferred streaming device. With content creation and audiences increasing by the minute, advertisers are looking to shift budgets away from linear television and toward this modern streaming method.

Where are consumers looking? YouTube. Consumers are not only streaming YouTube through CTV devices, they prefer YouTube to all other ad-supported streaming services on CTV.

When it comes to ad-supported streaming on CTV, YouTube is the place to be.



IAS on streaming, connected TV, and YouTube

IAS is dedicated to unpacking industry trends and technology by understanding consumer preferences toward digital advertising. In the last year, IAS has conducted multiple online surveys to learn more about consumer streaming behavior, device and service preferences, and how they feel about ad-supported content on CTV.

Most recently, IAS ran an online survey to understand how CTV users feel about YouTube content and accompanying ads on the device. The study uncovered consumer use, behaviors, and attitudes associated with watching YouTube content on CTV and their perception of the ad experience.

Like

Customers prefer YouTube on CTV

More than 500 hours of content are uploaded to YouTube every minute. Meanwhile, IAS found that 88% of consumers watch streaming video content on CTV. YouTube provides infinite opportunities for brands to connect with consumers through their new favorite device: CTV.

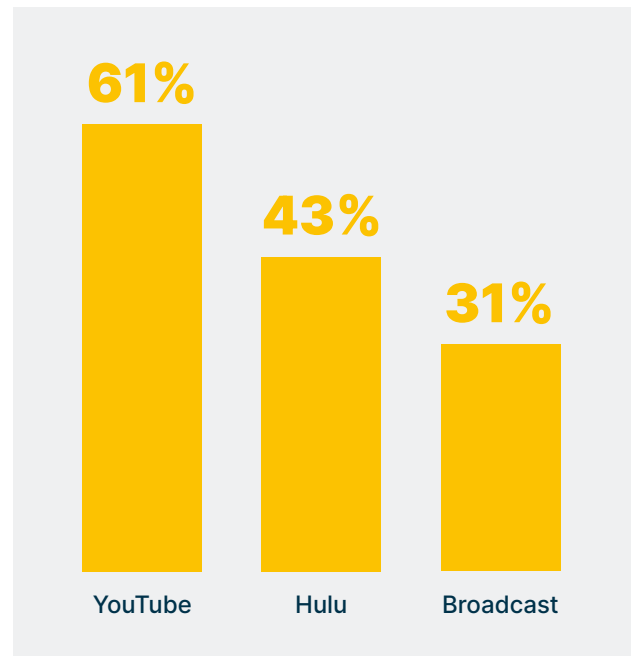
91%

of CTV users watch some form of ad-supported streaming video content

61%

of CTV users watch YouTube video content on their CTV

Most preferred ad-supported services on CTV

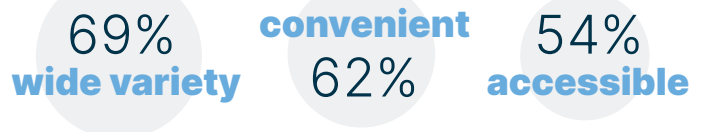


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What do consumers say?

IAS found that most consumers have seen questionable content on YouTube, and that they prefer to see contextually relevant ads near premium content.

Consumers describe YouTube content on CTV



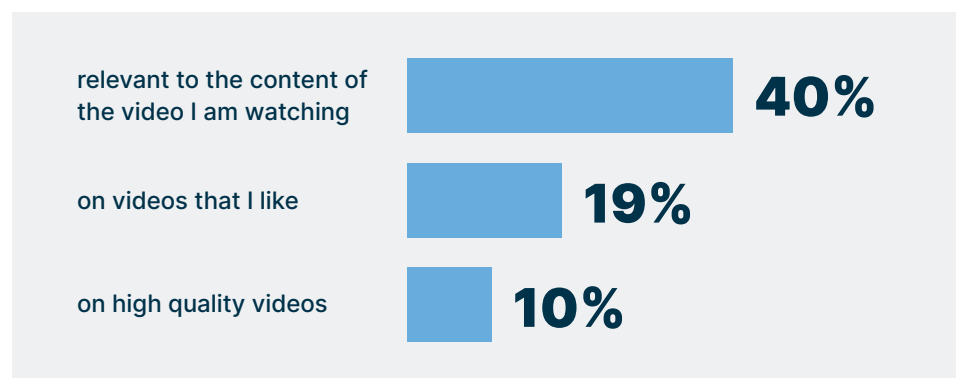
58%

of consumers have encountered "questionable" content on YouTube CTV

83%

of consumers are likely to skip an ad that plays on questionable YouTube content

Consumers are most likely to finish an ad on YouTube if the ad is...



Subscribe

Consumers are invested, are you?

Right now, YouTube is the leading ad-supported video streaming service on CTV. In other words, streaming YouTube is nearly synonymous with turning on your CTV. And with our YouTube Measurement Program certified Brand Safety and Suitability capabilities, running your campaigns across YouTube on CTV is a no brainer.

54%

of consumers are motivated to view an ad to completion on YouTube CTV if personally relevant, regardless of the video's content

44%

of consumers are more receptive to YouTube CTV ads near brand suitable, premium content

32%

of consumers would feel favorable or very favorable towards the brand next to high quality content

Key takeaways

▶▶ Consumers prefer YouTube on CTV

Consumers are not only streaming ad-supported content on CTV, but 61% of them also prefer YouTube above all other options.

▶▶ Consumers have seen questionable content on YouTube

With endless hours of content, YouTube presents infinite opportunities to reach consumers — in the right places. 83% of consumers are likely to skip an ad that plays on questionable YouTube content.

▶▶ Relevant ads on premium content improve reception

Consumers are paying attention to ad adjacencies, and 44% say they're more receptive to ads on high quality, premium YouTube CTV content.

▶▶ Consumers are less likely to skip relevant ads

40% of consumers are less likely to skip ads that are relevant to the content they're watching.

CTV Brand Safety starts here.

IAS gives you total access and complete control

1

Break into brand safety and suitability on CTV with IAS solutions for brand safety monitoring and reporting, certified by YouTube

2

Access media quality reporting with IAS advanced machine learning technology for precise measurement and reporting on YouTube

3

Go further with Channel Science a performance-driven content adjacency and optimization solution for YouTube on CTV

ACTIVATE NOW



Sources

Source: YouTube CTV, IAS, February 2021

Field date: February 2021

Participation: n=1,050 US YouTube users on CTV

Study objectives: IAS ran an online survey to understand consumer thoughts and perceptions when it comes to viewing YouTube content and accompanying ads on CTV. Specifically, this study covers consumer use, behaviors, and attitudes associated with watching YouTube CTV content and perceptions of the ad experience on CTV.

QUESTIONS ASKED

Q. What types of videos do you typically watch on YouTube using Connected TV?

Please select all that apply.

Q. How likely are you to skip viewing ads that appear on YouTube CTV videos that include content that you find questionable?

Q. Which words below would you use to describe the content available on YouTube when watching on CTV? Please select all that apply.

Q. What are your reasons for watching ad-supported streaming services on your connected TV? Please select all that apply.

Q. Are you more receptive to YouTube CTV ads if they are near brand safe and premium content? How would you feel towards brands whose ads appear on YouTube CTV videos that are of high quality?

Source: Press Play: CTV and Ads, IAS, November 2020

Field date: September 28 - October 1, 2020

Participation: n=1,235 US CTV users

Study objectives: IAS conducted an online survey to understand how U.S. people feel about the CTV advertising experience. Specifically, the study explores consumer use and behaviors associated with ad-supported video content and how the experience could be improved.

QUESTIONS ASKED

Q. Which ad-supported streaming video services do you watch on your Connected TV?

Please select all that apply.