

Younger viewers welcome online video in 2012

We've seen some groundbreaking trends in 2012: Online video is exploding into prime time, and some people are cutting the cord from cable all together.

Google recently partnered with Nielsen to understand the demographics and behavior of the "lightest TV viewer"—a viewer who watches less than two hours of TV a day. Using Nielsen's online and TV panels, we measured total campaign reach in six cross-media studies to find out how online and TV ads reach to light TV viewers.

Who is the lightest TV viewer?

- 20% don't subscribe to cable
- 11% more likely than the general 18+ population to watch video on a phone/smartphone*
- 14% more likely than the general 18+ population to be a heavy personal computer user*
- Young (below the age of 49)**
- Diverse**
- College educated**
- Affluent**

The combination of YouTube and Google Display Network resulted in an increase in ad impressions to light TV viewers:

YouTube + Google Display Network

27% Increase in impression delivery

4 Percentage point increase in incremental reach

3.1 Percentage point increase in the number of people who saw an ad three or more times

92% Savings in spend to add incremental reach to light TV viewers by advertising online instead of on TV

63% Percentage of light TV viewers who didn't see TV ads



Remember. When you're thinking about media buys for your next campaign, consider adding YouTube ads to the mix to effectively reach the valuable light TV viewer!

* Mediamark

** Nielsen