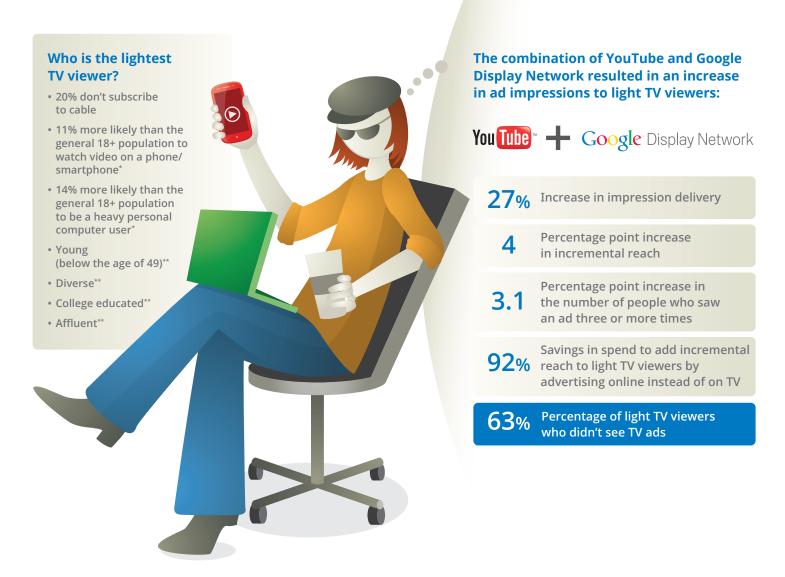


Younger viewers welcome online video in 2012

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.



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

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