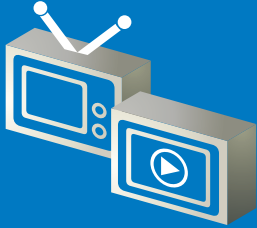


YouTube and TV are Better Together

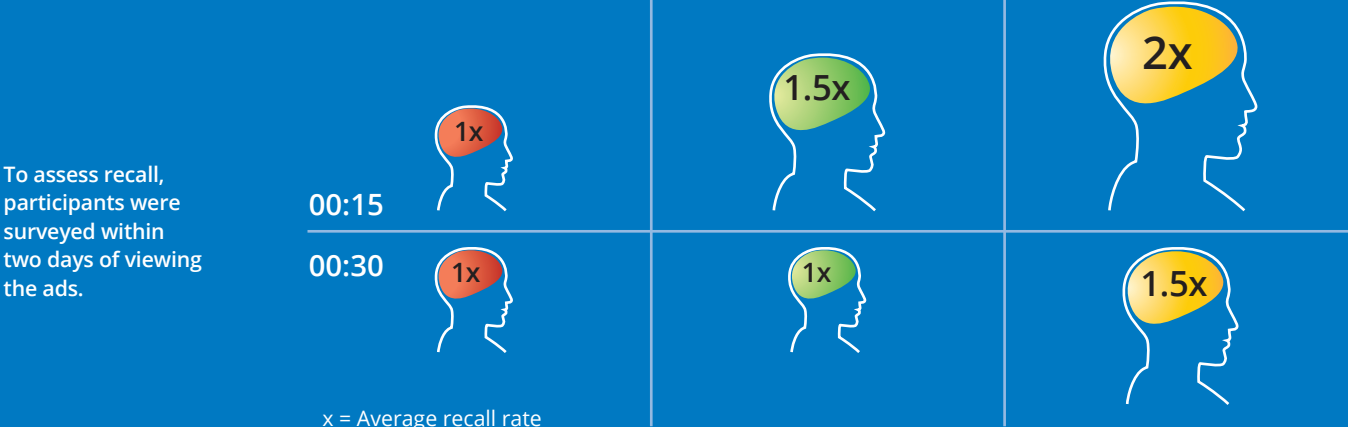
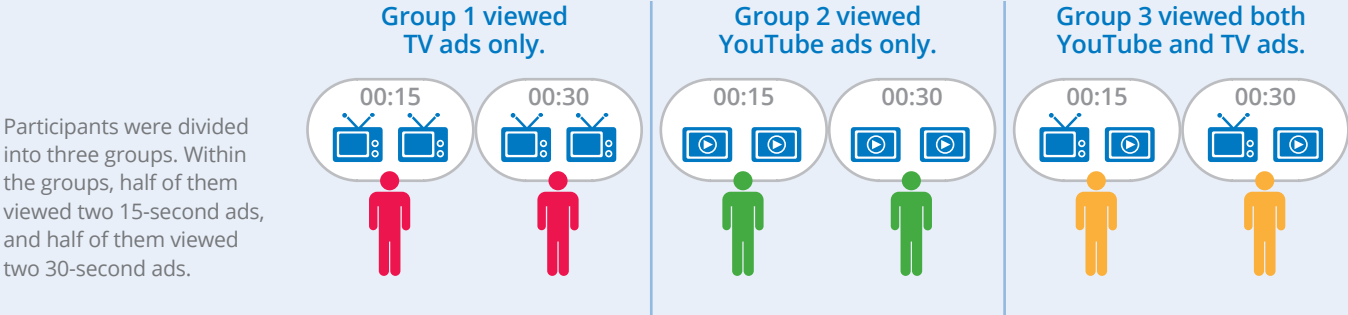


Do users engage with online pre-roll ads the same way they do with TV ads?

Pre-roll video ads are playing an increasingly important role in online media plans, and many advertisers wonder how these newer formats compare with traditional TV ads. YouTube partnered with Ipsos to examine what the relative and combined effects of YouTube In-Stream ads were compared to TV ads, and found that two screens are better than one.



Six advertisers participated in the study by providing ad creatives.



Results showed that the recall rate for both YouTube ads alone and YouTube/TV ads combined is the same or better than TV ads alone.