



YOUTUBE OR TELEVISION?

The number of ways to watch video is mind-boggling. The options include:

- Live TV
- Time-shifted TV (DVR)
- YouTube
- Online (other than YouTube)
- Cinema
- Video-On-Demand (VOD)

...and a host of *non-advertising-supported* media - Netflix, Amazon Prime, Apple TV, OTT (in-app) etc. The list seems to grow every week.

Despite all the TV-is-dead nonsense, every major media player seems to want a piece of the video pie. As we mentioned in [Newsletter #3](#), live TV still represents about 80% of all video viewing in the U.S.

One of the key questions for advertisers is not where people view *programming*, but where they view *advertising*. There's an important difference. It's the advertising that sells stuff, not programming.

In the UK there is [an entertaining spat](#) going on between *YouTube* (owned by *Google*) and [Thinkbox](#), the commercial TV trade organization. It's based on *YouTube's* claim last year that marketers should put 24% of their video advertising targeted at young people into *YouTube*.

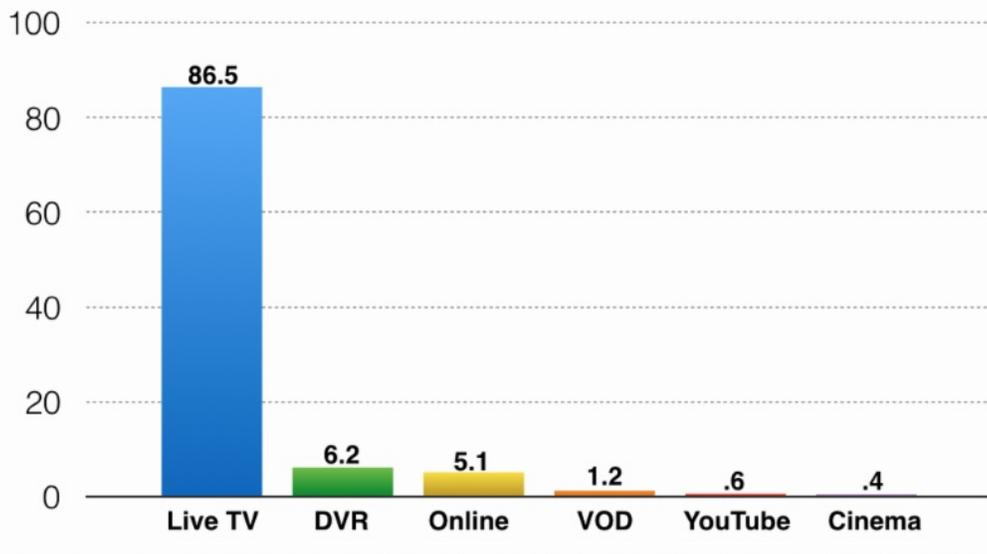
To dispute *YouTube's* assertion, *Thinkbox* did a round-up of third party (independent) reports of where people actually view spots. I have not been able to find similar numbers for the U.S., but figures for the U.K. may be instructive.

In the U.K., the average person watched 18.5 minutes of video advertising a day. Between live broadcasts and DVR playback, television accounted for about 93% of video *advertising* consumption. Online video, Video-on-Demand, and Cinema accounted for about 7% combined. YouTube accounted for about half of one percent.

Since the BBC (non-commercial TV) is a much larger factor in the U.K., one might conclude that the percent of video advertising seen on ad supported TV in the U.S. *may be even higher*.

Bottom line: If these numbers are correct, the average person sees *over 150 times* as much advertising on television as she does on YouTube.

Percent Of Video Advertising Consumed By Media Type



Source: 2014, BARB / comScore / Broadcaster stream data / OFCOM Digital Day / IPA Touchpoints 5 / Rentrak

Surprising stat

There's an interesting fact buried in the above table. Despite the well-known "fact" that everyone skips the ads when they watch DVR playback, according to these figures, more time is spent watching spots in DVR playback than on line.

Favorite spot of the week

The Green Monster comes to New York. Click [here](#) to view.

Thanks to Rob Knight



[Read the blog](#)

[Visit the website](#)

TYPE | A TYPE A GROUP
www.typeagroup.com
bob@typeagroup.com

Sign up for our free newsletters [here](#). Links to our previous newsletters [here](#) Contact Bob [here](#)

Type A Group | 6011 Acacia Av, Oakland, CA 94618

[Unsubscribe](#)

[Update Profile](#) | [About our service provider](#)

Sent by bob@typeagroup.com in collaboration with



Try it free today