

YouTube's Rising Dominance As A Streaming Platform For TV Series and Movies

A Research Report by Odyssey Studios
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Insiders following the streaming services market know that YouTube has grown at an astounding rate over the last few years. The platform is no longer limited to unconventional content, video sharing, and influencer marketing. Based on its subscriber numbers that rival and have even surpassed giants like Netflix and Hulu, YouTube is here to stay and here to compete for TV series and film. In fact, it may be at the head of the table if it continues growing as a streaming platform at its current rate.

Introduction & Background

Odyssey conducted research and compiled data on the use of YouTube as a streaming service. In this report, we walk you through the data on YouTube's growing reputation as a top-tier streaming service. We also look at the kind of content available on the platform to better evaluate YouTube as a resource for brands. Finally, we'll share strategies businesses can employ to help grow and strengthen their brand based on this data.

It is important to note that data relating to the popularity or use of YouTube as a viewing platform for TV series and movies are generally unavailable in the public domain. The only available information on this is the newly launched **ad-supported TV shows**. This report was therefore based on data around YouTube's market share, the viewership of ad-supported TV shows, as well as changing trends in Connected TV ("CTV") and Over-The-Top ("OTT") viewership.

Key Takeaways

Three key takeaways from our analysis are as follows:

1. YouTube is [installed on over 95% of all streaming devices](#)¹ and connected televisions.
2. Overall, it's the [No. 2 streaming service](#)¹ in the US based on user time on the platform.
3. By 2024, [more than 60% \(140.1 million viewers\)](#)² of US YouTube viewers are expected to watch its content on connected televisions.

¹ <https://www.insiderintelligence.com/content/more-than-half-of-us-youtube-viewers-watch-on-ctv-device>

² [https://www.insiderintelligence.com/content/more-than-half-of-us-youtube-viewers-watch-on-ctv-device#:~:text=Over%2060%25%20of%20US%20YouTube%20viewers%20\(140.1%20million%20viewers\)%20will%20watch%20the%20platform%27s%20content%20on%20CTVs%20by%202024.](https://www.insiderintelligence.com/content/more-than-half-of-us-youtube-viewers-watch-on-ctv-device#:~:text=Over%2060%25%20of%20US%20YouTube%20viewers%20(140.1%20million%20viewers)%20will%20watch%20the%20platform%27s%20content%20on%20CTVs%20by%202024.)

Effects Of Pandemic On Viewership

The COVID-19 pandemic and more time spent at home played a large role in transforming the public's relationship with streaming services. In the same way that work-from-home initiatives transformed workplace norms, the effects of these new relationships to streaming services are expected to continue to expand.

Popularity of YouTube Among Other CTV/OTT/Streaming Platforms

- According to eMarketer, [the pandemic](#)³ increased the viewership of YouTube in 2020, at similar rates to other video platforms.
- In 2020, YouTube's CTV viewers rose by [63%](#),³ resulting in more than half of viewership occurring on connected TVs.
- In 2021, viewership was expected to grow by [4.4%](#),³ to a total of [223.5 million](#).³

The data is based on the Comscore report published in [September 2021](#)⁴ titled "[State of OTT 2021](#)."⁵ Comscore OTT Intelligence measures consumer OTT streaming activity across [75+ services](#)⁴ on TV-connected devices. That includes connected Blu-ray disc players, streaming sticks and boxes, smart TVs, and gaming consoles.



3 <https://www.insiderintelligence.com/content/more-than-half-of-us-youtube-viewers-watch-on-ctv-device>

4 <https://www.insiderintelligence.com/chart/250599/share-of-us-total-hours-spent-watching-connected-tv-ctv-by-service-june-2021-of-total>

5 <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2021/2021-State-of-OTT-Discover-How-OTT-Has-Changed-the-Media-Consumption-Landscape>

Changing Technology

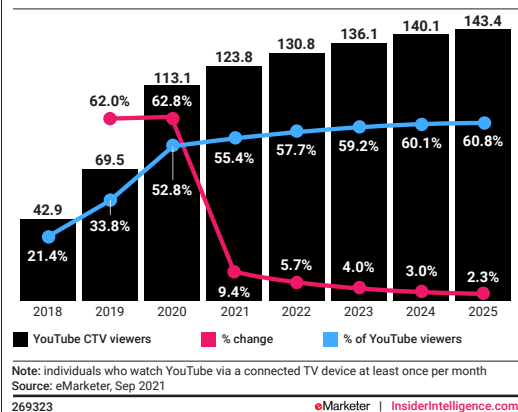
As can be seen in the graph to the right, there was a substantial increase in CTV viewers between 2019 and 2020. Though this spike was motivated in part by the pandemic, we see another large spike in CTV viewers from 2018 to 2019.

One potential reason for this early spike and the continuing trend of increased CTV viewership is the increasing ease of accessing YouTube on connected TVs. As smart TVs become the new normal and the YouTube app on TVs continues to be refined, more viewers are opting to watch YouTube's film and television offerings via CTV.

As you can see in the graph to the right, viewers are also spending more total time watching content via CTV on YouTube compared to Hulu or Amazon Prime Video. YouTube overtaking these household-name streaming services in watch hours is a major indication of the expanding marketing potential of YouTube as a streaming service.

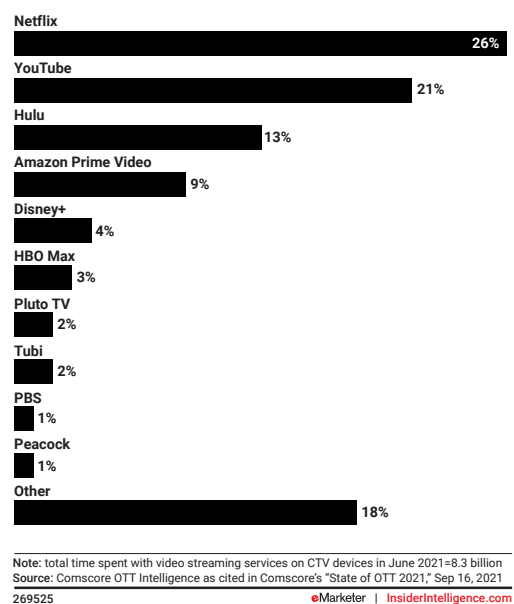
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US YouTube Connected TV (CTV) Viewers, 2018-2025
millions, % change, and % of YouTube viewers



Source: <https://www.insiderintelligence.com/content/more-than-half-of-us-youtube-viewers-watch-on-ctv-device>

Share of US Total Hours Spent Watching Connected TV (CTV), by service, June 2021
% of total



Source: <https://www.insiderintelligence.com/chart/250599/share-of-us-total-hours-spent-watching-connected-tv-by-service-june-2021-of-total>

Relevancy Of Increasing CTV Viewership

It is important for businesses to understand the way viewers' relationship to YouTube is shifting in order to fully capitalize on its marketing potential.

YouTube Ads

With YouTube out-competing major streaming services like Hulu, Amazon Prime Video, Disney+, and HBO Max for CTV viewership, the potential value of advertising on YouTube has increased exponentially. The value of YouTube as an advertising space is even higher when we look at the lack of ad structures at competing streaming services. Some may consider YouTube as a standard-bearer for integrating ad-supported content on every level of their platform. There is a case to be made for devoting advertising dollars to platforms that already have established ad integration compared to platforms that are still experimenting with ad-supported content.

YouTube Long-Form Content

YouTube's long-form content is the platform's sweet spot. Users come to the platform for curated, niche video content they won't get on other streaming services. Compelling pre-roll ads as part of YouTube's natural ad integration can be a powerful way to get the word out on your brand. Building a YouTube page of longer-form content of your own to link to from a successful ad is even better.

YouTube Short-Form Content

YouTube has always had a role in short-form content, and the addition of YouTube Shorts has solidified its role as a competitor to social media platforms like Instagram or TikTok. If your brand is already investing in video content for social media, it would be a mistake to ignore YouTube, even if you repurpose content already running elsewhere. Since its launch in September 2020, YouTube Shorts has accumulated over 5 trillion views from its users.

Key Conclusions

- YouTube is growing faster than any other streaming service in the US. Currently, YouTube sits at [No. 2 in streaming services](#)⁶ in the US in terms of total time spent consuming CTV content.
 - The percentage of viewers who watch YouTube on CTVs has surpassed [50%](#)⁵ and this trend is expected to continue. YouTube is no longer considered an exclusively mobile platform in the minds of consumers. For many viewers, YouTube is becoming the dominant choice for watching content on their home TVs.
 - For businesses looking to optimize their marketing, these trends demonstrate the importance of YouTube marketing as the platform becomes increasingly dominant in OTT and CTV viewership.
- The increased usage of YouTube as a streaming service represents a shift in viewers' perception of the platform. When Google first acquired YouTube in 2006, it was an online video platform that was strongly associated with home video and amateur creators. As the platform evolved, it became clear that YouTube was becoming an important form of social media. Now, with feature films and TV series being streamed through the platform, along with an increase in CTV viewership, YouTube is competing with streaming services like Netflix, Hulu, and Disney.
- YouTube is no longer associated exclusively with amateur content. Users are consuming their favorite classic movies, independent films, and original programming through YouTube. The platform has expanded its ecosystem to include a variety of content options that speak to consumers.
 - This opens up even more opportunities for companies and brands who are wanting to build their online presence and advertising. YouTube can be used to host a brand's original content, run traditional ads, or as a way to promote influencer marketing.

⁶ <https://www.insiderintelligence.com/content/more-than-half-of-us-youtube-viewers-watch-on-ctv-device>

About Odyssey Studios

Odyssey is the premiere content studio for brands seeking to reach tourism consumers. We produce and amplify content for film, television, and digital platforms, as well as immersive experiences and events. With offices in Sarasota, Denver, Dallas, Atlanta and Baton Rouge, Odyssey is a subsidiary of Miles Partnership, the leader in travel and hospitality marketing, advertising and consulting in North America. Our team is a mix of brand marketing professionals and entertainment industry veterans who collaborate to produce award-winning content across all platforms of media. The studio also includes a creative group, creator network, and brand partnerships group.

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