



# THE **POWER** OF PROFESSIONALLY PRODUCED PROGRAMMING

TV'S CONTENT, REACH & ENGAGEMENT ADVANTAGE OVER YOUTUBE

# TV's Superior Content, Reach & Engagement Advantage Over YouTube

While YouTube garners the most video views on the internet and generates headlines in the media, it's "true" scale and engagement, not to mention content, pales in comparison to Ad-Supported Television

## Did You Know?



### ...In terms of "Content"

- YouTube hosts an extremely fragmented environment where the platform's top 20 networks, many of which act primarily as UGC-aggregators, incorporate over **37,000** individual channels
- Cable TV airs **100%** professionally produced content featuring popular, buzzed-about programs



### ...In terms of "Reach"

- TV delivers almost **788 billion** monthly ad impressions vs. YouTube's **13 billion** video views
- On average, a top 20 TV network reaches **over 2.5x more** A18-24's than a top 20 YouTube network
- Monthly A18-24 ad impressions of **one** top 10 "young millennial" cable network is greater than the **total** A18-24 video views on all of YouTube



### ...In terms of "Engagement"

- P13+ spend over **89 hours** a month with ad-supported TV vs. only **5 hours** with YouTube
- A18-24 spend almost **55 hours** a month with ad-supported TV vs. less than **8 hours** with YouTube
- M18-34 spend almost **62 hours** a month with ad-supported TV vs. only **8 hours** with YouTube



# The Ad-Supported Video Ecosystem: The Power of Television Brands Vs. The Aggregation of Ad-Tech Companies

**PROFESSIONALLY PRODUCED CONTENT (PPC)**  
100% PPC FROM TELEVISION NETWORK BRANDS

**PREDOMINATELY USER-GENERATED CONTENT (UGC)**  
Large majority is UGC From YouTube Networks



# YouTube Is An Extremely Fragmented Environment That Serves As A Platform To Deliver Disparate Content

Most networks include a series of channels, that can number in the hundreds or thousands, many of which act primarily as UGC-aggregators

## Top 20 comScore Measured YouTube Networks

Unique Visitors  
(P13+) – Sept'14

The Top 20 Networks average over **2,000 channels**

Channel	Primary Genre	Total Unique Visitors	Standalone/Multichannel?	# of Channels
VEVO @ YouTube	Music	40,909	Multichannel	500+
Maker Studios @ YouTube	Entertainment	40,208	Multichannel	1,000+
Fullscreen @ YouTube	Video Curation	36,144	Multichannel	5,000+
Warner Music @ YouTube	Music	23,220	Multichannel	100+
Machinima @ YouTube	Gaming	20,239	Multichannel	275+
ZEFR @ YouTube	Video Curation	19,629	Multichannel	150+
BroadbandTV @ YouTube	Video Curation	17,864	Multichannel	6,000+
The Orchard @ YouTube	Music	16,870	Multichannel	1,000+
Jukin Media @ YouTube	Video Curation	15,725	Multichannel	30+
Collective @ YouTube	Entertainment	14,326	Multichannel	690+
Zoomin.TV @ YouTube	Games / News	14,174	Multichannel	50+
any.TV @ YouTube	Entertainment	13,802	Multichannel	50+
QuizGroup @ YouTube	Video Curation	12,795	Multichannel	15,000+
UMG @ YouTube	Music	11,434	Multichannel	N/A
SonyBMG @ YouTube	Music	11,228	Multichannel	N/A
Base79 @ YouTube	Sports	10,261	Multichannel	1,500+
Rightster @ YouTube	Entertainment	9,976	Multichannel	800+
Defy Media @ YouTube	Video Curation	9,081	Multichannel	25+
FremantleMedia @ YouTube	Entertainment	8,702	Multichannel	135+
Style Haul, Inc. @ YouTube	Fashion	7,366	Multichannel	4,900+

\*Vast majority of videos are user-generated content (UGC)

Sources: comScore Video Metrix September 2014 YouTube Partners Report; excluding channels with cable-related content like NBC Entertainment



# YouTube Networks Are Dominated By Very Long-Tail, User-Generated Content Channels

## Abbreviated Channel List By Network



- Tobuscus (6M)
- Bart Baker (4M)
- Stampylonghead (4M)
- TheDiamondMinecart (4M)
- Bad Lip Reading (3M)
- Glozell Green (3M)
- Kassem G (2M)
- ERB (1M)
- Westfesttv (1M)
- HuskyStarcraft (889k)
- Katilette (667k)
- Gardea23 (624k)
- Polaris (619k)
- ItsMyRayeRaye (595k)
- EpicLloyd (475k)
- HeyKayli (422k)
- The Platform (379k)
- CarlieStylez (345k)
- Kandeeland (325k)
- The Mom's View (316k)
- DaveChaos (293k)
- Animonster (306k)
- MakerMusic (235k)
- Mary Doodles (231k)
- Bobbylee (145k)
- FriendlyPaw (138k)
- Caroonium (100k)
- Maker Gen (100k)
- SanctionedTV (14k)
- David Barbara (5k)
- The Daily Connoisseur (18k)
- Emily Valentine (1k)
- Emily Hughes (436)



- TheFineBros (10M)
- fouseyTube (4M)
- Shane (4M)
- megannicolesite (2M)
- TiffanyAlvord (2M)
- our2ndlife (2M)
- Tyler Ward Music (1M)
- WHATTHEBUCKSHOW (1M)
- DavidSoComedy (947k)
- TantrumJas (877k)
- Avbyte (752k)
- Casey Holmes (747k)
- COOP3RDRUMM3R (503k)
- Jefferson Bethke (490k)
- AverageBroTV (487k)
- Chrissy Costanza (395k)
- 5secondfilms (385k)
- Rachel Ballinger (357k)
- RAJIV DHALL (356k)
- Matt Stonie (337k)
- FrankieJGrande (312k)
- Brittani (278k)
- Lycia Faith (154k)
- Molo Nation (102k)
- AndrewQuo (80k)
- Siennaspaldingtv (69k)
- Digital Tour Bus (33k)
- Glitterglam95 (25k)
- Erik Shaw (15k)
- Soulection (10k)
- Collegefession (6k)
- Derrion Tolanski (6k)
- FullscreenCommunity (1k)



- RayWilliamJohnson (10M)
- Rooster Teeth (7M)
- machinimarespawn(2M)
- MachinimaRealm (2M)
- Dane Boe (1M)
- Happyhour (1M)
- Nerdist (1M)
- Tiesto (1M)
- deadmau5 (807k)
- Inside Gaming (630k)
- xSGTxSMURFx (590)
- PressHeartToContinue (522k)
- Machinima ETC (412k)
- Samandniko (336k)
- Black Nerd Comedy (321k)
- ThatGuyWhoCamps (314k)
- MachinimaVS (227k)
- MachinimaLatino (180k)
- ItsJustSomeRandomGuy(176k)
- AndrewQuo (80k)
- RCSuperPowers (70k)
- Team Respawn (66k)
- Ken Burton (48k)
- xCaliGrrlx (11k)
- Danstreet123 (7k)
- Ash Sovesby (6k)
- LenzyDaGreat (5k)
- Radnerdtv (4k)
- JustinisAProdigy (3k)
- ApoKHD(798)
- ting6345 (733)
- Energizer (354)
- NothingtodowithCats (111)



- Rooster Teeth (7M)
- Simons's Cat (3M)
- Dane Boe (1M)
- DotaCinema (1M)
- Element Animation (1M)
- Improv Everywhere (1M)
- VintageBeef (1M)
- xRpMx13 (1M)
- Na'Vi.Dota 2 (914k)
- JumpinthePack (797k)
- PauseUnpause (641k)
- GuudeBoulderfist (464k)
- TheDevildogGamer (435k)
- OK Go (414k)
- TGN (395k)
- First Person Troller (384k)
- Team Epiphany (342k)
- TheMinecraftHippie (326k)
- OMGitsfirefoxx (294k)
- Sparkles - CSGO&more (286k)
- AgentXPQ (276k)
- BajheeraWoW (235k)
- stonewall008 (187k)
- NukemDukem (169k)
- HaloFollwer(167k)
- Golden GS (134k)
- TCTNGaming (122k)
- The Solar Gamer (86k)
- OneCheesyMofo (81k)
- Cutewithchris (33k)
- EmpowerYourBody (24k)
- Blackdogfilms (1k)
- The DanseSociety (30)



- RocketJump (7M)
- Epic Meal Time (6M)
- Annoying Orange (4M)
- Cinema Sins (3M)
- CorridorDigital (3M)
- HouseholdHacker (2M)
- Wassabi Productions (2M)
- JustKiddingFilms(1M)
- Lindsey Hughes (980k)
- Node(976k)
- HollywireTV (879k)
- Rob Dyke (758k)
- iSekC (751k)
- Alexa Losey (474k)
- BaratsAndBereta (417k)
- Beatdownboogie (393k)
- Pogo (380k)
- Goldiestarting (371k)
- Andrewmfilms (328k)
- Bart Kwan (302k)
- Inside the Magic (284k)
- Yourhart0 (283k)
- Gina Morano (263k)
- BloodBlitz (208k)
- The Axis of Awesome (206k)
- RUNAGROUND (179k)
- Jhaller (153k)
- LazyPillow (135k)
- Belated Media (118k)
- TVNweather (112k)
- Lena Danya (101k)
- Alligator Tub (94k)
- Film4 (70)



- UltraMusic (2M)
- Colinfurze (709k)
- Unicoos (349k)
- Musical Freedom (252k)
- What's Trending (151k)
- Ashley Mardell (106k)
- PM Recordings(40k)
- Video Creators (31k)
- Justkissmyfrog (20k)
- SshakeTV (9k)
- Flyotw Film( 8k)
- JimbleJam (7k)
- Alexsparkour (6k)
- Jaguar Skills Videos (6k)
- Matthias Mayer (6k)
- Nikki Yanofsky (6k)
- Funk Stylers TV (5k)
- Flair20TV (4k)
- Mick Woods (4k)
- NextTime onLonny (4k)
- N1Project (3k)
- ILUVLIVE (2k)
- Leoleove (2k)
- OfficiallyEricJoel (1k)
- Sarah Grimstone (1k)
- NFOXMUA (885)
- BairesFamilyMedia (880)
- Tiny Bag Productions (414)
- CHOKOHAYS (397)
- FourFourTwoUK (394)
- fdsmsiclabel(91)
- Empire Divide (77)
- Cristian Jermane (66)

Plus 1,000+  
More Channels

Plus 5,000+  
More Channels

Plus 250+  
More Channels

Plus 6,000+  
More Channels

Plus 650+  
More Channels

Plus 1,500+  
More Channels

(#) = YouTube channel subscribers



# There's No Comparison Between Cable's Professionally Produced Content & YouTube's Predominately User-Generated Content

## CABLE TV NETWORK

100% PPC



1 CHANNEL

Monthly P13+ Reach:

43,200

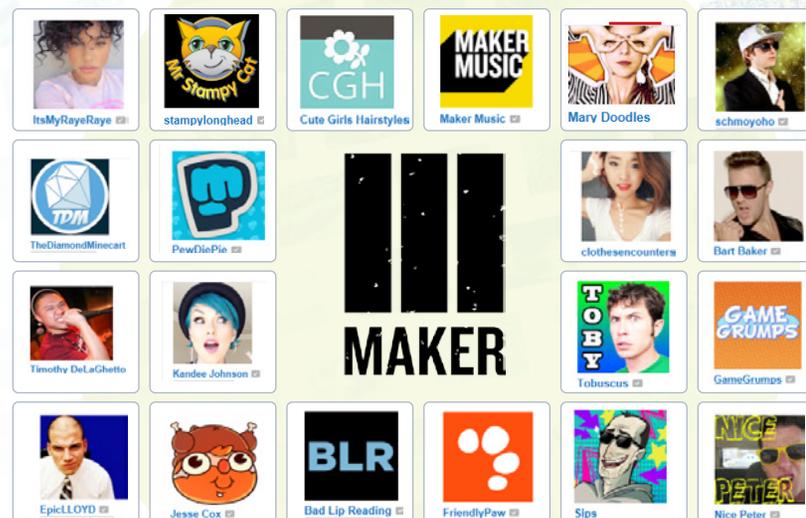


90.1 MINUTES

Monthly Avg "Time Spent"

## YOUTUBE NETWORK

Predominately UGC



1,000+ CHANNELS

Monthly P13+ Reach:

40,208



47.9 MINUTES

Monthly Avg "Time Spent"

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# There's No Comparison Between Cable's Professionally Produced Content & YouTube's Predominately User-Generated Content

## CABLE TV NETWORK

100% PPC



1 CHANNEL

Monthly P13+ Reach:

85,954

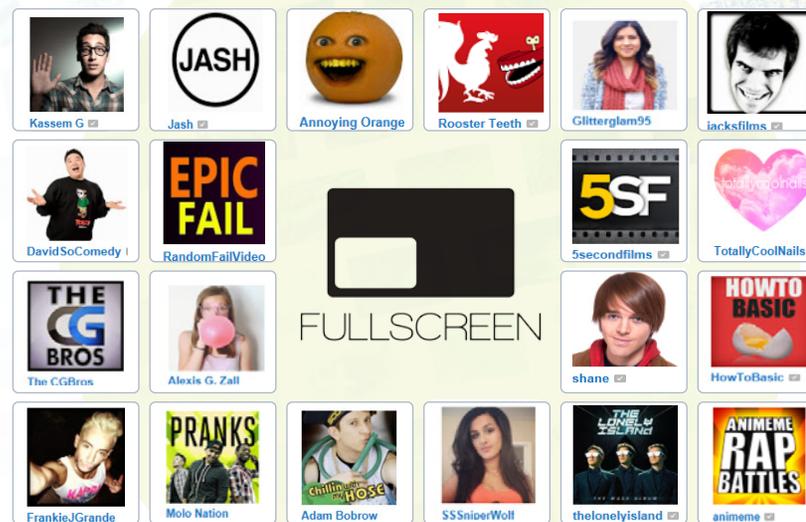


183.9 MINUTES

Monthly Avg "Time Spent"

## YOUTUBE NETWORK

Predominately UGC



5,000+ CHANNELS

Monthly P13+ Reach:

36,144



34.1 MINUTES

Monthly Avg "Time Spent"

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# There's No Comparison Between Cable's Professionally Produced Content & YouTube's Predominately User-Generated Content

## CABLE TV NETWORK

100% PPC



1 CHANNEL

Monthly P13+ Reach:

113,546

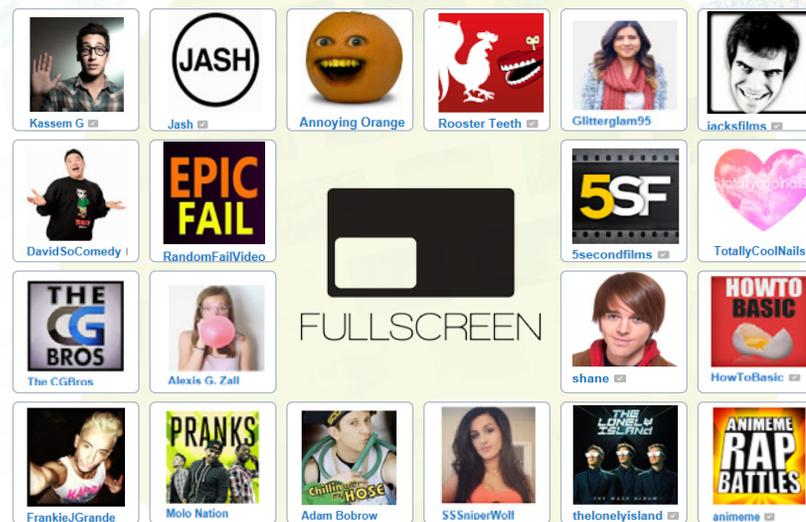


402.9 MINUTES

Monthly Avg "Time Spent"

## YOUTUBE NETWORK

Predominately UGC



5,000+ CHANNELS

Monthly P13+ Reach:

36,144



34.1 MINUTES

Monthly Avg "Time Spent"

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# There's No Comparison Between Cable's Professionally Produced Content & YouTube's Predominately User-Generated Content

## CABLE TV NETWORK

100% PPC



1 CHANNEL

Monthly P13+ Reach:

106,562

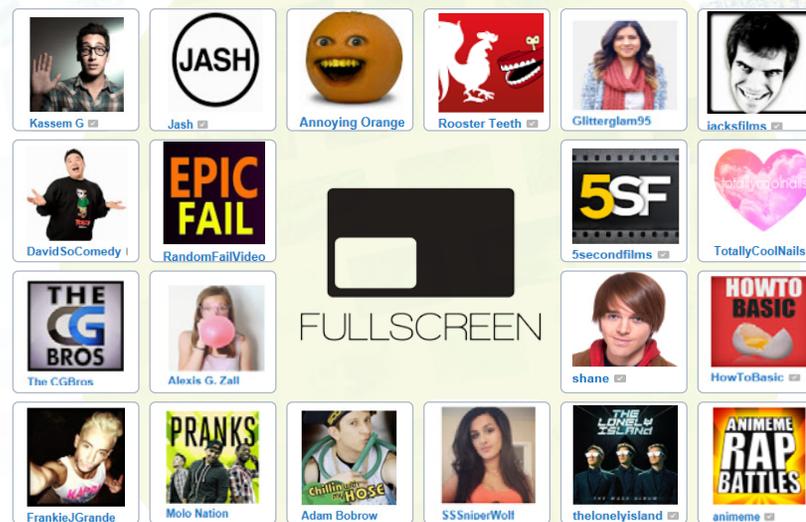


198.7 MINUTES

Monthly Avg "Time Spent"

## YOUTUBE NETWORK

Predominately UGC



5,000+ CHANNELS

Monthly P13+ Reach:

36,144



34.1 MINUTES

Monthly Avg "Time Spent"

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# There's No Comparison Between Cable's Professionally Produced Content & YouTube's Predominately User-Generated Content

## CABLE TV NETWORK

100% PPC



1 CHANNEL

Monthly P13+ Reach:

96,322

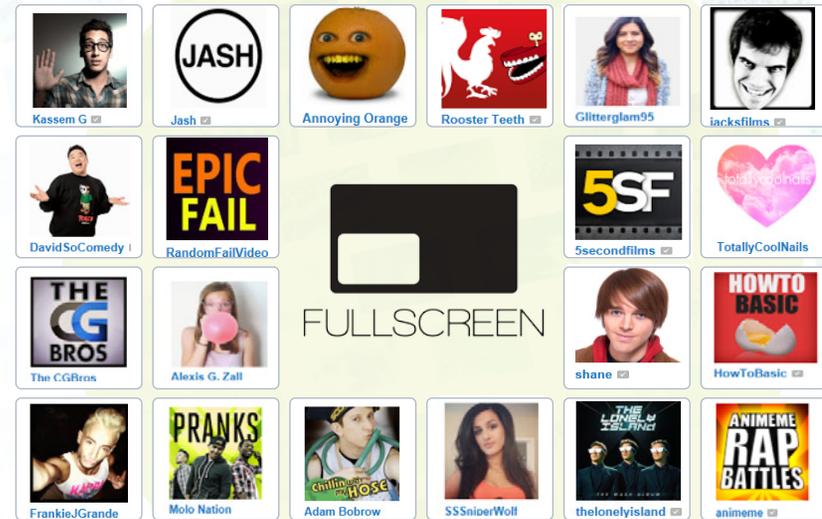


429.7 MINUTES

Monthly Avg "Time Spent"

## YOUTUBE NETWORK

Predominately UGC



5,000+ CHANNELS

Monthly P13+ Reach:

36,144



34.1 MINUTES

Monthly Avg "Time Spent"

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# The Cable TV Advantage Widens Even More When The Collective Power Of TV Network Groups Is Leveraged

## Discovery Networks Group



100% Certified Premium Professional Content (PPC)

Monthly P13+ Reach:

164,805

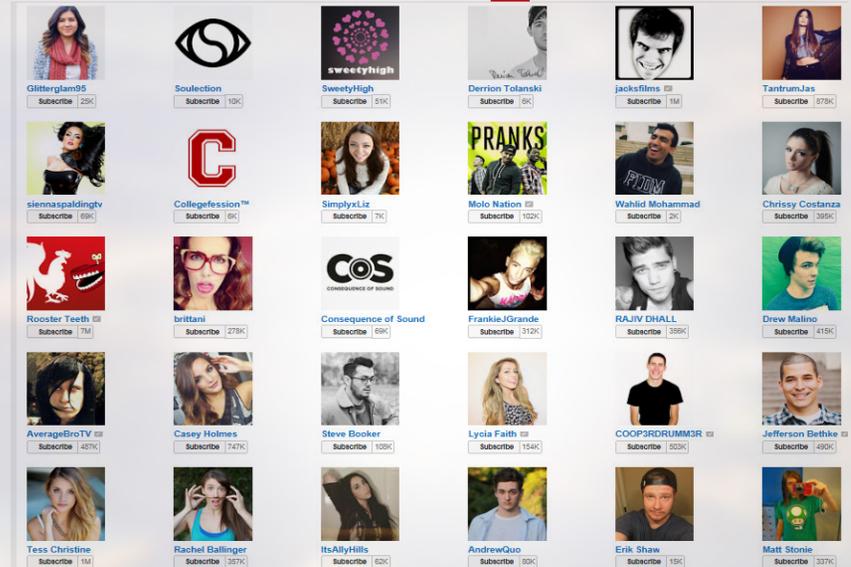


576.3 MINUTES

Monthly Avg "Time Spent"

14 Channels

## Fullscreen on YouTube



Predominately User-Generated Content (UGC)

Monthly P13+ Reach:

36,144



34.1 MINUTES

Monthly Avg "Time Spent"

5,000+ Channels

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# The Cable TV Advantage Widens Even More When The Collective Power Of TV Network Groups Is Leveraged

## ESPN Networks Group



100% Certified Premium Professional Content (PPC)

Monthly P13+ Reach:

129,556



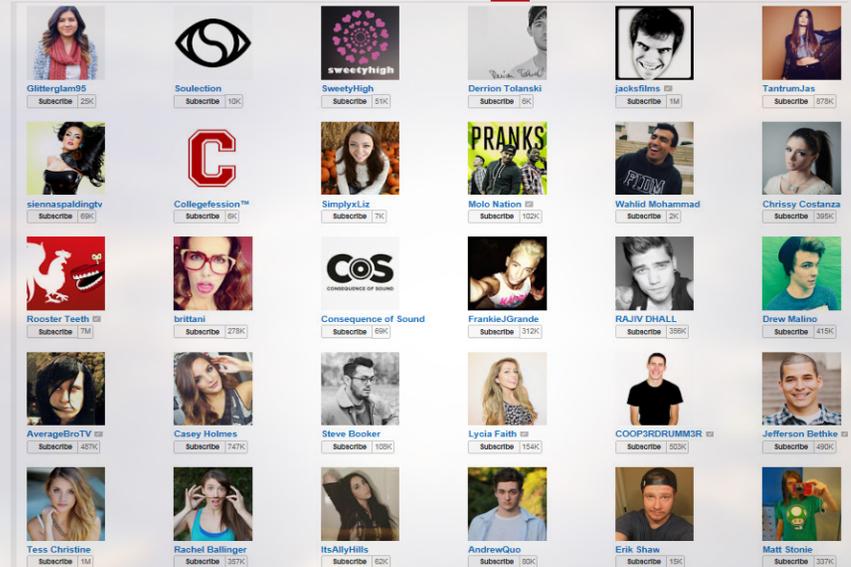
489.9 MINUTES

Monthly Avg "Time Spent"

6

Channels

## Fullscreen on YouTube



Predominately User-Generated Content (UGC)

Monthly P13+ Reach:

36,144



34.1 MINUTES

Monthly Avg "Time Spent"

5,000+

Channels

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# The Cable TV Advantage Widens Even More When The Collective Power Of TV Network Groups Is Leveraged

## FOX Network Group



100% Certified Premium Professional Content (PPC)

Monthly P13+ Reach:

165,512

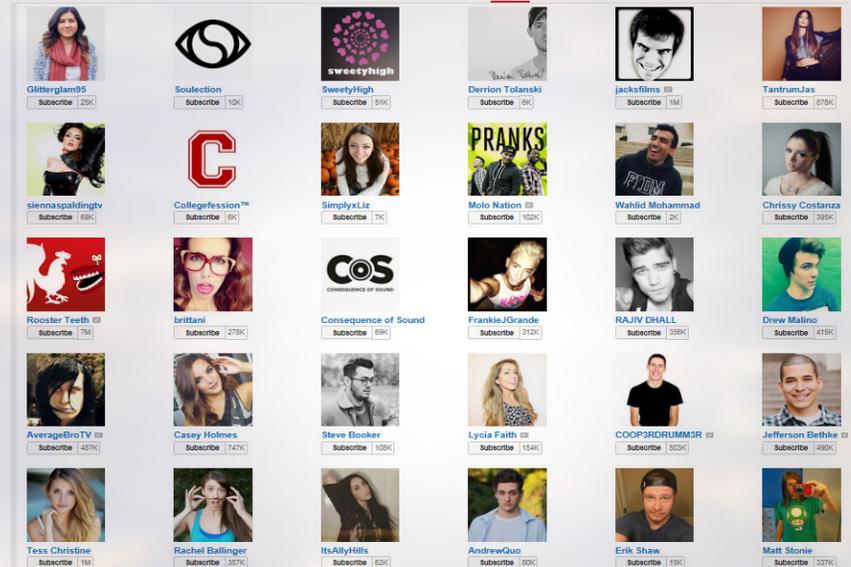
14 Channels



546.7 MINUTES

Monthly Avg "Time Spent"

## Fullscreen on YouTube



Predominately User-Generated Content (UGC)

Monthly P13+ Reach:

36,144

5,000+ Channels



34.1 MINUTES

Monthly Avg "Time Spent"

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# The Cable TV Advantage Widens Even More When The Collective Power Of TV Network Groups Is Leveraged

## NBCU Network Group



100% Certified Premium Professional Content (PPC)

Monthly P13+ Reach:

181,596

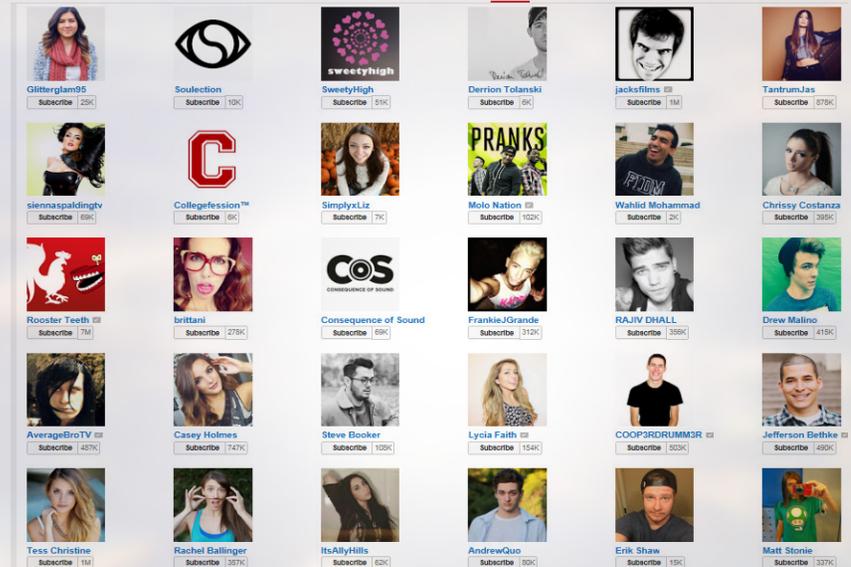
17 Channels



660.0 MINUTES

Monthly Avg "Time Spent"

## Fullscreen on YouTube



Predominately User-Generated Content (UGC)

Monthly P13+ Reach:

36,144

5,000+ Channels



34.1 MINUTES

Monthly Avg "Time Spent"

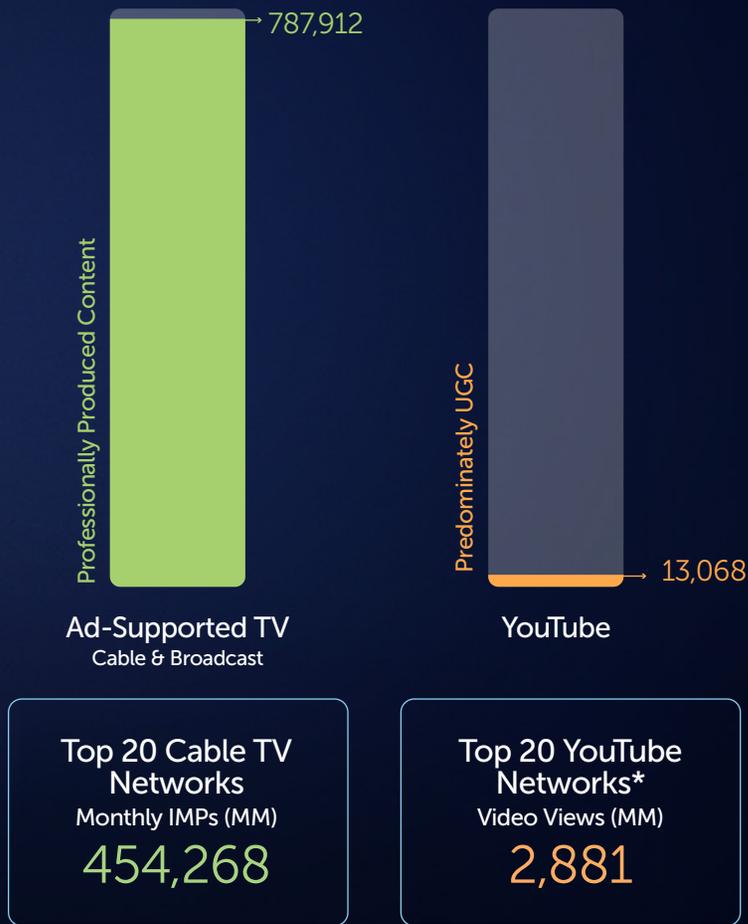
Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# Against P15+, YouTube Delivers A Fraction of The Video Views That Ad-Supported Television Does

## Total TV Ad Impressions Vs YouTube's Video Views SEPTEMBER 2014

Total Ad-Supported TV vs. All YouTube Video  
(in millions)



Professionally Produced Content

Top 20 Cable TV Networks  
Monthly IMPs (MM)  
**454,268**

Predominately UGC

Top 20 YouTube Networks\*  
Video Views (MM)  
**2,881**

\*represents 37,200+ channels



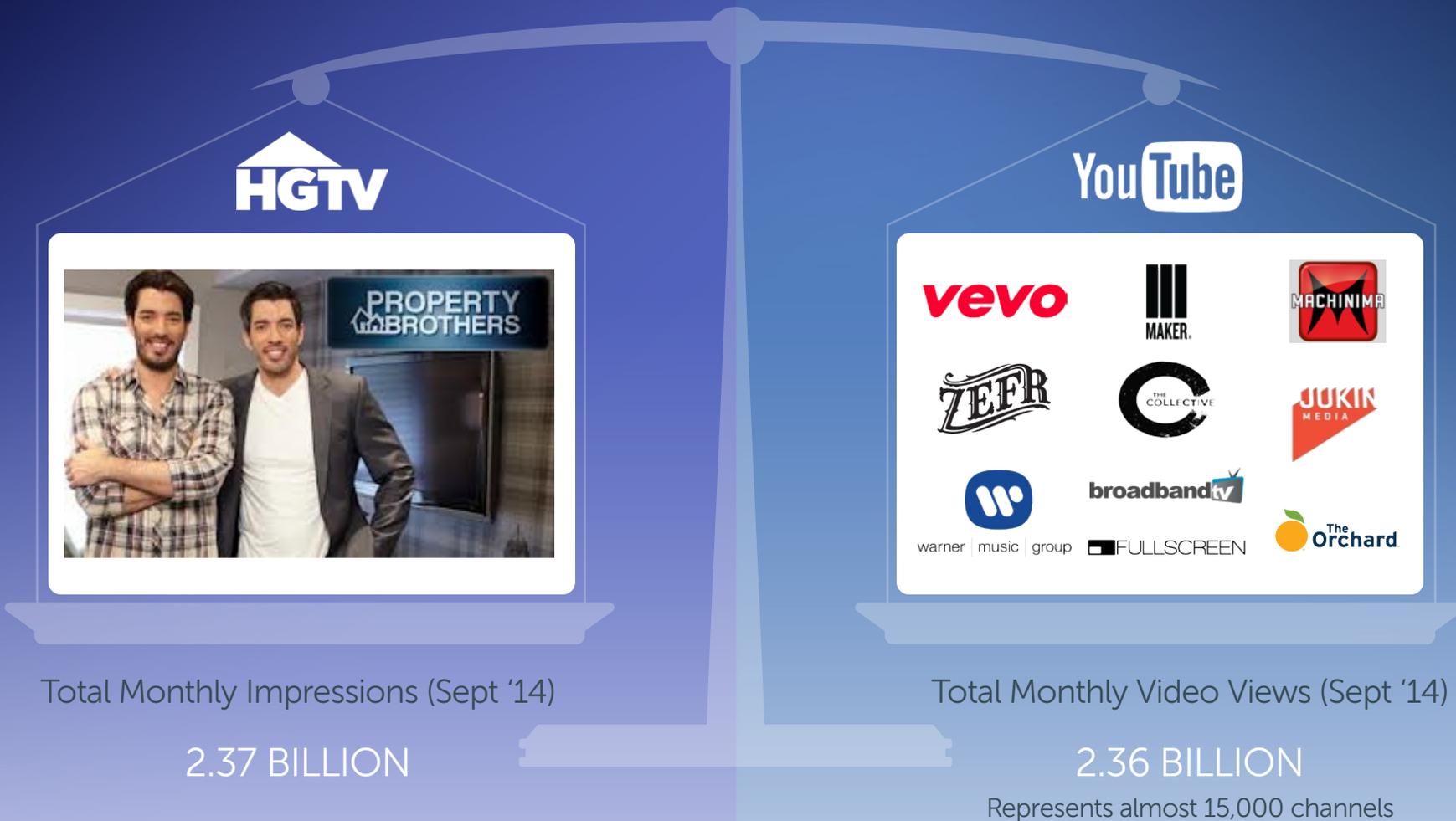
Sources: comScore Video Metrix September 2014 YouTube Partners Report, P15+; Nielsen Ad\*Views, P15+, 9/1-9/30/14



# The Total Video Views of The Top 10 YouTube Networks Is Equivalent To One Popular Cable TV Program

The Monthly Ad Impressions of **One TV Program**  
 ("Property Brothers" – Sept. 2014)

Equals The Monthly Views of **The Top Ten**  
 YouTube Networks Combined (Sept. 2014)



Sources: comScore Video Metrix September 2014 YouTube Partners Report, P15+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



# The Total Video Views On All Of YouTube Is **Less** Than The #12 Ranked Cable Network From An Impressions Perspective

THE MONTHLY AD IMPRESSIONS OF ONE "TOP 20" TV NETWORK  
(FOOD NETWORK – SEPT. 2014)

EQUALS THE MONTHLY VIEWS OF ALL THE YOUTUBE CHANNELS COMBINED  
(SEPT. 2014)



Food Network  
**13.44**  
Billion

Total Monthly Impressions  
(Sept '14)

All of YouTube  
**13.07**  
Billion

Total Monthly Video Views  
(Sept '14)

Sources: comScore Video Metrix September 2014 YouTube Partners Report, P15+; Nielsen Ad\*Views, P15+, 9/1-9/30/14



# Monthly A18-24 Ad Impressions Of One Top 10 "Young Millennial" Cable Network Is Greater Than The Total A18-24 Video Views On All Of YouTube

THE MONTHLY AD IMPRESSIONS OF ONE TOP 10 "YOUNG MILLENNIAL" TV NETWORK

(SEPT. 2014)



A18-24 2.97 Billion

Total Monthly Impressions

M18-24 2.38 Billion

(Sept '14)

IS GREATER THAN THE MONTHLY VIEWS OF ALL THE YOUTUBE CHANNELS COMBINED

(SEPT. 2014)



A18-24 2.70 Billion

Total Monthly Video Views

M18-24 1.61 Billion

(Sept '14)

Sources: comScore Video Metrix September 2014 YouTube Partners Report; Nielsen Ad\*Views, 9/1-9/30/14

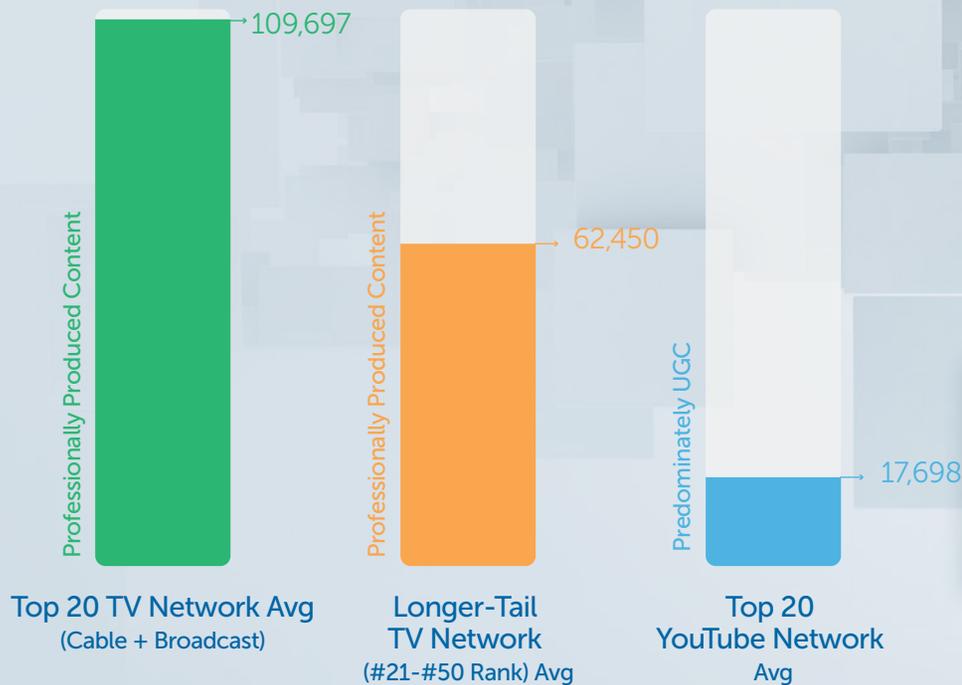


# The Top YouTube Networks Deliver A Fraction Of The Reach That The Top, And Even Longer-Tail, Television Networks Do

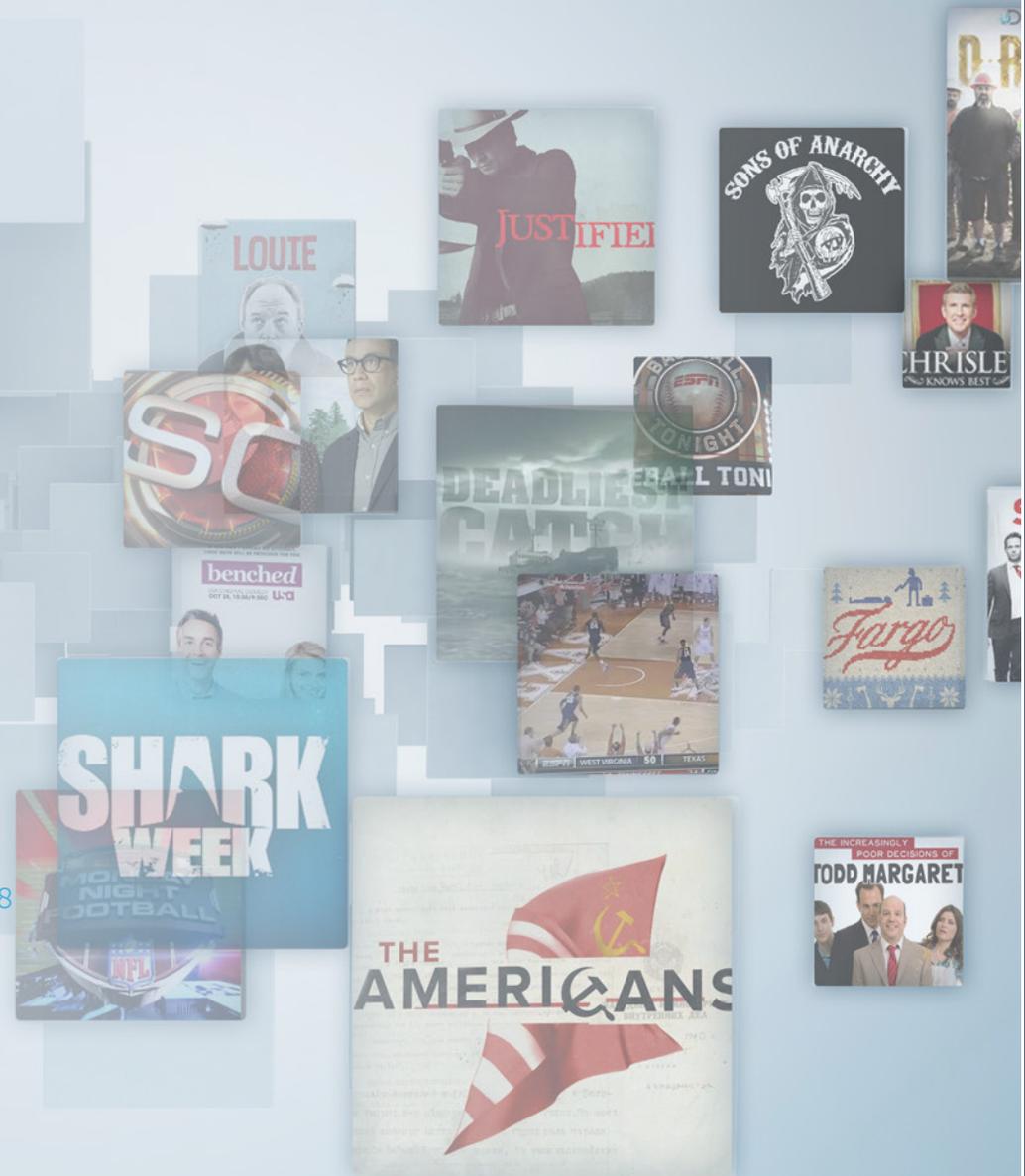
Total Ad-Supported TV Monthly P13+ Reach (000)  
**235,409**

Total YouTube Monthly Unique P13+ Viewers (000)  
**140,067**

Monthly Reach Average (P13+)  
TV Cume Reach vs. YouTube Unique Visitors (000)



Against P13+, **61 TV networks** have a higher monthly reach than the top YouTube network

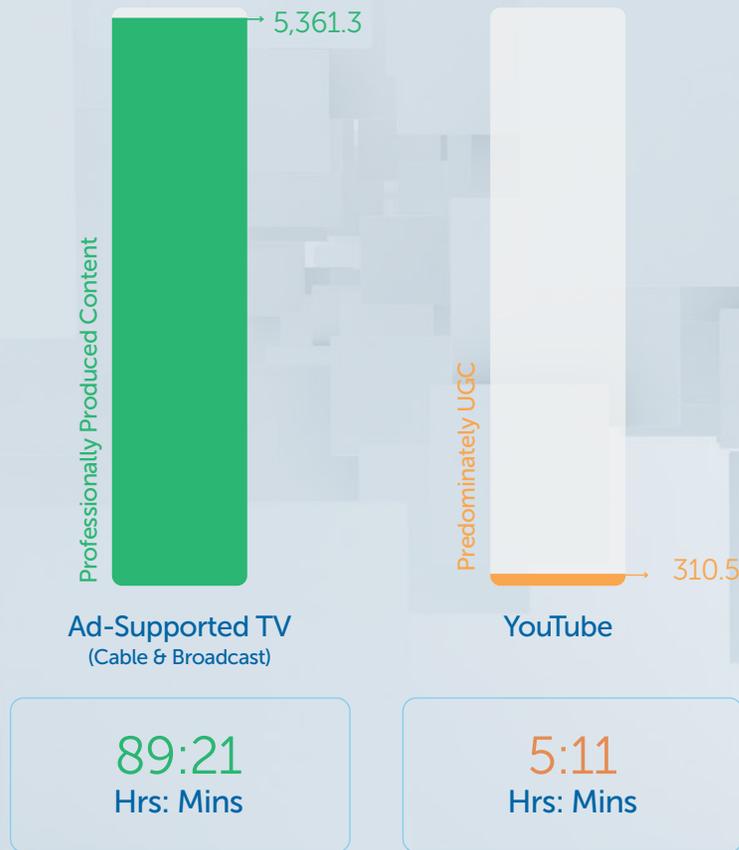


Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14

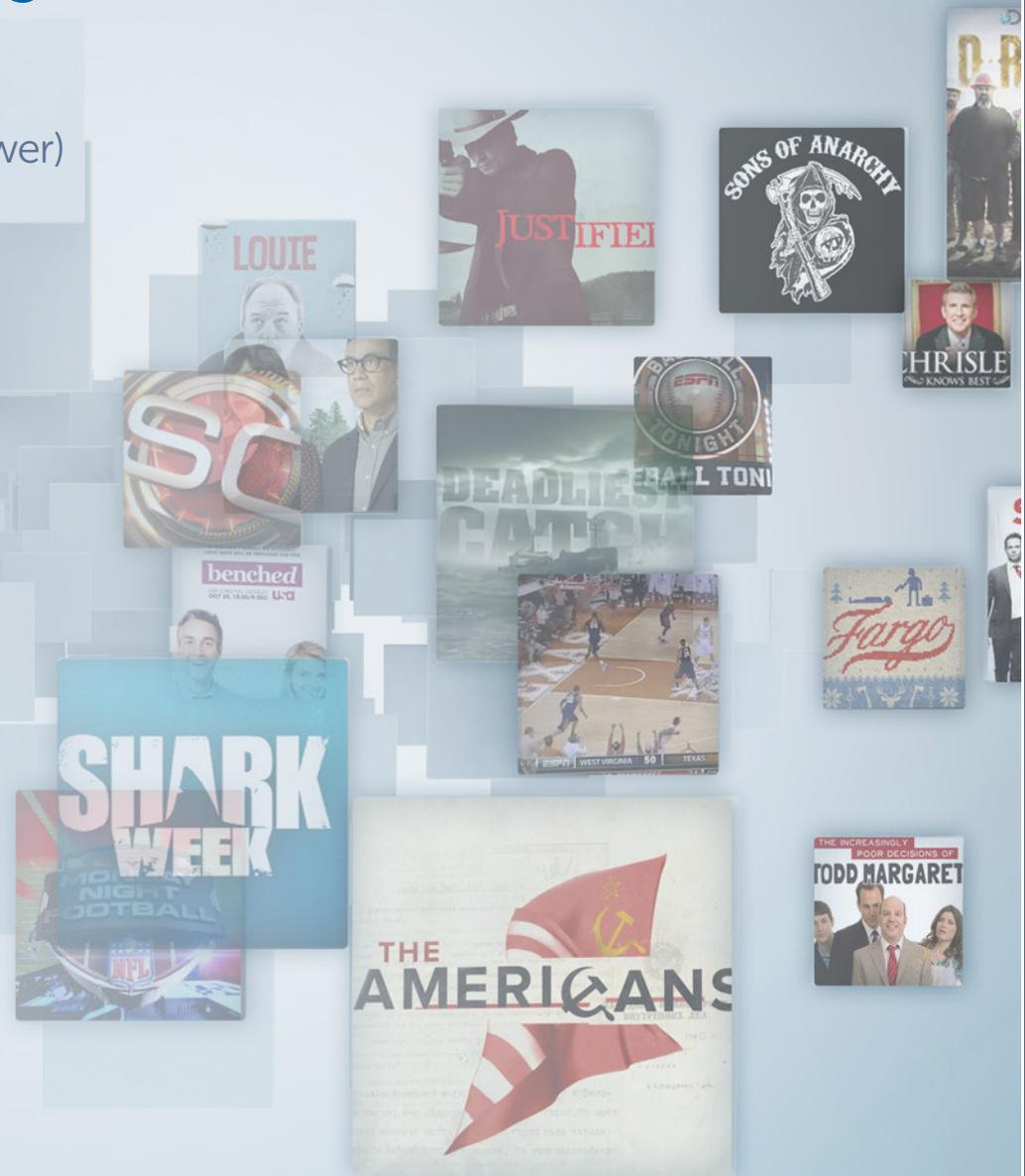


# Among P13+, Ad-Supported Television Far Exceeds YouTube On “Time Spent” By The Average Viewer, Which Is A Crucial Engagement Metric

Monthly “Time Spent” Average (Minutes Per Viewer)  
Total Ad-Supported TV vs. All YouTube Video



Against P13+, more time is spent on average with **98 TV networks** than the top YouTube network



Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13+; Nielsen Npower Live+7 Days, P13+, 9/1-9/30/14



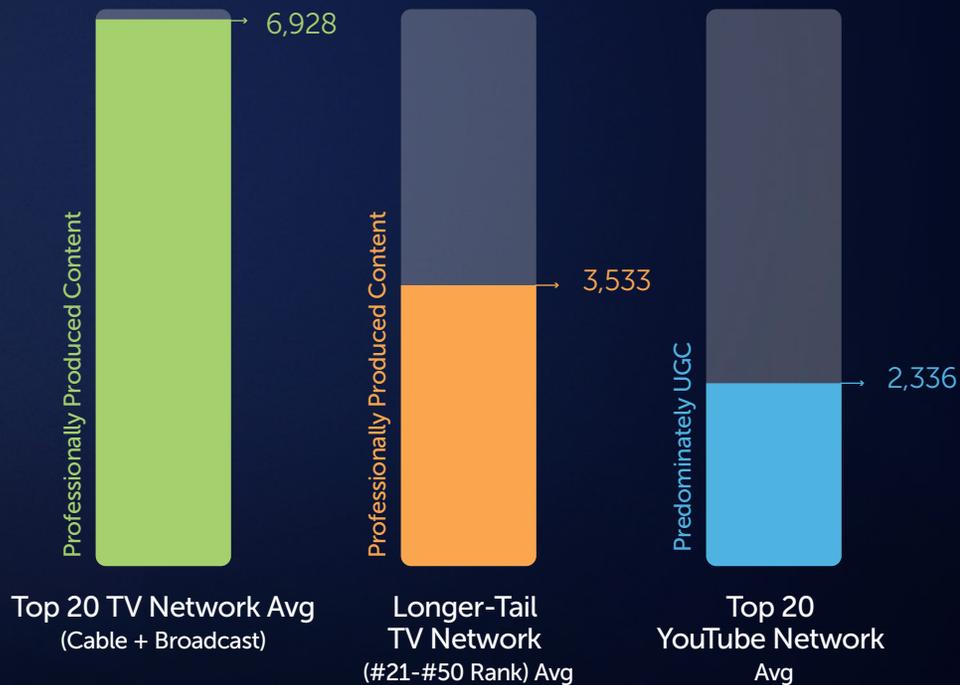
# Against Teenagers, Top Television Networks Deliver Three Times The Reach Than Top YouTube Networks

Total Ad-Supported TV  
Monthly P13-17 Reach (000)  
**18,373**

Total YouTube  
Monthly Unique P13-17 Viewers (000)  
**12,870**

## Monthly Reach Average (P13-17)

TV Cume Reach vs. YouTube Unique Visitors (000)



Against P13-17, **16 TV networks** have a higher monthly reach than the top YouTube network

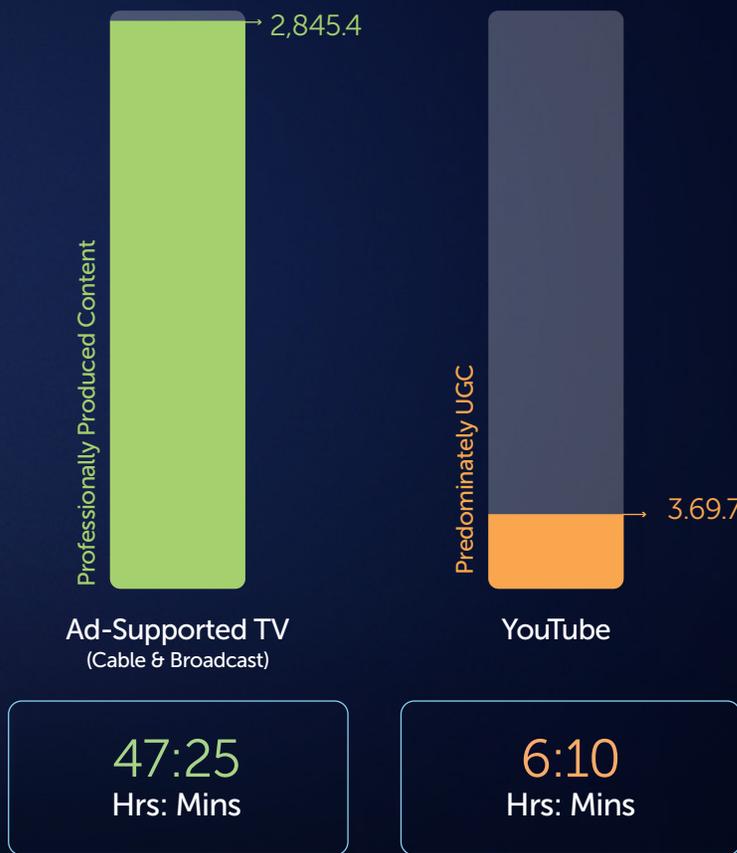


Sources: comScore Video Metrix September 2014 YouTube Partners Report P13-17; Nielsen Npower Live+7 Days, P13-17, 9/1-9/30/14



# Teenagers Spend Much More Time Watching Ad-Supported Television Programming Than YouTube

Monthly "Time Spent" Average  
(Minutes Per P13-17 Viewer)  
Total Ad-Supported TV vs. All YouTube Video



Against P13-17, more time is spent on average with **72 TV networks** than the top YouTube network



Sources: comScore Video Metrix September 2014 YouTube Partners Report, P13-17; Nielsen Npower Live+7 Days, P13-17, 9/1-9/30/14

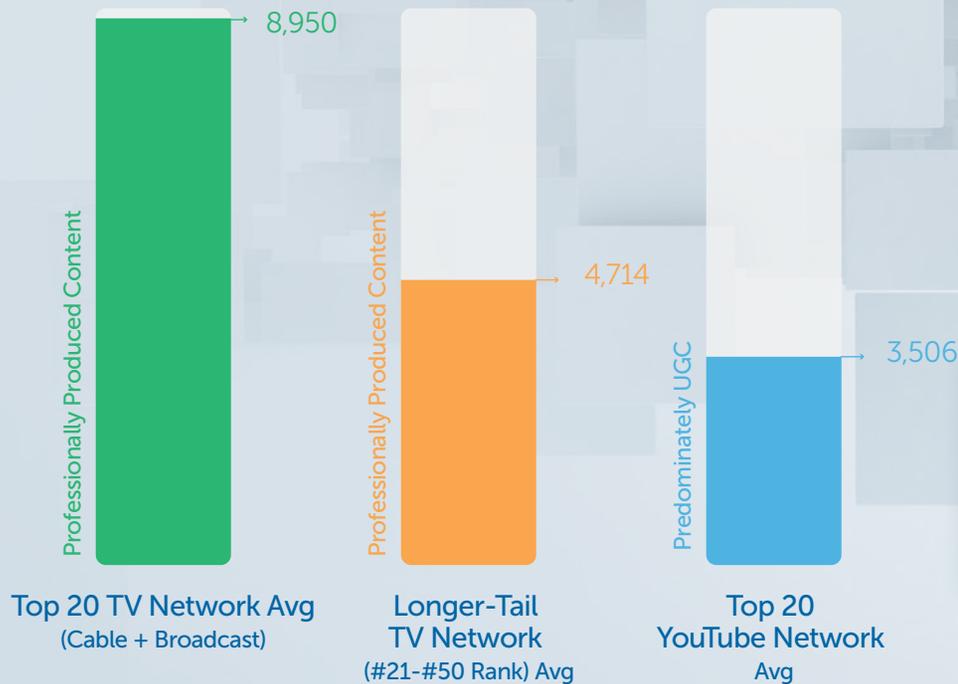


# Against College-Aged Young Adults, Top Television Networks Deliver Over Two And A Half Times The Reach Than Top YouTube Networks

Total Ad-Supported TV  
Monthly P18-24 Reach (000)  
**23,699**

Total YouTube  
Monthly Unique P18-24  
Viewers (000)  
**18,669**

Monthly Reach Average (P18-24)  
TV Cume Reach vs. YouTube Unique Visitors (000)



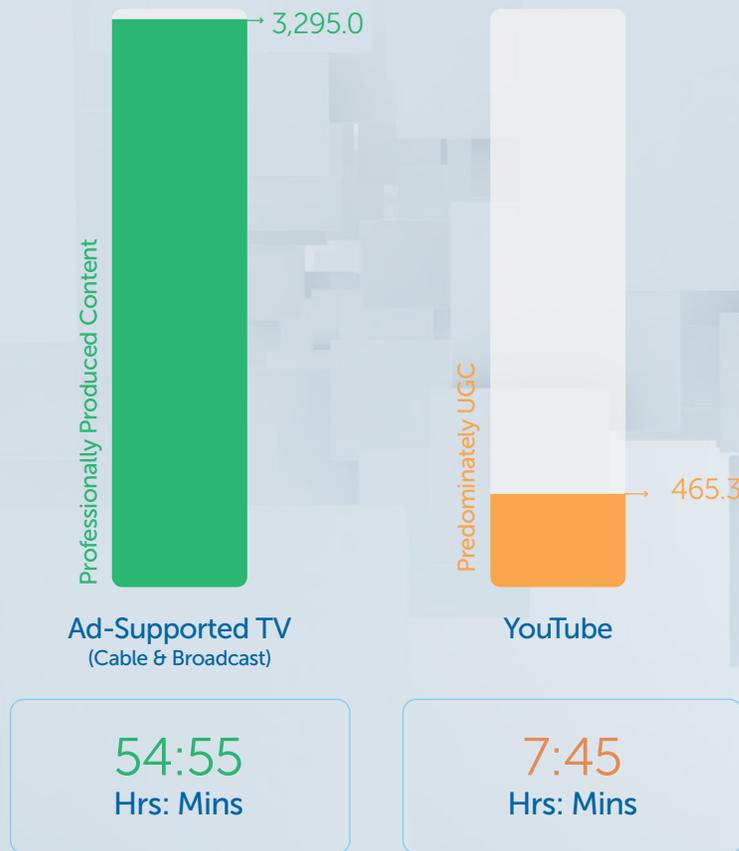
Against P18-24, nine TV networks have a higher monthly reach than the top YouTube network



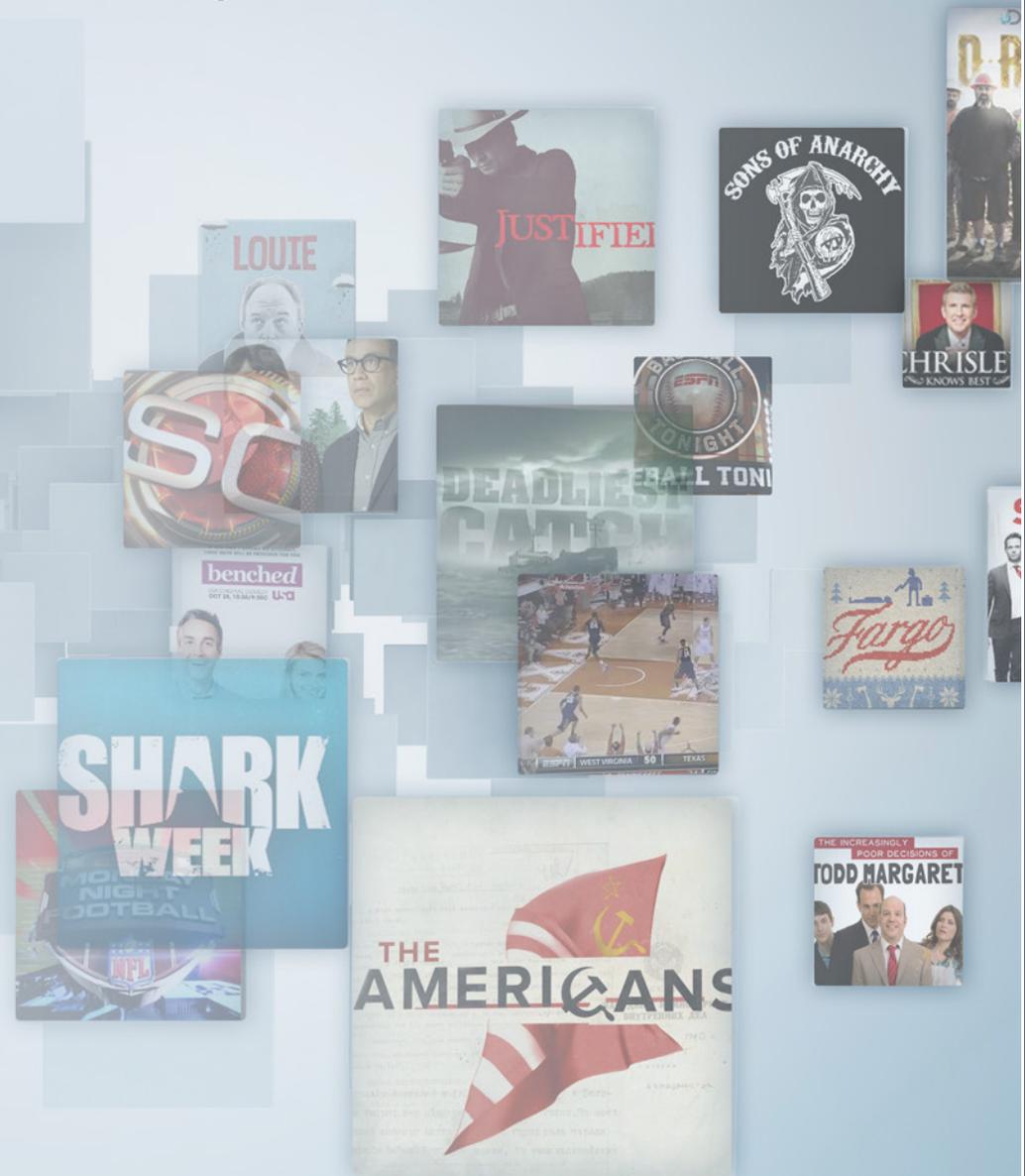
Sources: comScore Video Metrix September 2014 YouTube Partners Report P18-24; Nielsen Npower Live+7 Days, P18-24, 9/1-9/30/14

# College-Aged, Young Adults Spend Much More Time Watching Ad-Supported Television Programming Than YouTube

Monthly "Time Spent" Average  
(Minutes Per P18-24 Viewer)  
Total Ad-Supported TV vs. All YouTube Video



Against P18-24, more time is spent on average with 95 TV networks than the top YouTube network



Sources: comScore Video Metrix September 2014 YouTube Partners Report, P18-24; Nielsen Npower Live+7 Days, P18-24, 9/1-9/30/14

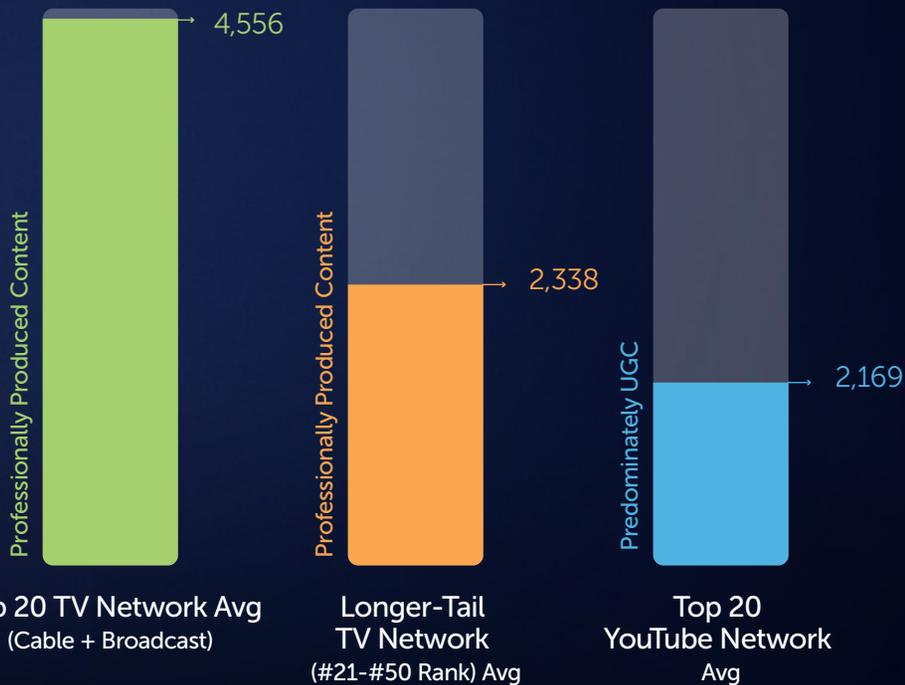


# Top Television Networks Deliver Far Greater Reach Than Top YouTube Networks Against College-Aged Males

Total Ad-Supported TV  
Monthly M18-24 Reach (000)  
**12,027**

Total YouTube  
Monthly Unique M18-24  
Viewers (000)  
**10,128**

Monthly Reach Average (M18-24)  
TV Cume Reach vs. YouTube Unique Visitors (000)



Against M18-24, eight TV networks have a higher monthly reach than the top YouTube network

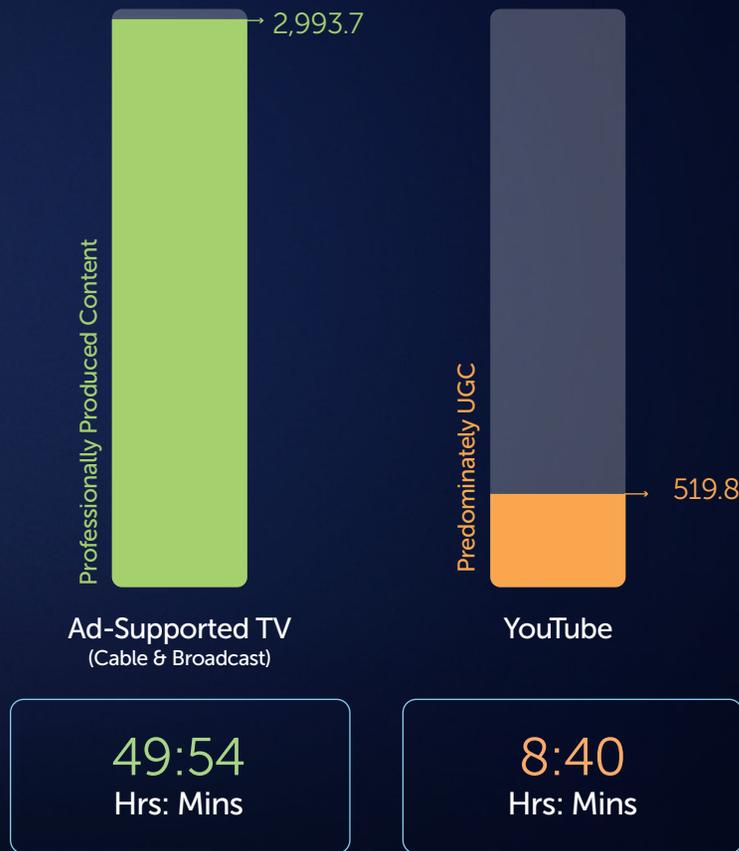


Sources: comScore Video Metrix September 2014 YouTube Partners Report M18-24; Nielsen Npower Live+7 Days, M18-24, 9/1-9/30/14



# College-Aged Males Still Spend Much More Time Watching Ad-Supported Television Than YouTube

Monthly "Time Spent" Average  
(Minutes Per M18-24 Viewer)  
Total Ad-Supported TV vs. All YouTube Video



Against M18-24, more time is spent on average with 75 TV networks than the top YouTube network



Sources: comScore Video Metrix September 2014 YouTube Partners Report, M18-24; Nielsen Npower Live+7 Days, M18-24, 9/1-9/30/14

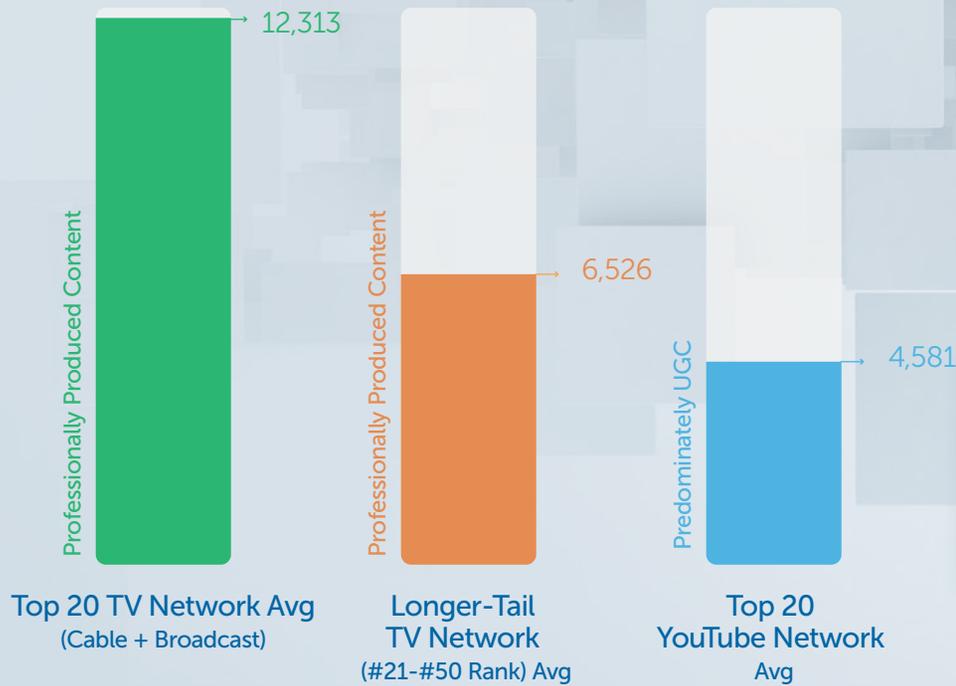


# Against Millennial Males, Top Television Networks Deliver Over Two And A Half Times The Reach Than Top YouTube Networks

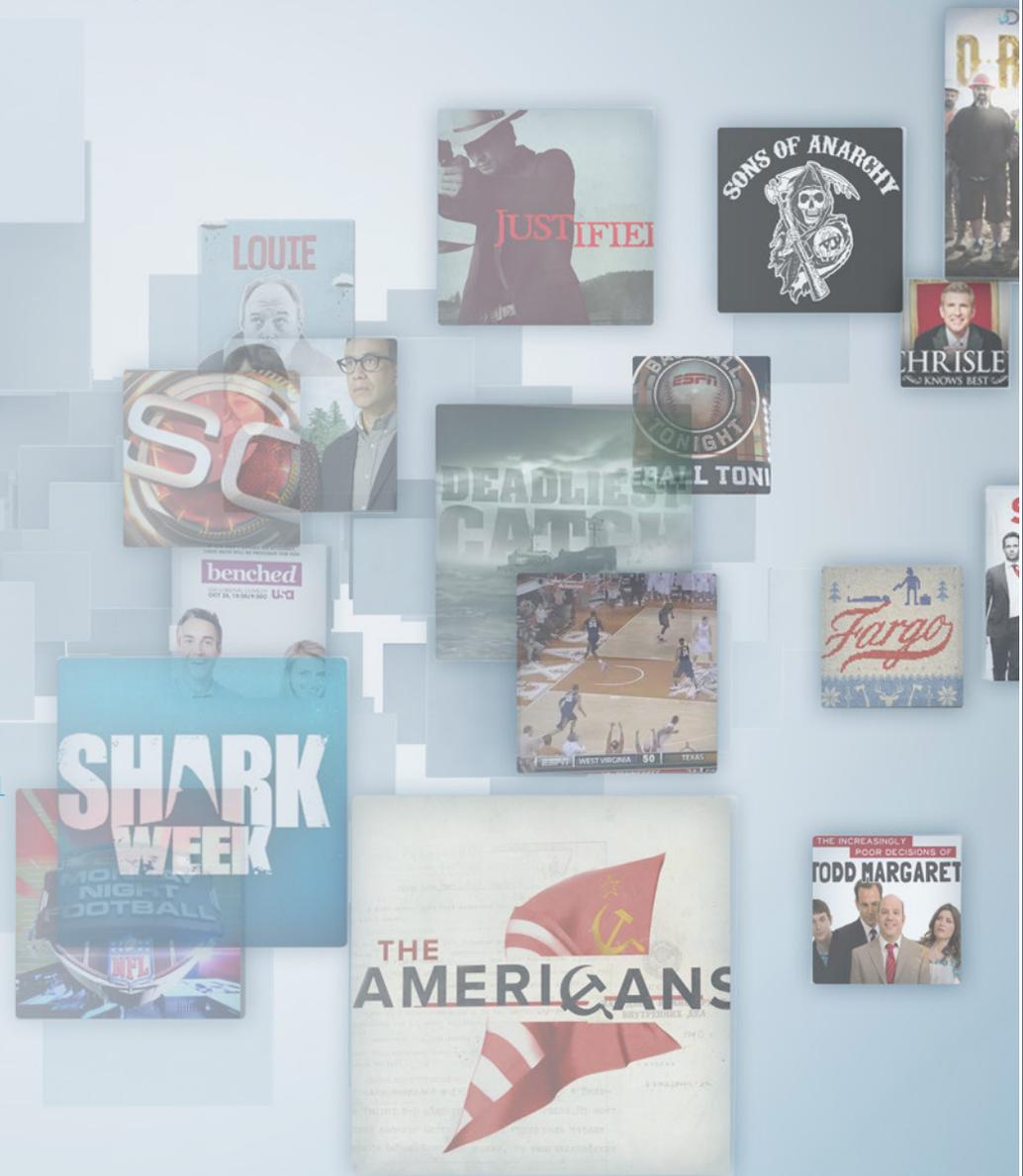
Total Ad-Supported TV Monthly M18-34 Reach (000)  
**29,409**

Total YouTube Monthly Unique M18-34 Viewers (000)  
**23,672**

Monthly Reach Average (M18-34)  
TV Cume Reach vs. YouTube Unique Visitors (000)



Against M18-34, 16 TV networks have a higher monthly reach than the top YouTube network

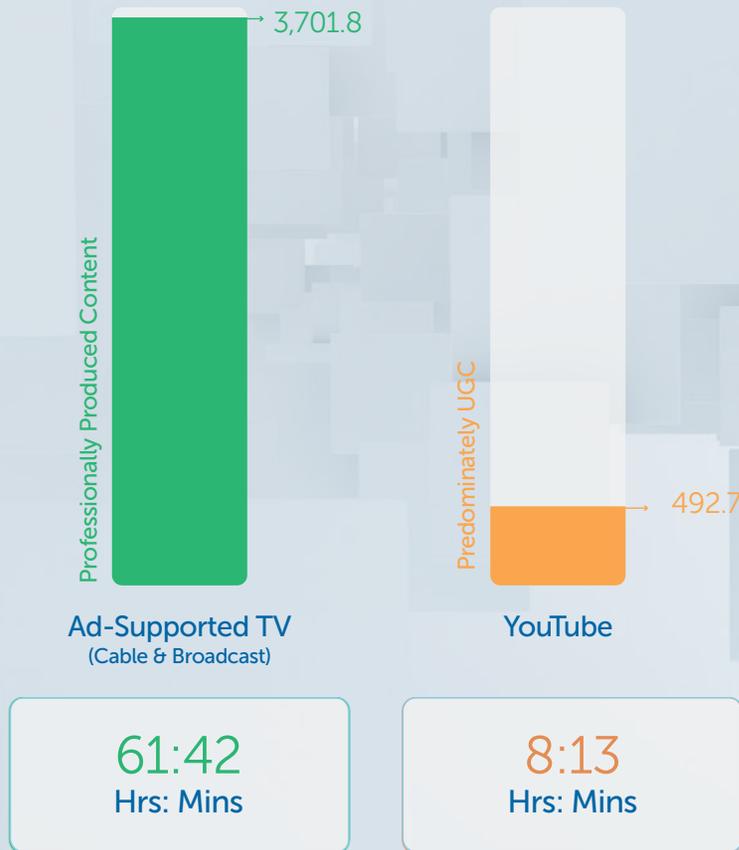


Sources: comScore Video Metrix September 2014 YouTube Partners Report, M18-34; Nielsen Npower Live+7 Days, M18-34, 9/1-9/30/14



# Millennial Males Spend Much More Time Watching Ad-Supported Television Than YouTube

Monthly "Time Spent" Average  
(Minutes Per M18-34 Viewer)  
Total Ad-Supported TV vs. All YouTube Video



Against M18-34, more time is spent on average with 84 TV networks than the top YouTube network



Sources: comScore Video Metrix September 2014 YouTube Partners Report, M18-34; Nielsen Npower Live+7 Days, M18-34, 9/1-9/30/14

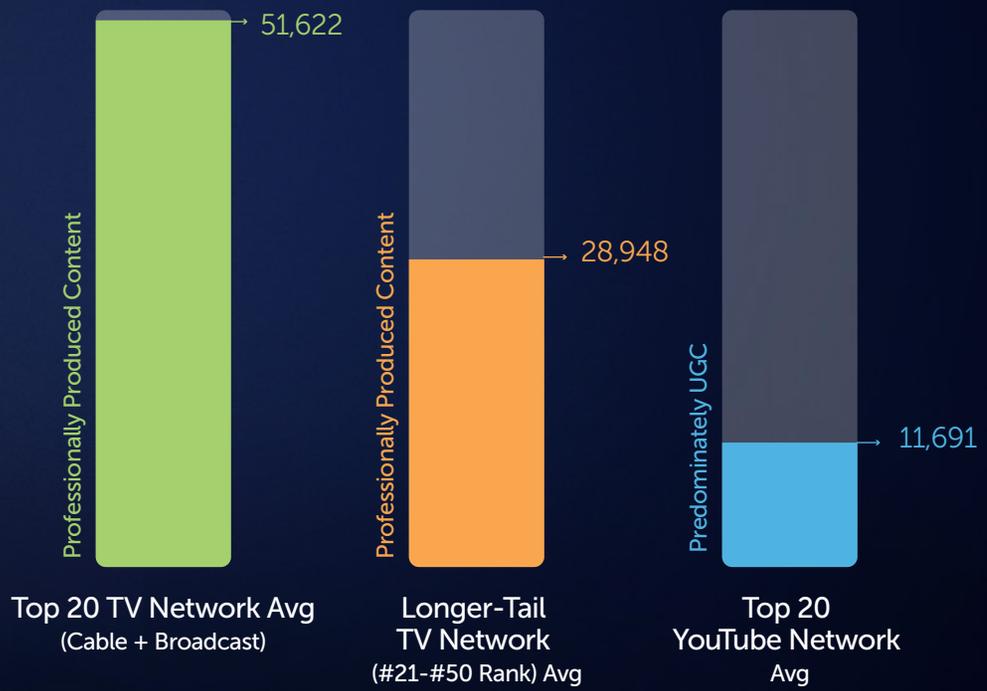


# The Top YouTube Networks Deliver A Fraction of The Reach That The Top, And Even Longer-Tail, Television Networks Do

Total Ad-Supported TV  
Monthly A18-49 Reach (000)  
**114,603**

Total YouTube  
Monthly Unique A18-49  
Viewers (000)  
**80,369**

Monthly Reach Average (A18-49)  
TV Cume Reach vs. YouTube Unique Visitors (000)



Against A18-49, 35 TV networks have a higher monthly reach than the top YouTube network

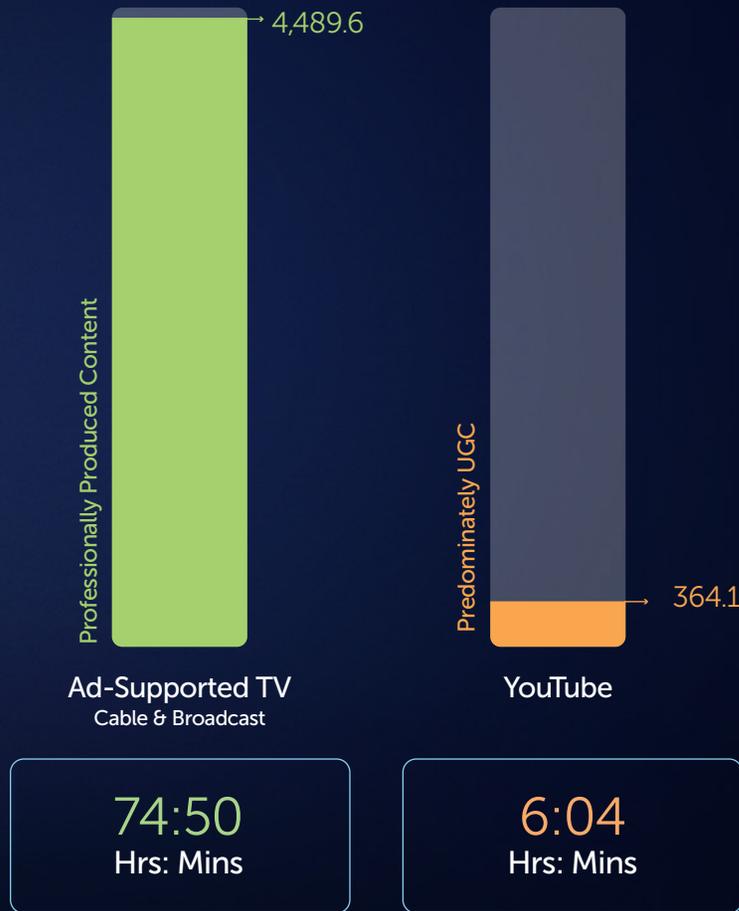


Sources: comScore Video Metrix September 2014 YouTube Partners Report, A18-49; Nielsen Npower Live+7 Days, A18-49, 9/1-9/30/14

# Among A18-49, Ad-Supported Television Far Exceeds YouTube On "Time Spent" By The Average Viewer

Monthly "Time Spent" Average  
(Minutes Per A18-49 Viewer)

Total Ad-Supported TV vs. All YouTube Video



Against A18-49, more time is spent on average with 111 TV networks than the top YouTube network



Sources: comScore Video Metrix September 2014 YouTube Partners Report, A18-49; Nielsen Npower Live+7 Days, A18-49, 9/1-9/30/14

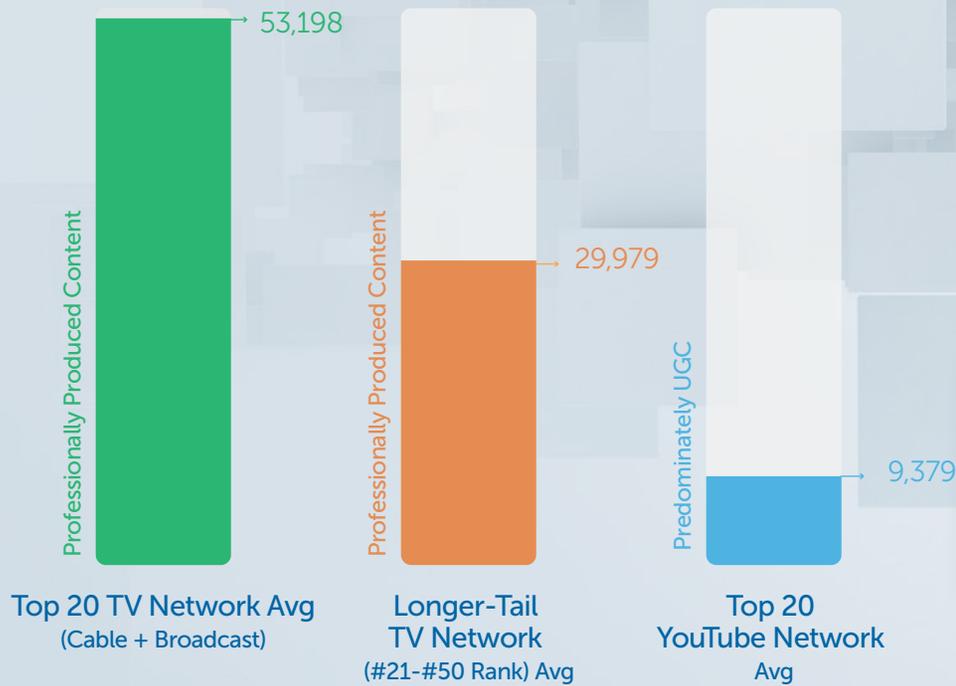


# The Top YouTube Networks Deliver A Fraction Of The Reach That The Top, And Even Longer-Tail, Television Networks Do

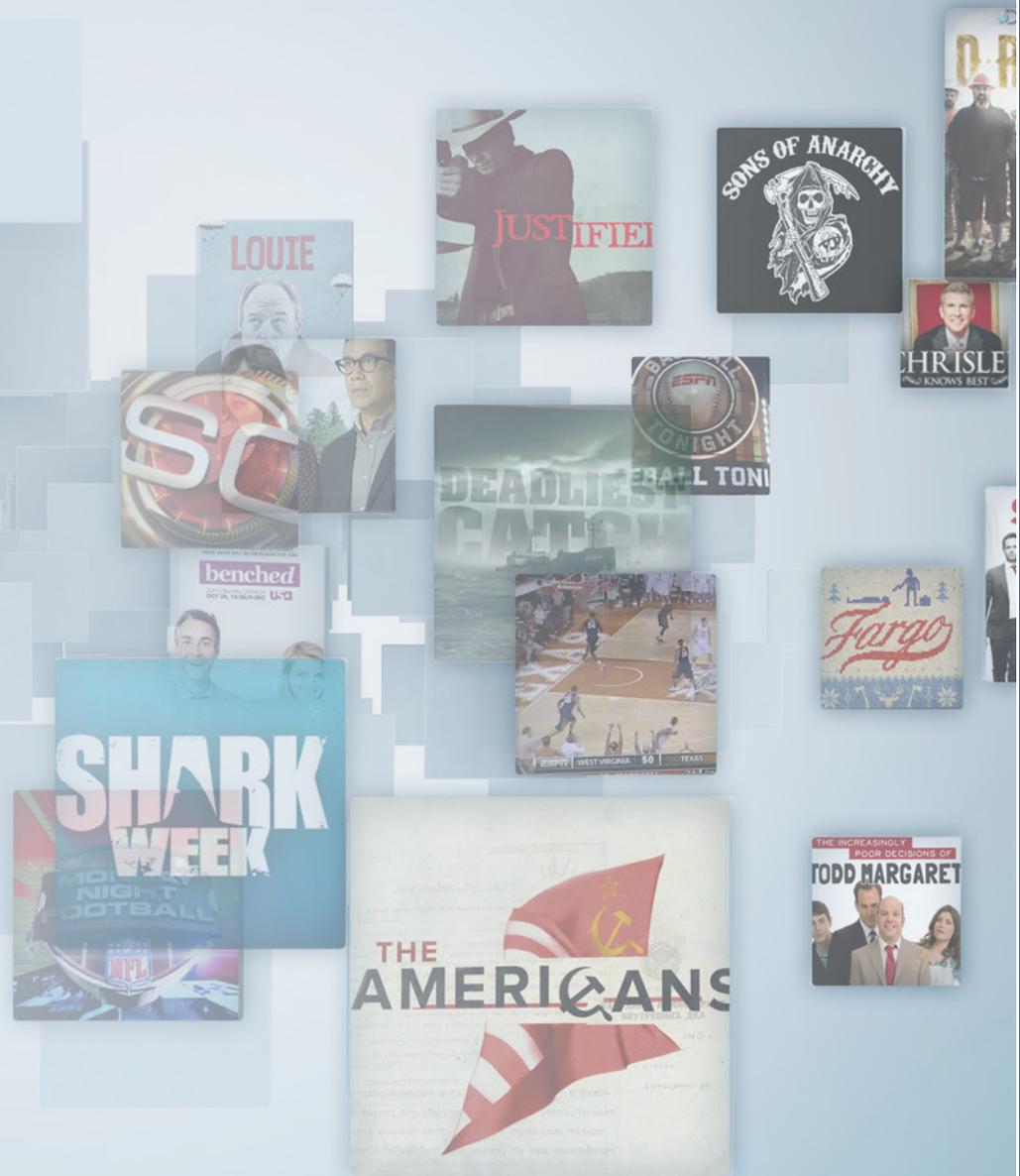
Total Ad-Supported TV  
Monthly A25-54 Reach (000)  
**111,448**

Total YouTube  
Monthly Unique A25-54  
Viewers (000)  
**73,672**

Monthly Reach Average (A25-54)  
TV Cume Reach vs. YouTube Unique Visitors (000)



Against A25-54, **52 TV networks** have a higher monthly reach than the top YouTube network



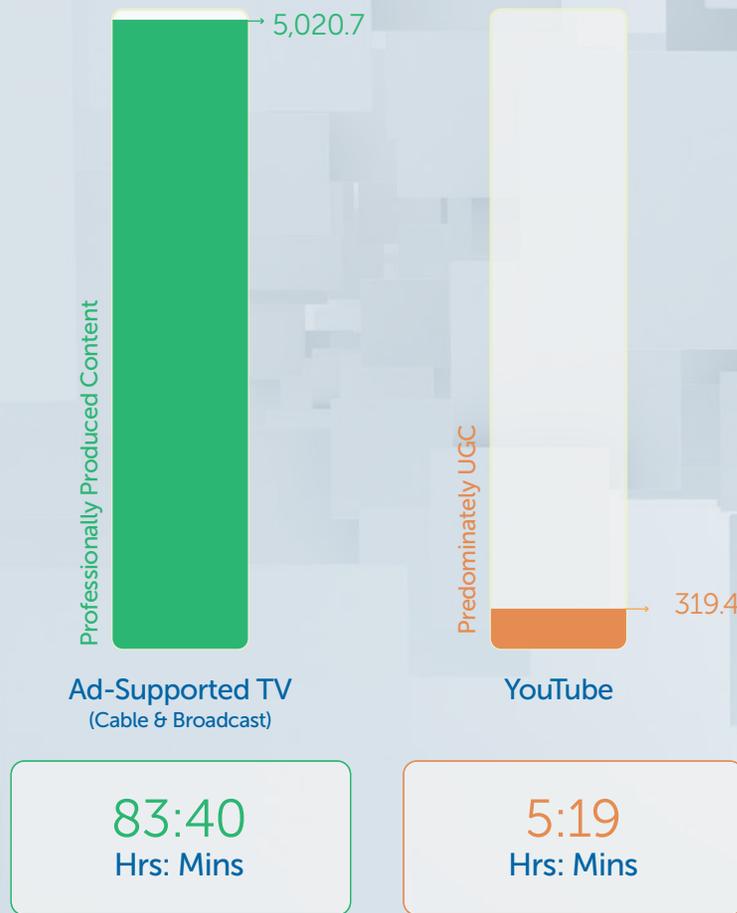
Sources: comScore Video Metrix September 2014 YouTube Partners Report, A25-54; Nielsen Npower Live+7 Days, A25-54, 9/1-9/30/14



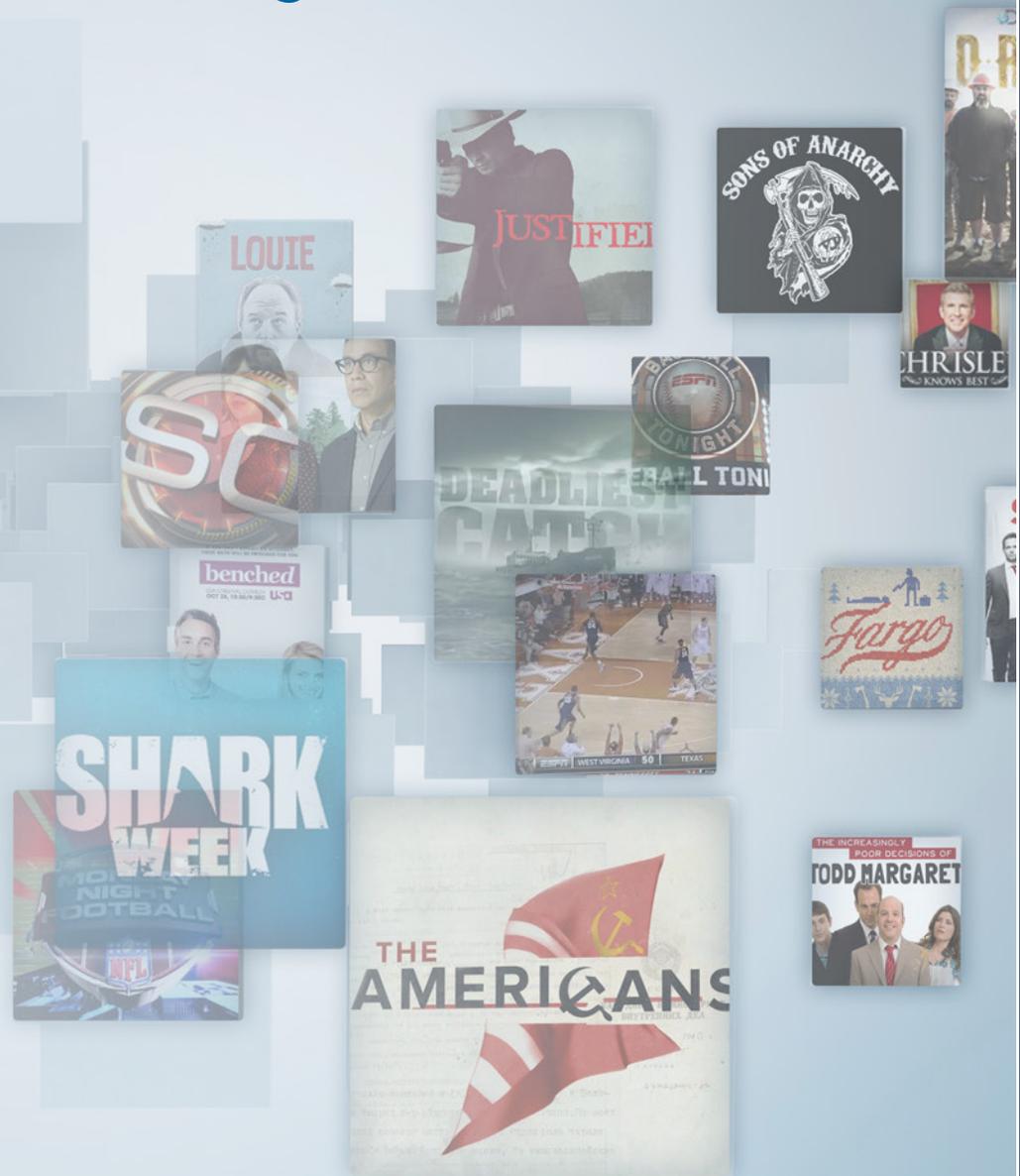
# Among A25-54, Ad-Supported Television Far Exceeds YouTube On "Time Spent" By The Average Viewer

Monthly "Time Spent" Average  
(Minutes Per A25-54 Viewer)

Total Ad-Supported TV vs. All YouTube Video



Against A25-54, more time is spent on average with 113 TV networks than the top YouTube network



Sources: comScore Video Metrix September 2014 YouTube Partners Report, A25-54; Nielsen Npower Live+7 Days, A25-54, 9/1-9/30/14



# Even YouTube & Its 'Stars' Understand The Power of Television And The Medium's Unmatched Reach, Engagement & Production Advantage

Several YouTube "stars" have recently made the leap to cable TV in search of a larger audience while YouTube itself has launched a major new TV ad campaign promoting their talent

### Oxygen, StyleHaul To Develop TV Show About YouTube Beauty Vloggers

By Bree Brouwer | November 19, 2014



oxygen STYLE HAUL

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Oxygen is targeting yo company has partnere hottest fashion and be

### Disney Channel to Bring Maker Studios' YouTube Stars to TV

by REBECCA MACATEZ | Tue., Jul. 30, 2013 1:23 PM PDT

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### YouTube Star Grace Helbig's Talkshow Gets Series Order From E!

By Tim Pezdek | Published on April 03, 2014



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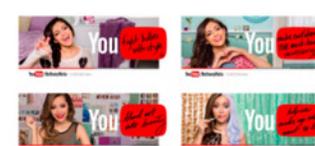
PROF TAIP +1

### YouTube to Run TV Ads Promoting Video Creators in Big 2014 Push

Agencies Had Complained YouTube Wasn't Doing Enough to Promote Stars

By Tim Pezdek | Published on April 03, 2014

1.6k



### Her homemade TV show rises from YouTube to Cooking Channel

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THE VIDEO MARKETER'S GUIDE

YouTube for Brands Confer Nov. 20th 2014

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ReelSEO > Video Industry > YouTube Stars Rhett & Link Land IFC Deal for Reality Show

### YouTube Stars Rhett & Link Land IFC Deal for Reality Show

Jeremy Scott | Mar 26, 2011 @ 11:20am | Question?

### TV SCOOP

#### NEWS/ Hollywood Hillbillies: "Gingers Have Souls" Kid Gets TV Show, and These 5 YouTube Stars Should, Too!

by REBECCA MACATEZ | Tue., Jul. 30, 2013 1:23 PM PDT

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### YouTube To Run TV Ads For Michelle Phan, Bethany Mota, Rosanna Pansino

By Sam Gubels | April 03, 2014



Like Email 489 people like this. Be the first of your friends.

For the first time ever, YouTube will run advertisements promoting specific creators. According to a report from AdAge, YouTube plans to launch ad campaigns based around three of its creators: Michelle Phan, Bethany Mota, and Rosanna Pansino.

### Known for 'Fat Girl Dancing' videos, Greensboro woman gets her own TLC show

Dec 11, 2014, 8:13am EST

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Whitney Thore of Greensboro made a name for herself on YouTube, and now she's making a jump to popular cable channel TLC.

The 30-year-old woman who garnered national attention for her "Fat Girl Dancing" videos will star in a nine-episode reality program, "My Big Fat Fabulous Life," the channel has announced.

An on-air producer for Jared and Katie in



### We Ranked YouTube's Biggest Stars By How Much Money They Make

HARRISON JACOBS | MAR 10, 2014 9:27 PM | 4,700,823 | 36

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4. Smosh

\$448,000-\$4.50 million estimated yearly income after YouTube's 45% cut.

27.71 million total subscribers.

4.6 billion total views.

Smosh is a comedy duo consisting of YouTube veterans Ian Hecox and Anthony Padilla. Smosh was one of the first YouTube sensations, becoming well-known for their slapstick comedy videos that parody video games and pop culture. The duo has shown no signs of slowing down, opening up multiple channels and an app for their content. Currently, they have eight YouTube channels producing content, all with significant views and subscribers, including Smosh, IanH, WatchUsLiveAndStuff, ElSmosh, SmoshGames and Anthony Padilla. They have also been in talks to begin airing their comedy content on television.





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# CableNation

CABLETELEVISION ADVERTISING BUREAU

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