

let's talk YOUTUBE TV



What is YouTube TV?

Who should advertise on YouTube TV?

It's a great option for any advertiser targeting cord-cutters or broadband-only (BBO) viewers. Also, since the service is still growing, it is a great place to achieve high frequency in messaging.

Campaign minimums

\$42k minimum spend per quarter
\$295k minimum if campaign runs across multiple quarters

YouTube TV is a streaming service that allows users to watch live TV and on-demand content. It's become a popular choice for cord-cutters who want to watch live linear programming - but looking for a **more affordable** alternative to traditional cable or satellite TV.

The user experience is similar to cable: it offers access to local networks and most major sports channels, has a channel guide and a cloud-based DVR. This makes it a bit easier for people to dip their toes into the cord-cutting pond.

Inventory Examples





How does YouTube TV advertising work?

YouTube TV ads are :30 or :60 video ads that are inserted into existing commercial breaks. From a viewer standpoint, the commercial insertion is seamless. The ads are delivered via a YouTube link.

U.S. Market Penetration

As of July 2022, YouTube TV surpassed 5 million subscribers nationwide, but is expected to grow substantially due to its recent acquisition of the NFL Sunday Ticket, along with other service enhancements planned for 2023.

Restrictions

- Minimum spend requirements
- Limitations related to when campaigns can run
- Limited audience targeting
- Minimal creative changes allowed

GLOSSARY

Broadband Only (BBO) Home: A home that views all forms of TV including linear via a streaming connection vs. cable or satellite

Cord-Cutter: A person who switches from a pay TV subscription (cable, satellite or telephone company) to an internet-based streaming service such as Netflix.

Frequency: The average number of times an individual was exposed to your ad on a platform.