**Linear TV Still Most Lucrative Platform**

Linear TV is still ahead of streaming when it comes to revenue per viewer hour, bringing in 30 cents per person per hour, compared with just 11 cents on Netflix and 3 cents on YouTube, per a report by analyst Laura Martin. The report also looked at trends such as the rise in omnichannel content and live-streaming.

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<http://www.broadcastingcable.com/news/currency/analyst-video-s-future-omni-channel-content/159491>