**Teenagers Prefer YouTube**

Viewership and ad recall are much higher for YouTube than TV among people between 13 and 17 years old, a Precise TV report found, and ad recall in particular more than doubles on YouTube. The platform is also 76% of respondents' preferred method of watching livestreamed video games, while 34% favor Twitch.

***Next TV/Broadcasting+Cable 8/17/23***

[*https://www.nexttv.com/news/teenagers-turn-to-youtube-before-tv-precise-tv-finds?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=9A6B83EA-211A-4D95-9BF3-DEC352898000&utm\_medium=email&utm\_content=73CC83CB-4B36-4971-BC62-9FB0DD6D2BDE&utm\_source=SmartBrief*](https://www.nexttv.com/news/teenagers-turn-to-youtube-before-tv-precise-tv-finds?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=9A6B83EA-211A-4D95-9BF3-DEC352898000&utm_medium=email&utm_content=73CC83CB-4B36-4971-BC62-9FB0DD6D2BDE&utm_source=SmartBrief)

*Image credit:*

[*https://keyassets-p2.timeincuk.net/wp/prod/wp-content/uploads/sites/48/2016/03/youtube-1.jpg*](https://keyassets-p2.timeincuk.net/wp/prod/wp-content/uploads/sites/48/2016/03/youtube-1.jpg)