**Why YouTube Draws Younger Viewers**

Children are eschewing traditional TV to embrace user-generated content on YouTube, with many of those who grew up with the platform becoming its next creators. YouTube provides its most popular creators with production facilities through it’s Spaces program, but many consumers tune in for amateur content. "It lives. And in a way that you don't see it living on television," YouTube's Malik Ducard said.

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<http://www.nytimes.com/2015/10/05/business/media/youtube-younger-viewers-content-creators.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&_r=0>