**YouTube Viewers Watch More Than 1 Billion Hours Of Content**

The platform also said that, in September 2020, it reached more TV viewers between the ages of 18 and 49 than all linear networks combined. (It’s worth noting that Roku‘s NewFronts presentation took a similar tack, zeroing in on how the streaming company’s 2021 March Madness viewership increased dramatically, while linear networks’ viewership decreased.)

***Tubefilter 5.4.21***

[*https://www.tubefilter.com/2021/05/04/youtube-billion-hours-watched-tv-screens-newfronts-2021/?utm\_source=Tubefilter+Newsletters&utm\_campaign=f126fbe3f8-Tubefilter+Daily+Recap+-+2016-09-15\_COPY\_01&utm\_medium=email&utm\_term=0\_09c509c94c-f126fbe3f8-414175190&mc\_cid=f126fbe3f8&mc\_eid=a906555dbd*](https://www.tubefilter.com/2021/05/04/youtube-billion-hours-watched-tv-screens-newfronts-2021/?utm_source=Tubefilter+Newsletters&utm_campaign=f126fbe3f8-Tubefilter+Daily+Recap+-+2016-09-15_COPY_01&utm_medium=email&utm_term=0_09c509c94c-f126fbe3f8-414175190&mc_cid=f126fbe3f8&mc_eid=a906555dbd)