**YouTube The Most Popular Free Video Service Across All Generations**

Last year, for the first time, US adults spent more time watching digital video than traditional TV. The time spent gap between digital video and traditional TV will widen in the next few years, from 28 minutes in 2023 to more than an hour in 2025, according to our forecast.

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[*https://www.insiderintelligence.com/content/youtube-most-popular-free-video-service-across-all-generations?utm\_source=Newsletter&utm\_medium=Email&utm\_campaign=COTD%2009.26.2023&utm\_content=COTD%2009.26.2023&utm\_term=COTD%20Active%20List*](https://www.insiderintelligence.com/content/youtube-most-popular-free-video-service-across-all-generations?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%2009.26.2023&utm_content=COTD%2009.26.2023&utm_term=COTD%20Active%20List)