**YouTube's TV Viewership Offers New Opportunities for Advertisers**

The number of people watching YouTube on TV rose 90% from 2015 to 2016 and is expected to increase another 90% this year, opening up new opportunities for advertisers. NBCUniversal is already seeing interest, with YouTube's upfront expected to attract 50% more advertisers than it did last year, NBCU executive Mark Marshall said.

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<http://adage.com/article/digital/youtube-connects-tv-audiences-top-world/310037/>