**YouTube Now Bigger than TV Among Advertisers' Target Audience**

The finding, based on a Google-commissioned Nielsen study of 2015 viewing data, is significant as the 18-to-49 age group is the target audience that most advertisers seek to reach through TV. YouTube has seen gains in that audience, while TV’s hold on it is slipping. The loss has been especially pronounced among viewers under age 35, who are increasingly drawn to online video.

***Los Angeles Times 5.5.16***

<http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-you-tube-ad-spending-20160506-snap-story.html>