**YouTube Viewing is Shifting to CTV Screens**

A substantial portion of US consumer time spent with streaming video on CTV screens already goes to YouTube. Of the 25% of TV time spent with streaming video, 20% goes to YouTube, making it the second-most-watched digital video platform after Netflix (34% share), per Q2 2020 data from Nielsen.

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[*https://www.emarketer.com/content/youtube-viewing-shifting-ctv-screens?ecid=NL1009*](https://www.emarketer.com/content/youtube-viewing-shifting-ctv-screens?ecid=NL1009)