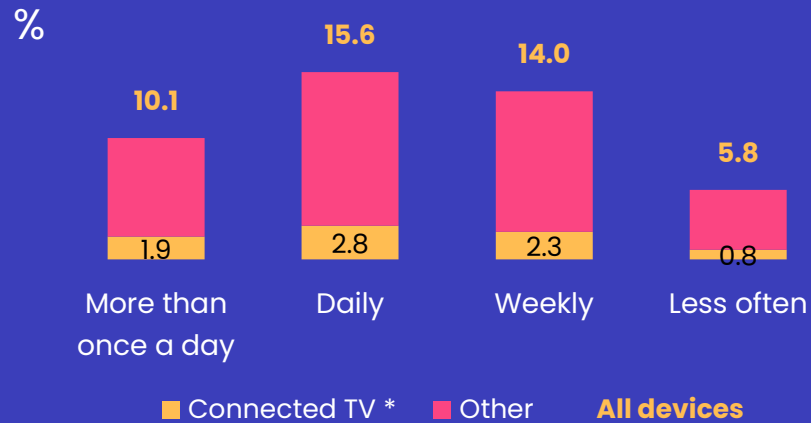


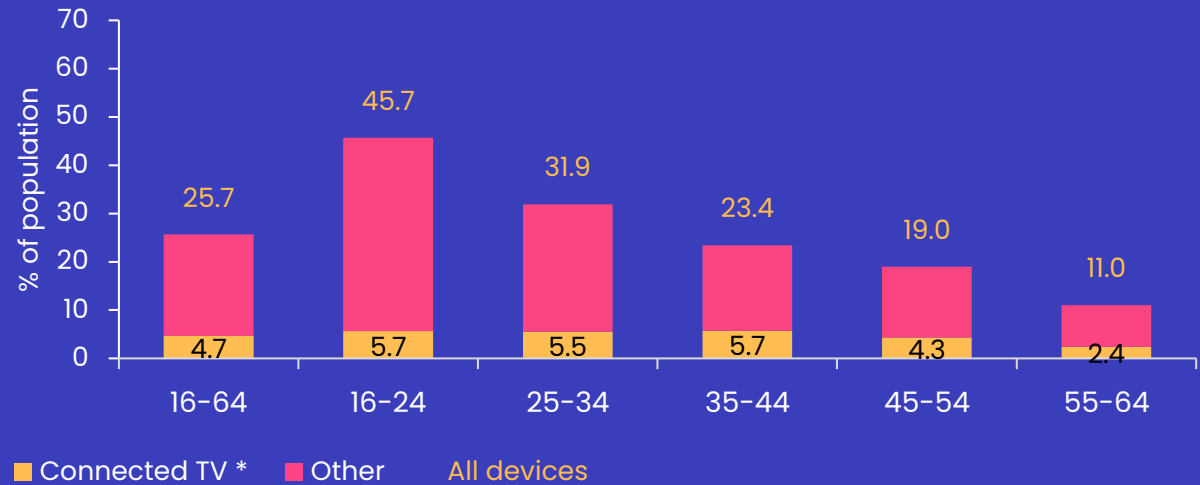
Youtube declared usage on CTV vs other devices

Estimates based on frequency of viewing X online access via television

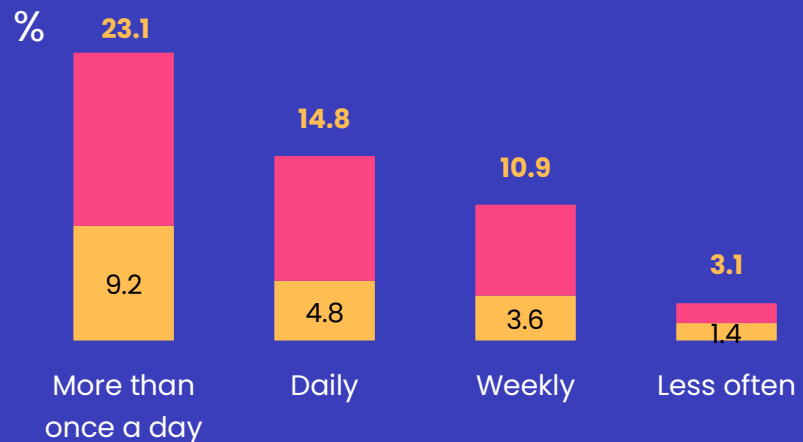
Declared frequency North 16-64



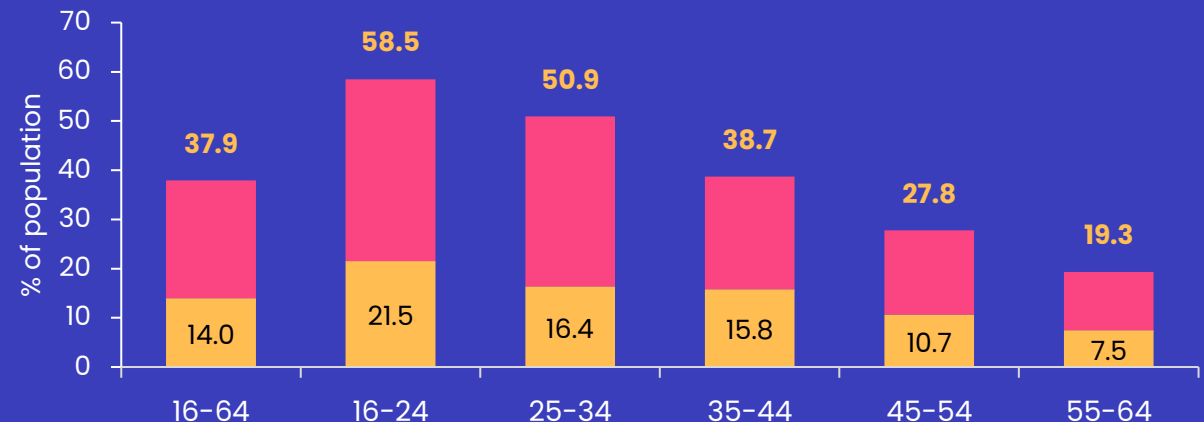
Estimated daily usage North



Declared frequency South 16-64



Estimated daily usage South



* Not exclusive

Source: Global Web Index Q4-2024 → Q3-2025

