

Youtube on TV: types of content & engagement



What people watch:

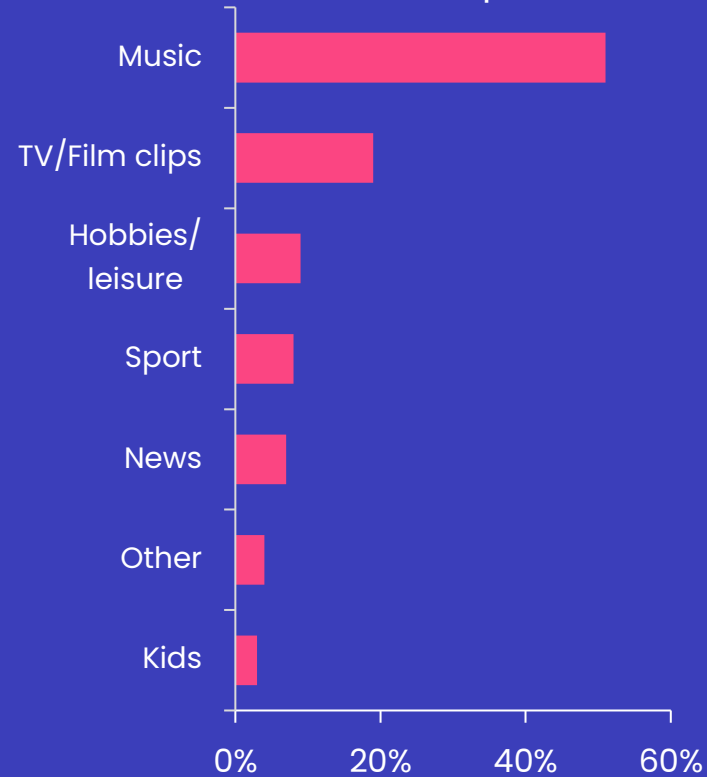
'Unlike-TV' content

59% of total consumption



'Like-TV' content

41% of total consumption



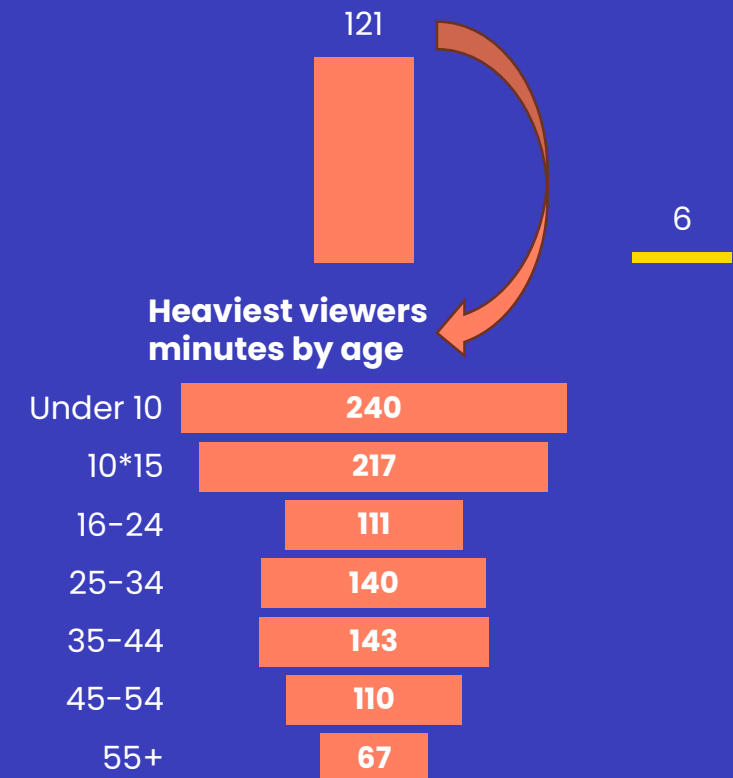
For how long:

Daily viewing duration

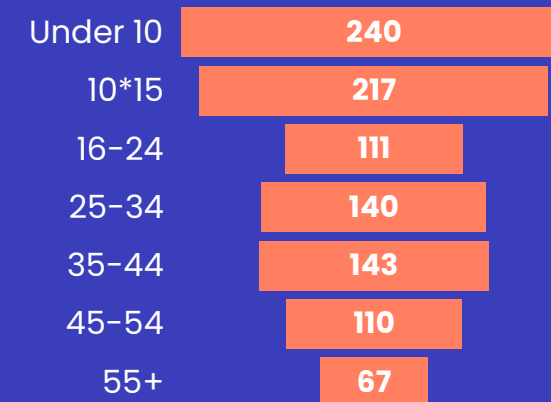
(minutes - Oct 2025)

Heaviest 25% viewers

Remaining 25%



Heaviest viewers minutes by age



Source: Thinkbox TV Now and Next

