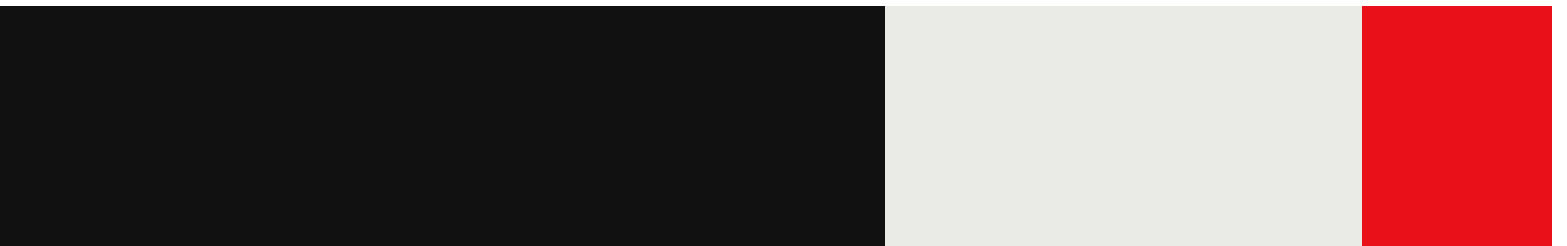


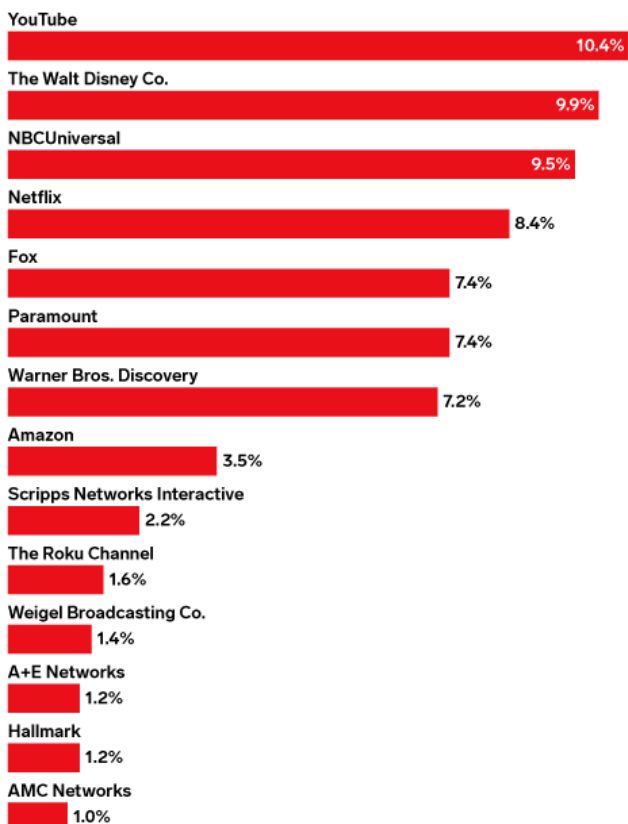
YouTube holds the largest share time spent with TV

Article



Share of Time Spent With TV in the US, by Media Company, July 2024

% of total



Note: ages 2+; shares based on total day viewing minutes to media distributor national subsidiaries

Source: Nielsen, "The Gauge" as cited in press release, Sep 3, 2024

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Key stat: YouTube claims 10.4% of daily time spent with TV in the US, according to July 2024 data by Nielsen.

Beyond the chart:

- [YouTube](#) is the first streaming platform tracked by Nielsen Gauge to exceed more than a 10% share of daily viewership.
- The platform's growth may be thanks to an increase in viewership of sports content, which reached 35 billion hours in Q2 2024, growing 45% YoY, YouTube's CEO, Neal Mohan, told the Financial Times.

Use this chart: Advertisers can use this chart to plan [connected TV \(CTV\)](#) budgets per streamer and emphasize YouTube's dominance.

Related EMARKETER reports:

- [*US Time Spent With Media H2 2024 Update*](#) (Subscription required)
- [*Youth and Social Media*](#) (Subscription required)