

YouTube stands to benefit as marketers pivot from traditional TV

Article

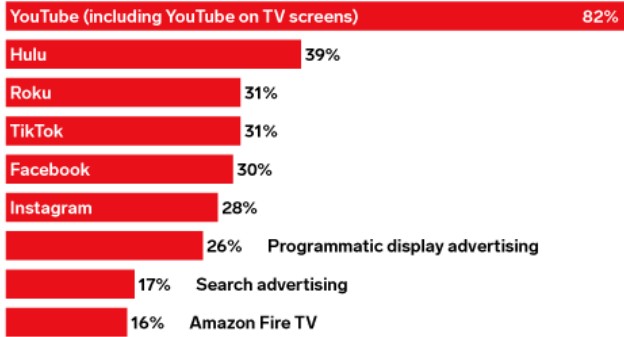
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Ad dollars are transitioning from traditional TV to digital areas, and certain platforms are particularly poised for success. Just over four in five agency and marketing professionals

think **YouTube** will benefit as ads pivot. Two in five think **Hulu** will also gain big, as **Roku**, **TikTok**, and **Facebook** follow close behind.

Digital Channels that Will Benefit from Ad Dollars Shifting Away from Traditional TV According to US Agency/Marketing Professionals, Feb 2021

% of respondents



Note: respondents are involved in executing YouTube and connected TV campaigns for clients

Source: Pixability, "YouTube & Connected TV Media Agency Survey," April 19, 2021

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