

What Happens When YouTube Changes the Rules?

AUDIO |

eMarketer Editors

eMarketer vice president of content studio Paul Verna discusses why YouTube changed, then quickly reversed course on, its creator verification program. He also talks about how many and much people pay for SVOD services, Sling TV's and TiVo's commitment to placing pre-roll ads on DVR recordings and more.

How Do US Adults Watch TV Programs?

% of internet users, 2017-2019

	2017	2018	2019
Netflix	58%	61%	61%
YouTube	50%	45%	52%
Amazon Prime	31%	33%	37%
Live/when airs on TV	68%	48%	36%
Hulu	27%	24%	34%
DVD (rented/purchased)	34%	30%	22%
Recorded via a DVR	38%	27%	19%
Roku	12%	16%	19%
Apple TV	11%	7%	9%
Google TV	8%	5%	7%

Note: numbers may not total 100% due to rounding

Source: ThinkNow Research, "ThinkNow Media Report 2019," Aug 13, 2019

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