

# YouTube advertising, the ViacomCBS/Hulu deal, Discovery+ content, and cord-cutting in 2021

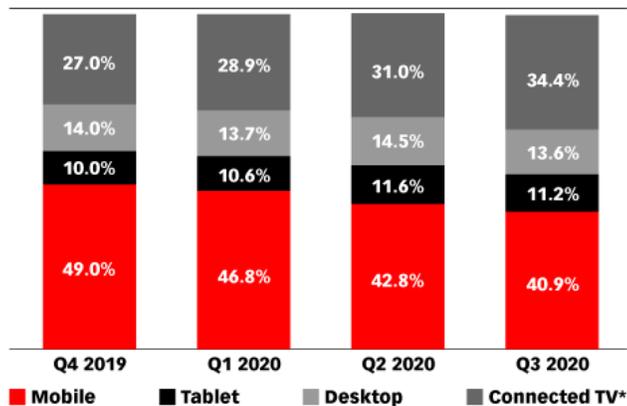
## **AUDIO** |

**Audrey Schomer**

eMarketer senior analyst at Insider Intelligence Audrey Schomer discusses important considerations when advertising on YouTube, the significance of Hulu's deal with ViacomCBS, whether there's a space in streaming land for Discovery+, and what cord-cutting will look like in 2021.

**Device Share of YouTube Video Views Among US YouTube Viewers, Q4 2019-Q3 2020**

% of total



Note: represents activity tracked by Collab, broader industry metrics may vary; numbers may not add up to 100% due to rounding; \*refers to viewership on large screens via game consoles, OTT devices, and other connected TV devices  
Source: Collab, Oct 16, 2020

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