

# YouTube is launching a streaming subscription hub, taking on Roku and Amazon

Article

**The news:** YouTube is launching a storefront hub called **Primetime Channels**, through which users can subscribe to 34 streaming services including **Paramount+**, Spanish-language **Vix+**,

**AMC+**, and several other boutique or smaller brands.

- Users have already had access to some streamers via a **YouTube TV** subscription, but anyone can access the Primetime Channel hub.

Major streaming brands like **Netflix**, **Disney+**, and others are conspicuously absent despite some of them being available via [bundles](#) elsewhere.

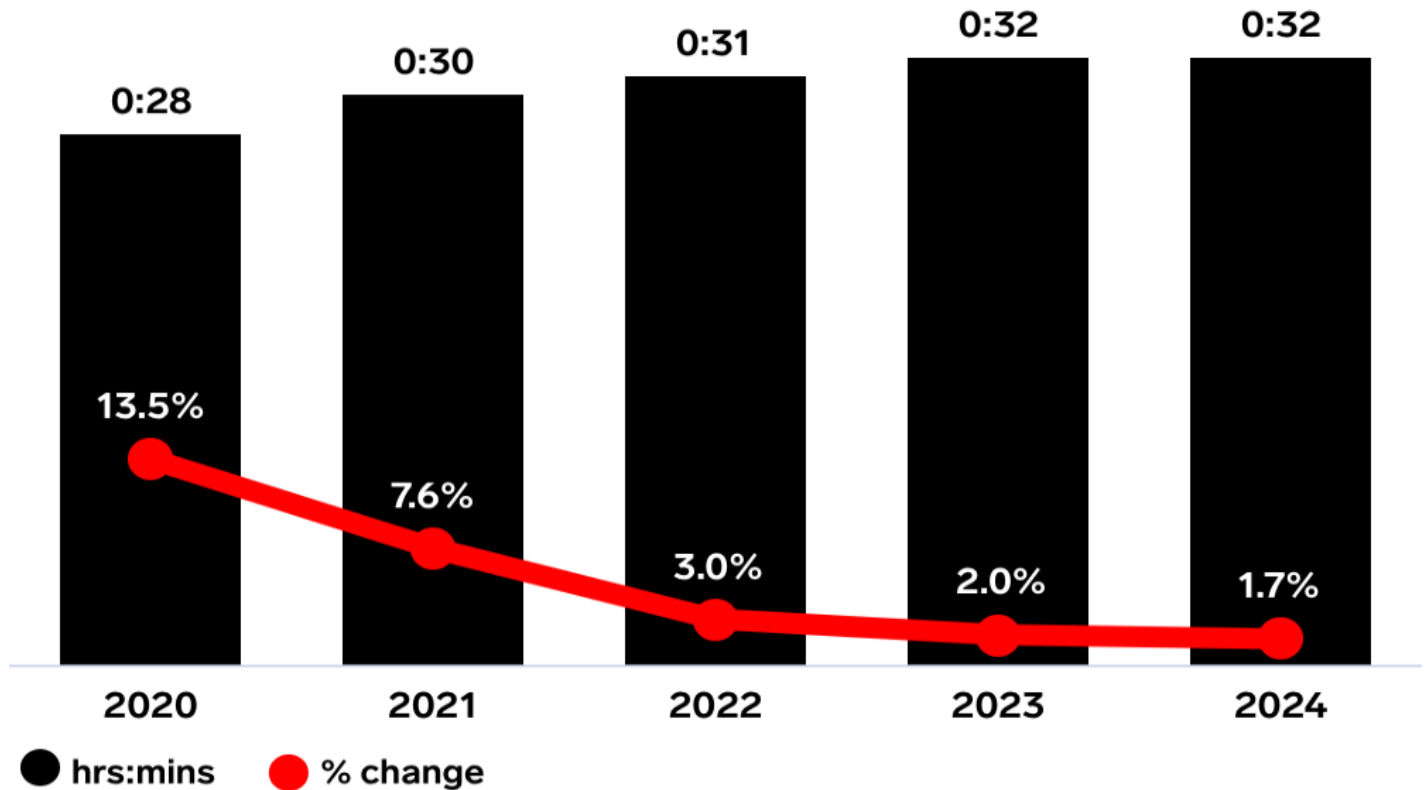
**Shoving its way into CTVs:** The streaming wars may have focused on a handful of major brands like Netflix, Disney, and **HBO**, but don't be fooled—YouTube has a massive hold on CTV audiences and is trying to take up more territory.

- For the first time ever this year, less than half of all time spent on YouTube (49.3%) will be on mobile devices. CTV is making up a larger share of viewership each year, growing from 30.5% in 2020 to 36.4% this year.
- Consumers' time spent viewing YouTube rivals the major streaming services, per our forecast: In 2022, users will spend an average of 31 minutes per day on YouTube, compared with **33 minutes** for Netflix and **23 minutes** for Hulu.
- With Primetime Channels, YouTube is stepping on **Amazon** and **Roku's** toes as a digital video distribution platform, without the need for a plug-in CTV device like an Amazon Fire Stick or Roku Express box.

**Our take:** YouTube has been inching into CTV and streaming for some time now, winning a larger share of ad dollars and [expanding its non-user-generated content](#) on offer. Its omission of major streaming rivals shows that it's going toe-to-toe with the biggest streaming brands, but has a leg up on them thanks to its origins on other platforms.

## Average Time Spent per Day with YouTube

US, 2020-2024



Note: ages 18+; includes all time watching video on YouTube via any device; includes YouTube TV

Source: eMarketer, April 2022

eMarketer | InsiderIntelligence.com

This article originally appeared in *Insider Intelligence's Marketing & Advertising Briefing*—a daily recap of top stories reshaping the advertising industry. Subscribe to have more hard-hitting takeaways delivered to your inbox daily.

- Are you a client? [Click here to subscribe.](#)
- Want to learn more about how you can benefit from our expert analysis? [Click here.](#)

