

# TV viewing fuels YouTube's streaming dominance as CTV concentration rises

Article

**The news:** People are spending more time watching [YouTube](#) on TVs than on any other device, including smartphones, as the platform's user engagement surges.

In December, **YouTube accounted for a record 11.1% of all TV watch time**, per [Nielsen](#), more than any other streaming platform.

**Why the shift to TVs?** YouTube has advantages over [traditional TV networks](#) since it's available to anyone with an internet connection. It also doesn't rely on prescheduled programming or require a cable subscription.

“For more and more people, watching TV means watching YouTube. ... But the ‘new’ television doesn't look like the ‘old’ television. It's interactive and includes things like **Shorts** (yes, people watch them on TVs), podcasts, and livestreams,” YouTube CEO **Neal Mohan** said in a [blog post](#).

Last year, YouTube changed its TV app layout to display comments and descriptions alongside video content. It also added episodic format options for creators and a **Watch With** feature for commentary over live events.

**Changing the screen:** YouTube is also capitalizing on the fact that most US adults—**77.4%**, per our forecast—**use a smartphone while watching TV**. Last year, it added [second-screen smartphone features](#), including tools to leave a comment on a video that's playing on the TV, purchase products, and adjust playback.

**Direct connection:** YouTube's easy-to-access platform will benefit from the growing ubiquity of connected TVs (CTVs). **We expect [CTV users to reach 250.1 million](#) in 2028, up from 233.9 million in 2024.**

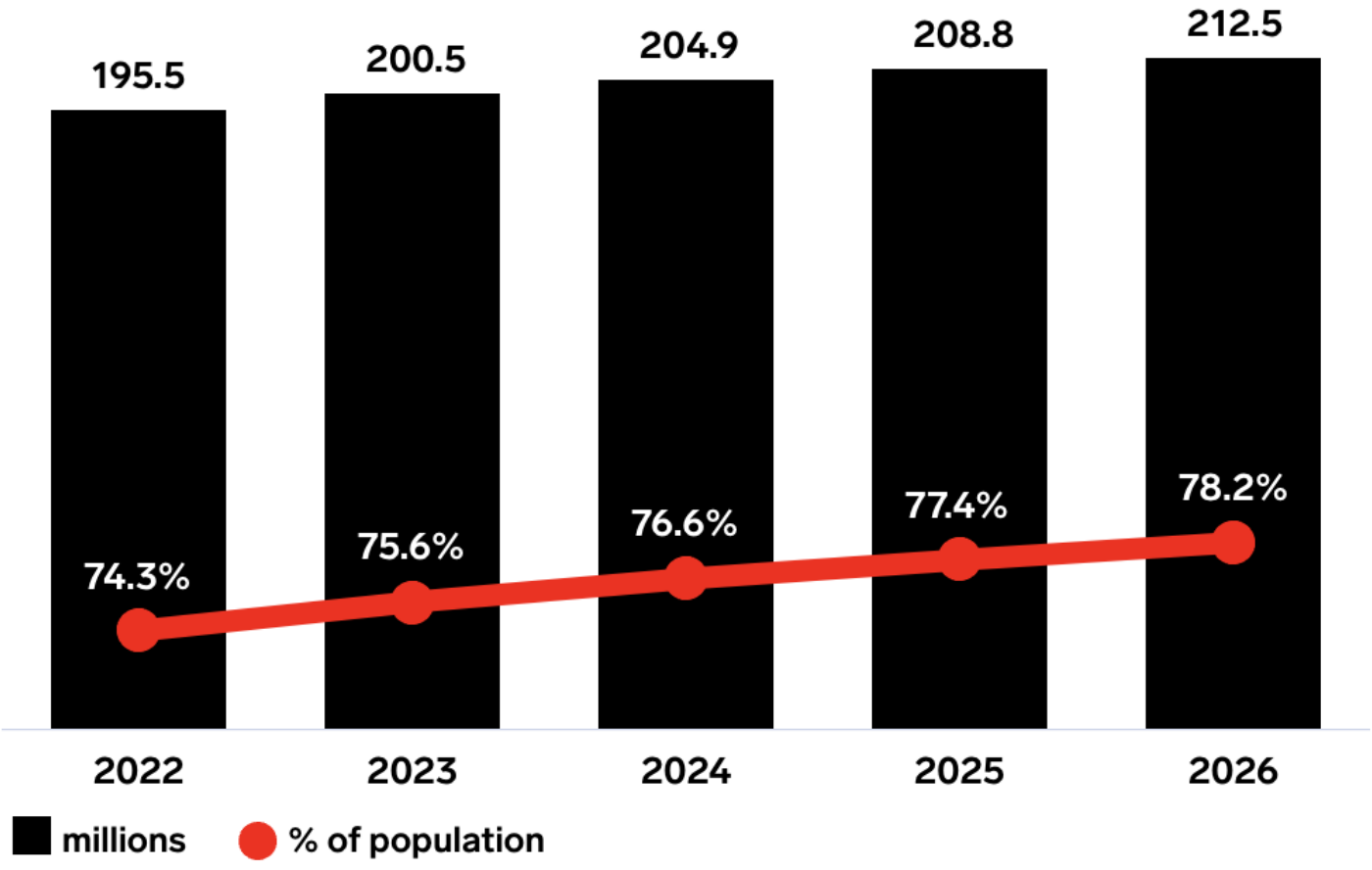
- As more [consumers cut cable ties](#), YouTube could become the primary viewing platform for mass events like the **Super Bowl** and **Summer Olympics**.
- **CTVs are also boosting YouTube's social media features and accounted for 15% of all Shorts viewing in the US in Q4**, per **Alphabet's** most recent earnings call.

**Our take:** YouTube's creator-driven ecosystem means that, unlike streaming platforms like **Netflix**, it doesn't require showrunners and production teams, allowing for easy library expansion.

Maintaining a focus on app features could keep YouTube's many mobile users engaged as it pushes to dominate in TV.

# Mobile Device Second-Screen Users

US, 2022-2026



Source: EMARKETER Forecast, January 2025 (see below for notes and methodologies).

