

A Case For Long-Form Content on YouTube

**3 ways brands can respond
to YouTube viewing trends.**

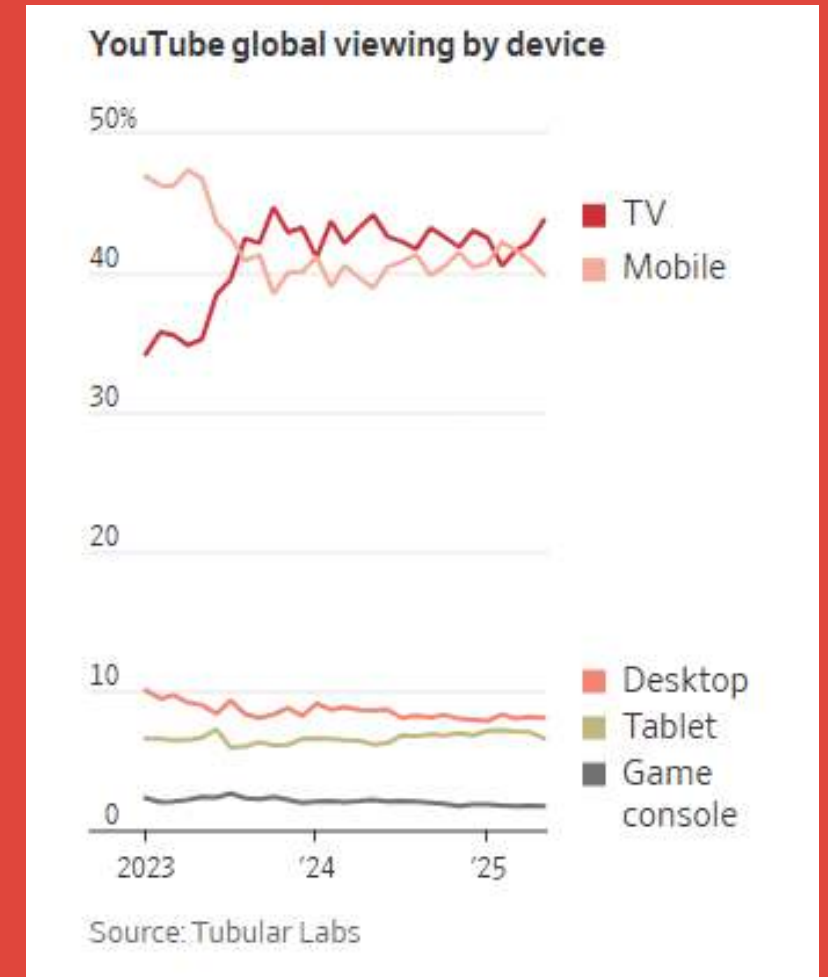


**3RD +
LAMAR**

More people watch YouTube on TVs than on mobile

An avg. of > 1 billion hours of YouTube content is consumed on TVs each day.

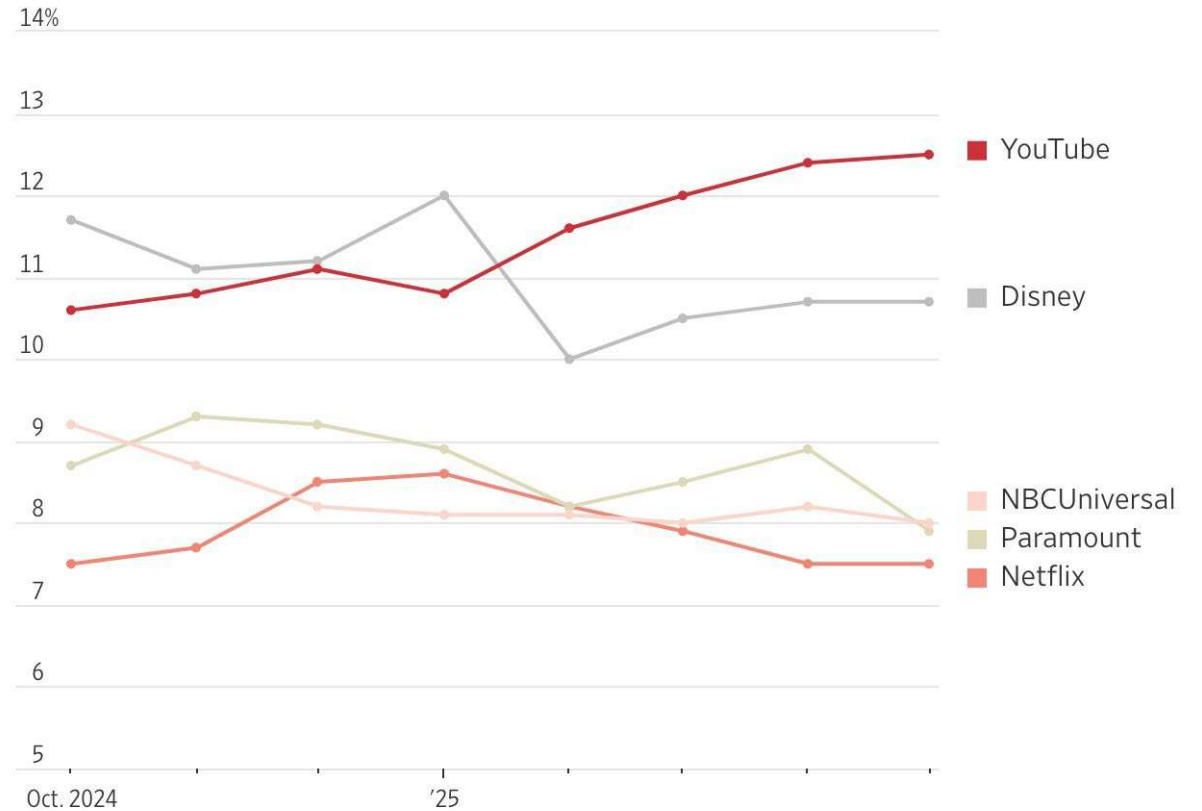
Source: WSJ



YouTube is No. 1 on TVs

And YouTube is investing heavily to extend its lead.

Share of U.S. TV viewing time by distributor



Note: Total broadcast, cable and streaming consumption by distributor.

Source: Nielsen



How should brands respond?

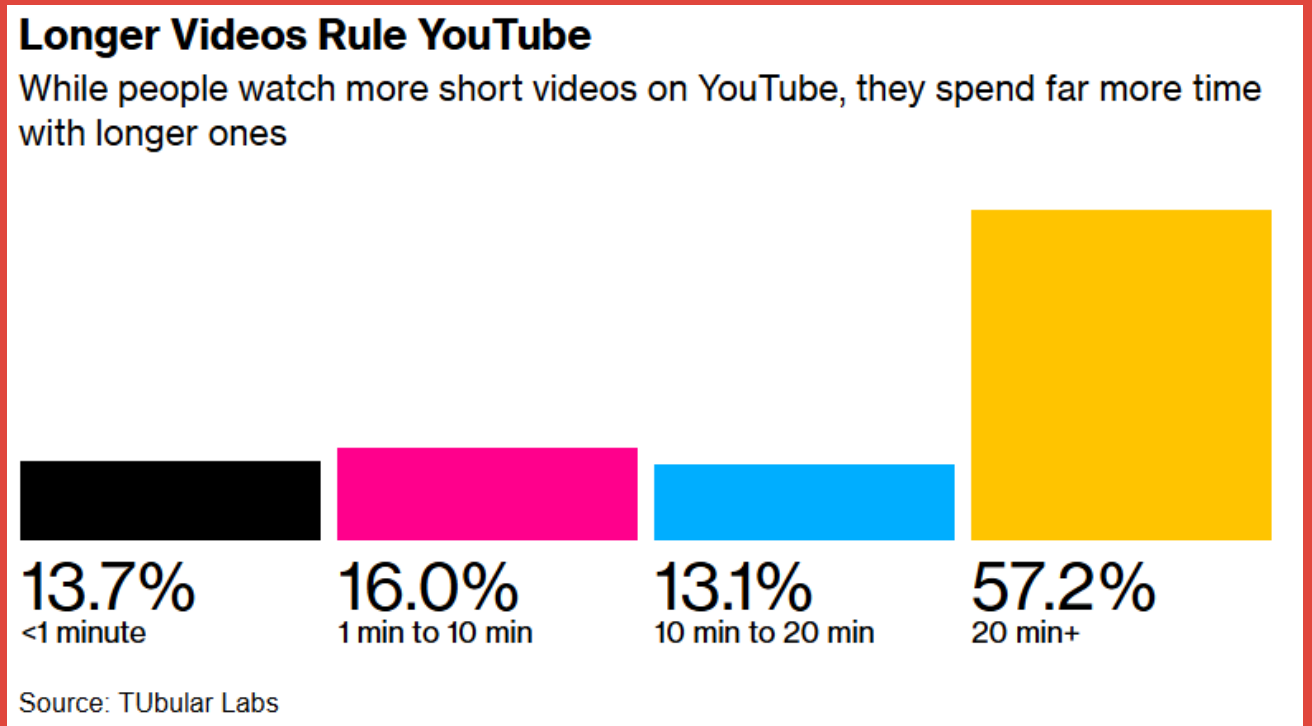
Invest in these 3 things:

1. Long-form video content
2. Episodic video content
3. Higher-resolution videos



Long-Form Video Content

>57% of YouTube's minutes watched in 2025 (through May 31) were delivered by videos of 20+ minutes. Mid-roll ads make these videos more lucrative, too.



Source: Tubular Labs



Episodic Content

A coming YouTube feature called “shows” will queue the next episode in a series rather than serve what the algorithm thinks you’ll like best. This will facilitate binge-watching.

Source: WSJ



Higher-Resolution Videos

YouTube's TV app suggests content that looks best on bigger screens. This is typically content filmed in 4K or 1080p.

Source: WSJ



Ready to scale your YouTube content?

Is growing your YouTube channel a priority?

Do you need help with long-form, episodic content?

DM me or connect with 3rd + Lamar: hello@3rdandlamar.com

