

3 Ways Brands Can Respond To YouTube Viewing Trends

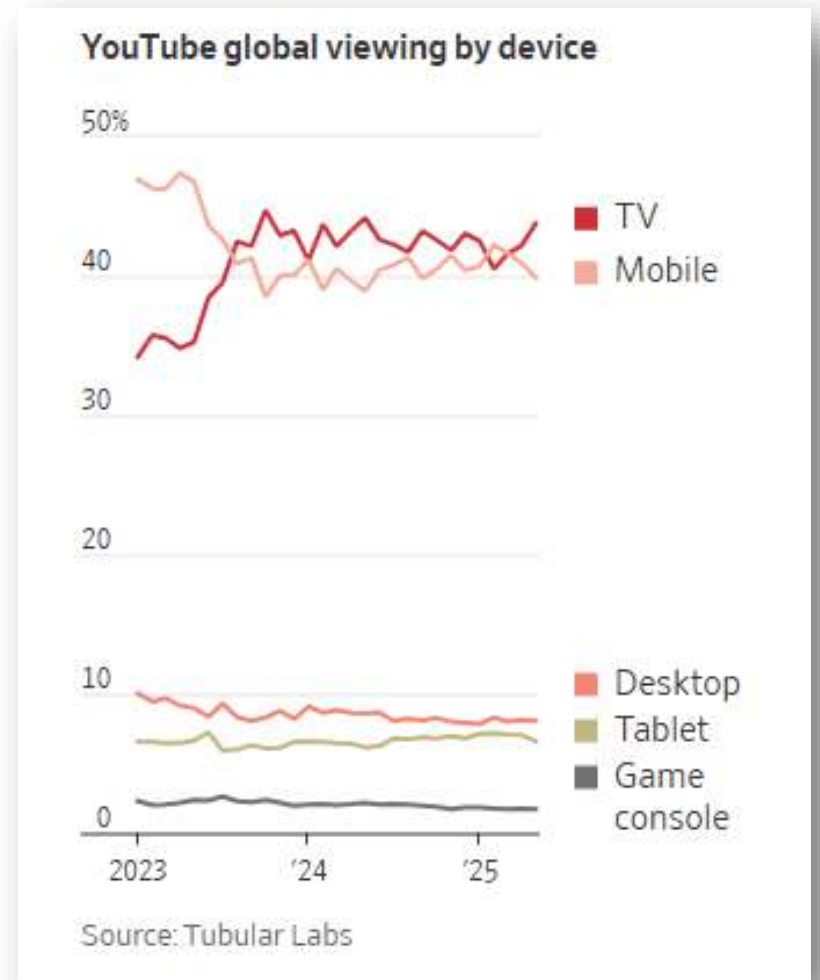


**3RD +
LAMAR**

More people watch YouTube on TV than on mobile

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

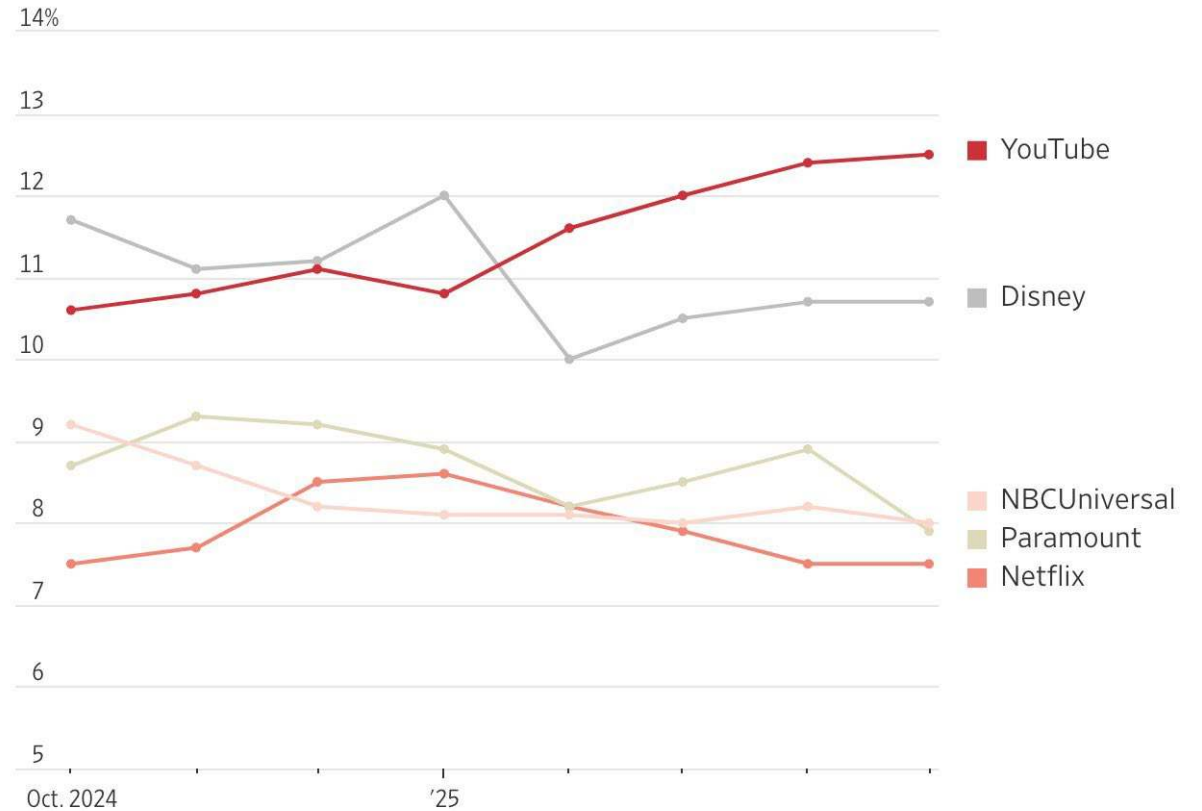
Source: WSJ



YouTube is No. 1 on TV

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?

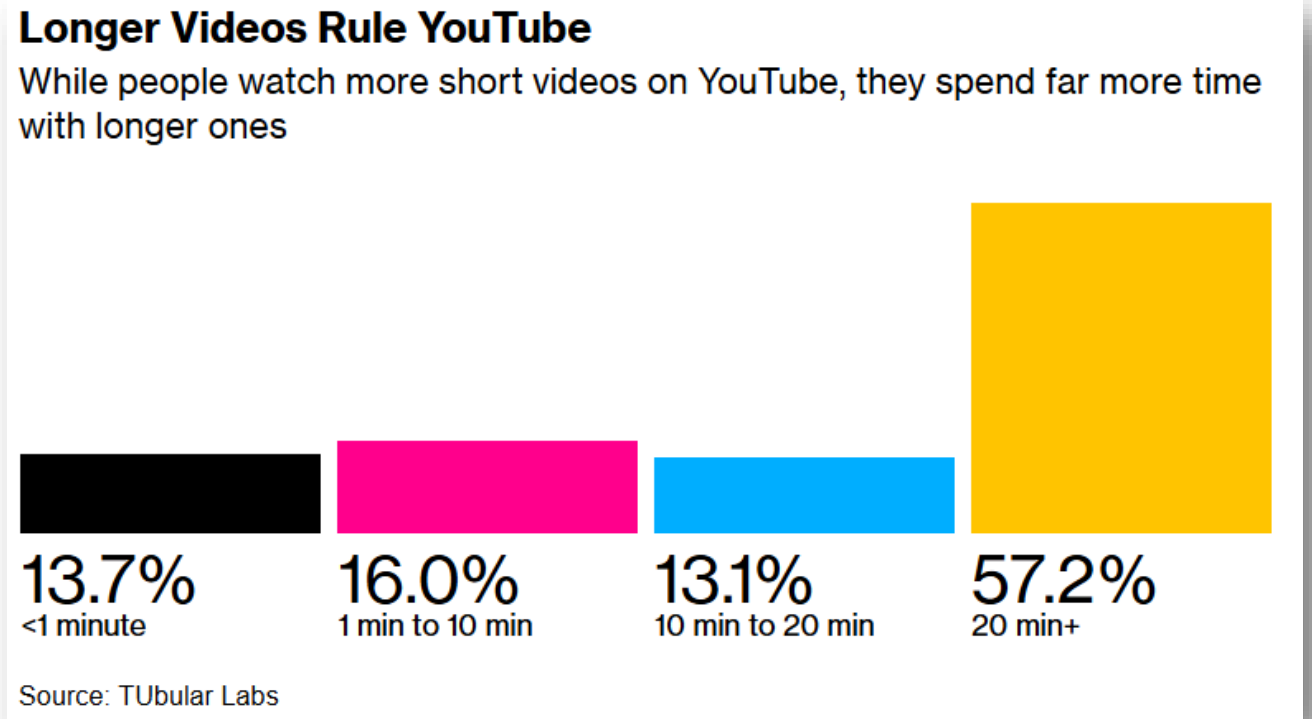
Invest in these 3 things:

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

The quality of your storytelling impacts your content's visibility the most. But all things being equal, YouTube's TV app suggests content that looks best on bigger screens. This is typically content filmed in 4K and optimized for horizontal placements.

Source: WSJ



Ready to scale your YouTube content?

Is growing your YouTube channel a priority?

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

Connect with us: [**hello@3rdandlamar.com**](mailto:hello@3rdandlamar.com)

