


The Impression Gap

What works harder for marketers on CTV -
Premium Video or YouTube?



Premium Video impressions deliver quality, engagement and reliability



As advertising investments in CTV continue to grow, **its critical marketers understand that not all CTV inventory delivers the same value.** Audiences can access both Premium Video Platforms and YouTube on CTV, but the attention they generate differs meaningfully.

This matters because higher attention on CTV correlates with lifts in brand awareness, consideration and purchase intent. In other words, **attention is a cornerstone of a successful campaign.**

Attention enables marketers to go deeper in their understanding of video ad effectiveness, and **if viewers' eyes aren't on screen, impressions can lose value.** Marketers are increasingly expected to do more with less and **it is vital that every impression works as hard as possible.**

We found that the **hardest working impressions on CTV live within Premium Video Platforms.**

Continue reading to learn how Premium Video Platforms and YouTube measure up across a variety of attention and engagement factors critical to advertising success.



VAB Custom Study Methodology



VAB commissioned **TVision** to provide custom research data to help us understand the differences between how audiences consume CTV content on Premium Video Platforms vs. YouTube. This research is intended to address key audience and behavioral questions on co-viewing, attention and session length.

Key Metrics:

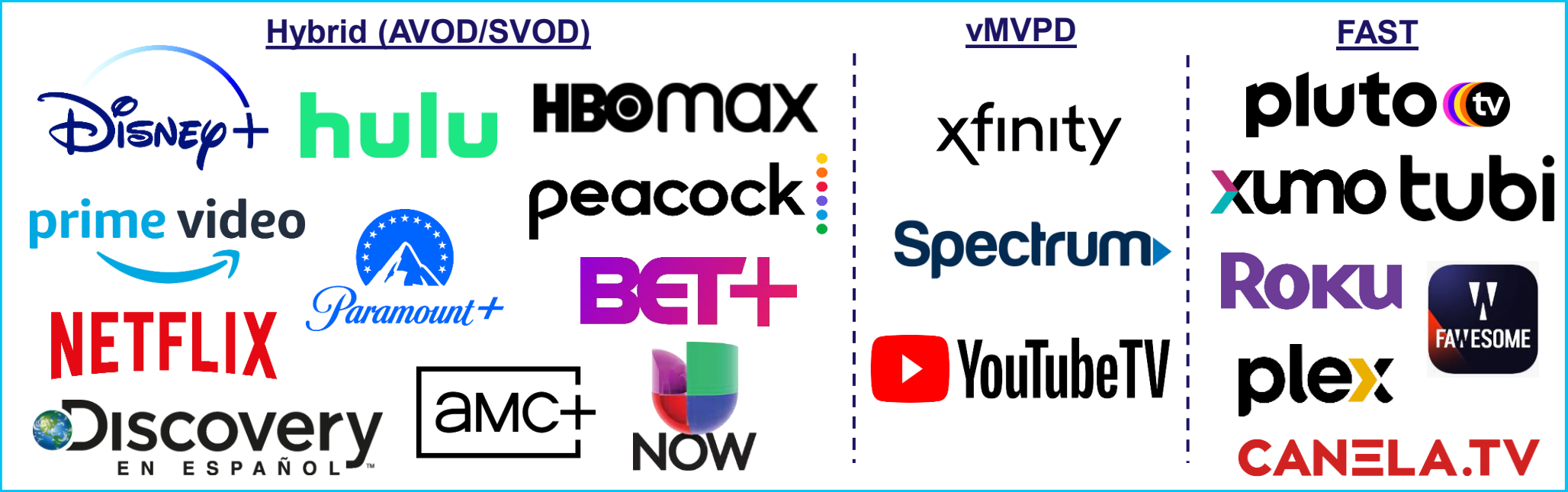
- ▶ **Co-viewing:** Measuring how often multiple viewers are watching together
- ▶ **Attention:** Quantifying the amount of time viewers are present, attentive and engaged
- ▶ **Session Length:** How long viewers are watching and engaging with content

Study Timeframe:

- ▶ **July 2024 to June 2025**

We analyzed the CTV viewership of 21 Premium Video Platforms and YouTube to determine which impressions work harder for marketers

Premium Video Platforms Across App Types



Premium Video Platforms included in VAB + TVision Custom Study

App types included in study: AVOD = Ad Supported Video On Demand, SVOD = Subscription Video on Demand, Hybrid = AVOD & SVOD, vMVPD = virtual Multichannel Video Programming Distributor, FAST = Free Ad-Supported Streaming TV
Notes: YouTube TV is a live streaming TV service and is a separate CTV app from YouTube, which includes user-uploaded videos, creators, music, and some movies/shows. | Spanish Language Apps are grouped together for the analysis.

Premium Video Platforms deliver consistent, captivating content to drive audience engagement and increase brand outcomes for marketers



**Household Value
Lives on Premium
Video Platforms**



**Premium Video
Platforms Drive
Consistent
Attention**



**Brand Impact Thrives
Across Premium
Video Platform
Session Lengths**

Premium Video Platforms are where collective viewership creates household value for marketers through multi-viewer engagement



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Co-viewing creates unique opportunities for audience engagement and Premium Video Platforms are where that's most likely to happen



What is 'Co-viewing'?

The proportion of viewing where **2 or more viewers** have **overlapping *active viewing sessions** for at least **5 minutes**.

- ▶ A 100 Co-viewing factor indicates 2 or more viewers are watching together for the full viewing session.

*Note: A singular viewing session is defined for each individual viewer and CTV app over the course of a single day. Co-viewing requires 5 minutes of overlapped viewing. Weighted based on share of impressions.

“Co-viewing leads to deeper engagement with ads and, as a result, **higher performance**...ultimately, when family members are in a room watching together, **it increases their attention, not just for programming, but for advertising, as well.**”

Vikrant Mathur
Co-Founder, Future Today

Co-viewing sparks engagement and conversations that amplify ads beyond the screen

Shared viewing experiences turn into shared moments

43%

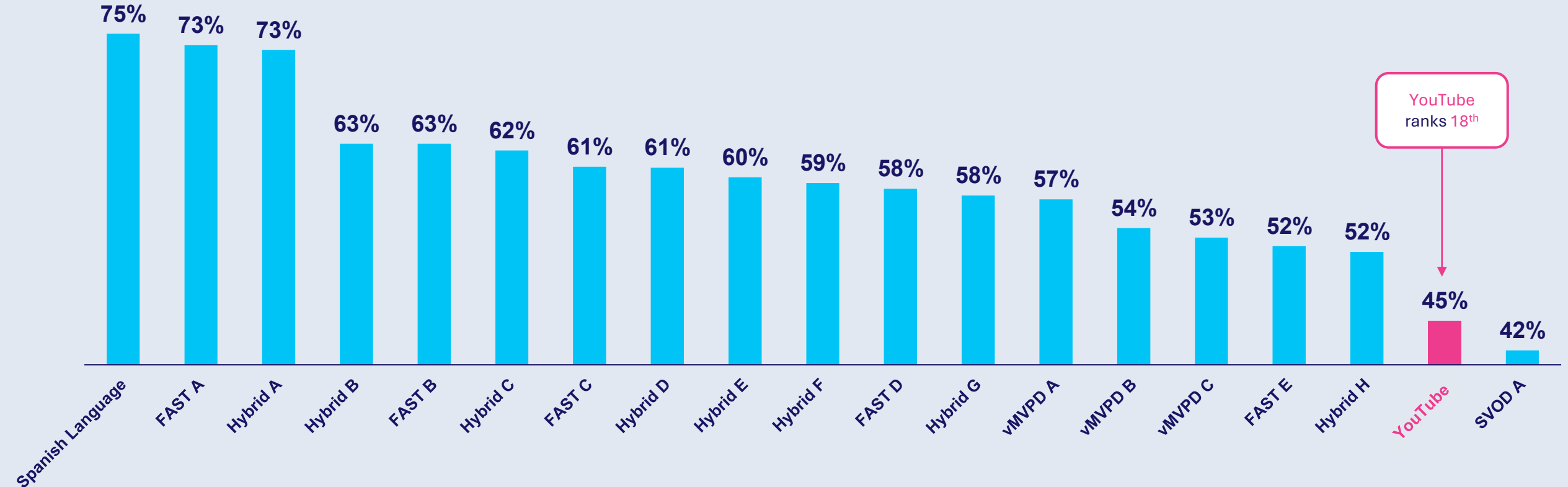
of consumers say they are likely to **discuss ads with others** when co-viewing



Source: Magnite, *Streaming Together: Why Co-viewing Matters for Advertisers*, November 2025.

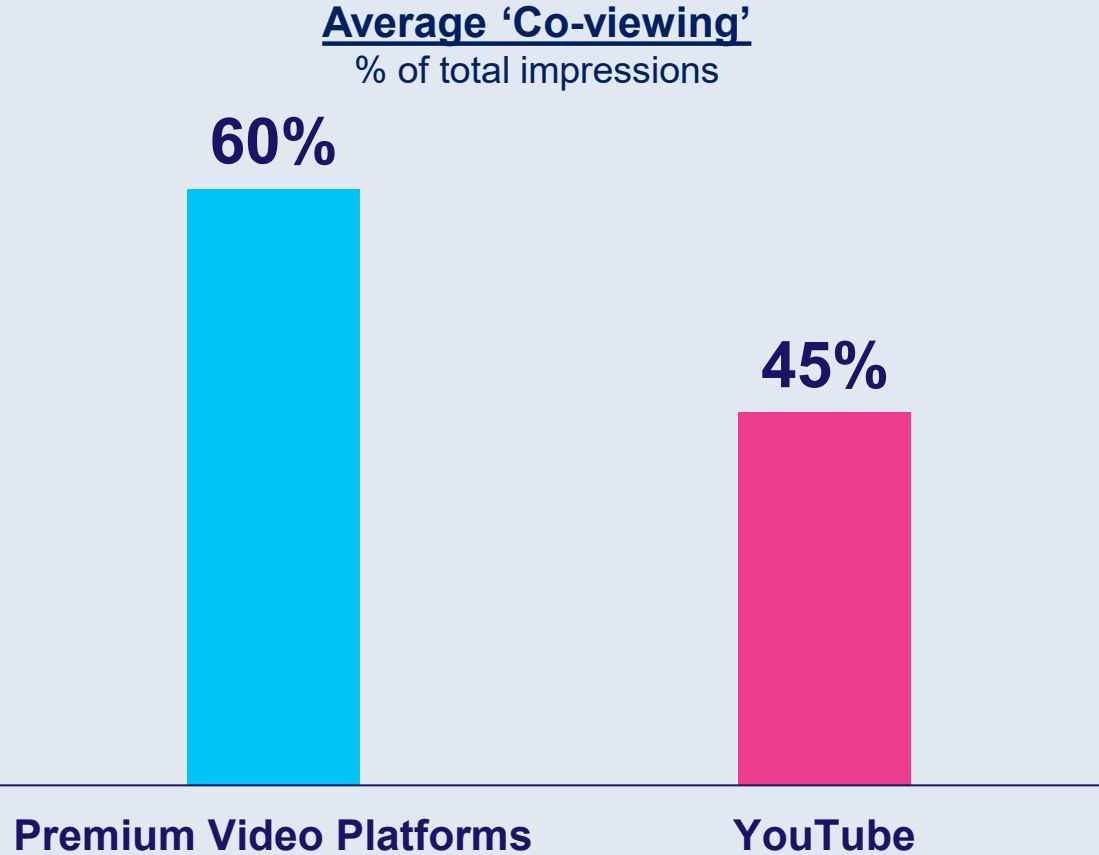
More shared viewing on Premium Video Platforms demonstrates that each impression carries greater value than YouTube on CTV

Co-viewing by Platform on CTV



Source: VAB + TVision Custom Study. June 2024-July 2025. P2+. Co-viewing indicates the % of total impressions that occur with another viewer in the room. Weighted based on share of impressions. Spanish language apps comprised of 4 individual apps.

Premium Video Platforms consistently bring multiple viewers into the room delivering more ad exposures and more efficient impressions for brands



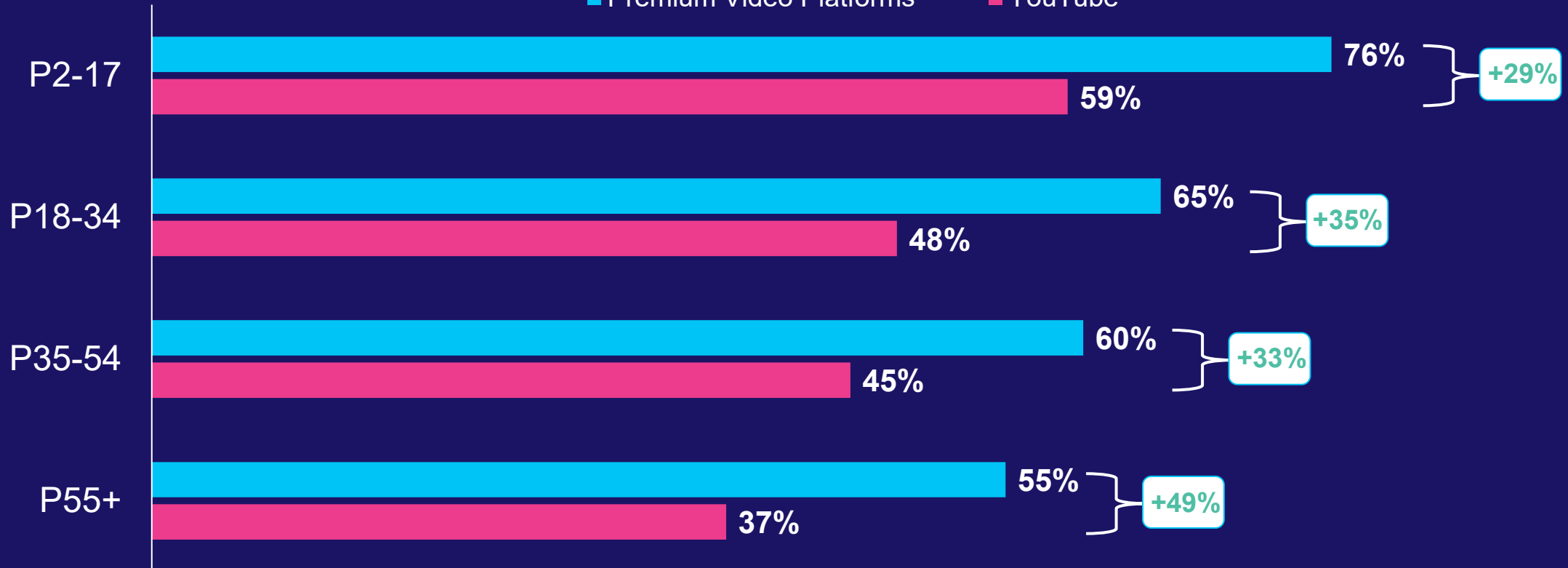
Source: VAB + TVision Custom Study, July 2024-June 2025. P2+. 'Co-viewing' indicates the % of total impressions that occur with another viewer in the room. Weighted based on share of impressions. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed.

Premium Video Platforms bring viewers together across all demographics creating richer household experiences and amplifying exposure

'Co-viewing' by Age Demographics

% of total impressions

■ Premium Video Platforms ■ YouTube



Source: VAB + TVision Custom Study, July 2024-June 2025. 'Co-viewing' indicates the % of total impressions that occur with another viewer in the room. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. Weighted based on share of impressions.

Watching TV with others creates unforgettable moments, making the ads more memorable than solitary viewing



+23%

Increase in ad recall when watching with others in the living room vs. watching alone

Source: Thinkbox UK, *Context Effects*, Map The Territory & Tapestry Research, 2024. Source: A18. Do you remember seeing any advertising when you watched [occasion]? A10. Who, if anyone, were you watching [occasions] with? Base: 4,005 viewing occasions with ads answered by 2,017 online respondents aged 18-75 who watched any type of video content via any source the previous day. Sample matched to Barb.

Premium Video Platforms provide stable, **consistent attention** creating a reliable environment for brand storytelling



Household Value
Lives on Premium
Video Platforms



Premium Video
Platforms Drive
Consistent
Attention



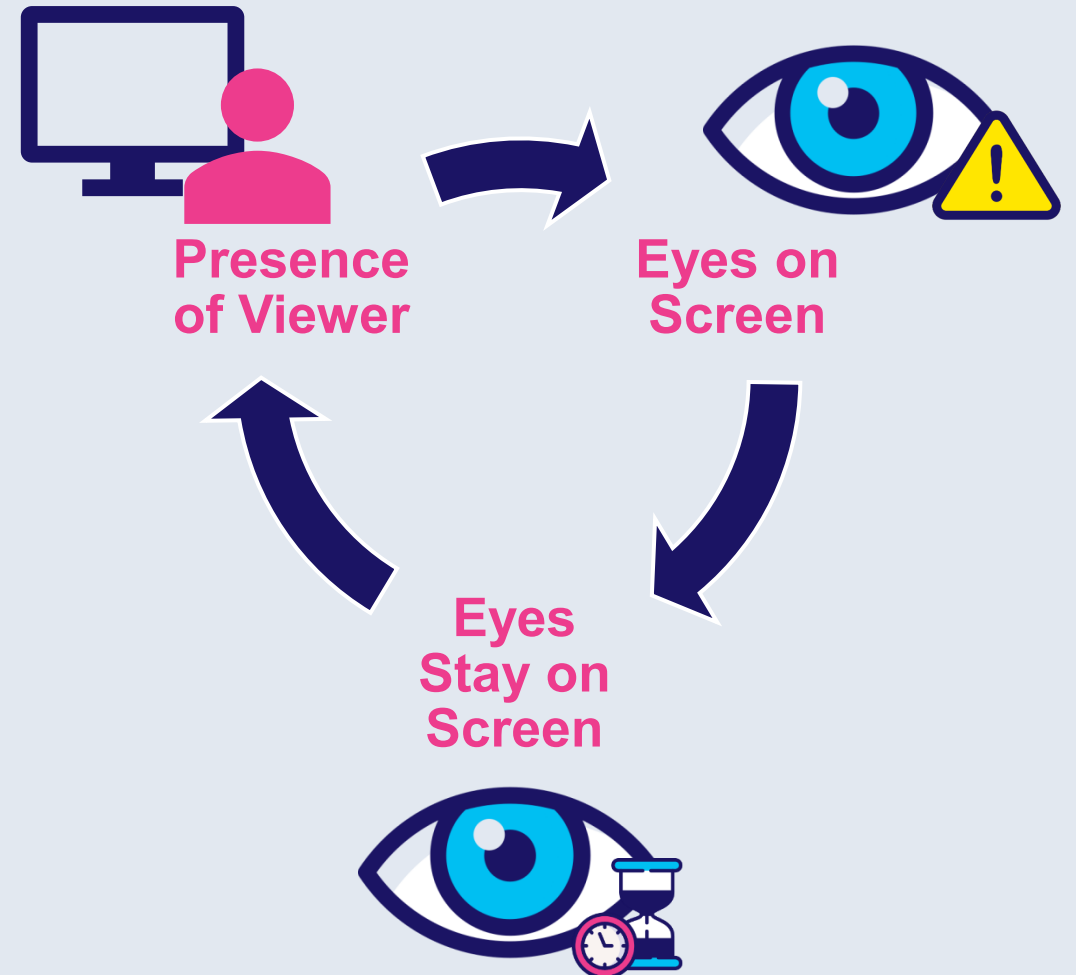
Brand Impact Thrives
Across Premium
Video Platform
Session Lengths

Attention provides a reliable signal to advertising effectiveness, linking audience engagement to predictable outcomes



Why Does 'Attention' Matter?

Platforms that provide **Attention Stability** produce predictable results, making it easier for marketers to ensure that their ad placements will reach attentive audiences.



To understand how CTV captivates viewers, we explored the **‘presence to active’ index** across different platforms



What is **‘Presence to Active’**?

The **percentage of time a viewer is in the room** out of the total active viewing session indexed to CTV viewing norm.

- ▶ A 100 ‘presence to active’ index represents an average level of time a viewer was in the room out of the total viewing session.

*Note: A singular viewing session is defined for each individual viewer and CTV app over the course of a single day. Weighted based on duration of session.

“Attention gives us a unifier across the different channels that we operate in...which will help us from the planning phases all the way through to our optimization on an ongoing basis.”

Jason Jutla

Head of Practice, EMEA & UK, WPP Media

Higher levels of attention can be used to predict performance and drive more effective advertising



Attention metrics improve ROI
campaign forecasting by

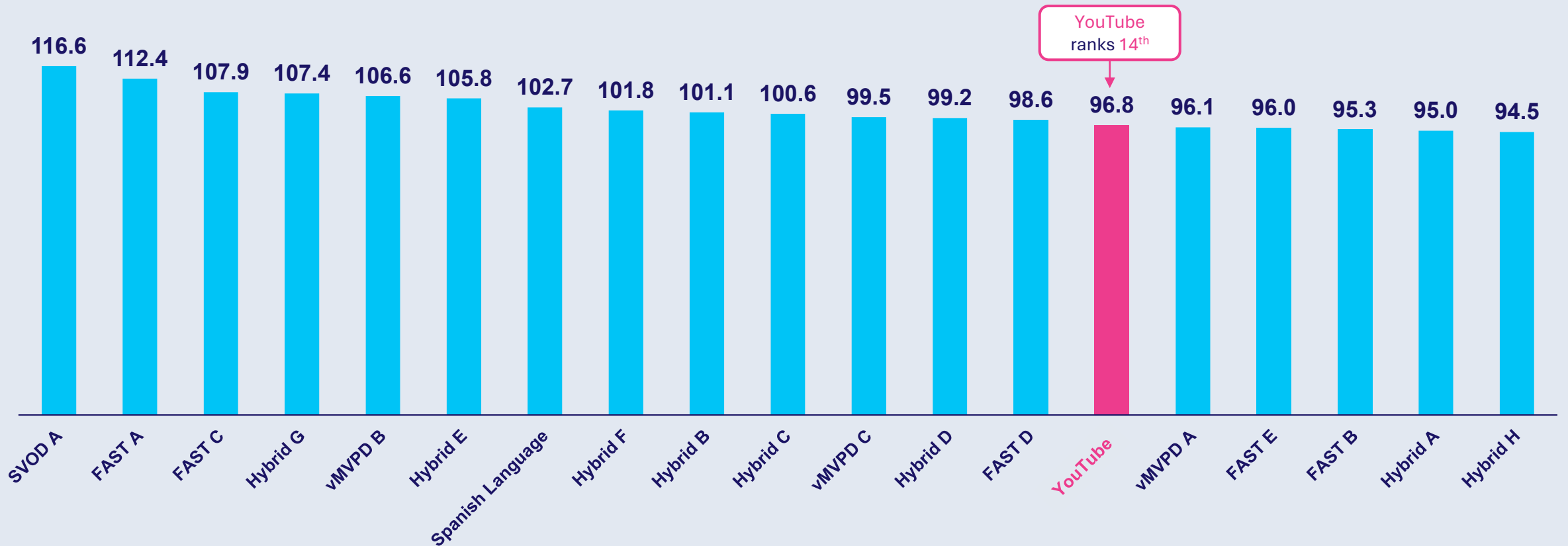
+38%

compared to viewability

Source: Dentsu, *What is the Attention Economy*, January 2024.

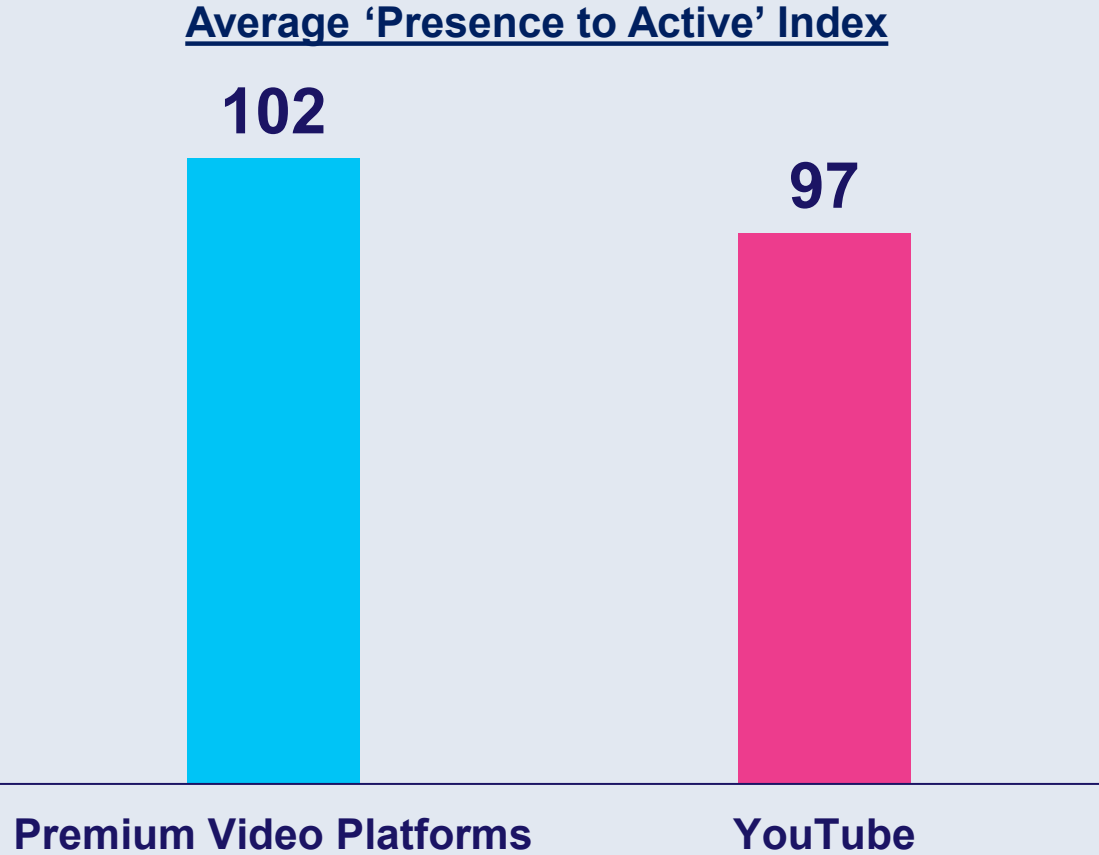
Premium Video Platforms keep audiences present for more of the viewing session, driving higher engagement

'Presence to Active' Index by Platform on CTV



Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+. 'Presence to Active' indicates the percentage of time a viewer was in the room out of the total active viewing session indexed to TV viewing norm. Weighted based on duration of session. Spanish language apps comprised of 4 individual apps.

Premium Video Platforms and YouTube deliver similar levels of viewer presence for CTV viewing sessions

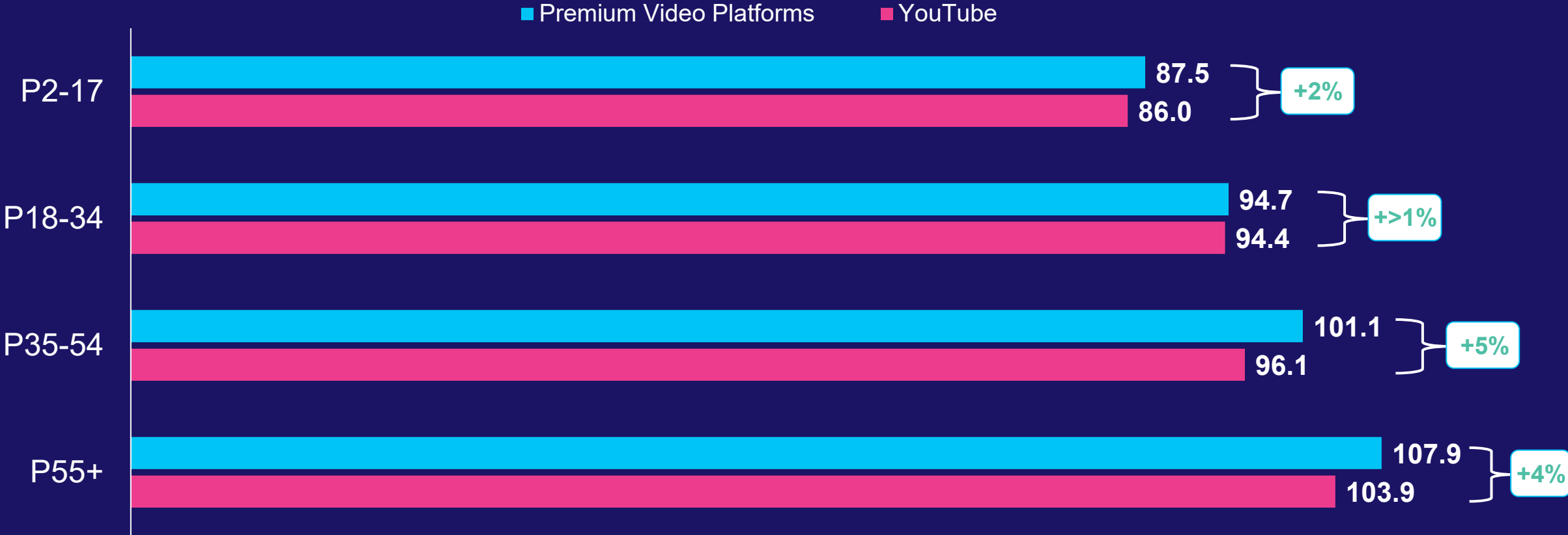


'Visible to Active' is
+5%
higher on **Premium Video Platforms** than YouTube

Source: VAB + TVision Custom Study, July 2024-June 2025. P2+. 'Presence to Active' indicates the percentage of time a viewer was in the room out of the total active viewing session indexed to CTV viewing norm. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. Weighted based on duration of session.

Audience presence across Premium Video remains slightly higher than YouTube across all demographics

'Presence to Active' Index Across Age Demographics



Source: VAB + TVision Custom Study. July 2024-June 2025. 'Presence to Active' indicates the percentage of time a viewer was in the room out of the total active viewing session indexed to CTV viewing norm. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. Weighted based on duration of session.

To understand how CTV captivates viewers, we explored the **‘attention to presence’ index** across different platforms



What is **‘Attention to Presence’**?

The proportion of time spent with eyes on screen while the viewer is in the room with the CTV on indexed to CTV viewing norm.

- ▶ A 100 ‘attention to presence’ index represents an average level of time spent with eyes on the screen.

*Note: A singular viewing session is defined for each individual viewer and CTV app over the course of a single day. Weighted based on duration of session.

“What people look at is strongly linked to what they buy. **Attention is the missing link between exposure and effectiveness.**”

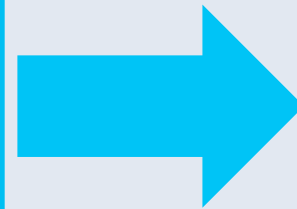
Mike Follett
CEO, Lumen Research

Attention commanding media is a critical driver for effectiveness, outperforming non attention optimized approaches

Attention optimized media lift vs non attention optimized media

+30%

Higher sales lift
when optimized
for attention



+10%

Increase in ROI
when optimized
for attention

Source: WARC, *The WARC Guide to Attention*, July 2024. Data from Mars Essence Mediacom Study.

On CTV, YouTube ranks below the top 10 Premium Video Platforms for eyes on screen

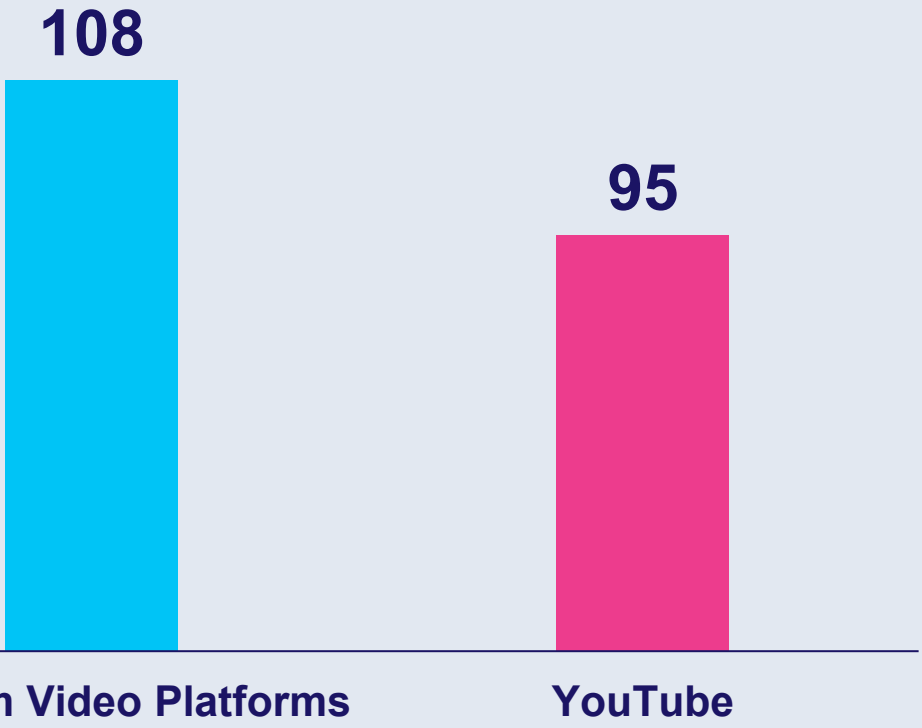
'Attention to Presence' by Platform on CTV



Source: VAB + TVision Custom Study. July 2024-June 2025. P2+. 'Attention' to Presence Index is defined as: The proportion of time spent with eyes on screen while the viewer is in the room with the content tuned indexed to TV viewing norm. Weighted based on duration of session. Spanish language apps comprised of 4 individual apps. Weighted based on duration of session.

Premium Video Platforms deliver attentive audiences by getting eyes on screen and maximizing every impression

Average 'Attention to Presence' Index

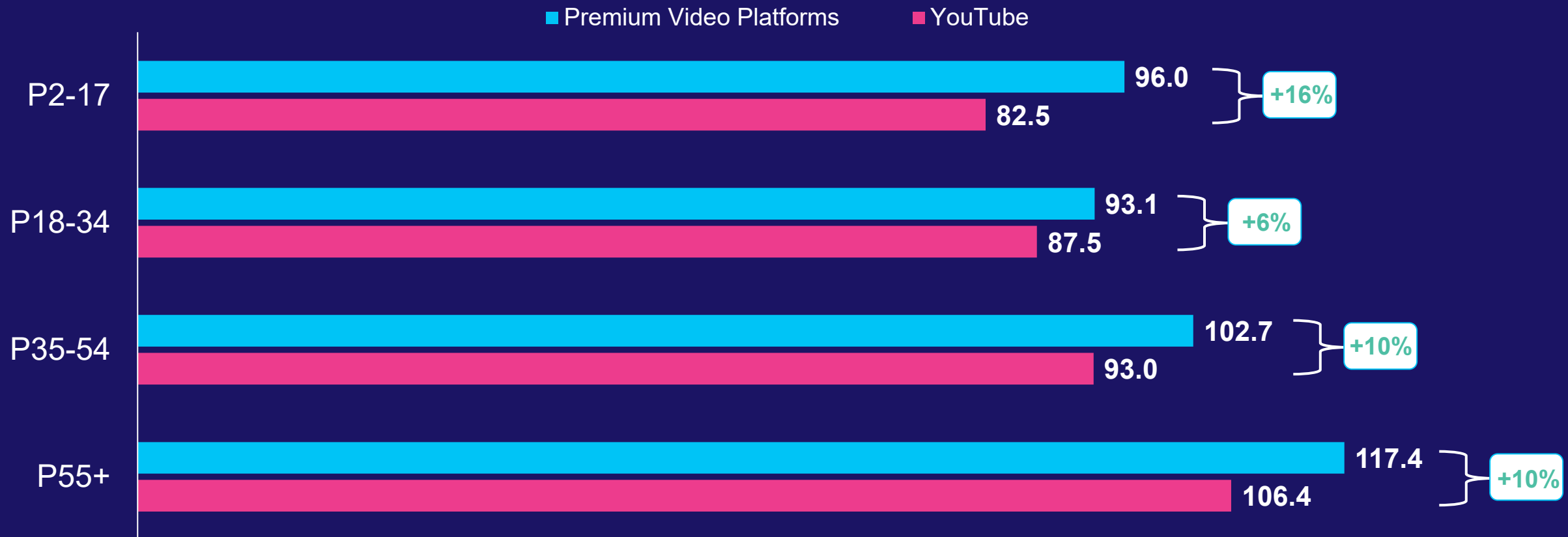


'Attention to Presence' is
+14%
Stronger on Premium Video
Platforms than YouTube

Source: VAB + TVision Custom Study. July 2024-June 2025. P2+ . Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. 'Attention to Presence' Index is defined as: The proportion of time spent with eyes on screen while the viewer is in the room with the content tuned indexed to CTV viewing norm. Weighted based on duration of session.

Premium Video Platforms are more likely to attract audiences' eyes to their TV than YouTube, giving marketers stronger, more reliable attention

'Attention to Presence' Index Across Demographics



Source: VAB + TVision Custom Study. July 2024-June 2025. P2+. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. 'Attention to Presence' Index is defined as the proportion of time spent with eyes on screen while the viewer is in the room with the content tuned indexed to CTV viewing norm. Weighted based on duration of session.

To understand how CTV continually captivates viewers, we explored the **‘attention to duration’ index** across different platforms



What is **‘Attention to Duration’**?

The proportion of time spent that **eyes stay on screen** relative to the duration of the app viewing session indexed to CTV viewing norm.

- ▶ Window of attention captured requires a minimum of 30 seconds of consistent viewing.
- ▶ A 100 ‘attention to duration’ index represents an average level of time spent with eyes on the screen relative to the duration of content.

*Note: A singular viewing session is defined for each individual viewer and CTV app over the course of a single day. Weighted based on duration of session.

“The more seconds of active attention an ad receives, the more days it can stay in the memory, and **the longer it can work.**”

Dr. Karen Nelson-Field
CEO, Amplified Intelligence

Attention optimized campaigns drive stronger brand impact, turning viewing into impact

+41%

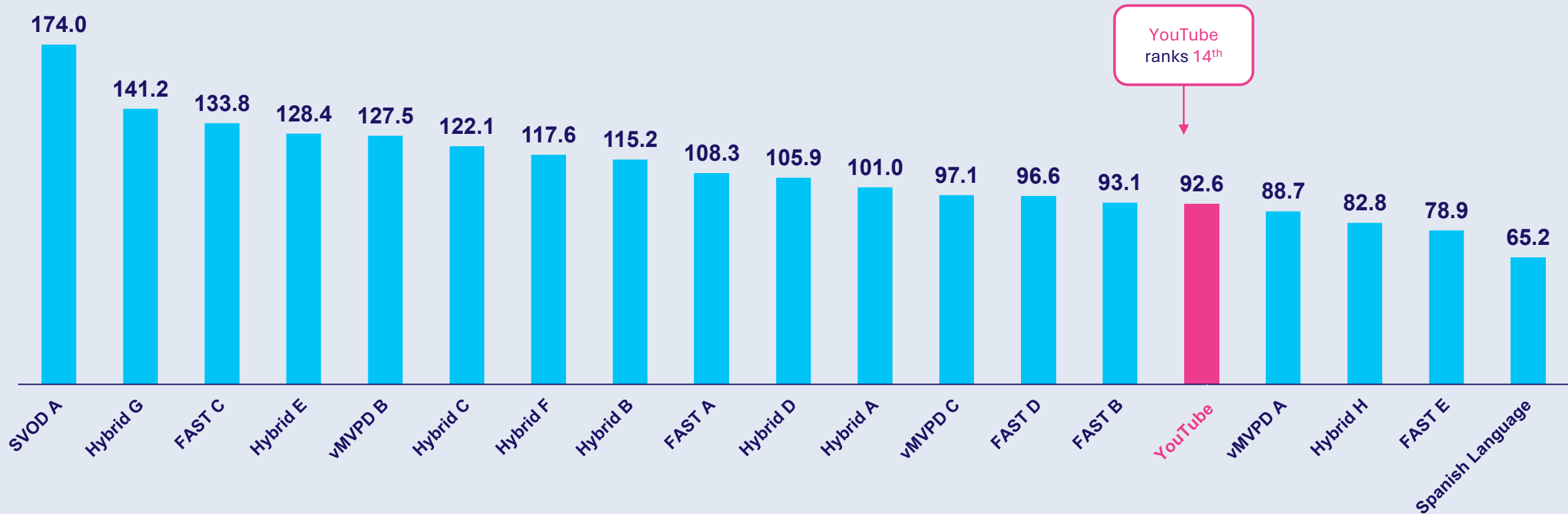
higher brand lift from campaigns
leveraging attention metrics



Source: Adelaide, 2025 Outcomes Guide, January 2025.

Premium Video drives greater consistent attention across content duration than YouTube, illustrating that not all viewing minutes are equal

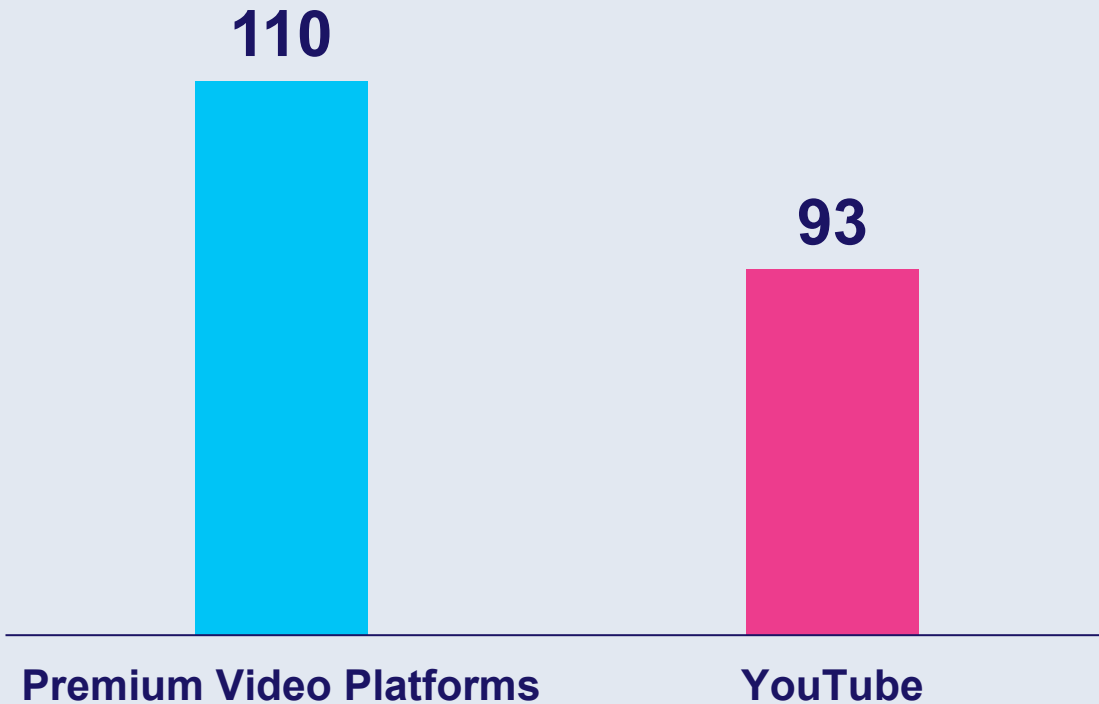
'Attention to Duration' by Platform on CTV



Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+. 'Attention to Duration' refers to: The proportion of time spent with eyes on screen relative to the duration of the app viewing session indexed to TV viewing norm. Spanish language apps comprised of 4 individual apps. Weighted based on duration of session.

Premium Video Platforms are 18% more likely to convert viewing time into meaningful attentive minutes across CTV viewership

Average 'Attention to Duration' Index

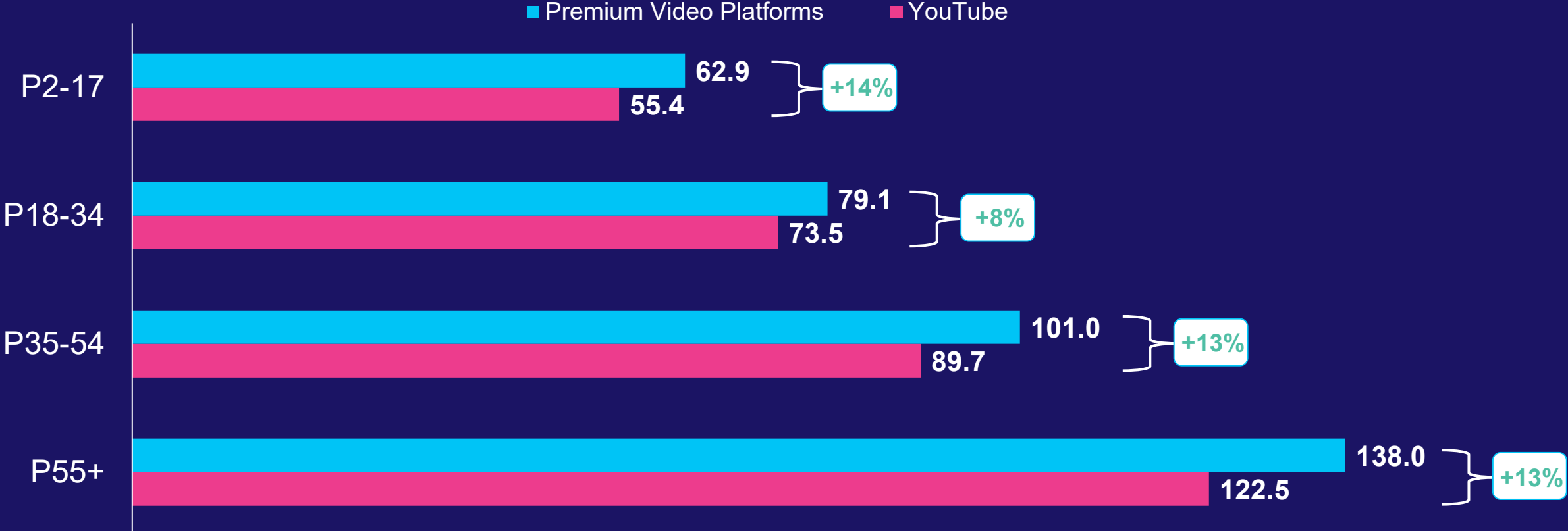


'Attention to Duration' is
+18%
stronger on Premium Video
Platforms than YouTube

Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. 'Attention to Duration' refers to: The proportion of time spent with eyes on screen relative to the duration of the app viewing session indexed to CTV viewing norm. Weighted based on duration of session.

Premium Video Platforms capture and sustain more attention across all demographics on CTV than YouTube

'Attention to Duration' Index Across Demographics

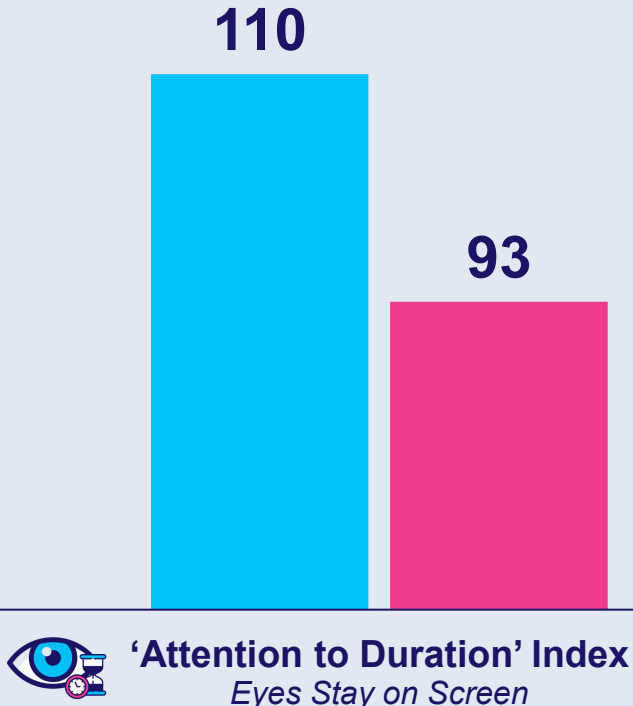
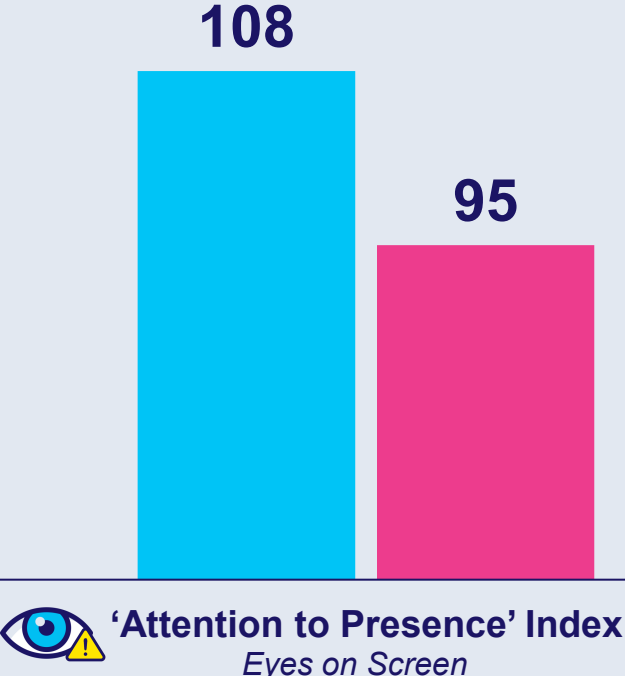
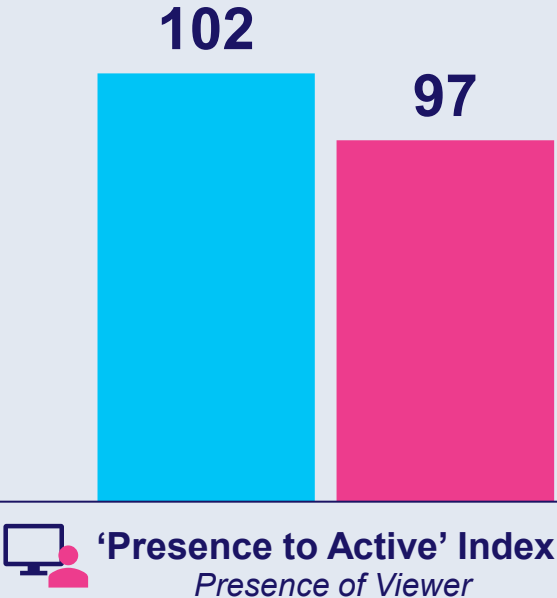


Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. 'Attention to Duration' refers to the proportion of time spent with eyes on screen relative to the duration of the app viewing session indexed to CTV viewing norm. Weighted based on duration of session.

Premium Video Platforms deliver stronger and more reliable attention enabling advertisers to maximize the impact of each impression

Average Attention Metrics

■ Premium Video Platforms ■ YouTube



Source: VAB + TVision Custom Study. July 2024-June 2025. P2+. Average attention metrics span all session durations. Premium video platforms represent an average of the 21 premium video platforms analyzed Weighted based on duration of session.

Seemingly small advertising decisions can lead to big impact, emphasizing that platform matters for compounding attention growth

Average Premium Video Platform Lift vs YouTube on CTV



+5%

more likely to be **in the room when the TV is on**

***Max PVP vs YT : +20%**



+14%

more likely to **have their eyes on screen**

***Max PVP vs YT : +33%**



+18%

more likely to **keep their eyes on screen**

***Max PVP vs YT : +88%**

Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+. Premium Video Platforms represent an average of the 21 Premium Video Platforms. Weighted based on duration of session. | *PVP refers to Premium Video Platforms. Max PVP means the Premium Video Platform with the highest index.

Premium Video Platforms dominate **long-form content**, driving higher attention and consistent engagement on CTV



Household Value
lives on Premium
Video Platforms



Premium Video
Platforms Drive More
Consistent Attention



**Brand Impact Thrives
Across Premium
Video Platform
Session Lengths**

Premium Video Platforms drive longer, more engaging viewing sessions, offering advertisers more reliable opportunities to connect with viewers



What is 'Session Length'?

Average viewing sessions grouped into four buckets based on length:

- **Super Short:** 0 - 20 minutes
- **Short:** 20 - 84 minutes
- **Medium:** 84 minutes - 3 hours
- **Long:** 3+ hours

*Note: A singular viewing session is defined for each individual viewer and CTV app over the course of a single day. Weighted based on duration of session.

“Ads viewed in the **long-form, lean-back TV environment** have greater **unaided recall** and **purchase intent**”

James Rooke
President, Comcast Advertising

Premium Video environments deliver high quality ad exposure where higher attention and completion drive stronger engagement



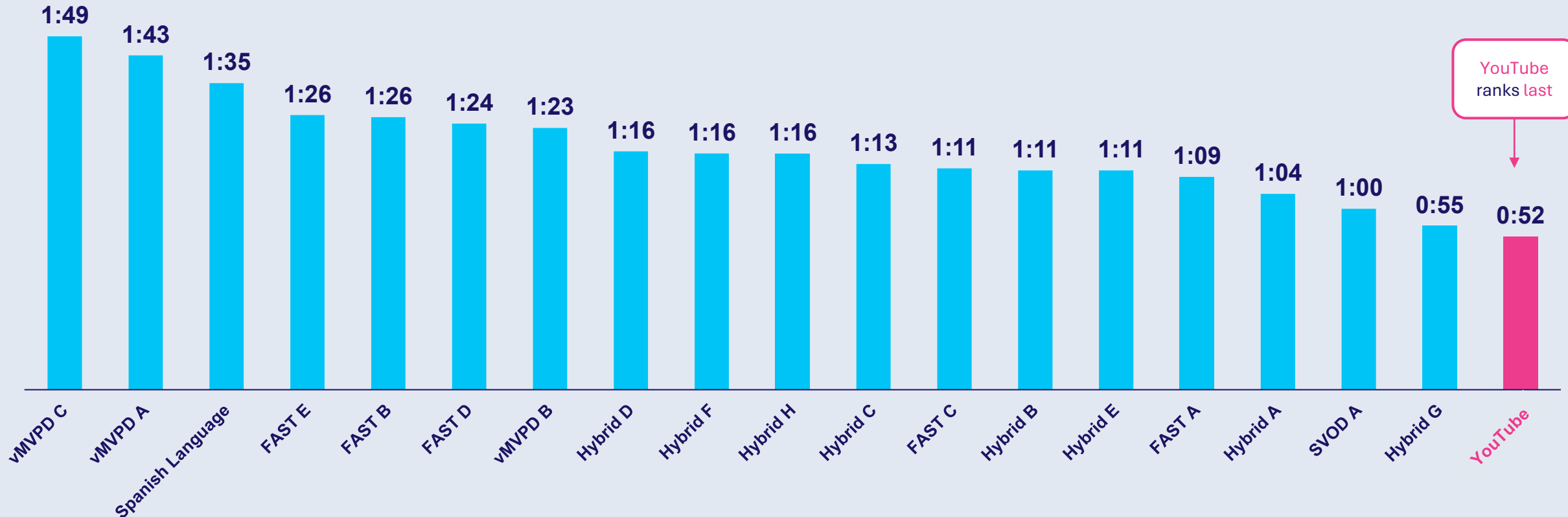
94%

Average **ad completion rate** for long-form premium video content

Source: FreeWheel, *The Delicate Art of Balancing Ad Load*, September 2023.

Shorter viewing sessions on YouTube limit impressions opportunities, compared with longer form content across Premium Video Platforms

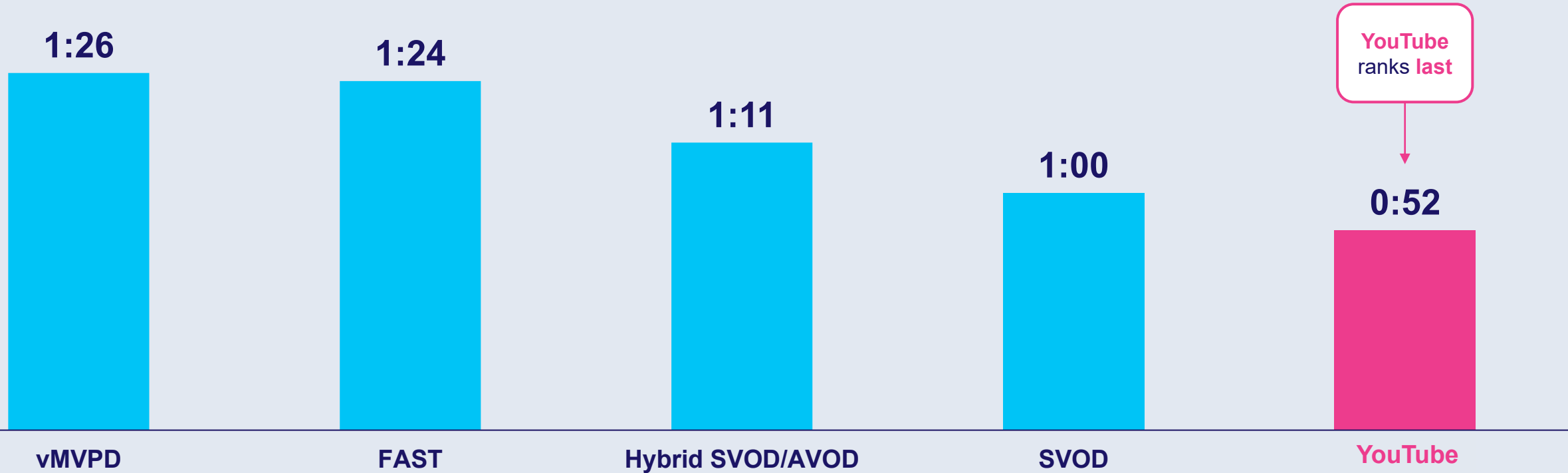
Average Session Length by Platform on CTV
In Hours



Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+. Spanish language apps comprised of 4 individual apps. Weighted based on duration of session.

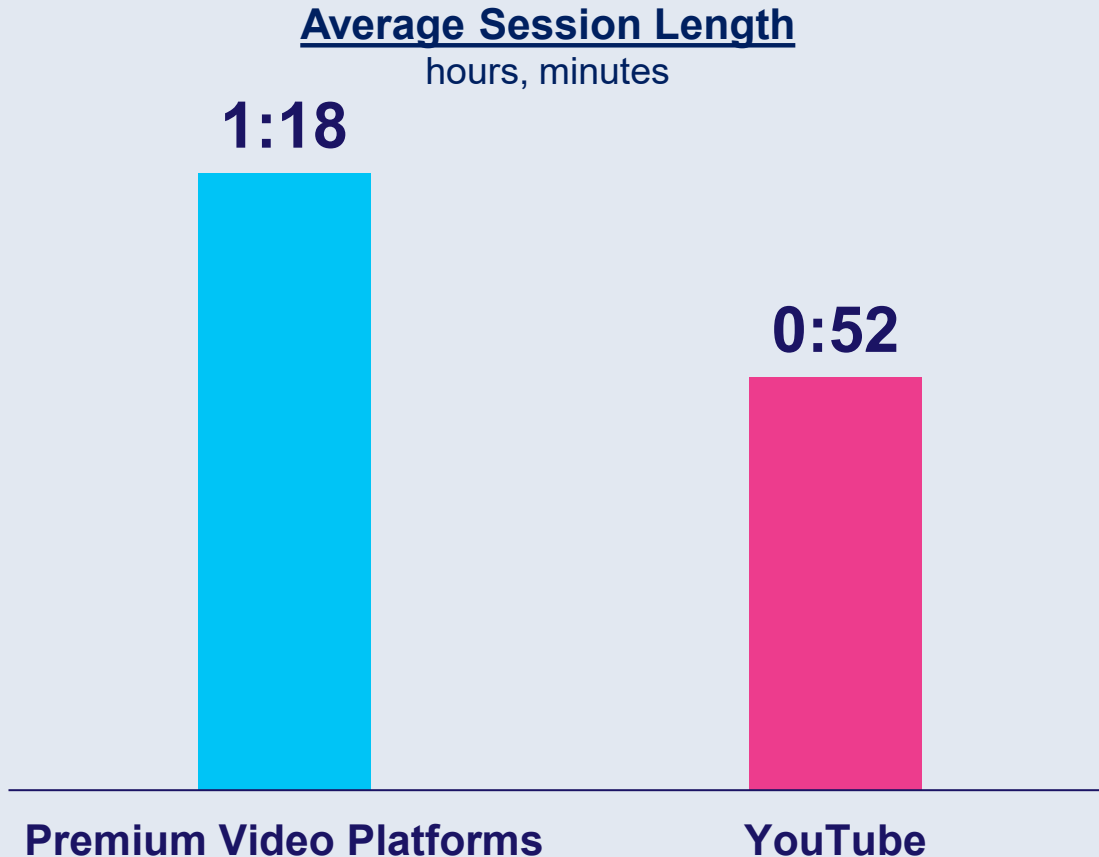
Shorter viewing sessions on YouTube limit opportunities for marketers to connect with audiences

Average Session Length by App Type on CTV
hours, minutes across a 12-month time period



Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+. Weighted based on duration of session.

Premium Video Platforms have 49% longer viewing sessions than YouTube, maximizing the marketer opportunity for meaningful impressions



Average Session Length is

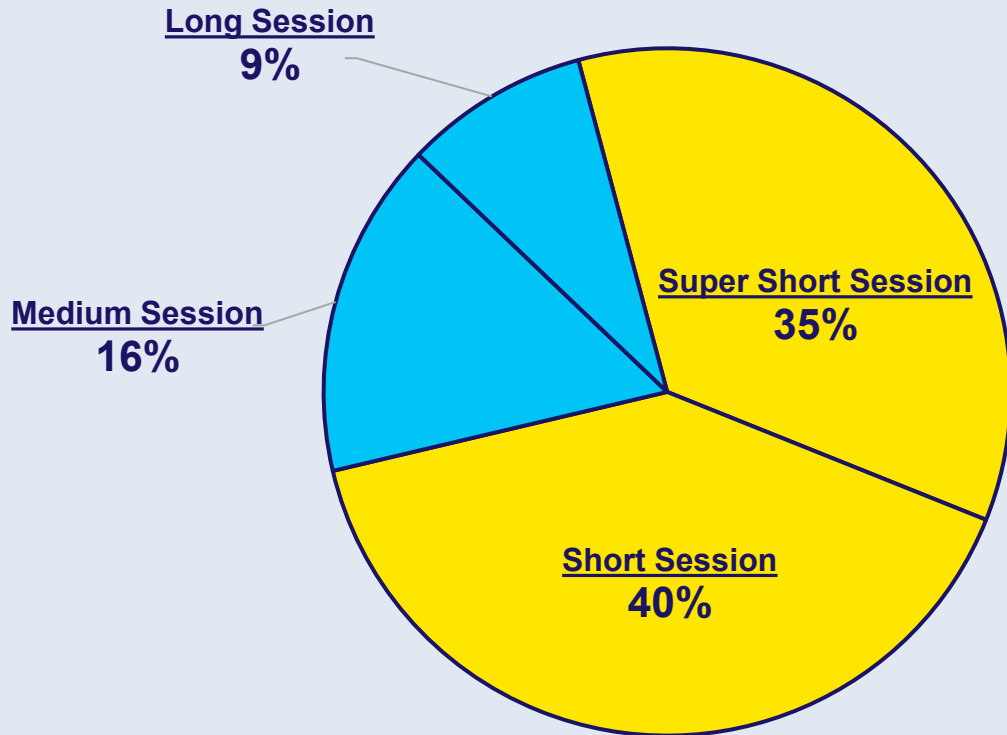
+26

minutes longer on Premium Video Platforms than YouTube

Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. Weighted based on duration of session.

The bulk of YouTube impressions live solely in super short or short viewing sessions, minimizing brand opportunities to drive attention

Share of YouTube Impressions Across Session Duration

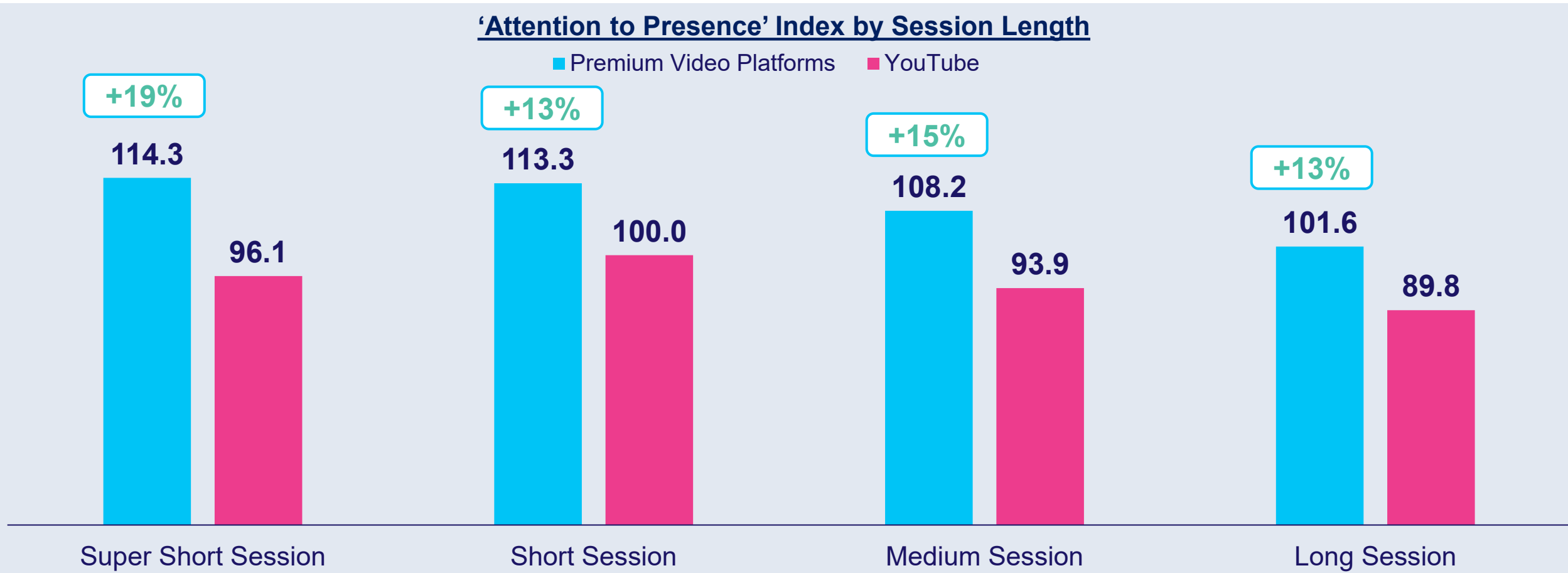


75%

of YouTube impressions fall within **super short and short viewing sessions**

Source: VAB + TVision Custom Study. July 2024-June 2025. P2+. Super Short Session 0 minutes to 20 minutes; Short Session 20 minutes to 84 minutes; Medium Session 84 minutes to 3 hours; Long Session 3+ hours

Regardless of session length, consumers who access Premium Video Platforms on CTV are more likely to have their eyes on screen than YouTube

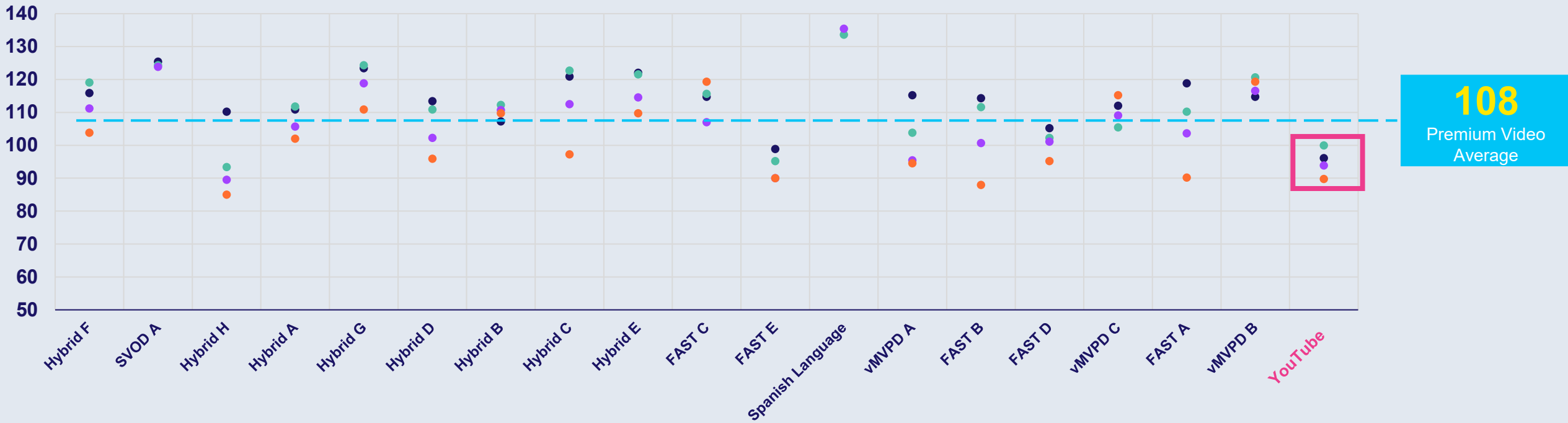


Source: VAB + TVision Custom Study. July 2024-June 2025. P2+. Super Short Session 0 minutes to 20 minutes; Short Session 20 minutes to 84 minutes; Medium Session 84 minutes to 3 hours; Long Session 3+ hours. 'Attention to Presence' Index is defined as the proportion of time spent with eyes on screen while the viewer is in the room with the content tuned indexed to CTV viewing norm. Premium Video Platforms represent an average of the 21 Premium Video Platforms analyzed. Weighted based on duration of session.

YouTube's attention environment is below average for eyes on screen, undermining the reliability advertisers need for brand impact

'Attention to Presence' Across Session Durations

• Super Short Session • Short Session • Medium Session • Long Session



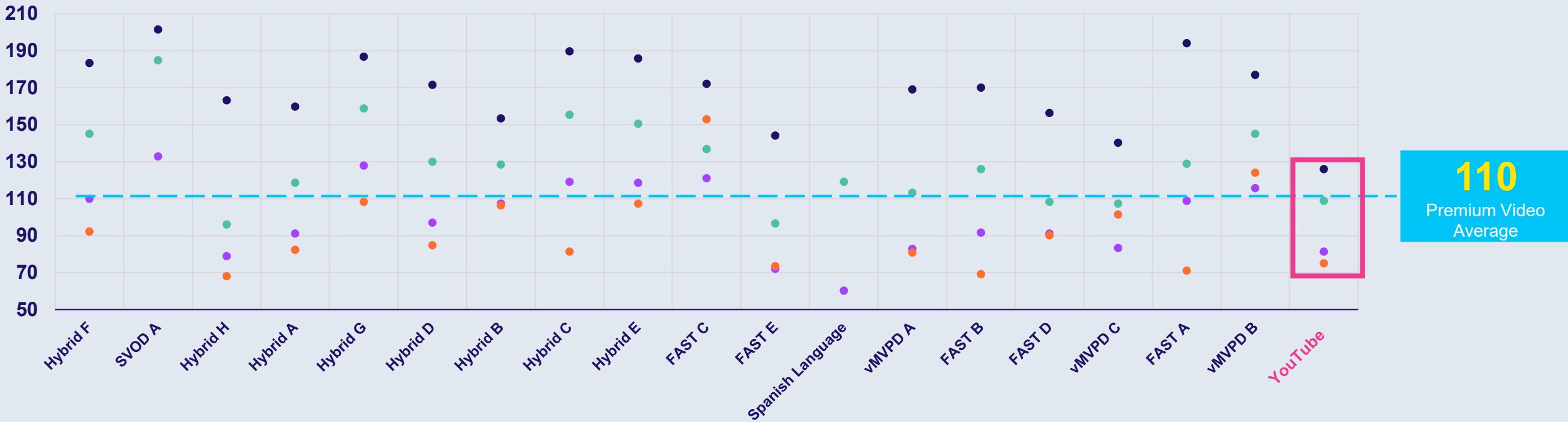
108
Premium Video Average

Source: VAB + TVision Custom Study. July 2024-June 2025. P2+. 'Attention to Visible' Index is defined as the proportion of time spent with eyes on screen while the viewer is in the room with the content tuned indexed to CTV viewing norm. Spanish language apps are comprised of 4 individual apps. Super Short Session 0 minutes to 20 minutes; Short Session 20 minutes to 84 minutes; Medium Session 84 minutes to 3 hours; Long Session 3+ hours. Weighted based on duration of session. Absence of data point reflects lack of required sample size for reporting.

YouTube struggles to retain eyes on screen with nearly all session durations under-indexing compared to Premium Video Platforms

'Attention to Duration' Across Session Durations

• Super Short Session • Short Session • Medium Session • Long Session



110
Premium Video Average

Source: VAB + TVision Custom Study. July 2024-June 2025. P2+. analyzed 'Attention to Duration' refers to the proportion of time spent with eyes on screen relative to the duration of app viewing session indexed to CTV viewing norm. Spanish language apps are comprised of 4 individual apps. Super Short Session 0 minutes to 20 minutes; Short Session 20 minutes to 84 minutes; Medium Session 84 minutes to 3 hours; Long Session 3+ hours. Weighted based on duration of session. Absence of data point reflects lack of required sample size for reporting.

Premium Video Platforms outperform YouTube on CTV across key attention and engagement metrics, which creates outsized value for marketers



**Household Value
Lives on Premium
Video Platforms**



**Premium Video
Platforms Drive
Consistent
Attention**



**Brand Impact Thrives
Across Premium
Video Platform
Session Lengths**

CTV impressions on Premium Video Platforms work harder for marketers than impressions on YouTube

Average Premium Video Platform Lift vs YouTube on CTV

'Presence to Active'



+5%

more likely to be in the room when the TV is on

'Attention to Presence'



+14%

more likely to have their eyes on screen

'Attention to Duration'



+18%

more likely to keep their eyes on screen

'Co-viewing'



+33%

stronger co-viewing

'Session Length'



+49%

longer viewing sessions

Source: VAB + TVision Custom Study. July 2024 – June 2025. P2+.

Key Marketer Takeaways

- ▶ Premium Video Platforms on CTV are much more likely to generate shared audiences, enabling advertisers to get greater efficiency out of every CTV impression they buy
- ▶ Attention on YouTube underperforms, whereas marketers can rely on the consistency and predictability of attention on Premium Video Platforms to help achieve their desired business outcomes
- ▶ Higher attention across session lengths in Premium Video Platforms drive deeper engagement and facilitates greater brand storytelling opportunities for marketers
- ▶ Not all CTV impressions are created equal. Impressions delivered on Premium Video Platforms work harder for marketers than impressions on YouTube

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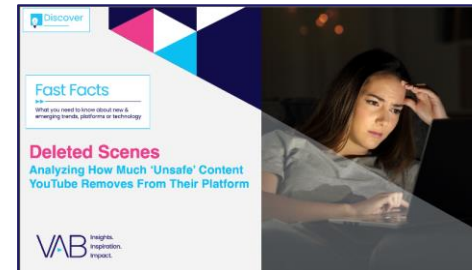
Looking for more data, insights and takeaways?
Check out this related VAB content



The Power of Premium Video
What It Means for Multiscreen TV
and Why It Matters to Marketers



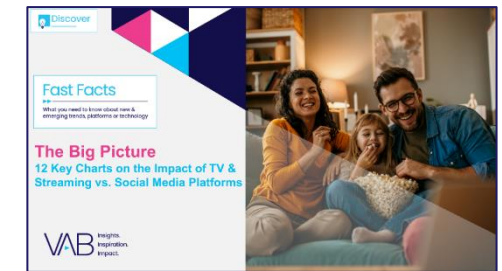
Best in Show
Five Advantages of Multiscreen TV,
From Brand to Performance



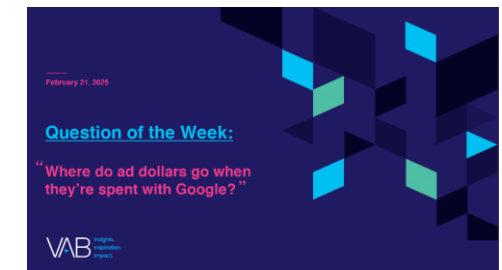
Deleted Scenes
Analyzing How Much 'Unsafe' Content
YouTube Removes From Their Platform



What Is CTV?
Defining and Understanding the
Connected TV Advertising Ecosystem



The Big Picture
12 Key Charts on the Impact of TV &
Streaming vs. Social Media Platforms



"Where do ad dollars go when they're spent with Google?"

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.



TVision Methodology & Glossary



TVision's Technology Stack

- ▶ Cutting edge and proprietary technology was used to measure who, how and what audiences are watching on their CTV devices

TVision Sensor

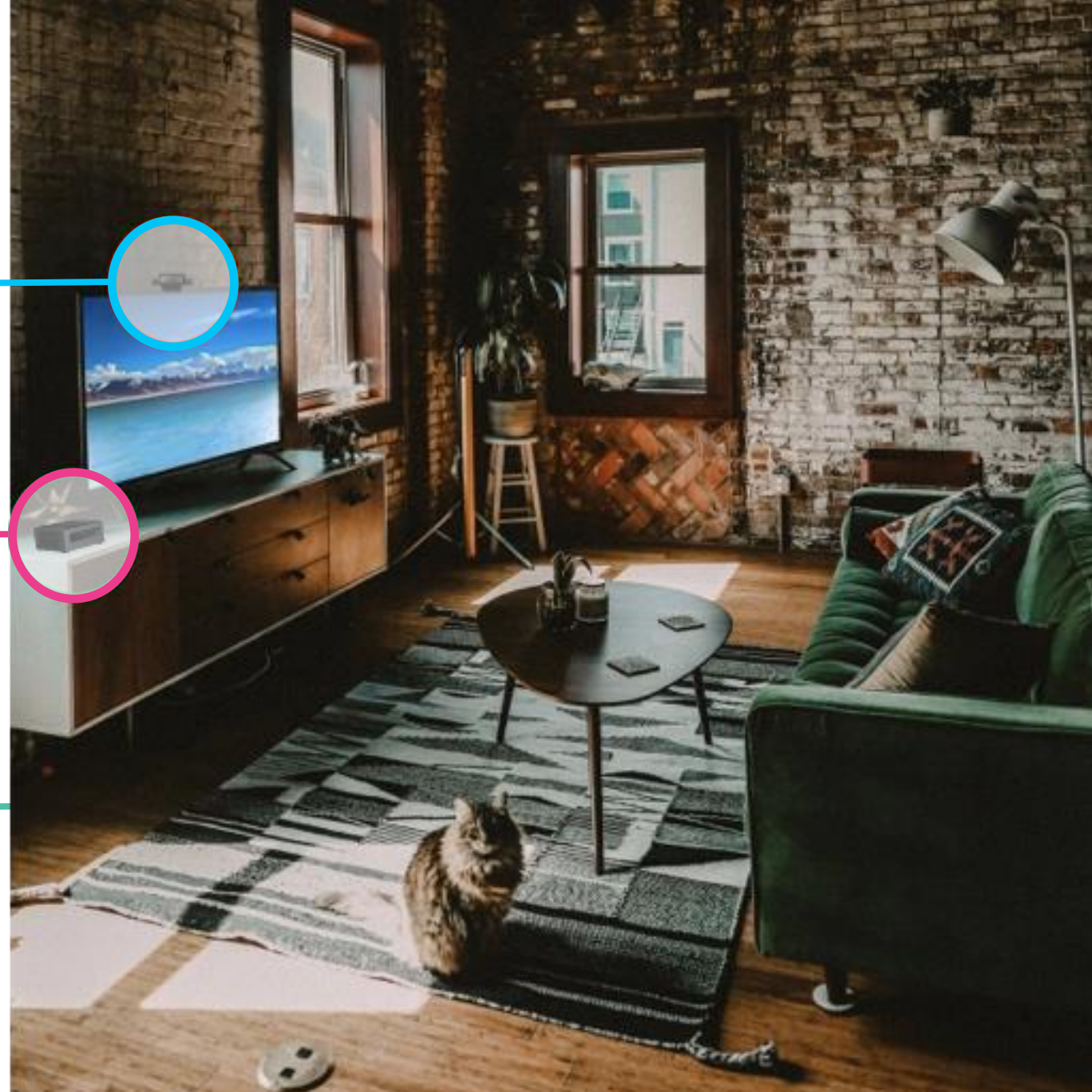
- **Person & Facial Recognition** (Who is in the room, and if they're paying attention)
- **ACR Fingerprinting** (What is on TV)

TVision Digital Meter

- **Device Detection** (If a digital device is in use)
- **App Detection** (If a streaming service is in use)
- Flexibility to add additional digital traffic analysis

TVision Measurement Engine

- **Remote Device Management** to manage and service thousands of in-home devices
- **ACR Engine** to identify linear and time-shifted TV content and ad units, over the air TV and on CTV



[Click here to access more TVision content.](#)

TVision's Data Approach: Streaming

TVision Device Meter:



TVision's device detection capabilities measure **how** people are watching TV, identifying if the viewer is watching CTV, and what device and application are currently in use.

ACR Fingerprinting:



TVision's ACR data measures **what** people are watching, identifying program and ad airings using ACR technology in conjunction with our ingested library content.

Computer Vision:



TVision's Computer Vision technology detects **who** is in the room, identifies the person(s), and matches them back to their demographic information. It also detects whether the person is actively looking at the TV or not, which provides us with Attention information.

Study Definitions

Term	Definition
Timeframe	July 1, 2024 - June 30, 2025
Demo	P2+, P2-17, P18-34, P35-54, P55+
Session	<p>A singular viewing session is defined for each individual viewer and application title over the course of a single day. For a session to be included, it requires a 30 second minimum session duration on YouTube and 5 minutes on Premium Video Platforms. For a given viewer and application, a new session begins whenever there is a gap of more than 10 minutes in viewing that specific application. Each session captures continuous viewing of that application within the day.</p>
Session Length Group	<p>These are created by grouping sessions into four buckets based on length: super short – 0 minutes to 20 minutes; short - 20 minutes to 84 minutes; medium - 84 minutes to 3 hours; long - 3+ hours.</p>

Data Cuts – *Metric Guide*

Metric	Definition	Weighting
Co-viewing %	The proportion of viewing where 2 or more viewers have overlapping *active viewing sessions for at least 5 minutes.	Share of impressions
‘Presence to Active’ Index	The percentage of time a viewer was in the room out of the total active viewing session indexed to CTV viewing norm.	Duration of session
‘Attention to Presence’ Index	The proportion of time spent with eyes on screen while the viewer is in the room with the content tuned indexed to CTV viewing norm.	Duration of session
‘Attention to Duration’ Index	The proportion of time spent with eyes on screen relative to the duration of the content indexed to CTV viewing norm. Window of attention captured requires 30 seconds of consistent viewing.	Duration of session
Session Length	Average viewing session grouped into 4 buckets based on length: super short – 0 minutes to 20 minutes; short - 20 minutes to 84 minutes; medium - 84 minutes to 3 hours; long - 3+ hours.	Duration of session