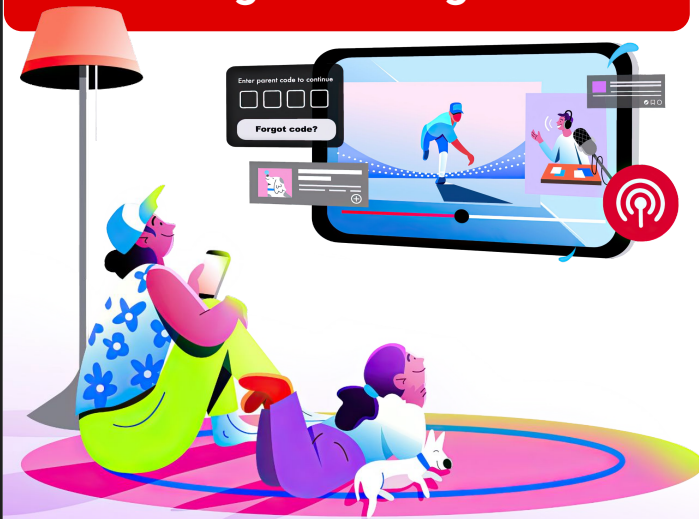


YouTube

Living Room

Best practices

Winning the Living Room



More than 1 billion daily watch hours of YouTube content on TV

For at least five years, TV has been YouTube's **fastest-growing screen** by watch time.¹

This shift in behaviour presents a massive opportunity for you to tap into a growing audience.

For more than half of the top 100 most-watched channels in the world, TV is their most-watched screen (2024). In the past 12 months, the number of YouTube channels that earned 6 figures (in USD) or more in revenue from TV screens is up over 45% year on year.²

Decoding the TV viewer

The TV is the centrepiece of many living rooms, and is usually the largest and most immersive screen in the home. This unique viewing context shapes how people engage with YouTube on TV, leading to distinct behaviours and preferences when compared to people's interactions with other devices.



Shared viewing

Watching YouTube on TV is often a social activity shared with friends and family.

Watching together also impacts engagement levels: 86% of viewers say that they pay more attention to what they're watching when they watch YouTube on TV in a social setting.³



'Lean-back' viewing

TV audiences tend to seek a relaxed, immersive viewing experience.

Viewers might prefer longer or episodic content that lets them 'set it and forget it' when watching on TV.



Multi-format viewing

YouTube is the go-to platform for content across all formats.

YouTube-native formats like **Shorts, live streams, full-length videos and podcasts are right at home on TV**. Viewers watched over 700 million hours of podcasts on living room devices in October 2025, up from 400 million hours just a year before.

Monetisation

Better ads for TV

What viewers expect

Viewers expect a different ad experience depending on where they are watching. **That's why we're evolving the YouTube advertising experience to benefit everyone: creators, viewers and advertisers.**

Innovations include QR codes in ads, ad groups enabling fewer overall ad breaks, and Shorts ads for TV to enable better monetisation across formats.

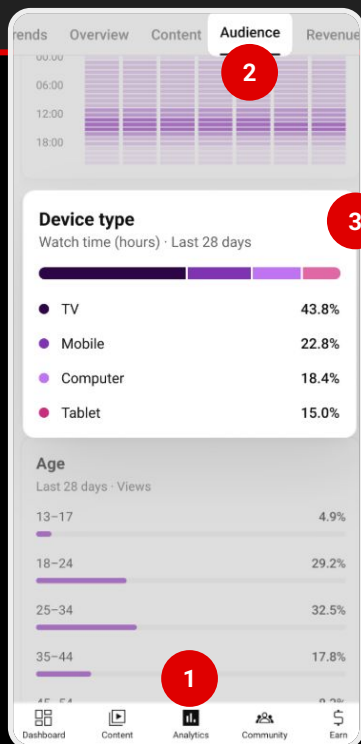
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Optimise the ad experience:

Place mid-roll ad slots at natural breakpoints

Why? When mid-roll ad slots are at natural breakpoints, it makes for a better viewer experience, which can ultimately help to **optimise the creator's earning potential and viewership.** You can even enable automatic mid-rolls to have YouTube look for natural breakpoints automatically.

If you prefer to place mid-roll ad slots manually, look for natural breakpoints such as scene transitions; visual cues like title cards; or audio cues like changes in music.



Analytics

Unpack your TV viewership

Channel insights

YouTube Analytics provides insights that can help you better understand your audience and tailor your strategies to maximise engagement.

DID YOU KNOW? You can see your TV viewership in Studio Analytics on both web and mobile.

To view your channel insights by device:

1. Go to **Analytics** in YouTube Studio
2. Go to the **Audience** tab
3. Scroll to see the '**Device type**' card

On web, the 'See more' button will take you to a breakdown where you can see watch time, views, average view duration and estimated revenue per device.

[LEARN MORE >](#)

“ When I saw the devices in my analytics showing more and more consumption on TV... TV is now my number-one strategy. All the content on my channels is designed for TV first. I've started creating longer content for TV audiences. ”

[THE INFOGRAPHICS SHOW](#)

Best practices

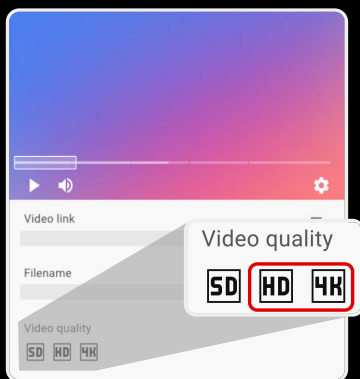
Engage viewers with the content that they love while maximising the big-screen experience – bigger visuals, higher resolution and superior audio. Are you already reaching audiences on the big screen? Or maybe you're looking to expand your audience share on YouTube? These best practices can help you to deliver an exceptional Living Room viewing experience.

Upload in 4K

This will ensure that your content looks great on the big screen

Viewers tell us that the picture and audio quality of their TV is one of the major factors in their choice to watch YouTube on the big screen. This makes delivering that top-tier audio-visual experience vital for engaging this audience.

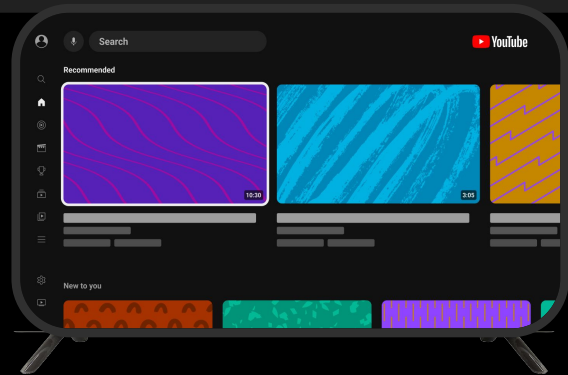
For viewers watching YouTube on TV, upload in 4K to give them the television experience that they expect.



You can check the quality of your video during the upload flow.

2billion

Over 2 billion hours of Shorts are watched on Living Room each month.⁵



The Home page offers a cinematic experience and showcases personalised recommendations.

The 'spotlight' shelves and tabs help your viewers to browse across different categories and content genres.

Fine-tune the audio

TV sound systems can boost the audio experience of your videos. A well-balanced audio mix with clear dialogue and crisp sound can improve the overall watching experience. At the same time, higher-quality microphones can also pick up background noise. And of course, muddy dialogue just kills the experience. Look for ways to optimise your audio, both on set and in post-production.

High-resolution thumbnails

Thumbnails appear much larger on TVs, so quality matters. A resolution of 3840 x 2160 (with minimum width of 640 pixels) works best. Ensure that your images are balanced and uncluttered. Remember that while dynamic use of colour and composition can help to catch the eye, too much can be overwhelming.

(Note: On web, you can upload thumbnail sizes up to 50 MB for video thumbnails and 10 MB for podcast thumbnails.)

Optimise your channel art

Make sure that it works across devices

Image resolution

Ensure that your banner image is at least 2560 x 1440 pixels and 6 MB.

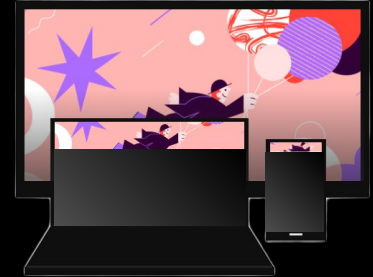
Remember the safe area

TVs will display the full banner, but other devices can't. Keep the critical information (channel name, logo) within the central 'safe area'.

[This downloadable template](#) can guide your banner design.

Simplicity is key

On a TV, less is often more. A clean and focused design translates well across various devices and is easier to read from a distance.



When you upload a channel banner, it's used across all devices.



PRO TIP: Test on a TV. If possible, preview your banner and channel layout on an actual TV set to see how it looks.

[LEARN MORE >](#)

Curate your channel's content

Make content easy to find

Create and feature playlists

- Organised playlists help viewers to discover your content
- If a **specific playlist** has high-quality content with a clear connection across episodes (such as consistent themes or narratives), designate that playlist as a show

Optimise your show's titles

- We suggest that you use **this title format** for each video: Episode title | Show name
- Add a title (show name) to your playlist details

Add featured sections

- These can be made up of **videos and playlists**. They help you to organise and showcase content from your channel across different shelves.

[LEARN MORE >](#)

Optimise your creative strategy for TV in order to create an experience that complements the unique viewing habits of this audience. Consider these pointers to fine-tune your content strategy for the big screen.

Optimise your content strategy

Focus your strategy to engage with TV

Embrace long-form content

TV's 'lean-back' nature encourages longer **watch times**, giving you the opportunity to make longer content. Use strong storytelling to boost engagement.

Watch out! Don't stretch your videos just to make them longer. Instead, prioritise value and maintaining engagement throughout.

Consider publishing consistency

TV viewers often develop watching habits **connected to their favourite shows**. Establish a regular publishing schedule to tap into this habit and keep your audience engaged.

Make the most of episodic content

Episodic content thrives on consistency and cohesion. Familiar formats, recurring themes or beloved characters entice viewers to return. Build shows around similar themes, consistent formats or sequentially organised storytelling.

Consider content with broader appeal

In a study with Nielsen, we found that **26% of YouTube viewing on TV screens is a shared experience**. This is higher than for traditional TV.⁶ Stay focused on your core niche, and also consider content or formats that encourage group viewing, spark conversation or appeal to a broader audience.

The intro matters

Your thumbnail makes a promise to your viewers. **Give them the payoff (or even a tease) in the first 30 seconds** of your video. (Capitalise on the auto-play preview!)



Michelle Khare

Known for her engaging and high-quality content, especially her 'Challenge Accepted' series.

The diverse range of challenges showcases her enthusiasm to try new things, all delivered with premium storytelling. She embraces long-form content, allowing her to fully explore each challenge. The 'Challenge Accepted' series is a prime example of episodic content that keeps viewers coming back for more. Combined with high production quality, this approach has cemented her YouTube success on TV.

Learn more

- [Sports, podcasts and children's content shine on TV](#)
- [Why YouTube on TV is blowing up](#)
- YouTube is now the [number-one streaming platform](#) in the US
- Hear directly from creators [HopeScope](#) and [Kinigra Deon](#)