

Youtube Statistics

2023



You
Tube



 *InstaFollowers*

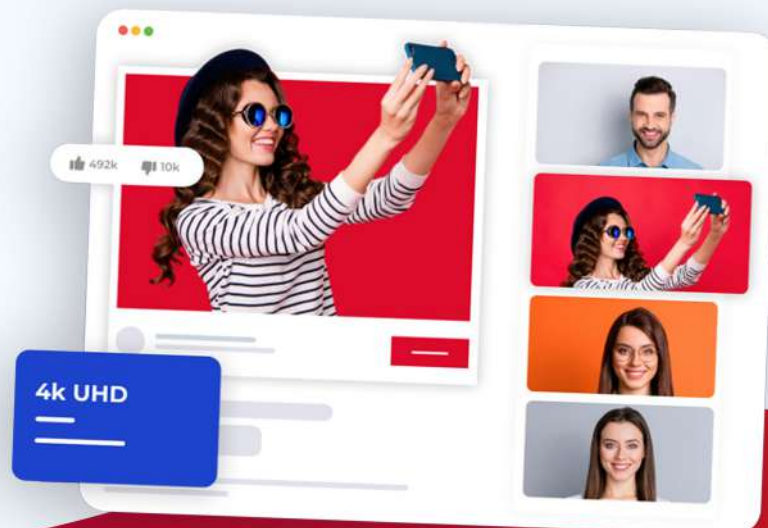
General

- ▶ YouTube has over 2 billion monthly active users, which is approximately one-third of the internet population.
- ▶ Over 1 billion hours of video are watched on YouTube every day.
- ▶ YouTube is the second most visited website in the world, after Google.
- ▶ Over 500 hours of video are uploaded to YouTube every minute.
- ▶ Over 70% of YouTube's traffic comes from mobile devices.
- ▶ YouTube is available in more than 100 countries and in over 80 languages.
- ▶ The most subscribed YouTube channel as of 2021 was T-Series, with over 183 million subscribers.
- ▶ The most viewed YouTube video of all time as of 2021 was "Baby Shark Dance" with over 9 billion views.
- ▶ The most popular category of YouTube videos in 2021 was music, followed by gaming, beauty, and comedy.
- ▶ Over 90% of users say that they have discovered new brands or products on YouTube.



Content

- ▶ Over 1 billion hours of video are watched on YouTube every day.
- ▶ Over 500 hours of video are uploaded to YouTube every minute.
- ▶ The average length of a YouTube video is 11 minutes and 24 seconds.
- ▶ The most popular category of YouTube videos in 2021 was music, followed by gaming, beauty, and comedy.
- ▶ The total number of views for music videos on YouTube exceeded 1 trillion in 2021.
- ▶ The top 10 most viewed videos on YouTube were all music videos.
- ▶ The top 100 YouTube channels generated over 20 billion views.
- ▶ Gaming content on YouTube grew by 80% , making it the fastest-growing category.
- ▶ There were over 50 million active YouTube content creators.



ROI and Usage

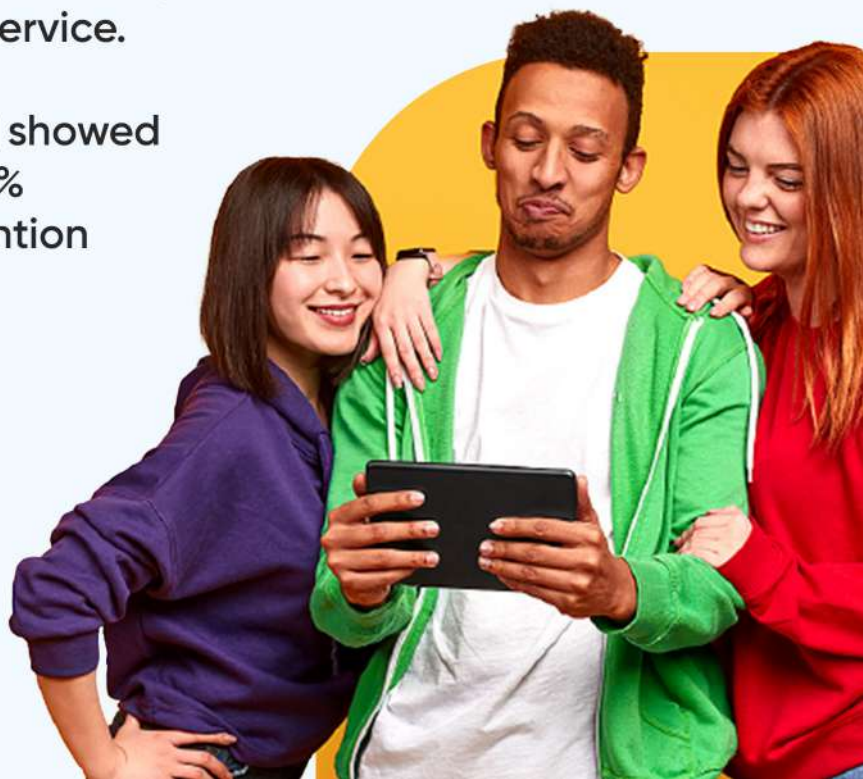
Usage

- ▶ YouTube has over 2 billion monthly active users, which is approximately one-third of the internet population.
- ▶ Over 70% of YouTube's traffic comes from mobile devices.
- ▶ The average mobile viewing session on YouTube lasts more than 40 minutes.
- ▶ YouTube's highest traffic occurs during prime time, between 8-11 PM.
- ▶ In 2021, the number of people watching YouTube on their TV screens increased by 120%.
- ▶ In 2021, YouTube had over 40 million active gaming channels.
- ▶ The number of YouTube channels earning six figures per year grew by more than 40% in 2021.
- ▶ In 2021, YouTube's watch time on TVs grew by more than 80%.
- ▶ In 2021, the most searched term on YouTube was "music".
- ▶ YouTube's advertising revenue was projected to reach \$30 billion in 2022.



ROI

- ▶ YouTube is the second largest search engine in the world after Google.
- ▶ In 2021, YouTube was the third most influential social media platform for purchase decisions, after Facebook and Instagram.
- ▶ Over 90% of users say that they have discovered new brands or products on YouTube.
- ▶ YouTube advertising has an average cost-per-view of \$0.10-\$0.30.
- ▶ YouTube ads can be targeted based on demographics, interests, behaviors, and more.
- ▶ In 2021, YouTube's advertising revenue was projected to reach \$30 billion.
- ▶ In a survey conducted in 2021, 51% of marketers said that YouTube had the best ROI compared to other social media platforms.
- ▶ In 2021, 70% of YouTube users watched videos to help solve a problem they were having with a product or service.
- ▶ A study conducted in 2021 showed that YouTube ads were 84% more likely to receive attention than TV ads.
- ▶ In 2021, the average click-through rate (CTR) for a YouTube ad was 0.47%.



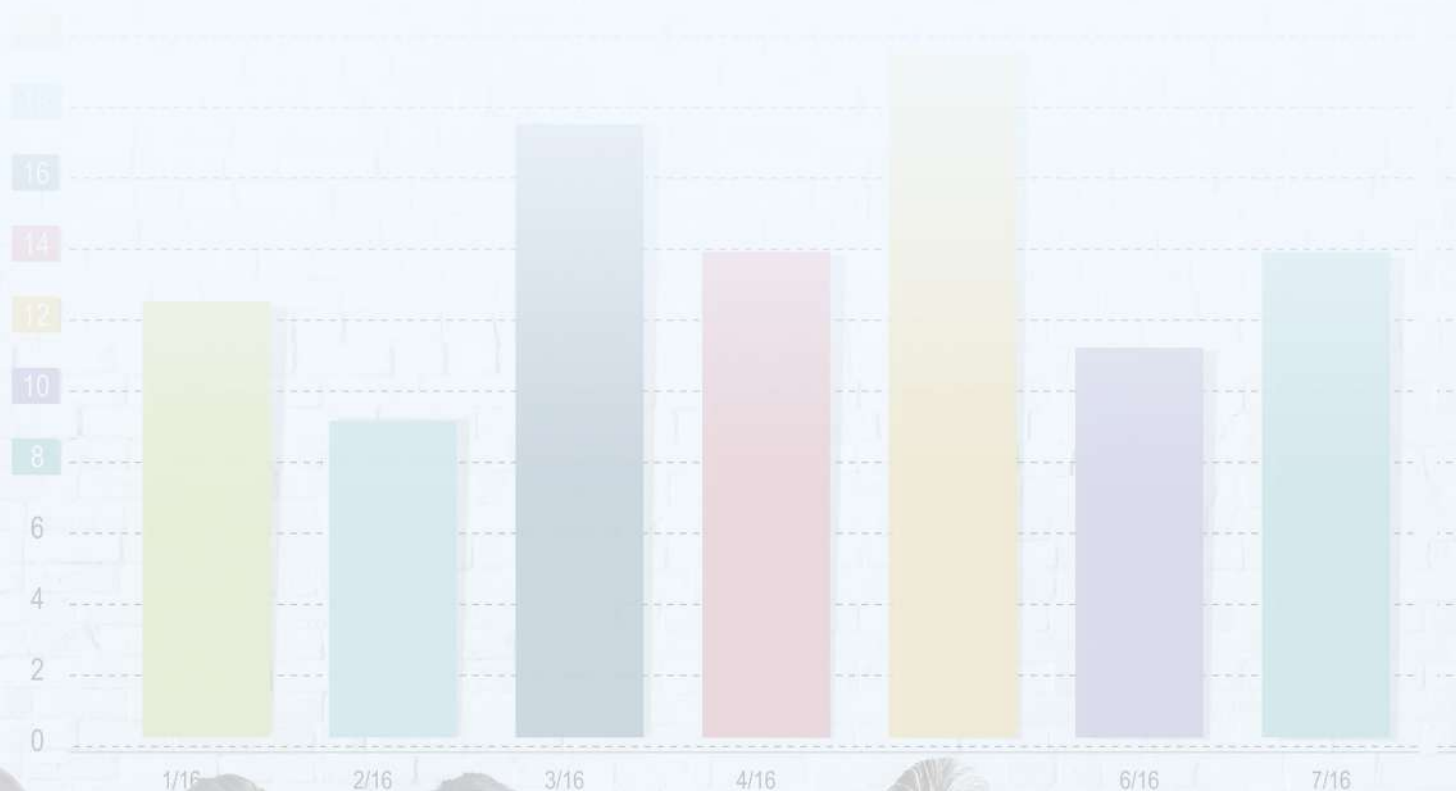
Mobile

- ▶ Over 70% of YouTube's traffic comes from mobile devices.
- ▶ The average mobile viewing session on YouTube lasts more than 40 minutes.
- ▶ In 2021, over 70% of YouTube watch time was on mobile devices.
- ▶ In a survey conducted in 2021, 62% of YouTube users said they used the app on their smartphones.
- ▶ YouTube's mobile app is available in over 100 countries and has been downloaded over 5 billion times on the Google Play Store alone.
- ▶ In 2021, the YouTube mobile app was the most popular video player app in the United States, with over 155 million monthly active users.
- ▶ The YouTube mobile app allows users to watch videos offline, download content, and enable or disable autoplay.
- ▶ YouTube has a mobile revenue of over \$5 billion, according to reports in 2021.



Demographics

- ▶ YouTube has more than 2 billion monthly active users.
- ▶ The platform is used by people of all ages, but its primary demographic is the 18-34 age group, which makes up 41% of its user base.
- ▶ The 35-54 age group makes up 26% of YouTube's user base.
- ▶ The 55 and older age group makes up 15% of YouTube's user base.
- ▶ In the United States, YouTube is more popular among females,



Subscriber Growth

- ▶ The most subscribed YouTube channel is T-Series, an Indian music video channel, with over 180 million subscribers.
- ▶ The second most subscribed YouTube channel is PewDiePie, a gaming and entertainment channel, with over 110 million subscribers.
- ▶ There are over 2 million YouTube channels with over 100,000 subscribers.
- ▶ The number of YouTube channels with over 1 million subscribers increased by more than 45%.
- ▶ The fastest-growing YouTube channel was "ZHC", an art and entertainment channel, which gained over 14 million subscribers in just one year.
- ▶ The average growth rate of a YouTube channel was 70% higher than in 2020.
- ▶ YouTube Gaming channels grew by more than 70% compared to the previous year.
- ▶ Channels dedicated to cooking and food saw a growth rate of over 90% compared to the previous year.
- ▶ Educational channels saw a growth rate of over 75% compared to the previous year.
- ▶ The top 100 YouTube channels collectively gained over 500 million subscribers.



History

- ▶ YouTube was founded in 2005 by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim.
- ▶ In November 2006, Google acquired YouTube for \$1.65 billion.
- ▶ In 2007, YouTube introduced its Partner Program, allowing content creators to earn revenue from their videos through ads and sponsorships.
- ▶ In 2012, YouTube launched its first mobile app for iOS devices.
- ▶ In 2015, YouTube launched its ad-free subscription service, YouTube Red (now known as YouTube Premium).
- ▶ In 2017, YouTube faced controversy over brand safety concerns, as advertisements were appearing next to extremist and controversial content.
- ▶ In 2018, YouTube announced that it had 1.9 billion monthly active users.
- ▶ In 2019, YouTube generated \$15 billion in revenue, up from \$11 billion in 2018.
- ▶ In 2020, the COVID-19 pandemic led to a surge in YouTube usage, with the platform reporting a 25% increase in views and a 20% increase in daily active users.
- ▶ As of 2021, YouTube is the second most visited website in the world, after Google, and the second most used search engine, after Google.



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