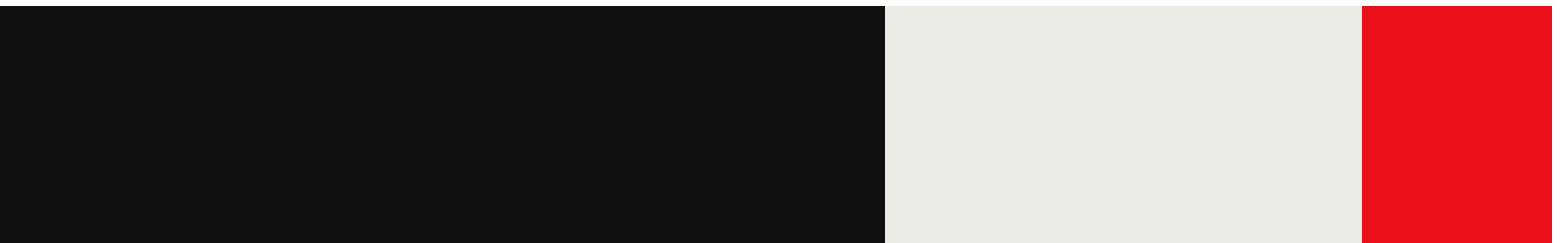


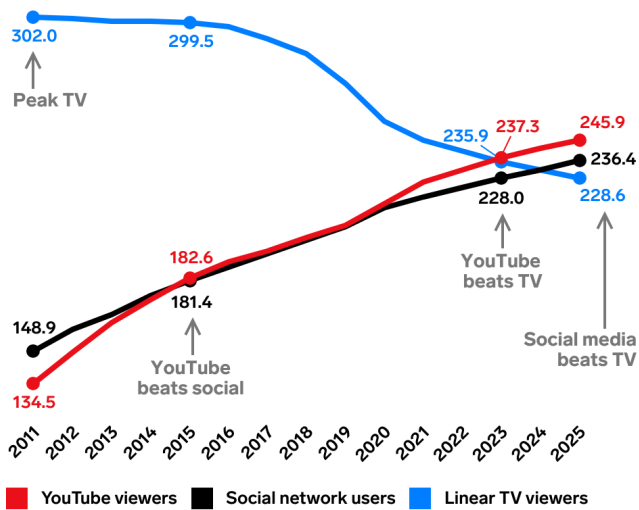
Social media users will surpass linear TV viewers next year

Article



Social Networks and YouTube Are Strong Contenders for Shrinking Linear TV Audiences

millions of US YouTube viewers, social network users, and linear TV viewers, 2011-2025



Note: YouTube viewers are individuals of any age who watch YouTube via app or website at least once per month; social network users are internet users of any age who use a social network via any device at least once per month; linear TV viewers are individuals of any age who watch live or recorded video on a TV set at least once per month, includes DVR and other prerecorded video such as video downloaded from the internet but saved locally, and excludes digital; YouTube viewer forecast from Feb 2024; social network user forecast from May 2024
Source: EMARKETER Forecast, June 2024

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Key stat: Next year, US monthly social network users will reach 236.4 million, exceeding the 228.6 million linear TV viewers, according to our June 2024 forecast.

Beyond the chart:

- Linear TV will lose 1.5% of its US viewers next year.
- Even though its share of media time is declining YoY, **linear TV** will still command more video viewing time spent than **social media** and YouTube in the next couple of years. In 2025, US adults will spend two hours and 49 minutes (2:49) per day with linear TV, compared with social video's 53 minutes and YouTube's 37 minutes.

Use this chart: Digital advertisers could track the migration of linear TV viewers and make a case for reallocating its ad spend to YouTube and social media.

Related EMARKETER reports:

- [US Social Network Forecasts 2024](#) (Subscription required)
- [US Time Spent With Media H2 2024 Update](#) (Subscription required)

