

YouTube tops over-the-top video platforms

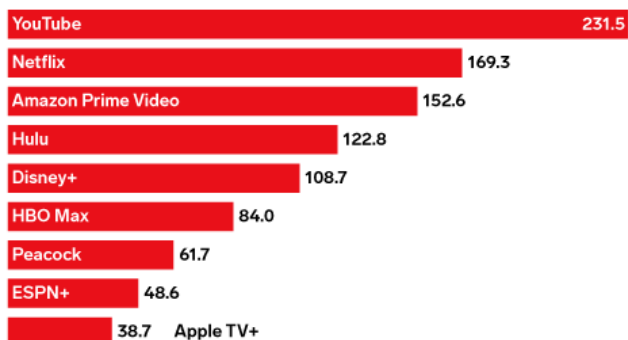
Article

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YouTube will have more US viewers than any other over-the-top (OTT) platform by the end of 2022, at **231.5 million**, per our forecast. Netflix also ranks toward the top, with **169.3 million** viewers, and Amazon Prime Video will boast an audience of **152.6 million**.

US OTT Viewers, by Platform, 2022

millions



Note: individuals of any age who watch video at least once per month via any app or website that provides streaming video content over the internet and bypasses traditional distribution
Source: Insider Intelligence, Oct 2022

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Beyond the chart: Disney+ slid into the No. 5 spot among the OTT services we track, just below Hulu. The Walt Disney Co. reported that the former added **12.1 million** subscribers worldwide in its fiscal Q4 2022, but its revenues of **\$20.15 billion** **missed expectations** by more than **\$1 billion**.

Meanwhile at YouTube, **premium subscriptions have soared** over the past year, and the platform is bringing **Shorts** to connected TV to squeeze more ad revenues out of the increasingly popular format.

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Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.