

YouTube's ahead of TikTok for creator-led livestreams

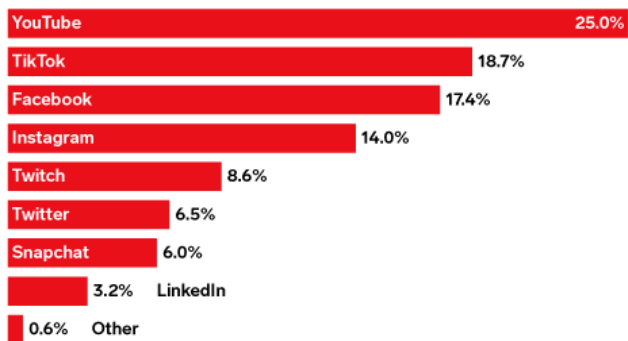
Article

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One-fourth of creators said they go live to their followers via YouTube, making it the most popular livestreaming app ahead of TikTok (18.7%), Facebook (17.4%), and Instagram (14.0%), per an April 2023 survey by The Influencer Marketing Factory.

Platforms Used by US Internet Users to Watch Creator- or Influencer-Led Livestreams, April 2023

% of respondents



Note: n=900 internet users who have watched a content creator/influencer livestream
Source: The Influencer Marketing Factory, "The Creator Economy Report 2023," May 2, 2023

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Beyond the chart: TikTok and YouTube are tied as both the top-favored and top-earning platforms for creators in 2023, according to the same survey, with a combined 52% of influencers saying they earn the most money on either platform.

Even as social platforms face an ad slowdown, the creator economy is alive and well, valued at \$65.2 billion this year, according to Citigroup estimates.

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Methodology: Data is from the May 2023 The Influencer Marketing Factory "The Creator Economy Report 2023." 1,000 US internet users ages 18+ and 660 US creators ages 18+ were surveyed during April 2023.