

Podcast | Pulling Back the Curtain on YouTube's Recommendation Algorithm

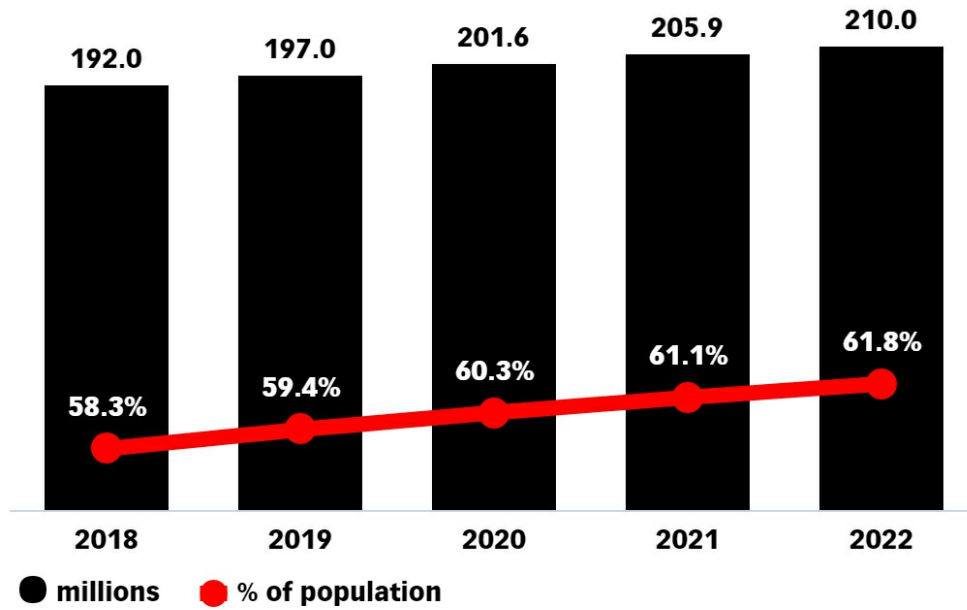
AUDIO |

eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Paul Verna talks about YouTube's algorithm for video recommendations. YouTube will reach more than 190 million users this year. How much does its tool drive engagement?

YouTube Viewers

US, 2018-2022



Source: eMarketer, November 2018

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