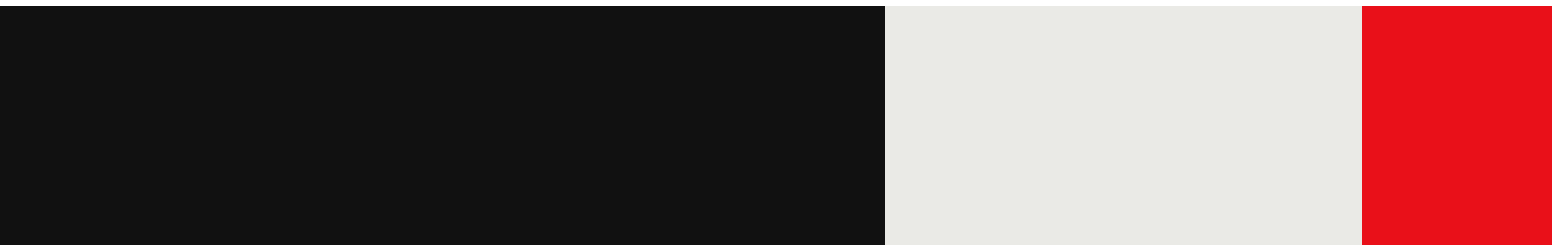


5 charts that demonstrate YouTube's reach: Ad spend, users, and Gen Z

Article

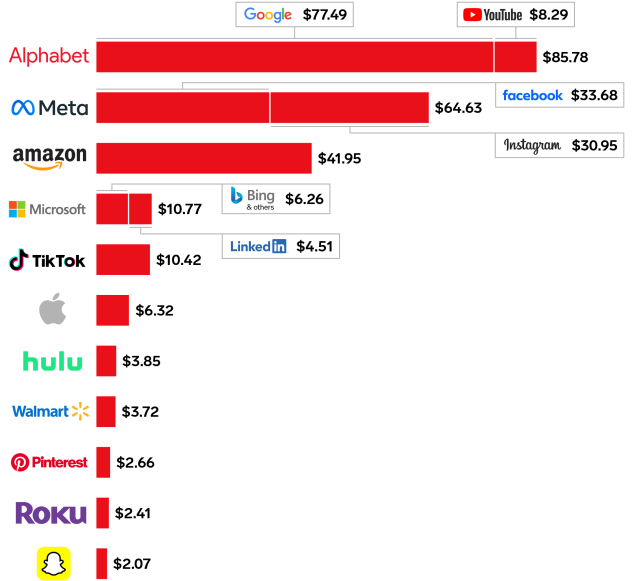


Last week, YouTube reported that ad revenues were up 13% YoY to \$8.7 billion and [connected TV \(CTV\)](#) views grew 130%, demonstrating the platform's massive potential for advertisers.

Between Shorts, YouTube's flagship short videos that competes with [TikTok](#) and Instagram Reels, and its foray into CTV, YouTube is central to digital advertising. Here are five charts demonstrating just how big YouTube's reach is.

1. Without Google, YouTube would be the sixth biggest digital ad platform in the US

Companies With Over \$2 Billion in US Net Digital Ad Revenues, 2024
billions



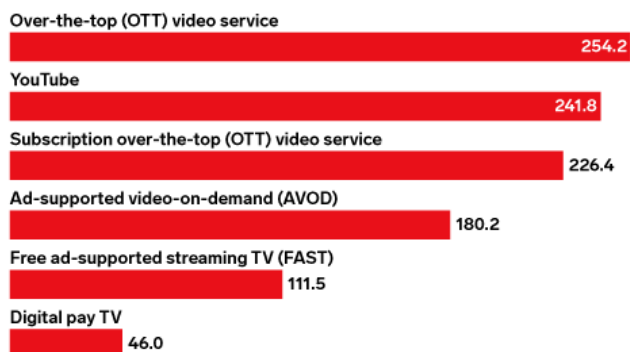
Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: EMARKETER Forecast, March 2024

YouTube's US ad revenues will reach \$8.29 billion this year, per our March 2024 forecast. That means if YouTube were not owned by parent Alphabet, which also owns [Google](#), it would still rank among the top 10 digital ad platforms in the US by revenue, ahead of Apple, Hulu, and Walmart.

2. YouTube is a top player in digital video

US Digital Video Viewers, by Format/Platform, 2024

millions



Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month

Source: EMARKETER Forecast, Feb 2024

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Some 241.8 million people in the US will watch YouTube this year, or 90.4% of digital video viewers in the US, per our February 2024 forecast. More people will watch YouTube than [subscription OTT](#), ad-supported video on-demand, or free ad-supported streaming TV.

YouTube was the second largest TV distributor by watch time in June 2024, behind only The Walt Disney Company, according to Nielsen.

3. YouTube is the biggest smartphone app by users

Top 25 Smartphone Apps Among US Smartphone App Users, Jan 2024

millions and % reach

	Unique visitors	% reach
1. YouTube	162.1	75%
2. Facebook	143.7	66%
3. Gmail	139.6	64%
4. Google Search	132.6	61%
5. Google Maps	124.5	57%
6. Amazon Mobile	121.4	56%
7. Instagram	85.6	39%
8. TikTok	85.5	39%
9. Facebook Messenger	84.1	39%
10. Google Play	83.9	39%
11. Spotify	79.8	37%
12. Google Photos	73.9	34%
13. PayPal	72.4	33%
14. Walmart	68.6	32%
15. Apple Maps	68.4	32%
16. Cash App	67.5	31%
17. Weather (iPhone native)*	61.8	29%
18. Apple News	54.7	25%
19. Google Drive	54.6	25%
20. Temu: Team Up, Price Down	51.1	24%
21. Snapchat	50.8	23%
22. Pinterest	50.5	23%
23. Yahoo Stocks	50.1	23%
24. Apple Notes	48.9	23%
25. Venmo	47.8	22%

Note: ages 18+; Android and iOS; *previously Dark Sky Weather
Source: Comscore Mobile Metrix, Feb 2024

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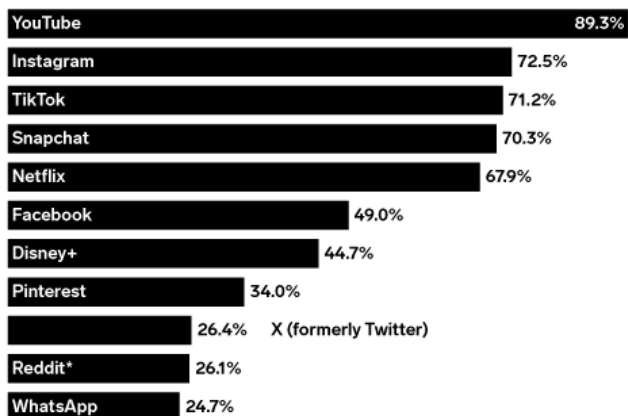
YouTube is the biggest app among US smartphone app users, per January 2024 data from Comscore, ahead of [Facebook](#), Instagram, or any of Google's other properties.

Out of all time spent with YouTube in the US, 41.2% is spent on [mobile](#), per our June 2024 forecast. That figure is declining as time spent watching YouTube on CTV rises. Total time spent with YouTube is increasing, but people are adopting it faster as a TV platform than as a mobile one. When creating ad campaigns, advertisers should understand that many YouTube viewers are watching the platform the way they watch TVs, and they should borrow strategies from CTV.

4. Gen Z is on YouTube more than any other platform

Penetration of Select Digital Platforms Among US Gen Zers, 2024

% of population



Note: internet users born between 1997 and 2012 who accessed any of the platforms listed at least once per month; *logged-in users
Source: EMARKETER Forecast, May 2024

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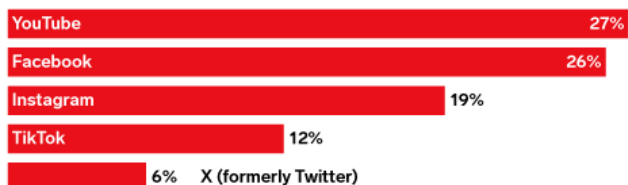
Nearly 9 in 10 US [Gen Zers](#) (89.3%) are on YouTube, putting the platform ahead of Instagram (72.5%), TikTok (71.2%), and [Snapchat](#) (70.3%), per our May 2024 forecast. [Gen Zers trust YouTube](#) more than any other [social platform](#), according to a study from Business Insider and YouGov.

Brands marketing to Gen Zers need to be on YouTube, and they need to understand what kind of content their Gen Z audience is consuming there. Those interests will help brands understand what kind of content to invest in, whether it's tutorials, get-ready-with-me videos, or something else. It will also demonstrate which [creators](#) brands should partner with.

5. Marketers say YouTube has the best audience targeting of top social media platforms

Top Social Media Advertising Platforms With the Best Audience Targeting According to Social Media Marketers Worldwide, Jan 2024

% of respondents



Note: top 5 responses
Source: HubSpot and Mention, "Global Social Media Trends Report," Jan 9, 2024

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YouTube beats out Facebook, Instagram, TikTok, and [X](#) when it comes to [audience targeting](#), social media marketers worldwide told Hubspot and Mention in January 2024. YouTube beats out Facebook and Instagram, which have struggled with targeting since Apple's App Tracking Transparency framework began allowing users to opt out, and TikTok, which is still a much younger platform than its competitors.

Brands are spending big with YouTube, so it's important their ads reach the right audience and don't go to waste.

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