

Where to reach livestream viewers on social media

Article

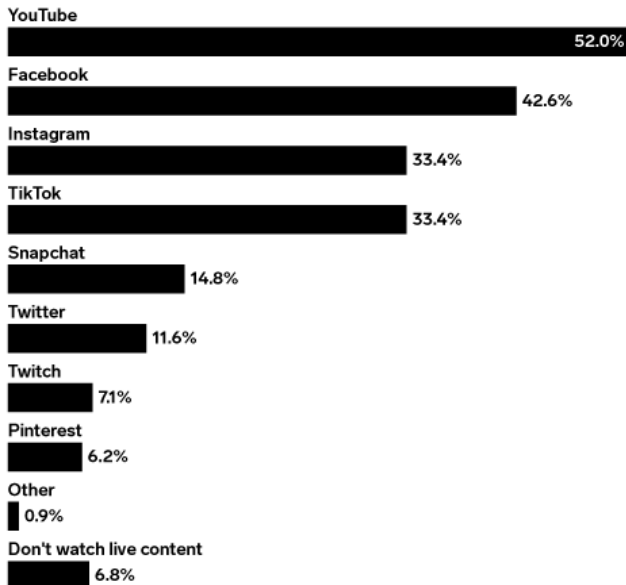
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Among US social video viewers, **YouTube** is the most popular place to watch live content, with **52.0%** tuning in on the platform. **Facebook** ranks as their second app of choice, used by **42.6%** for live video, while **Instagram** and **TikTok** tie for third with **33.4%**.

Beyond the chart: The Google-owned platform slips to second place among younger generations, however. TikTok is the top livestreaming destination for 16- to 24-year-old social video viewers, while Facebook is the go-to for those ages 25 to 44.

On Which Platforms Do US Social Video Viewers Watch Live Content Most Frequently?

% of respondents, Nov 2021



Note: ages 16+; respondents could select up to three
Source: TheSoul Publishing as conducted by Censuswide, Jan 2022

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