

YouTube is still attracting new advertisers

Article

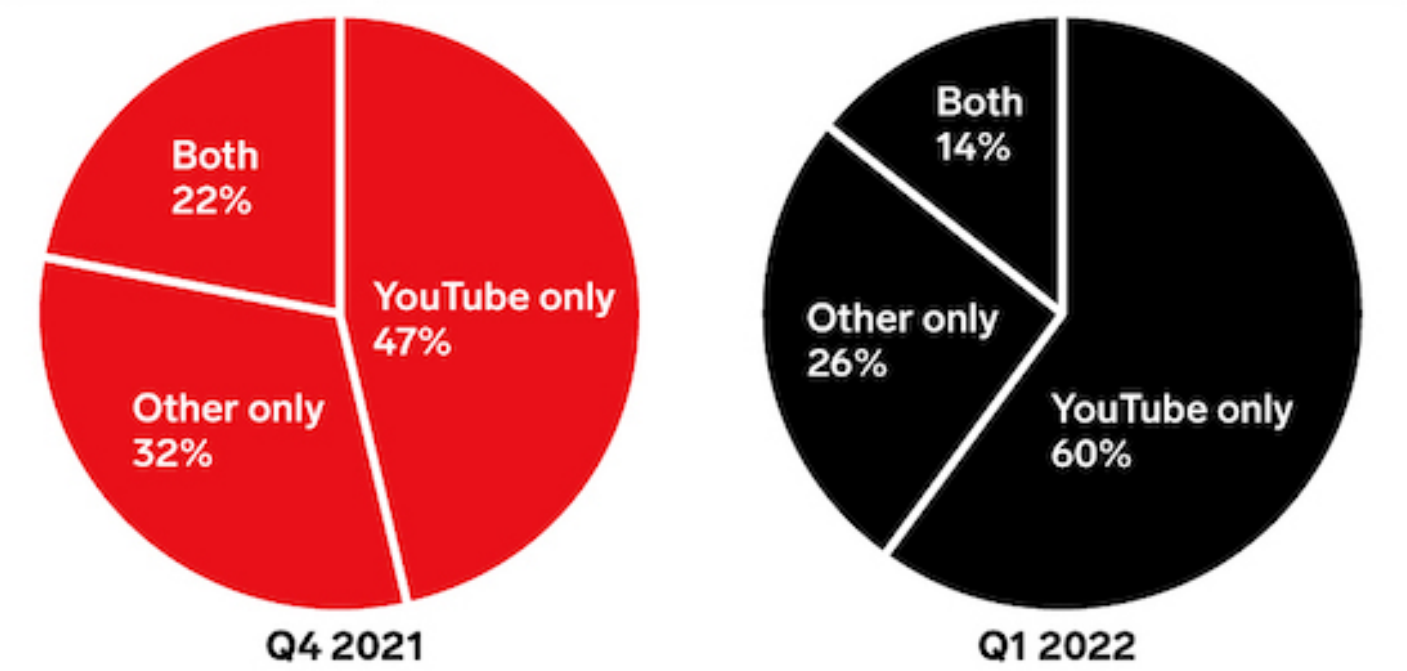
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Among US companies investing in digital video advertising, the share that did so exclusively on YouTube increased from **47%** in Q4 2021 to **60%** in Q1 2022, for a total of roughly **9,300** companies in the US.

Beyond the chart: YouTube's earnings have fallen short of analyst expectations so far this year, but its days as a dominant video ad platform are far from over—if it can fend off TikTok.

The Alphabet-owned platform will boast a monthly US user base roughly **2.5 times** larger than TikTok’s this year, and it offers more opportunities for advertisers than its short-form competitor does.

Share of US Companies Investing in Digital Video Advertising, by Ad Platform, Q4 2021 & Q1 2022
% of total



Note: total number of companies investing in Q4 2021=approximately 12,800; total number of companies investing in Q1 2022=approximately 15,500; numbers may not add up to 100% due to rounding
Source: MediaRadar as cited in press release, June 22, 2022

While YouTube is playing catch-up in social commerce and short-video functionality, the platform still has the advantage in user numbers, for now.

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