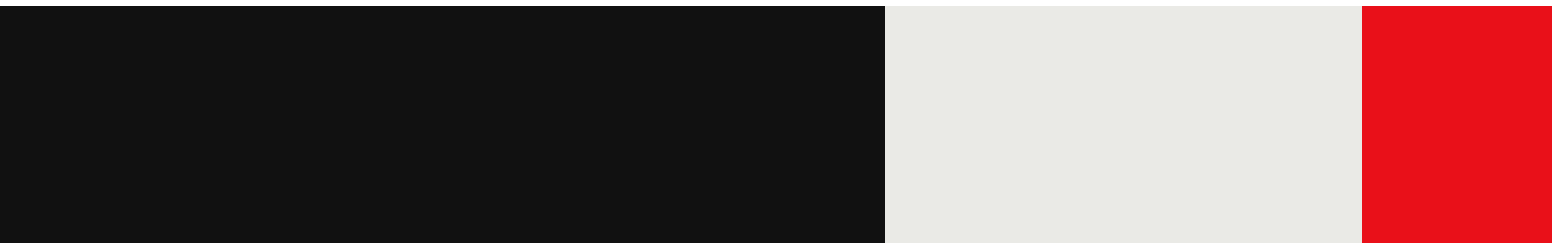




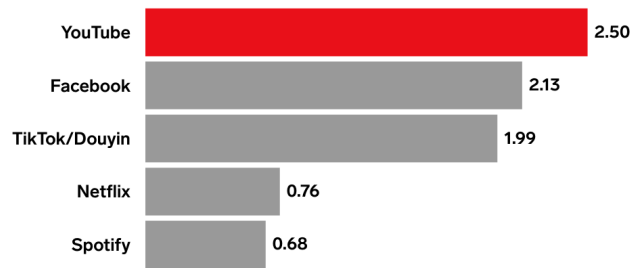
# YouTube's audience outnumbers even its greatest rivals

Article



## YouTube's Audience Trumps All Others Across Many Media Categories

billions of users worldwide, by select platforms, 2025



Note: individuals of any age who watch YouTube or Netflix via app or website, listen to Spotify, or access their Facebook or TikTok/Douyin account via any device at least once per month; Facebook and TikTok/Douyin data is from the May 2024 forecast  
Source: EMARKETER Forecast, Oct 2024; Spotify as cited in company website, Feb 7, 2025

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**Key stat:** YouTube's 2.50 billion monthly active users worldwide outnumber those on all other digital platforms, according to our 2024 forecasts and Spotify data.

### Beyond the chart:

- YouTube's global prowess is particularly notable because the platform is not available in China, one of the largest potential digital markets, yet still has billions of users.
- Despite having more users than other platforms, YouTube is not No. 1 in digital ad revenue share worldwide. That distinction goes to Amazon, followed by Instagram, ByteDance, TikTok, and Pinduoduo.

**Use this chart:** Marketers can use this chart to prioritize placing advertising and content on various platforms. They can also use it to reinforce the importance of having a robust YouTube strategy and demonstrate how big YouTube is compared to the leading streaming platform.

- [YouTube for Marketers Explainer](#) (EMARKETER subscription required)
- [The CTV Opportunity](#) (EMARKETER subscription required)

*Methodology: Estimates are based on the analysis of survey and web traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.*