

YouTube's ad business took a hit in H2 2022

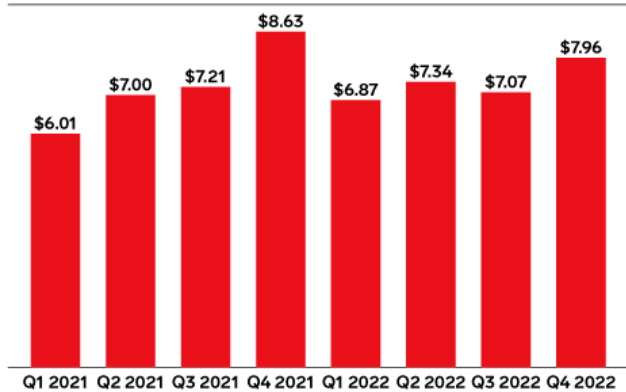
Article

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YouTube's ad business took a hit in the latter half of 2022, with revenues down year over year in both Q3 and Q4. The company has since hired a new CEO, hiked YouTube TV prices, and introduced podcasts to YouTube Music to try to reverse the downward trend.

YouTube Quarterly Ad Revenues Worldwide, 2021-2022

billions



Source: Alphabet, 2022

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eMarketer | InsiderIntelligence.com

Beyond the chart: The Alphabet-owned video platform saw net ad revenue growth decelerate from 46.2% in 2021 to 10.0% in 2022, per our estimates. Still, YouTube's 2022 growth outpaced the global digital ad market's 8.5% increase.

If TikTok is banned in the US, YouTube Shorts could attract some of TikTok's \$6.83 billion in expected US net ad revenues this year, but just how much would trickle to YouTube is unclear.

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