

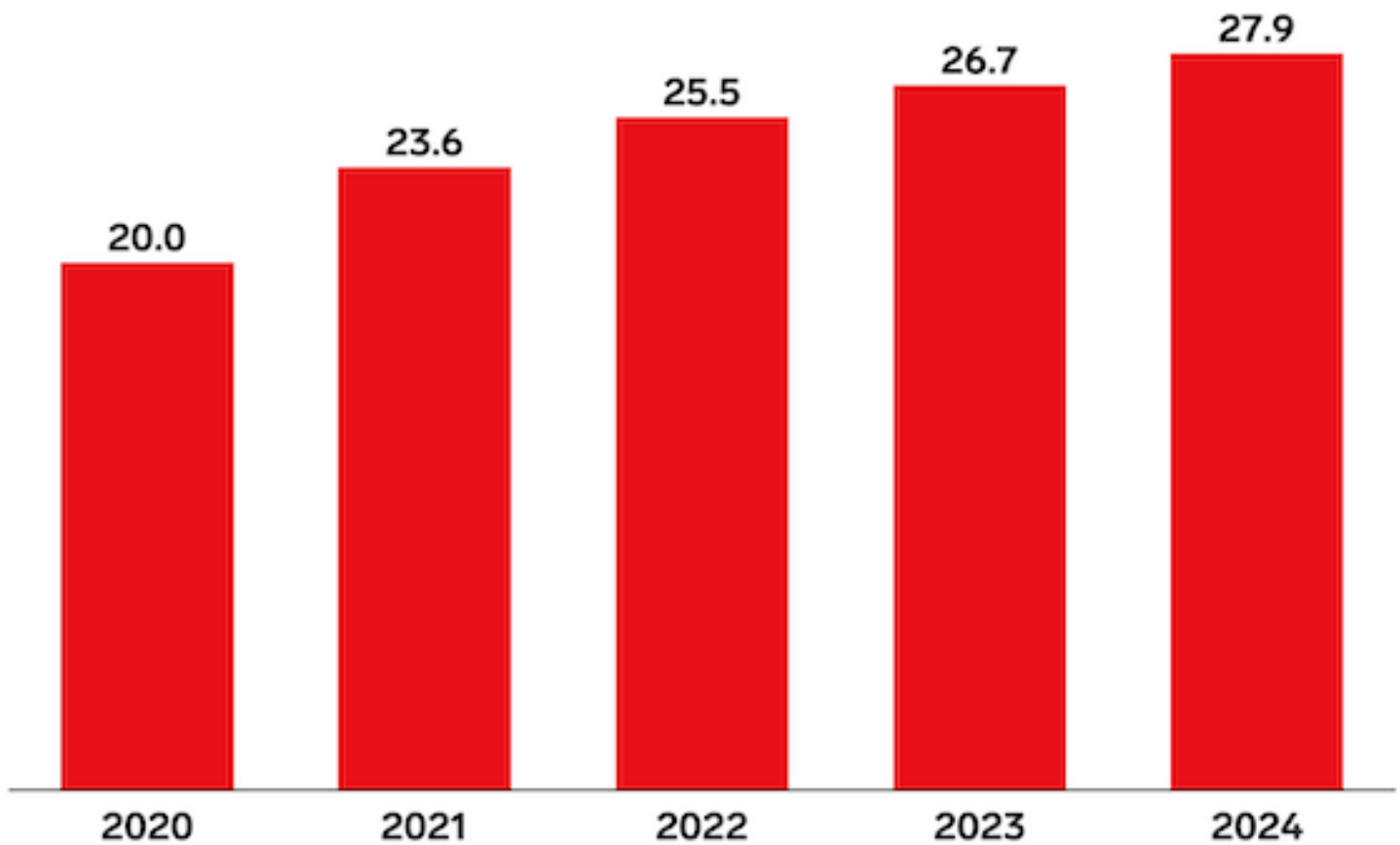
YouTube Premium will accrue 23.6 million US subscribers by year-end 2021

Article

The forecast: There will be **23.6 million YouTube Premium subscribers** by the end of the year, which is up a healthy **18%** over 2020.

YouTube Premium Subscribers

US, 2020-2024, in millions



Note: internet users of any age who subscribe to YouTube Music Premium or YouTube Premium. Each individual account on a family plan counts as a unique subscriber.

Source: eMarketer, August 2021

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies; historical trends; and country-specific demographic and socioeconomic factors.

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- Our forecast combines subscribers to YouTube Premium and subscribers to YouTube Music Premium. The latter is a paid, ad-free, on-demand audio service comparable with Spotify Premium. YouTube Premium is slightly higher cost service service allowing for ad-free video watching and includes access to YouTube Music Premium.

- The US made up **67% of YouTube Premium** subscribers worldwide in 2020, as **Alphabet** reported and our forecast reflects. This share is down slightly this year because of international expansion of the subscription service. Overall, the US makes up **48% of YouTube's global net ad revenue**.
- While 2020 saw a high **growth rate of 34.6%** over 2019, growth will slow to single digits in the years to come.

Looking ahead: Even though growth will slow, YouTube Premium's US subscribers will surpass the **25 million** mark in 2022.