

TikTok isn't the No. 1 US app for shorter videos

Article

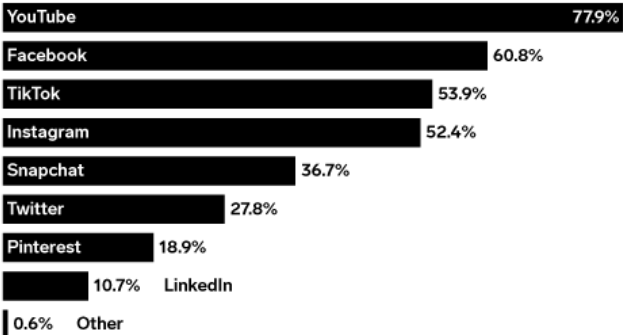
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Among US social video viewers, **YouTube** is the top platform for watching short-form content, with **77.9%** of those ages 16 and older going there to stream videos less than 10 minutes long. The No. 2 spot goes to **Facebook**, which captures a **60.8%** share, while **TikTok** takes third with **53.9%**.

Beyond the chart: The Google-owned platform has massive reach among the general population as well. In 2021, **67.4%** of people in the US—or **225.8 million** consumers—watched YouTube at least once a month, per our estimates. The site, once synonymous with cat videos, boasted **\$6.82 billion** in US net ad revenues last year.

On Which Platforms Do US Social Video Viewers Watch Short-Form (<10 Mins) Video Content?

% of respondents, Nov 2021



Note: ages 16+
Source: TheSoul Publishing as conducted by Censuwide, Jan 24, 2021
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