

In a first, TikTok will beat YouTube in user time spent

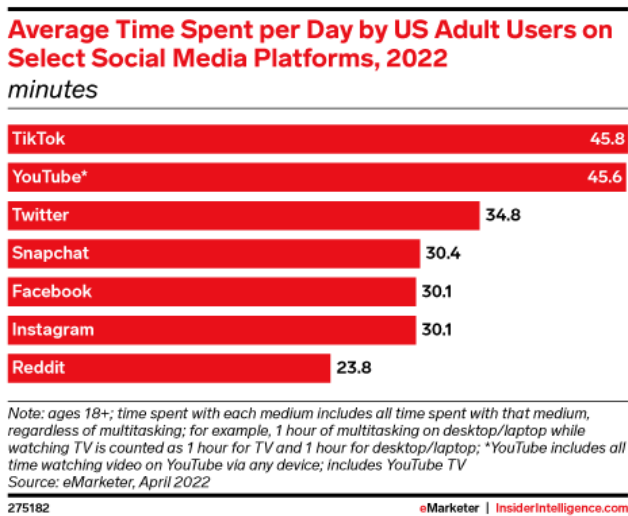
Article



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This year, **TikTok** will surpass **YouTube** in terms of time spent by their respective adult users in the US. The short-video app will see **45.8 minutes** per day from its average adult user, edging out YouTube, at **45.6 minutes**.

Beyond the chart: This is the first time in history that TikTok will overtake YouTube by this metric. The **ByteDance**-owned platform shot past **Instagram** in 2019 and **Facebook** a year later, and its user time spent has not declined as pandemic trends level out. TikTok is capitalizing on its rapid ascent by diving into longer-form content, most recently with the introduction of 10-minute videos, as the app muscles further into YouTube’s space.



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