

# When it comes to non-TV video content, YouTube takes the crown

Article

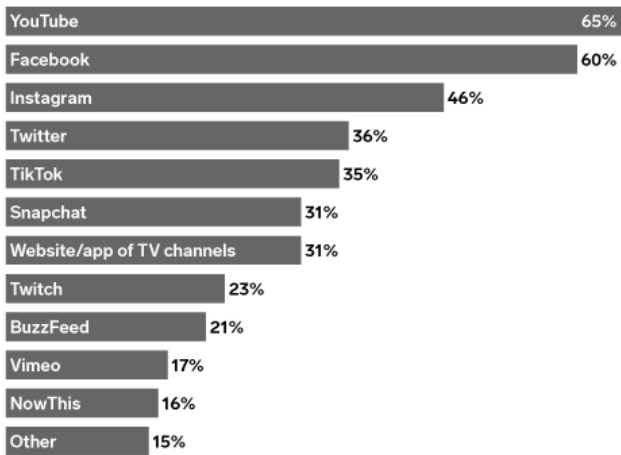
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**YouTube** is the most popular platform for non-TV video content in the US, with **65%** of the country's short-form video viewers using the service to watch user-generated content, video game livestreams, and the like. **Facebook** ranks a close second, with **60%** consuming that

content on the social media platform, while **Instagram**, **Twitter**, and **TikTok** round out the top five.

### Which Platforms Do US Short-Form Video\* Viewers Use to Watch Non-TV Video Content?

% of respondents, May 2021



Note: n=1,911 ages 18+ who watch short-form video content at least a couple times per week; \*non-TV content; includes short clips, user-generated content, video game livestreams, and videos on social media  
Source: Horowitz Research, "State of Viewing and Streaming 2021," July 15, 2021

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