

YouTube - Statistics & Facts

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Since its launch in 2005 and its acquisition by Google a year later, YouTube has grown from a repository of amateur videos into the biggest online video platform worldwide. With the addition of YouTube Shorts – the platform’s own short-form vertical video feature – YouTube kept adapting to users’ demands. Launched globally in June 2021, [YouTube Shorts surpassed](#) 50 billion daily views in February 2023.

Featuring a wide variety of corporate and user-generated content that ranges from music and gaming videos to DIYs and educational clips, the video giant is now a leading online destination for millions of users from around the world. As of November 2022, YouTube saw approximately 75 billion [visits to its website worldwide](#), while the app generated almost 40 million U.S. [dollars in revenues](#) in June 2022 in the United States alone .

Web traffic overview

In November 2022, the YouTube website received approximately 72 [billion visits from global users](#) on mobile, while only eight billion users accessed the website from desktop devices. Overall, [mobile traffic to Youtube.com](#) accounted for 90 percent of the total. At the end of 2022, the United States and South Korea generated the [largest amount of visits to YouTube’s website](#), with 12 billion visits and 8.25 billion visits, respectively.

YouTube usage

In 2022, YouTube counted over 2.56 [billion users accessing](#) its video content worldwide. The platform’s user base was composed of [more men than women](#), with around 12 percent of [YouTube total users being men aged](#) between 25 and 34 years, and approximately nine percent being women aged 35 and 44 years. In January 2023, [India counted the largest YouTube audience](#) by far - almost 470 million users, followed by the United States with 246 million users on the popular video platform.

Creators and videos on YouTube

In April 2022, around 500 [hours of video were uploaded on YouTube](#) every minute, reflecting the increased appetite for digital video content among internet users. Having started as a platform for original content, YouTube launched a new creative class of [content producers who draw huge audiences](#) to the screen and have subsequently become celebrities themselves. The U.S. content creator MrBeast, for example, has become a key YouTube figure and has amassed 112 million subscribers by November 2022, surpassing Swedish gamer PewDiePie.

YouTube’s other main avenue is corporate media content such as official music videos, which can go viral within a matter of hours and reach [100 million views in less than two days](#), as was the case with BTS music video “Butter” in 2021. Due to the video format’s ever-growing popularity and versatility, YouTube is one of the most effective platforms for attracting large audiences: as of February 2023 Korean children’s song “Baby Shark” is not only the [most watched YouTube video of all time](#), but also the first video hosted on the platform to a surpass 10 billion views.

Advertising on YouTube

When sizing up YouTube’s global viewership, it comes as no surprise that the popular video platform has become not only a springboard for influencers but also a powerful money-making tool for Google and its parent company Alphabet. In 2022, YouTube



Dossier on the topic

Key figures

CHANNELS AND CREATORS

Most viewed YouTube channel worldwide
[Wiz Khalifa Music](#)

Most subscribed YouTube beauty and style channel
[Sandra Cires Art](#)

Highest-paid YouTube star
[Mr. Beast](#)

Most viewed U.S. YouTube partner channel
[Warner Music](#)

CONTENT

Number of hours uploaded to YouTube every minute
500

Most viewed YouTube video of all time
[Baby Shark Dance](#)

Fastest video to reach 100 million YouTube streams
[BTS 'Butter' Official MV](#)

generated [global advertising revenues](#) of more than 29 billion U.S. dollars and thereby accounted for approximately 11.35 [percent of Google's total annual revenue](#).

While advertising on YouTube is more expensive compared to other social media platforms, it certainly pays off, which is why [marketers expect an increase in usage](#) of YouTube for advertising purposes in the following years.

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STATISTICS ON THE TOPIC

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MOST POPULAR ONLINE VIDEO PROPERTY IN THE UNITED STATES

Google Sites
(YouTube)

NUMBER OF YOUTUBE USERS WORLDWIDE

2.1bn

ACSI - U.S. CUSTOMER SATISFACTION WITH YOUTUBE

76/100 ACSI index points

Fastest viral video to reach 1 billion YouTube streams

[Adele - Hello](#)

MARKETING AND ADVERTISING

YouTube ad revenues worldwide
29.24bn USD

YouTube's ad revenues as share of Google's total revenue
11.35%

Share of global marketers using YouTube in 2022
52%

INTERESTING STATISTA REPORTS



Motion Picture & Sound Recording Industries in the U.S. 2022 - Industry Insights & Data Analysis
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Overview

- Media usage in an online minute 2022
- U.S. download share of entertainment apps 2022, by subcategory
- Global social networks ranked by number of users 2023
- Leading websites worldwide 2022, by monthly visits
- Selected social media platforms global MAU 2026

Usage and demographics

- Countries with the most YouTube users 2023
- YouTube paying subscribers 2020-2022
- U.S. YouTube Premium subscribers 2020-2024
- YouTube penetration in selected countries and territories 2023
- YouTube: distribution of global audiences 2023, by gender
- YouTube: distribution of global audiences 2023, by age and gender

Traffic

- Countries with the highest monthly traffic volume to YouTube.com 2022

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[Online videos in China](#)

[Online video in Europe](#)

[Online video market in India](#)

[Online video market in South Korea](#)

- Monthly global visitor traffic to YouTube.com 2022, by device
- Share of total global visitor traffic to YouTube 2022, by device
- Leading global YouTube search queries 2022

YouTube on mobile

- Most downloaded entertainment and streaming apps worldwide 2022
- YouTube Shorts: global user engagement 2022
- YouTube app user engagement in selected markets 2022
- YouTube IAP revenues 2022, by country
- Share of time spent on YouTube app by children worldwide 2021, by country
- Downloads of YouTube Kids mobile app worldwide 2016-2022

Competitors

- U.S. adults time spent per day on Netflix, TikTok, and YouTube 2020-2024
- Concurrent viewers on Twitch Q3 2022
- Downloads of Vimeo mobile app worldwide and in the U.S. 2015-2022
- Quarterly Netflix subscribers count worldwide 2013-2022
- Number of Hulu's paying subscribers in the U.S. 2019-2023, by quarter
- TikTok: number of global users 2020-2025

Channels and content

- YouTube: most viewed channels 2023
- All-time most viewed YouTube channel owners 2023
- YouTube: most subscribed channels 2023
- YouTube: most subscribed gaming channels 2022
- YouTube: most subscribed beauty content creators 2023
- Highest-earning YouTube stars 2021
- Most viewed YouTube videos of all time 2023
- Fastest viral videos based on number of views in 24 hours as of 2022
- Fastest viral videos based on days needed to reach 100 million views 2022
- Fastest viral videos based on days needed to reach 1 billion views 2022
- Unique channels on YouTube Gaming Live Q3 2022
- Hours watched on YouTube Gaming Live worldwide Q3 2022

Online video and entertainment in Singapore

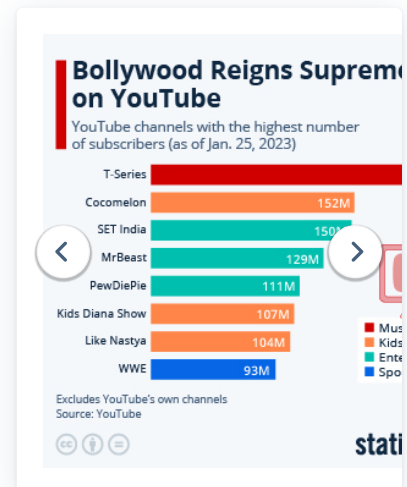
Online video advertising in Japan

Digital advertising formats in the U.S.

Streaming in the United States

Alphabet Inc.









INFOGRAPHICS ON THE TOPIC





OTHER STUDIES ON THE TOPIC

- Online video in the United States
- Social content sharing
- Mobile video in the United States
- Digital video advertising in the U.S. (DMO)
- Video advertising and marketing worldwide
- Video streaming worldwide

Community guidelines enforcement

-  Number of channels removed from YouTube worldwide Q3 2022
-  Number of videos removed from YouTube worldwide as of Q3 2022
-  Number of videos removed from YouTube worldwide Q3 2022, by source of first detection
-  Share of videos removed from YouTube worldwide Q3 2022, by views
-  Share of videos removed from YouTube worldwide Q3 2022, by reason
-  Number of videos removed from YouTube worldwide Q3 2022, by country
-  Number of video comments removed from YouTube worldwide as of Q3 2022
-  Distribution of video comments removed from YouTube worldwide Q3 2022, by reason

Marketing & advertising

-  Global YouTube advertising revenues 2017-2022
-  YouTube: global advertising revenues as of Q4 2022
-  YouTube: share of Google revenues 2017-2022
-  Social media platforms used by marketers worldwide 2022
-  Future use of social media among marketers worldwide 2022, by platform

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