YouTube by the Numbers: Stats, Demographics & Fun Facts

Published by Salman Aslam at February 5, 2018

Company Info

URL: https://www.youtube.com
Founded on: February 2005
CEO: Susan Wojcicki
Headquarters: San Bruno, CA
Employees: 2000+

YouTube Statistics

Total Number of Monthly Active YouTube Users:
1.57 billion
Last updated: 1/24/18

Total Number of Daily Active YouTube Users:
30+ million
YouTube TV Paying Subscribers: 300,000
Last updated: 1/24/18

Number of Videos Shared to Date: 5+ billion
Last updated: 1/24/17

Number of Users Creating Content Shared to Date: 50 million
Last updated: 1/24/17

Average Viewing Session 40 minutes, up 50% year-over-year
Last updated: 1/24/18

Number of Videos Watched Per Day 5 billion
Last updated: 1/24/18

Number of mobile YouTube views per day: 500 million
Last Updated: 1/24/18

Number of Videos uploaded per minute: 300 hours
Last updated: 1/24/18

YouTube Demographics
- 62% of YouTube users are Males.
- 80% of YouTube users come from outside of the U.S.
- 9% of small businesses are on YouTube.
- 35+ and 55+ age groups are the fastest growing YouTube demographics.
- 75% of adults turn to YouTube for nostalgia rather than tutorials or current events.
- Millennials prefer YouTube two to one over traditional television.
- 37% of the coveted 18 – 34 demographic are binge-watching.
- YouTube services 88 countries in 76 languages (or 95% of all internet users).
- Males are primarily watching soccer or strategy games.
- Females are primarily watching beauty videos.
- 50 million people on YouTube are actively creating content.

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YouTube was bought by Google in 2006 for $1.65 billion. Google acquired YouTube as a way to combine their search and organization competencies with YouTube’s expansive video library. Google has stayed fairly quiet about the performance details of YouTube. Annual cost to run YouTube is $6.35 billion. Annual revenue to Google is $13 billion. Highest paid YouTube stars made a combined total of $127 million in 2017. YouTube mobile revenue continues to climb year over year. Google is looking to YouTube to be its next driver of growth. YouTube has come under scrutiny for the quality and content of its ad choices, causing many advertisers to leave over the controversy.

Fun Facts

- 1 billion hours of YouTube content are watched per day.
- YouTube attracts about 1/3 of users on the internet.
- The first video was posted in 2005 from the San Diego Zoo.
- YouTube was started by just three former PayPal employees.
- Gangnam Style was so popular that it broke YouTube’s video counter.
- 3.25 billion hours of content is watched every month.
- By 2025, it’s predicted that 50% of viewers under 32 will not subscribe to the paid TV.
- 60% of people prefer video platforms to live television.
- 20% of users will leave a video if it hasn’t hooked them in the first 10 seconds.
- YouTube provides a free space in Los Angeles for anyone with 10,000+ subscribers.
- YouTube is technically the second largest search engine in the world.
- Justin Bieber’s “Baby” video managed to generate 8 million dislikes (and counting!).
- 60% of the most popular YouTube videos cannot be viewed in Germany.
- YouTube employees have the option of taking a slide instead of the stairs or the elevator.

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