

# 5 charts on YouTube's ad standing amid TikTok, Meta, and CTV competition

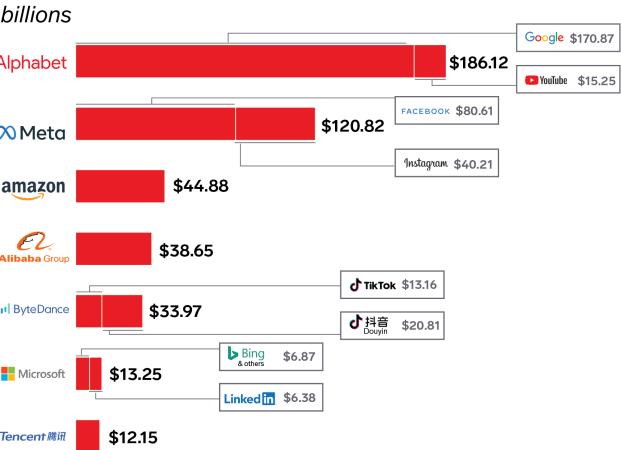
Article

YouTube is an advertising powerhouse. It's one of the original digital video players, courting advertisers at a time when connected TV (CTV) advertising is climbing. The platform's Google

ties offer it a more trustworthy reputation in the US than TikTok. And use is already extremely high. But YouTube’s high standing also makes growth difficult. Here are five charts summarizing YouTube’s position and potential.

### 1. YouTube ranks high in worldwide ad revenues

**Companies With Over \$10 Billion in Net Digital Ad Revenues Worldwide, 2023**



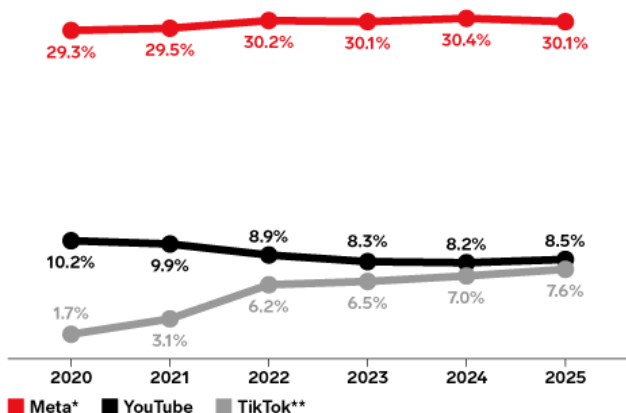
Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes spending by marketers that goes toward developing or maintaining a platform presence; Alibaba total includes Youku Tudou; ByteDance total does not include smaller properties inside China such as Toutiao and Baiko  
Source: eMarketer, March 2023  
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With \$15.25 billion in projected ad revenues, YouTube is one of the biggest ad platforms in the world. If it were detached from Google, YouTube would still be the sixth-biggest global ad player, ahead of Microsoft and Tencent, according to our forecast.

### 2. TikTok is on YouTube’s tail

## Meta, YouTube, and TikTok Share of US Video Ad Spending, 2020-2025

% of total video ad spending



Note: paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; \*includes Facebook and Instagram ad revenues; excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media; excludes revenues reported under Meta's Reality Labs segment; \*\*excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media  
Source: eMarketer, March 2023

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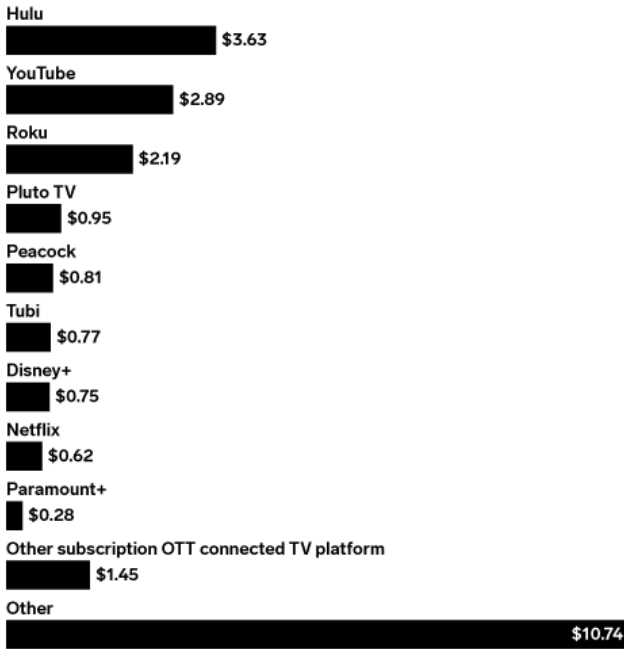
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Meta will account for 30.1% of US video ad spend this year, or \$25.34 billion, according to our forecast. That puts Meta ahead of the competition by a lot. YouTube's 8.3% share of US video ad spend (\$6.99 billion) is still in front of TikTok's 6.5% (\$5.48 billion), but TikTok is gaining share.

### 3. Only Hulu leads YouTube in US CTV ad revenues

## US Connected TV Ad Revenues, by Company, 2023

billions



Note: digital advertising that appears on connected TV (CTV) devices; examples include display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising  
Source: Insider Intelligence, April 2023

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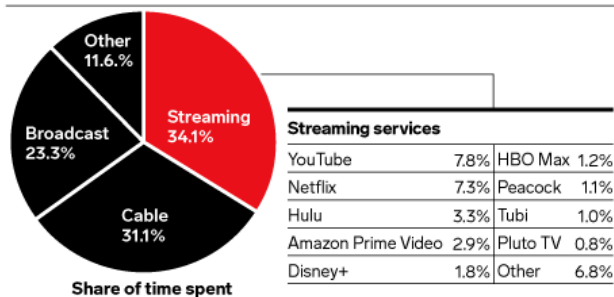
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With \$3.63 billion, Hulu is just under a billion ahead of YouTube's \$2.89 billion in CTV ad revenues, per our figures. Hulu's US CTV ad revenues are growing faster than YouTube's, but both are projected to grow by double digits both this year and next.

## 4. TV viewers spend time with YouTube

### Share of Time Spent With TV in US, by Platform, March 2023

% of total



Note: ages 2+; streaming category excludes "linear streaming" such as YouTube TV and Hulu Live; numbers may not add up to 100% due to rounding  
Source: Nielsen as cited in company blog, April 18, 2023

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Streaming will account for more time spent with TV than any other platform in the US, according to Nielsen. Within streaming, viewers spend 7.8% of their time on YouTube.

YouTube viewers will spend an average of 48 minutes per day on the platform this year. In contrast, TikTok viewers will spend 56 minutes per day on the vertical video app, but there are still more YouTube viewers (236.1 million) than TikTok users (102.3 million).

## 5. The app is a US favorite

### Top 10 US Mobile Apps, Ranked by Downloads, Q1 2023

rank change vs. Q4 2022

1. Temu	+1
2. CapCut	+1
3. TikTok	-2
4. Shein	+20
5. Instagram	-
6. WhatsApp Messenger	-
7. Cash App	+2
8. Facebook	-
9. YouTube	+1
10. Google	+3

Note: based on combined downloads from Apple App Store and Google Play Store  
Source: data.ai, "Top Apps & Games: Market Pulse Rankings Q1 2023," April 19, 2023

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YouTube was the ninth-most downloaded mobile app in the US during Q1 of this year, according to data.ai. Temu, CapCut, TikTok, and Shein, as well as Meta-owned Instagram, WhatsApp, and Facebook, were all ahead of YouTube. YouTube has been around a lot longer in the US than the first four Chinese-linked newcomers, meaning most smartphone users probably already have the app downloaded.

*This was originally featured in the eMarketer Daily newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).*