

# YouTube dominates US TV viewership, beating out Netflix, according to latest Nielsen data

Article

**The news:** YouTube accounted for 9.7% of all TV viewership in the US in May, the largest share ever for a streaming platform, per Nielsen's "The Gauge" report.

- **Netflix**, the second largest, had 7.6%.
- Among streaming platforms alone, YouTube holds nearly 25% of the market share. Its 9.7% share was up slightly from the prior month (see chart below).

YouTube, founded nearly 20 years ago, has transformed media consumption. Once known for user-generated content, it now dominates not just the internet, but also the living room.

**The advertising picture:** Of course, YouTube's lead has also attracted substantial ad revenues.

- In 2023, YouTube earned \$31.5 billion from advertising, an 8% increase year over year and a staggering 271% rise over six years.
- In the first quarter of 2024, ad revenues climbed 21% YoY to \$8.1 billion.

**Charging ahead:** The platform has intensified its crackdown on ad blockers, in part to allow the ad-free **YouTube Premium** to flourish. The offering now boasts over 100 million subscribers.

Last week, YouTube Premium announced features including AI-powered "jump ahead" for videos, picture-in-picture mode for Shorts on Android, smart downloads for offline Shorts viewing, and a redesigned watch page, while also providing early access to experimental tools like conversational AI and enhanced 1080p HD video quality.

**The industry's mixed feelings:** Media companies like **Netflix**, **Disney**, and **Warner Bros. Discovery** are divided in their views on YouTube; some see it as a complementary platform, while others consider it a threat, siphoning off viewers and affecting the cultural zeitgeist.

- Disney closely monitors YouTube's influence on younger audiences and has considered adding user-generated content to Disney+, according to CNBC.
- Netflix sees YouTube not as a direct competitor but as catering to different viewer needs, with both platforms successfully hosting content like "Cocomelon." However, **Netflix's ad-supported tier does compete with YouTube for ad dollars**.
- **Amazon** has taken a more direct approach by partnering with YouTube star MrBeast to create exclusive content, hoping to draw his massive following.

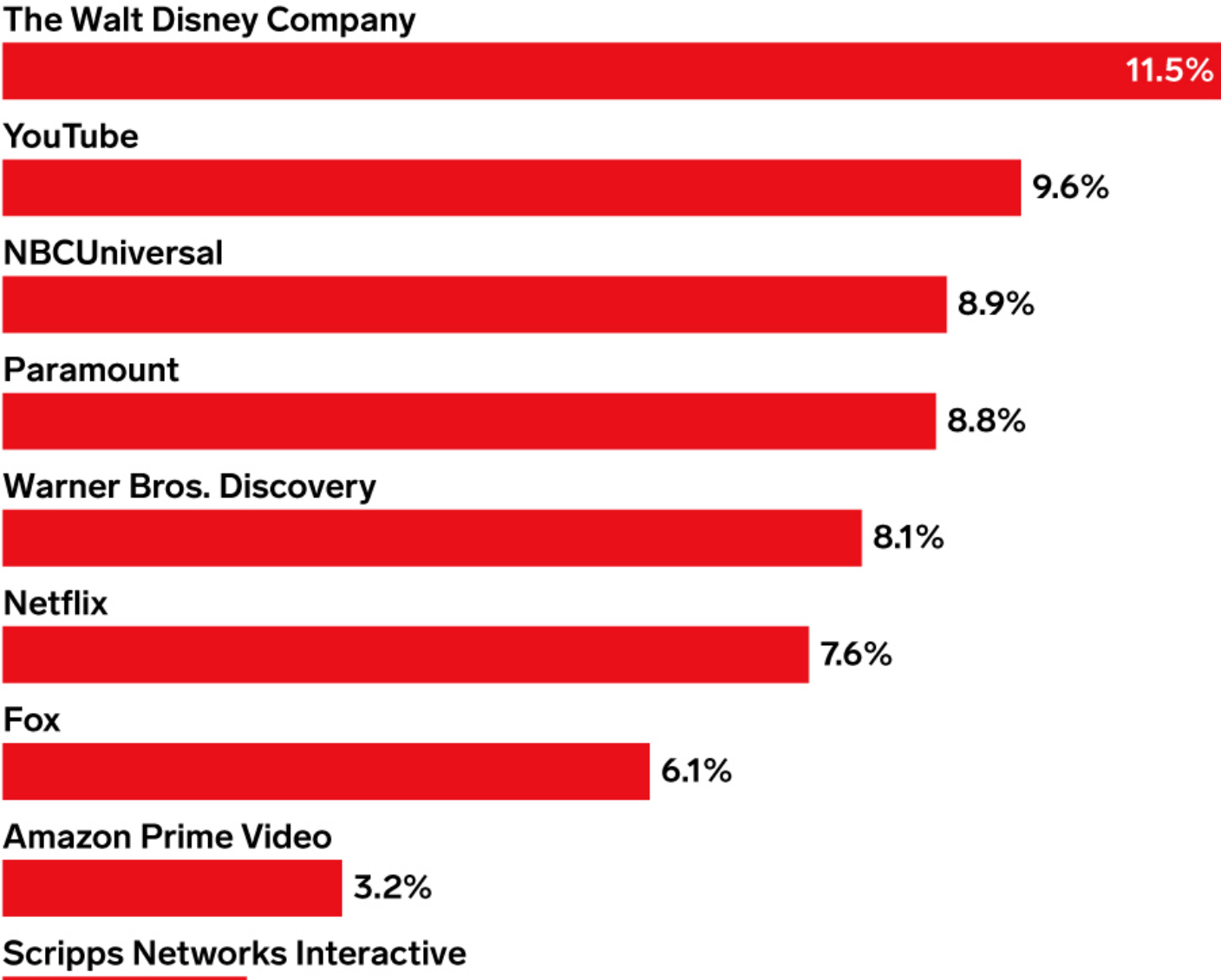
**Our take:** YouTube's vast reach and ability to attract advertising dollars make it a formidable player in media; while traditional companies mull how to compete, its dominance continues to

grow.

- The platform's success hinges on maintaining a strong audience connection with user-generated content and personalized recommendations.
- As YouTube experiments with episodic and scripted series, its threat to traditional Hollywood becomes even more pronounced.

# Share of Time Spent With TV in the US, by Media Company, April 2024

*% of total*



 2.3%

**Weigel Broadcasting Co.**

 1.5%

**The Roku Channel**

 1.4%

**A+E Networks**

 1.3%

**Hallmark**

 1.2%

**AMC Networks**

 1.1%

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*Note: ages 2+; shares based on total day viewing minutes to media distributor national subsidiaries*

*Source: Nielsen, "The Gauge" as cited in press release, May 14, 2024*

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