

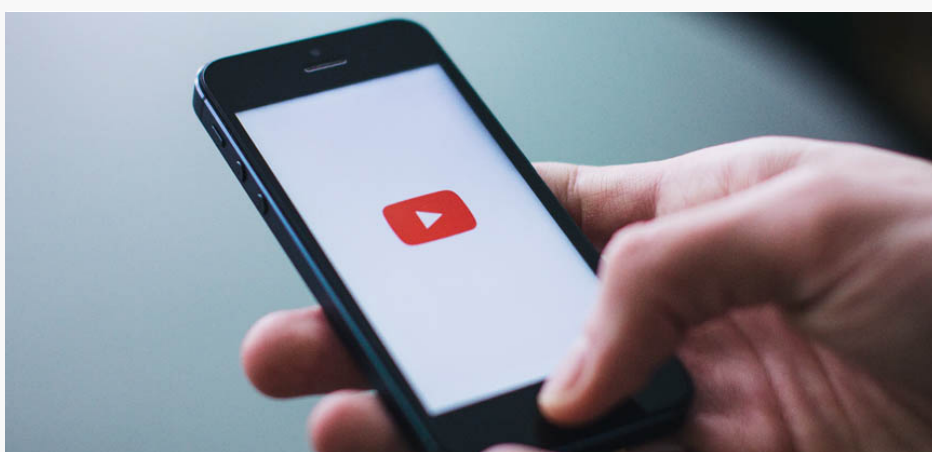


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# YouTube by the Numbers: Stats, Demographics & Fun Facts

Published by Salman Aslam at February 5, 2018

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## 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

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Last updated: 1/24/18

## 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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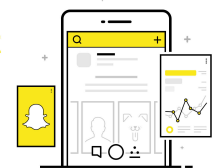
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## YouTube by the Numbers (2018): Stats, Demographics & Fun Facts

- 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.

**Note: Please link back to [OmnicoresAgency.com](http://OmnicoresAgency.com) and this page when you reference/quote the statistic.**

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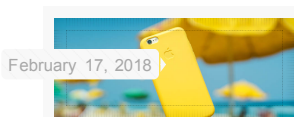


### Salman Aslam

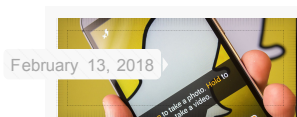
Salman Aslam is the Founder & CEO of Omnicore, a leading Healthcare Digital Advertising & Marketing Agency helping clients across the globe. You can follow him on [Twitter](#) for tweets and rants about latest news, tips and advice on digital marketing.



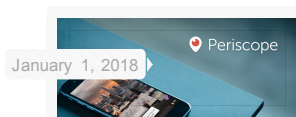
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Omnicore is a Healthcare Digital Marketing Agency specializing in all facets digital marketing: search, social, ppc, and pr to help grow healthcare practitioners and multi-specialty medical groups.

We are part of the Omnicore Group.



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