



THE YOUTUBE ERA: 2025 IN REVIEW

How YouTube is redefining living room viewing

JUNE 2026

Overview

Last year, there was a landmark shift in global YouTube consumption as the average daily usage surpassed that of streaming leader Netflix.



Our data points to a pivot in audience behaviour, as the living room increasingly becomes a key destination for YouTube viewing.

In this report, we explore who is driving this growth, and how, as well as the complex relationship between YouTube and the legacy media giants successfully utilising the platform.

All data in this report, unless otherwise stated, refers to viewing in 18 countries: U.S., Canada, Mexico, Brazil, UK, France, Italy, Germany, Spain, Denmark, Norway, Finland, Sweden, Poland, The Netherlands, South Korea, Japan and Australia.

Matt Ross

Digital i, Chief Analytics Officer

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GROWTH AREAS



Daily YouTube usage continues to climb, with Digital i data pointing to female and older male demographics driving these rises.

There are also clear regional trends, with France and Spain emerging as growth markets for YouTube viewing, while South Korea is where the platform sees the most daily usage.

Steady quarter-on-quarter growth in TV set viewing and long-form content consumption between 2024 and 2025 highlights how YouTube is increasingly used as a primary entertainment service, rather than a short-form video platform.

However, our data shows that short-form is still a vital reach engine.

Vicky Vipond

Digital i, Research Team Leader



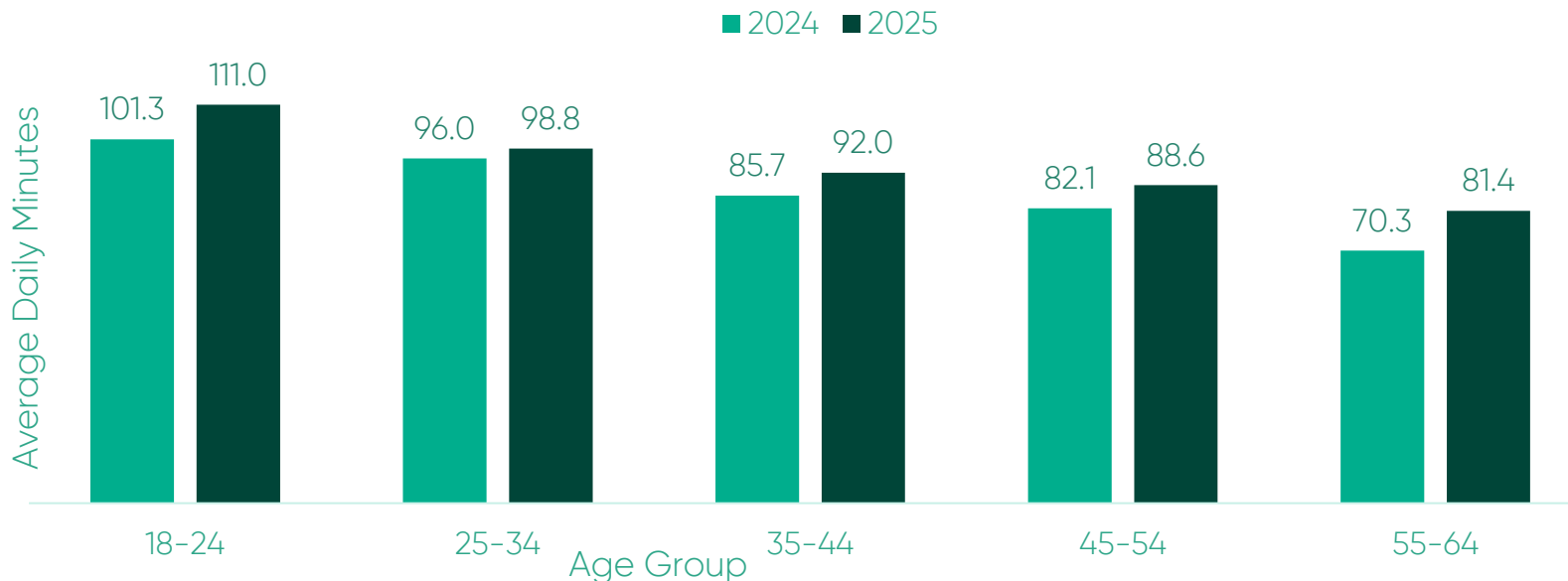
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YouTube is being used more each day



Year-over-Year (YoY) Growth in YouTube Average Daily Minutes by Age Demographic Group, Global, 2024–2025



YouTube usage rose across viewers in all age groups from 2024 to 2025.

The greatest increase in average daily minutes was the 55-65 demographic, which rose **11.1 minutes**, from **70.3** in 2024 to **81.4** in 2025.

However, the 18-24 age group uses YouTube the most, averaging **111.0 minutes per day** during 2025.

Older men and younger women driving growth in average daily YouTube usage



Year-over-Year (YoY) Growth in YouTube Average Daily Minutes
by Age & Gender Demographic Groups, Global, 2024–2025

	Male	Female
18–24	6.9%	14.5%
25–34	-2.3%	6.5%
35–44	-0.6%	10.7%
45–54	1.3%	11.7%
55–64	15.3%	12.4%

Growth in average daily YouTube usage from 2024 to 2025 was not uniform.

Female users of all ages spent more time on YouTube than the preceding year, with 18–24s recording a **14.5%** increase in average daily minutes from 2024 to 2025.

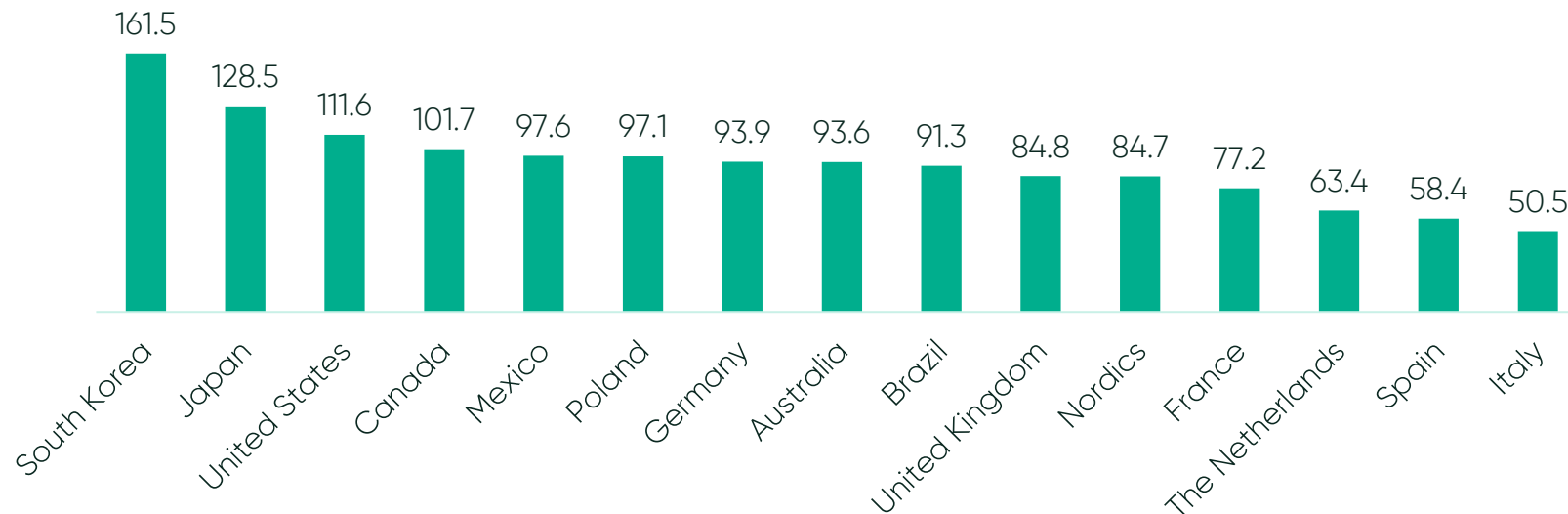
Male users aged 25–44 watched less YouTube on average in 2025 than they did in 2024, but the 55–64 male demographic showed the highest growth of all, rising by **15.3%**.

Source: Digital i. Interval: 01/01/2024 – 31/12/2025, Active YouTube accounts, U.S., Canada, Mexico, Brazil, UK, France, Italy, Germany, Spain, Denmark, Norway, Finland, Sweden, Poland, The Netherlands, South Korea, Japan, Australia

South Koreans are the most active YouTube users at more than 2.5 hours per day



Average Daily Minutes on YouTube by Country, 2025



South Korean YouTube users spent considerably more time per day (**161.5 minutes**), on average on the platform, than those in the other 17 measured countries in 2025.

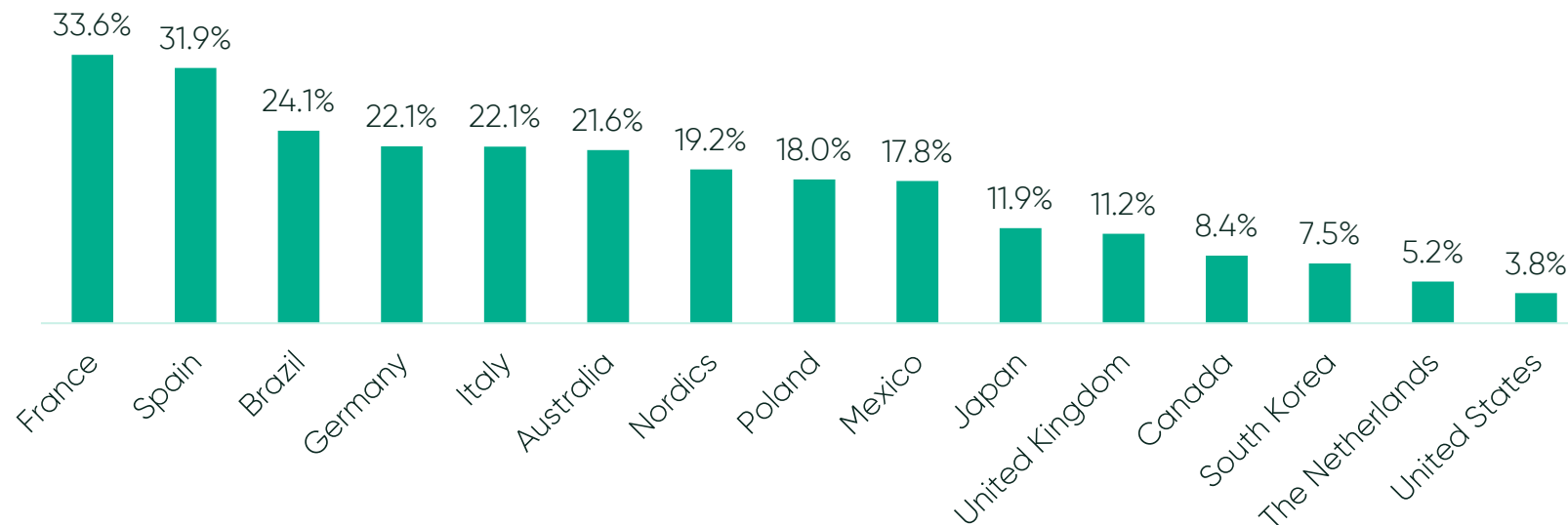
They were followed by Japan (**128.5 minutes**) and the United States (**111.6 minutes**).

Italians were the most infrequent YouTube users, on average, in 2025, spending just **50.5 minutes per day** on the service. That is less than a third of the time spent by South Korean users.

France and Spain are YouTube growth markets



Year-over-Year (YoY) Growth in YouTube Average Daily Minutes by Country, 2024–2025



France and Spain are the fastest-growing countries for average daily YouTube use.

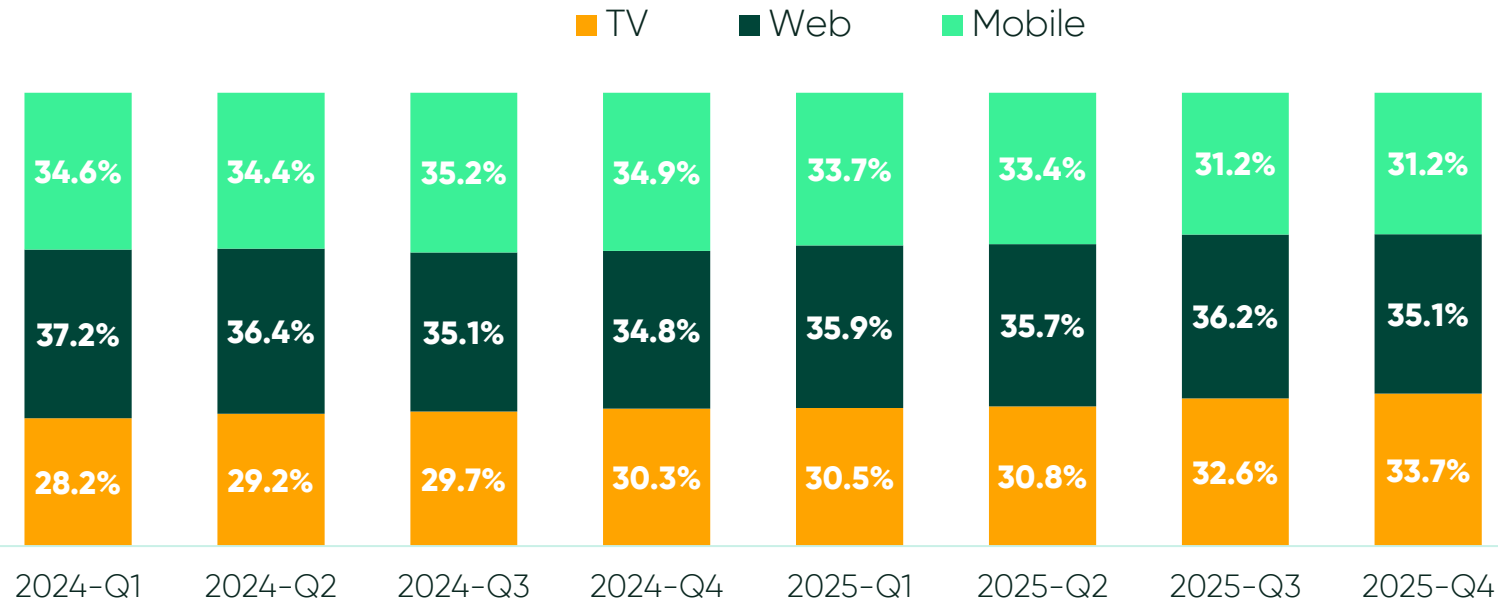
Usage rose **33.6%** from **57 minutes** in France in 2024 to **77 minutes** in 2025, while in Spain it grew **31.9%** from **44 minutes** to **58 minutes** in that same period.

The United States, despite being the country with the third-heaviest daily YouTube usage in 2025, saw the smallest growth, rising **3.8%** from **107** in 2024 to **111** minutes per day that year.

YouTube viewing shifting from mobile to TV sets



Share of Viewing Time by Device Type on YouTube, Global, 2024-2025



Audiences are spending more time watching YouTube on TV sets and less time on mobile devices.

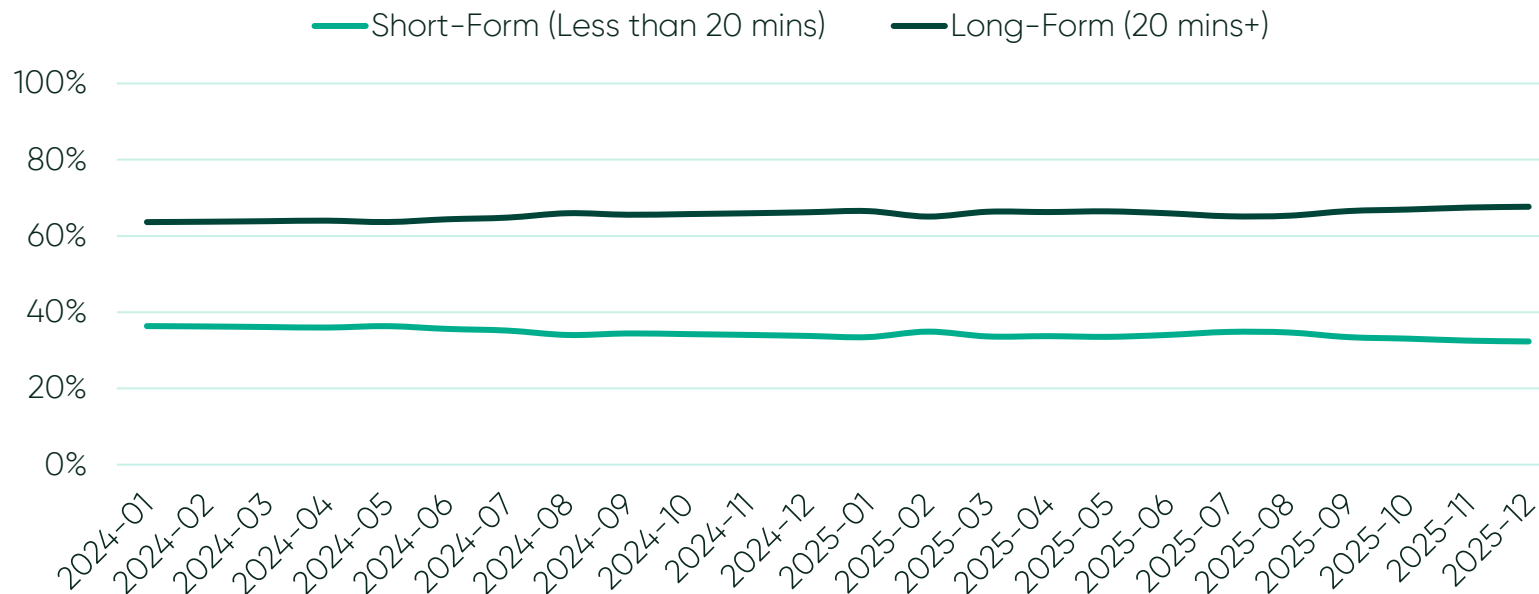
From Q1 2024 to Q4 2025 there was gradual and sustained quarter-on-quarter growth in the share of viewing time on TV sets, rising from 28.2% to 33.7%.

Mobile viewing share decreased in this same period, while web viewing remained relatively consistent quarter-on-quarter.

Long-form viewing grows as habits shift



Share of Viewing Time, Long-form vs. Short-form Content on YouTube, Global, 2024 - 2025



YouTube users are increasingly spending more of their viewing time on long-form content – videos of 20 minutes or longer.

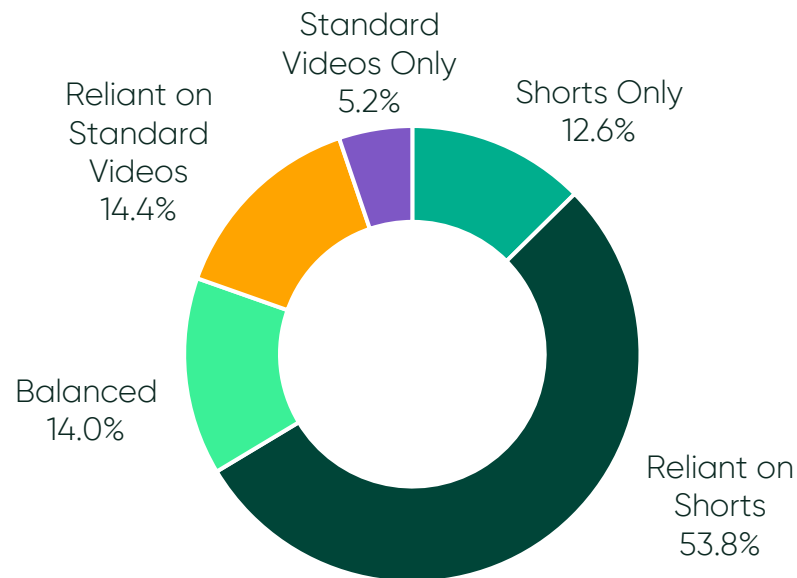
From January 2024 to December 2025, there was a steady rise in the share of viewing time to long-form from **63.6%** to **67.7%**.

This steady upward trend highlights a shift in YouTube user behaviour toward deeper, more immersive content consumption on the platform.

Shorts dominate as a driver of reach



Share of Channels by Reliance on Video Type,
(Top 500 Channels by Reach), Global, 2025



While long-form drives more viewing time, Shorts are the best way to reach a large audience.

YouTube content creators are increasingly relying on Shorts as a reach driver, with more than half (53.8%) of top channels globally now heavily dependent on the format.

However, few rely on a single approach – many combine Shorts with standard videos.

This highlights that a balanced strategy remains important for sustaining audience engagement.

SUPER-USER LOYALTY



YouTube certainly competes for audience attention with global SVOD services, but the platform also provides them with a significant avenue for additional reach, along with other major Hollywood brands.

Netflix emerged as the YouTube channel with the highest global reach in our measured countries in 2025, while NBCUniversal, The Walt Disney Company, Warner Bros. Discovery and Amazon also used the platform to connect with audiences at significant scale.

However, as our data shows, high reach does not always translate into high engagement on YouTube, and more niche channels can generate substantially higher viewing hours from super users.

Elena Mozzato
Digital i, Senior Analyst



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Netflix is a YouTube leader for brand visibility



Top YouTube Channels, by Reach (in Millions), Global, 2025

Rank	Channel Name	Category	Reach (Millions)
1	Netflix	Entertainment	78.2
2	IGN	Gaming	70.0
3	LadyGagaVEVO	Music	69.5
4	Movieclips	Film & Animation	65.8
5	RHINO	Music	64.8
6	7clouds	Music	55.8
7	Saturday Night Live	Entertainment	55.8
8	Universal Pictures	Entertainment	54.6
9	The Tonight Show	Comedy	51.4
10	YouTube Movies	Movies	50.9

Netflix's official YouTube channel had the highest global reach – **78.2 million accounts** in 2025 – among all measured countries.

The SVOD has turned YouTube into an effective brand-awareness channel and, depending on conversions, an avenue for driving users to its app too.

Other traditional media brands, such as Saturday Night Live and Universal Pictures have also built significant YouTube reach.

Hollywood has cracked the YouTube reach code

Top Traditional Media YouTube Channels, by Reach (in Millions), Global, 2025

Rank	Channel Name	Media Owner	Reach (Millions)
1	Netflix	Netflix	78.2
2	Saturday Night Live	NBCUniversal	55.8
3	Universal Pictures	NBCUniversal	54.6
4	The Tonight Show	NBCUniversal	51.4
5	ABC News	The Walt Disney Company	50.7
6	Still Watching Netflix	Netflix	43.5
7	NBC News	NBCUniversal	42.6
8	CNN	Warner Bros. Discovery	42.5
9	Prime Video	Amazon	38.8
10	Jimmy Kimmel Live	The Walt Disney Company	38.3

Market dominance among traditional media companies is concentrated among five U.S. giants – NBCUniversal, Netflix, Amazon, The Walt Disney Company and Warner Bros. Discovery.

Collectively they own all top 10 of 2025's highest-reaching traditional media channels.

NBCUniversal leads with **4 of the 10**, proving their cross-platform strategy is effectively exposing their content to digital audiences.

The U.S. view: High reach on YouTube does not guarantee high engagement



Top YouTube Channels, Ranked by Reach (in Millions), U.S., 2025

Rank	Channel Name	Category	Reach (Millions)	Hours Viewed (Millions)	Average Hours per Account
1	YouTube Movies	Movies	40.1	1,225.6	30.6
2	Saturday Night Live	Entertainment	37.6	70.9	1.9
3	NBC News	News & Politics	32.8	56.5	1.7
4	ABC News	News & Politics	31.9	48.3	1.5
5	Netflix	Entertainment	31.6	11.7	0.4
6	IGN	Gaming	30.8	21.1	0.7
7	CNN	News & Politics	30.0	38.6	1.3
8	ESPN	Sports	29.8	36.5	1.2
9	House of Highlights	Sports	28.2	9.8	0.3
10	NFL	Sports	27.8	98.7	3.6

Focusing here on U.S.-only usage, it is clear high reach does not always create high engagement.

These 10 channels had the highest reach in the U.S. in 2025, but only two averaged more than two hours per account per year viewing time.

YouTube Movies was an outlier, with both with the highest channel reach of **40.1 million** and highest total hours viewed at over **1.2 billion**.

The NFL scored a strong **3.6 average hours** per account, while House of Highlights, with a higher reach, had substantially lower average hours.

The U.S. view: Niche and targeted content wins super-user attention



Top YouTube Channels*, Ranked by Hours Viewed (in Millions), U.S., 2025

Rank	Channel Name	Category	Reach (Millions)	Hours Viewed (Millions)	Average Hours per Account
1	YouTube Movies	Movies	40.1	1225.6	30.6
2	Law&Crime Network	Entertainment	18.0	297.1	16.5
3	Asmongold TV	Gaming	6.1	245.8	40.4
4	MeidasTouch	News & Politics	12.6	241.1	19.2
5	HISTORY	Entertainment	11.4	228.0	20.0
6	PowerfulJRE	People & Blogs	8.2	219.6	26.7
7	Ms Rachel	Education	5.0	212.2	42.2
8	CoryxKenshin	Gaming	5.0	209.7	42.0
9	The Why Files	Science & Tech	5.1	169.6	33.3
10	MS NOW	News & Politics	25.9	165.4	6.4

In the U.S., while YouTube Movies topped the ranking by reach and hours viewed, more niche channels racked up far more hours viewed and average hours per account per year than the high-reaching channels on the previous slide.

This data suggests a shift in value among viewers. While traditional media captures the 'casual click', specialised creators secure a level of 'super-user' loyalty that legacy media cannot match.

Source: Digital i. Interval: 01/01/2025 – 31/12/2025, Active YouTube accounts, U.S.

*Measured YouTube Channels with minimum reach of 5.0 million accounts

YOUTUBE VS SVOD



Average daily YouTube usage not only increased between 2024 to 2025, but it overtook SVOD leader Netflix, further highlighting the platform's transition towards a primary entertainment service.

There remain substantial differences, however, in the way that these two services are used. Viewing time on Netflix and other global SVODs is consolidated around several major hits.

YouTube, meanwhile, is typically used for more personalised content consumption by viewers, which is reflected by higher engagement to lower-reaching channels.

Sam Vahdati
Digital i, Analyst



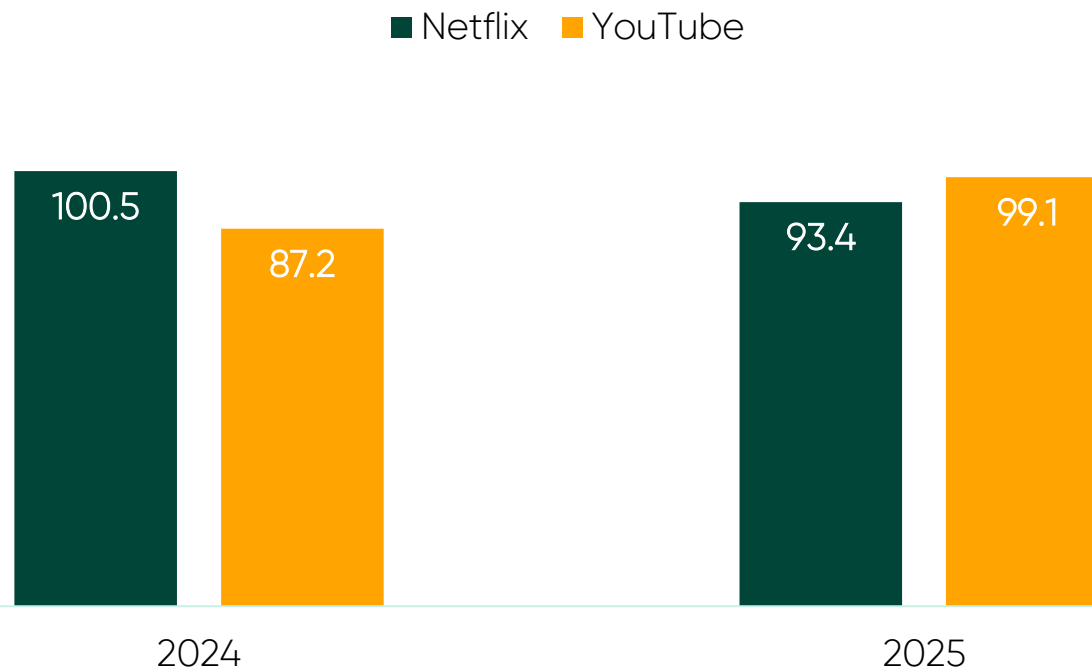
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YouTube is where users spend the most time



Average Daily Minutes by Service, YouTube & Netflix, Global, 2024-2025



In just one year, YouTube has overtaken Netflix in average daily minutes per user, rising from **87.2 minutes** to **99.1 minutes** from 2024 to 2025.

Netflix dropped from **100.5 minutes** to **93.4 minutes** during the same period.

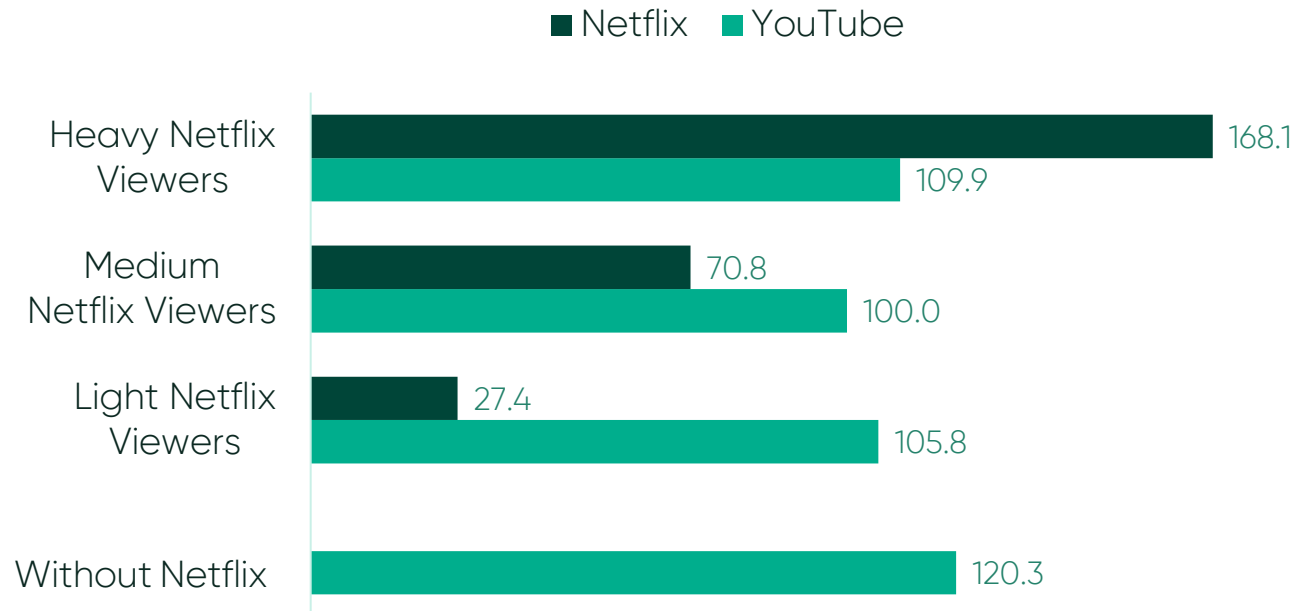
However, despite its growth, YouTube's 2025 figure did not surpass Netflix's 2024 peak.

YouTube's growing user frequency also highlights its increasing role as a primary entertainment destination rather than a secondary platform.

Those without Netflix use YouTube for longer



Average Daily Minutes Spent Watching Netflix & YouTube, by Netflix Viewer Segment, Global, 2025



How often a subscriber uses Netflix impacts their YouTube viewing time.

YouTube users that do not have a Netflix account spend an average of **120.3 minutes per day** on YouTube.

However, heavy Netflix viewers are also the heaviest YouTube users among those that use both, spending an average of **109.9 minutes per day** on YouTube, suggesting overall heavy cross-platform consumption habits.

Light Netflix viewers, meanwhile, spend an average **105.8 minutes per day** on YouTube (above the **100 mins of medium viewers**), suggesting their lower Netflix usage may be due to consumption of other platforms – like YouTube.

YouTube is superior platform for personalised content, while streaming is king for global hits



Share of Viewing Time (%) Generated by Top 100 Titles on Netflix and Top 100 Channels (YouTube, Shorts Excluded), Global, 2025



During 2025, Netflix concentrated **32%** of viewing time within its top 100 titles, while YouTube generated just **6%** from its top 100 channels.

This reflects fundamentally different models: SVODs drive scale through a limited number of hits, whereas YouTube surfaces highly personalised content across a wide selection of creators.

As a result, YouTube excels at depth of engagement, while Netflix maximises reach through tentpole content.

Methodology

Digital i measures consumer viewing behaviour in 20 global markets across the United Kingdom, North America, Europe, Latin America, and Asia-Pacific. Using an innovative panel-based data collection method that combines the industry gold-standard approach to panel management and recruitment with new data capture technology, Digital i collects participants' entire viewing history at an account level for measurement anytime, anywhere, and on any device.

All market panels are fully representative of market demographics and privacy compliant. Additional in-depth household demographics are captured directly from panellists and monitored for changes. Data is validated, weighted using proprietary methodology, and metadata is enriched.

At the time of publication, Digital i provides global, granular channel-level reporting for YouTube and program-level reporting for Netflix, Prime Video, HBO Max and Disney+. Live viewing data for Prime Video, Disney+ and HBO Max is not currently collected. Repeat viewing within a single month is not counted.

All figures provided in this report are estimations and so may vary from first-party data accounts due to sample error, data processing error or human error.



Metric Definitions

Average Daily Minutes/Hours: The average time per day spent watching content on a channel by a user.

Share of Viewing: The total amount of viewing time to a channel, content category or demographic as a percentage of total viewing time. This metric is based on account-level viewing time , not individual-level viewing time.

Share of Duration: The total viewing time to a channel, content category or demographic as a percentage of the total available viewing time.

Share of Channels: The percentage of channels out of all measured channels specified in the chart dataset.

Reach (Millions): The total number of a platform's subscriber accounts that accessed a specific piece of content. For example, 1 = 1 million.





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