

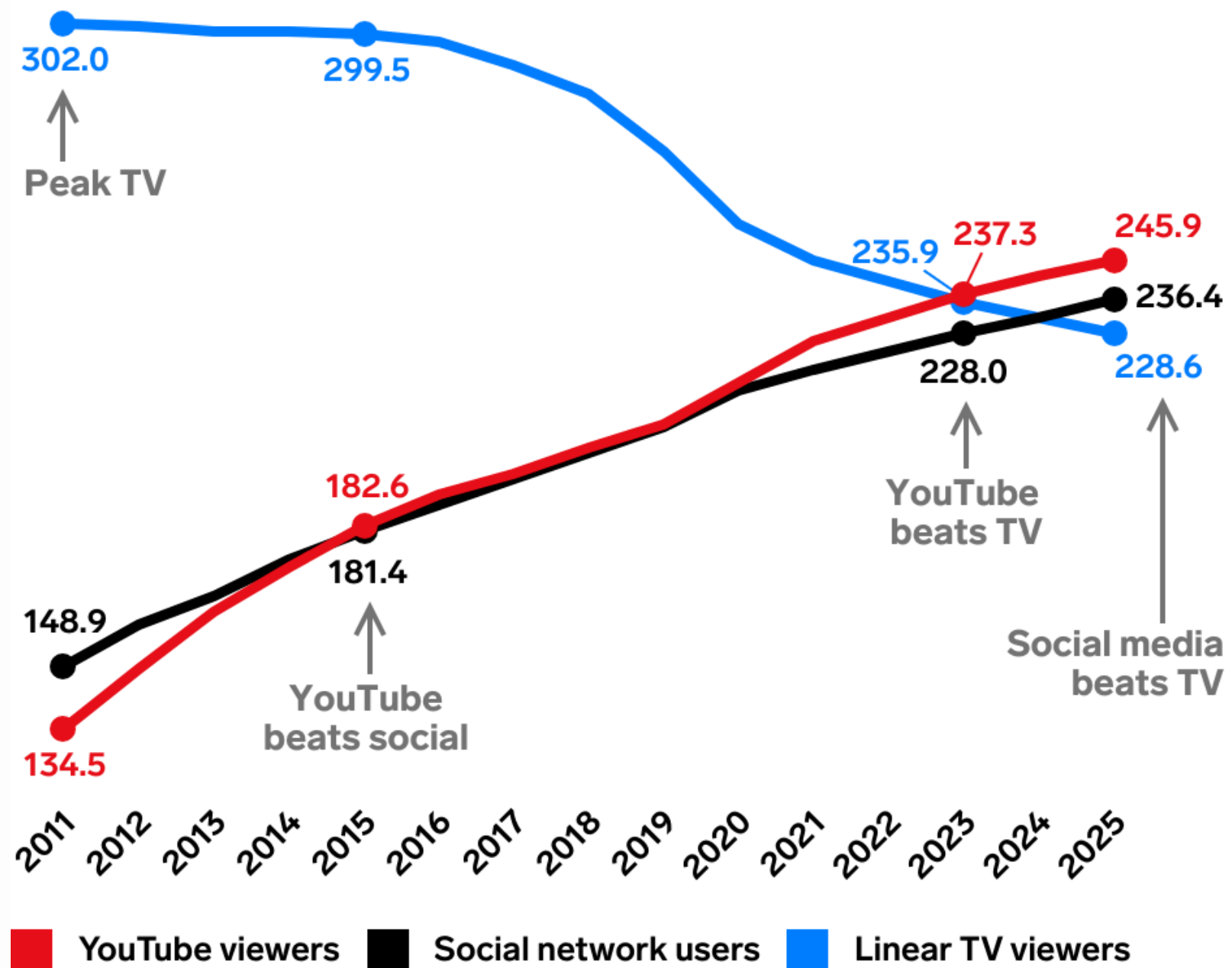
**Did you
know**



**Social media usage
will surpass linear TV
viewers in the US in
2025. 📺**

Social Networks and YouTube Are Strong Contenders for Shrinking Linear TV Audiences

millions of US YouTube viewers, social network users, and linear TV viewers, 2011-2025



Note: YouTube viewers are individuals of any age who watch YouTube via app or website at least once per month; social network users are internet users of any age who use a social network via any device at least once per month; linear TV viewers are individuals of any age who watch live or recorded video on a TV set at least once per month, includes DVR and other prerecorded video such as video downloaded from the internet but saved locally, and excludes digital; YouTube viewer forecast from Feb 2024; social network user forecast from May 2024

Source: EMARKETER Forecast, June 2024

In the UK alone, there are 56.2 million active social media users. That translates to a social media penetration rate of 82.8% of the population. 🤯

The shift is driven by younger generations, with Gen Z-ers and millennials increasingly favouring social media for content consumption. 🎤

Advertisers are following the trend, with global digital ad spend projected to grow by 10.03% in 2025. 💰

Social media isn't the only platform that audiences are shifting to from linear TV. Broadcaster Video On Demand and Subscription Video On Demand platforms are on the rise. 📈

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