

YouTube Changes to Views Counts on Shorts

As of March 31, 2025, YouTube will change how views on YouTube Shorts are counted, which will impact view counts in Measure going forward. In this article, learn more about the change and what you can expect to see in Measure during the transition period.

What is changing?

YouTube is updating the way views are counted for Shorts. Previously, a user had to spend some time watching a Short before it counted as a view. Moving forward, **a view will be counted as soon as the Short starts playing**, or is replayed.

Please see [YouTube's announcement](#) for more information about this change.

Key dates

- **March 31, 2025:** YouTube will update the Shorts Views definition on the native network.
 - **April 30, 2025:** The new definition will be reflected in the YouTube API.
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What to expect in Measure

From March 31 to April 30, 2025, there will be a discrepancy in Video views from Measure and Views from Youtube, until the new metric definition is reflected in the YouTube API.

Starting April 30, 2025, Measure will begin receiving the updated Views counts from YouTube and clients should expect an increase in the Video Views metric in Measure for YouTube Shorts.