



ACTIVATE CONSULTING TECHNOLOGY & MEDIA OUTLOOK 2025 **SOCIAL VIDEO**

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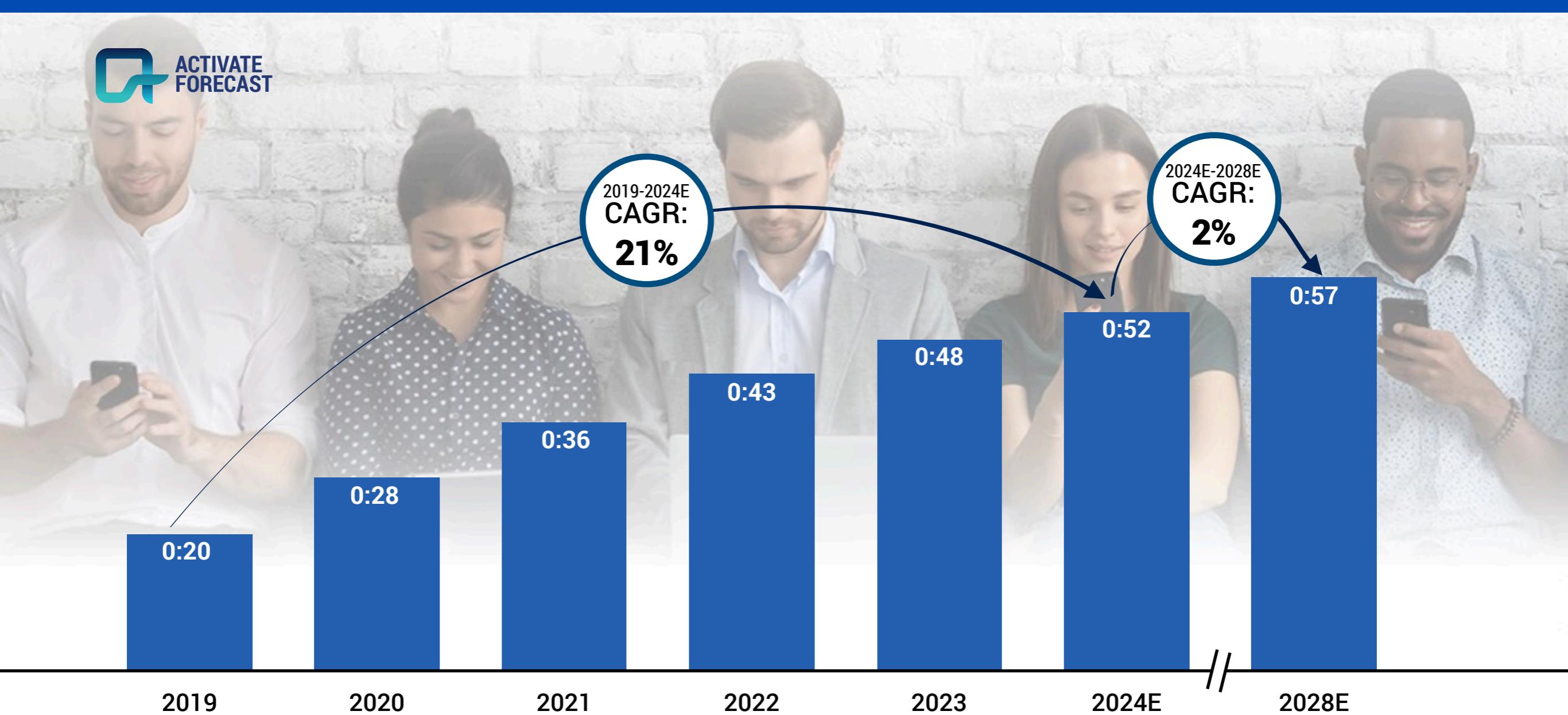


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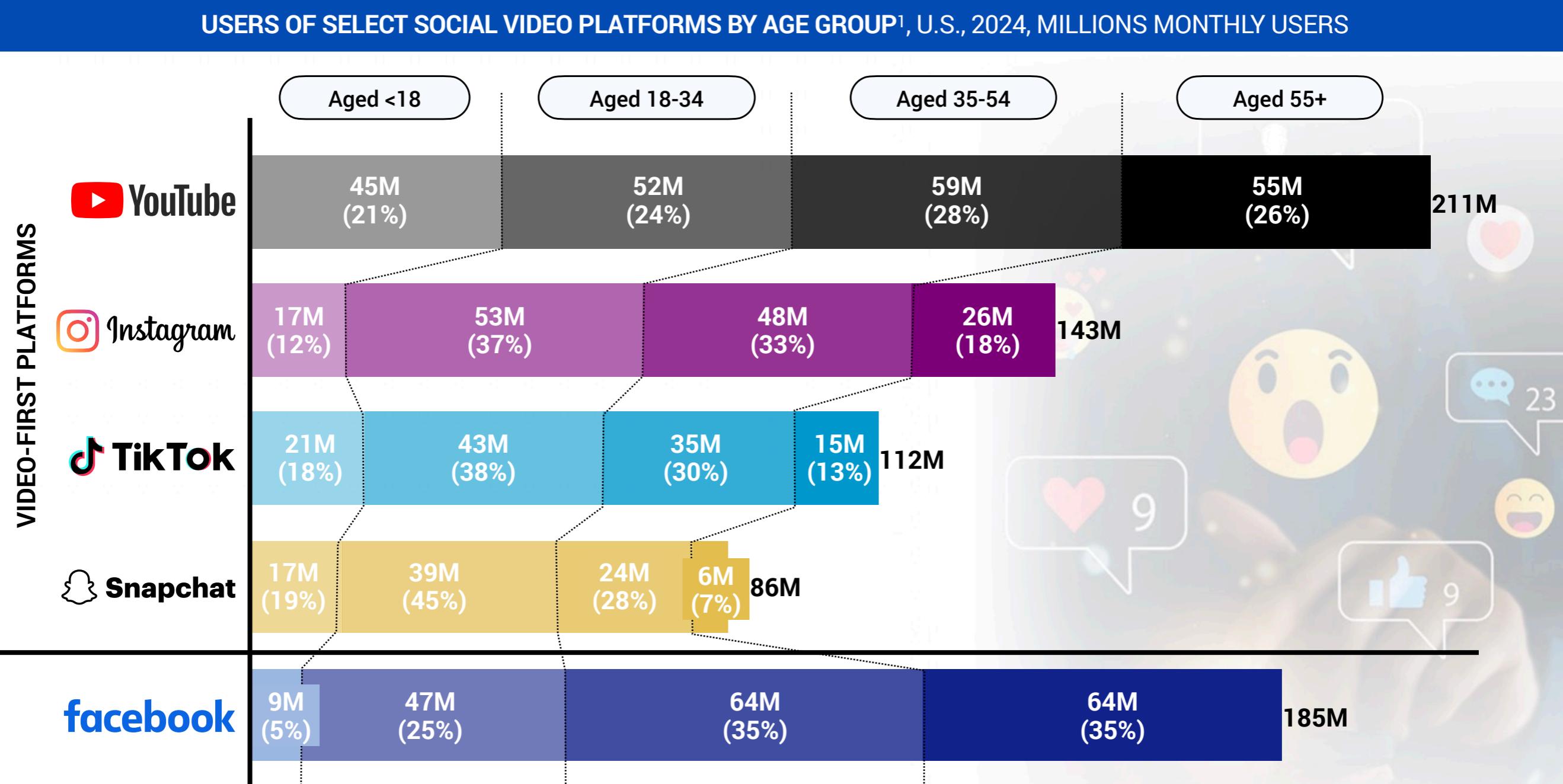
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We forecast that people will continue to watch more social video over the next four years; however, growth is slowing down

AVERAGE DAILY SOCIAL VIDEO¹ TIME SPEND PER ADULT AGED 18+, U.S., 2019-2024E VS. 2028E, HOURS:MINUTES



YouTube has the broadest reach, with large user bases in each age cohort

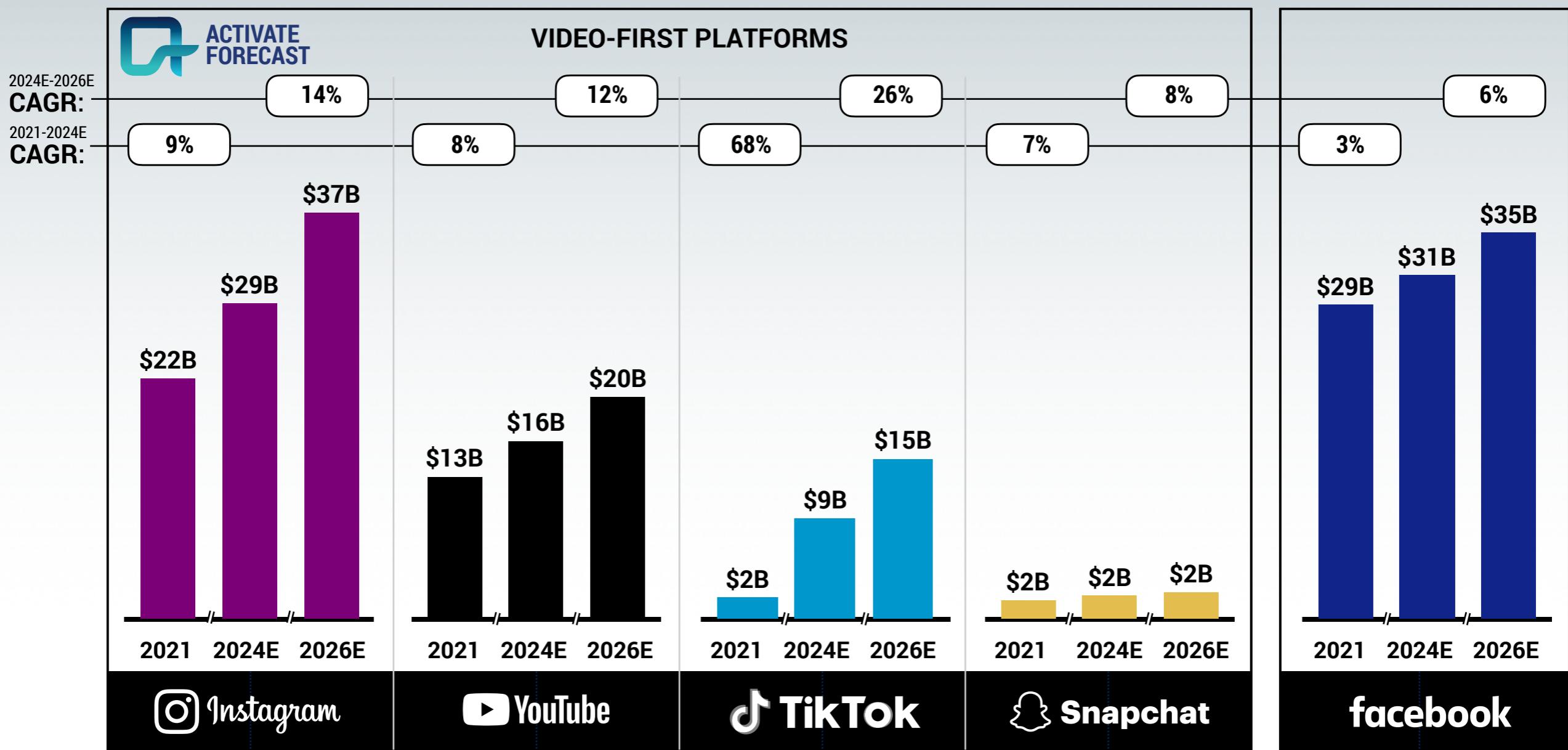


1. Figures do not sum due to rounding.

Sources: Activate analysis, Activate 2024 Consumer Technology & Media Research Study (n = 4,004), eMarketer

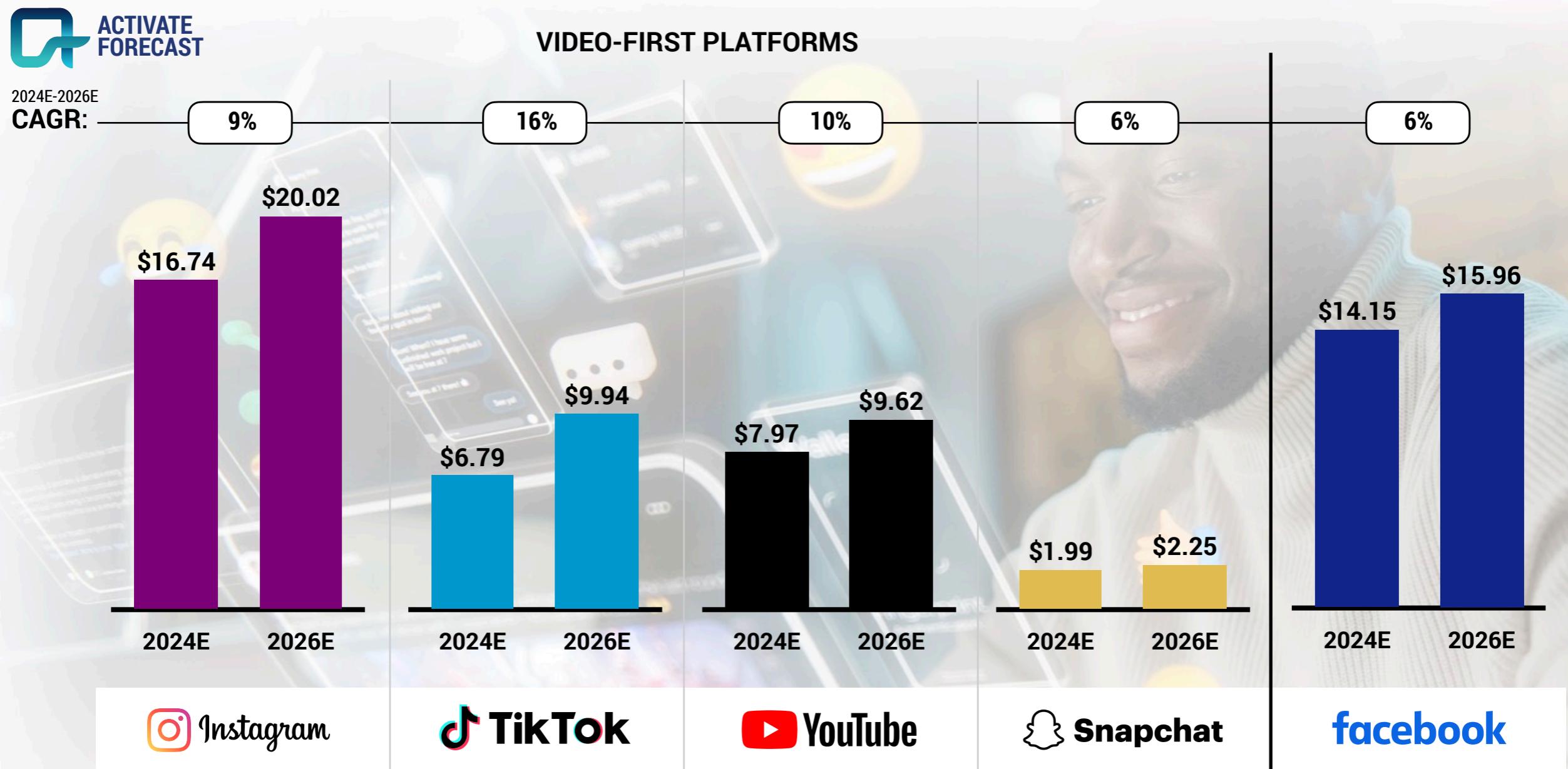
We forecast that TikTok and Instagram will be the fastest growing advertising businesses

TOTAL ADVERTISING REVENUE¹ BY SOCIAL VIDEO PLATFORM, U.S., 2021 VS. 2024E VS. 2026E, BILLIONS USD



Instagram and Facebook capture the most monthly advertising revenue per user

MONTHLY ADVERTISING REVENUE¹ PER USER BY VIDEO PLATFORM, U.S., 2024E VS. 2026E, USD



A diverse group of creators drives the majority of social video engagement, with limited overlap across platforms

TOP 10 TIKTOK CREATORS¹, U.S., JAN.-JULY 2024



Charli D'Amelio People & Blogs	3.7B Views	
Brooke Monk People & Blogs	3.5B Views	
Nara Smith Food & Drink	3.0B Views	
Haley Kalil People & Blogs	3.0B Views	
Hot Spanish Entertainment	2.9B Views	
Carlos Eduardo Espina General Interest	2.9B Views	
Alix Ashley Earle People & Blogs	2.8B Views	
Addie McCracken People & Blogs	2.7B Views	
Whistle Sports	2.5B Views	
Katteyes People & Blogs	2.5B Views	

★ Top Creator Across Multiple Platforms

TOP 10 YOUTUBE CREATORS¹, U.S., JAN.-JULY 2024



Zack D. Films Gaming	9.0B Views	
J House Jr. Kids Entertainment & Animation	7.2B Views	
BorisKateFamily Entertainment	6.7B Views	
MrBeast Entertainment	6.3B Views	
Family Games Media People & Blogs	6.2B Views	
Alan Chikin Chow People & Blogs	5.7B Views	
Mr DegrEE People & Blogs	5.2B Views	
Chefkoudy Food & Drink	5.0B Views	
Yana Chirkina Entertainment	4.8B Views	
Stokes Twins People & Blogs	4.7B Views	

TOP 10 FACEBOOK CREATORS¹, U.S., JAN.-JULY 2024



Bailey Payne People & Blogs	2.3B Views	
Hot Spanish Entertainment	1.7B Views	
Double-J Garage Film & Movies	1.4B Views	
Country Wayne People & Blogs	1.2B Views	
Showers Daycare and Preschool Film & Movies	1.1B Views	
Chicken Leg Piece Food & Drink	1.1B Views	
Frank Medrano People & Blogs	1.0B Views	
Victor Dias TV Home & DIY	1.0B Views	
Sean Bridon People & Blogs	1.0B Views	
Ray's Funny Page Entertainment	1.0B Views	

TOP 10 INSTAGRAM CREATORS², U.S., JAN.-JULY 2024



Bahjan Marg Official People & Blogs	224M Engagements	
Snoopdogg Music & Dance	218M Engagements	
Brittany Paige People & Blogs	193M Engagements	
Diljit Dosanjh Music & Dance	193M Engagements	
Haley Kalil People & Blogs	192M Engagements	
Addie McCracken People & Blogs	155M Engagements	
Jordan Howlett Entertainment	129M Engagements	
Kirkiimad Entertainment	123M Engagements	
Bryce Wagner People & Blogs	118M Engagements	
Will Smith People & Blogs	115M Engagements	

ACTIVATE 2025 DATA PARTNERS

The Nielsen logo consists of a blue circle containing three white arrows pointing to the right.The Luminate logo consists of a blue circle containing the word "Luminate" in white, sans-serif font.The tubular logo consists of a blue circle containing a white icon of a video camera and the word "tubular" in white, sans-serif font.



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Activate Technology & Media 
Outlook 2025

Thank you!

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