



SOCIAL MEDIA GROWTH REPORT

SUBSCRIBER & FOLLOWER GROWTH
ON YOUTUBE & INSTAGRAM

JULY 2020

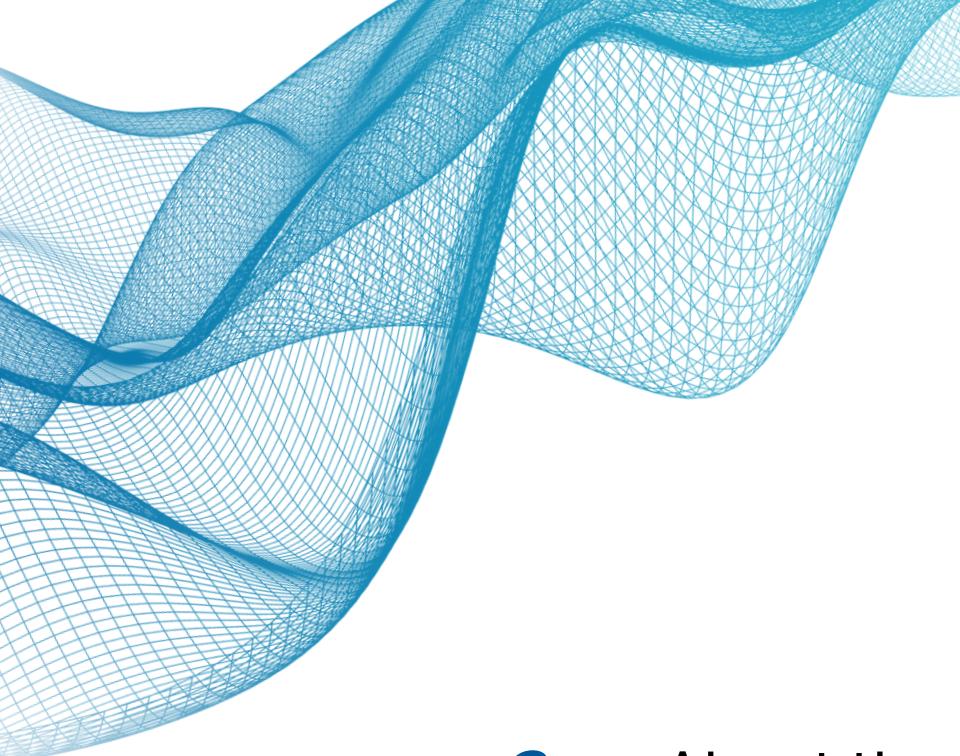


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ABOUT THE REPORT



The Coronavirus crisis has hit many businesses, and those focused on brick-and-mortar stores in particular. But there is one winner in this crisis - social media. As people spend more time at home during lockdown, they are turning to social media platforms for information, entertainment, and distraction. But how exactly does this trend impact YouTube channels and Instagram accounts? For this report, we analyzed the follower growth on Instagram and the subscriber growth on YouTube to assess the true impact on social media platforms, creators and businesses that work influencers on Instagram and YouTube.

For this report, we analyzed more than 660k Instagram accounts and 100k YouTube channels globally. This report highlights how follower and subscriber growth has developed over time, which topics show the strongest growth, which activity levels create the best results and in which countries social media shows the most prominent growth.

While the YouTube analysis focuses on January 1, 2020, to June 1, 2020, the Instagram analysis covers January 1, 2019, to June 1, 2020.

This report was first published on July 27, 2020.

YOUTUBE SUBSCRIBER GROWTH ANALYSIS

January 1 - June 1, 2020



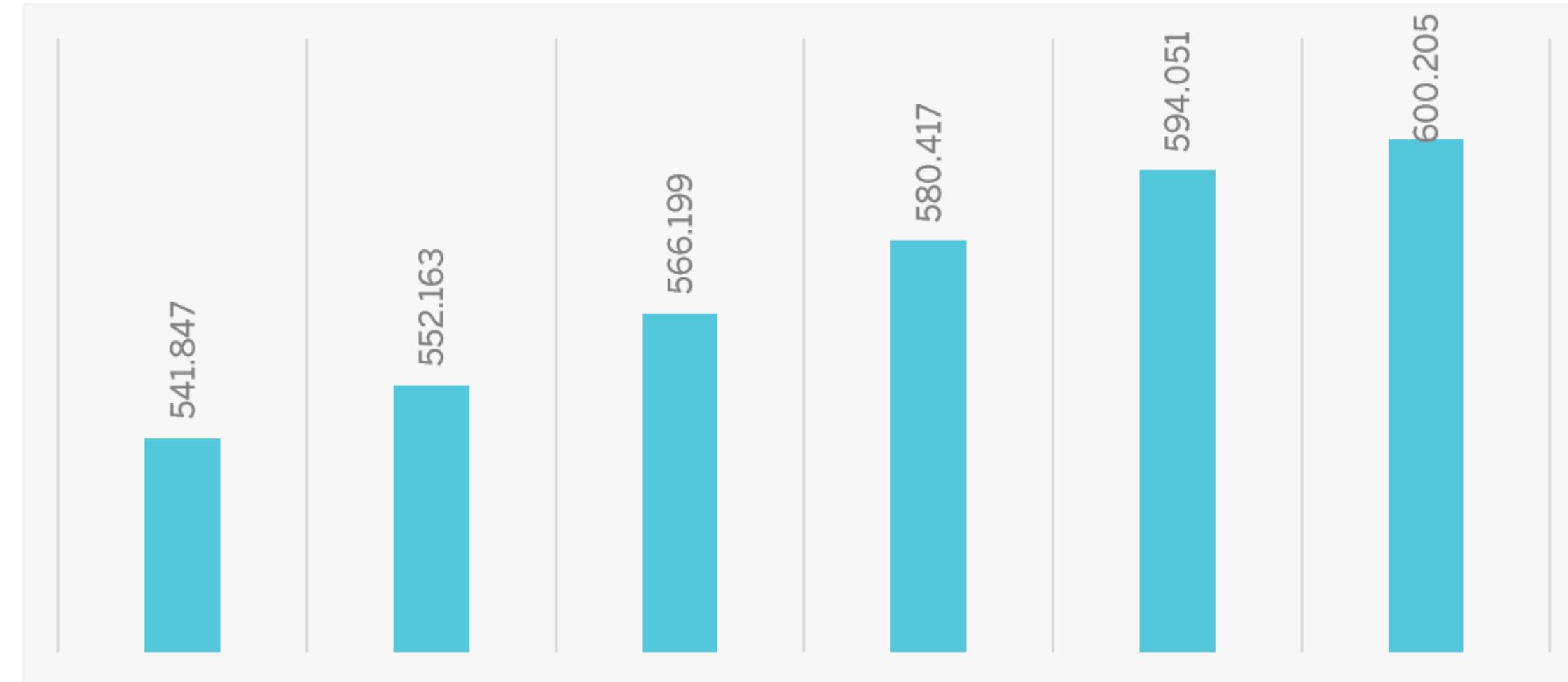
YOUTUBE SUBSCRIBER GROWTH



01/01/2020 - 01/06/2020

AVERAGE
SUBSCRIBERS OF
YOUTUBE CHANNELS

 On average, a YouTube channel has 600k subscribers in June, grows 0.92% from May.



AVERAGE SUBSCRIBER
ABSOLUTE GROWTH

58,357

AVERAGE SUBSCRIBER
GROWTH RATE

12.2%

AVERAGE
**SUBSCRIBER
GROWTH RATE
MONTHLY**
OF YOUTUBE
CHANNELS



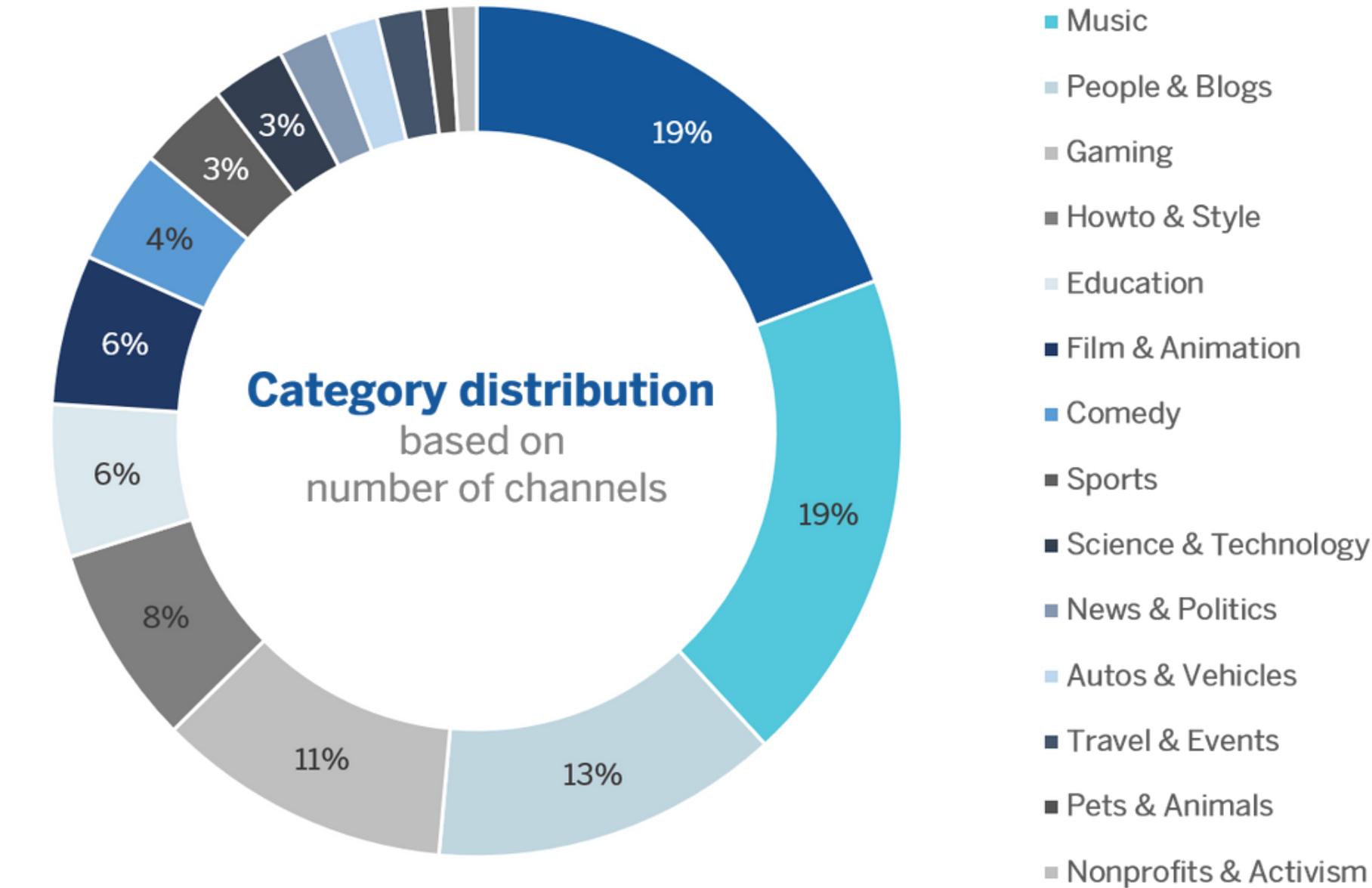
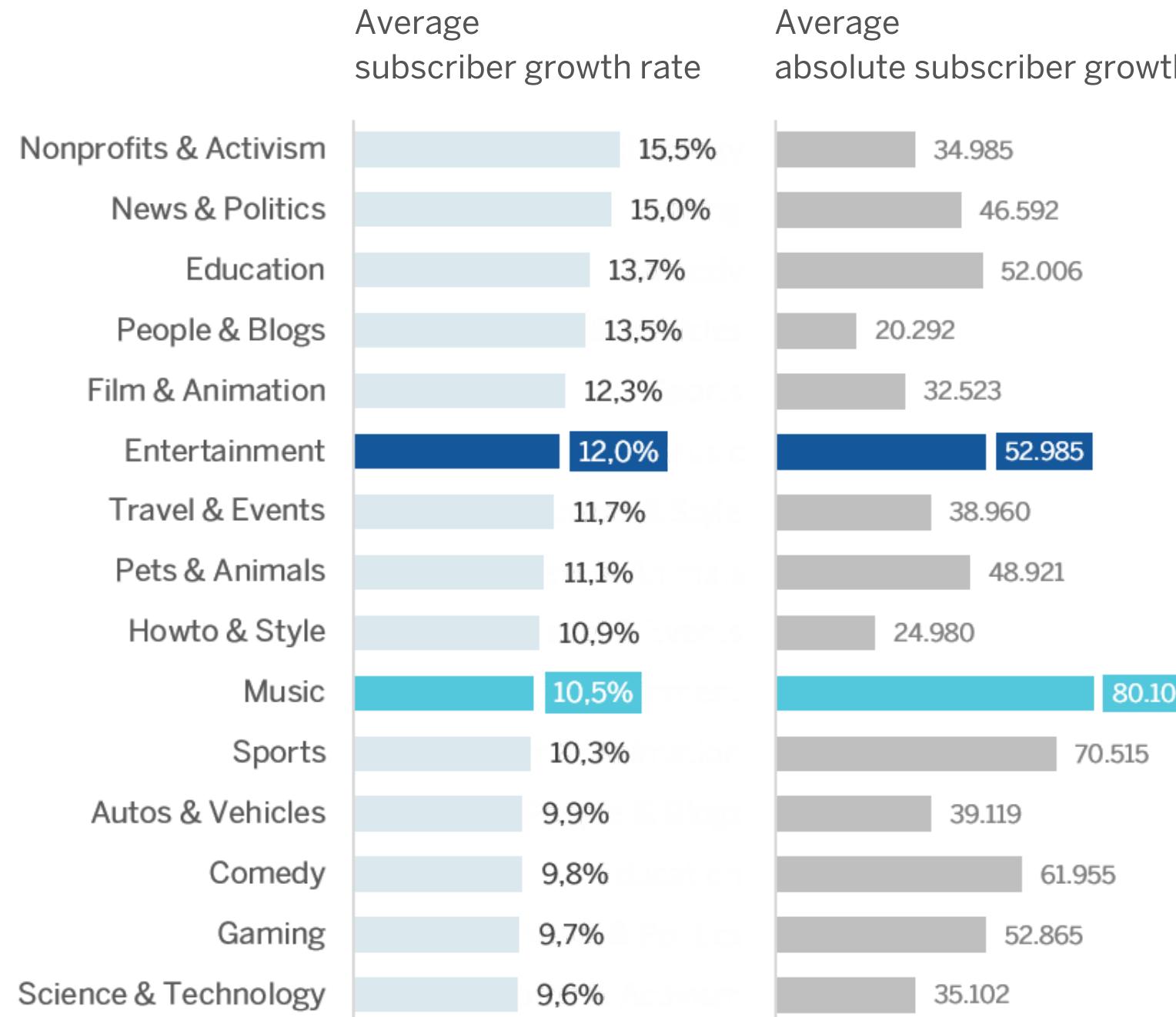
AVERAGE SUBSCRIBER
GROWTH RATE MONTHLY

2.4%

The average growth rate slows down from April 2020.



GROWTH BASED ON CATEGORIES



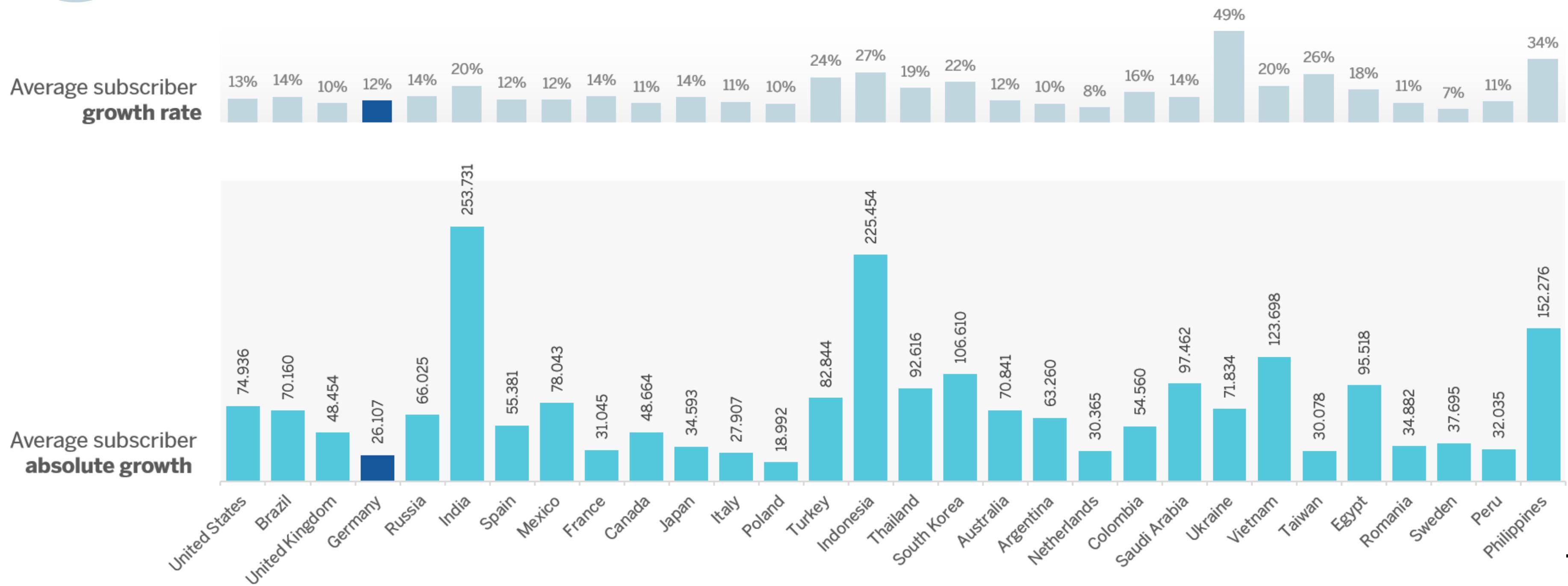
i Entertainment and music are the largest groups by categories which dominate almost 40% of all channels. Even though nonprofits & activism channels are small in number of channels, these topics are the winners in growth rate in the analysed timeframe. Channels focused on the topics nonprofit & activism, news & politics and education showed the fastest growth rate in 2020 so far. Music channels show the highest subscriber growth in absolute numbers.



GROWTH BASED ON COUNTRIES



Among the top 30 countries based on the number of channels, Germany and Poland have the lowest growth rate and absolute growth.. Asian countries (India, Indonesia, Vietnam, and Philippines) are outstanding in terms of absolute growth.





GROWTH BASED ON ACTIVITY

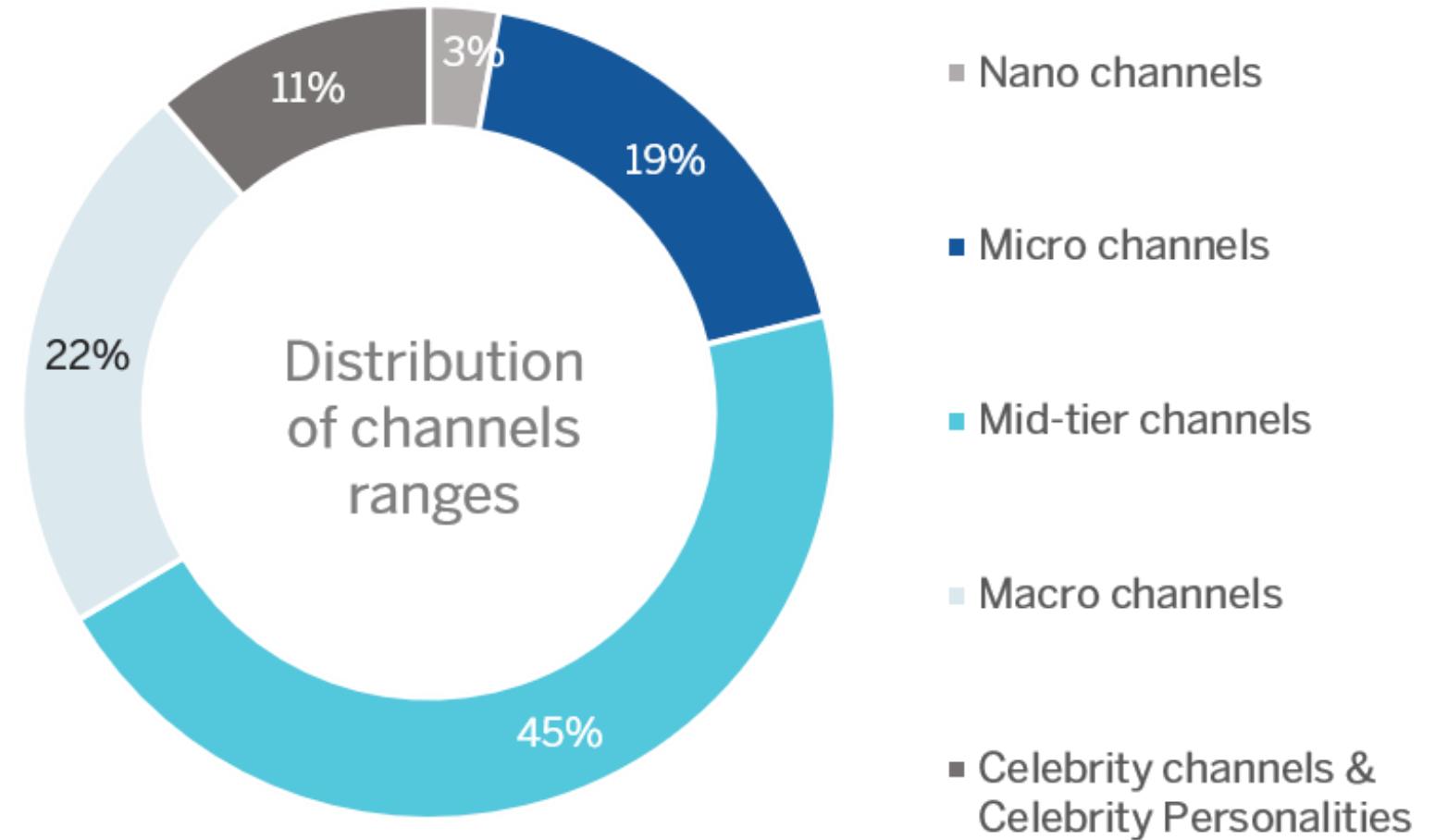
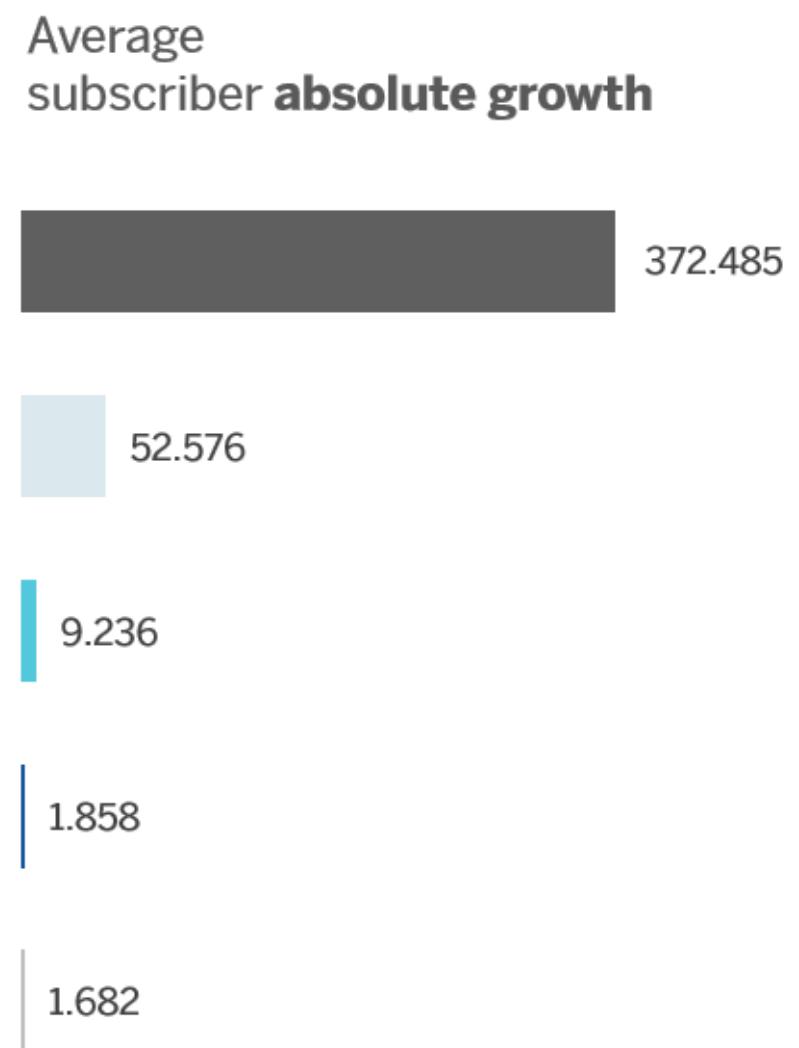
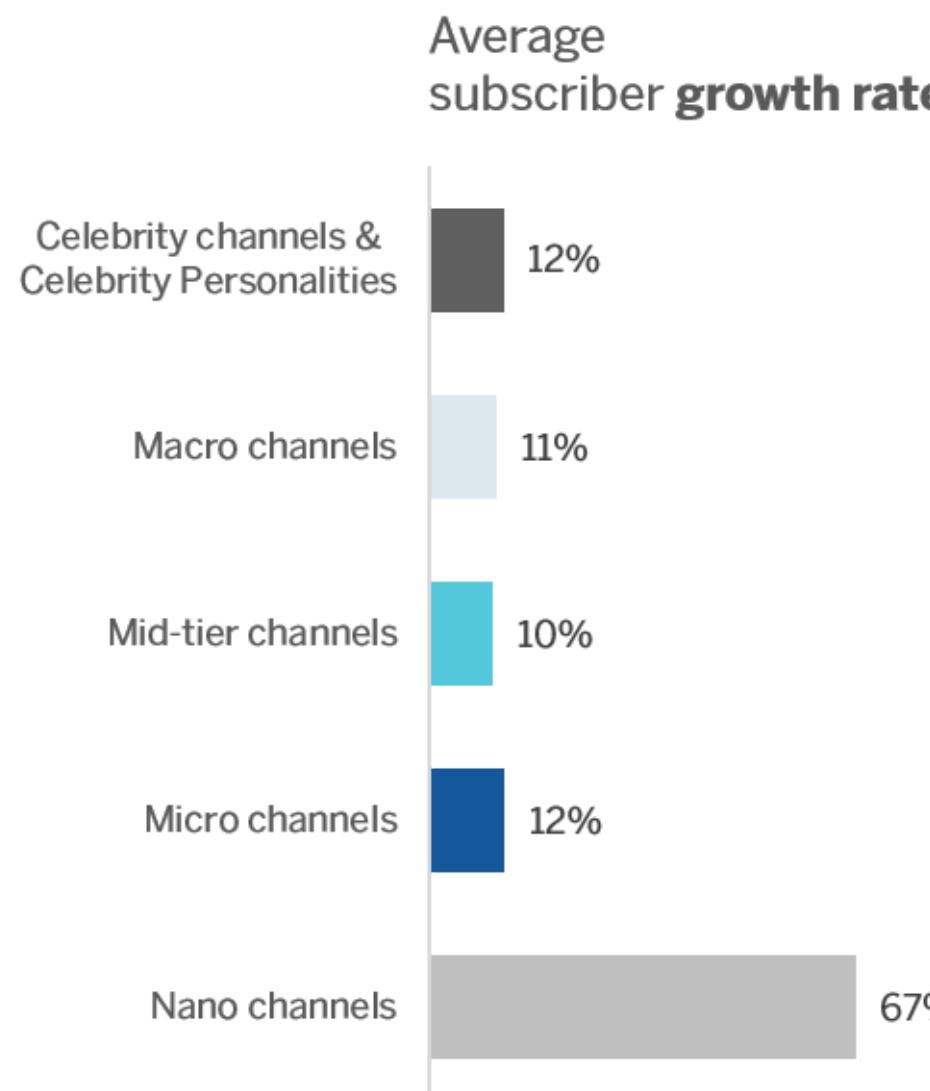


Creators usually post a new video once or twice a week, while news channels oftentimes upload multiple content pieces per day. The ideal uploading frequency that impacts a channel's growth rate positively seems to be one to 4 videos per week, which results in an average growth rate of 20-21%.

	Average absolute growth	Average growth rate
< 1 video per week	28,664	9%
1 video per week	85,862	20%
2 videos per week	133,116	20%
3 video per week	142,904	20%
4 videos per week	137,358	21%
5 videos per week	155,417	19%
6 videos per week	170,980	19%



GROWTH BASED ON SUBSCRIBER RANGE



INSTAGRAM FOLLOWER GROWTH ANALYSIS

January 1, 2019 - June 1, 2020



INSTAGRAM FOLLOWER GROWTH



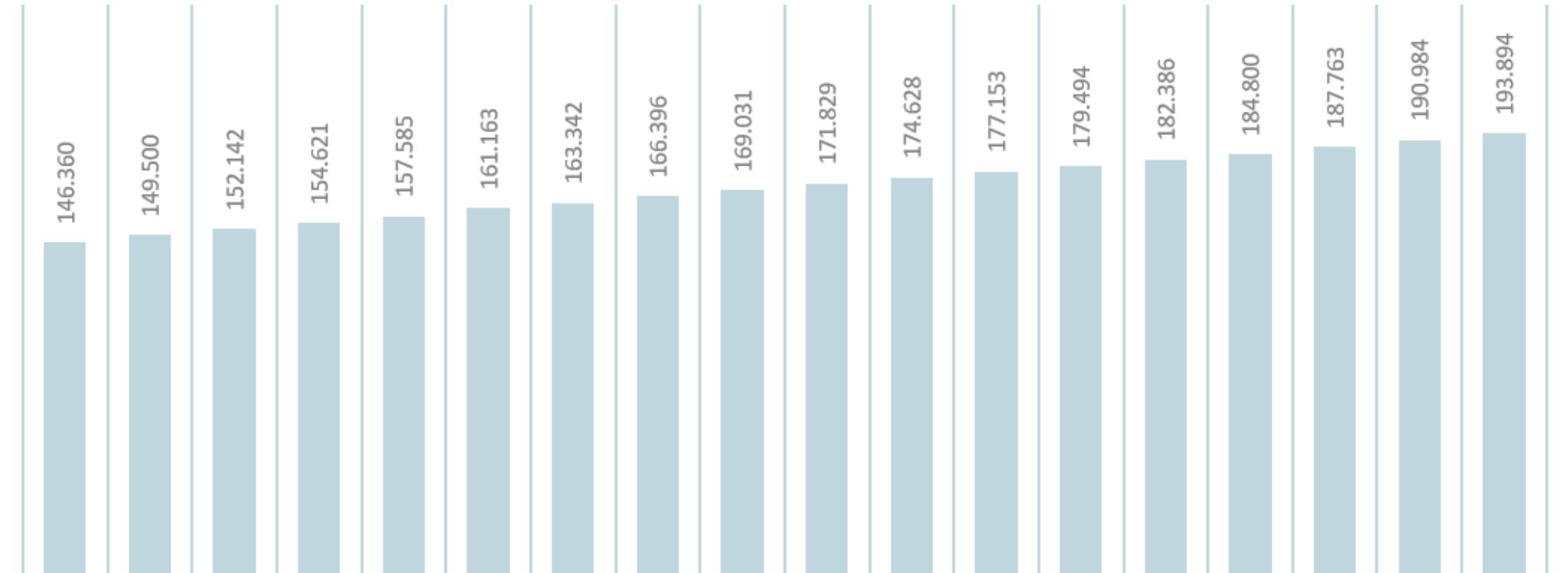
01/01/2019 - 01/06/2020

AVERAGE **FOLLOWERS**
OF INSTAGRAM
INFLUENCERS



On average, an Instagram influencer has 194k followers in June, grows 1.5% from May.

GROWTH RATE MONTHLY
OF INSTAGRAM
INFLUENCERS



AVERAGE FOLLOWER
ABSOLUTE GROWTH

47,823

AVERAGE FOLLOWER
GROWTH RATE

(whole time window)

32.5%

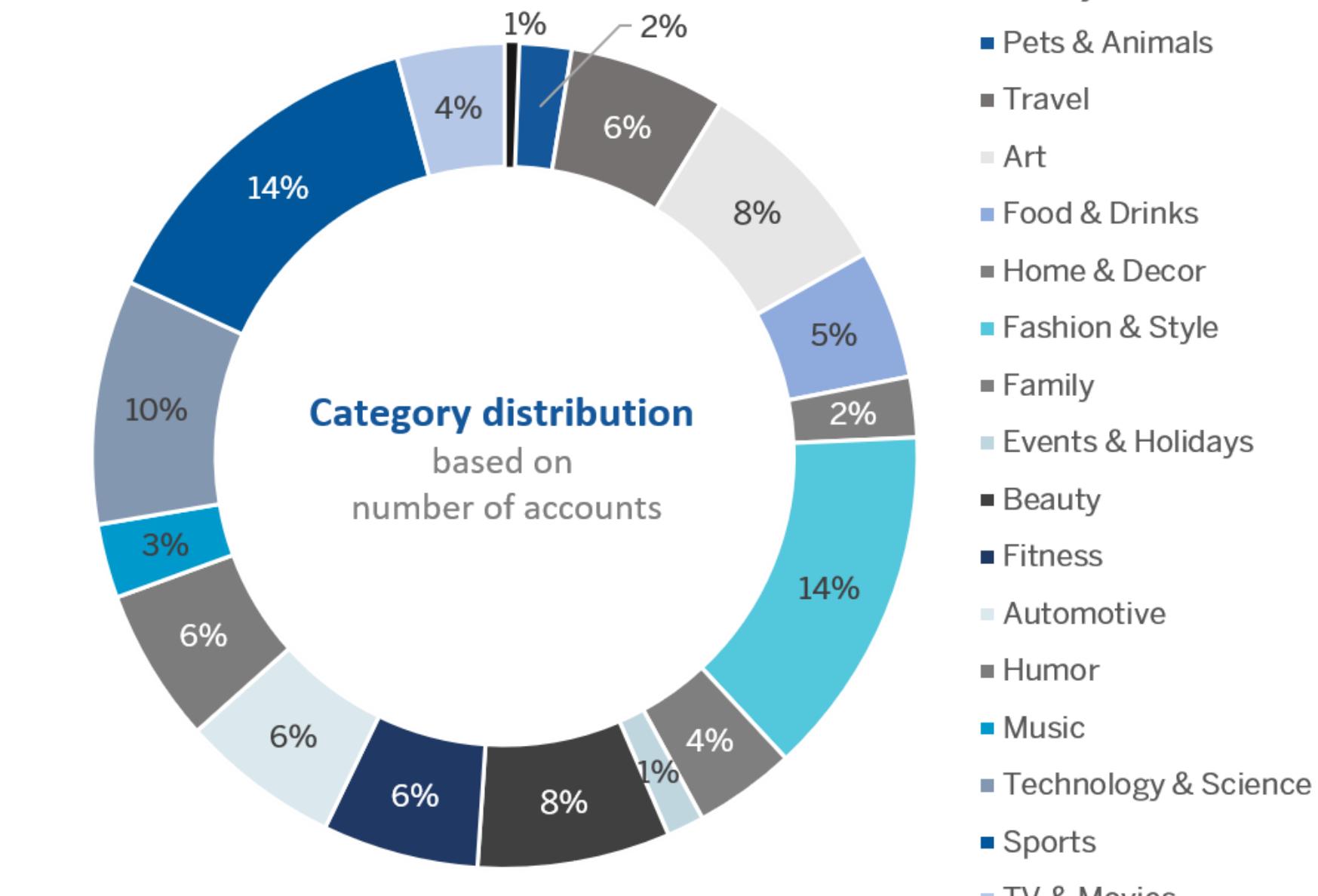
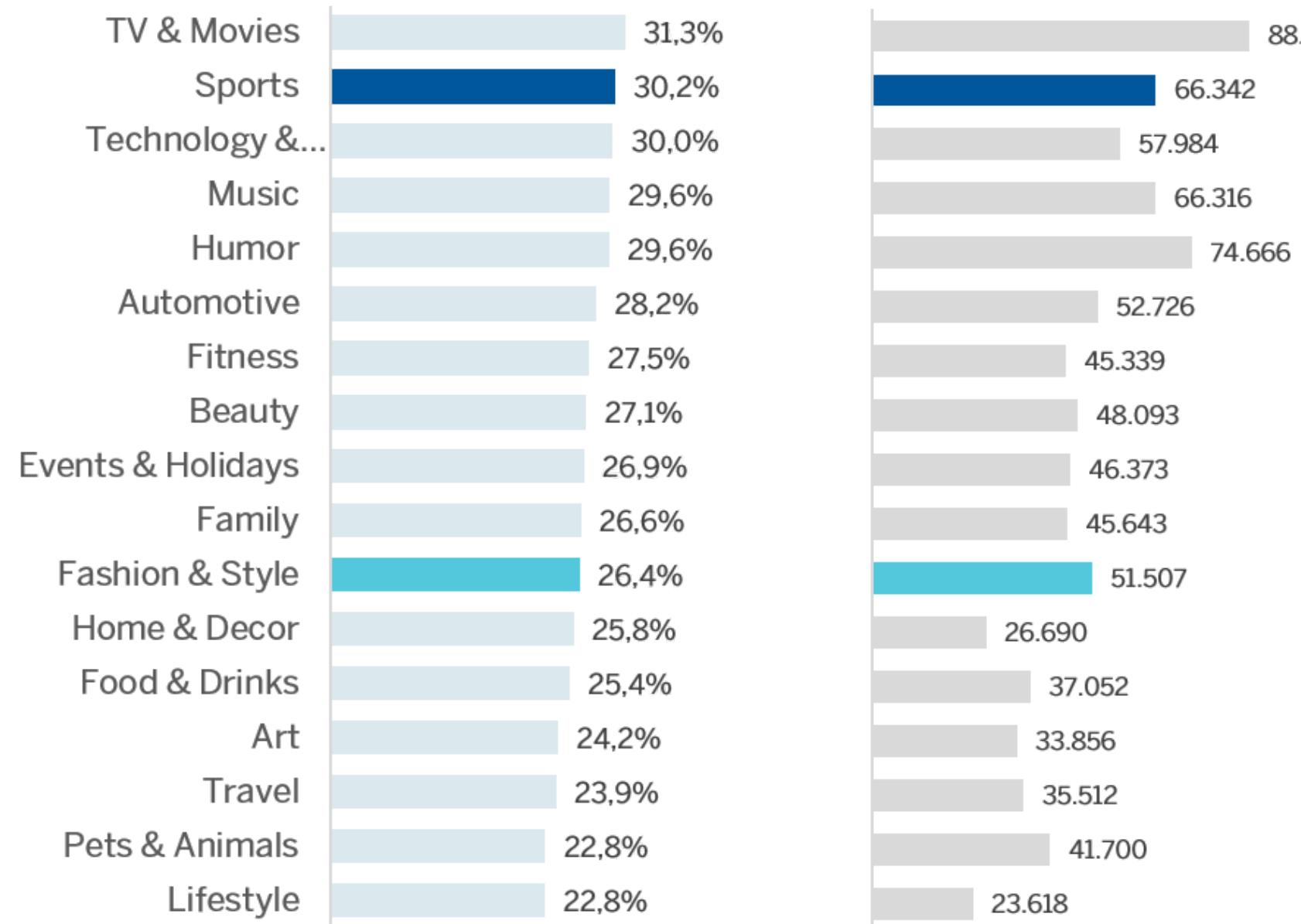


AVERAGE FOLLOWERS
GROWTH RATE MONTHLY

1.7%



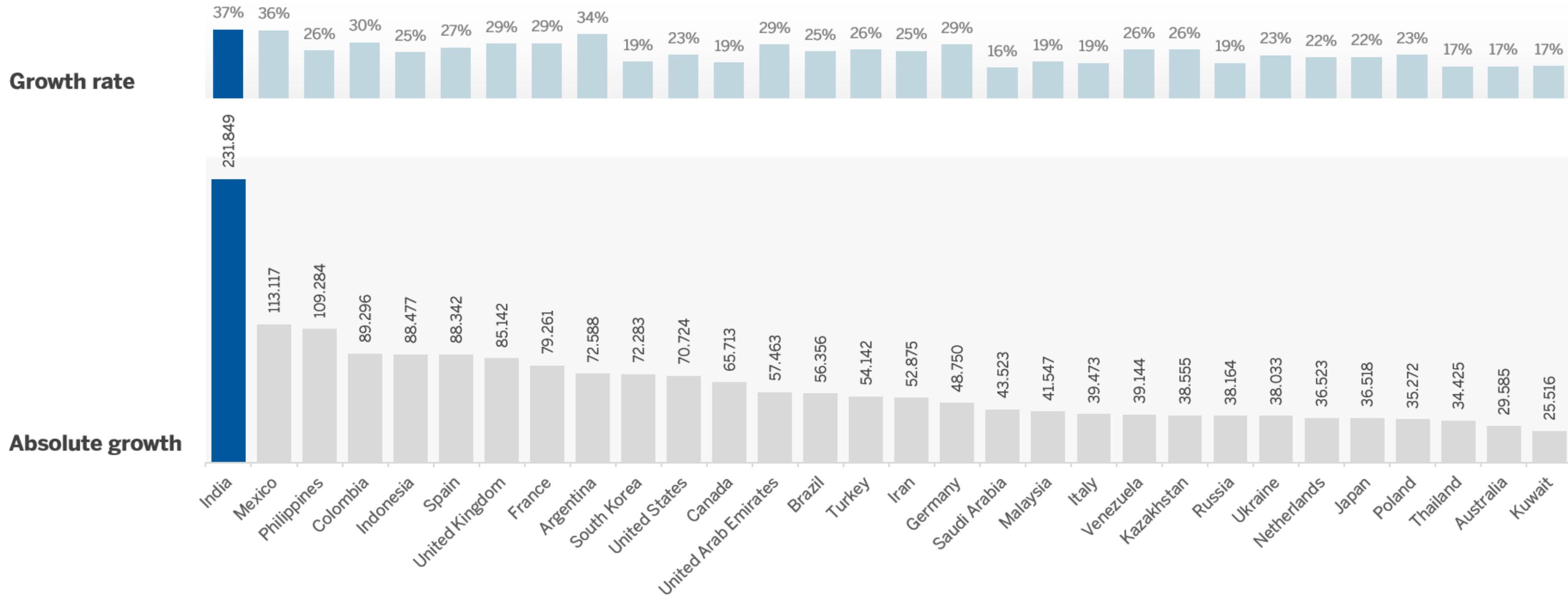
GROWTH BASED ON CATEGORIES



i Sports and Fashion & Style are the largest groups which dominate almost 30% of all Instagram accounts. In the analysed timeframe, the category TV & Movies shows the strongest growth, both in growth rate and absolute numbers. Being the largest category in number of Instagram accounts, sports is the runner-up for the fastest growth rate.



GROWTH BASED ON COUNTRIES

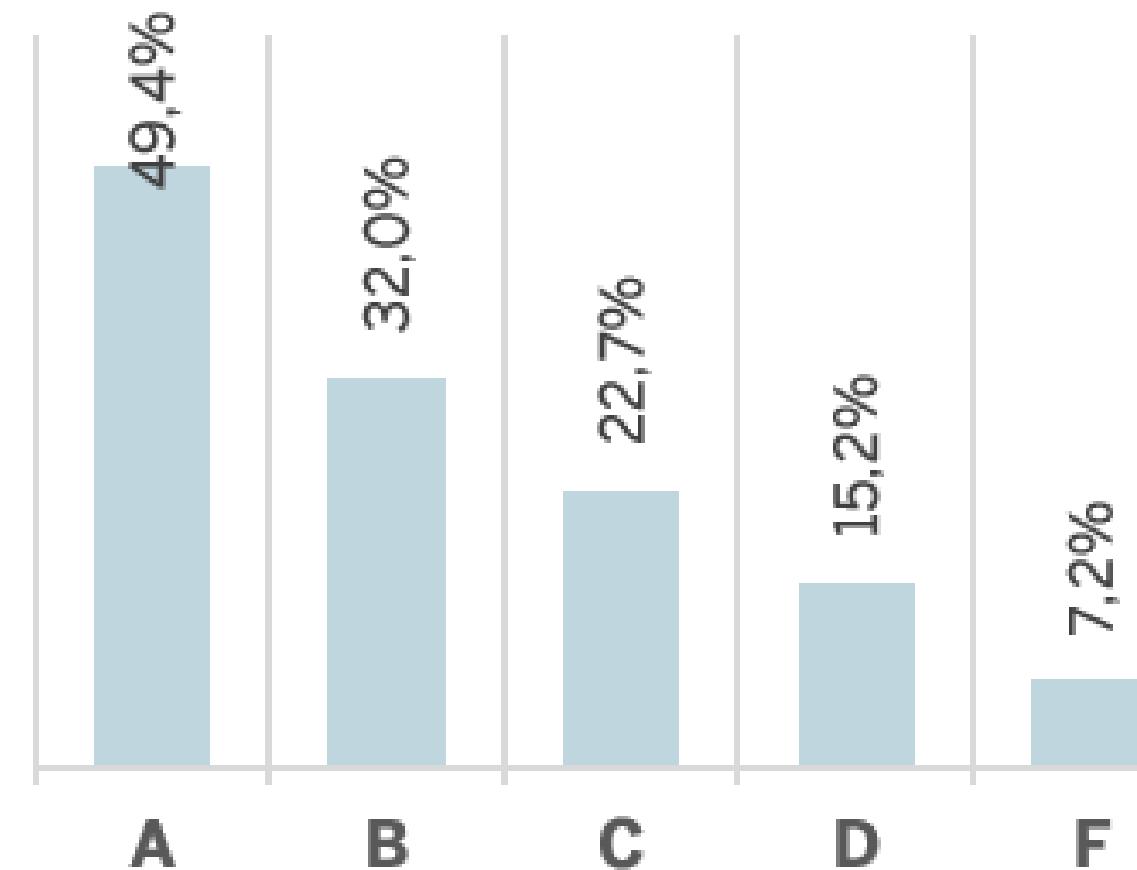




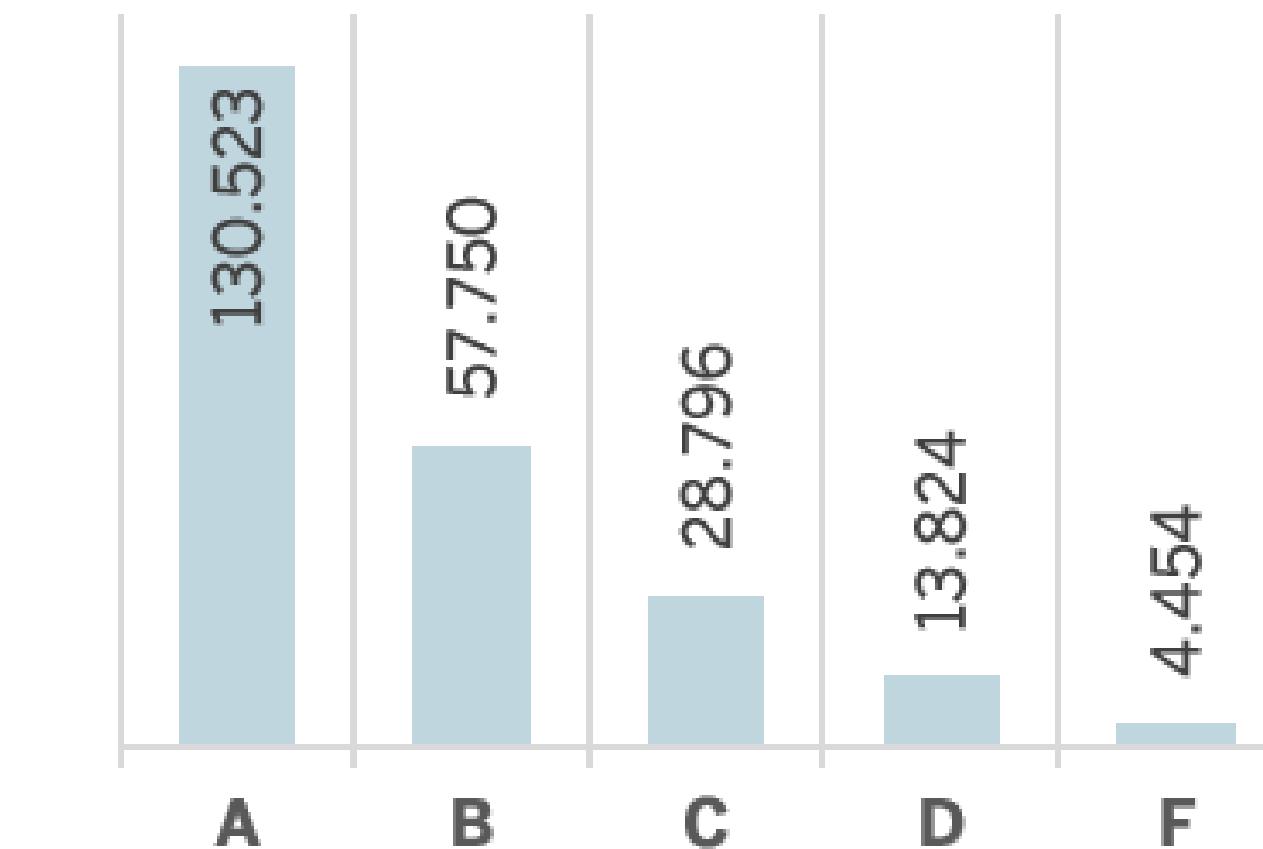
GROWTH BASED ON AUDIENCE QUALITY



The Audience Quality is an InfluencerDB-exclusive metric. This metric describes the quality of an Instagram account in regard to engagement and other factors. We see that those accounts with genuine, high-quality followers attract high numbers of new followers, while those with an inactive, low-quality follower base are struggling to attract new followers.



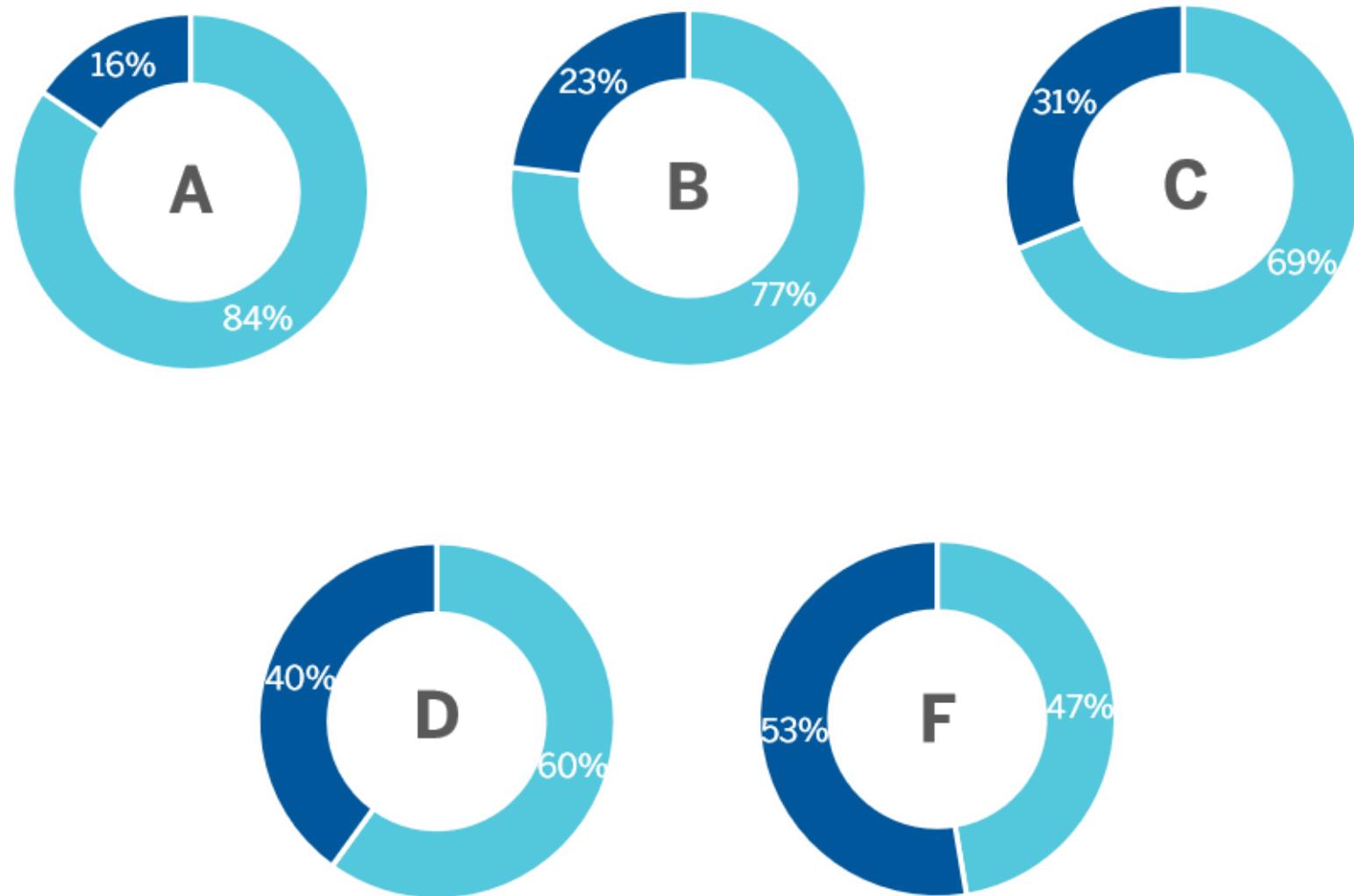
Average growth rate



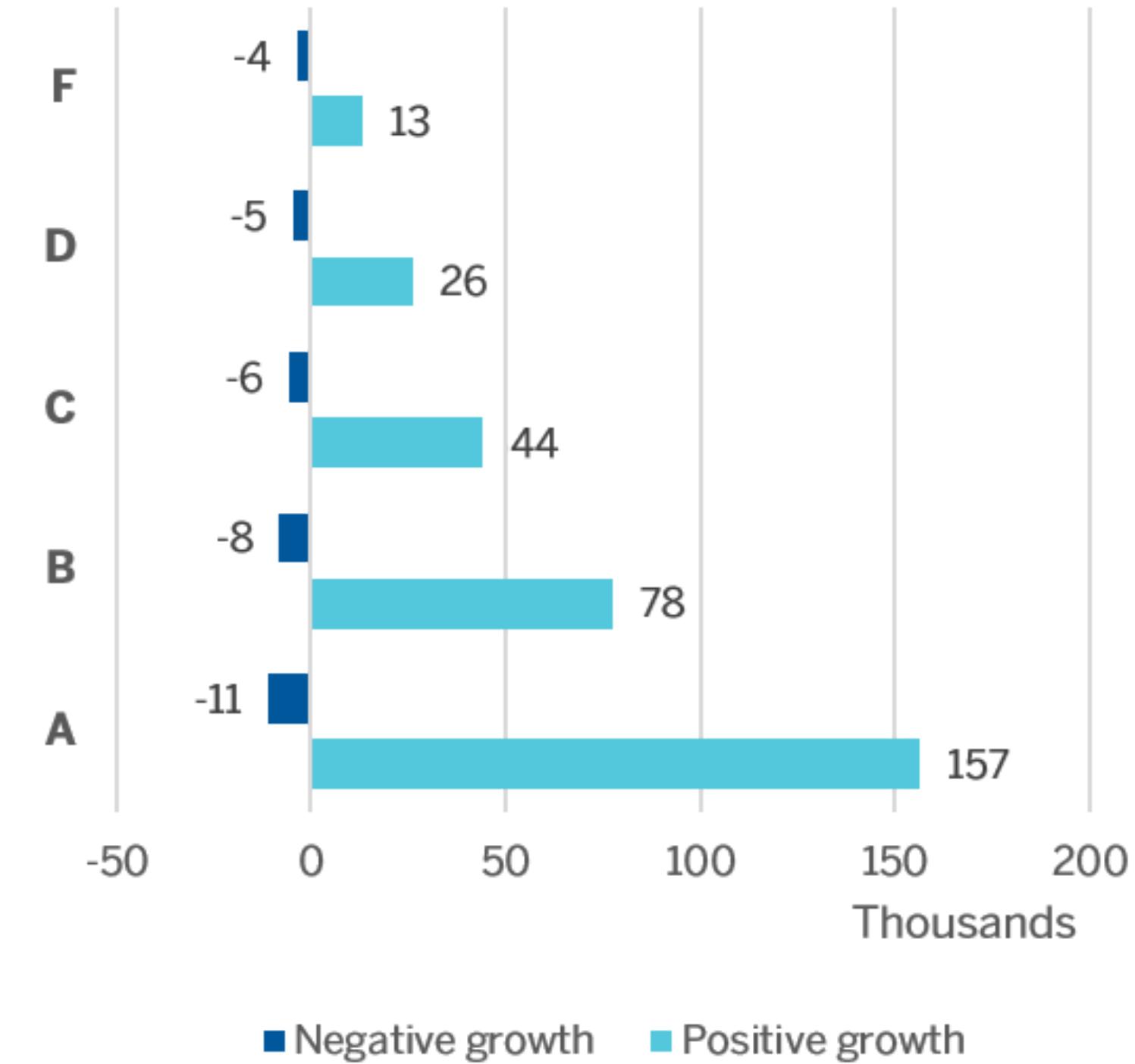
Average absolute growth



GROWTH BASED ON AUDIENCE QUALITY



Some of the analyzed accounts show a negative growth in the given timeframe. 16% of all accounts that have an A-grading still lost 11k followers on average (due to inactive behavior), but 84% of them gained 157k new followers on average from January 1, 2019. Among the F-graded accounts, most accounts (53%) are struggling to keep their followers and if they can grow, their new followers are also limited - they attract only 13k new followers on average.





GROWTH BASED ON ACTIVITY

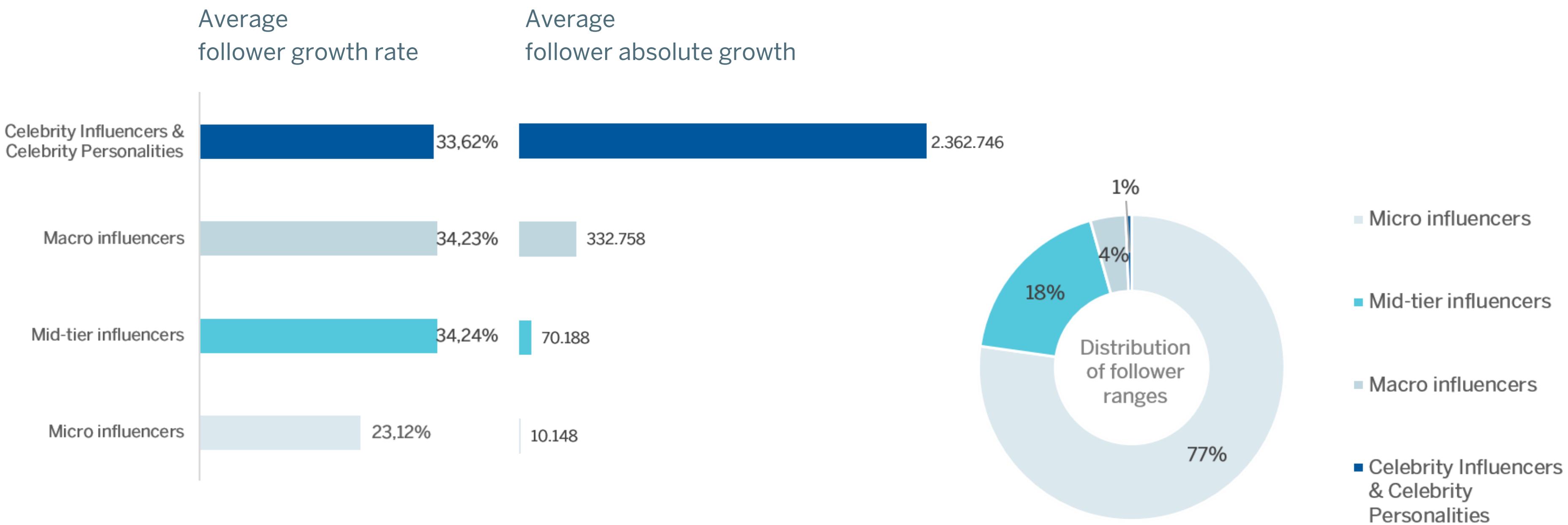


The higher the publishing frequency of posts per week, the higher the growth rate and absolute growth of the analyzed accounts. Instagram most likely rewards highly active accounts with increased visibility on the platform, which results in a higher growth rate.

	Average absolute growth	Average growth rate
< 1 post per week	13,406	9%
1 post per week	25,330	14%
2 posts per week	37,737	21%
3 posts per week	47,564	27%
4 posts per week	53,043	30%
5 posts per week	59,853	35%
6 posts per week	63,436	37%



GROWTH BASED ON FOLLOWER RANGE





**WE ENABLE BUSINESSES TO USE THEIR
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A smartphone is shown from a slightly elevated angle, displaying the Influencer DB platform's user interface. The screen shows a "Network" section with a sidebar containing icons for users, lists, and search. A search bar at the top right contains the text "kweilz". Below the search bar, the word "Network" is displayed in large, bold letters. Underneath, there are two tabs: "All" and "Lists", with "Lists" being the active tab. It shows a list of 24 influencer lists. Each list item includes a thumbnail of influencer profiles, the name of the list, the number of influencers it contains, the last update date, and buttons for "View list" and "..." (more options).

List Name	Influencers	Last updated	Action
youtube	3 Influencers	04.03.2020	View list ...
Sales EMEA	260 Influencers	03.03.2020	View list ...
Comms & Content	109 Influencers	03.03.2020	View list ...
AAA	15 Influencers	29.02.2020	View list ...
staedtlermars	11 Influencers	29.02.2020	View list ...
Kaisa	73 Influencers	19.02.2020	View list ...
Dan	12 Influencers	19.02.2020	View list ...
Customer Success	414 Influencers	10.02.2020	View list ...
xyz	6 Influencers	Last update	View list ...
diablo	2 Influencers	Last update	View list ...
Berlin: Texas Slim Event	1 Influencer	29.02.2020	View list ...
Ways to STUDY	+6	29.02.2020	View list ...
Rhone	80 Influencers	Last update	View list ...