



# ACTIVATE CONSULTING TECHNOLOGY & MEDIA OUTLOOK 2025 SOCIAL VIDEO

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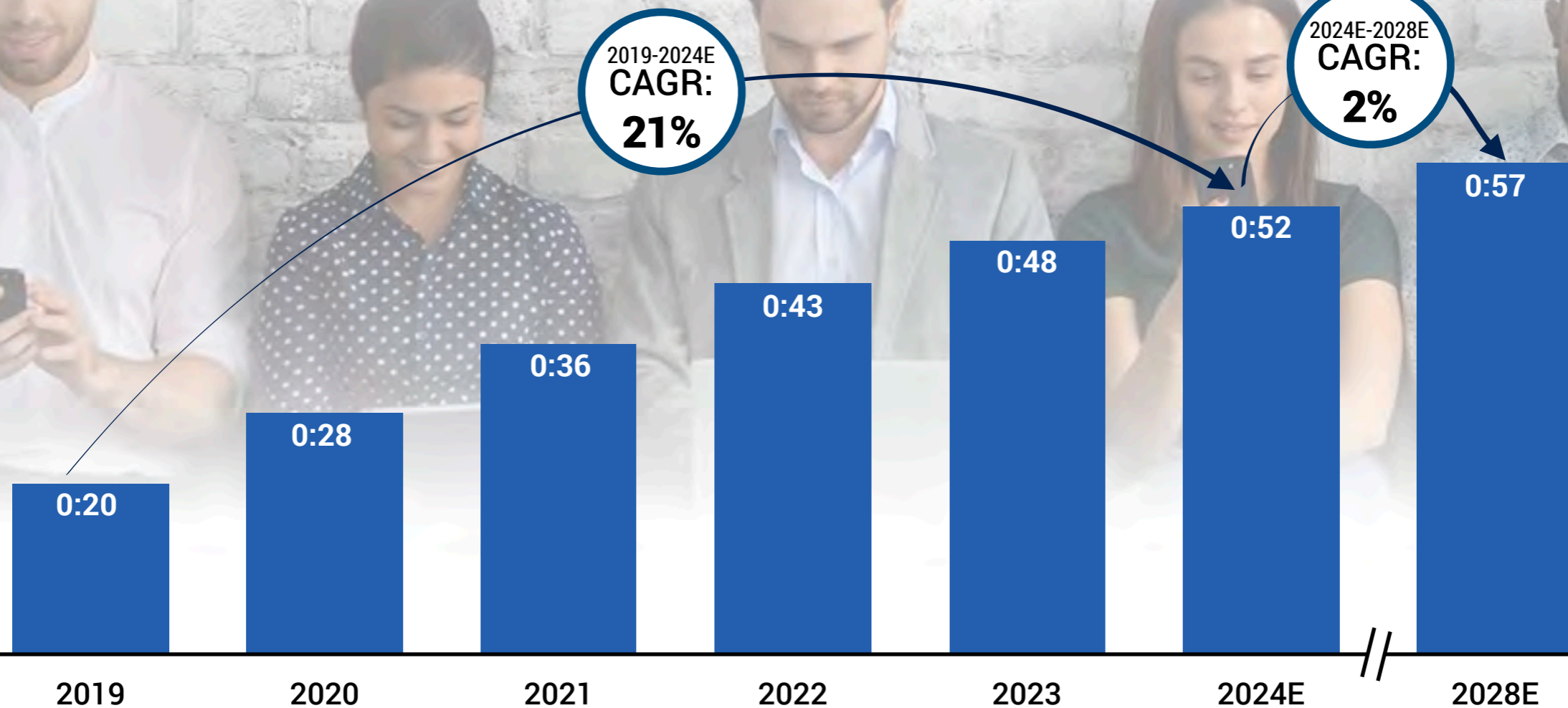
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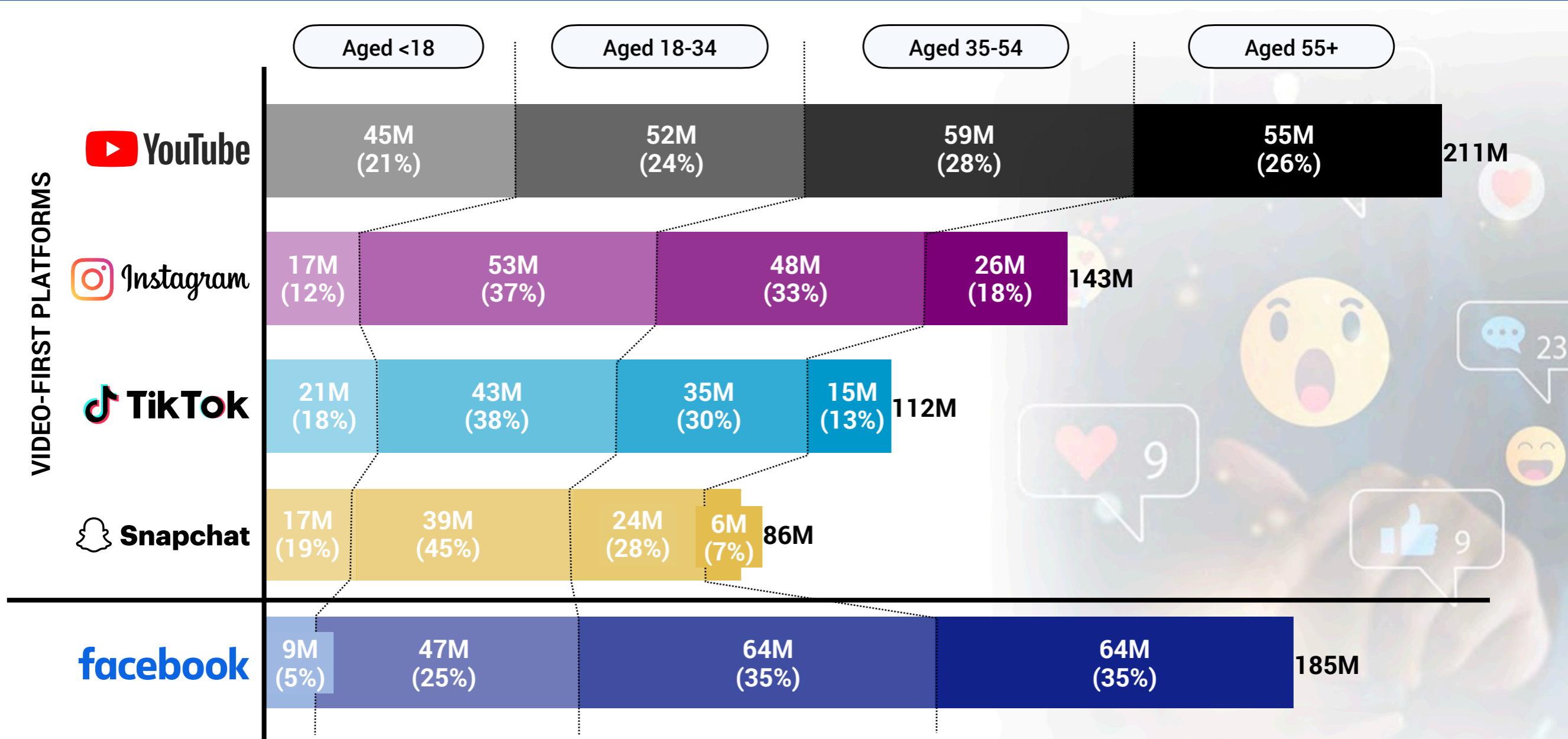
# We forecast that people will continue to watch more social video over the next four years; however, growth is slowing down

AVERAGE DAILY SOCIAL VIDEO<sup>1</sup> TIME SPEND PER ADULT AGED 18+, U.S., 2019-2024E VS. 2028E, HOURS:MINUTES



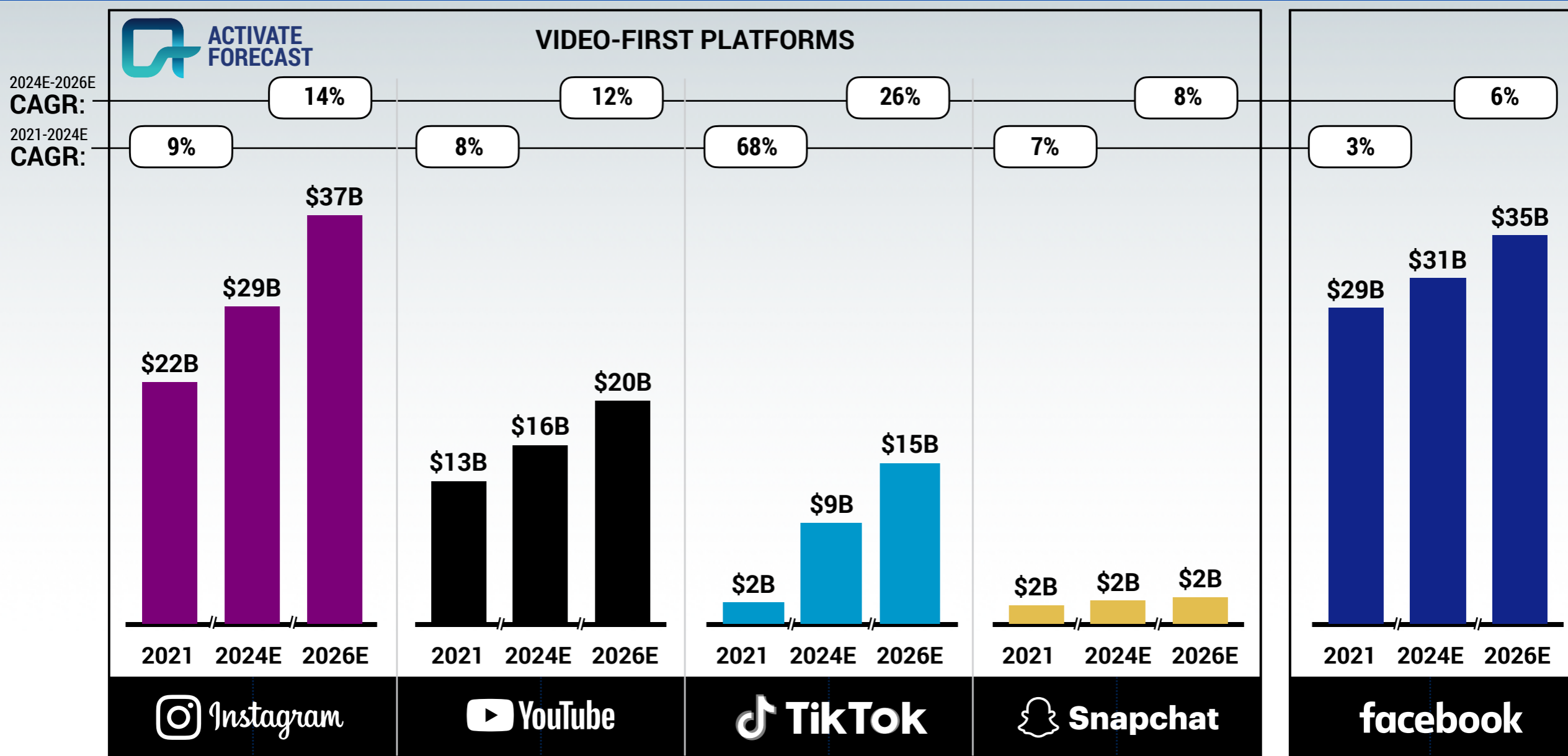
# YouTube has the broadest reach, with large user bases in each age cohort

USERS OF SELECT SOCIAL VIDEO PLATFORMS BY AGE GROUP<sup>1</sup>, U.S., 2024, MILLIONS MONTHLY USERS



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

TOTAL ADVERTISING REVENUE<sup>1</sup> BY SOCIAL VIDEO PLATFORM, U.S., 2021 VS. 2024E VS. 2026E, BILLIONS USD



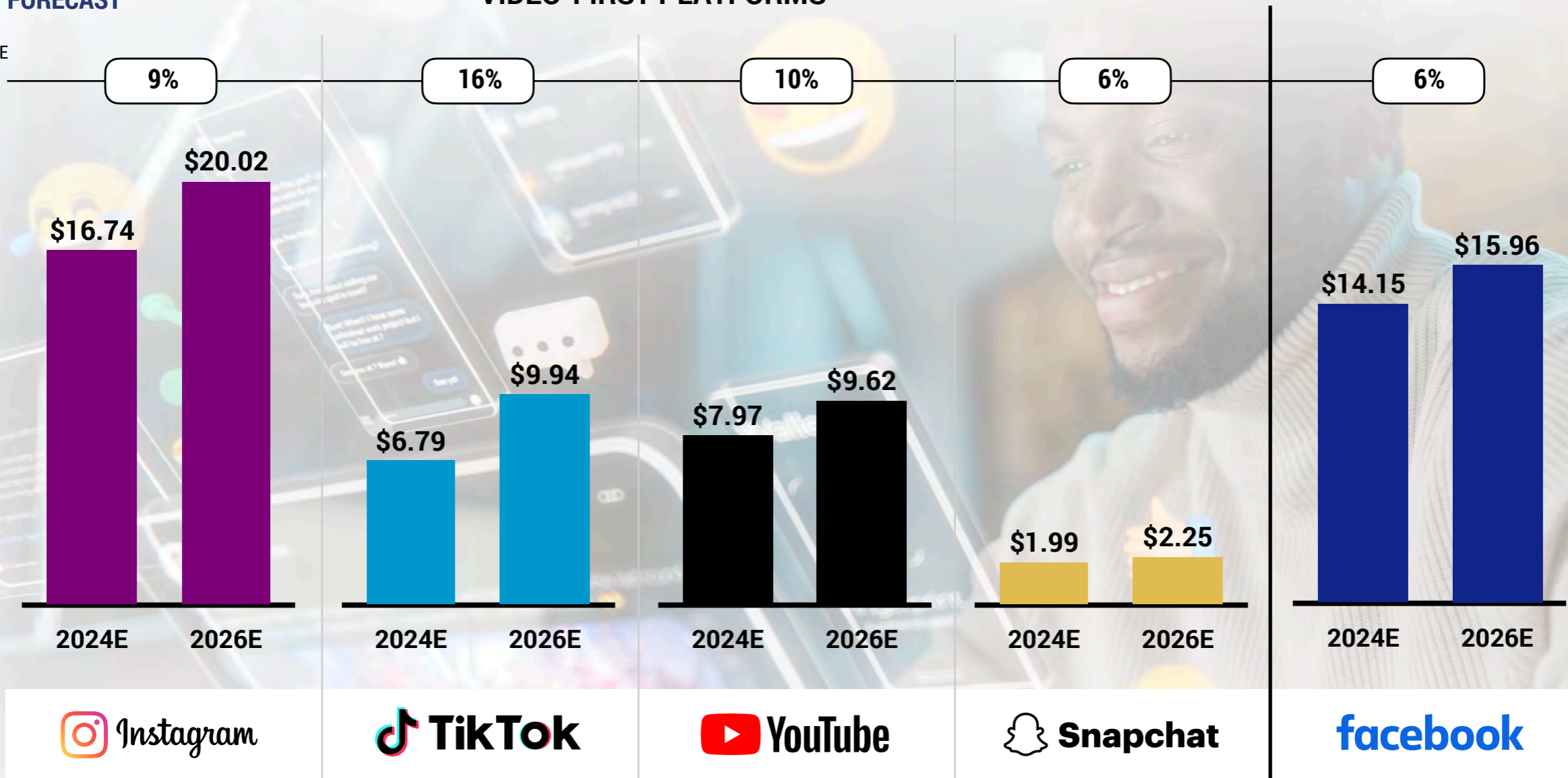
# Instagram and Facebook capture the most monthly advertising revenue per user

MONTHLY ADVERTISING REVENUE<sup>1</sup> PER USER BY VIDEO PLATFORM, U.S., 2024E VS. 2026E, USD



2024E-2026E  
CAGR:




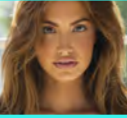





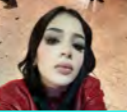
## VIDEO-FIRST PLATFORMS













1. Includes advertising revenue generated across all internet-connected devices.  
Sources: Activate analysis, Activate 2024 Consumer Technology & Media Research Study (n = 4,004), Company filings, eMarketer, Statista, WARC

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

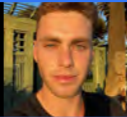
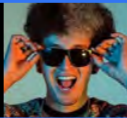








**TOP 10 TIKTOK CREATORS<sup>1</sup>, U.S., JAN.-JULY 2024**

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











**TOP 10 YOUTUBE CREATORS<sup>1</sup>, U.S., JAN.-JULY 2024**

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

**TOP 10 FACEBOOK CREATORS<sup>1</sup>, U.S., JAN.-JULY 2024**

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

**TOP 10 INSTAGRAM CREATORS<sup>2</sup>, U.S., JAN.-JULY 2024**

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

★ Top Creator Across Multiple Platforms

○ ACTIVATE 2025 DATA PARTNERS ○

◀▶ Nielsen

Luminate

▶ tubular

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Outlook 2025

# Thank you!

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