



WORLDWIDE SUCCESS!

Omdia , Conecta Fiction & Entertainment

With more than 2.7 billion active users in 2024, YouTube remains the top choice for video content, while Instagram follows with 1.5 billion users.

A new Omdia study presented during the Conecta Fiction & Entertainment event revealed that YouTube continues to dominate as the most popular video service worldwide, while Instagram has surpassed Netflix and TikTok in the US, establishing itself as the second video service most popular among American users, after YouTube.



According to Omdia's latest consumer study, YouTube maintains its position at the top of video streaming services worldwide, expanding its reach to markets such as the Middle East. Specifically, Saudi Arabia leads the world in consumption of YouTube content per capita.

The platform's ease of use and robust recommendation algorithm contribute significantly to its unmatched global reach and engagement.

María Rúa Aguete, Senior Director of Research at Omdia, presented the latest entertainment trends at Conecta Fiction in Spain this week, noting that the three main video services in Spain are YouTube, Amazon Prime Video and Instagram Reels.

"The rise of Instagram Reels to third place in Spain highlights its growing influence in the field of video content, driven by its popular features that offer fast, attractive and shareable content," he said.

With over 2.7 billion active users in 2024, YouTube remains the top choice for video content, while Instagram follows with 1.5 billion users, and TikTok has 2.3 billion users worldwide, with 1.3 billion outside of China.



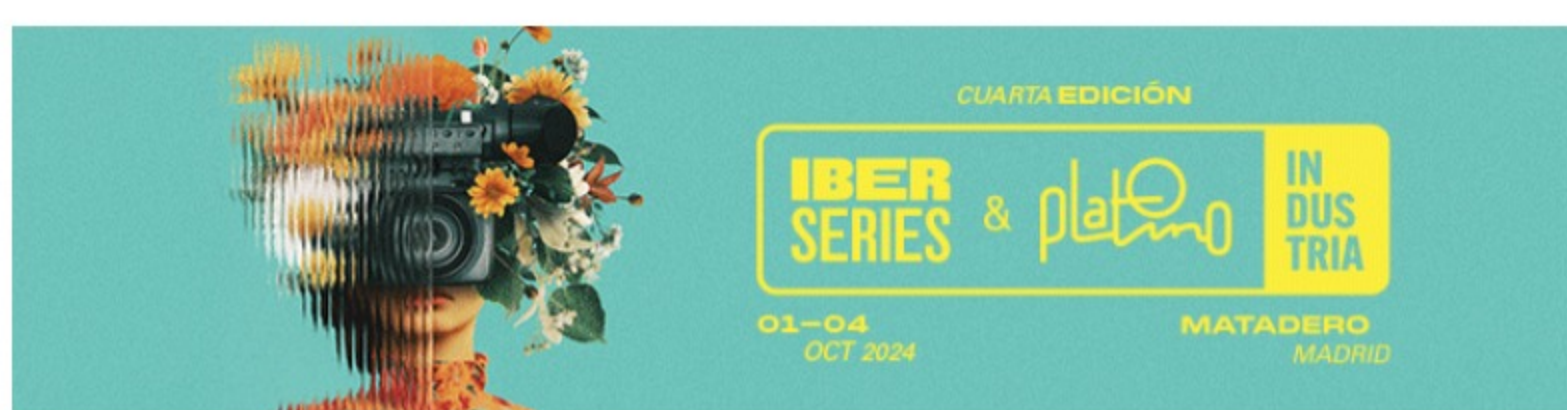
Instagram's video features have resonated with American audiences, especially younger ones, who prefer short, visually appealing content.

Free advertising-supported streaming television (FAST) channels are also rapidly gaining popularity, especially in the United States and Brazil, where they have overtaken traditional pay-TV services. FAST revenue is expected to reach \$12 billion in 2028, of which \$10 billion will come from North America alone.

Platforms like Tubi and Roku are among the top options, with 60% of users watching FAST channels monthly, compared to 55% who use pay-TV services.

The growing preference for FAST channels indicates a significant shift towards more flexible and cost-effective viewing options, reshaping the television industry in both markets.

As the digital content landscape continues to evolve, platforms like YouTube and Instagram are at the forefront, shaping the future of entertainment and media consumption. The growing influence of FAST channels in the United States and Brazil further highlights the dynamic nature of viewer preferences and the ongoing transformation of the television industry.



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