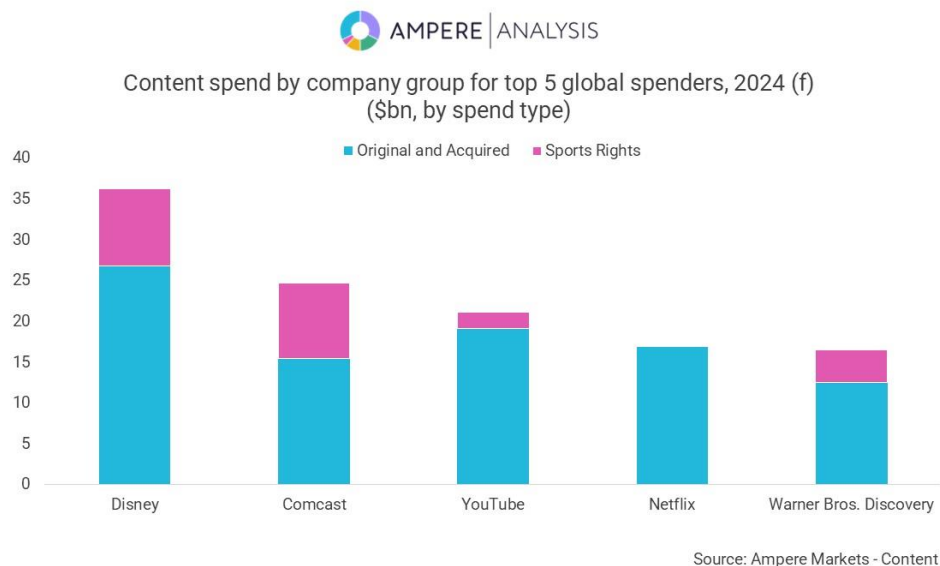


YouTube's investment in content ranks second for non-sports programming globally after Disney

At nearly \$20 billion, YouTube's content spend this year will be greater than any VoD-first player

London, 15th July 2024: The latest report from Ampere Analysis focuses on YouTube's significance in the media market. With a unique business model that places advertising as its main source of revenue - thanks to its huge user base - the platform is rarely compared to TV. In this analysis, Ampere compares its investment in content to the major studios and VoD-first players.



Key findings

- YouTube's content spend, consisting of its distinct revenue-sharing arrangement with content creators, will rank as the second largest non-sports content spend globally in 2024, behind Disney
- While YouTube's content investment differs from that of traditional studios, its total expenditure will be the third largest worldwide this year for the fourth consecutive year, when taking into account sports rights spend. This places it behind Disney and Comcast, with both forecasted to spend just over \$9b on sports rights in 2024, yet YouTube's total spend is ahead of any VoD-first player and some of the major studios

- Unlike SVoD platforms, YouTube’s main source of revenue is advertising, not subscription fees. YouTube’s advertising revenue alone, forecasted at \$35 billion in 2024, exceeds Disney+ and Amazon Prime Video’s total earnings and falls just shy of Netflix’s total revenue
- YouTube is the number one platform for online video viewing globally and its advertising revenue is driven by its large user base. 83% of all respondents in the Ampere Media – Consumer survey were monthly active users of the platform in Q1 2024, ahead of monthly active video viewers for Netflix at 57% and Instagram at 43%
- Despite having few opportunities for re-licensing content on other platforms, YouTube has affirmed its focus on funding content creators. While it has experimented with more traditional-style commissioning in the past, this was never a primary way to incentivise production and YouTube has since significantly reduced commissioning activities. It announced just three commissioned titles in 2023 versus 60 in 2021. The YouTube Originals programme was shut down at the start of 2022.



Top 3 market rankings by company group, global players, 2024 (f)

Rank (2024)	Original and acquired content spend	Total (incl. sports) content spend	Streaming advertising revenue	Monthly Active Users - Video
1	Disney	Disney	YouTube	YouTube
2	YouTube	Comcast	Netflix	Netflix
3	Netflix	YouTube	Amazon	Instagram

Source: Ampere Markets – Content, Ampere Media – Consumer, company reports

Jaanika Juntson, Senior Analyst at Ampere Analysis says: “Despite limited re-licensing opportunities on other platforms, YouTube continues to invest significantly in content through revenue sharing with content creators, and has secured the second highest spot for non-sports content spend globally. YouTube’s unique business model sets the platform apart in the media market yet it plays a key role in the entertainment sector.”

Ends

Notes to Editors:

Original and Acquired content spend includes investments in original productions and acquired film and TV content, incorporating content created on an exclusive and non-exclusive basis. Spend data is presented on a profit and loss (P&L) basis.

Sports rights spend includes spend on the acquisition of sports broadcasting rights.

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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