

How many hours of video are uploaded to YouTube each minute?

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Research highlights: As of 2022, people are uploading **500 hours** of video to YouTube every minute. That adds up to about 1250 days' worth of videos every hour, or roughly 82 years of content each day. In 2007, it was just 6 hours per minute, so that's an 8,233% increase over 15 years.

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How many hours of video are uploaded to YouTube each minute?

- As of 2022, people are uploading **500 hours** of content to YouTube every minute. That's adding about 1250 days' worth of videos every hour, or about 82 years of content a day
- In 2007, only **6 hours** of content were uploaded every minute. Fast forward to 2022, and it's jumped to **500 hours**. That's an 8,233% increase over 15 years
- The biggest spike happened between 2013 and 2014. During that year, uploads went from **100 hours** to **300 hours** per minute, which is a 200% increase
- Between 2012 and 2015, the upload rate more than quintupled, jumping from **60 hours** per minute in January 2012 to 400 hours per minute by July 2015
- Even though uploads grew fast in earlier years, they leveled off from May 2019 to June 2022 at **500 hours** per minute, showing a slowdown in growth during that time
- The smallest amount of content uploaded per minute was back in 2007, with just **6 hours** per minute

Date	Hours / minute	Hours / hour	Hours / day	Hours / month	Hours / year
Jun '22	500	30,000	720,000	21,600,000	262,800,000
Feb '20	500	30,000	720,000	21,600,000	262,800,000
May '19	500	30,000	720,000	21,600,000	262,800,000
Jul '15	400	24,000	576,000	17,280,000	210,240,000

Date	Hours / minute	Hours / hour	Hours / day	Hours / month	Hours / year
Nov '14	300	18,000	432,000	12,960,000	157,680,000
May '13	100	6,000	144,000	4,320,000	52,560,000
May '12	72	4,320	103,680	3,110,400	37,843,200
Jan '12	60	3,600	86,400	2,592,000	31,536,000
May '11	48	2,880	69,120	2,073,600	25,228,800
Nov '10	35	2,100	50,400	1,512,000	18,396,000
Mar '10	24	1,440	34,560	1,036,800	12,614,400
May '09	20	1,200	28,800	864,000	10,512,000
Jan '09	15	900	21,600	648,000	7,884,000
Jun '07	6	360	8,640	259,200	3,153,600

Which country spends the most time on YouTube?

- South Korea is at the top when it comes to YouTube usage, with people spending an average of **44 hours and 49 minutes** on the platform each month
- Thailand comes in second, with **41 hours and 28 minutes** of YouTube time per month, which is about 47% more than the global average
- In Russia, people spend **38 hours and 51 minutes** on YouTube each month
- In India, users are on YouTube for **29 hours and 8 minutes** per month
- The worldwide average for time spent on YouTube is **28 hours and 05 minutes**

- Meanwhile, in the U.S.A., it's lower, with the U.S.A. at **26 hours and 20 minutes**, roughly 6% below the global average
- Japan is pretty too, with an average of **33 hours and 42 minutes** per month, beating out other developed countries like Germany (15H 10M) and France (16H 50M).
- People in the Philippines spend over **32 hours a month** on YouTube, making it one of the top Asian countries for time spent on the platform.
- Switzerland has the lowest YouTube time at **9 hours and 41 minutes** a month
- In Latin America, countries like Brazil and Mexico show moderate engagement, with **22 hours and 38 minutes** and **21 hours and 4 minutes** of YouTube use per month, respectively

Country	Time / month
South Korea	44H 49M
Thailand	41H 28M
Russia	38H 51M
Malaysia	35H 34M
Japan	33H 42M
Philippines	32H 40M
Indonesia	31H 28M
Romania	30H 05M
Bulgaria	29H 08M
India	29H 08M
Worldwide	28H 05M
Poland	28H 01M
Singapore	27H 39M

Country	Time / month
Vietnam	26H 26M
U.S.A.	26H 20M
Israel	26H 18M
Saudi Arabia	25H 48M
Portugal	25H 39M
U.A.E.	25H 22M
Chile	25H 16M
Turkey	24H 40M
Hong Kong	23H 55M
Taiwan	23H 12M
Sweden	23H 10M
Croatia	23H 04M
Brazil	22H 38M
Argentina	22H 12M
Norway	21H 53M
Australia	21H 36M
Ireland	21H 09M
Mexico	21H 04M

Country	Time / month
Egypt	20H 29M
Czechia	19H 58M
UK	19H 10M
Canada	19H 04M
Belgium	18H 37M
South Africa	18H 36M
Italy	18H 15M
Greece	18H 11M
Colombia	17H 44M
New Zealand	17H 11M
Spain	17H 10M
France	16H 50M
Denmark	16H 30M
Austria	16H 28M
Hungary	16H 17M
Germany	15H 10M
Netherlands	14H 56M
Switzerland	9H 41M

How much time do people spend on YouTube compared to other apps?

- Users spend around **28 hours and 5 minutes** per month on YouTube, this makes it the second most popular social app in terms of time spent
- YouTube is in second place but still way ahead of other social media platforms. People spend **42% more time** on YouTube than on Facebook, which averages 19 hours and 47 minutes a month
- Time on YouTube is almost **77% higher** than on Instagram, where users spend 15 hours and 50 minutes each month
- YouTube users spend over **six times** more time on the platform compared to X (Twitter), which sees only 4 hours and 40 minutes of use each month
- YouTube usage is more than **three times higher** than Line, which sees 8 hours and 14 minutes of use, showing YouTube's dominance even over popular messaging apps

Platform	Time Spent (Hours)
TikTok	34:00:00
YouTube	28:05:00
Facebook	19:47:00
WhatsApp Messenger	17:06:00
Instagram	15:50:00
Line	8:14:00
X (Twitter)	4:40:00
Telegram	3:45:00
Snapchat	3:33:00
Facebook Messenger	3:21:00
Pinterest	1:49:00

Platform	Time Spent (Hours)
LinkedIn	0:51:00

Average session length on YouTube compare to other apps

- YouTube is the leader when it comes to how long people spend per session, with an average of **7 minutes and 25 seconds**. That's 25% longer than TikTok, which is in second place at 5 minutes and 56 seconds
- YouTube sessions are almost **twice as long** as those on Facebook, where the average session is just 3 minutes and 42 seconds
- Compared to Instagram, where sessions last about 2 minutes and 44 seconds, people spend over **2.7 times longer** on YouTube each time they use it
- The average session on YouTube is more than **three times longer** than on Pinterest and X (Twitter), both of which have sessions lasting around 2 minutes and 11 seconds
- Snapchat users spend only 1 minute and 23 seconds per session, so YouTube's session length is more than **five times longer**
- LinkedIn users spend only 1 minute and 13 seconds per session, so YouTube sessions are almost **six times longer**

Platform	Average Session Duration (Minutes)
YouTube	0:07:25
TikTok	0:05:56
Facebook	0:03:42
Instagram	0:02:44
Pinterest	0:02:11
X (Twitter)	0:02:11
Snapchat	0:01:23
Telegram	0:01:21
Line	0:01:21

Platform	Average Session Duration (Minutes)
LinkedIn	0:01:13
WhatsApp	0:01:06
F. Messenger	0:01:06

Sources

- [YouTube: hours of video uploaded every minute 2022 | Statista](#)
- [Digital 2024: Global Overview Report — DataReportal](#)

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