

Hidden Trends, Big Moves

What Audience Data Reveals
About the Next Wave of the
Creator Economy



Jill Nicholson

Chief Marketing Officer
Chartbeat, Tubular, Lineup, and FatTail



Topics

Length Matters

Cracking the Code to Video Duration

The Key to Collaboration

Teaming Up with the Unexpected

Post Like A Pro

How Often is *Too* Often?

Key Takeaways





The global leader in social video intelligence and measurement

15B

Videos

across YouTube, Facebook, Instagram, TikTok & Twitch

40M

Creators

including media companies, influencers & brands

1M+

Video Categories & Topics

that organize the social video universe

100K+

Products & Websites

tied to social video viewership

MEDIA

Paramount



CONDÉ NAST

A&E

PLATFORMS



TikTok

twitch

BRANDS

ACTIVISION



amazon.com

benefit
SAN FRANCISCO

Walmart+

AND MORE!





 Chartbeat

 tubular

 lineup

 FATTAIL

Growing reach and revenue

Best-in-class tools that support every aspect of the media business — from **content creation** and **audience insights** to **revenue optimization** and **ad sales**.



Length Matters

Cracking the Code to Video Duration

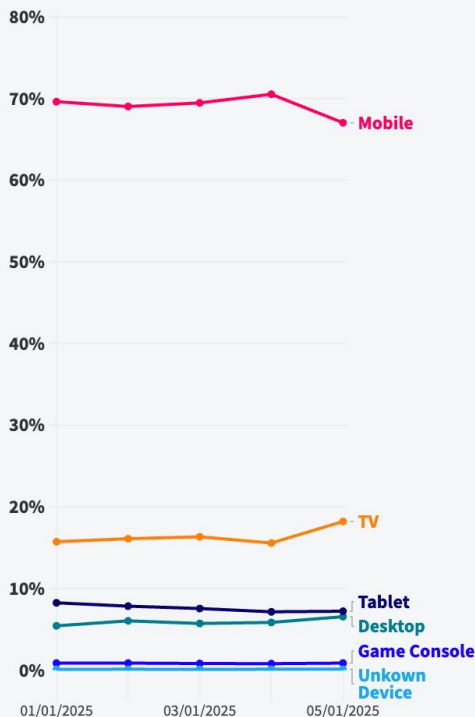


What devices are audiences using to view YouTube content?

69% of YouTube viewership occurs on mobile devices.

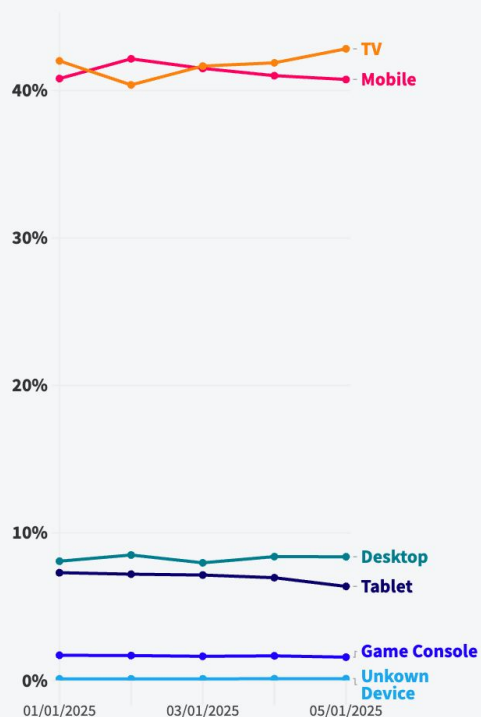
While only 16% of views occur on TV, this audience accounts for 42% of estimated minutes watched.

% of Views by Device Type



© 2025. Tubular Labs.

% of Watch Time by Device Type



© 2025. Tubular Labs.

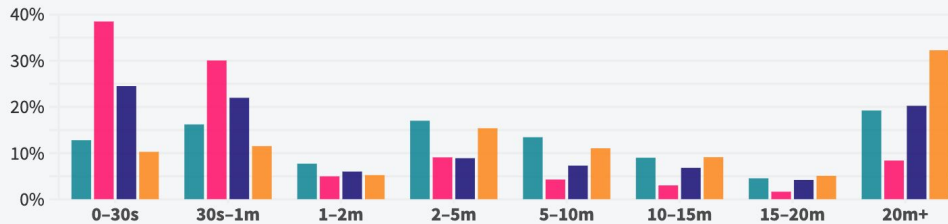


How does device type vary based on video length on YouTube?

0-60s content drove higher views on Mobile while content more than 20 minutes in length drove the strongest views on TV.

% of Views by Device Type and Video Duration

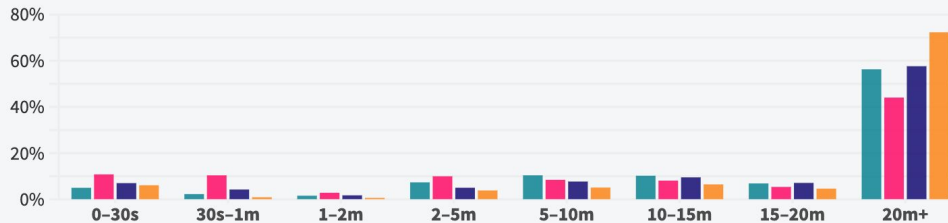
Desktop Mobile Tablet TV



© 2025. Tubular Labs.

% of Watch Time by Device Type and Video Duration

Desktop Mobile Tablet TV

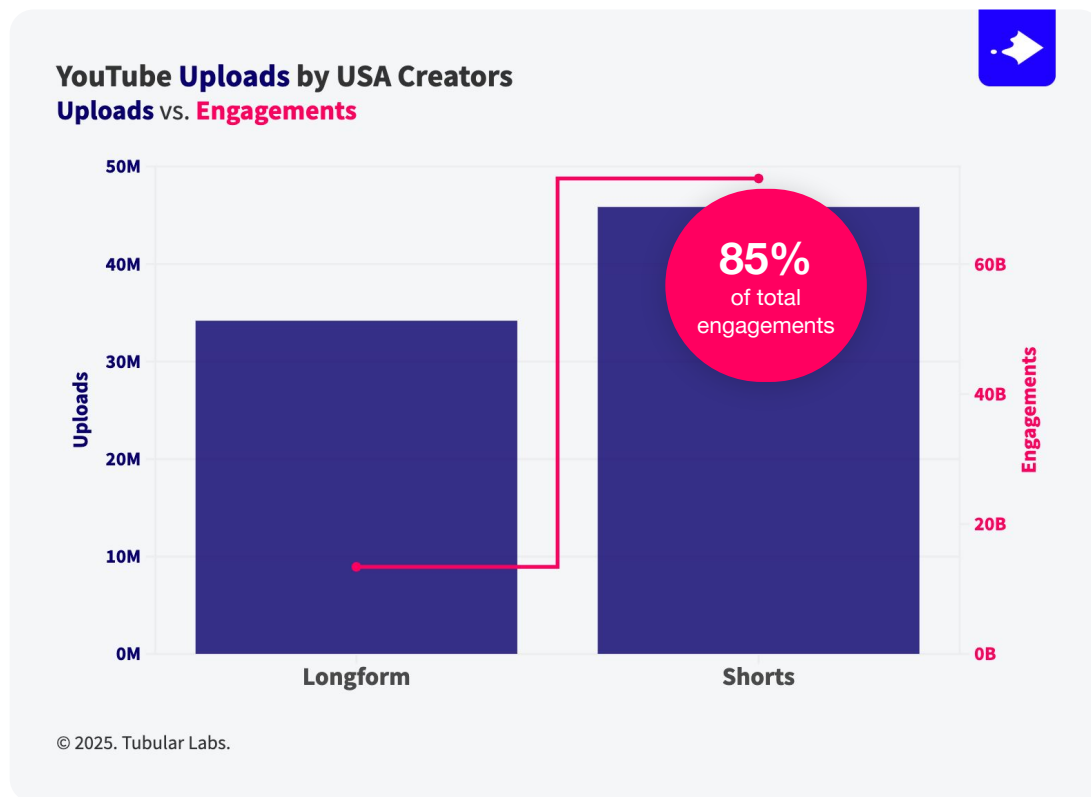


© 2025. Tubular Labs.



How does long-form content stack up to short-form content on YouTube?

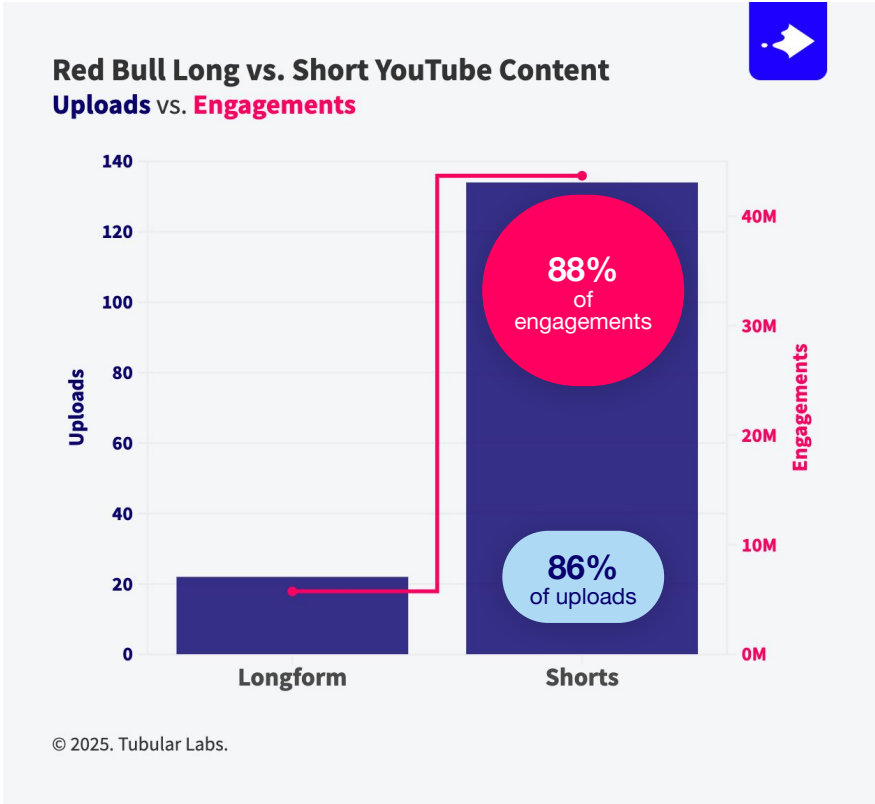
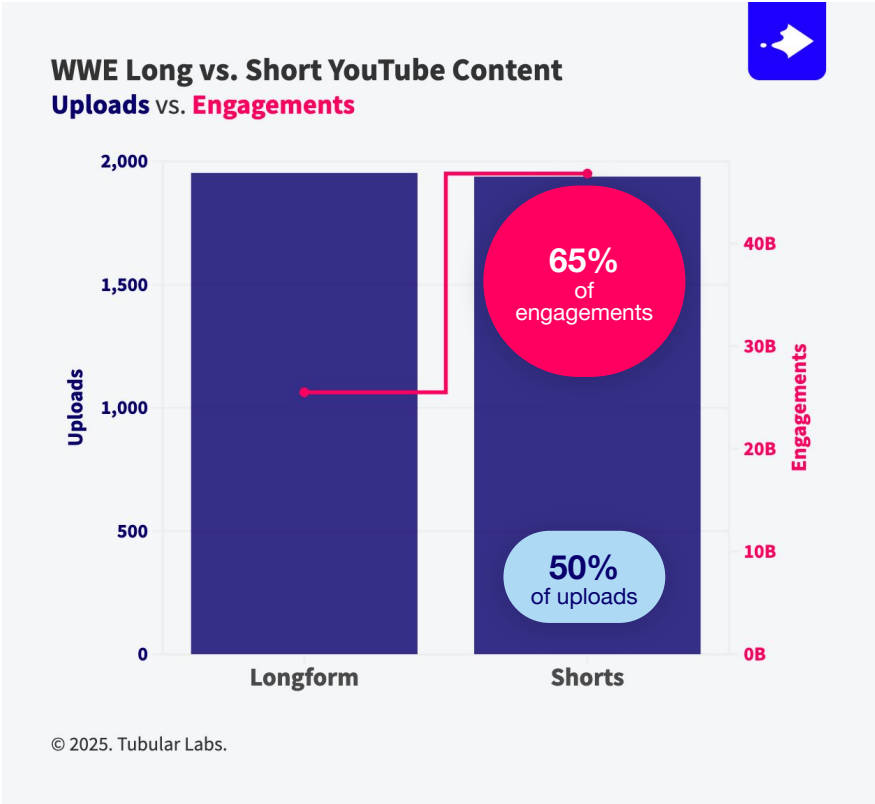
57% of all content uploaded on YouTube by US creators were Shorts. These Shorts amounted to 88% of total views and 85% of total engagements in 2025 YTD.



Source: Tubular Labs | Video Intelligence | Shorts vs Long-form Content | YouTube | US Creators | Jan. 01 - May 29, 2025



How do major creators & brands strategize & diversify video length on YouTube?



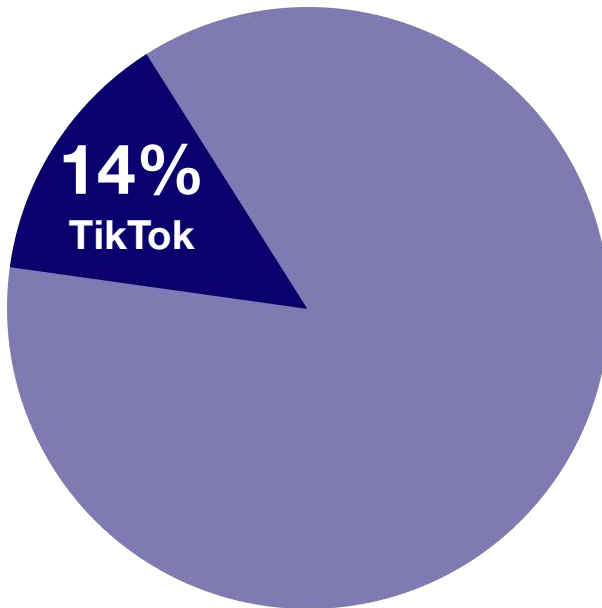
Source: Tubular Labs | Video Intelligence | Shorts vs Long-form Content | YouTube | WWE & RedBull | Uploads vs. Engagements | Jan. 01 - May 29, 2025



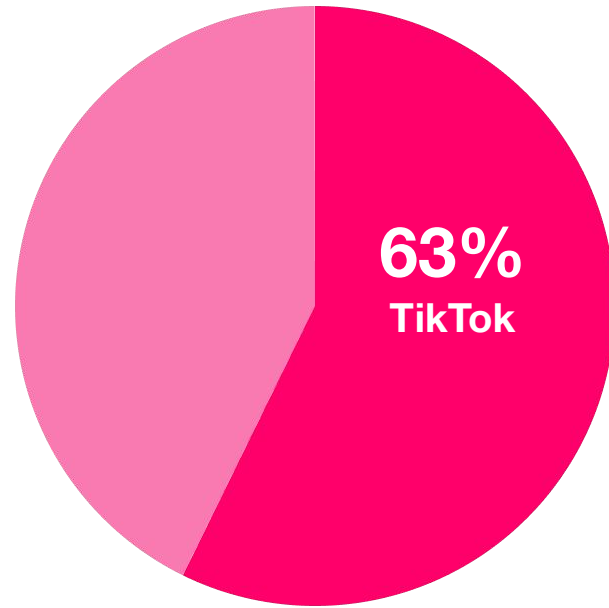
How does Red Bull perform on TikTok?

Although TikTok was only Red Bull's third most used platform, it drove **63% of their total engagement**.

Red Bull's Cross-Platform Uploads



Red Bull's Cross-Platform Engagements

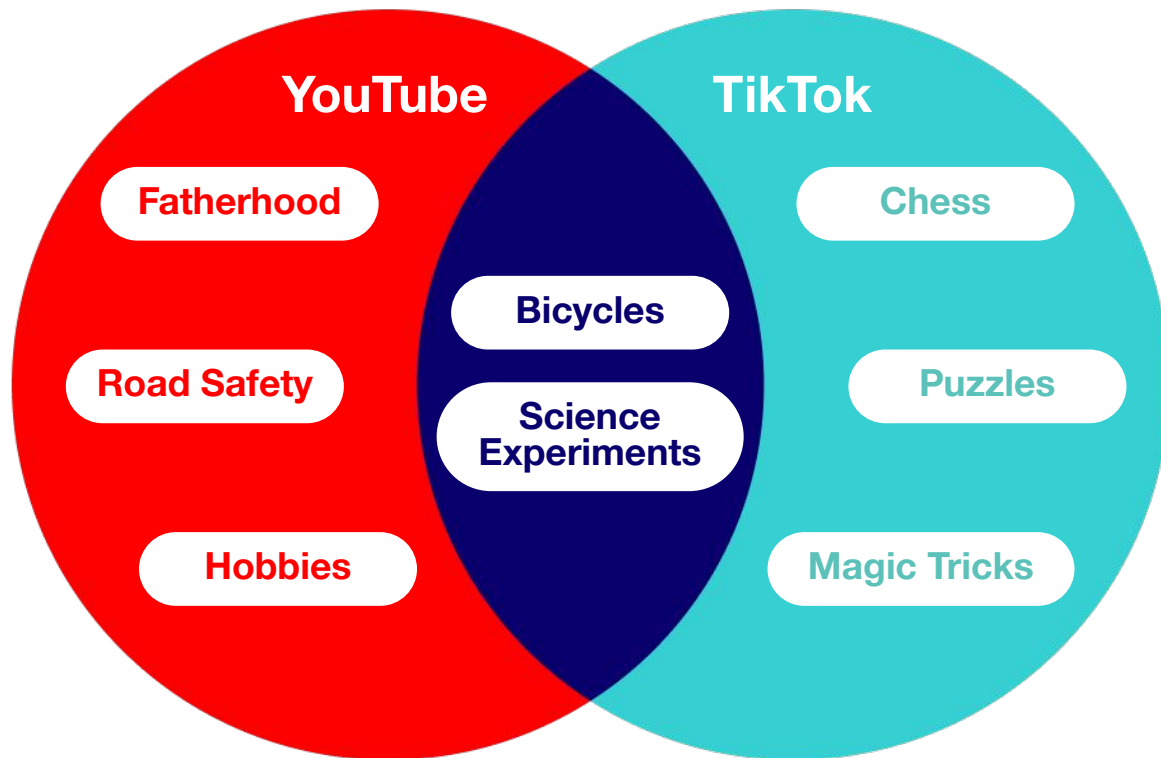


Source: Tubular Labs | Video Intelligence | Cross Platform Uploads | TikTok Engagements | Red Bull | Jan. 01 - May 29, 2025



How do Red Bull's audience preferences compare across platforms?

Red Bull's audience on YouTube has many different interests compared to their TikTok audience, but there are still some shared interests like bikes and science experiments.



Source: Tubular Labs | Audience Also Watches | RedBull | YouTube & TikTok | Relevance Score | Last 6 months to May 29, 2025



An isometric illustration on a dark blue background featuring several 3D icons: a bar chart with three bars of increasing height, a speech bubble with a heart inside, a thumbs-up icon, and a star. The icons are rendered in a lighter blue color with white outlines.

The Key to Collaboration

Teaming Up with the Unexpected



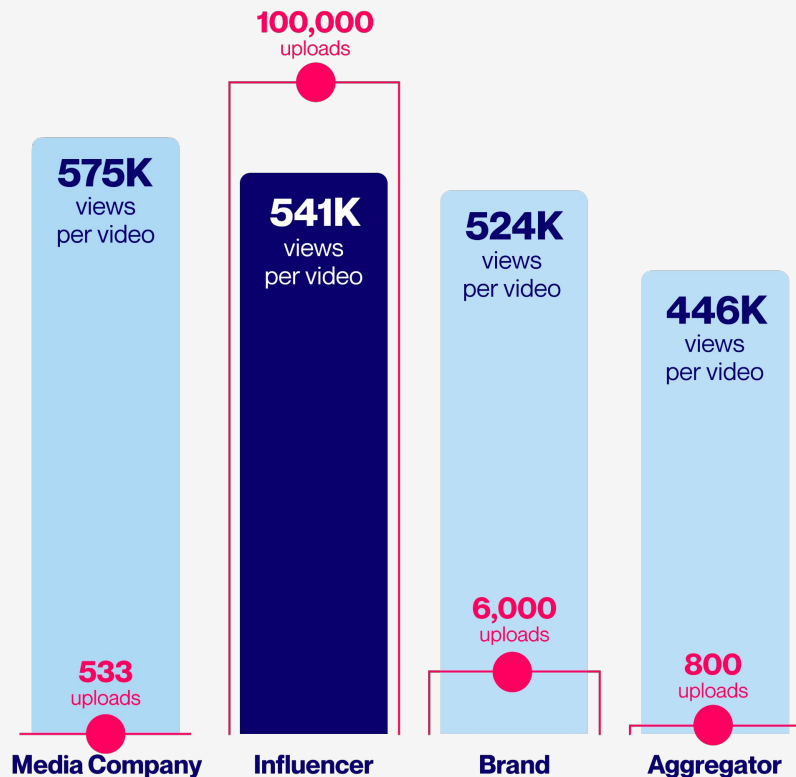
Who is capturing the most attention when it comes to Beauty content?

While beauty brands and Influencers have a similar number of views per video, Influencers post more than 15X more content, opening up opportunities to reach new audiences.

Source: Tubular Labs | Video Intelligence | TikTok Views Per Video vs. Uploads | Beauty: Learning Content | Videos Uploaded in 2024

Beauty Brands & Media on TikTok in 2024 Uploads vs. Views per Video

 Growth Opportunity



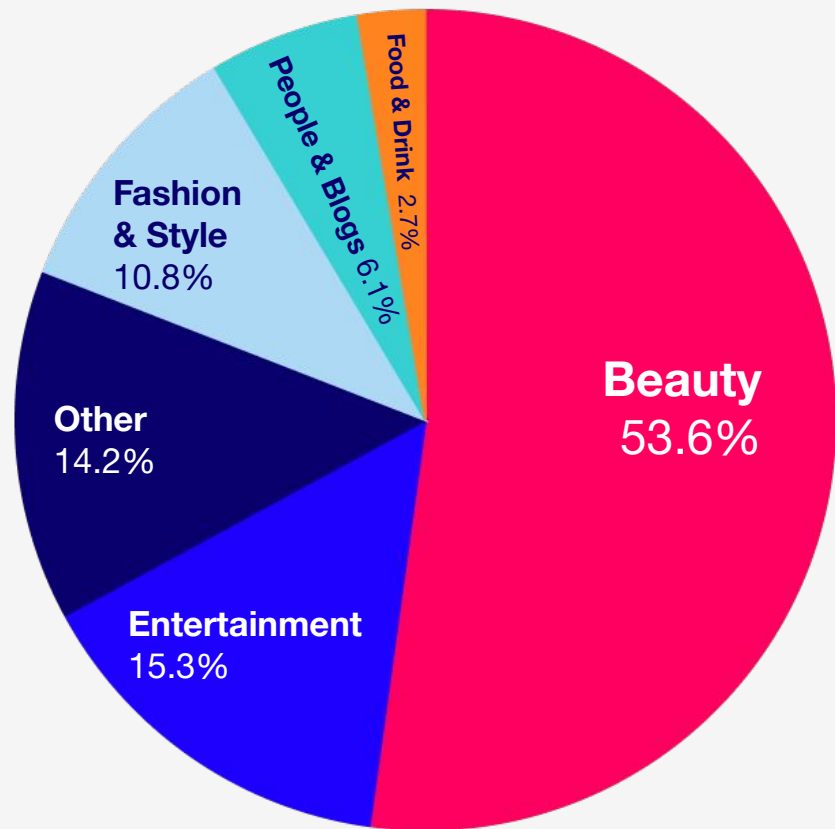
What categories are Beauty brands sponsoring on TikTok?

US beauty brands are primarily focused on sponsoring creators in their vertical.

But that doesn't mean they can't reach out to creators in adjacent categories like fashion, entertainment, etc.

Source: Tubular Labs | DealMaker | Uploads | Sponsored Beauty Content on TikTok | US Creator Categories | Jan. 01 - May 29, 2025

Top Creator Categories Sponsored by US Beauty Brands on TikTok

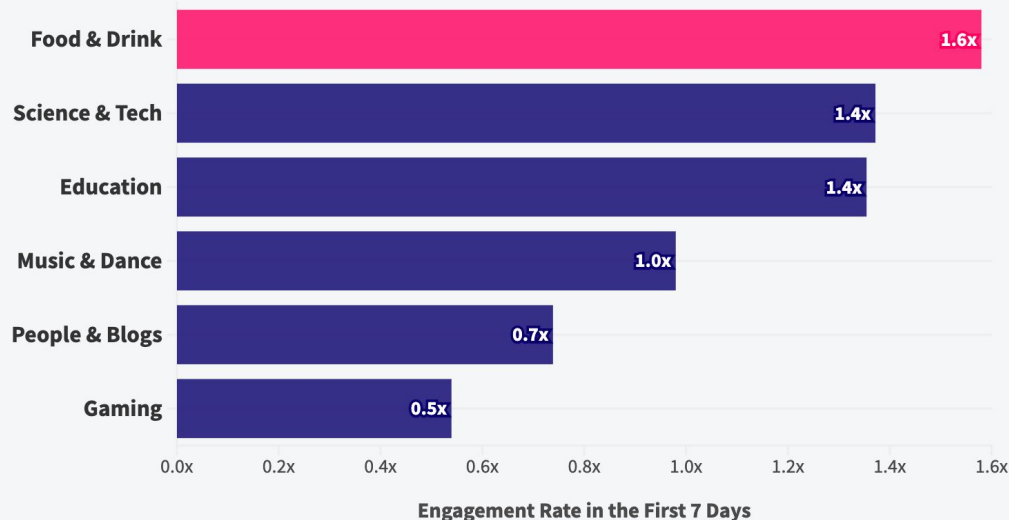


Which TikTok categories earn the most engagements when sponsored by a Beauty brand?

Food & Drink was only the 5th most sponsored category by US beauty brands with only 2.7% of total uploads, but earned the highest engagement rate compared to all other TikTok categories.

Most Engaging TikTok Categories Sponsored by US Beauty Brands

Engagement Rate in the First 7 Days



© 2025. Tubular Labs.

Source: Tubular Labs | DealMaker | ER7 | Sponsored Beauty Content on TikTok | US Creator Categories | Jan. 01 - May 29, 2025



Which US Beauty brands are behind these strategic partnerships with Food & Drink TikTokers?






Reaching across categories is a golden opportunity for brands. Nivea's partnerships with Food & Drink creators averaged 3x more engagements (than regular TikToks) within the first 7 days.

Source: Tubular Labs | DealMaker | ER7 | Sponsored By US Beauty Brands | TikTok | Food & Drink Partner Genre | Jan. 01 - May 29, 2025

Most Engaged US Beauty Brands Partnering with Food & Drink Creators on TikTok

Top 5 Beauty Brands

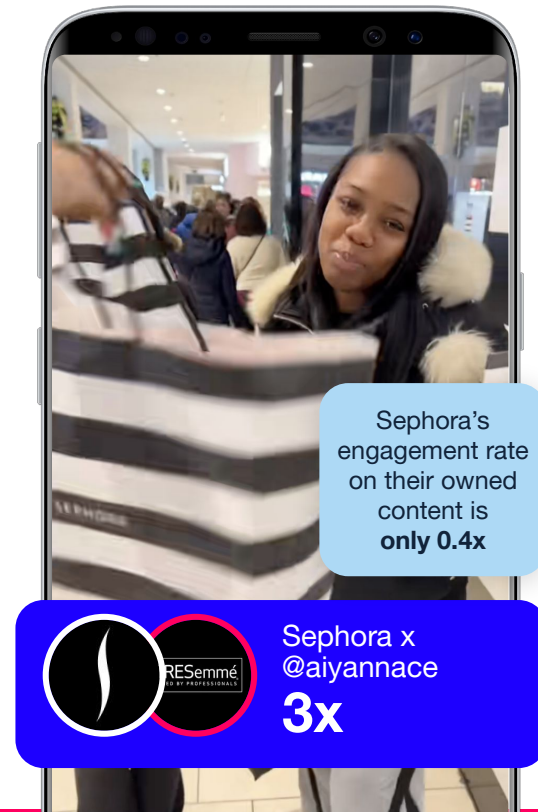
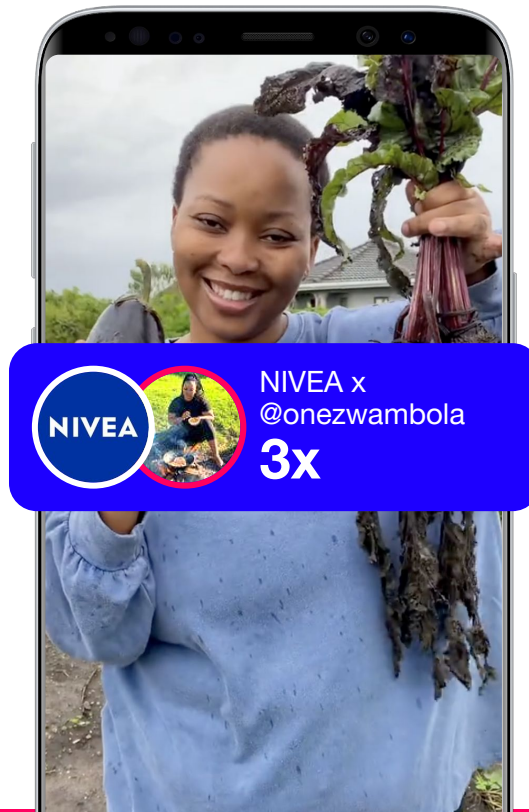
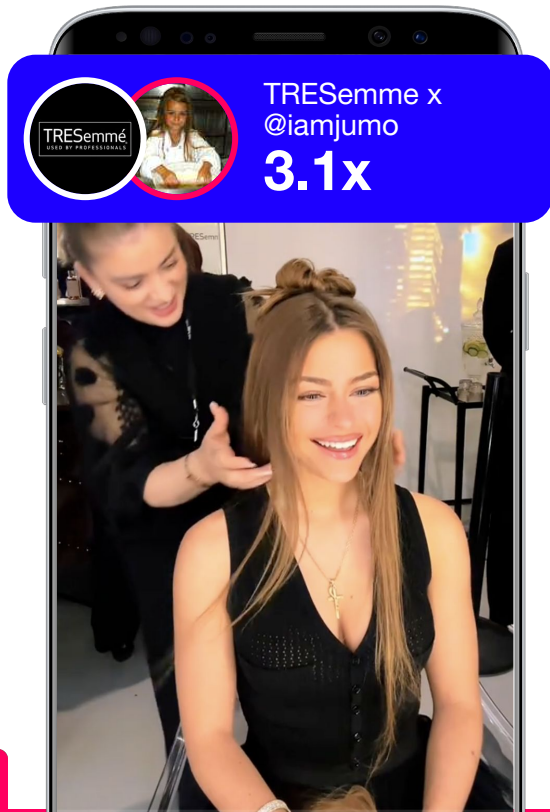
Engagement Rate

1		Cetaphil	3.2x
2		Nivea	3.0x
3		Sephora	2.9x
4		Dove	2.6x
5		TRESemmé	2.5x



Which US Beauty brands have the most successful partnerships with Food & Drink TikTokers?

Top 3 US Beauty Brands Partnered with Food & Drink Creators on TikTok: Engagement Rate in the First 7 Days



An isometric illustration in shades of blue and purple. It features a bar chart with three bars of increasing height. Surrounding the chart are various social media icons: a heart, a thumbs-up (like), a speech bubble, and a star. The entire scene is set against a dark blue background.

Post like a Pro

How Often is *Too* Often?



How much attention is being spent on YouTube?

In the past 4 months, audiences have viewed — and engaged with — more than 386M videos across YouTube.

All Creators
Views

15.4T

Total
Video Views

40K

Views per Video

All Creators
Engagements

295B

Total
Engagements

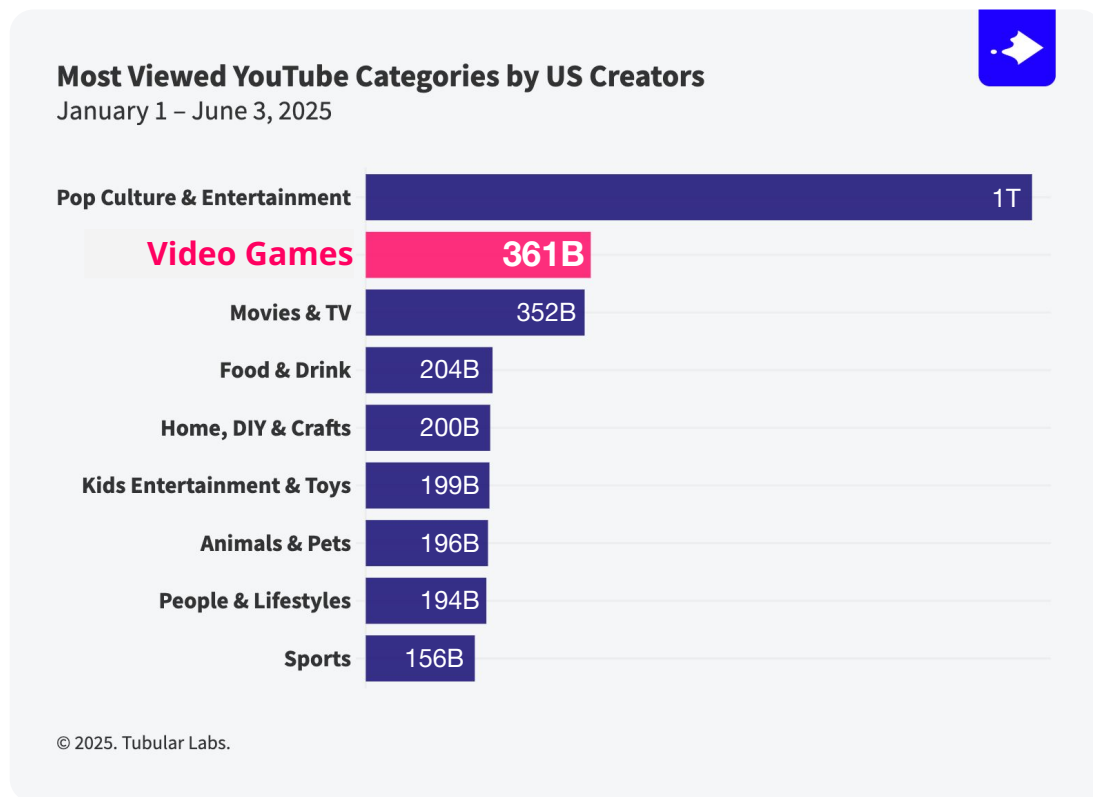
869

Avg. Engagements
per Video



Which content categories earn the most views on YouTube?

Gaming is the 2nd most viewed video category by US YouTube creators in 2025 so far. About 1.6M Gaming uploads have driven 361B views.



Source: Tubular Labs | Video Intelligence | Content Categories by Views | YouTube | US Creators | Jan. 01 - Jun. 03, 2025



Which US Gaming creators get the most views on YouTube in 2025?

Most Viewed US Gaming Creators on YouTube in 2025

Top 5 Creators		Uploads	Views	Views per Video
1	Hopper	1,456	2.6B	1.8M
2	Cadres	386	2.5B	6.6M
3	Star - Story Animation	229	2.5B	10.8M
4	oreE TV	129	2.5B	19.1M
5	Choo Choo Brother	246	2.2B	9.1M

AI generated action figure videos & unboxing videos

Minecraft videos for children and teens

AI helps generate tons of content, but are audiences more drawn to human-generated content like real gameplay videos from Minecraft?

Source: Tubular Labs | Video Intelligence | YouTube | US Gaming Creators | Views, VpV & Uploads | Jan. 01 - Jun. 03, 2025



How often are leading US Gaming creators posting on YouTube in 2025?

High posts per week does help with growth in total views and engagements, but less frequency increases the performance of individual videos.

Source: Tubular Labs | Video Intelligence | YouTube | US Gaming Creators | Views, VpV & Uploads | Jan. 01 - Jun. 03, 2025

Top Gaming Creators By Views

by Total Views

30

Uploads per
Week

by Views per Video

4

Uploads per
Week

Top Gaming Creators By Engagements

by Total Engagements

20

Uploads per
Week

by Engagements per Video

6.8

Uploads per
Week



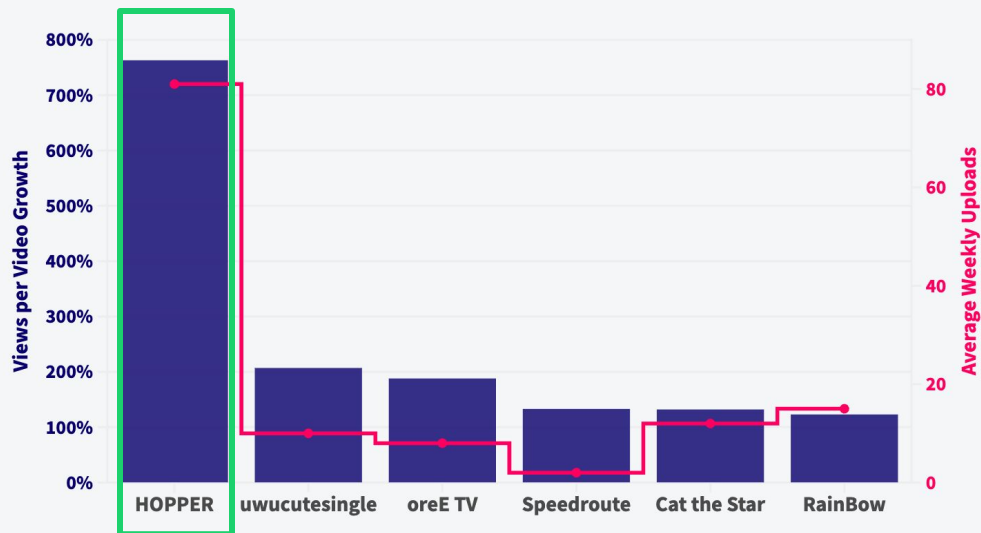
How often are growing Gaming Creators uploading Shorts to YouTube?

Overall, Gaming YouTube Shorts saw an average increase of 17% in views per video in the past two months compared to the two months prior.

Following Hopper, the next top 5 creators growing on YouTube Shorts averaged 9 uploads per week.

Top US Gaming YouTubers by Short-Form Content Growth

February 1- March 31 vs. April 1 - May 31 2025



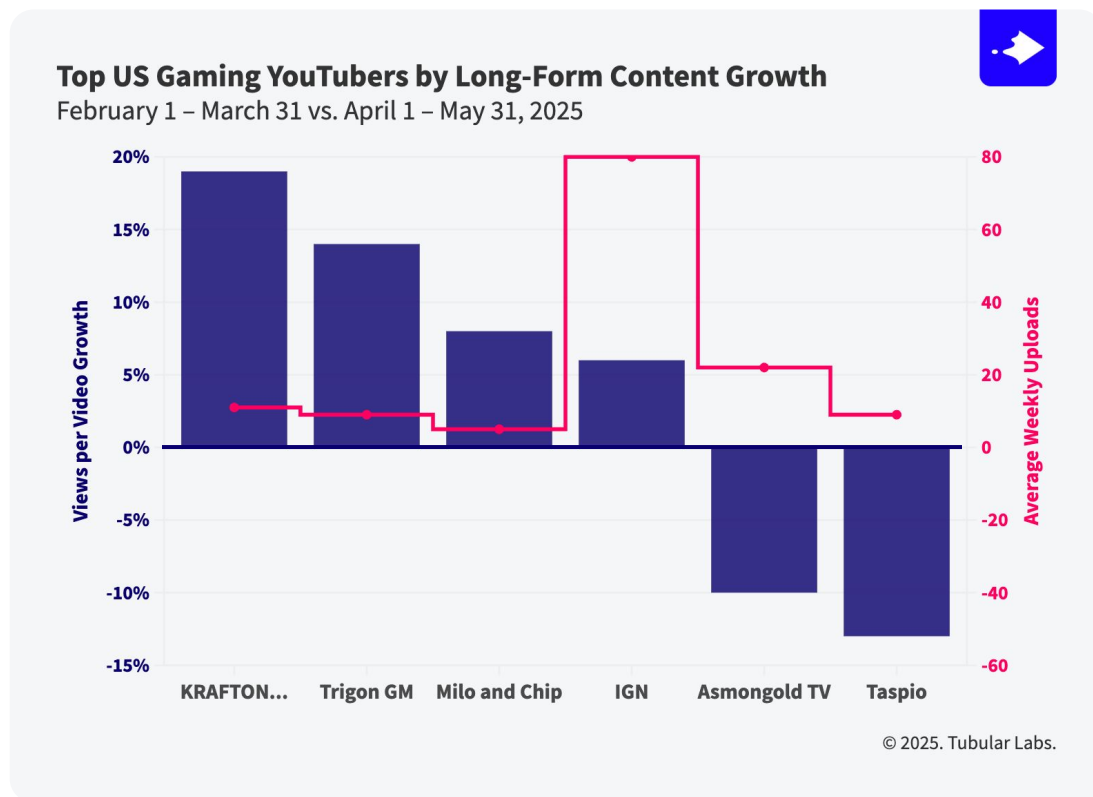
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Source: Tubular Labs | Creator Intelligence | Shorts: Average Uploads per Week | Views Per Video: Rate of Growth | YouTube US Gaming Creators | Feb. 01 - Mar. 31 vs Apr. 1 - May 31, 2025



How often are growing Gaming Creators uploading longer content to YouTube?

While YouTube Shorts saw an increase of 17% in views per video, long-form Gaming content decreased by an average of 15%.



Source: Tubular Labs | Creator Intelligence | Long-form: Average Uploads per Week | Views Per Video: Rate of Growth | YouTube US Gaming Creators | Feb. 01 - Mar. 31 vs Apr. 1 - May 31, 2025

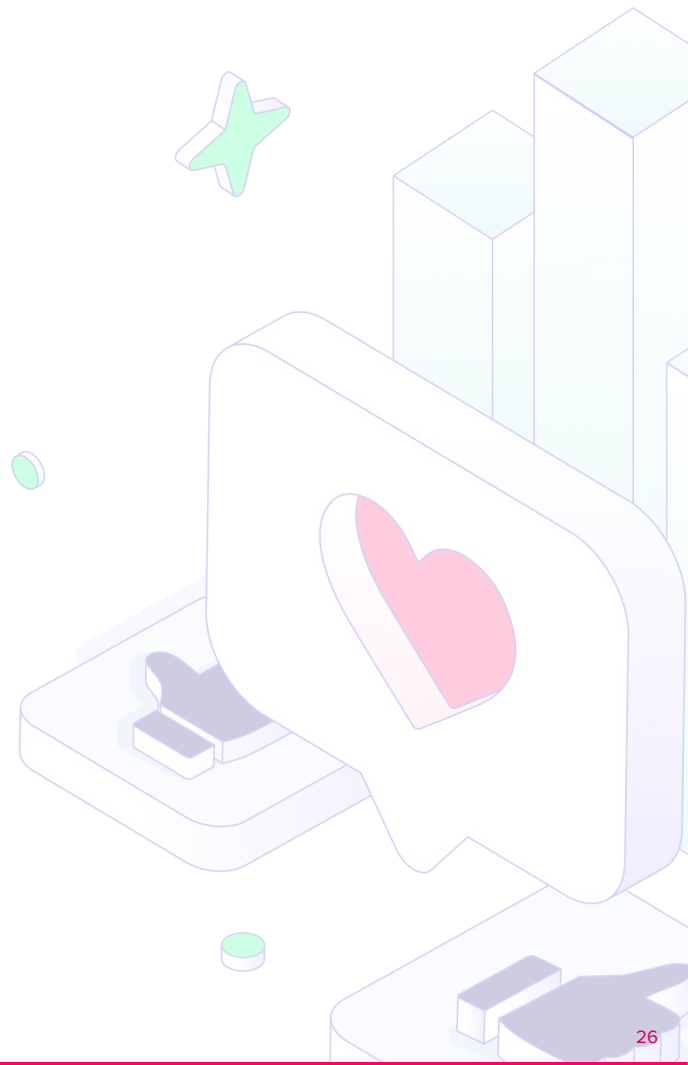


Key Takeaways

An isometric illustration on a dark blue background. It features a bar chart with three bars of increasing height. In the foreground, there are several social media-style icons: a heart inside a speech bubble, a thumbs-up icon, and a speech bubble with a heart. There are also small stars and circles scattered around the main elements.

Key Takeaways

- Excel across all platforms by understanding the nuances in audience preferences and video duration strategies.
- Reach new audiences and create buzz by partnering with influencers from adjacent categories.
- Understand what upload frequency is helping your competitors grow and stand out from the crowd.



Tubular delivers actionable insights to enhance your social video content strategy and meet your goals.

Unlock the video trends hidden in audience data and gain the insights you need to thrive on social.

Start Today

