BusinessStats
Data · Insights · Statistics

STATISTICS DOSSIER

Platform: statistics and facts

10 reports · 3 sections · Edition November 2026

+42%
THREADS - FASTEST GROWING SOCIAL PLATFORM (MAY 2026 YOY)

301M
NETFLIX -- #1 HVOD -- Q4 2025 CONFIRMED

$56.73
META WORLDWIDE ARPU — 2024 (FULL YEAR)

29%
INSTAGRAM — #1 HIGHEST ROI PLATFORM (ALL MARKETERS, APRIL 2026)

businesstats.com/platform-topic-overview · Free to reuse under CC BY 4.0 with credit to Business Stats.

ABOUT THIS DOSSIER

Platform: statistics and facts

This page brings together 10 Business Stats reports on Platform, grouped into Social (6 reports) and Netflix (2 reports).

Among the figures you will find here: 3.64B (Meta Daily People, Sep 2026), 325M+ (Netflix, Q4 2025), $56.73 (Meta Worldwide ARPU — 2024 (Full Year)) and 5.81B (Social Media Identities, Oct 2026).

Most recently revised are The Biggest Social Platforms, Ranked Only by the Numbers Their Owners Report and SVOD Subscribers by Platform 2026: Netflix 325M, 9 Rivals. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Nov 9, 2026.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
+42%	Threads - Fastest Growing Social Platform (May 2026 YoY)	Global Social Media Audience Growth 2026 – Year-on-Year Platform Growth Worldwide
301M	Netflix -- #1 HVOD -- Q4 2025 Confirmed	Netflix 301M Leads HVOD – Paid Subscribers by Platform 2026
$56.73	Meta Worldwide ARPU — 2024 (Full Year)	Meta Platforms ARPU 2011–2026 — Average Revenue per User Statistics
29%	Instagram — #1 Highest ROI Platform (All Marketers, April 2026)	Social Media Platforms Highest ROI Marketers 2026 — Return on Investment by Platform
71%	TikTok — Highest Planned Organic Increase (Next 12 Months)	Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide

89%	Facebook — #1 Most Used by Marketers 2026	89% of Marketers Use Facebook — Top Social Media Platforms Worldwide 2026
5.81B	Social Media Identities, Oct 2026	Social Media Statistics: Users, Platforms, Money and Rules in One Place
3.64B	Meta Daily People, Sep 2026	The Biggest Social Platforms, Ranked Only by the Numbers Their Owners Report

CONTENTS

1. Social

1.1 Global Social Media Audience Growth 2026 – Year-on-Year Platform Growth Worldwide

1.2 Social Media Platforms Highest ROI Marketers 2026 — Return on Investment by Platform

1.3 Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide

1.4 89% of Marketers Use Facebook — Top Social Media Platforms Worldwide 2026

1.5 Social Media Statistics: Users, Platforms, Money and Rules in One Place

1.6 The Biggest Social Platforms, Ranked Only by the Numbers Their Owners Report

2. Netflix

2.1 Netflix 301M Leads HVOD – Paid Subscribers by Platform 2026

2.2 SVOD Subscribers by Platform 2026: Netflix 325M, 9 Rivals

3. More statistics

3.1 Meta Platforms ARPU 2011–2026 — Average Revenue per User Statistics

3.2 US Ad-Supported OTT Penetration by Platform 2026

01

Social

6 reports

1.1

Global Social Media Audience Growth 2026 – Year-on-Year Platform Growth Worldwide

Updated May 22, 2026

+42%
THREADS - FASTEST GROWING SOCIAL PLATFORM (MAY 2026 YOY)

+22%
REDDIT - SECOND FASTEST GROWING, BOOSTED BY GOOGLE SEO INTEGRATION

252M
INSTAGRAM - MOST NET NEW USERS ADDED IN 12 MONTHS TO MAY 2026

-5%
TWITTER/X - ONLY MAJOR PLATFORM WITH NEGATIVE AUDIENCE GROWTH

5.24B
GLOBAL SOCIAL MEDIA USERS MAY 2026 - 64% OF WORLD POPULATION

+18%
TIKTOK YOY GROWTH - NOW 2.18B MONTHLY ACTIVE USERS

Year-on-year audience growth of selected social media platforms worldwide as of May 2026. Threads leads at +42%. TikTok +18%. Reddit +22%. LinkedIn +14%. Instagram +12%. Twitter/X -5% declining. Full platform growth ranking, regional analysis, and MAU trends.

Full report with charts and data: businesstats.com/social-media-year-on-year-growth

1.2

Social Media Platforms Highest ROI Marketers 2026 — Return on Investment by Platform

Updated May 21, 2026

29%
INSTAGRAM — #1 HIGHEST ROI PLATFORM (ALL MARKETERS, APRIL 2026)

38%
LINKEDIN — #1 HIGHEST ROI PLATFORM FOR B2B MARKETERS

21%
TIKTOK — #4 OVERALL, FASTEST GROWING ROI PLATFORM (+11PP SINCE 2022)

5.1x
TIKTOK ORGANIC CONTENT ROI BENCHMARK (PER $1 INVESTED)

34%
SHORT-FORM VIDEO — HIGHEST ROI CONTENT TYPE ACROSS ALL PLATFORMS

36%
INSTAGRAM — HIGHEST B2C ROI PLATFORM AT 36%

Social media platforms with highest ROI according to marketers worldwide as of April 2026. Instagram leads at 29%. Facebook 26%. YouTube 24%. TikTok 21%. Full platform ranking, B2B vs B2C split, content type ROI, and campaign objective analysis.

Full report with charts and data: businesstats.com/social-media-platforms-highest-return-on-investment

1.3

Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide

Updated May 21, 2026

71%
TIKTOK — HIGHEST PLANNED ORGANIC INCREASE (NEXT 12 MONTHS)

40%
TWITTER/X — HIGHEST PLANNED ORGANIC DECREASE

+62pp
TIKTOK NET SCORE — INCREASE MINUS DECREASE

-18pp
TWITTER/X NET SCORE — ONLY PLATFORM BELOW -10PP

52%
THREADS — FASTEST RISING NEW PLATFORM (2ND HIGHEST PLANNED INCREASE)

78%
SHORT-FORM VIDEO — MOST PLANNED CONTENT FORMAT INCREASE

Planned changes in organic social media use for marketing worldwide as of April 2026. TikTok leads increases at 71%. Instagram 64%. YouTube 58%. Twitter/X sees 40% planning to decrease. Full platform ranking, content format shifts, and business size analysis.

Full report with charts and data: businesstats.com/future-use-of-social-media-among-marketers-worldwide-by-platform

1.4

89% of Marketers Use Facebook — Top Social Media Platforms Worldwide 2026

Updated May 14, 2026

89% FACEBOOK — #1 MOST USED BY MARKETERS 2026	**80%** INSTAGRAM — #2 PLATFORM ADOPTION 2026	**52%** TIKTOK — FROM 8% IN 2019 TO 52% IN 2026
29% INSTAGRAM — HIGHEST ROI CITATION BY MARKETERS	**54%** SHORT-FORM VIDEO — MOST EFFECTIVE CONTENT FORMAT	**$276B** GLOBAL SOCIAL MEDIA AD SPEND PROJECTED 2026

Most used social media platforms by marketers worldwide in 2026. Facebook leads at 89%, followed by Instagram (80%), LinkedIn (67%), YouTube (55%), and TikTok (52%). Full data on platform adoption, B2B vs B2C split, planned usage changes, and ROI rankings.

Full report with charts and data: businesstats.com/social-media-platforms-used-by-marketers-worldwide

1.5

Social Media Statistics: Users, Platforms, Money and Rules in One Place

Updated Nov 3, 2026

5.81B SOCIAL MEDIA IDENTITIES, OCT 2026	**69.9%** OF WORLD POPULATION	**3.64B** META DAILY PEOPLE, SEP 2026
$394.6B SOCIAL AD SPEND 2026 (WARC)	**$200.97B** META REVENUE 2025	**84%** US ADULTS ON YOUTUBE, 2026

Kepios counts 5.81B social media identities (Oct 2026). Meta reaches 3.64B people a day and WARC sees $394.6B in social ad spend. Pew, filings, new rules.

PRIMARY SOURCES: Kepios, DataReportal · Kepios, DataReportal · Kepios, DataReportal · Digital 2026 Global Overview Report

Full report with charts and data: businesstats.com/social-media-statistics-facts

1.6

The Biggest Social Platforms, Ranked Only by the Numbers Their Owners Report

Updated Nov 6, 2026

3.64B META DAILY PEOPLE, SEP 2026	**1.439B** WECHAT MAU, JUN 2026	**977M** SNAPCHAT MAU, Q3 2026
661M PINTEREST MAU, Q3 2026	**550M** X AND GROK MAU, MAR 2026	**130.3M** REDDIT DAUQ, Q3 2026

Official counts only: Meta 3.64B daily people, WeChat 1.439B, Snapchat 977M, Pinterest 661M monthly users. Each metric and quarter labelled, to Q3 2026.

PRIMARY SOURCES: Meta Platforms · Q3 2026 results announcement · Meta Platforms · first quarter 2026 results

Full report with charts and data: businesstats.com/biggest-social-media-platforms-by-users

02

Netflix

2 reports

2.1

Netflix 301M Leads HVOD – Paid Subscribers by Platform 2026

Updated May 5, 2026

301M NETFLIX -- #1 HVOD -- Q4 2025 CONFIRMED	**230M** AMAZON PV -- #2 HVOD -- GLOBAL PRIME ESTIMATE	**131.6M** DISNEY+ -- #3 HVOD -- Q4 2025 CONFIRMED
962.3M TOTAL HVOD SUBSCRIBERS 2025 (7 PLATFORMS)	**~1.04B** PROJECTED TOTAL 2026 -- FIRST TIME 1 BILLION	**31.3%** NETFLIX SHARE OF TOTAL HVOD SUBSCRIBERS

Netflix leads HVOD with 301M paid subscribers in 2025. Amazon 230M, Disney+ 131.6M, Max 128M, Hulu 54M, Peacock 40M. Full platform comparison and 2026 estimates

Full report with charts and data: businesstats.com/hybrid-subscribers-avod-svod-tier-platforms

2.2

SVOD Subscribers by Platform 2026: Netflix 325M, 9 Rivals

Updated Oct 11, 2026

325M+ NETFLIX, Q4 2025	**131.6M** DISNEY+, SEP 2025	**131.6M** HBO MAX, DEC 2025
81.6M PARAMOUNT+, JUN 2026	**48M** PEACOCK, JUN 2026	**2 of 5** BIG US STREAMERS STILL COUNTING

Netflix passed 325M paid memberships, Disney+ and HBO Max both last reported 131.6M, Paramount+ hit 81.6M in June 2026. Official counts with dates.

Full report with charts and data: businesstats.com/global-svod-subscriber-count-by-platform

03

More statistics

2 reports

3.1

Meta Platforms ARPU 2011–2026 — Average Revenue per User Statistics

Updated May 16, 2026

$56.73
META WORLDWIDE ARPU — 2024 (FULL YEAR)

$4.39
META WORLDWIDE ARPU — 2011 (SERIES START)

12.9x
ARPU GROWTH 2011–2024 (13 YEARS)

$233
US & CANADA ARPU — HIGHEST REGION (2024)

$14
REST OF WORLD ARPU — LOWEST REGION (2024)

~$68
PROJECTED GLOBAL ARPU 2025

Average revenue per user (ARPU) of Meta Platforms from 2011 to 2026. Global ARPU reached $56.73 in 2024, up from $4.39 in 2011. US & Canada ARPU at $233. Full data by year and region with trend analysis.

Full report with charts and data: businesstats.com/facebooks-average-advertising-revenue-per-user

3.2

US Ad-Supported OTT Penetration by Platform 2026

Updated May 10, 2026

22.4%
HULU (WITH ADS) -- HIGHEST US AD-OTT PENETRATION 2026

19.8%
AMAZON PRIME VIDEO (WITH ADS) -- SECOND HIGHEST

14.6%
NETFLIX (STANDARD WITH ADS) -- FASTEST GROWING

13.2%
PEACOCK -- PRIMARILY AD-SUPPORTED FROM LAUNCH

~67%
US BROADBAND HHS USING ANY AD-SUPPORTED OTT TIER

Oct 2012
HULU LAUNCHED FIRST MAJOR SVOD AD TIER

Share of US consumers on ad-supported OTT tiers 2026. Hulu leads at 22.4%, Amazon PV 19.8%, Netflix 14.6%, Peacock 13.2%, Disney+ Basic 8.8%, Max 7.2%.

Full report with charts and data: businesstats.com/subscription-ad-supported-ott-penetration-by-platform-us

HOW TO CITE THIS DOSSIER

Business Stats (2026). Platform: statistics and facts. Retrieved Nov 9, 2026, https://businesstats.com/platform-topic-overview/

Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Nov 9, 2026.

Free to reuse under CC BY 4.0 with credit to Business Stats. Business Stats takes great care over accuracy but cannot guarantee it. Check the linked original sources before making decisions.

Read online: https://businesstats.com/platform-topic-overview/ · businesstats.com