**80 Million People Are Paying YouTube For Premium And Music**

Lyor Cohen, YouTube’s global head of music, attributes the growth spurt to new (or new-ish) YouTube Premium perks like its “exclusive access” to some livestreams via “Afterparties,” as well as YouTube Music’s library size (100 million songs) and mix of non-song content (music videos, Shorts from artists, podcasts, and so on).

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[*https://www.tubefilter.com/2022/11/09/80-million-people-are-paying-youtube-for-premium-and-music/*](https://www.tubefilter.com/2022/11/09/80-million-people-are-paying-youtube-for-premium-and-music/)