**YouTube Premium Will Accrue 23.6 Million US Subscribers By Year-End 2021**

The US made up 67% of YouTube Premium subscribers worldwide in 2020, as Alphabet reported and our forecast reflects. This share is down slightly this year because of international expansion of the subscription service. Overall, the US makes up 48% of YouTube’s global net ad revenue.

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[*https://www.emarketer.com/content/youtube-premium-will-accrue-us-subscribers-by-year-end-2021?ecid=NL1001*](https://www.emarketer.com/content/youtube-premium-will-accrue-us-subscribers-by-year-end-2021?ecid=NL1001)