center for social media, tech and democracy | ministry of digital affairs

Fact Sheet

Big tech platforms showed advertisements to Danish children and young people worth DKK 327 million in 2024, new study finds

New Report
Big tech platforms' business model is largely based on advertisements. But how large a portion of the platforms' advertisement revenue is related to the youngest users? And what economic incentives do they have to keep children and young people on the platforms?

There are currently no publicly available data on how large a portion of the platforms' revenue relates to children and young people. This is despite the fact that Danish children frequently use social media, for many already before they turn 13, which is otherwise the platforms' own age limit.

Now a new study from Copenhagen Economics sheds light on the big tech platforms' economic interests in children's and young people's use of their platforms.

DKK 327 million in advertisement revenue on Danish children and young people

Big tech platforms showed advertisements to Danish children and young people worth DKK 327 million in 2024

- The study finds that the five platforms, YouTube, TikTok, Instagram, Facebook and Snapchat, generated **DKK 327 million** in advertisement revenue in 2024 related to Danish children and young people ages 8-17 years.
- It is estimated that just under **DKK 200 million** in advertisement revenue went to two platforms alone: YouTube and TikTok.
- **DKK 79 million** of the DKK 327 million in annual revenue is estimated to come from advertisement impressions to children who are younger than the platforms' own age limits (8-12-year-olds).

Children and young people account for 43% of TikTok's total screen time in Denmark

- The high advertisement revenue that relates to children and young people is due to the widespread use of the platforms in this age group.
- Among children and young people in the 8-17 age group, 81% use YouTube, 70% use Snapchat, while around half use Instagram and TikTok each month.
- Already from the age of 8, YouTube is used by 63% in the age group.
- It is estimated that **43%** of TikTok's total screen time in Denmark can be attributed to children and young people ages 8-17 years. The same applies to **39%** of Snapchat's total screen time, and **34%** of YouTube's total screen time in Denmark.

Danish children and young people spent an average of approximately 54 days on digital platforms in 2024

- The biggest time consumer among children and young people is TikTok. The study finds that TikTok users ages 8-17 years use the platform for an average of **130 minutes** daily, while YouTube users spend **101 minutes**. The least used platform among the five studied is Facebook (**25 minutes** daily).
- Overall, this corresponds to each child in the age group (across users and non-users) spending an average of approximately **54 days in 2024** on the five platforms, equivalent to around **3.5 hours daily**.
- This corresponds to all children and young people in the age group spending a combined total of **838 million hours** on the five platforms in 2024.

Advertisement revenue per user varies across platforms

- The estimated advertisement revenue per child varies significantly across the platforms. The study estimate that TikTok generated the highest revenue with **DKK 316** per user ages 8-17 years in 2024, followed by YouTube with **DKK 194** per user, according to the study's results.
- Snapchat has the lowest revenue per user in the age group (**DKK 59** per user ages 8-17 years in 2024), which reflects differences in advertisement models and user engagement patterns.

About the study

The study was conducted by Copenhagen Economics, which on behalf of the Ministry of Digital Affairs' Centre for Social Media, Tech and Democracy has developed an estimate for advertisement revenue related to Danish children and young people ages 8-17 years on five major platforms: Facebook, Instagram, Snapchat, TikTok and YouTube.

The method combines existing data on user shares and time spent across all ages to estimate the share of total platform use in Denmark that can be attributed to children and young people. Platform-specific advertisement revenue is then attributed to children and young people based on their share of total screen time in Denmark, with an adjustment made for the value of advertisements targeted at the youngest users.