

YouTube ad revenue falls for third consecutive quarter

Vocabulary Match

revenue ● reassurance ● monetization ● merchants ● reiterated ● intense ●

● strong ● profit-making ● earnings ● comfort ● repeated ● sellers

Article

Alphabet, the parent company of YouTube, has reported its latest earnings. YouTube's ad revenue fell by 2.6% in the first quarter of 2023, as advertisers pulled back from the platform due to economic uncertainty. This is the third quarter in a row that YouTube's ad revenue has decreased. Despite this, YouTube slightly beat analysts' expectations.

The company attempted to offer reassurance during Tuesday's earnings call, focusing on its success with the short-form video feature Shorts. YouTube is experiencing intense competition from rivals like TikTok and continues to focus on Shorts to boost its growth. Philipp Schindler, Google's chief business officer, said that monetization across Shorts is progressing nicely.

YouTube also reiterated plans to make shopping on the platform easier. The company partnered with Shopify last year to enable YouTubers and merchants to feature products on their channels.

Overall, Alphabet reported \$69.8 billion in revenue for the first quarter of 2023, a 3% increase from the same period last year.

Quiz

1. Why did YouTube's ad revenue fall in the first quarter of 2023?
2. What is YouTube focusing on to boost its growth?

Conversation

A: Hey, my YouTube earnings have been skyrocketing lately. Have yours?
B: Not at all. I haven't even monetized my channel yet. I need more subs!
A: I'm telling you, just do what I do: record yourself eating strange snacks.
B: That might be good for your bank balance, but not for your health.
A: Meh, when the time comes, I'll go on a banana diet and get more views than ever!
B: Well, good luck to you. I'll just keep chipping away at my gaming channel.

Discussion

1. Have you ever bought anything through YouTube or another social media platform?
2. What are some other ways for people to earn some extra cash?