

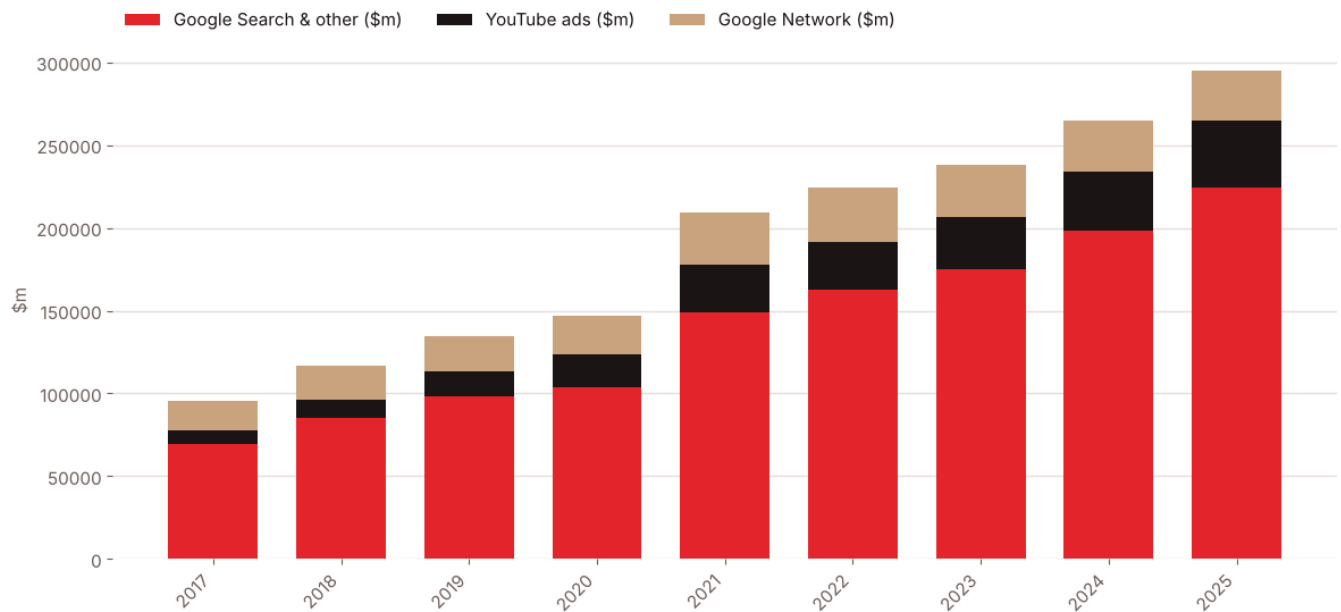
ADVERTISING

Alphabet Google advertising revenue by type, 2017 to 2025

Google's advertising revenue rose from \$95.6bn in 2017 to \$294.7bn in 2025, with Search and other properties providing roughly three quarters of it every year. YouTube ads have grown almost fivefold while the Google Network business has been shrinking since 2022.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/alphabet-google-advertising-revenue/>

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Source: Alphabet Inc. · Free data: [anthonymcgrath.co/data/alphabet-google-advertising-revenue/](https://www.anthonymcgrath.co/data/alphabet-google-advertising-revenue/)

Key findings

- Google Search & other earned \$224.5bn in 2025, about 76% of Google's \$294.7bn advertising total.
- YouTube ad revenue grew from \$8.2bn in 2017 to \$40.4bn in 2025, almost five times larger.
- Google Network revenue has fallen three years running, from \$32.8bn in 2022 to \$29.8bn in 2025.

The data

Year	Google Search & other (\$m)	YouTube ads (\$m)	Google Network (\$m)
2017	69,811	8,150	17,616
2018	85,296	11,155	20,010
2019	98,115	15,149	21,547
2020	104,062	19,772	23,090
2021	148,951	28,845	31,701
2022	162,450	29,243	32,780

Year	Google Search & other (\$m)	YouTube ads (\$m)	Google Network (\$m)
2023	175,033	31,510	31,312
2024	198,084	36,147	30,359
2025	224,532	40,367	29,792

Sources

Alphabet Inc., Form 10-K for fiscal year 2025 (Revenues disaggregated by type, years 2023 to 2025)

<https://www.sec.gov/Archives/edgar/data/1652044/000165204426000018/goog-20251231.htm>

Alphabet Inc., Form 10-K for fiscal year 2022 (Revenues disaggregated by type, years 2020 to 2022)

<https://www.sec.gov/Archives/edgar/data/1652044/000165204423000016/goog-20221231.htm>

Alphabet Inc., Form 10-K for fiscal year 2019 (Google advertising revenues table, years 2017 to 2019)

<https://www.sec.gov/Archives/edgar/data/1652044/000165204420000008/goog10-k2019.htm>

Method

Annual figures in US\$ millions copied from the revenue by type tables in three Alphabet 10-K filings, each covering three fiscal years ending 31 December. Each year is taken from the most recent filing that reports it.

Notes

US dollars, global revenue. The three columns sum to Alphabet's reported 'Google advertising' line. In the 2019 10-K the network line was labelled 'Google Network Members' properties'. YouTube ad revenue was first broken out in the 2019 10-K, so the series starts in 2017. Subscriptions, Cloud and other non-advertising revenue are excluded.

How to cite

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