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YouTube Sponsorship Report, Q3 2026

95,681 sponsored videos · 23,879 brands · 4.9% from betting and prediction apps

Influencer Advisory counted 95,681 sponsored YouTube videos posted from July 1 to September 30, 2026, paid for by 23,879 brands. Six betting, prediction and fantasy apps, with PrizePicks and Kalshi the biggest, were behind 4.9% of those videos, about 1 in 20. A year earlier the same apps were behind 0.9%. PrizePicks alone sponsored 2,895 videos, more than twice the next brand. Most brands do not stay: 53% sponsored only one video in the quarter, and of the 45,866 brand and creator pairs that made a video together in the spring, 34% made another in the summer.

What we found

Betting apps are now YouTube's biggest sponsors. PrizePicks sponsored 2,895 videos this quarter, against 156 in the same months of 2025. Six betting, prediction and fantasy apps went from 0.9% to 4.9% of all sponsored videos.

Firms that fund traders moved in. Nine of them, like Apex Trader Funding, Take Profit Trader and Tradeify, went from 0.4% to 1.4% of sponsored videos.

Gamer Supps and G Fuel grew fast. The seven biggest drink and supplement sponsors, led by those two, went from 1.5% to 2.6%. Gamer Supps sponsored 1,245 videos, against 237 a year before. The whole shelf is in our drinks and supplements report.

Privacy apps lost ground. Seven VPN and privacy brands went from 2.8% to 2.2%. Surfshark sponsored 443 videos, about the same as a year before (434), while everyone else grew.

Half of all sponsors try it once. 12,549 of the 23,879 brands (53%) sponsored exactly one video in the quarter.

Most creator deals never get a second video. Of the 213,067 brand and creator pairs since January 2025, 65% made one video together. The 22% that made three or more hold 66% of the videos.

A few brands buy a big part of the market. The top 1% of brands, 238 of them, were behind 30% of the quarter's brand placements.

Most sponsored videos sell with a code. 86% of the videos where we read the call to action named a code, a coupon or a promo.

The top 20 sponsors, Q3 2026

Sponsored videos posted July to September 2026, and the same months of 2025. Share is the brand's part of all sponsored videos that quarter.

#	Brand	Videos	Share	Videos 2025	Share 2025
1	PrizePicks	2,895	3.0%	156	0.3%
2	Gamer Supps	1,245	1.3%	237	0.4%
3	Quince	767	0.8%	138	0.3%
4	BetterHelp	660	0.7%	659	1.2%
5	Kalshi	633	0.7%	10	0.0%
6	Monarch	569	0.6%	69	0.1%
7	Factor	527	0.6%	266	0.5%
8	Apex Trader Funding	526	0.5%	116	0.2%
9	ShopMy	504	0.5%	172	0.3%
10	G Fuel	502	0.5%	99	0.2%
11	Epidemic Sound	489	0.5%	117	0.2%
12	Incogni	476	0.5%	335	0.6%
13	Surfshark	443	0.5%	434	0.8%
14	Take Profit Trader	424	0.4%	62	0.1%
15	Chapter	424	0.4%	9	0.0%
16	Tradeify	407	0.4%	33	0.1%
17	NordVPN	403	0.4%	240	0.5%
18	Helix Sleep	396	0.4%	244	0.5%
19	Whatnot	383	0.4%	94	0.2%
20	Aura	369	0.4%	274	0.5%

Kinds of sponsors, this year and last

Share of all sponsored videos, July to September, for the same named brands in both years.

Kind	Brands counted	Q3 2026	Q3 2025
Betting, prediction and fantasy apps	PrizePicks, Kalshi, Polymarket, FanDuel, DraftKings, Underdog	4.9%	0.9%
Firms that fund traders	Apex Trader Funding, Take Profit Trader, Tradeify, FundedNext, Lucid Trading, My Funded Futures, Hola Prime, Topstep, Breakout	1.4%	0.4%
Drinks and supplements	Gamer Supps, G Fuel, AG1, Huel, LMNT, ZBiotics, Holy	2.6%	1.5%
Meal kits and meat boxes	Factor, HelloFresh, ButcherBox, Home Chef	1.2%	0.9%
VPN and privacy apps	NordVPN, Surfshark, Incogni, Aura, DeleteMe, Proton VPN, ExpressVPN	2.2%	2.8%

How we counted

Where the videos come from

Influencer Advisory keeps a record of sponsored YouTube videos. Each row is one video and the brand our system found paying for it, with the link and the code the creator gave.

This report uses that record and nothing else. No survey and no numbers from other reports.

What counts as one video

A video is one YouTube link. A video that names two sponsors counts once in the total and once for each brand. Rows where a creator only credits a brand, without being paid by it, are left out.

A brand placement is one brand in one video. The quarter had 129,832 of them across 95,681 videos.

Dates

A video belongs to the day it was posted. This quarter is July 1 to September 30, 2026. The year before is July 1 to September 30, 2025. The spring is April 1 to June 30, 2026.

Why we compare shares, not counts

Our record grows every month as we follow more channels. This quarter has 95,681 videos against 53,132 a year before, and most of that gap is our record growing, not the market.

So every comparison with last year is a share: a brand's videos as a part of all videos in the same quarter.

Brands with two names

Some brands show up under two names in our record, like Factor and Factor Meals, or DraftKings and DK. We joined those and counted each video once.

Kinds of brands

We sorted the quarter's top 100 sponsors into kinds by hand and kept five kinds with several brands each. The same brands are counted in both years, so a change is those brands, not every brand of that kind.

Codes

The code share is over the 59,828 videos where we read the call to action. A code, a coupon or a promo counts.

What the numbers do not show

What a brand paid. A video is a video here, whether it cost $500 or $50,000. Our 2026 YouTube Creator Rates Report covers prices.

Every sponsored video on YouTube. We find sponsored videos on the channels we follow, which is a large part of YouTube but not all of it.

Other platforms. TikTok, Instagram and podcasts are not in this report.

Whether it worked. Views, clicks and sales from these videos are not shown.

Every brand of a kind. The kinds are the brands in this quarter's top 100. A brand of that kind outside the top 100 is not counted in it.

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