

Taboola

realize:

Taboola

Reach Study 2026

Smartphone and PC audience benchmarks against Japan's
major platforms

Taboola Japan

MAY 2026 AT A GLANCE

Taboola reaches two in three internet users on both screens

SMARTPHONE

64.0M

monthly unique users · browser + app

67.1%

active reach

3.05B

views

PC

24.3M

monthly unique users · web

65.1%

active reach

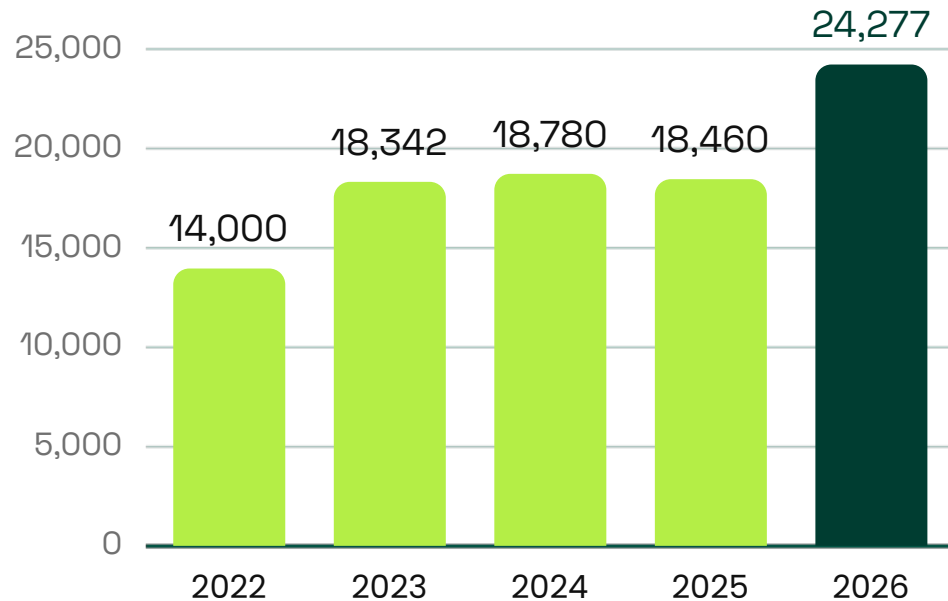
Source: Nielsen Mobile NetView / NetView Custom Data Feed, May 2026. Taboola network aggregated at domain/subdomain level.

2022–2026 TABoola REACH TREND

PC reach jumps 31.5% to a record 24.3M users

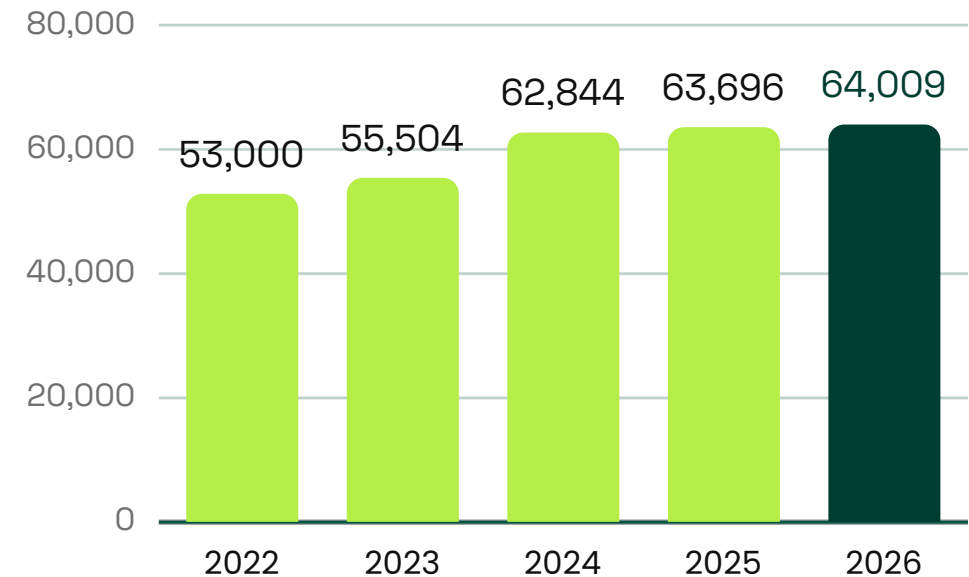
PC

thousand users



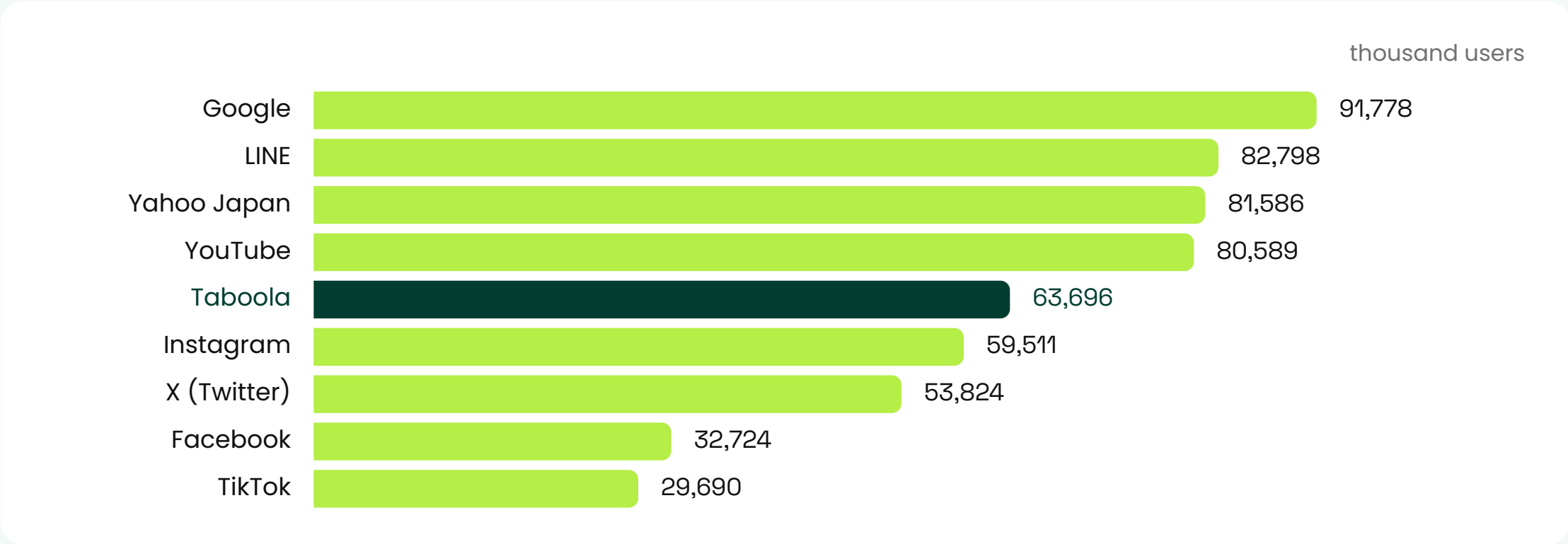
Smartphone

thousand users



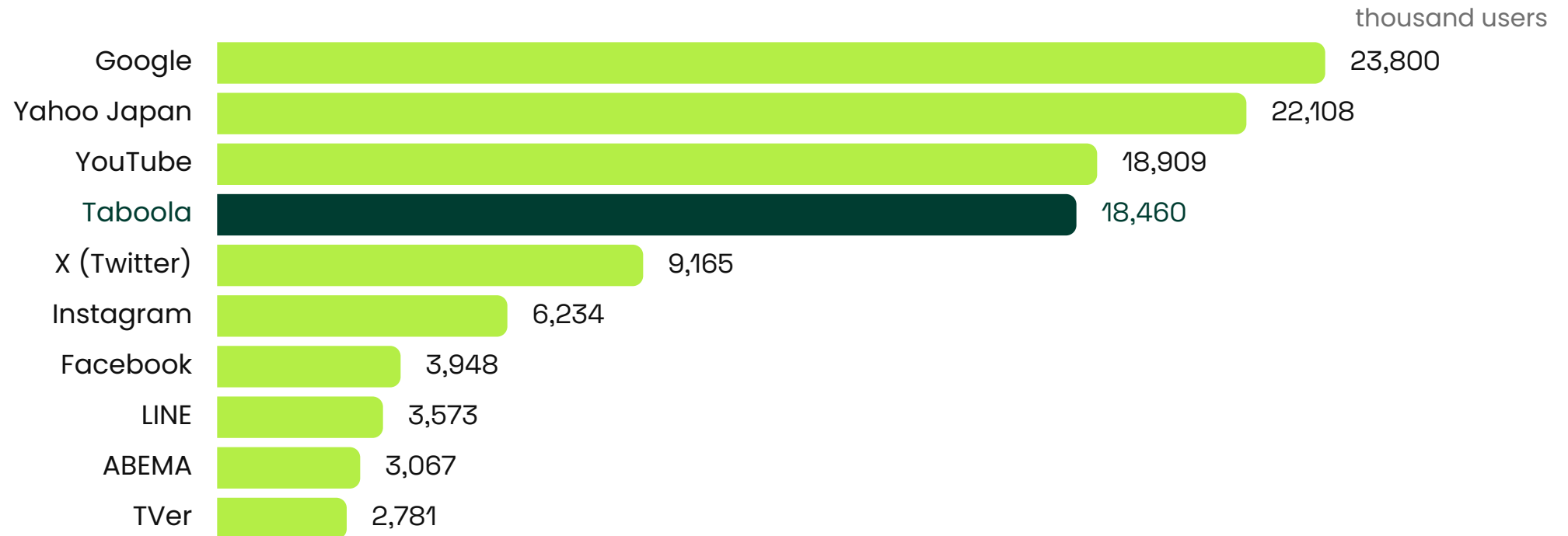
Source: Nielsen NetView / Mobile NetView. 2022–2025: March of each year (2025 edition). 2026: May 2026.

Taboola out-reaches Instagram, X, Facebook and TikTok on smartphone



Source: Nielsen Mobile NetView Custom Data Feed, Mar 2025, iOS + Android panel, browser + app. Competitors selected by Taboola.

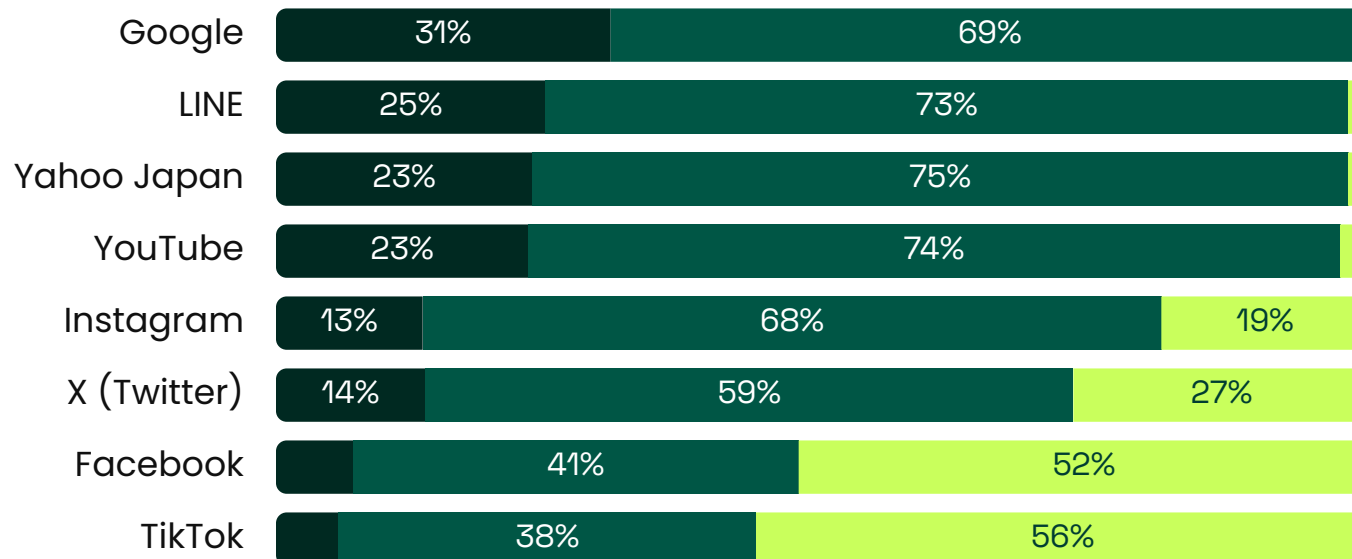
On PC, Taboola's reach is on par with YouTube and twice that of X



Source: Nielsen NetView Custom Data Feed, Mar 2025, whole-PC panel, web only. Competitors selected by Taboola.

Taboola reaches audiences that social platforms miss

● Platform only ● Taboola + platform ● Taboola only



TABOOLA-ONLY REACH

56%

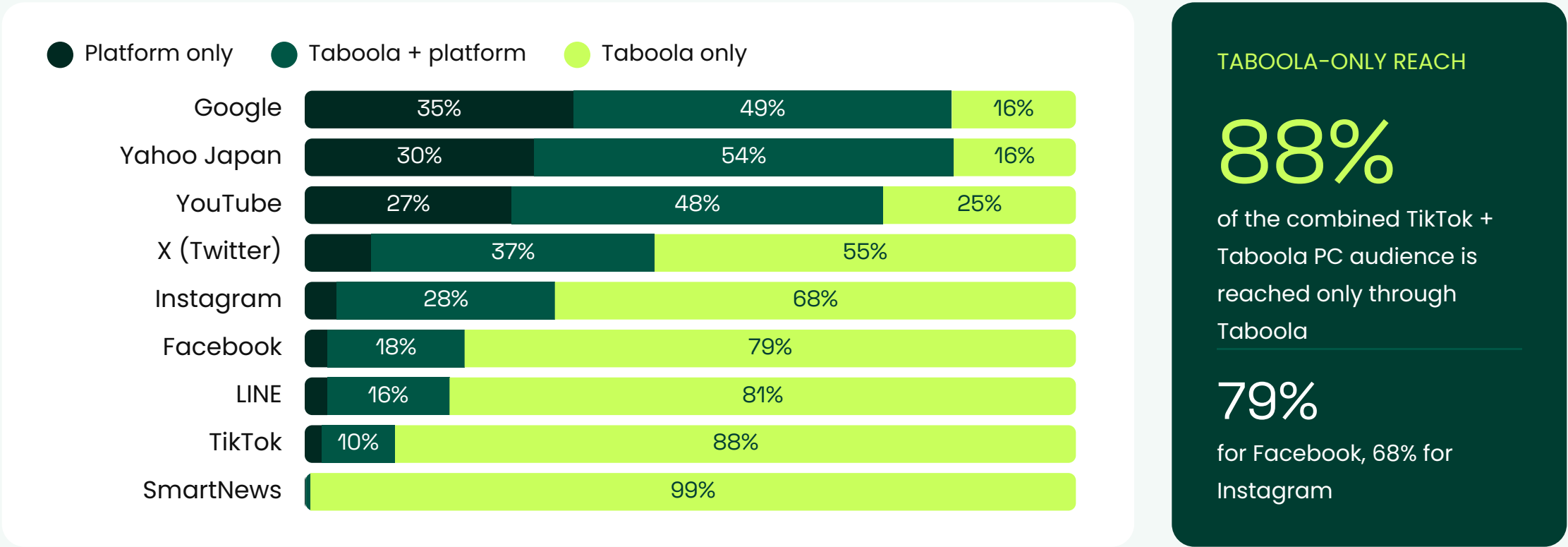
of the combined TikTok +
Taboola smartphone
audience is reached only
through Taboola

52%

for Facebook, 27% for X

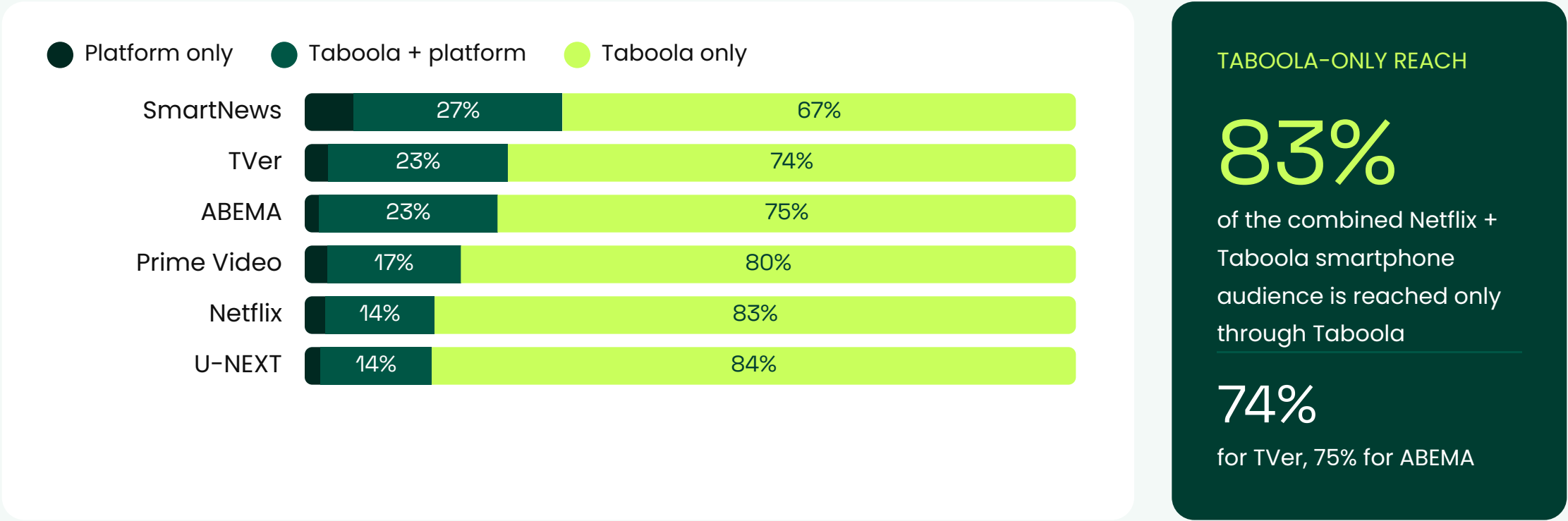
Source: Nielsen Mobile NetView Custom Data Feed, Mar 2025, iOS + Android panel, browser + app. Share of users of Taboola or each platform.

On PC, most of Taboola's audience sits outside social platforms



Source: Nielsen NetView Custom Data Feed, Mar 2025, whole-PC panel, web only. Share of users of Taboola or each platform.

Taboola extends reach well beyond streaming and news apps



Source: Nielsen Mobile NetView Custom Data Feed, Mar 2025, iOS + Android panel, browser + app. Prime Video and ABEMA at channel level.

SHARE OF TOTAL TIME ONLINE

Two-thirds of screen time is spent on the open web

● Major social + portals (Facebook, Instagram, X, Yahoo Japan, YouTube) ● Open web

Smartphone



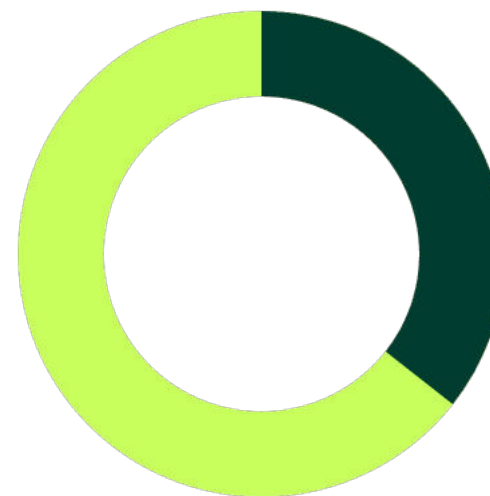
66.9%

Open web

33.1%

Major social + portals

PC



64.4%

Open web

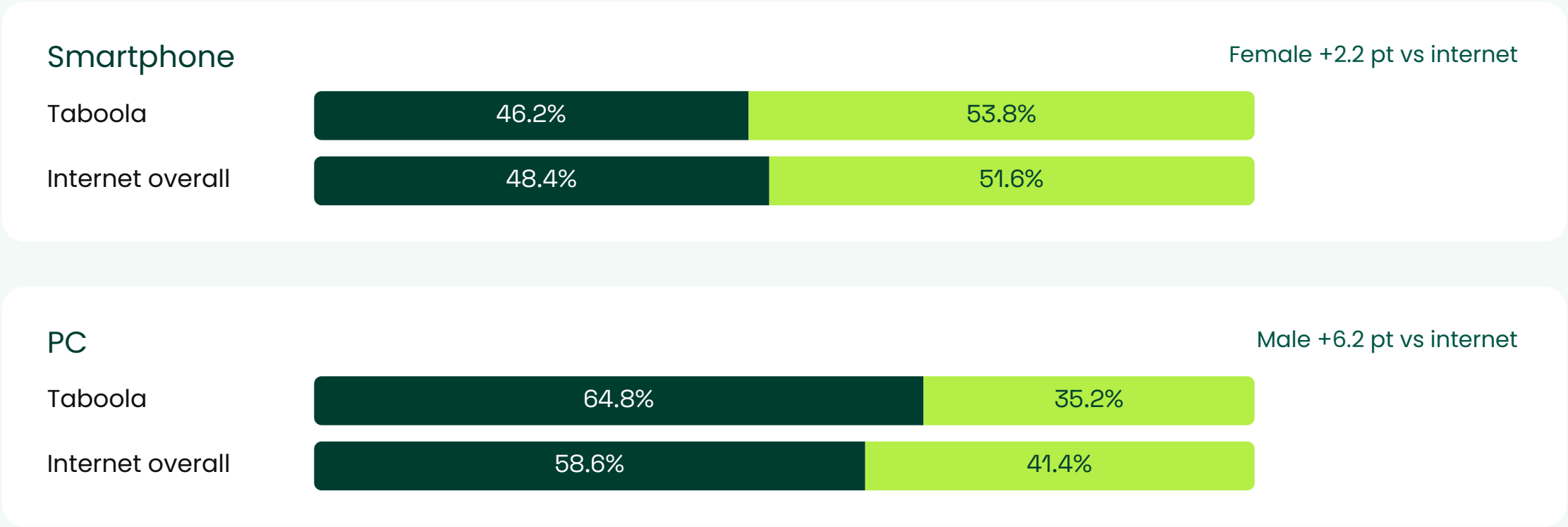
35.6%

Major social + portals

Source: Nielsen Mobile NetView / NetView Custom Data Feed, Mar 2025. Smartphone incl. apps; PC web only. Groupings defined by Taboola.

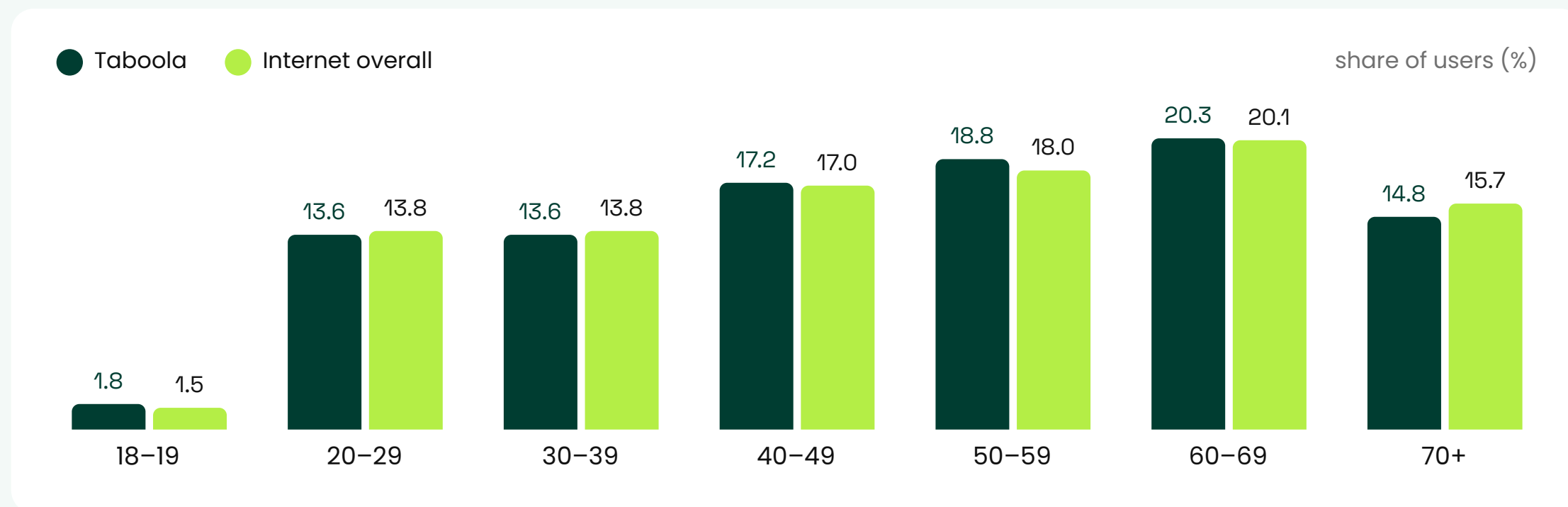
Taboola skews female on smartphone and male on PC

● Male ● Female



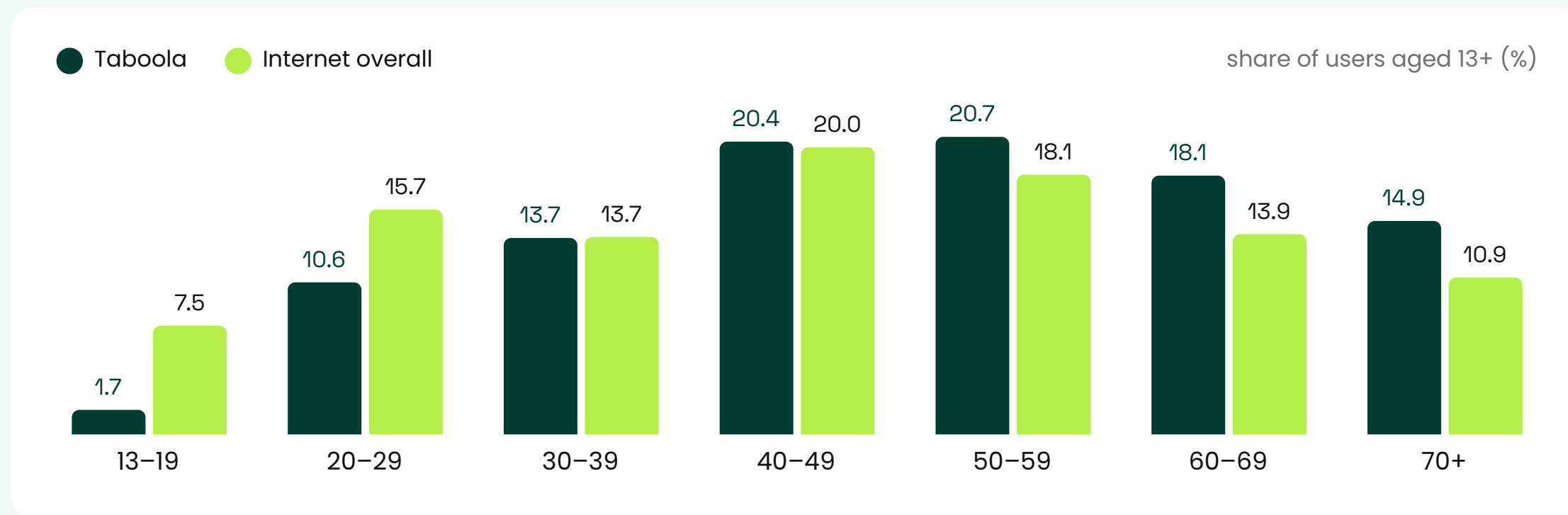
Source: Nielsen Mobile NetView / NetView Custom Data Feed, Mar 2025. Smartphone incl. apps; PC web only. Share of users (%).

Taboola's smartphone audience mirrors the online population



Source: Nielsen Mobile NetView Custom Data Feed, Mar 2025, iOS + Android panel, browser + app. Panel aged 18+.

On PC, Taboola over-indexes on users aged 40 and over

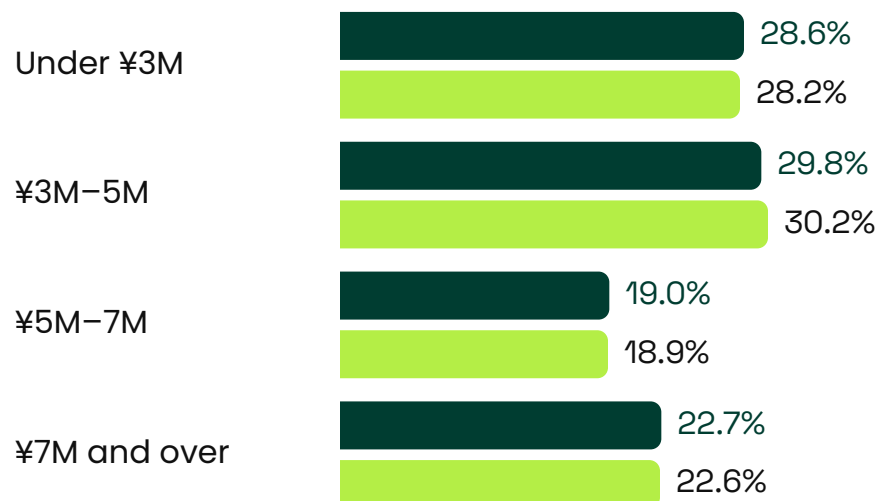


Source: Nielsen NetView Custom Data Feed, Mar 2025, whole-PC panel, web only. Ages 2-12 excluded and shares re-based.

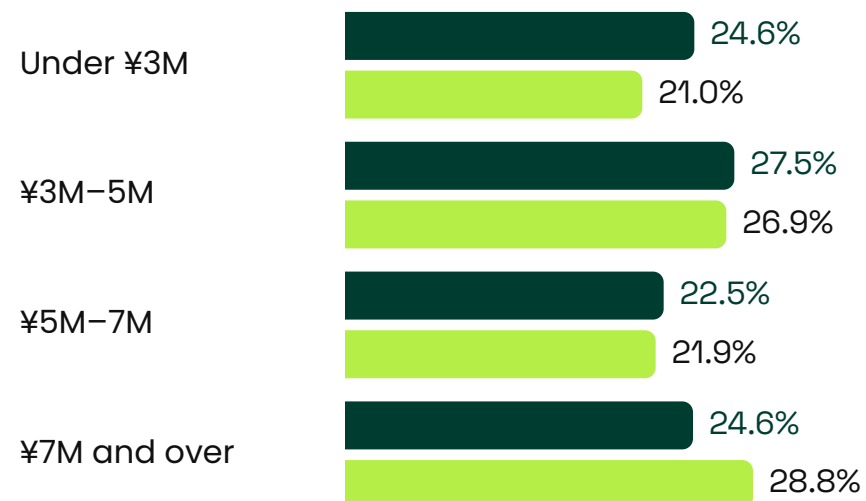
Household income is broadly in line with the online population

● Taboola ● Internet overall

Smartphone



PC

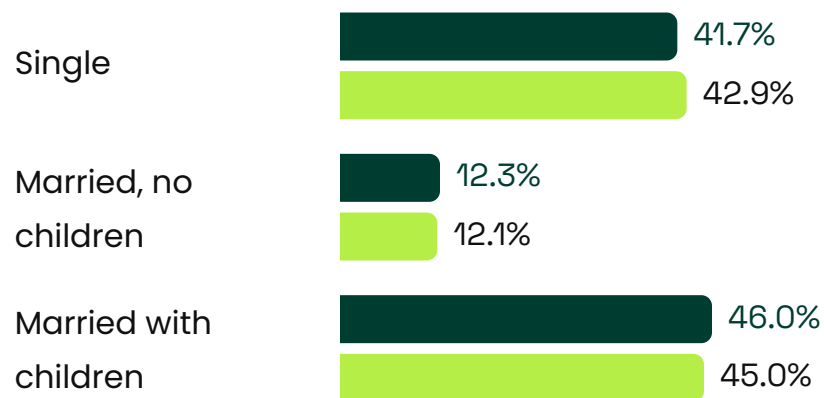


Source: Nielsen Mobile NetView / NetView Custom Data Feed, Mar 2025. Smartphone incl. apps; PC web only. Annual household income; no answer not shown.

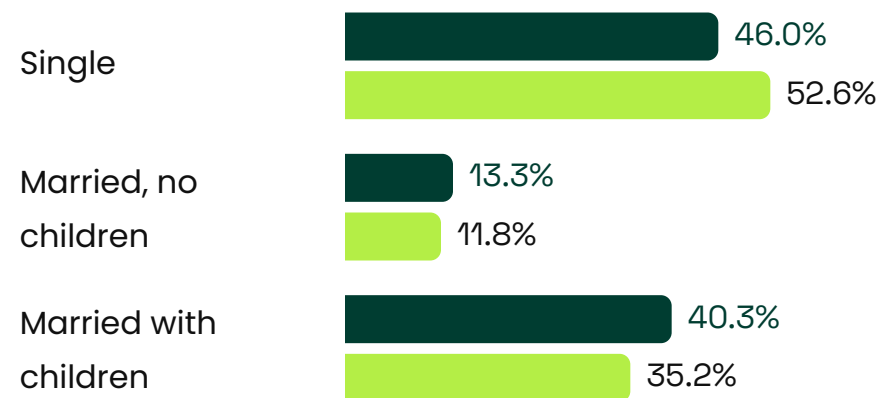
On PC, Taboola over-indexes on married households with children

● Taboola ● Internet overall

Smartphone



PC



Source: Nielsen Mobile NetView / NetView Custom Data Feed, Mar 2025. Smartphone incl. apps; PC web only. Marital status; no answer not shown.

KEY INSIGHTS

What the 2026 data tells advertisers

67.1%

Scale on both screens

Taboola reaches 67.1% of smartphone users (64.0M) and 65.1% of PC users (24.3M) in May 2026.

+31.5%

PC audience at a record high

PC users grew from 18.5M to 24.3M year on year, while smartphone held steady at 64.0M.

56%

Incremental to social

56% of the combined TikTok + Taboola smartphone audience is Taboola-only; 52% vs Facebook.

83%

Reach beyond streaming

83% of the Netflix + Taboola smartphone audience is Taboola-only; 74% vs TVer, 75% vs ABEMA.

66.9%

Time lives on the open web

Two-thirds of smartphone time (and 64.4% on PC) is spent outside major social and portals.

74.1%

A mature, family-rich PC audience

74.1% of PC users are 40+ (vs 63.0%) and 40.3% are married with children (vs 35.2%).

Source: Nielsen Mobile NetView / NetView Custom Data Feed. Headline users and reach: May 2026; other findings: March 2025.

About this data

Sources

Nielsen Mobile NetView Custom Data Feed (smartphone, iOS + Android, browser + app, 18+) and Nielsen NetView Custom Data Feed (PC, whole-PC panel, web only, 2+).

Periods

Headline users and reach: May 2026. Rankings, incremental reach, time share and profiles: March 2025, as labelled in the source file. 2022–2025 trend from prior editions.

Taboola network

A de-duplicated roll-up of 587 publisher domains and subdomains, aggregated by Taboola at domain or subdomain level.

Selections and caveats

Competitors and the social, portal and open-web groupings are selected by Taboola. Small-sample entities may fluctuate month to month; treat as reference values.



Taboola

Thank you

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