



FREE SAMPLE · RESEARCH REPORT · OCTOBER 2026

Faceless & AI Video Market 2026

How many faceless channels exist, where they earn on 15 platforms, what AI video really costs per clip, and how many views it takes to break even. Data and estimates kept apart.

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How to read this report

This report looks at faceless and AI-made video worldwide in 2026: how many such channels exist, how fast they appear, where they earn (15 platforms and formats), what the AI tools really cost per clip, which niches are crowded, how many views it takes to cover your costs, and what the rules allow.

It separates three kinds of numbers, because they are easy to confuse:

- **Platform data:** official figures from YouTube, Meta, TikTok, Snap, Pinterest and others (users, uploads, payouts, rules).
- **Independent indexes and studies:** third-party databases of channels and research samples. Useful, but each has its own selection and definitions; none is a census.
- **Estimates and scenarios:** modelled revenue from tracking sites and our own worked examples. Labelled as such wherever they appear.



Faceless is not automated is not AI-generated

A faceless channel simply never shows its creator. It can be fully hand-made, AI-assisted, or mass-produced by a pipeline. Whether it pays depends on original value for the viewer, the audience, the ways to sell ads or products, and the full cost of each video, not on whether a face is on screen.

Evidence levels for money claims

- **A:** audited financial statements or documented profit.
- **B:** documented campaigns or deals, but no amounts.
- **C:** public views and subscribers only; any revenue figure is modelled by a tracking site.

Nothing in this report is a promise of income. Platforms do not publish the number of faceless channels or a reliable median of their earnings, so nobody can honestly state a success rate.

Key findings

Signal	Figure	Source
Channels in the YouTube Partner Program	3 million+	YouTube, August 2026
Daily YouTube Shorts views	200 billion+	YouTube, August 2026
New videos uploaded to YouTube per day	20 million+	YouTube, 2025
Instagram monthly users	3 billion	Meta, September 2025
Meta payouts to creators in 2025	nearly \$3 billion (about 60% to Reels)	Meta, March 2026
Share of brand payments to the top 10% of creators	62% (top 1%: 21%; median creator \$3K per campaign)	CreatorIQ, 2025

These measure the size of the platforms and of creator pay, not the number or income of faceless channels.

The three formats in one line each

- **YouTube long-form:** the best advertising economics for original material. A higher bar for quality and editing, but revenue per 1,000 views is usually many times that of Shorts.
- **YouTube Shorts:** huge reach, small ad revenue per 1,000 views, and from February 2027 a higher bar to share in Shorts ad revenue.
- **Instagram:** earns through brand campaigns, partnerships, affiliate links, your own products and building accounts with value. There is no guaranteed amount per Reel.

What the evidence supports

- The market is saturated with generic compilations, stock-like AI images and repetitive Shorts.
- Competition is lower where a topic needs real research, rights, data or your own distribution.
- Independent indexes find faceless channels earn ads about as often as on-camera ones, but none of them measures actual payouts, costs or the share of profitable channels.

How many faceless channels and how much AI?

No platform publishes a register of faceless channels. Below we keep four different measures apart: the number of faceless accounts, the amount of AI material, the share of AI in recommendations, and AI use by creators. None of them is "the share of faceless video on the internet".

Three independent channel databases

Index	Date	What it covers	Faceless found	Main limitation
TubeGen	15 Oct 2026	112,154 channels tracked, 93,954 classified	14,505 (15.4% of classified, 12.9% of all tracked)	A database of channels creators search for; about 18,200 unlabelled; classifier errors
TubeMind	22 Oct 2026	6,663 channels, 558,739 videos, 26 languages, 86 countries	2,862 (43% of the index)	A selective index of active channels with its own format definitions; not representative
FameX	27 Oct 2026	A faceless-only catalogue	About 45,800 channels	No on-camera control group; favours channels that are found, active and growing

The 15.4% and 43% come from different indexes and different samples: do not average them into a global share.

How many new channels appear?

- **About 15,800:** faceless channels FameX dates to the last 12 months. Not the global number of new channels.
- **19%:** the faceless share among TubeGen's classified channels whose first upload falls in the last year, against 15.4% overall. The dating is estimated.

- **520:** faceless channels younger than a year in TubeMind's index with at least one video at five times their usual views. An outlier is not proof of profit.



The "new channels" trap

FameX reports tens of thousands of faceless channels *added to its index* in a single week; that is not the number of channels created. Its figure that 90% of its new faceless channels passed 1,000 subscribers follows from which channels it finds, not from your chance of success starting from zero.

How much AI is in what people see?

Study	Figure	What it actually measures
Kapwing, data October 2025	278 channels with only AI "slop" among the top 100 trending channels in every country (about 15,000)	Popular channels, not all of YouTube
Kapwing, 2025	104 of the first 500 Shorts (21%) shown to a new account were AI slop	One recommendation session, not the share of AI in all videos
Kapwing, 2025	Those 278 channels: about 63 billion views, 221 million subscribers, an estimated \$117 million a year	Views and subscribers are observed; revenue is modelled from Social Blade, not confirmed payouts
TikTok, 10 July 2026	More than 3 billion videos labelled as AI-generated	Cumulative labels on videos, not accounts or daily posts
AI Forensics, 3 December 2025	354 accounts posted 43,000+ mostly AI-made posts in a month, with 4.5 billion views	Deliberately chosen automated accounts in 20 languages, not typical accounts

In the AI Forensics sample, 43,000 posts from 354 accounts in a month is about four posts a day per account. More than 65% of those accounts were created in early 2025, and TikTok labelled under 1.38% of their content as AI-generated: labelling of synthetic video is far from complete.

AI in creators' work is not the same as AI-only channels

- **86% (Adobe, 2025):** creators who used creative generative AI, in a survey of 16,000 people in eight countries; this includes editing, brainstorming and quality fixes.
- **75% (Adobe, 2026):** of creators with experience of creative AI, the share who call it an important or integrated part of their work. Not the share of channels made by AI.
- **72% (YouTube with NRG, October 2026):** US respondents aged 14-44 who post videos and say they use AI for images or video. A US survey, not a world figure.

Do faceless channels earn as well?

- **Ads:** TubeGen detected ads on 60.8% of faceless channels with a known status, against 64.1% of on-camera channels. TubeMind found monetisation signals on 81% of its faceless channels; FameX estimates 86% of its faceless channels appear to meet the Partner Program thresholds.
- **Audience:** in TubeGen, 51.8% of faceless and 60.3% of on-camera channels had 10,000+ subscribers.
- **Niches:** the faceless share was highest in gaming (30.2%), list videos (25.8%) and education (25.4%); in personal finance about 6.3%.

None of these measures actual transfers, costs or the share of profitable channels, and ads can run on videos whose channel is not paid for them.



The limit no index can cross

We do not know how many faceless channels are started, how many are abandoned, or what they earn after costs. An honest success rate or median income would need random accounts followed for 6-12 months from the day they were created, with access to real payments and costs. Nobody has published that.