

A global stage for Europe and European talent

2022



The impact of YouTube's creator economy in the EU

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Executive summary

YouTube is striving to be the most rewarding place for creators, helping them to grow their audience, develop professional careers and build sustainable businesses. This report covers YouTube's impact across the EU in 2022 from research conducted by Oxford Economics.*

YouTube powers the creator economy by giving creators a unique opportunity to earn money on the YouTube platform. Its unrivalled revenue sharing model gives creators many different ways to make money. Earning opportunities range from a share of the ad revenue, through to channel memberships and even funding from the fans themselves. For music and media companies, tools like Content ID empower rights holders to manage how their content can be found and monetised. For creators, this can help them start businesses and build content creation studios. For local businesses, this can become an important revenue stream which helps them hire staff and even expand into brick and mortar shops and premises. In fact, YouTube's creator ecosystem contributed over €5.5Bn to the EU's GDP and created more than 150K full-time equivalent jobs in the EU in 2022.

Media companies like broadcasters, news publishers and entertainment companies are also using YouTube to share European stories across the world. With large international audiences engaging with the platform every day, YouTube is a powerful marketing tool and can be especially useful for targeting a younger demographic. The platform offers media companies real-time analytics and information that can help them better understand their viewers.

Europe is a richly diverse continent with an incredible range of stories, languages and traditions. European YouTube creators are turning these stories into a valuable export for the EU. A Czech duo have built a following by helping overseas tourists have a more authentic experience in their home city, while a German creator has transformed their audience into an international baking empire. An Italian beauty creator is using her following to change the face of the beauty industry, and there's even a pair of Spanish creators who share their deep dives into the world's economic and political stories. The future feels bright for the European creator economy as more and more creators and businesses realise their potential with YouTube.

150K+

YouTube's creative ecosystem supported more than 150K full-time equivalent jobs in the EU.

YouTube's creative ecosystem contributed over €5.5Bn to the EU's GDP in 2022.

€5.5Bn

How creators earn money from YouTube

YouTube rewards creators by giving them multiple ways to earn money from their channel and videos.

YouTube gives creators more, creatively and financially. YouTube's unique revenue sharing model rewards eligible creators with a large share of **YouTube Premium subscriptions** and **advertising revenue** from adverts placed alongside their videos.

Creators can choose from multiple formats including Shorts to express their creativity and get rewarded financially. They also have extra opportunities to earn by engaging and interacting with their community of fans through additional revenue streams like **Channel Memberships**, which give subscribers access to exclusive content.

Other fan funding includes **Super Chat** to highlight a message to a creator, **Super Stickers** to get an animated message and **Super Thanks**, where fans can give a monetary "thanks" for their content. The **Shopping** function enables creators to sell products and merchandise directly through their YouTube channel.



@graceonyourdash

YouTube rewards creators by giving them multiple ways to earn money from their channel and videos.

How YouTube creates economic impact

HOW YOUTUBE CREATES ECONOMIC IMPACT



YouTube has billions of monthly logged-in users and every day people watch billions of hours of video and generate billions of views![†]

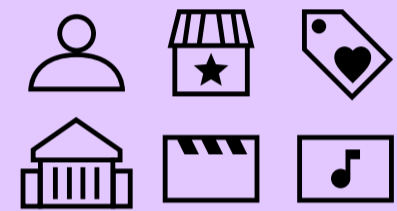


In 2022, more people created content on YouTube than ever before![†]

MORE THAN A PLACE TO UPLOAD AND SHARE VIDEOS

Creators use the platform to find new audiences, connect with fans around the world and build new careers and businesses.

Creators are individuals, businesses, charities, government agencies, media and music companies, and more.



HOW CREATORS CAN EARN MONEY FROM YOUTUBE

MULTIPLE WAYS TO EARN ON PLATFORM THROUGH THE YOUTUBE PARTNER PROGRAMME^{††}

YouTube pays creators a share of the revenues it earns from Ads and YouTube Premium subscriptions.



Ads



YouTube Premium

Fan funding offers ways for fans to pay creators:



Channel memberships



Super Chat



Super Stickers



Super Thanks

The YouTube platform also provides other ways for creators to earn money from their audiences:^{†††}



Shopping



Funds to support specific groups of creators

OTHER INCOME AIDED BY YOUTUBE

Building a profile on YouTube can help creators earn income outside of the platform, e.g.:



Brand deals and sponsorship agreements



Sales through their own website or business



Live appearances

YOUTUBE CREATES ECONOMIC IMPACT IN THE EU ECONOMY



In the EU, more than **250,000** creators and partners receive income linked to their YouTube presence.



1 out of 2 creators who earn money from YouTube agree that the revenue they receive from advertisements being placed on their YouTube content is an important source of income for them.



2 out of 3 media and music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.



More than **100,000** creators and partners in the EU employ other people to work on their YouTube channel.[†]

[†] Source: YouTube first-party data as of December 2022.

^{††} Further information about the multiple ways to earn is available [here](#).

^{†††} Alternative monetisation products include fan funding and shopping.

Creating careers, businesses and impact for Europe

YouTube enables creators and businesses to thrive by giving them the tools to earn revenue and better understand their customers.

YouTube's unique revenue sharing model helps to generate significant economic impact. The YouTube creative ecosystem contributed more than €5.5Bn to the European economy in 2022. This is largely through the earnings that it pays to creators, artists and music and media companies. For creators, these earnings can enable them to turn creating content into a full-time career and successful business. It can also enable them to hire staff, buy equipment and grow into bricks-and-mortar studios, shops and commercial premises.

German creator and businesswoman Kiki Aweimer began posting videos of her baking to her YouTube channel in 2016. After [@KikisKitchen](#) began to grow in popularity she decided to open an online shop, selling everything from kitchen utensils to organic preserves. Today, she has expanded even further by opening her own café near Bochum where she sells the cakes featured on her YouTube channel. In total, she employs almost 70 people to help her run her YouTube channel and other businesses. Kiki credits her business success to the close YouTube community she's created, who she calls her "Kikimmunity".

YouTube can also be a valuable tool for small and medium sized businesses. Access to large local and international audiences make YouTube a cost-effective and accessible marketing tool. SMBs can also use a combination of platform analytics and audience engagement to help determine where demand for their products or services is, which can help them decide which markets to expand into.

67%

67% of creators who earn money from YouTube report that YouTube has had a positive impact on their professional goals.

73% of businesses with a YouTube channel agree that Youtube has helped them develop a following from their local area.

76% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.

76%

73%



We have hired 38 people for our online shop, but in total we have nearly 70 employees, because we opened a brick-and-mortar store as well as a café. All of that would not have been possible without YouTube.

- Kiki Aweimer, Kiki's Kitchen, Germany

From home baker to ambitious business owner

German creator and businesswoman Kiki Aweimer developed her love of baking while helping out in her parents' café when she was younger. In 2016, Kiki decided to start a YouTube channel, [@KikisKitchen](#), with the help of her husband Hamza who filmed her on his phone. Kiki enjoys going to local markets and working with seasonal ingredients to create her recipes. All of her recipes are easy to follow and she includes tips and tricks to make it simple enough that anyone can bake them. She also regularly responds to recipe requests from her enthusiastic community of subscribers who she calls her "Kikimmunity".

As her subscribers and popularity grew, Kiki began expanding the types of content and formats, including more personal behind-the-scenes stories. Over the years Kiki reinvested the income she earned from her YouTube channel into building up professional studio capabilities, including lighting, cameras and editing. This level of professionalism has helped her attract partnerships with brands such as supermarket chain Kaufland.

In 2019, Kiki capitalised on her YouTube popularity by opening an online shop that sells everything from her own branded cooking utensils to organic preserves. Kiki uses the ingredients she sells from her store in her recipe videos, helping to drive sales across Europe. Kiki's baking empire continued to expand and in 2022 her and Hamza opened their first store, Kikis Kitchen Coffee & Sweets, in the Ruhrpark in Bochum. There, customers can buy her signature "San Sebastian Cheesecake" which they can also learn to bake on her channel. Today, Kiki employs nearly 70 people and has ambitious plans for the future, including international expansion, with cafes planned for Düsseldorf and London.

Kiki capitalised on her YouTube popularity by opening an online shop that sells everything from her own branded cooking utensils to organic preserves.



@KikisKitchen

European culture on the world's screens

YouTube gives European creators a global stage to showcase their rich and diverse culture. YouTube has billions of monthly logged-in users and every day people watch billions of hours of video and generate billions of views.* These audiences give creators the opportunity to build a global community of fans. And because YouTube is free and accessible, creators from every corner of Europe have the opportunity to turn their passions into a sustainable career and business.

Czech creators Janek Rube and Honza Mikulka created their YouTube channel [@HonestGuide](#) to help overseas visitors have the best experience of their home city of Prague. The duo use their local knowledge to recommend places to eat, help tourists navigate public transport and avoid tourist scams. They've built a global following of over 1.3M subscribers and have even been invited to create content for other European cities.

YouTube is also a great way for European music artists to share their content. Local artists have used YouTube to get discovered and launch their global careers. Music companies are constantly using YouTube to scout for breakthrough artists and use the platform to launch newly signed artists. For local music companies, the access to international audiences makes YouTube a cost-effective and accessible marketing tool. YouTube increases the overall talent pool of European artists by giving artists and music companies a global stage for their creativity.

71%

71% of creators who earn money from YouTube agree that YouTube helps them export their content to international audiences they wouldn't otherwise have access to.

73%

73% of creators who earn money from YouTube agree that YouTube is an essential platform to earn a global presence.

90%

90% of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.

72%

72% of media and music companies with a YouTube channel agree that YouTube has increased the supply of creative talent in the industry.

When people from all over the world flew in to meet us, the numbers amazed us! We couldn't believe people travelled so far to shake our hands. It was a night we'll never forget.

- Janek Rubeš and Honza Mikulka, Honest Guide, Czechia



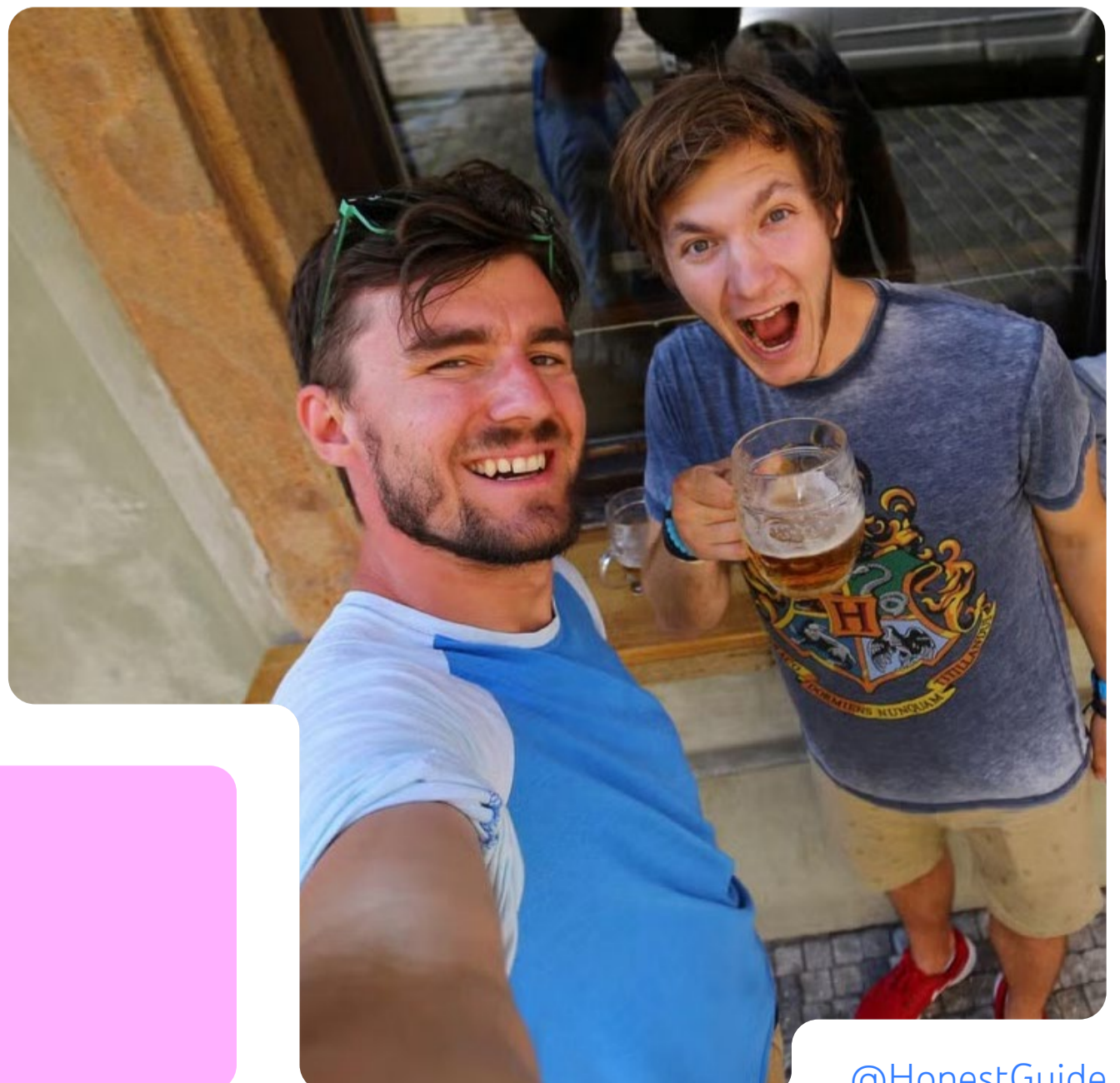
The tour guides showing millions of people around Prague

In 2016, Janek Rubeš and Honza Mikulka, two independent journalists based in the Czech Republic, started their YouTube channel [@HonestGuide](#). Their goal was to give tourists an insider's guide to their hometown Prague and help them navigate the city like a local. Over the years they've covered everything from recommended cafes and restaurants to handy transport routes and even where to find a real Czech koláč. Each video offers numerous tips and recommendations to give tourists a more authentic experience.

The channel also aims to steer tourists away from overpriced establishments and help them be wise to potential scams. The duo's first video helped tourists avoid a currency exchange tourist trap. It was incredibly popular and to date has over 4.3M views. Remarkably, their coverage of currency exchange offices involved in scams prompted the city of Prague to take action and shut them down.

Janek and Honza love how their videos foster a genuine connection between Prague and a global audience. Honest Guide's open approach to displaying both the good and the bad side of Prague differentiates their channel and is welcomed by fans. Their content has been so popular that cities like Helsinki, Tallin, Linz and Krakow have invited the creators to film content there. Despite garnering international recognition, they remain grounded in their roots and consistently conclude each video by teaching viewers a word in Czech. Na zdraví!

Their content has been so popular that cities like Helsinki, Tallin, Linz and Krakow have invited the creators to film content there.



[@HonestGuide](#)

Helping Europe's media companies go beyond borders

Media companies across Europe are sharing news, information and stories on YouTube to audiences across the continent and beyond.

Media companies like broadcasters, news publishers and entertainment companies are using YouTube to share European stories across the world. The range of content shared on YouTube is vast, including breaking news, current affairs, special reports, documentaries and explainers, in a wide variety of languages and formats. YouTube is a useful tool to help media companies expand their reach beyond that of traditional broadcast, and the platform can be especially useful in helping these companies reach a younger demographic.

YouTube's unique revenue sharing model enables media companies to earn a share of YouTube Premium subscriptions and advertising revenue from adverts placed alongside their videos. This is an important revenue stream for media companies, helping them grow their audience and revenue at the same time.

European media companies like [@VisualPolitik](#) are sharing authoritative information and quality content on YouTube. Visual Politik is a Spanish YouTube channel dedicated to creating stories about world politics and economics. They produce data-driven, analytical and well-researched content that goes beyond the topics covered by mainstream media, such as how US economic decisions affect us in Europe.

YouTube also offers a unique opportunity for news platforms and media organisations to better understand their audiences, providing them with real-time analytics and information that can help inform the content their audience is engaging with. Media companies can also engage and interact with their subscribers directly through comments, helping to form a more meaningful relationship with their audiences.

68%

68% of media companies with a YouTube channel agree that YouTube is an important source of revenue for their company.

75% of media companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.

75%

The three friends who founded their own media company

In December 2015, three Spanish friends with an interest in world politics and economics saw a gap in Spain's news and media landscape and decided to start their YouTube channel [@VisualPolitik](#). Enrique Couto, Enrique Fonseca and Alberto Rodriguez fundamentally believe in the free exchange of ideas and information globally. They want to expand and add depth to the mainstream media conversation by providing quality political and economic news, information and analysis for viewers.

Visual Politik appeals to curious, well-informed audiences with insightful content that goes deeper and beyond the usual topics covered in traditional media. While mainstream outlets cover topics such as national elections and events, Visual Politik takes a wider view, analysing global economic trends and geopolitical developments, covering topics like the progress of Ukraine's counter-offensive in the ongoing war and the energy sector in central Asia.

The channel only uses reliable sources and has a multi-stage, multi-person review system for all of the content they produce. Their commitment to producing data-driven, analytical and trustworthy content has helped reach a global audience and cut through the volume of unreliable and poorly sourced content online. On top of the Visual Politik Spanish language channel, with 3.18M subscribers, the team also has an English-speaking channel with 1.32M subscribers and produces content in 18 other languages.

Their commitment to producing data-driven, analytical and trustworthy content has helped reach a global audience and cut through the volume of unreliable and poorly sourced content online.



[@VisualPolitik](#)



We have always known what we wanted for our channel, and we are delighted that we get to fulfil our vision by producing high-quality, **truthful and analytical content enjoyed by millions across the globe.**

- Enrique Couto, Enrique Fonseca and Alberto Rodriguez,
Visual Politik, Spain



Where diverse voices come to thrive

YouTube is a place where creators from all backgrounds can find their voice and build a community.

Europe is home to an abundance of traditions, cultures and perspectives and YouTube is a window for the world to view them all. Creators from all backgrounds are sharing their stories and building communities around them. These communities can become a place to find common ground and share new ideas. And by engaging with their communities, creators can show more of their personality, grow their audience and find inspiration for their content.

Creators like Loretta Grace are helping under-represented communities to feel seen, heard and understood. Loretta started the [@graceonyourdash](#) channel to fill a gap for Italian language makeup tutorials and tutorials for darker skin tones. A woman of colour, Loretta loves to share personal stories with her community of subscribers and is known for her unapologetic openness and honesty. In a segment called 'Divers/IT', Loretta showcases individuals from diverse backgrounds, including those from the LGBTQI+ community, women who wear hijabs, those living with vitiligo and body-positivity advocates.

Free and accessible, anyone can start a YouTube channel and grow an audience like Loretta. And because of YouTube's revenue sharing model, they also have an opportunity to earn a living by doing it. YouTube is committed to giving everyone a voice and it prides itself on being the home of diverse voices and perspectives.

84% of users agree that with YouTube they can hear from diverse communities and/or cultures from around the world.

84%

78% of users agree that YouTube is home to diverse content and perspectives.

78%

70% of creators who earn money from YouTube agree that they identify and feel like they have a place to belong on YouTube.

70%

89% of female creators agree that YouTube helps them share their passions and ideas.

89%

@graceonyourdash

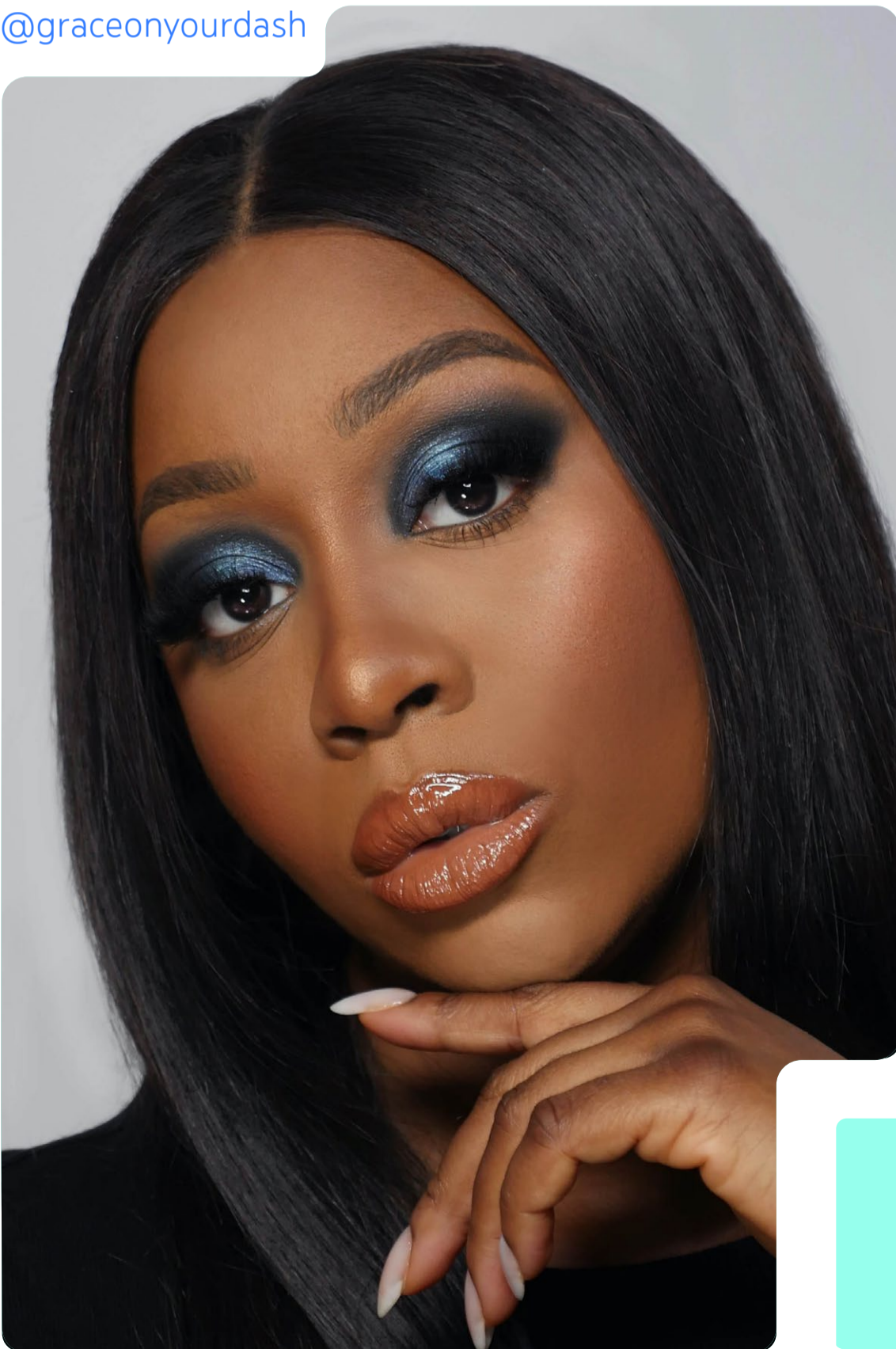


When I started uploading videos on YouTube, **there was no one else like me,** so the Italian audience was eager to learn. People of colour in Italy had a strong desire to feel represented, and YouTube provided that platform.

- Loretta Grace, Grace on your Dash, Italy

The creator changing the face of the beauty industry

[@graceonyourdash](#)



Loretta Grace is an Italian actress and singer, and the creator behind the YouTube channel [@graceonyourdash](#). She initially started her channel after noticing a lack of makeup tutorials in Italian but also a lack of tutorials for people with dark skin tones. Loretta believes that everyone, no matter their gender, age or skin tone, should be able to wear makeup, look their best and raise their self esteem.

Initially, Loretta leaned into her acting and singing talent to bring a unique flair to her content by delivering the makeup tutorials and advice through song. This boosted her popularity and built up the subscribers to her channel. She later transitioned into sharing more personal stories and featuring special guests doing each other's makeup whilst talking about everything from the world of beauty to finding love to decluttering. As a woman of colour, Loretta wanted her channel to be a beacon of diversity and inclusivity. Her 'Divers/IT' segment showcases people from diverse and underrepresented backgrounds, including people from the LGBTQI+ community, women who wear hijabs, those living with vitiligo and body-positivity advocates.

Over time, Grace on Your Dash has grown to over 650K subscribers and become a platform for people of colour to promote inclusivity and representation in the beauty industry. Loretta's distinctive YouTube content, fuelled by her charismatic and outgoing personality, has helped her secure brand collaborations with beauty, lifestyle, fashion and technology brands, including consulting with a top beauty brand to produce a makeup range for diverse skin tones. She's also written a book called 'Skin' and hosted a TV programme. More importantly, she's helped several underrepresented communities find their voice and feel seen and supported.

Loretta's distinctive YouTube content, fuelled by her charismatic and outgoing personality, has helped her secure brand collaborations with beauty, lifestyle, fashion and technology brands.

Oxford Economics Economic Modelling Methodology Q&A

What types of creators does the economic modelling include?

Oxford Economics' models include creators who earn money from YouTube. These creators are specifically defined as individuals or businesses with at least 10,000 subscribers to their largest channel, as well as those with fewer subscribers who either earn money directly from YouTube, earn money through their YouTube videos from other sources, or permanently employ others to support their YouTube activities. Oxford Economics also models the impact of media companies and music companies.

How did Oxford Economics estimate the GDP contribution of YouTube's creative ecosystem?

The total pay-out from YouTube in 2022 was estimated using results from a survey of EU YouTube content creators and published information on music industry revenues. Off-platform revenues were estimated from creator and business survey responses.

Oxford Economics estimated the direct GDP contribution of creators who earn money from YouTube by subtracting intermediate costs from revenue associated with YouTube activity (the "production" approach). The direct GDP contribution of music and media companies was estimated by applying a standard GDP:output ratio to the revenue estimates.

Oxford Economics then used an "input-output" model—in essence, a table showing who buys what, and from whom, in the economy—to estimate both the supply chain (indirect) and worker spending (induced) impacts. The model for the EU was drawn from Oxford Economics' Global Impact Model, which is in turn based on OECD data.

The results are presented on a gross basis; in other words, they do not consider what the resources used by content creators or stimulated by their expenditure could alternatively have been deployed to do.

How did Oxford Economics estimate the total jobs supported by YouTube?

Full-time equivalent (FTE) jobs supported amongst creators who earn money from YouTube were estimated from survey responses relating to the weekly hours spent working on YouTube. Oxford Economics only included responses from creators who earn money from YouTube who spend at least eight hours per week working on YouTube.

Oxford Economics also estimates the FTE jobs associated with the permanent employees and partners of creators who earn money from YouTube, by drawing upon survey responses. Jobs supported by media and music companies, and through indirect and induced impacts for all types of creator, were estimated by applying productivity assumptions to the GDP results.

Note: The case studies presented in this document were provided by YouTube.

About Oxford Economics

Founded in 1981, Oxford Economics has become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on more than 100 industries, 200 countries, and 8,000 cities and regions.

Headquartered in Oxford, England, with regional centres in New York, London, Frankfurt, and Singapore, Oxford Economics employs 450 staff, including 300 professional economists, industry experts, and business editors.

As a key adviser to corporate, financial, and government decision-makers and thought leaders, our client base comprises over 2,000 international organisations, including leading companies, financial institutions, government bodies, trade associations, top universities, consultancies, and think tanks.

