



YouTube

700

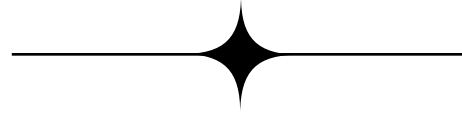


15 YEARS

#creatingforIndia

# ARCHITECTS OF A PARALLEL FRONTIER

How the ingenuity of Indian creators and evolving preferences of fans is shaping a new wave in digital video



700



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# A CELEBRATION OF 15 YEARS

## 2008

YouTube launches localized website in India



## 2009

Traditional media channels including film studios and music labels are among the first to launch channels



## 2010

The early success of the first wave of creators inspires others to explore and express themselves on YouTube.



## 2011

YouTube Partner Program launches in India



## 2014

First YouTube FanFest in India



## 2016

YouTube Kids app launches in India



## 2017

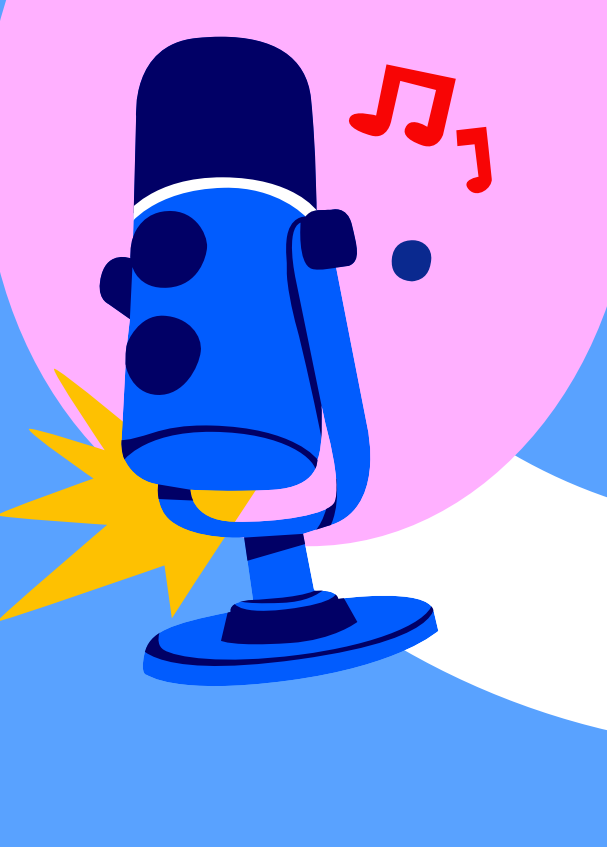
The first Paid Digital Good, Super Chat, introduced



## Music

## 2019

YouTube Music comes to India



## 2020

YouTube Shorts early beta launches in India



## 2021

Our fourth Paid Digital Good, Super Thanks, unveiled



## 2022

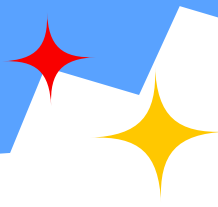

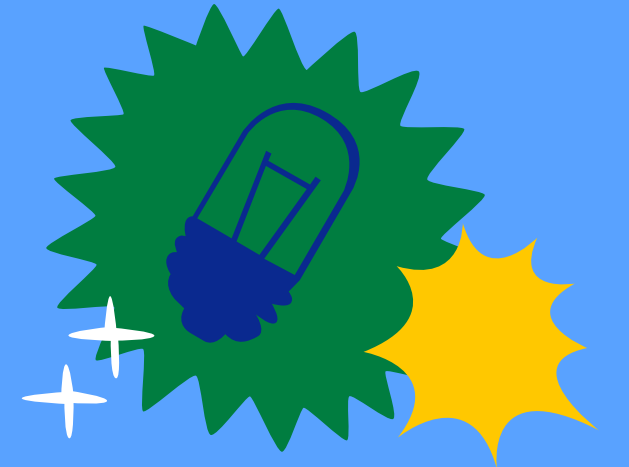
Early access to Multi Language Audio and Aloud, an AI-powered dubbing service, rolled out to select creators in India



## 2023

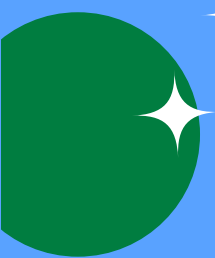
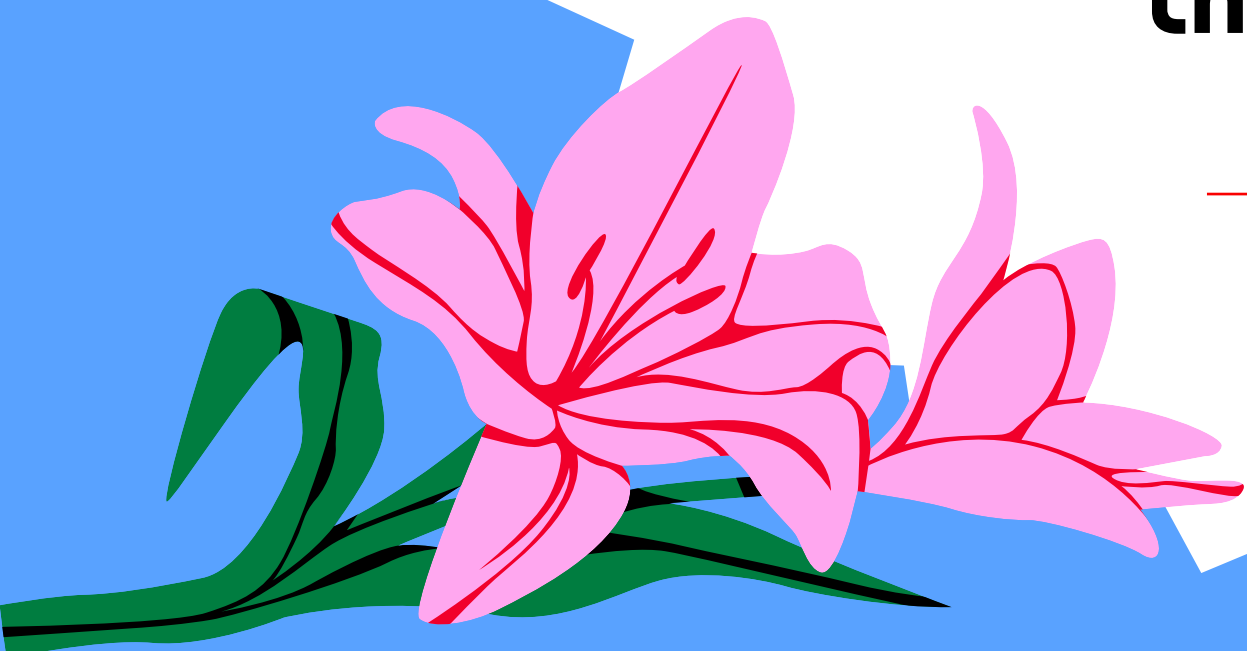
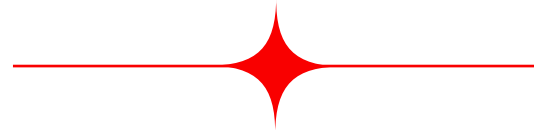
The YouTube Partner Program expands, introducing new eligibility criteria for Shorts, Ad revenue sharing for Shorts and YouTube Courses launches





# CULTURE

**The blurred line between  
viewer and creator is  
defining the culture of  
the moment**



# POP CULTURE IS PERSONAL



Back when moments such as Kolaveri Di or Dhoni's iconic six captured people's hearts and minds, these 'viral' trends represented a monolithic pop culture, where everyone experienced digital culture in the same way.



 @YashrajMukhateOfficial  
5.04M SUBSCRIBERS

**Now, virality is defined by individuality and pop culture is all about personal expression.**

With the explosion of video formats, easy to use tools and special effects features, we're all amateur editors and artists, generating riffs on popular videos peppered with unique perspectives and personal expressions. The result? A world where the biggest trends are defined by how fans make them their own.

# 40%

**of people surveyed describe themselves as video content creators.**

Source: Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023


# INDIAN CREATORS AND FANS ARE ACTIVELY DEFINING GLOBAL TRENDS

When YouTube first launched in India, it offered a window to the world of International pop culture. Today, creators and artists in India have made their mark on the world stage and are shaping culture globally, creating and inspiring new trends and fresh takes on content.



 **@TheKiffness**  
1.96M SUBSCRIBERS



 **@TheQuickStyle**  
3.01M SUBSCRIBERS

## 76%

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.

Source: Oxford Economics Impact Report 2022.

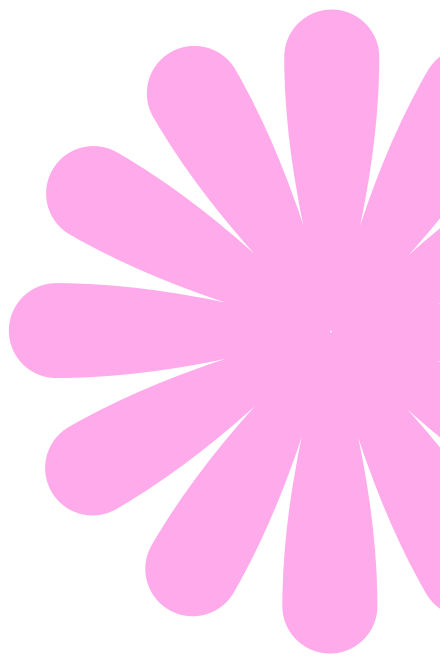
Over

## 15%

of watch time on content produced by channels in India comes from outside of India as of December 2022.

Source: YouTube Internal Data

# DEEPLY PERSONAL DIGITAL COMMUNITIES LEND A HYPER-LOCAL TOUCH TO POP CULTURE



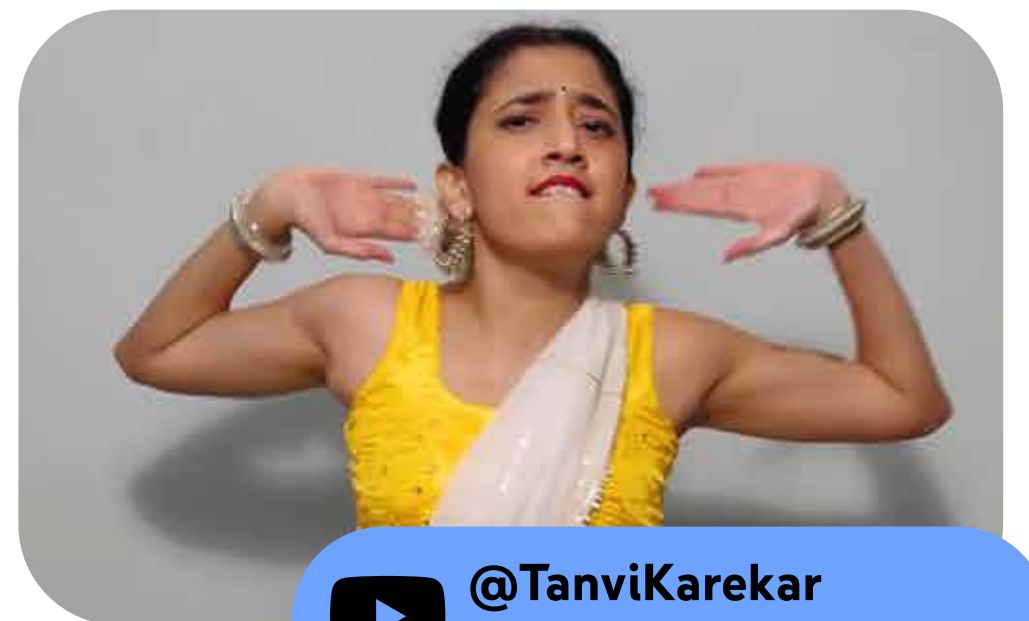
With content on a wide array of topics, YouTube truly celebrates the 'You!' If you have a question, you will find not only an answer for it on YouTube but also a community.

From agriculture to zumba, communities of all kinds are thriving, characterized by a group of people who share a common personal identity or interest and actively participate around that in a digital environment.

# 80%

of users agree that they can easily find content on YouTube in their preferred language.

Source: Oxford Economics Impact Report 2022.



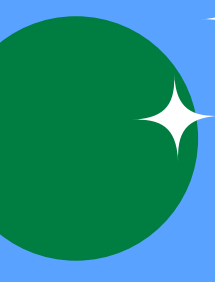
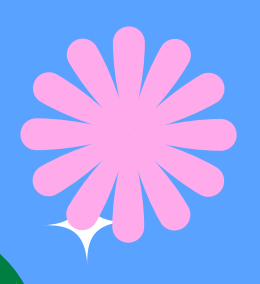
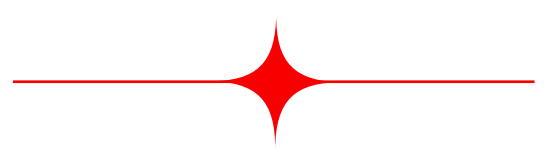
From India's K-pop army to fans of comics and superhero flicks, a multiverse of content inspired by local culture and created in local languages is helping global trends find deeper resonance than ever before.





# CREATIVITY

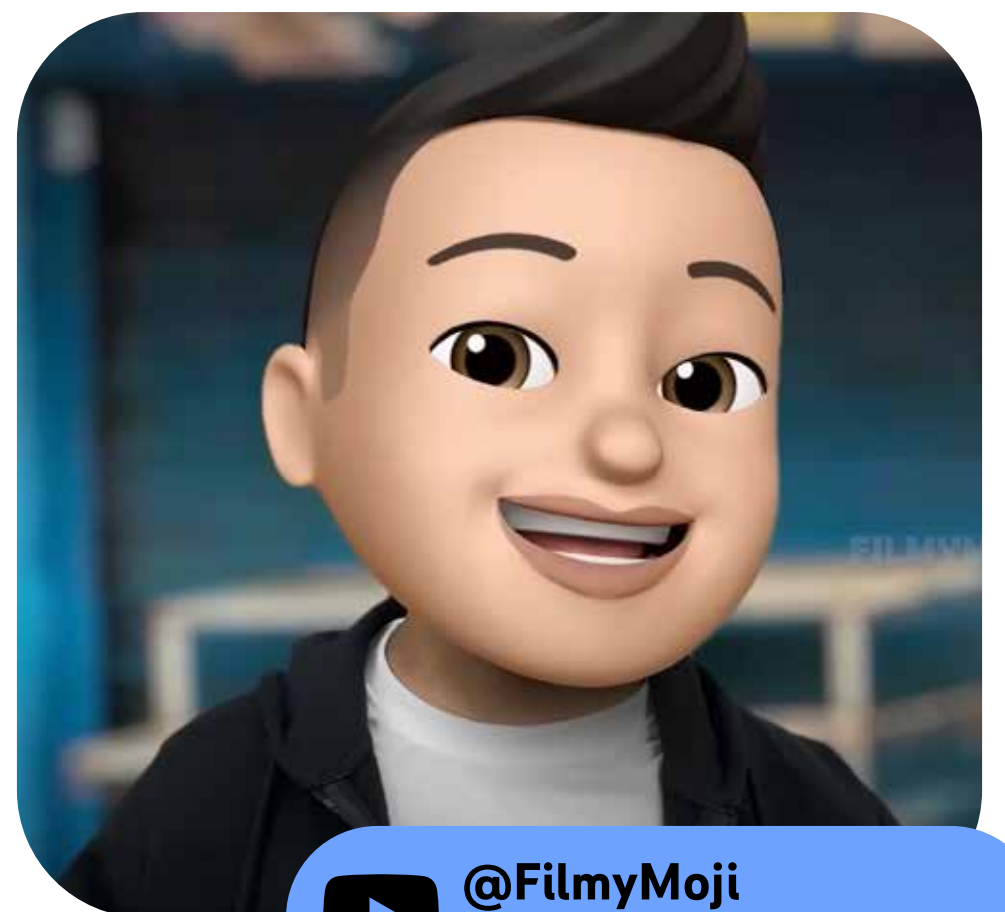
Creation is commonplace





# A WIDE RANGE OF TOOLS FOR CREATIVE EXPRESSION IS REDUCING FRICTION FOR CREATORS

The array of available video tools has exploded, enabling users to easily clip or remix video and audio, add filters and effects, or even turn into virtual avatars. In a world where creating is so easy and fun that it can be a form of entertainment itself, the breakthrough potential for an idea is increasingly tied to how effective it is at unlocking opportunities for viewers to add their own spin.



**In 2022, more people created content on YouTube than ever before.**

Source: YouTube Internal Data, Global, 2022 v each year during 2017-2021

For example, avatars, which let any viewer present themselves as a new, virtual character, allow creators to represent themselves however they want.

# 67%

**of Gen Z surveyed say that they used a filter, feature or effect on a video app over the past 12 months.**

Source: Google/Ipsos, YouTube Trends Survey, IN, May 2023, n=603, online Gen Z adults, age 18-24.

# FRICTIONLESS CREATIVITY IS HELPING LINGUISTIC DIVERSITY THRIVE, AND POWERING NEW SUBCULTURES

The simplicity of creative tools is democratizing creation and creativity is no longer the bastion of urban creators and artists. Regional creativity is as much about authentic expression as it is about creating a unique differentiator for creators, in a land as culturally diverse as India. It isn't simply about localizing language but about localizing the culture.



# 87%

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

Source: Oxford Economics Impact Report 2022.



With content and music spanning languages - including Bhojpuri, Haryanvi, to Kokborok, Santhali and Chokri as well as a range of dialects from Bellary, Pallakad, Kanyakumari - the language of YouTube is truly your mother language.

# CREATIVITY RE-IMAGINED

Video was mostly defined by a single content format. Today, audiences seek out content across formats - long form, short form, live - to fit their specific mood and need. And, creators are responding by diversifying their storytelling across those formats and creative expressions

More formats mean

**more fans,** **stories,**  
**scale,** and **impact**

which in turn helps breathe new life into popular, well-established genres such as gaming, tech, comedy or cooking. There's also a revival of interest in culture, case in point: the growing community of Shayari and poetry; and even the emergence of new genres such as science and motivation or facts and general knowledge.



@PahulWalia

392K SUBSCRIBERS



# 69%

of Gen Z like when their favorite creators are creating in different formats (e.g. short form, long form, podcasts, live streams).

Source: Google/Ipsos, YouTube Trends Survey, IN, May 2023, n=603, online Gen Z adults, age 18-24.



@Mousumi Kundu

620K SUBSCRIBERS

Gaming engines are being used as production environments to recreate iconic Cricket matches, and Shorts is giving established genres such as make-up a fresh look.



# CREATOR ECONOMY

**A parallel economy  
emerges... and is thriving**



# VIDEO TRANSCENDS GEOGRAPHY, BREAKING DOWN LITERACY BARRIERS

Features like closed captions and multi-language audio tracks allow audiences to tailor their viewing experience while letting creators add new layers to their storytelling and reach new audiences beyond cultural, geographic, or language barriers.

Other creators use captions to add context, deliver inside jokes, or connect with fans from across the country - or even the world.



For viewers, multi-language audio means they can now watch videos dubbed in their primary language, introducing them to even more content that they otherwise may not have seen.

**54%**  
of people surveyed agree that they follow a creator who creates content in a language other than their own.

Source: Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023

# EASE OF CREATION DRIVES MORE PARTICIPATION IN THE CREATOR ECONOMY

## 93%

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

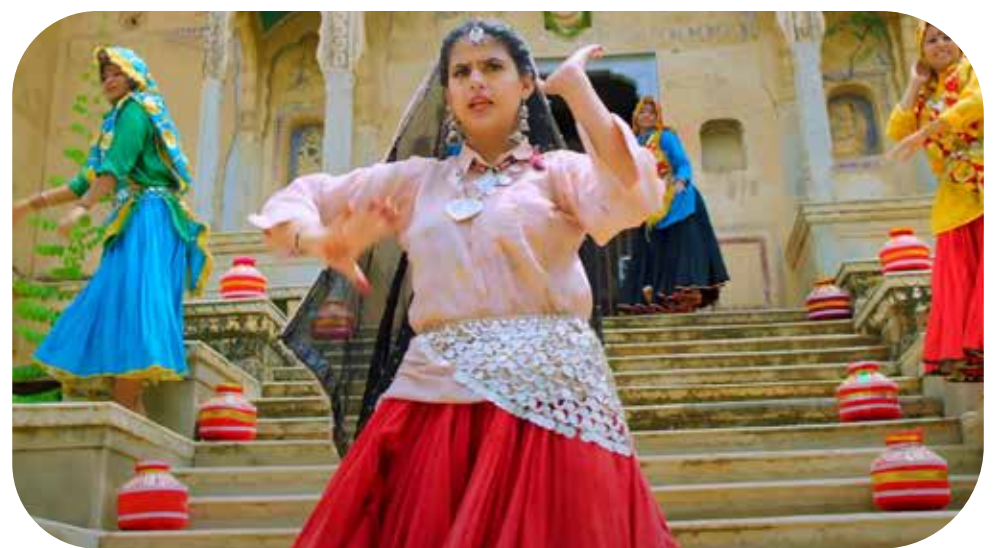
An expanded canvas of formats and creation tools means that more people have the access and opportunity to express themselves and share their point of view. And, this is unlocking creativity across the length and breadth of the country. For Gen Z, it is an opportunity to share their unique perspectives on everyday life. And, for artists, it is an opportunity to break out on a scene and find their stage.

## Hundreds of thousands

of channels made money for the first time in 2022. Source: YouTube Internal Data, 2022



Like the Village Cooking Channel, there are other creators from the far corners of the country who have found that a key ingredient for success is the ability to stay true to and celebrate their culture that allows them to grow into global ambassadors of India's hinterlands.



The chart topper, "52 Gaj ka Daman" a Haryanvi song by Renuka Panwar, has over 1 Billion views

# A PLATFORM FOR NEXT GEN ENTREPRENEURS

As early creators found their early viewers, from across the world, it heralded the start of what would become one of the most thriving parallel economies today. With access to not only a wide canvas of creative tools but also to a diverse range of monetization options, more creators are turning passions into professions.

A sustained career as a creator requires more intentional engagement. With today's crowded content marketplace, creators are being more strategic, agile and intentful, using the vast array of tools to deliver the content viewers want no matter their screen, tastes, or time available to watch.

**80%**  
of creators who earn money from YouTube agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.

Source: Oxford Economics Impact Report 2022



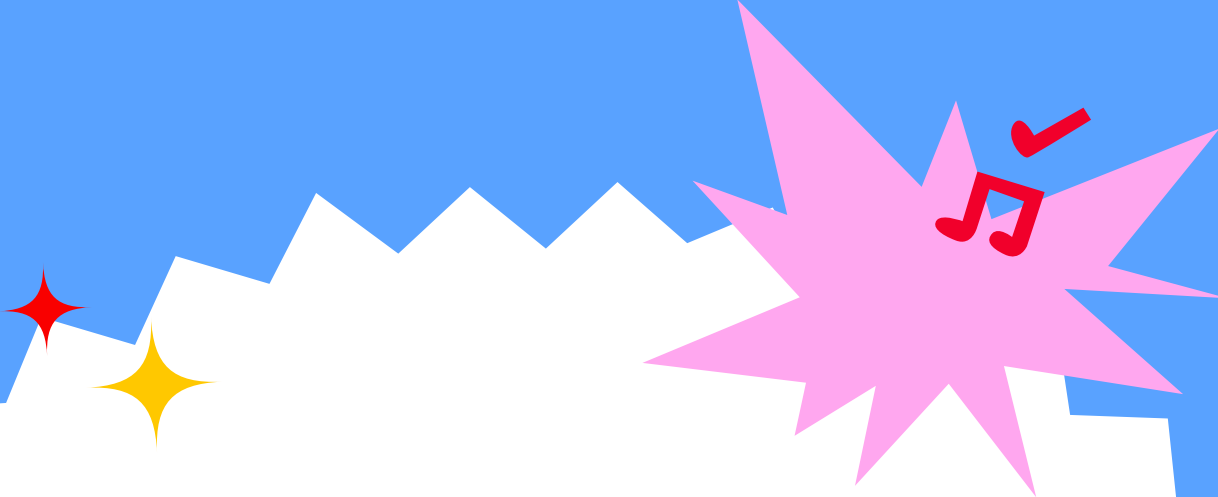
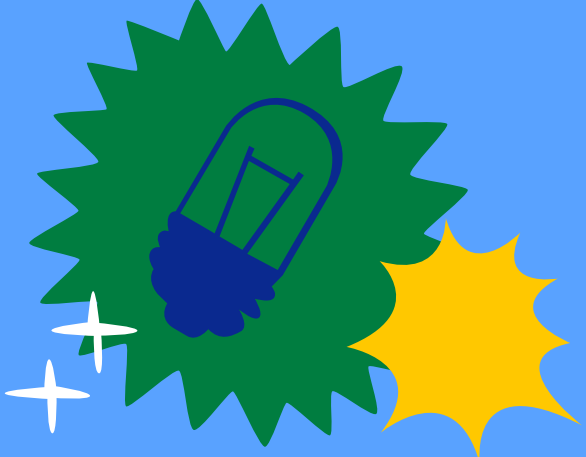
**@suyashfashion3847**  
1.7M SUBSCRIBERS

A seasoned vlogger, Yashi Tank's foray into entrepreneurship was built on the foundation of her successful YouTube channel.



**@IndianFarmer**  
3.87M SUBSCRIBERS

Santosh and Akash Jadhav have a dream to revolutionize traditional farming in India and are helping farmers in their community with up-to-date farming techniques through their YouTube channel.



# CONSUMPTION

What viewers want





# ENTERTAINMENT TO EDUCATION TO ENRICHMENT


Today, YouTube has journeyed from being the home of niche urban entertainment-led fandom to an engine where Indians are contributing and seeking information that directly improves their productivity, employability and incomes.

# 91%

of users report they learn how to fix practical problems on YouTube.

Source: Oxford Economics Impact Report 2022.



 **@KaizenEnglish\_Malar**  
1.17M SUBSCRIBERS

Malar helps Tamilians learn the English language and enhance their communication skills.



 **@LostStoriesAcademy**  
1.79K SUBSCRIBERS

After bringing renewed interest to electronic dance music among Indian fans, with the success of their debut album, Lost Stories wanted to do more to inspire and help emerging musicians. Thus was born Lost Stories Academy.



# NEW LEVELS OF FANDOM HAVE EMERGED

As the digital environment evolves, fandom is becoming more stratified, with new levels of participation growing in the space between the casual fan and the super fan – thanks to both new technology and an expansion of formats.

Casual fans might have a feed that helps them passively consume more content relating to their fandom, from lore to behind-the-scenes content.

A more active fan might use Shorts to create memes, or interact with a brand's campaign by remixing or riffing on its content. A level higher, some fans may create content for other fans, while professional fans use their expertise to create for a general audience.

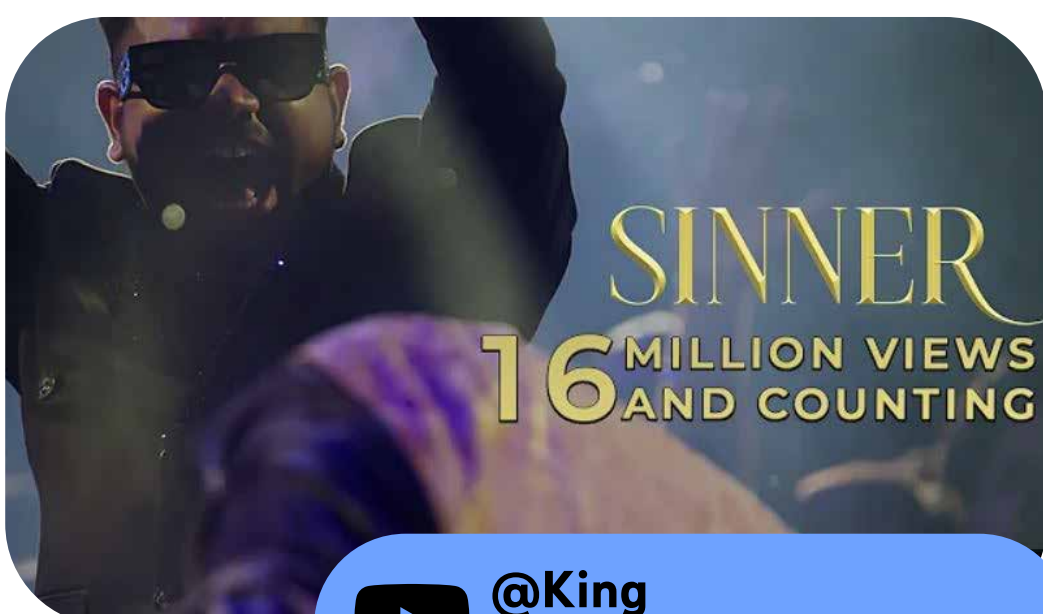
# 48%

of Gen Z surveyed say that they have watched videos made by fans of specific content, artists, or public figures over the past 12 months.



# IN A DIGITAL ENVIRONMENT THAT HAS NEW DIMENSIONS, CONSUMPTION IS BOUNDLESS ✨

Audience expectations are evolving, pushing the boundaries of what entertainment can be. Viewers increasingly expect personalized experiences, and use different formats to meet different need states – viewing long-form, short-form, live, and pre-recorded content across mobile and connected TV screens.



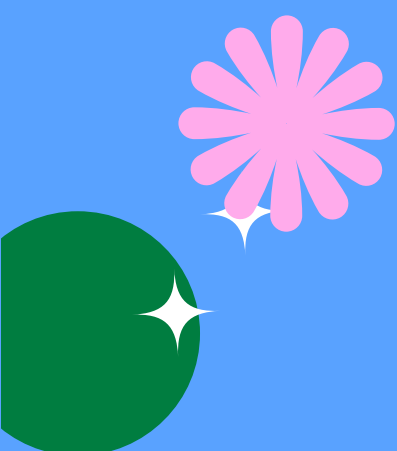
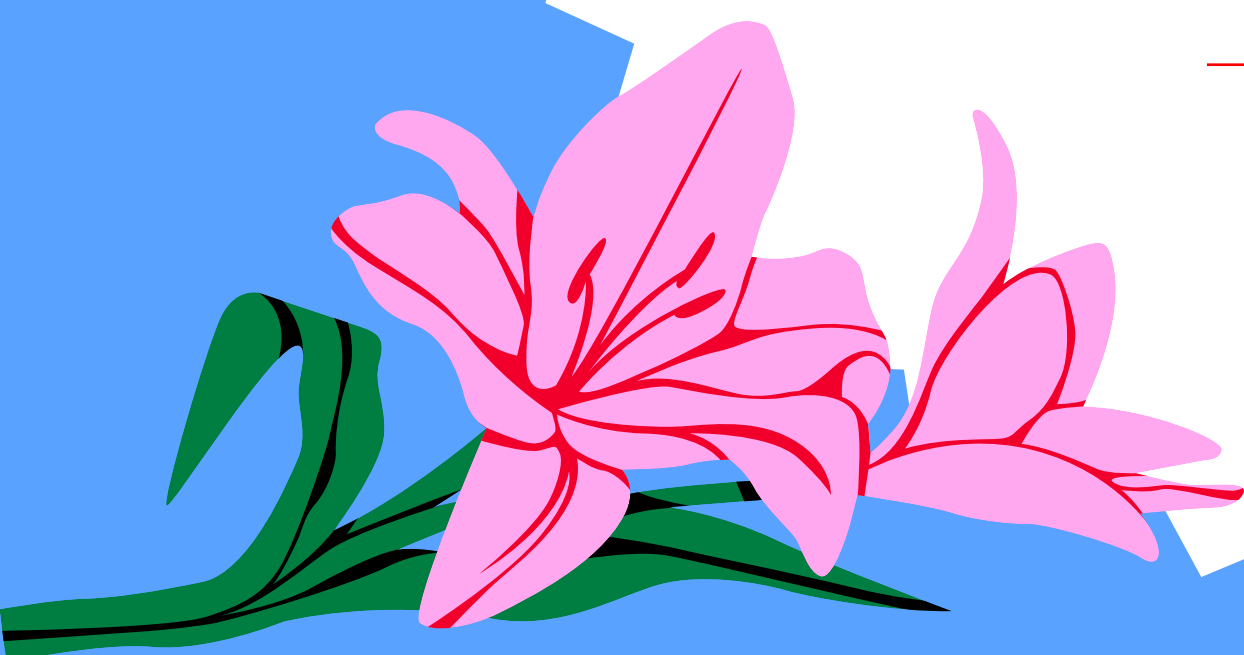
From creating alternate universes in his music videos, teasing new launches and promoting his music through Shorts, KING has found new ways to keep his community of fans engaged and interested.

**71%** of people (online 18-44-year-olds) responded that they agree that they watch videos about a specific topic that they are into in multiple different formats (e.g. short form, long form, podcasts, live streams).

Source: Google/Ipsos, YouTube Trends Survey, IN, May 2023, n=1828, online adults, age 18-44.

The environment where this creativity exists has become more dynamic and personalized. Expanding content formats, the evolving ecosystem of fandoms, and even new viewing contexts – evidenced by the rise of connected TV – have led to trending phenomena that offer different entry points and levels of depth for viewers.

**WHAT'S IN  
STORE NEXT?**



# ENDLESS POSSIBILITIES ON THE HORIZON AS TECHNOLOGY EVOLVES

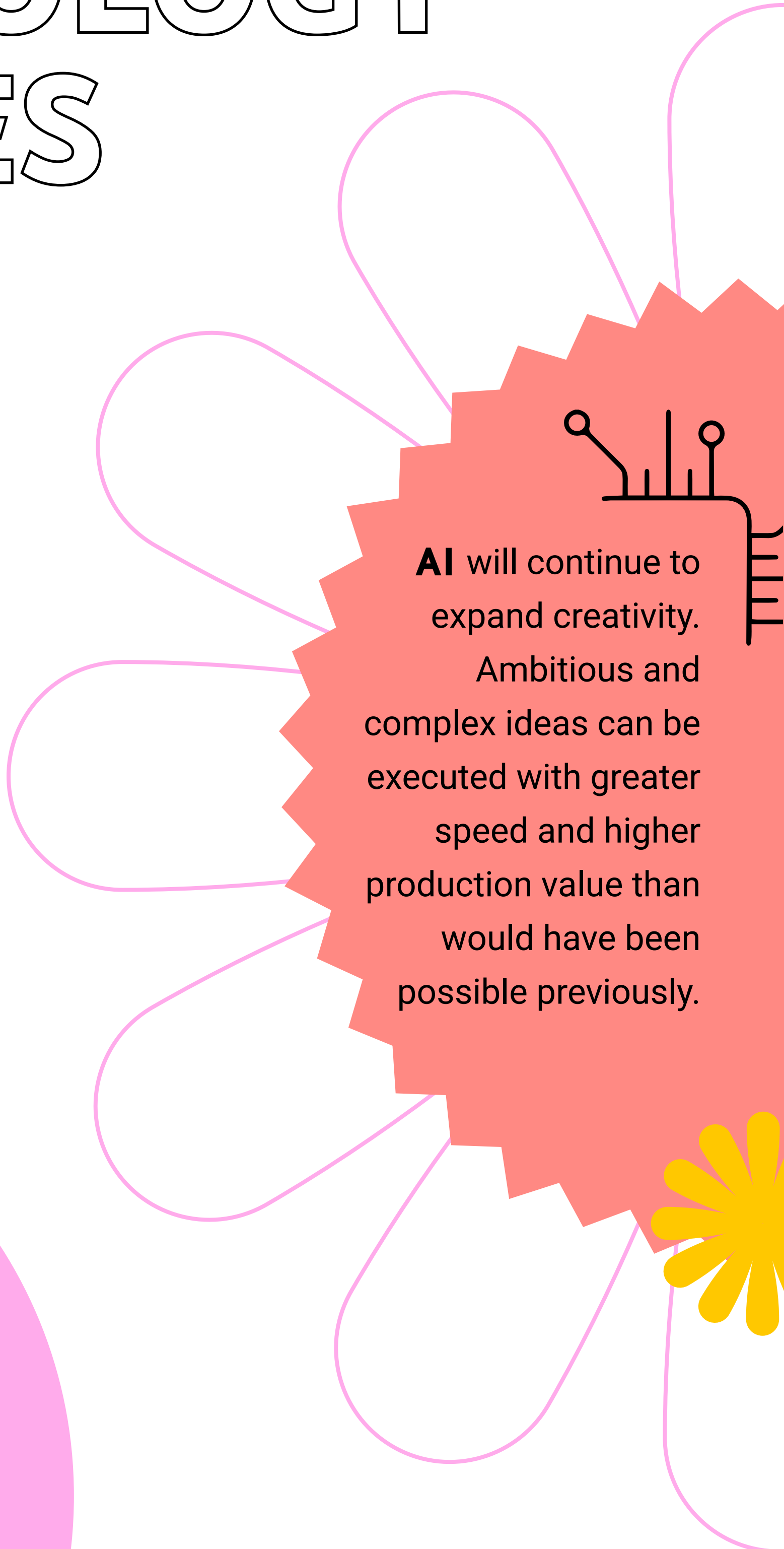
Evolution in technology is democratizing complicated forms of self-expression, introducing us to a world where unique ideas are the foundation of what breaks through online. This has already begun reshaping the intersection of self-expression and fandom, allowing viewers to expand the meaning of cultural entities that they find resonant.

# 69%

of people responded that they are open to watching content from virtual or animated influencers.



Source: Google/Ipsos, YouTube Trends Survey, IN, May 2023, n=1828, online adults, age 18-44.



**AI** will continue to expand creativity. Ambitious and complex ideas can be executed with greater speed and higher production value than would have been possible previously.

# CONNECTED TV AND SHORTS 🌟 DRIVING NEXT

## WAVE OF GROWTH

More YouTube is consumed in the living room even as creation is increasingly happening on our phones.

# TV

remained our fastest growing screen in 2022 in terms of watchtime.

Shorts on the other hand, is helping democratize creation and access for a generation of mobile-first creators and viewers who only know life with a smartphone. Young creators from small towns and with big dreams are now able to unlock opportunities to express their creativity. For many, it is as though they've reached a goal they always dreamt of: to become a creator on YouTube.

In 2022, the number of channels that uploaded to Shorts daily grew over

# 80%

Source: YouTube Internal Data, Global, March 2023 ( 7 day avg 12/25/21-12/31/21 v 7 day avg 12/25/22-12/31/22)

The combination of these two trends is going to **shift the landscape** - even further breaking down the boundaries between consumption and creation, broadly expanding our concept of who is a creator.

# FANDOMS AND COMMUNITIES WILL POWER THE CREATOR ECONOMY

Artists and creators have been able to use YouTube as a flipboard to building successful online and offline businesses - from launching the next-gen media companies, to pursuing creative careers or creating successful lines of products and merchandise. As more sophisticated creation tools continue to democratize creativity, we're seeing the creator economy take new shape. The next-gen of creators are coming from all corners of the country. Subcultures are becoming mainstream. And, the intersection of creativity and fan-fuelled discovery and commerce will drive the next wave of success.