



Exploring YouTube's EU impact in 2024

In 2007, YouTube began sharing more than half of advertising revenue directly with creators, breaking down the traditional barriers to entry. This empowered anyone to build a business, generate an income, and hire employees – establishing the creator economy and fostering the rise of next-generation media companies.

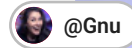
Today, YouTube provides a vibrant platform for European businesses and content creators to connect with local and global audiences. These creative entrepreneurs are making videos for the billions of people who turn to YouTube every month for entertaining, educational and cultural content.

€7B GDP

YouTube's creative ecosystem contributed over €7 billion to the EU's GDP in 2024.*

200K FTE

YouTube's creative ecosystem supported more than 200,000 full time equivalent (FTE) jobs in the EU.*



Sharing more with creators

Through the YouTube Partner Program, we pay creators a split of the revenue generated from ads and YouTube Premium subscriptions. Our personalised recommendations enable creators to find audiences and grow their channels. Over the years, we've continued investing in new monetisation options for creators beyond advertising, and now offer multiple ways to earn money. This enables creators to hire teams and build their businesses.

\$70B+

YouTube paid more than US\$70 billion to creators, artists, and media companies in the 3 years prior to January 2024.**

+15%

The number of YouTube channels in the EU making 5 figures or more in revenue (EUR) is up more than 15% year over year.**

*According to research by Oxford Economics, 2025

**YouTube first-party data, December 2024



Supporting the EU's thriving media industry

YouTube partners with European broadcasters and the wider media industry to help traditional media companies and independent creators expand their global reach through new distribution formats. This generates the revenue needed to invest in high-quality coverage of important events – and the next generation of media innovation.

78%

78% of media companies with a YouTube channel agree that YouTube helps them **reach new audiences across the world.***

"YouTube offers me enormous possibilities of expression via its broadcasting platform, which can allow me to reach viewers from all over the world."

YouTube creator
(aged 45–54)
Ile-de-France

*According to research by Oxford Economics, 2025

Enhancing traditional learning and age-appropriate discovery

YouTube enhances learning in classrooms and homes. Learners of all ages get access to high-quality supplemental content and expert perspectives from world-class creators. YouTube is also a trusted resource for families – founded on strict parental controls and clear production principles for creators – that supports enriching learning experiences for children and provides access to empowering youth mental health information.

80%

80% of parents who use YouTube agree that YouTube (or YouTube Kids) **provides quality content for their children's learning and/or entertainment.***

Promoting and exporting European culture and identity

YouTube creators share stories that showcase Europe's rich regional diversity and give both local and global audiences the opportunity to deepen their cultural understanding. YouTube is also helping creators to bridge language gaps with exciting AI production tools like auto-dubbing and captions – reaching beyond borders to bring people together.

