



Exploring YouTube's Impact in India in 2024

For over 17 years, YouTube has been the foundation for India's creator economy. Our platform empowers Indians to generate an income, hire employees, and build innovative businesses — including new-age studios and creator-led startups.

Today, YouTube is the home of India's creativity and the stage for delivering global impact. A vibrant community of Indian storytellers is creating standout entertainment, education, and cultural content for the world — embracing diverse content formats and monetisation options to shape the future of creative entrepreneurship and redefine what global audiences expect.

₹16Kcr
GDP

YouTube's creative ecosystem contributed over ₹16,000 crores to India's GDP in 2024.*

930K JOBS

YouTube's creative ecosystem supported more than 930,000 full-time equivalent (FTE) jobs in India.*

@AnitaBokepalli



Sharing more with creators

Through the YouTube Partner Programme, we pay creators a split of the revenue generated from ads, subscriptions, and other monetisation features on the platform. 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 for creators to earn a living on YouTube. This enables creators to hire teams and build their businesses.

₹21Kcr

YouTube has paid out over ₹21,000 crores to creators, artists, and media companies in India over the last three years.**

55%

Creators earn 55% of ad and subscription revenue***

*According to research by Oxford Economics, 2025

**YouTube internal data, Dec 2024

***Google/YouTube Support Website



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Preserving and exporting Indian culture to the world

YouTube is where Indian creators share their voices and bring local culture to the world. From diverse music and media to food, fashion, and language, YouTube empowers both music artists and broadcasters to connect with global audiences, collaborate, and earn. By spotlighting Indian culture on a global stage and supporting creative careers, YouTube fuels a vibrant cycle of cultural exchange, discovery, and pride.

71%

of users agree that YouTube plays a role in preserving their local history and culture.*

Helping Indian businesses reach people and build brands

Indian SMBs, media, and music companies use YouTube to grow their brands, reach new customers, and drive sales. From product content to innovative global distribution formats, YouTube supports business growth through powerful tools like ad revenue, fan funding, and shopping features — creating brand awareness, customer connections, and a more effective sales pipeline.

92%

of music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.*

₹100K

In 2024, more than 65,000 Indian channels earned more than 100K INR.**

*According to research by Oxford Economics, 2025

**YouTube internal data, Dec 2024

“YouTube gave me a way to reach a global audience. Without it, that wouldn’t have been possible.”

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Providing Indians with access to a world of quality information

YouTube enhances learning in classrooms and homes. Indian learners of all ages get access to high-quality educational content and real-world perspectives to build skills and pursue personal growth. From structured courses to how-to tutorials and trusted content for kids, YouTube and YouTube Kids support learning at every stage. With tools for safety and access to expert creators, we help families, students, and teachers enrich learning beyond the classroom.

@CrazyXYZ

