



Exploring YouTube's UK impact in 2024

In 2007, YouTube began sharing more than half of advertising revenue directly with creators. 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 UK 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.

£2.2B GDP

YouTube's creative ecosystem contributed over £2.2 billion to the UK GDP in 2024.*

45K FTE

YouTube's creative ecosystem supported more than 45,000 full time equivalent (FTE) jobs in the UK.*

*According to research by Oxford Economics, 2025

**YouTube Internal Data, Dec 2024



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 70 Billion (USD) to creators, artists, and media companies globally in the 3 years prior to 2024 (Jan'21 – Dec'23).**

55%

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

***Source: Google/YouTube Support Website. Creators earn a share of the revenue from ads that run on their videos. The share is 55% for long-form videos. Creators will keep 45% of their allocated revenue for Shorts. They also earn a share of the revenue from YouTube Premium subscribers who watch their videos.



@MattGreenJGM



Enhancing learning in the classroom and at home

YouTube enhances learning in classrooms and homes. Learners of all ages get access to high-quality insights and real-world perspectives from expert creators. YouTube is also a trusted resource for families, offering age-appropriate content and parental controls to support enriching learning experiences.

88%

88% of parents who use YouTube agree that YouTube (or YouTube Kids) provides quality content for their children's learning and/or entertainment.*

"My son has developed a love of history thanks to YouTube."

YouTube user (aged 25–34)
South West

*According to research by Oxford Economics, 2025

Putting British music artists on a global stage

YouTube gives world-class British music artists an ideal platform to share their sounds. YouTube makes it easy for music fans to discover all the best music – from official videos and live shows to DJ sets and covers – so artists can grow their audiences, promote their work, and earn revenue doing what they love.

79%

79% of music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.*

76%

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.*

Helping SMBs reach more people

YouTube empowers British creators to reach new audiences, grow the customer base, and boost brand awareness. With the revenue from our YouTube Partner Program, direct sales, and fan funding, SMBs can invest in talent acquisition, new content production, and off-platform business – and grow the UK economy.

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