

Powered by Europeans.

Built for Opportunity.

Creator success generates real economic activity across Europe.

Across Europe, opportunity starts with an idea. An experienced teacher breaking down a complex lesson for a global classroom. A performer building a thriving audience from scratch. A local story capturing the attention of people eager to listen. On YouTube, creators turn these ideas into videos, channels and businesses that employ local people and strengthen local economies, growing into a sustainable ecosystem of European creativity, at home and around the world.



Generating jobs and fuelling local growth

Behind every successful European channel is a growing business. As creators build audiences, they hire editors, camera operators, commission local studios and services and reinvest in their work. What begins as one person's idea becomes a team and a brand, and often more ventures alongside the channel. These are real enterprises that generate income, employ people and contribute to the economies of the towns and cities where they're based. This creative activity supports livelihoods in communities far beyond the platform, across the EU.

€8.4B

YouTube's creative ecosystem contributed over €8.4 billion to EU27's GDP in 2025.*

220K

YouTube's creative ecosystem supported more than 220,000 full time equivalent (FTE) jobs in EU27 in 2025.*

76%

76% of creators who say they have a media and entertainment career started that career on YouTube.*

70%

70% of creators who earn money from YouTube say YouTube is an additional source of income outside their primary source.*



Where curiosity finds a classroom with no walls

Millions of Europeans come to the platform to find answers, guided by educators, experts and creators sharing what they know. People of every age build new skills and follow their curiosity, while others turn to the platform for credible news and a true range of voices discussing the issues that matter. For younger viewers, that same discovery is shaped with safety as a first priority, ensuring everyone has a reliable and supportive space to explore, learn and grow at every stage.

85%

85% of viewers report using YouTube to gather information and/or expand their knowledge on a particular interest.*

Where European media finds new reach and revenue

YouTube is a partner to Europe's established media. Public broadcasters, commercial networks and publishers use the platform to reach new audiences and access another stream of revenue. This funds the journalism, programming and coverage their audiences rely on. And it all works alongside their own channels, not against them. Rather than drawing investment away from European media, YouTube gives it another route to grow. For an industry adapting to a streaming-first world, the partnership has become an essential part of its business strategy.

75%

75% of viewers who look for news on YouTube say the platform is a high-quality source for information on current events.*

Creativity that travels across borders

European culture finds a wider audience on YouTube. Creators celebrate the traditions, languages and stories of their own regions. As content is shared seamlessly across the continent, that culture can move freely between member states. A viewer in one country can discover the music and voices of another as easily as those from home. And this creativity does not stop at the continent's edge. From regional art forms to local sounds, creators bring their culture to global audiences, making it one of Europe's most far-reaching and appealing exports.

65%

65% of creators say YouTube is an essential platform to earn a global presence.*

*According to research by Oxford Economics



Agnieszka is turning authenticity and entertainment into commercial success

Polish creator Agnieszka Grzelak began uploading in 2013 while working full-time as a makeup artist. Her two channels, focused on beauty and travel, have grown to over 3 million combined subscribers. Agnieszka's channels offer Polish audiences lighthearted and entertaining content in their own language, blending aspiration and authenticity.

Her YouTube success became the foundation for a business empire: previously launching a cosmetics brand with a team of employees and partnering with major brands like Mirinda and Virgin Mobile. Agnieszka has also published an interactive travel journal and expanded into mainstream media through TVN's Queen of Survival, a major television competition.

1.45M

subs

459M

views

"YouTube gave me permission to be myself and turn my passions into a career. It opened up opportunities I never imagined for myself and my team."

Agnieszka Grzelak
Agnieszka Grzelak Beauty

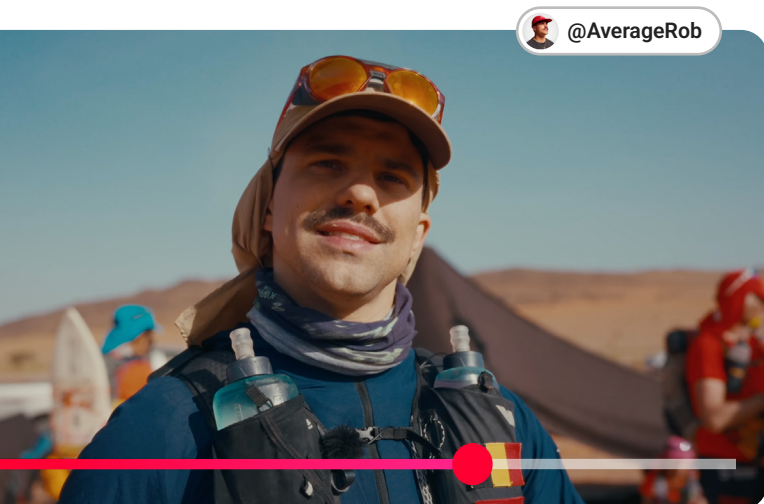


To learn more about YouTube's impact in the EU in 2025, scan the QR code.

Sharing European culture with audiences around the world

Where creativity travels across borders

European culture is made in thousands of places at once, in regional languages and through local traditions, with thriving creative communities bringing it to life. On YouTube, that culture reaches a wider audience as musicians, storytellers, artists and everyday creators share what makes their corner of Europe special while viewers make new discoveries across borders. A moment filmed in one town can reach audiences around the world, bringing European culture to people wherever they are.



@AverageRob



@gardinerbrothers

European heritage, celebrated and preserved

YouTube gives Europeans a place to preserve and promote local cultures. Creators document regional customs, cook traditional dishes, tell the history of their town and perform in regional languages. And while more creators are starting to get the industry recognition they deserve, only a few still reach a truly mainstream stage. Viewers can find content that reflects who they are, where they come from, and what they have to be proud of. Customs and traditions that might once have faded away can remain current and relevant, discovered by new generations at home and curious audiences abroad who would never have encountered them without YouTube.

69%

69% of creators say YouTube provides an important platform for sharing their unique perspective and stories with the world.*

70%

Over 70% of watch time on content produced by channels in EU27 comes from outside of EU27.**

*According to research by Oxford Economics

**YouTube first-party data, Global, 2022–2025



Local traditions fuel worldwide discovery

Because YouTube enables culture to move freely between member states, a creator in Germany reaches audiences in Portugal with ease, while viewers discover music, stories, and perspectives from across the continent as easily as any on their own street. That openness makes YouTube one of the few places where genuine cross-border cultural exchange happens every day. In a Europe built on connection between its peoples, the ability to see and hear one another's culture without barriers is exciting and essential.

71%

71% of viewers value the range of content and perspectives they can find on YouTube.*



A global stage for European voices

European culture doesn't just stay in Europe. On YouTube, creators carry their music, craft and stories to audiences around the world, turning regional talent into international followings. Tools that dub and caption videos help creators to bridge languages and reach new and eager audiences. A traditional art form, a regional rhythm, or a local voice can build a global community while staying rooted at home. This allows European creativity to become one of the continent's most far-reaching and appealing exports.

65%

65% of creators say YouTube is an essential platform to earn a global presence.*

*According to research by Oxford Economics



GialloZafferano is bringing Italian food and culture into kitchens worldwide

Since launching in 2006, GialloZafferano has grown from a recipe website into Italy's leading food media brand. Today, one in two Italians cooks with GialloZafferano, with over 2,500 videos posted on YouTube every year, reaching a community of over 5 million subscribers across their channels.

Every recipe is researched, trialled and taste-tested so viewers everywhere can recreate dishes with confidence. Alongside accessible daily recipes, series including Discorsi in Osteria, Grand Tour of Italy and Sending You a Voice Note explore the ingredients, people and traditions behind Italian cuisine while helping preserve a living culture and inviting new generations to take part.

2.86M

subs

1.1B

views

“We combine our expertise and experience to make simple food content on YouTube that helps people cook and eat better around the world.”

Gabriele Colasanto
Brand Director of GialloZafferano

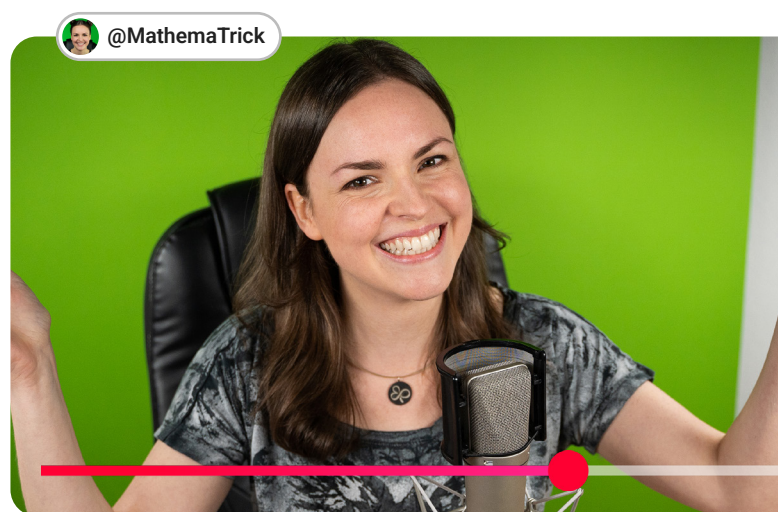


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Where Europe comes to **learn and grow**

Fueling discovery and lifelong growth

Who hasn't turned to YouTube to fix a leak, follow up on a concept they didn't grasp in school or finally learn that guitar chord? That's where learning on YouTube starts – not with a syllabus, but with a question. Teachers use the platform in classrooms. Parents turn to it to support learning at home. Lifelong learners return to it again and again. Alongside the professional educators, experts and specialists who share their knowledge, YouTube is a platform holding everything from the practical to the profound, open to anyone with a question and built to help everyone progress.



Unlocking a global library of expert led learning

Broadcasters, scientists, accredited experts and educators publish here, turning hard-earned knowledge into something anyone can access. The result is one of the world's largest libraries of high-quality content, made by creators and subject-matter experts, offering unparalleled depth to take learners as far as their curiosity will go.



85% of viewers report using YouTube to gather information and/or expand their knowledge on a particular interest.*



Where curiosity finds a classroom with no walls

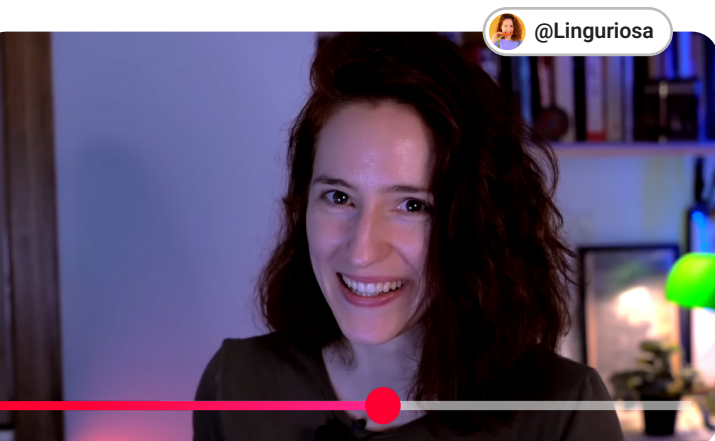
YouTube offers genuine expertise and credibility to everyone looking to learn. Educators recognise the quality and bring it directly into the classroom, using videos to connect complex ideas in a click. Beyond the classroom, learners of all ages and interests come to the platform for trusted content – created by people with genuine expertise and a passion for sharing it – to fuel their lifelong journey of learning and discovery.

88%

88% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.*

68%

68% of teachers who use YouTube would recommend YouTube to students to support their learning.*



Where a hobby becomes a lasting skill

Across Europe, a hobby photographer learns to master lighting, while a home baker picks up professional techniques. Someone learning a new language gets a little closer to fluency every day. The range and depth of content mean people can progress well beyond the basics, guided by creators eager to share their hard-won expertise. People learn at their own pace, on their own terms and continue building their knowledge over time.

72%

72% of viewers say they have expanded their knowledge on a particular interest through YouTube.*

*According to research by Oxford Economics

Einheitskreis

① $\cos(90^\circ)$, $\sin(90^\circ)$

② $\cos(0^\circ)$, $\sin(0^\circ)$

③ $\cos(180^\circ)$, $\sin(180^\circ)$

 @MathemaTrick



MathemaTrick is a rockstar mathematician who does things differently

Susanne Scherer is not the maths teacher most students picture. She played in a metal band, speaks openly about her mental health and has never taught in front of a chalkboard.

A former private tutor, Susanne now uses YouTube to help students on a bigger scale. Uploading videos for 12 years, she's built one of Germany's most trusted free maths resources, covering grade 5 to university.

With over 770,000 subscribers and 204 million views across her channels, students around the world reach out for support – from geometry to loneliness. MathemaTrick is democratising learning while breaking the mould of a typical teacher.

771K

subs

204M

views

“YouTube allowed me to provide a classroom with no walls, no price tag and a lot of compassion.”

Susanne Scherer
MathemaTrick



To learn more about YouTube's impact in the EU in 2025, scan the QR code.

Trusted voices, from broadcasters to expert creators

Where Europe turns for trusted news

People from all over Europe come to YouTube for the latest news. They watch breaking updates, follow in-depth explainers and dig into long-form analysis and podcasts on the issues that shape their lives. By bringing established newsrooms and independent journalists together, our discovery features help viewers easily find high-quality reporting they can trust. For millions of Europeans, YouTube is a place to stay informed, hear from a range of voices, and make sense of a complex world.



Expanding audiences, strengthening newsrooms

Europe's broadcasters and publishers use YouTube to reach audiences where they already are. Public and commercial media connect with younger viewers on the platform, extending the reach of their own channels rather than competing with each other. The platform works as an added distribution route and a secondary revenue stream, helping newsrooms increase funding for the high-quality coverage their audiences demand. Far from drawing value away from European media, YouTube gives it another engine for growth, supporting the streaming-first strategies that legacy institutions are building for the years ahead.

74%

74% of media companies with a YouTube channel say YouTube helps them reach new audiences across the world.*

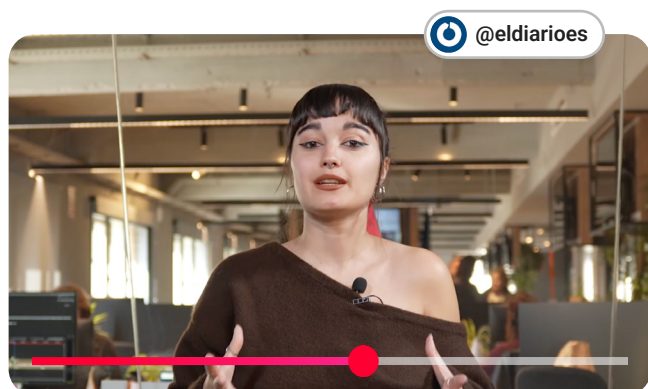


Credible news. Quality sources

When people search for news on YouTube, they find credible, reliable sources. Established broadcasters and publishers are surfaced through dedicated platform features, so quality journalism rises to the top. Long-form formats give room for depth, letting stories be reported and explained with the detail they deserve. Whether it's a breaking event, a detailed investigation, or a considered analysis, Europeans can follow the news knowing it comes from trustworthy sources. That sense of reliability keeps them coming back to stay informed on the issues that matter.

75%

75% of viewers who look for news on YouTube say the platform is a high-quality source for information on current events.*



Where all views and voices can thrive

YouTube is an open platform, and that openness is the lifeblood of a healthy media landscape. Established publishers and independent, digital-native journalists reach audiences on the same footing, so a wide range of public-interest voices can be heard. And viewers looking for political coverage find truly representative perspectives from across the spectrum. This variety helps prevent power from concentrating in too few hands and gives smaller, specialist and regional voices a genuine route to an audience.

77%

77% of viewers who search for political content on YouTube say the platform provides access to a wide range of political voices.*

*According to research by Oxford Economics



Charles Villa is the driving force behind a new form of independent journalism on YouTube

Since 2017, French reporter Charles Villa has built a YouTube channel where he documents conflicts, humanitarian crises and environmental issues around the world. His work includes the documentary 'From Gaza with Love', which gives a voice to the children of war.

Villa saw YouTube as the platform that aligned with his core belief: journalism should be accessible, free and long-lasting. With over 990,000 subscribers, he's established a model for socially conscious, mission-driven journalism, including the behind-the-scenes. Through YouTube, Villa inspires and mentors emerging journalists, helping to create a community of independent reporters and champions crowdfunding and alternative revenue models.

1M

subs

43.6M

views

"YouTube has meant I can freely share stories from around the world, allowing me and other journalists to feel like we're contributing to something meaningful."

Charles Villa
CharlesVilla



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Designed for **safety.** Built for families.

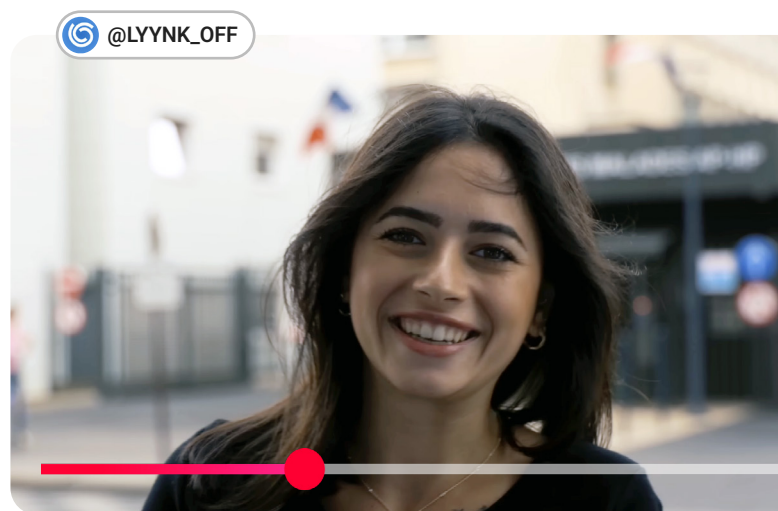
A platform designed with young people in mind

Children and teenagers today can access a world of possibilities on YouTube. It's a place for them to learn, explore their passions, express themselves and find belonging. The platform plays a big role in young people's lives, and YouTube embraces that responsibility.

Safety is built into the platform by design, from age-appropriate experiences to our decades-long work with external child development experts. So young people can explore, learn and grow more safely. This is a responsibility that YouTube shares with the parents and educators who guide them.



@Lahiperactina



@LYYNK_OFF

Age-appropriate by design

Safety is at the heart of everything we do. For over a decade, we've worked with independent experts to build products designed specifically for young people and families. YouTube Kids and supervised kid and teen accounts come with additional content protections and recommendations, giving families age-appropriate digital spaces. We offer extensive parental control features, including our industry-leading Shorts Feed Timer, which comes with the ability to turn the feed off completely. And it's all underpinned by inbuilt protections designed to keep young people safe and promote mindful viewing – with autoplay off by default, no targeted advertising, "bedtime" and "take a break" reminders.

69%

69% of parents who use YouTube feel confident in their ability to guide their child on how to use YouTube (or YouTube Kids for children under 13) responsibly.*

68%

68% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.*



Where young people find trusted support and community

For many young people, YouTube is a place to find community. They find creators who speak openly and intelligently about things they're going through, and communities where others understand. To help users find reliable information on topics related to wellbeing or mental health, YouTube surfaces helpful context from credible, high-quality sources, including information panels that point to trusted support organisations. Videos from qualified professionals sit alongside the candid personal stories that make difficult subjects easier to approach. For a generation navigating a variety of challenges, it is a space designed to help them explore resources and find peer support on their wellbeing journey.

69%

69% of viewers who search for mental health topics on YouTube say the platform is a place they can turn to for support.*

75%

75% of viewers who search for mental health topics on YouTube say the platform provides access to high-quality information.*

Fostering critical thinking for the digital age

At YouTube, we believe in protecting young people in the digital world, not from the digital world. We work with leading European education organisations to help teenagers develop the ability to question what they see, understand how content reaches them and make informed decisions about their time online. This ensures young people are equipped with essential skills that can serve them well into adulthood. As they learn to think critically about the digital world, YouTube can open the door to enriching content that will further expand their horizons.

69%

69% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) helps their children continue to learn outside of the classroom.*

*According to research by Oxford Economics

YouTube is for informational purposes only and is not a replacement for professional medical advice, diagnosis, or treatment.

Built for wellbeing in every young person's digital journey

Younger audiences are treated with extra care on YouTube. Working with child-development specialists and experts in teen wellbeing, YouTube has set quality principles that guide creators toward content that is age-appropriate, enriching and genuinely useful for teenagers. These standards shape how young viewers explore and what they find, prioritising recommendations that inform, inspire and build confidence. For young people across Europe navigating formative life stages, this approach delivers an intentional digital environment designed to foster their wellbeing, protect their interests and support their development.

Guiding high-quality content for growing minds

YouTube's content principles are practical and actionable. For children and families, creators are asked to encourage positive behaviour and self-care, get kids excited to learn, promote problem-solving and emotional intelligence and present a relatable world. For teens, creators are encouraged to spark curiosity, help them go deeper on the subjects they love, build real-life skills and confidence and treat sensitive topics like wellbeing responsibly and with credible sources.

Creators are also given guidance on how to avoid content that fuels narrow body ideals, glamorises risk or wealth, or normalises hostility. Together, these guidelines provide a research-based framework for making content that supports the growth of young people.



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