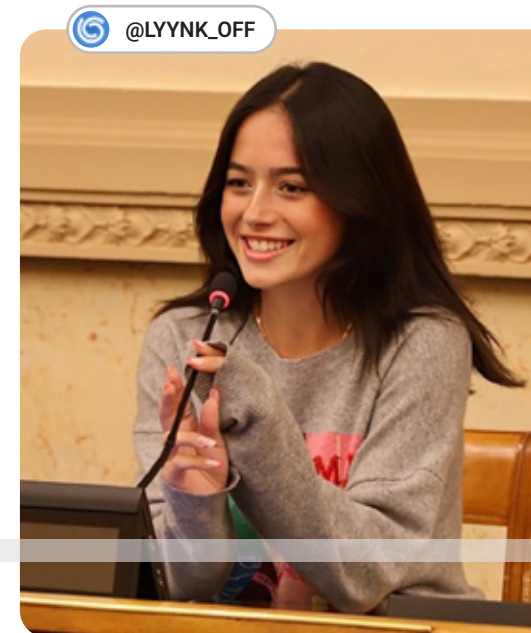


A platform for growth through creativity



Exploring YouTube's
EU impact in 2024



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We're proud to partner with Oxford Economics for the majority of research featured in this report. To learn more about the methodology, scan the QR code.

In just two decades, YouTube has fundamentally reshaped how we watch and create entertainment. YouTube has become the destination for all the content people love – from scripted shows and podcasts to music and feature-length films. And it's all thanks to our creators.

Neal Mohan



We launched the YouTube Partner Program in 2007, which laid the foundation of the creator economy as we know it today. At that time, the term 'creator' didn't even exist. Now it's a dream career for millions of people.

With more viewers and more advertisers coming to YouTube, the opportunity for creators has never been greater. For over a decade, the total amount YouTube has paid creators has grown every single year. And this growth has accelerated the last three years.

2024 provided another milestone. In the EU, YouTube exceeded €7 billion in total GDP contribution for the first time, while supporting more than 200,000 jobs.

There are more ways for creators and businesses to make money on YouTube than ever, and we're seeing them reinvest this money in their content, teams, and operations.

Looking at this momentum and toward the next two decades, the creator economy is just getting started. Thank you to everyone who has been a part of YouTube's incredible story so far. We're excited to see what our next 20 years have in store.

A handwritten signature of Neal Mohan in black ink.

Neal Mohan
YouTube CEO

YouTube's impact in the EU

In 2007, YouTube had a radical idea that shouldn't have been so radical: what if creators earned a real share of the value they create?

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

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

€7B GDP

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

200K FTE

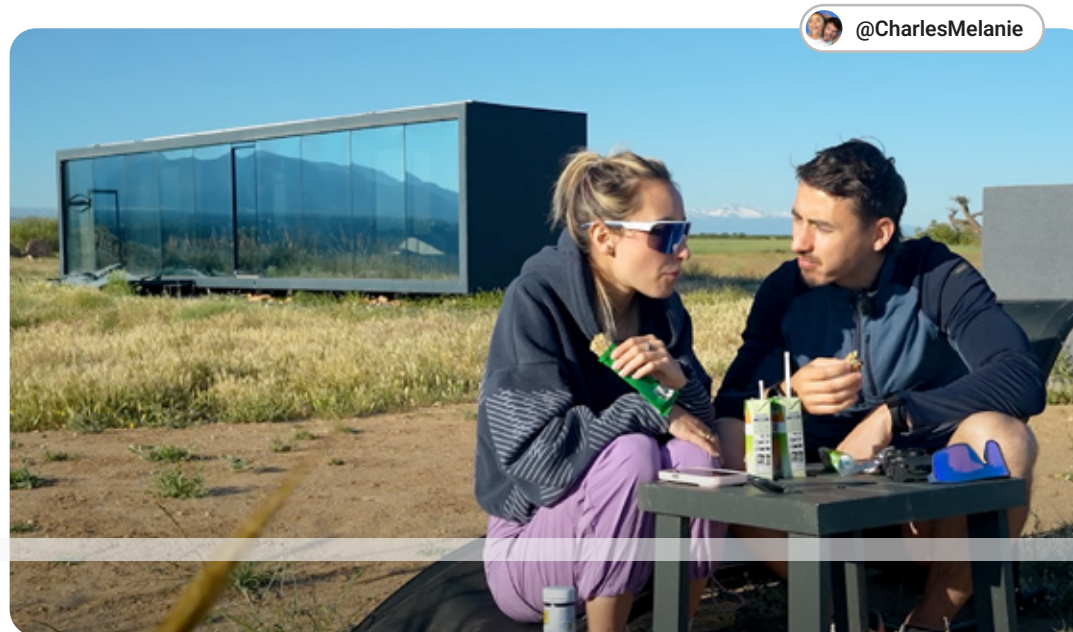
YouTube's creative ecosystem **supported more than 200,000 full time equivalent (FTE) jobs** in the EU.*



**Sharing more with
creators so they can
share more with others**

Shared Revenue

Creators find audiences, launch careers, and build businesses on YouTube



Sharing more with creators

Our revenue-sharing model, the YouTube Partner Program, pays eligible creators revenue generated from advertising and YouTube Premium subscriptions.

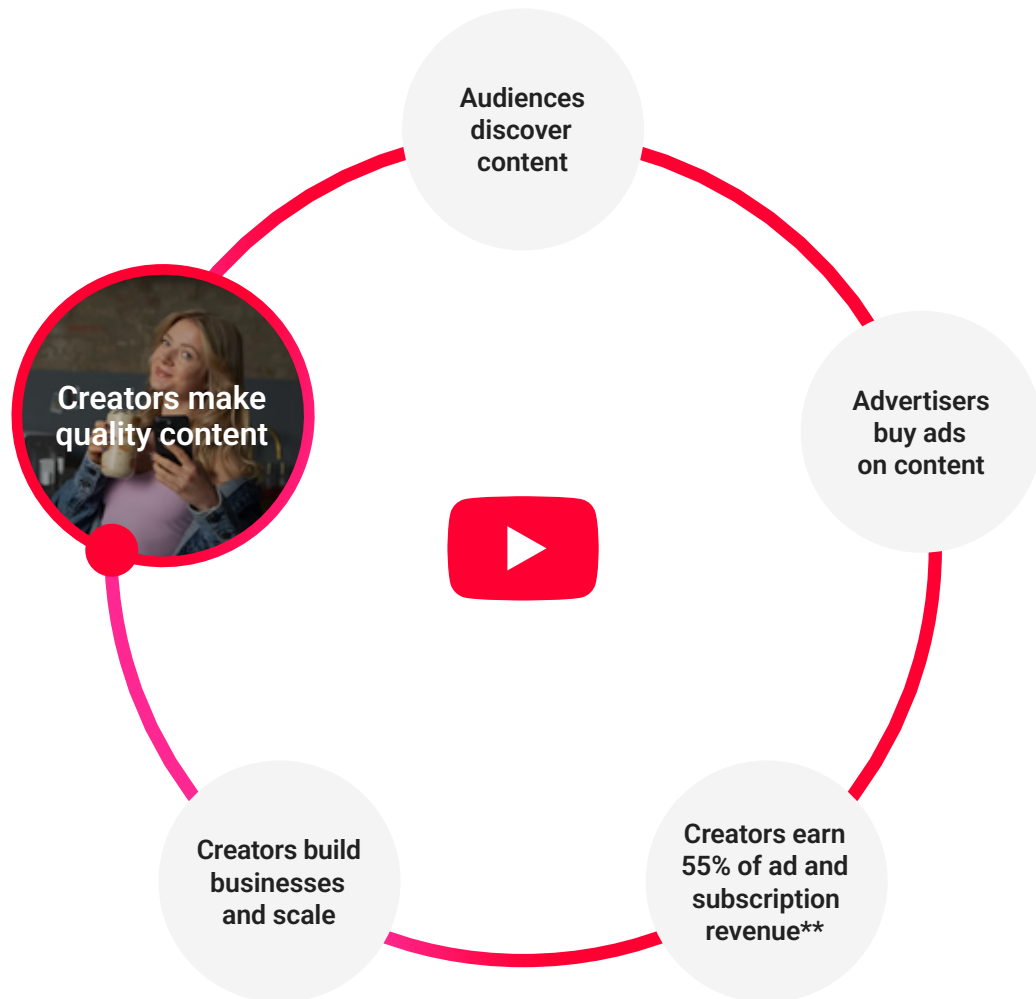
It all starts with creators making high-quality content for a global audience of billions. Advertisers then buy ads on that content to reach an engaged viewing audience. YouTube shares more than half of the ad revenue with creators.

This empowers creators to sustain themselves and strengthen the European economy by hiring teams and launching ventures that span beyond YouTube.

\$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).*

*YouTube Internal Data, Dec 2024



**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.

Monetising through the YouTube Partner Program

Over the years, we've continued to invest in new monetisation options for creators beyond advertising. There are now multiple ways creators can earn money from revenue sharing and fan engagement.

For example, YouTube channel memberships give creators a way to offer exclusive content and other perks to paying subscribers – strengthening the sense of connection while generating added revenue.

Tools like this increase creators' earnings and help them build their community.



Scan to learn more about the YouTube Partner Program



Personalisation helps creators and content get discovered

Globally, there are over 20 billion videos on YouTube. Creators upload another 20 million videos every day.*


Personalisation helps viewers to sort and organise all those videos in order to surface relevant, high-quality, and age-appropriate content. This encourages creators to create quality content – and positions their work to break through and connect with engaged, growing audiences.

Personalisation is the tool that helps YouTube organise this online content into something manageable and useful. This ‘virtuous cycle’ ensures:

- Viewers find content that’s relevant, useful, and age-appropriate
- Creators get discovered by viewers who otherwise might not have found them
- Creators earn more revenue from YouTube as viewer numbers grow, incentivising the creation of more high-quality, high-value content.

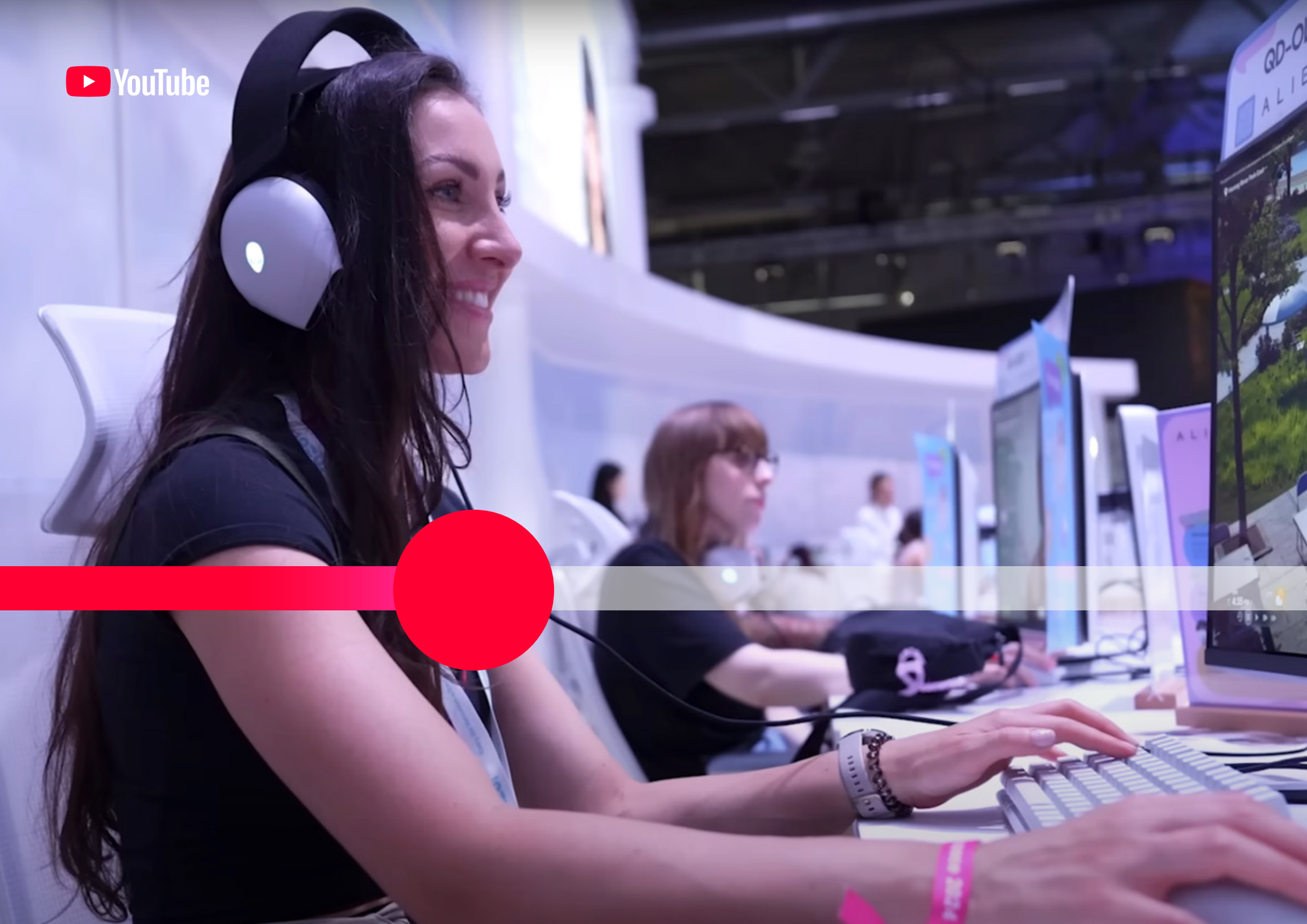
*According to research by Oxford Economics

**YouTube internal data, April 2025

 @OussiFooty


56%

56% of creators agree that **personalised recommendations on YouTube are important to grow their audiences.****



Empowering Europe's innovative creator economy

YouTube is committed to helping European creators make money and invest in their own growth.

With access to the YouTube Partner Program's shared ad revenue, YouTube Premium subscriptions, direct sales through YouTube Shopping, and other monetisation options, creators can focus on creating more great content – and reaching new audiences.

We also simplify and accelerate the content production process itself. Creators can use YouTube's AI tools to enhance their creativity. Our revenue streams and production tools give creators more ways to support their passions, connect with global audiences, and run sustainable businesses – while driving creative and economic growth across the European Union.

 @CharlesMelanie


+15%

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

62%

62% of creators agree that YouTube is an essential platform to earn a global presence.*

64%

64% of creators agree that YouTube provides an opportunity to create content and **earn money that they wouldn't get from traditional media.***

*According to research by Oxford Economics, 2025

**YouTube first-party data, Dec 2024

“YouTube has made me believe in myself and my channel by giving me a great opportunity to be part of the YouTube Partner Program. I am very happy and satisfied and appreciate YouTube as the best platform for creators to grow and excel.”

YouTube creator (aged 25–34)
Sweden



Wurzelwerk's gardening passion grows into a community and two businesses

As a young mother facing the responsibility of providing healthy food for her baby, Marie began to document her experience in a personal gardening blog. But it wasn't until she made the decision to add videos to her posts through YouTube that she saw the true potential of her project.

Through engaging, down-to-earth tutorials on her channel, *Wurzelwerk*, Marie quickly became a trusted guide for thousands of viewers navigating their own gardening journeys.

While the platform nurtured Marie's connections with other gardeners, creators, and business owners, it also helped grow the revenue she needed to build two successful businesses, and launch an online gardening shop and gardening courses.

Marie's work now supports 27 employees and freelancers (and counting), and she's excited about what's next. With YouTube's multilingual dubbing tools, she's preparing to bring her message of sustainability and self-reliance to a global audience.


494K
subs

115M
views



"I want my channel to feel like we're neighbours talking over the garden fence about their tomatoes. That's the kind of connection YouTube makes possible."

Marie
Wurzelwerk

 @wurzelwerk



Shared Opportunity

Media companies reach new audiences and build their brands on YouTube



Supporting a thriving media industry



@TLDRnewsEU

YouTube enables both legacy media companies and independent news creators to expand their global reach through new distribution formats. This means better access to stories from across Europe and timely information for more users.

It also helps newsrooms and creators generate the revenue needed to invest in high-quality coverage of important events – and the next wave of news and media innovation.

64%

64% of media companies with a YouTube channel agree that YouTube is **helpful for distributing their content** as part of their regular news coverage.*

73%

73% of media companies with a YouTube channel agree that YouTube is **an important source of revenue** for their company.*

78%

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

“Creating content on YouTube helps me grow in a new, creative field (video creation). In addition, showing my work allows me not to burn out in it. Quite the opposite. I feel that it gives me the opportunity to immortalise what I have managed to achieve in my field.”

YouTube creator (aged 35–44)
Poland

[Foreword](#)[Impact in the EU](#)[Shared Revenue](#)[Shared Opportunity](#)[Shared Knowledge](#)[Shared Learning](#)[Shared Culture](#)

Honza Dědek turned a YouTube talk show into a multi-platform success

Honza Dědek spent years as a journalist but always dreamed of moving from a life of bylines to spotlights. Inspired by the likes of Jimmy Fallon and Larry King, he wanted to bring that energy to Czechia. So in 2011, rather than wait for approval from traditional broadcasters, Honza launched his own talk show, *7 Pádů*, on YouTube.

Honza's passion project quickly struck a chord with viewers. YouTube's open platform gave him the freedom to shape the show his way – combining candid celebrity conversations with live events and digital accessibility. As the show grew, *7 Pádů* hit the road, bringing conversations to towns and cities across the country, creating even more direct connections with audiences.

222K
subs

That enthusiasm and momentum soon caught the eye of Czech broadcaster Prima TV, who helped Honza expand his presence to traditional Czech screens. The show now airs weekly, powered by a team of more than 25 creatives. Honza continues to interview cultural icons, rising stars, and unique voices – with the show thriving across both TV and YouTube.

Beyond established celebrity guests, *7 Pádů* has become a platform for emerging talent. From independent musicians to young creators, Honza pays tribute to his own journey by using the show to spotlight powerful new voices, saying, "These creators just wouldn't have a chance to show their work to a wide audience without platforms like YouTube and without programmes like our talk show."

185M
views



"We started on YouTube. And thanks to YouTube, we were given a chance on TV."

Honza Dědek
7 Pádů

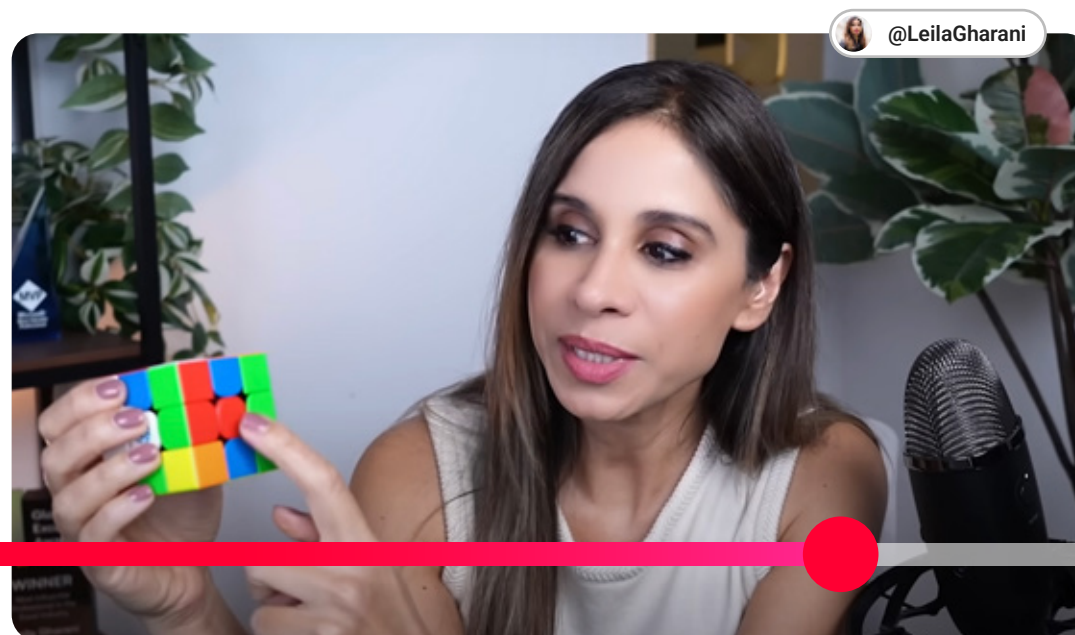
@7PADUHonzyDedka





Shared Knowledge

People find quality information and credible insights on YouTube



Expanding access to quality information through innovative formats

YouTube supports the distribution of quality news and media content through innovative formats, helping all Europeans connect with relevant and reliable information – from a diverse range of voices.

Users value these credible contributors, viewing everything from breaking news updates and deep-dive podcasts to rich historical analyses. And by prioritising access to quality news content, YouTube enables users to stay informed about the social and community issues that matter.

52%

52% of users have **searched for news on YouTube.***

78%

Of those, 78% agree that they can **find news information from credible, trusted sources** on YouTube.*

93%

93% of users report using YouTube **to gather information and knowledge.***

@MajorMouvement



EU Made Simple helps millions to better understand the EU

When Lambertus Robben posted his first YouTube video explaining the EU during the Brexit debate, he didn't expect to reach millions. What began as a simple explainer for friends and family quickly grew into something much bigger. Today, *EU Made Simple* is a fast-growing YouTube channel breaking down complex European politics into clear, engaging and accessible content.

From demystifying EU treaties and institutions to unpacking policy debates, *EU Made Simple* has become a trusted resource for Europeans seeking to better understand how the EU works and why it matters. The channel now has a small but passionate team of three, supported by a loyal audience that helps shape its direction. Weekly polls determine upcoming video topics, ensuring the content remains responsive and relevant.

212K

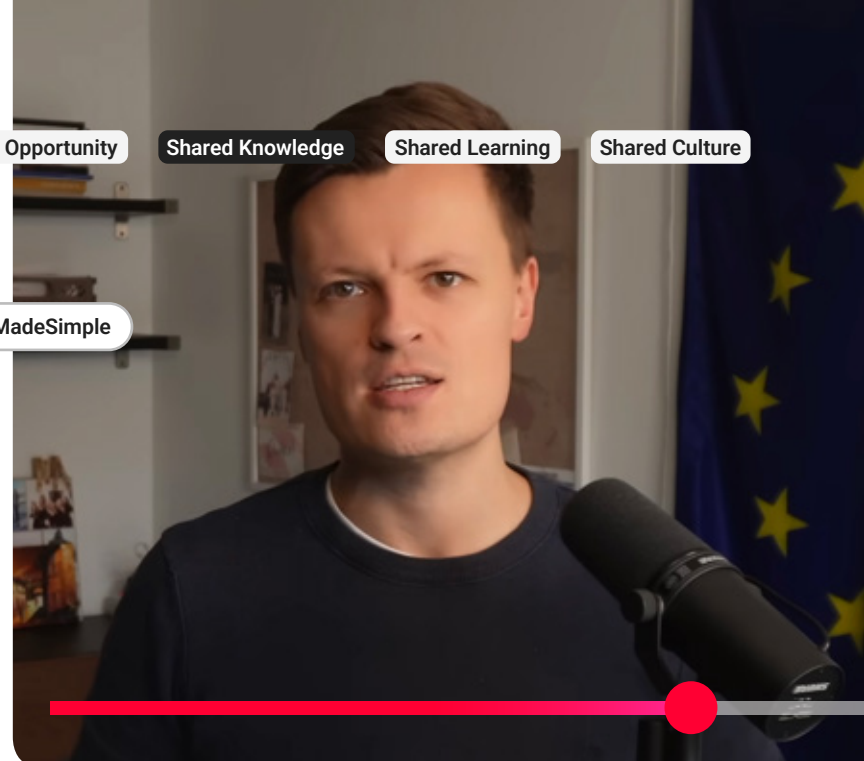
subs

As concern grows around civic disengagement and declining voter turnout, *EU Made Simple* fills an important gap, making politics feel approachable and interesting. As Lambertus says, "Our vision is to reach Europeans across the continent and provide high-quality information."

Now working full-time on the channel, Lambertus and his team are expanding into new languages and formats. Backed by more than 200,000 subscribers, sponsors and a growing community on YouTube, they're turning curiosity into civic confidence.

28M

views

 @EUMadeSimple


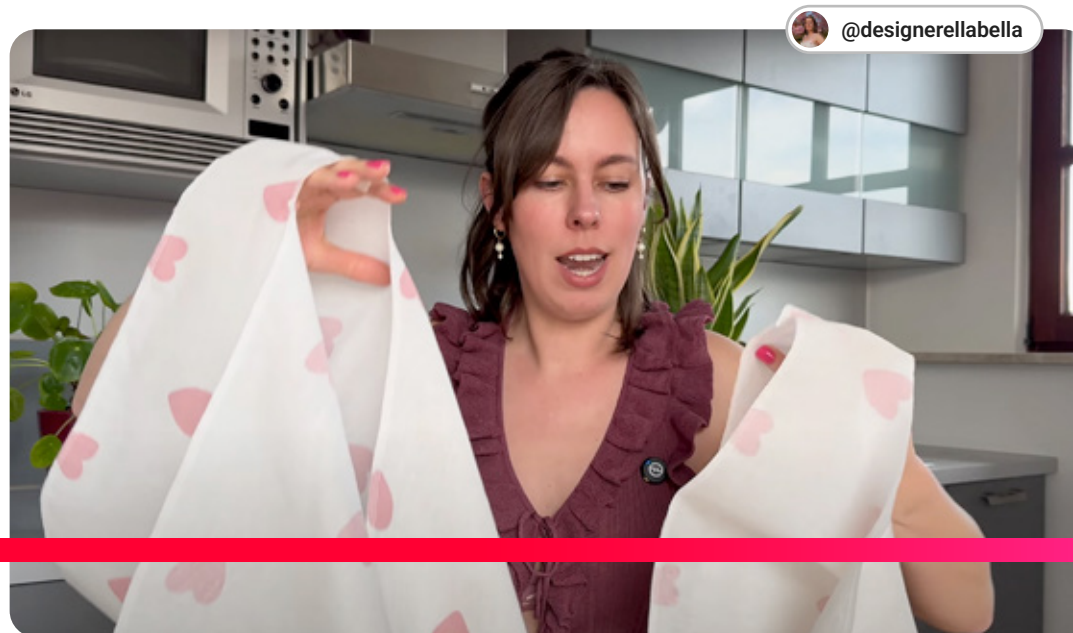
"The best part about YouTube is the immediate feedback. Within hours of publishing, we know whether something resonated or missed the mark. It's direct, democratic, and incredibly rewarding."

Lambertus Robben
EUMadeSimple



Shared Learning

Young people enjoy access to a world of enriching information on YouTube





Families see YouTube as a resource for learning and discovery

YouTube and YouTube Kids provide parents across Europe with trusted environments for their children to explore, learn, and discover online. Built on a foundation of robust, accessible parental controls, smartly contained Supervised Experiences, and quality principles to guide creators, YouTube offers a diverse variety of age-appropriate and enriching videos.

Foreword

Impact in the EU

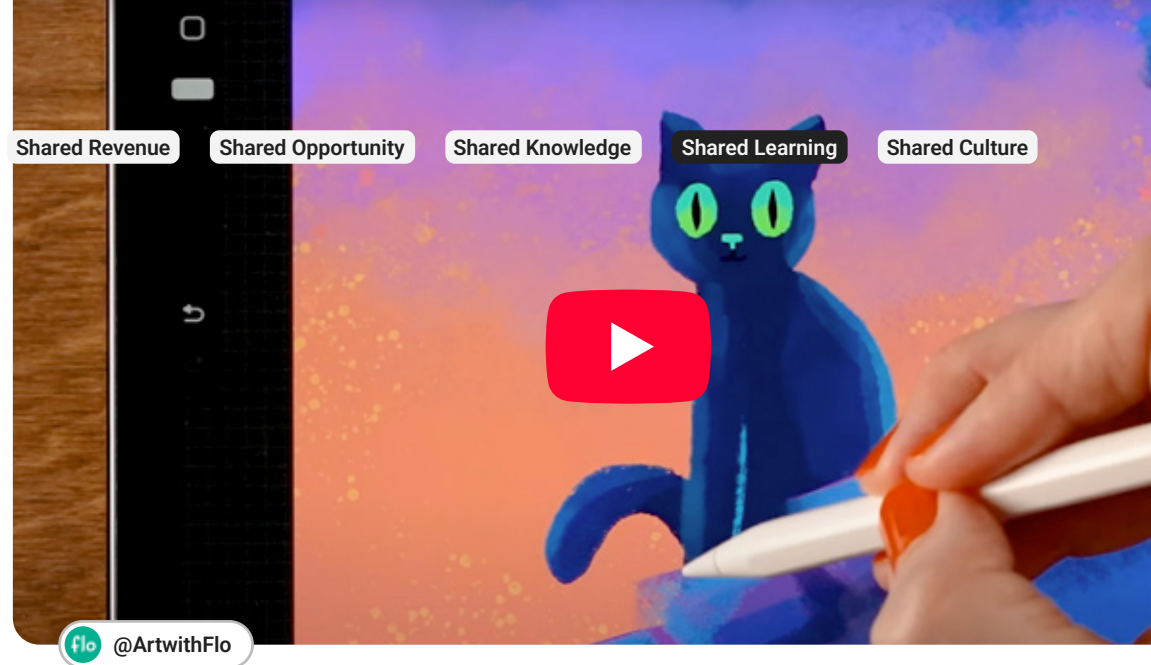
Shared Revenue

Shared Opportunity

Shared Knowledge

Shared Learning

Shared Culture



67%

60% of parents who use YouTube agree that YouTube (or YouTube Kids) helps their children find a sense of community they struggle to find elsewhere.*

66%

66% of parents who use YouTube agree that YouTube (or YouTube Kids) plays an important role in their children's discovery of the world.*

80%

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

Teachers turn to YouTube to enhance learning

YouTube and YouTube Kids are go-to platforms for enriching educational content. Whether the subject is chemistry or coding, our learning resources provide a useful addition to traditional teaching methods and materials. YouTube videos are often used by teachers – in and out of the classroom – because creators are inventive and compelling storytellers who bring their subject matter to life and inspire learners to go further with ideas at their own pace.

67%

67% of teachers who use YouTube agree that YouTube **helps increase student engagement**.*

*According to research by Oxford Economics, 2025



84%

84% of teachers who use YouTube report that they have **used YouTube content in their lessons and/or assignments**.*

Lynk shares clinical insight and heartfelt storytelling to support young people

Launched in 2024 by Guirchaume Abitbol and his daughter Miel, alongside psychiatrist Dr Claire Morin, Lynk is a YouTube channel rooted in expertise and empathy. Born of a shared determination to support young people facing mental health challenges, the team wanted to help teens explore their emotions in a safe space.

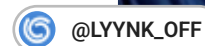
The Lynk app was an instant success – with over 150,000 downloads in its first 24 hours. But the team saw the potential to go further. Recognising YouTube as a trusted space for young audiences, they created a channel focused on thoughtful, long-form content about the complexities of youth mental health. As the team says, “YouTube is a powerful tool for mental health awareness. It lets us shape content in a way that resonates with young people, and with the adults who care for them.”

Since launching, Lynk has become part of YouTube Health features. That means their videos are labelled with a health information panel – distinguishing them as an authoritative health source.

Through calm, compassionate storytelling and clinically informed advice, Lynk is sparking honest, meaningful conversations among teens, parents, and carers.

66K
subs

30M
views



“What makes YouTube so valuable is the space it gives us to go deeper and to create thoughtful, meaningful content that goes beyond the surface.”

Lynk

“As a creative neurodivergent person, being able to share my special interests and passion in a creative manner through videos on YouTube has been invaluable for my mental wellbeing. I have grown to love making videos and interacting with the community, and I may in the future try to make YouTube my main source of revenue.”

YouTube Creator (aged 25–34)
Romania

Supporting youth mental health

YouTube is dedicated to ensuring kids and teens across Europe enjoy safe, age-appropriate user experiences. That's why we invest in the technologies and teams that can help us enforce YouTube's Community Guidelines and deliver reliable age-based protection.

We also believe in making public health truly public by providing high-quality health information to everyone. Users can support their own wellbeing journeys with Mental Health Condition content that is consistently accessible, credible, and easy to understand.

YouTube's global reach has the potential to help billions of people around the world be healthier. It's a responsibility we take seriously.



31%

31% of users have searched for mental health information on YouTube.*

74%

Of those, 74% agree that YouTube provides access to authoritative mental health information.*

70%

And 70% agree that YouTube is a place they can turn to for emotional support from the community and content.*

Shared Culture

Creators share their voices and show viewers the world through YouTube



The Gardiner Brothers share their passion for Irish dancing with a global audience

With rhythm, charisma, and energy, Michael and Matthew Gardiner have taken their Irish dancing routines global. The Gardiner Brothers YouTube channel reimagines the art form for a modern audience, blending fast-paced choreography with pop music, scenic backdrops, and viral creativity.

What began as a way for these former Riverdance leads to keep their bodies and minds sharp has now become a full-time career – allowing the brothers to relocate from the west coast of Ireland to Nashville, Tennessee.

Today, their channel reaches millions of fans worldwide, powered by high-energy Shorts, behind-the-scenes vlogs, and interactive posts on YouTube's Community tab. Whether performing on mountaintops in Ireland or stages all over the world, every video celebrates Irish culture with heart and humour.

1.4M
subs

And the brothers are grateful for the love they've received in return, saying, "We've had messages from parents saying their son or daughter started Irish dancing because of the Gardiner Brothers. That's just incredible, especially if it's in America or somewhere far from Ireland. That's putting Irish culture in a family's life that maybe didn't have it before."

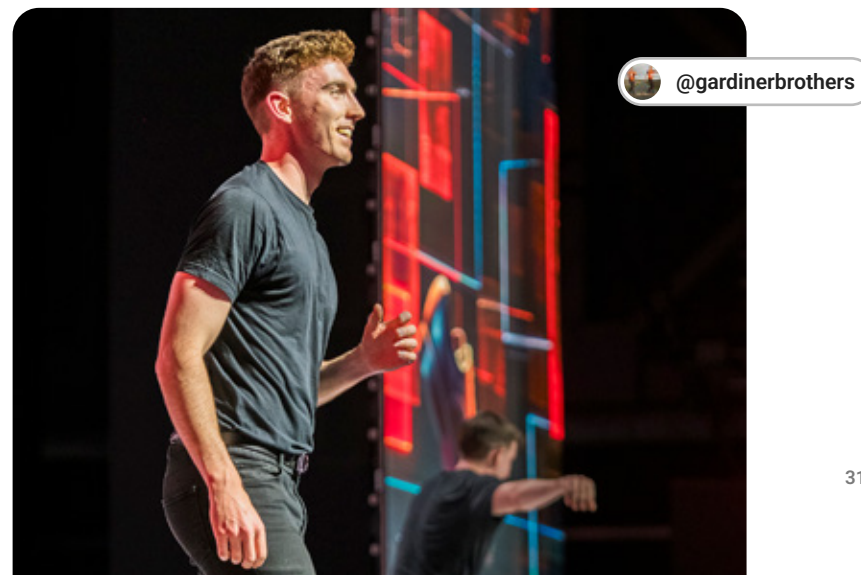
Their creativity has led to collaborations with brands like Visit Dubai, FIFA, and the Aran Sweater Market, helping them share their pride in local culture with a truly global audience.

447M
views



"YouTube has given us the freedom to turn our passion into something much bigger. It is a key way for us to showcase our Irish culture as something which is evolving and alive."

The Gardiner Brothers

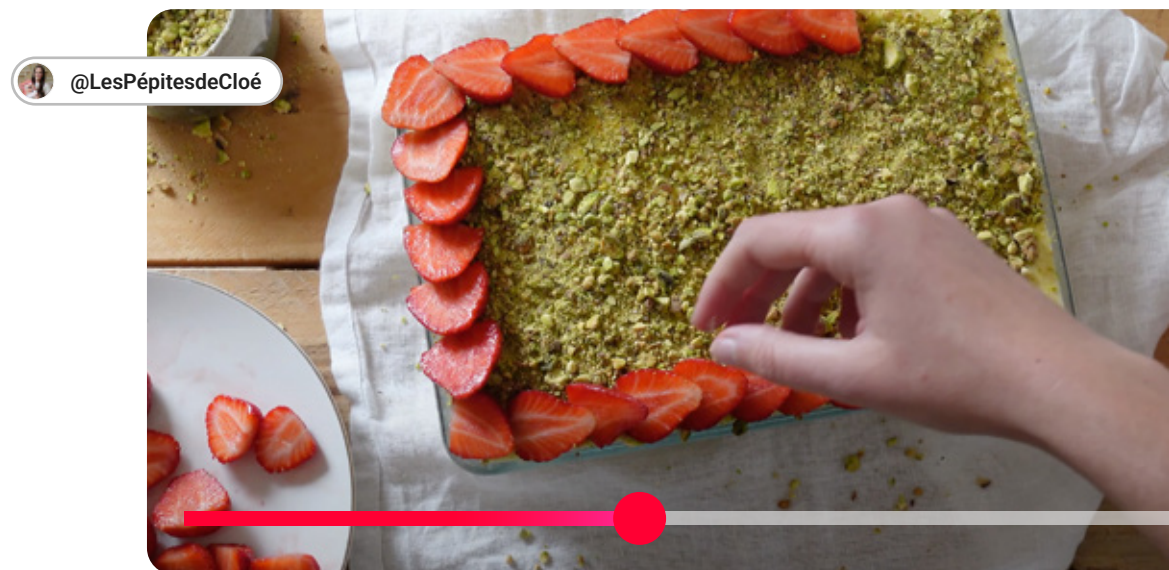


Supporting and exporting European culture and identity

YouTube is free from geo-blocking content restrictions, empowering creators to showcase Europe's rich regional diversity and export quality content to audiences everywhere.

European creators can share stories that inspire local pride in everything from music, dance, and customs to food, crafts, and fashion. This gives both local and global audiences the opportunity to deepen their cultural understanding.

YouTube is also helping creators to bridge language gaps and reach beyond borders with exciting AI production tools like automatic captioning and dubbing. Auto-dubbing generates audio tracks in different languages to make videos more accessible to viewers around the world.



61%

61% 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.***

66%


66% of users agree that they can **find content that reflects their culture and perspective on YouTube.***

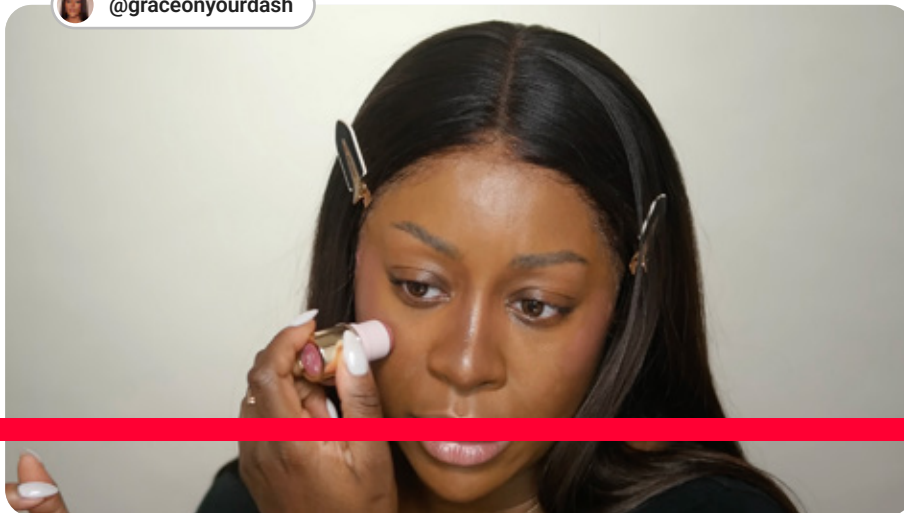
**“It’s broadened my perspective
and helped me understand people
from all over the world better.”**


YouTube user (aged 65–74)
Slovakia





 @graceonyourdash



 @OussiFooty



 @_michaelanguyen

