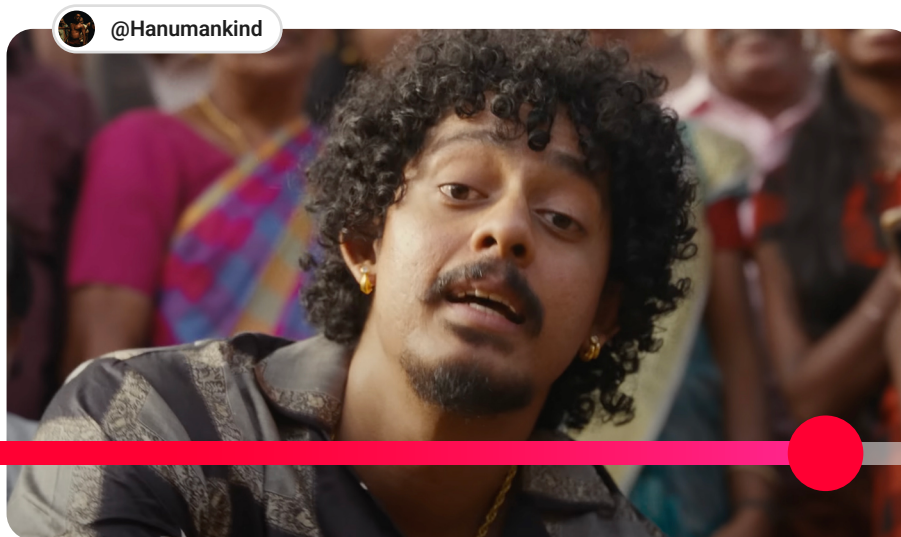


The home for India's creativity, the stage for global impact



Powering growth through
YouTube in 2024 — and beyond



03 A letter from YouTube CEO

04 YouTube's impact in India

06 Shared Growth

15 Shared Culture

26 Shared Knowledge



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 live sports. And it's all thanks to our creators using this powerful engine of cultural export to connect with audiences everywhere.

Neal Mohan



We launched the YouTube Partner Programme 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.

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 each year. And this growth has accelerated in the last three years.

In 2024, YouTube contributed ₹16,000 crores to India’s GDP, supporting more than 930,000 jobs. But we’re equally focussed on the future success and continued growth of India’s creators, committing to a significant investment of more than ₹850 crore over the next two years.

By giving “Creator Nation” more ways than ever to make money on YouTube, we’re giving them more opportunity to reinvest in their content, teams, and operations.

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 for creators and audiences — and India’s journey to becoming a global entertainment powerhouse.

A handwritten signature in black ink, appearing to read 'Neal Mohan'.

Neal Mohan
YouTube CEO

YouTube supports creative and economic growth in India

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 advertising revenue with creators, YouTube empowered anyone to generate an income, hire employees, and build a business. This ignited India's creator economy and led to the growth of new-age studios and creator-led startups.

Today, YouTube is the home of India's creativity and its stage for delivering global impact. A vibrant community of Indian storytellers now use YouTube to create and share standout entertainment, education, and cultural content with the world.

And they're doing it all with an eye on the future, embracing powerful AI production tools and monetisation options. This is redefining the possibilities for India's creative entrepreneurs — and the expectations of global audiences.

₹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.*

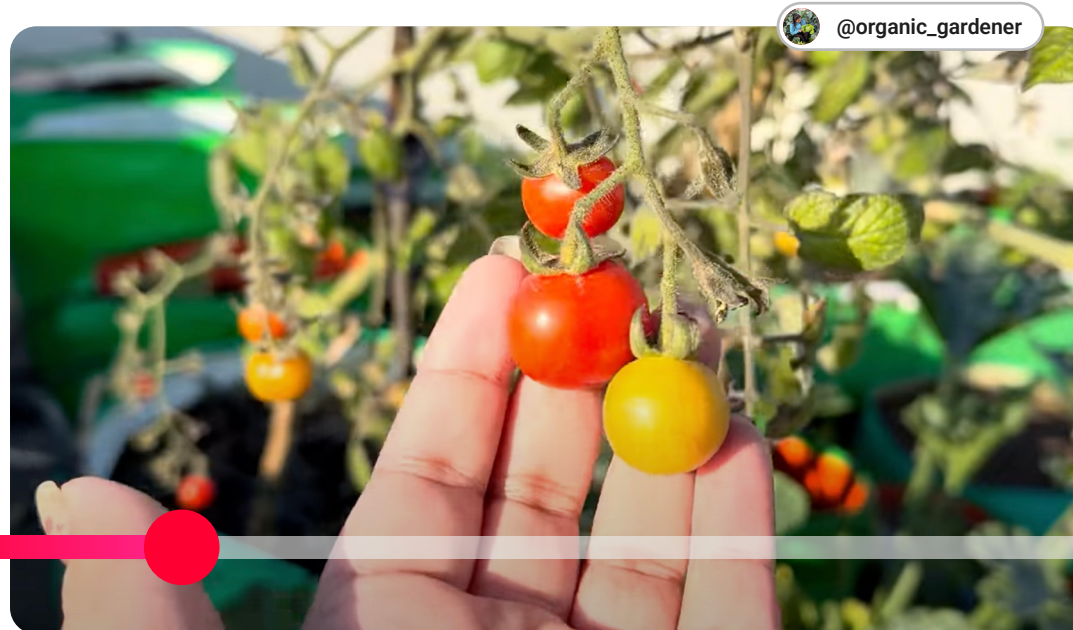


**Sharing revenue
with creators**

**Sharing India's creativity
with the world**

Shared Growth

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



How we share revenue with creators

Our revenue-sharing model, the YouTube Partner Programme, pays creators a majority of the revenue generated from advertising and YouTube Premium subscriptions.

Advertisers use YouTube to reach an engaged audience viewing creator content. YouTube then shares the revenue generated from advertising with creators.

This empowers creators to build audiences and launch careers. But creators don't just sustain themselves. They help strengthen the Indian economy by creating jobs, hiring teams, developing talent, and launching ventures that span beyond YouTube.



₹21K crore

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

*YouTube Internal Data, Dec 2024

**Google/YouTube support website

Monetising through the YouTube Partner Programme*

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, Super Chat is a fan engagement feature where viewers can purchase a highlighted message in a video's chat stream that stands out from the crowd to get more attention from their favourite creators.

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



*Scan to learn more about the YouTube Partner Programme





Empowering India's creator economy

For over 17 years, YouTube has been the bedrock of India's flourishing creator economy. This made us a natural fit to take part in the government's World Audio Visual and Entertainment Summit (WAVES) 2025 — launched by the Ministry of Information & Broadcasting as a showcase for India's creative, cultural, and technological strength in global media and entertainment.

YouTube's presence at the event was defined by strategic dialogue and concrete commitments, underscoring our dedication to collaborative growth with the Indian government.

We are committed to supporting WAVES' creator-focussed values and vision by enabling India's creator economy to:

- **Access revenue** from the YouTube Partner Programme and other empowering monetisation options
- **Simplify and accelerate the content creation process** with our innovative AI tools
- **Demonstrate India's vibrant cultural diversity** and abundant creativity to the world

Our revenue streams and production tools give creators more ways to fuel their passions, connect with global audiences, and run sustainable businesses — while shaping contemporary culture, and driving creative and economic growth across India.

*According to research by Oxford Economics, 2025

**YouTube first-party data, December 2024



₹850cr

Over the next two years, we'll be investing US \$100 million (INR 850 crores) to **accelerate the growth of Indian creators, artists, and media partners.****

₹100K

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

63%

of creators who earn money from YouTube agree that **YouTube is their primary source of revenue.***

Helping Indian businesses reach new audiences and build stronger brands

Just as individual creators find entrepreneurial success on YouTube, small and medium businesses (SMBs), media, and music companies also leverage the platform to create content and promote brands to new customers.

SMB content can range from tutorials and how-to guides about their products to behind-the-scenes glimpses that build brand trust and authenticity. Media and music companies use YouTube to expand their global reach and find new audiences through innovative distribution formats. At the same time, India's workers benefit from YouTube's free training and upskilling resources.

YouTube provides an array of powerful tools that fuel business growth and expansion. Beyond the shared ad revenue from the YouTube Partner Programme, businesses benefit from increased brand awareness (aided by our personalised recommendation systems), direct sales via YouTube Shopping, fan funding options, and more.

These tools lead to a more engaging shopping experience, a wider audience, greater reinvestment in the business, and a sales pipeline that can't be found anywhere else.

 @MeethMiri


70%

of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.*

92%

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



[Foreword](#)[Impact in India](#)[Shared Growth](#)[Shared Culture](#)[Shared Knowledge](#)

Crazy XYZ transformed a career path while celebrating a love of science

Crazy XYZ, led by IIT Roorkee graduate and creator Amit Sharma, is a shining example of how YouTube can turn curiosity and creativity into a thriving business. What began as casual experimentation during college evolved into one of India's most watched science and engineering channels, featuring jaw-dropping experiments, creative challenges, and educational content.

Starting in 2016 with a simple repair video, Amit quickly learned the importance of originality. His viral "Bike Vs Road Roller" video was a major turning point, racking up 34 million views and helping to confirm the potential of large-scale experiments and YouTube's recommendation algorithm. Crazy XYZ's videos now regularly reach millions of viewers, largely discovered via homepage suggestions and trend-driven Shorts.

33.9M
subs

YouTube enabled Amit to turn down a high-paying job and instead build a sustainable business, powered by his own knowledge, interests, and inventive spirit. With 90% of his income stemming from YouTube — largely through brand sponsorships and AdSense — he's grown a 30-person team, invested in a 61,000-square-foot studio, and launched educational products like Crazino's science kits.

Beyond business, YouTube has empowered Amit to educate rural communities, inspire students, and develop life-saving awareness campaigns. It's also personally transformed him from a shy student to a confident communicator and leader. For Crazy XYZ, YouTube has been a life-changing engine for innovation, impact, and independence.

10.1B
views



"YouTube has transformed me both personally and professionally in ways I couldn't have imagined when I started. Over time, I became comfortable in front of the camera, learned to articulate complex ideas clearly, and developed the confidence to share my experiments with millions."

Amit Sharma
Crazy XYZ



Shreemani Tripathi provides a fresh perspective in tech – and inspiration to millions

Shreemani Tripathi's journey from digital marketing and scriptwriting into tech-focussed YouTube content creation is a testament to the platform's power to transform passion into a thriving career. Inspired by a gap in the market for a female perspective on tech, Shreemani launched her channel with simple, scripted videos that quickly found an audience. Despite experiencing some initial resistance to her presence in the tech space, Shreemani's perseverance paid off. After a few months and around 30 videos, audience trust began to grow – as did her own creator confidence.

A major turning point came when she embraced a strategy of "easy entertainment," blending tech education with engaging storytelling. Leveraging YouTube Shorts and search optimisation, her

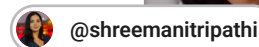
channel experienced explosive growth and quickly became a full-time source of income.

Brand deals became the primary revenue driver, complemented by AdSense and affiliate marketing.

Alongside monetisation, YouTube has helped Shreemani build leadership skills, develop a team, and explore AI tools to streamline content creation. The platform has also supported her through events like YouTube's annual Brandcast, which led to more direct brand relationships. With plans to launch educational courses and expand into multilingual tech content (including a kids' channel), Shreemani credits YouTube for giving her both a voice and a platform to dream bigger.

12.8M
subs

4.4B
views



"YouTube has been like the biggest supporter and cheerleader in my journey, and everything exists because of the opportunities that I got from YouTube."

Shreemani Tripathi



“When I started, YouTube’s monetisation potential was completely unknown to me. But as *Trakin Tech* gained traction, brands began approaching us, and soon, the deals flowed consistently. Within just two years, we weren’t just profitable; we were reinvesting, expanding our team, and launching new channels.”

Arun Prabhudesai
Trakin Tech

Shared Culture

Indian creators amplify their voices and showcase India's vibrant culture to a global audience on YouTube





Sharing Indian music with the world

YouTube is committed to supporting music labels by giving India's diverse music artists a platform to share unique sounds, export the best of Indian music culture and content, and get discovered.

We make it easier for music artists to launch and promote new releases — from spectacular videos and live performances to spirited DJ sets and covers. Artists are also better able to connect with other artists and create exciting collaborations.

This enables users to find and share new favourites, and gives local music labels a better way to identify and develop talent, backed by a robust foundation of copyright control.

YouTube is dedicated to giving India's unparalleled diversity of music artists more ways to earn revenue from their channels, and more opportunities to build careers, taking Indian music and culture to the world.

73%

of music companies with a YouTube channel agree that YouTube is a valuable platform for **discovering new and diverse talent**.*

81%

of music companies with a YouTube channel agree that YouTube is critical to **breaking new artists and/or music**.*

82%

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

Foreword

Impact in India

Shared Growth

Shared Culture

Shared Knowledge

@anuvjain





“More than just a platform for visibility and revenue, YouTube gave me a face, a voice, and a direct connection to a global audience that the traditional music industry couldn’t offer. It has been a journey of self-discovery, helping me solidify my purpose, connect to my roots, and build a true community around my music.”

Jonita Gandhi
jonitamusic





Hanumankind amplified his music career on a more global stage

For Indian rapper, singer, and songwriter Hanumankind, YouTube has been a pivotal force in transforming music from a side passion into a full-fledged creative career. Before launching his channel in 2018, Hanumankind juggled various jobs outside the industry, but he saw YouTube as a unique space where independent artists could build with a like-minded, global audience.

Initially, YouTube was just a platform to share music and “see what stuck”. But things changed dramatically in July 2024 with the release of “Big Dawgs”, a high-impact music video that marked a major turning point in his career trajectory. This release showcased his full artistic vision, and proved that YouTube could be both a distribution tool and a launchpad for delivering real creative impact.

2.7M
subs

Hanumankind credits YouTube with helping him level up every aspect of his artistry — from visual storytelling and aesthetics to production and self-promotion. As he’s evolved, so has the content: more intentional, more refined, and designed to leave a legacy.

More than just driving views, YouTube has created genuine real-world connections with fans, and allowed Hanumankind to share his roots and tell local stories on a global stage. For this rising artist, YouTube has provided an empowering creative space in which he could find his voice and build a lasting career.

522.7M
views

Foreword

Impact in India

Shared Growth

Shared Culture

Shared Knowledge



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

Hanumankind



@Hanumankind



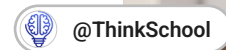


Supporting a thriving media industry

YouTube's influence extends far beyond music, serving as a key partner to Indian broadcasters and the wider media industry.

YouTube enables both traditional media companies and independent creators to expand their reach, and connect with global audiences through new distribution formats. This means better access to critical, credible information for more users. It also helps creators generate the revenue needed to invest in high-quality coverage of important events — and the next wave of media innovation.

By partnering with creators to transform content production and distribution, YouTube is fuelling a cycle of opportunity for the entire media ecosystem.



Foreword Impact in India Shared Growth Shared Culture Shared Knowledge



72%

of media companies with a YouTube channel agree that YouTube is **helpful for distributing their content during critical moments**, such as breaking news or crises.*

74%

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





Foreword

Impact in India

Shared Growth

Shared Culture

Shared Knowledge

Anita Bokepalli found a new career and now helps people find purpose

Anita Bokepalli made the seemingly unlikely leap from being one of two women on an offshore oil rig to a thriving YouTube career rooted in mindfulness, self-discovery, and joyful living. Inspired by creators like Lilly Singh and MostlySane, she launched her channel in 2017 with the belief that YouTube could one day be her full-time profession. Despite early challenges, a single authentic video — in which she shared her 4:00am routine — sparked newfound audience engagement. The true breakthrough came in 2021 when she posted a video that showcased her impressive journey to completing 108 Surya Namaskars every day for 30 days, skyrocketing her subscriber base from 3,000 to over 64,000 in a month.

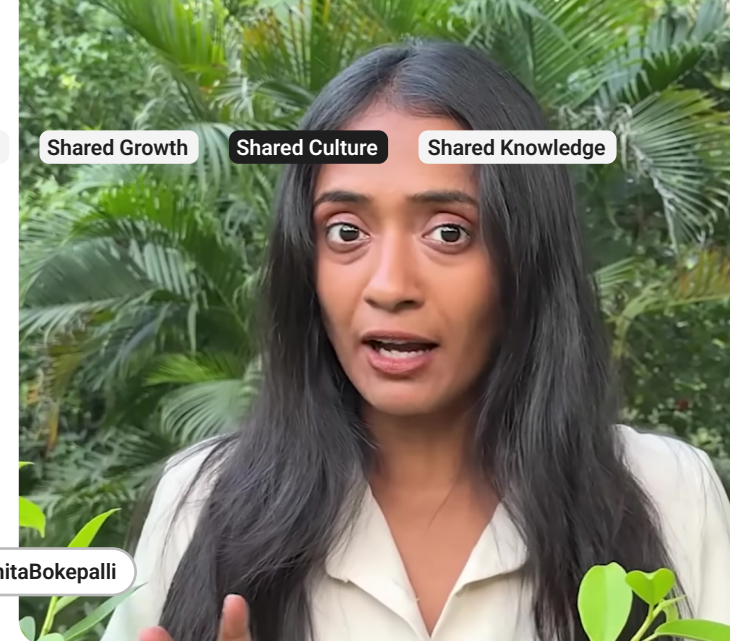
Today, Anita's content spans yoga, conscious eating, and lifestyle transformation. Her videos are primarily discovered through Shorts and browse features, often resonating through topics like daily diet and yoga for wellness. YouTube is the foundation of her business, contributing 100% of her income through AdSense and sponsorships, as well as her online yoga classes.

Beyond monetisation, Anita's channel has cultivated a deeply engaged community — one that not only fuels her business but also drives real-life transformation. From helping viewers reverse health conditions to teaching Art of Living programs funded by her audience, Anita uses YouTube as a platform for impact. With no 'Plan B' career on the horizon, she credits YouTube for giving her both purpose and professional freedom.

713K
subs

268.6M
views

 @AnitaBokepalli



"Every single thing I learned from the content creation journey — whether it is how to write a script, how to set up a camera, how to film yourself, how to edit — is from YouTube. Basically, I think I can say I used YouTube to learn how to YouTube."

Anita Bokepalli





“The most transformative aspect of my YouTube journey has been the freedom to be myself and the acceptance that followed. Embracing my authenticity brought a comfort in my own skin that has been life-changing, but the true win is seeing how that authenticity resonates with others.”

Ranveer Brar
Chef Ranveer Brar



Promoting local culture and positive dialogue

YouTube gives Indian culture a global stage on which to showcase India's rich regional diversity, encourage conversation, and build important connections.

Indian creators can share their unique stories to bridge barriers and inspire pride — in everything from music, dance, and language to crafts, food, fashion, and more. This allows creators to help preserve and promote local culture, while giving audiences the opportunity to deepen their cultural understanding, and discover a greater sense of community belonging.



71%

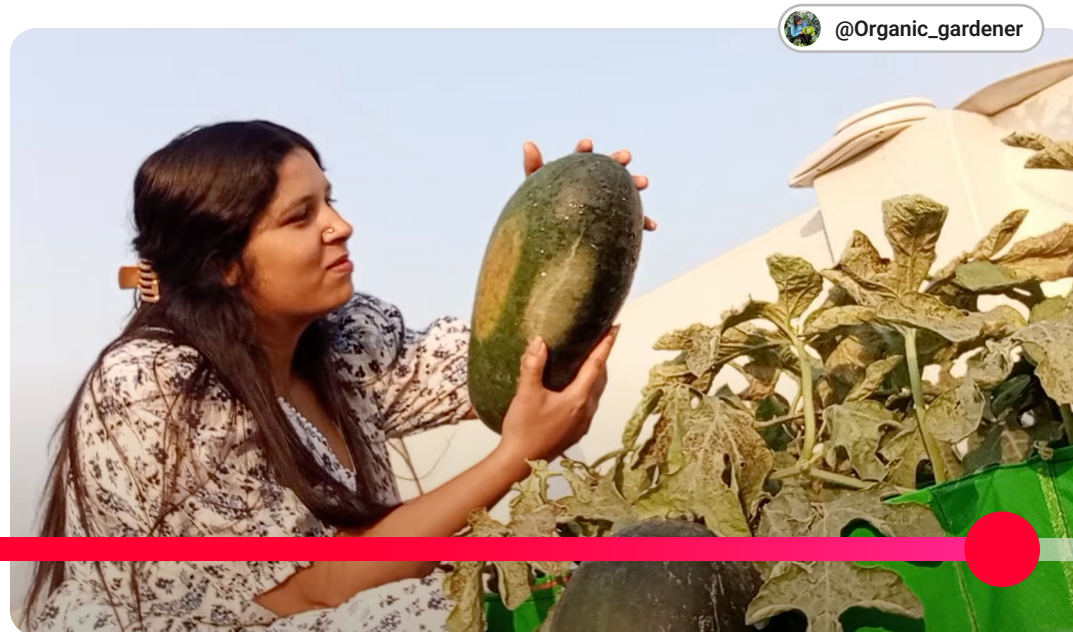
of users agree that YouTube plays a role in preserving their local history and culture.*

72%

of users agree that they rely on YouTube's recommendations to discover creators who represent diverse backgrounds and perspectives.*

Shared Knowledge

Creators are revolutionising Indian education, making complex topics simple, and enabling widespread learning





Empowering Indians with access to authoritative information

YouTube is dedicated to supporting the distribution of quality news and media content, helping all Indians connect with relevant and reliable information.

Users value the credible and diverse contributors on our platform — sharing everything from news updates and deep-dive podcasts to historical analyses. And YouTube understands the importance of trust for all of our users. We prioritise access to authoritative content and work to combat misinformation, so people across India can stay properly informed about the topics that matter.



73%

of users agree that YouTube was **helpful during critical moments**, such as breaking news or crises by providing access to timely and/or authoritative information.*

82%

50% of users have searched for news on YouTube. Of those, **82% agree that they can find news information from credible, trusted sources on YouTube.***



Indians come to YouTube to learn and grow

YouTube gives all Indians a free and open place to discover quality information and put it to good use.

Our platform provides flexible, personalised access to structured courses, information, how-to guides, and tutorials from expert creators. This enables users to elevate their technical and professional skills, and develop hobbies and interests on their own terms — from anywhere.

YouTube is committed to helping all Indians learn, grow, and share their best with the world around them.

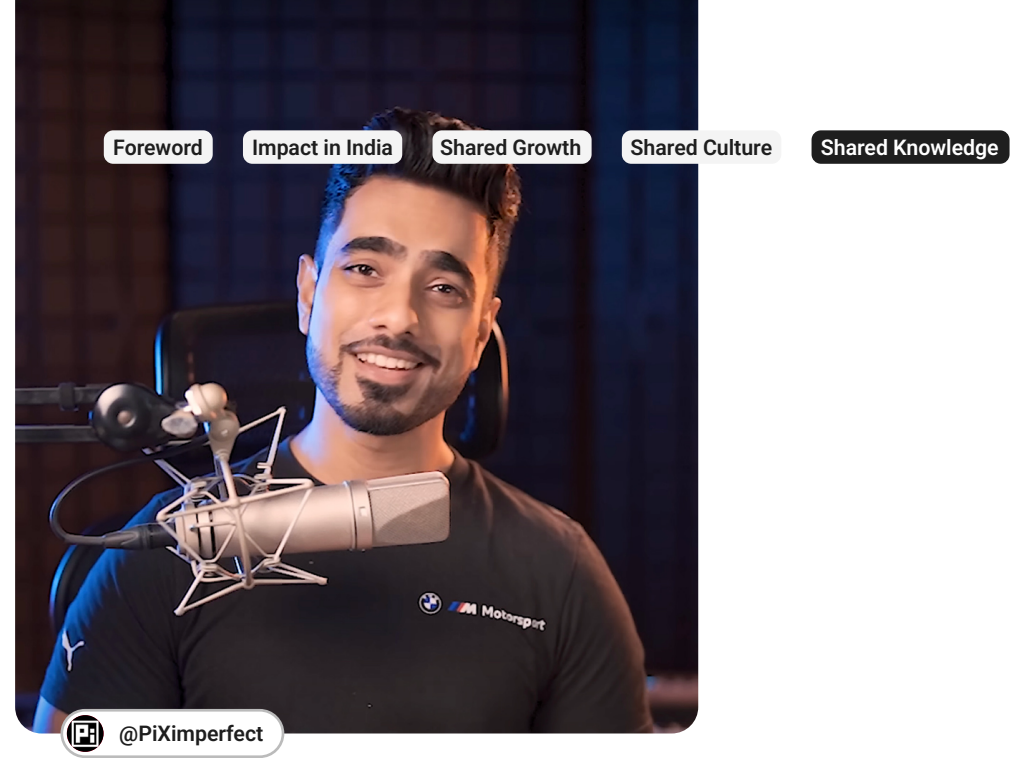
70%

of users agree that YouTube provides **equal opportunities for everyone to learn and grow.***

73%

of users report they often use YouTube to **educate themselves.***

*According to research by Oxford Economics, 2025



98%

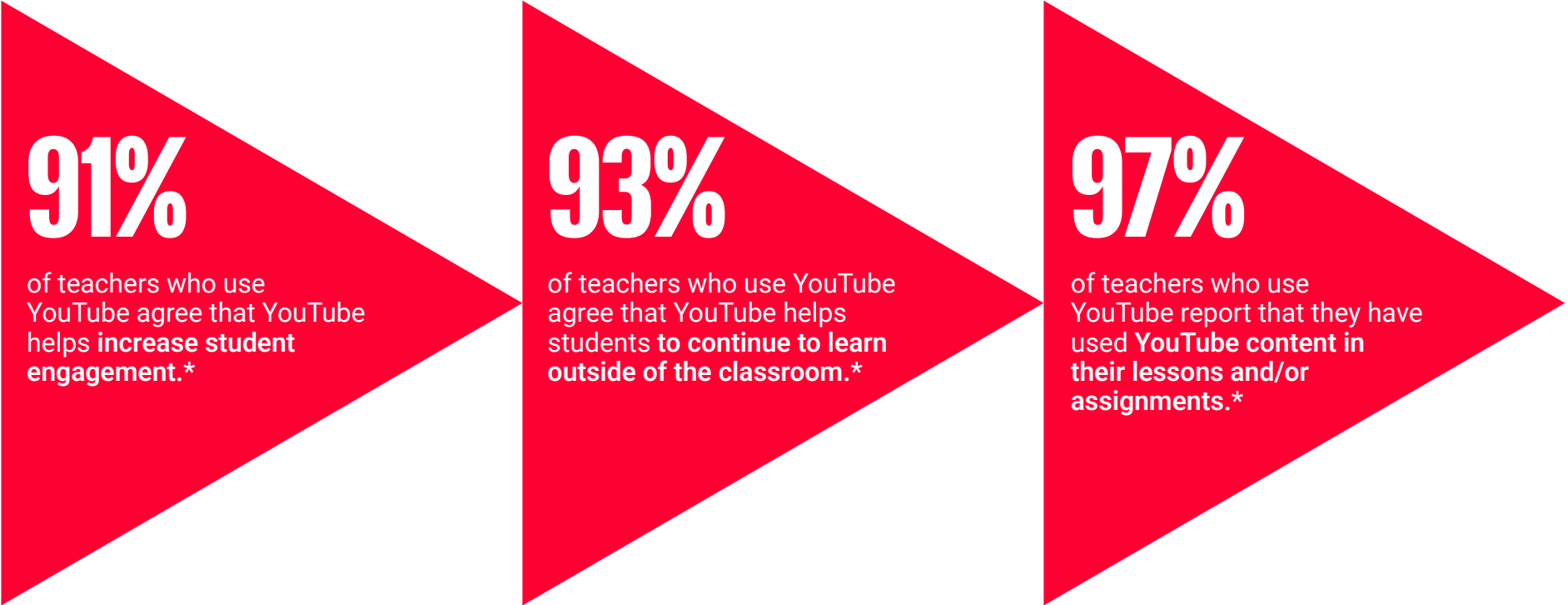
of users report using YouTube to **gather information and knowledge.***

Teachers turn to YouTube to supplement 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. Students of all ages enjoy access to high-quality videos from world-class creators, including many teachers.

Our inventive creators enable teachers (and parents) to expand the learning landscape safely and inspire younger Indian learners to get more from every lesson.



91%

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

93%

of teachers who use YouTube agree that YouTube helps students **to continue to learn outside of the classroom**.*

97%

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





Families trust YouTube as a resource for safe learning and discovery experiences

YouTube and YouTube Kids give Indian parents trusted platforms for their children's online exploration and learning.

This trust is built on accessible parental controls and quality principles that help to guide creators in the production process.

Families see YouTube and YouTube Kids as valuable resources that encourage learning and curiosity beyond the classroom. We offer a diverse ecosystem of enriching content from reliable sources, designed to help supplement traditional learning.

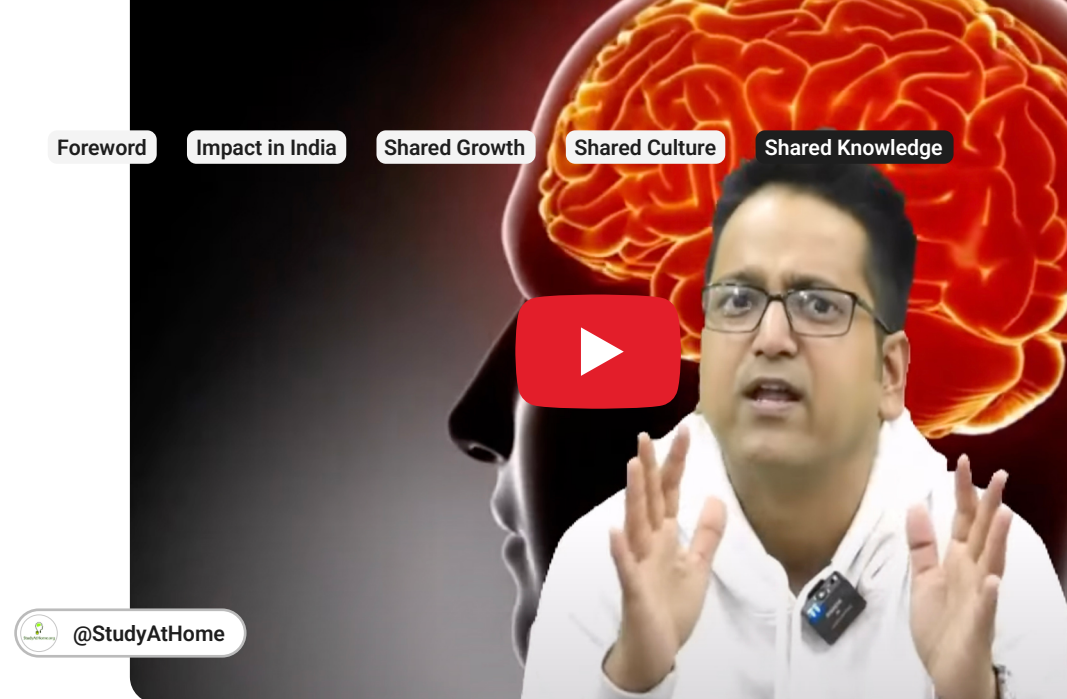
75%

of parents of teens (13–18) who use YouTube agree that YouTube helps their children **find a sense of community they struggle to find elsewhere.***

76%

of parents who use YouTube agree that YouTube (or YouTube kids) helps to **tackle gaps in education by providing their children a way to access quality information.***

*According to research by Oxford Economics, 2025



76%

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



Fit Tuber shares accessible and achievable healthy living insights with all Indians

Fit Tuber, founded by former Central Excise Inspector and IT engineer Vivek Mittal, has become one of India's most trusted wellness channels — thanks in large part to the reach and accessibility of YouTube. Frustrated by the lack of relatable fitness content for everyday audiences, Vivek launched Fit Tuber in 2016 to share practical health advice rooted in Indian traditions. From the outset, he committed to creating meaningful, research-backed videos aimed at helping people like his parents and peers improve their lives through simple, actionable changes.

The channel gained momentum when Vivek shifted from trending fitness topics to original, value-driven content, like reviews of everyday products and natural remedies.

8.1M
subs

This authenticity resonated deeply with viewers, and YouTube's recommendation engine amplified his reach. Today, Vivek's channel sustains his own full-time career and a team of seven remote collaborators.

YouTube generates all of Fit Tuber's income, primarily through AdSense and sponsorships — allowing him to keep his videos free for viewers. In addition to fuelling an income, YouTube has empowered Vivek to grow professionally, connect with millions, and make a tangible difference to people's health and wellbeing. From planting trees locally to transforming viewers' lifestyles globally, Fit Tuber's journey shows how YouTube can turn a simple idea into a platform for impact, education, and purpose.

1.03B
views

Foreword

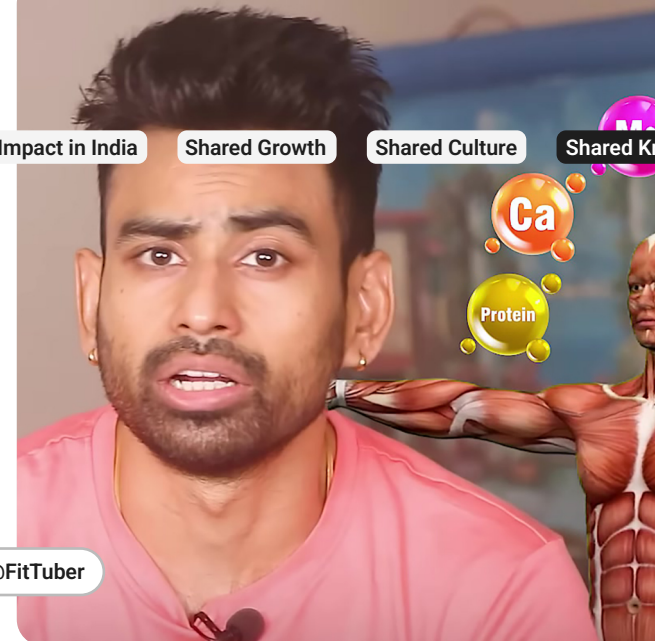
Impact in India

Shared Growth

Shared Culture

Shared Knowledge

@FitTuber



"You just need the intent to share something useful. I want to create the kind of content I personally want to see on the internet."

Vivek Mittal
Fit Tuber





Labour Law Advisor brings employment clarity and confidence to millions

Launched by Rishabh Jain and Mandeep Gill, Labour Law Advisor began as an experiment with no expectations — just a shared drive to simplify complex topics like labour laws, personal finance, and tax for Indian adults. Combining Rishabh's access to legal expertise with Mandeep's video skills, the duo posted their first few videos in 2017. They quickly realised they were filling a massive content gap — explaining employment benefits like EPF, ESI, and gratuity from the employee's perspective.

After years of trial and error, their true breakthrough came with deeply personal content — including a video on insurance misselling that was born from Mandeep's own family experience. That video, and others like it, resonated with viewers who had long felt overlooked by mainstream financial education.

The response was overwhelming as viewers thanked them for helping to recover lost funds, understand policy traps, and make smarter financial decisions.

Today, Labour Law Advisor has built a thriving business ecosystem around their channel, including online courses, a successful stationery brand (Jagruk Journal), and brand collaborations. YouTube's platform and audience enabled their message to reach millions while unlocking full-time careers for both founders and enabling them to build a 30+ person team.

More than content creators, they see themselves as educators and activists — using YouTube not just to inform, but to empower Indians all over the country with life-changing financial knowledge.

5.31M
subs

1.86B
views

Foreword

Impact in India

Shared Growth

Shared Culture

Shared Knowledge

 @LabourLawAdvisor



"We realised the true economic power and responsibility of being a creator. Brands spend millions to acquire customers, and we can do that ethically through trust we've built with our viewers."

Mandeep Gill
Labour Law Advisor

“Half the technical things I’ve learned in VFX and content production are from YouTube. There’s no better place to go to when you want to learn anything.”

Raghav Anil Kumar
Shutter Authority

YouTube

5230

717

257 9 68

8

35

5230

