

Powered by **Indians.** Built for opportunity.

From idea to impact

It all starts with a creator and an idea. For nearly two decades, YouTube has helped Indian creators turn their ideas into videos, channels, engagement, and businesses. This single act of creativity can deliver far-reaching impacts – generating jobs, supporting local economies, helping people learn new skills, and connecting age-appropriate audiences with the information and culture they value most. Together, creators and viewers shape conversations, opportunities, and communities that extend beyond the platform and make a real difference.

₹18Kcr **960K+**

YouTube's creative ecosystem contributed over ₹18,000 crores to India's GDP in 2025.*

YouTube's creative ecosystem supported more than 960,000 full time equivalent (FTE) jobs in India in 2025.*



Creators build businesses and local opportunities

India's best-known creators don't work alone or come exclusively from big cities. They run production companies with writers, editors, and camera crews, while commissioning their own shoots, building brand recognition, and unlocking business opportunities that live beyond their channel. And they're earning real money in smaller cities, towns, and villages as well. The number generating significant levels of revenue climbs higher every year. Even regional-language channels are turning large and loyal audiences into dependable revenue and local reinvestment.

"YouTube has not only helped me build a business but has also created employment opportunities for a talented team of executives, managers, and professionals."

Vineet Malhotra
VMone



Where Indians find knowledge and support

India comes to YouTube for quality information and support. Whether it's about exam preparation, cooking techniques, or a first coding job, every question can find an answer, in the learner's language and on their own terms. The same level of support is also available in more challenging moments, when people need to navigate stress, anxiety, or other life changes. Around almost every subject, this is where Indians gather to learn, grow, and move forward.

93%

93% of viewers report using YouTube to gather information and/or expand their knowledge on a particular interest.*

73%

73% of viewers say YouTube provides equal opportunities for everyone to learn and grow.*



@SimpleGhar

Local stories, global audiences

A folk singer in Rajasthan, a weaver in the Northeast, a home cook celebrating a family recipe. Each can now share their talents, passions, and ways of life with the world, in their own unique style and mother tongue. Communities use that reach to preserve traditions, while audiences elsewhere discover stories they wouldn't have experienced otherwise. The export of Indian culture now travels at the speed of fandoms.

15%+

Over 15% of watch time on content produced by channels in India comes from outside of India.**

75%

75% of viewers say YouTube helps them discover content related to their local history and culture.*

*According to research by Oxford Economics
**YouTube first-party data, Global, 2022–2025

Safety guardrails for every age

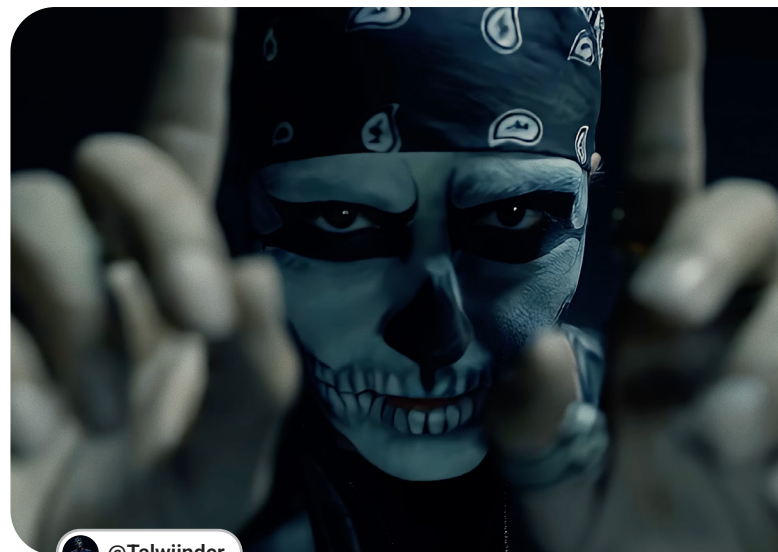
Since 2015, YouTube has been dedicated to building experiences that fit each stage of childhood. Safe spaces for younger children to explore, more independence for teens, and clear controls for parents through tools like Family Center. Families set their own rules, from bedtime and break reminders to age-appropriate viewing. Content quality principles shaped with experts steer teens towards enriching and appropriate content, and those navigating difficult moments can find credible, supportive voices. YouTube offers the ideal place to make discoveries and grow.

74%

74% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) plays an important role in their children's discovery of the world.*

Backed by experts

YouTube content principles are developed in collaboration with a cohort of global and local experts from organisations like University of California, The Quantum Hub, and Save The Children.



@Talwinder

“As an artist, I always knew how important a v channel is. It takes my music to people across the globe and earns me money at the same time.”

Talwinder Singh Sidhu
Talwinder

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



Powered by **Indian communities.** Built for opportunity.

Where Indian culture reaches the world

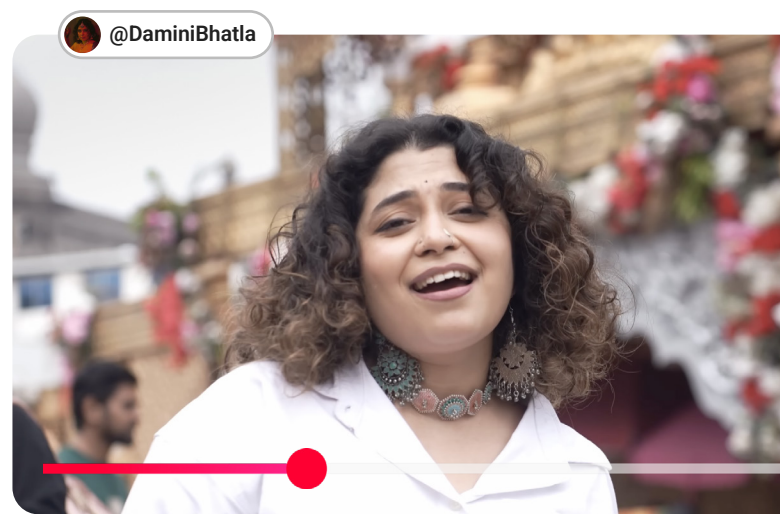
India doesn't have one culture. It has thousands. And more of them are finding a platform and an audience than ever before. A folk singer in Rajasthan, a weaver in the Northeast, a home cook celebrating a family recipe – each can now share their talents, passions, and ways of life with the world, in their own tongue. Communities use that reach to preserve and pass on their traditions, while audiences elsewhere discover stories they would never have experienced without YouTube.

75%

75% of viewers say YouTube helps them discover content related to their local history and culture.*

160M+

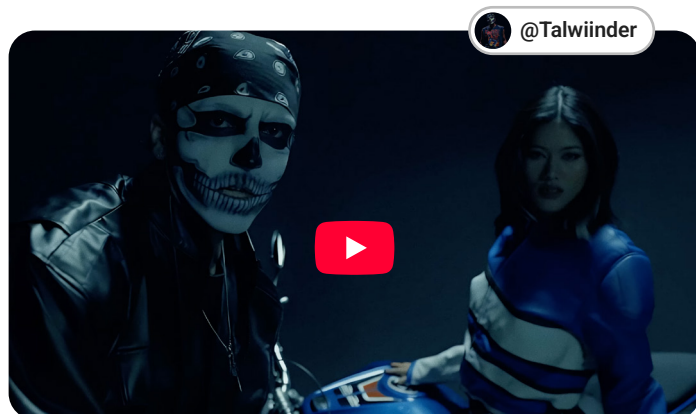
Over 160 million hours of content was uploaded by Indian channels in the past year.**



@DaminiBhatla

India's cultural moments happen here

This is where India shows up for the things it loves. A new music video, a late-night comedy set, a cooking series in Tamil, the ecstatic second-screen buzz around a cricket match. All of it plays out here. Audiences react and revisit, turning a singular cultural moment into a conversation that runs for days. Longer formats let fans dive deeper into what they love, through video podcasts and reactions that continue on long after a traditional broadcast would have ended.



@Talwiinder

93%

93% of viewers report watching music videos, music festivals, or awards ceremonies on YouTube in the last year.*

78%

78% of those who listen to podcasts say they prefer watching podcasts with video.*

*According to research by Oxford Economics

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



The world is watching and listening to India

On YouTube, local creativity rarely stays local. An independent artist like Damini Bhatla can break out to listeners on every continent, while labels such as T-Series and Saregama carry classic and new Indian music to diaspora audiences and curious newcomers alike. Even regional-language creators find fans far beyond their home states. A considerable share of these viewers come from outside India. Today, Indian culture is powered by global fandoms.

15%+

Over 15% of watch time on content produced by channels in India comes from outside of India.**

81%

81% of media companies with a YouTube channel say YouTube helps them reach new audiences across the world.*

72%

72% of music companies with a presence on YouTube say YouTube Creator partnerships will offer an opportunity for driving revenue growth over the next five years.*



*According to research by Oxford Economics
**YouTube first-party data, Global, 2022–2025

@SanjuRathodSR



Sanju Rathod brought his Marathi music dream to a global stage

For Sanju Rathod, music was never just a hobby. It was a lifelong passion and something he always imagined people would see as much as hear.

YouTube gave that vision a home, enabling him to release his songs as videos and reach an audience far beyond his home state. The turning point came when “Bappa Wala Gana” became his first track to cross one million views. This milestone proved to Sanju that people were connecting with his sound. Songs like “Gulabi Sadi” and “Shaky” followed, threading their way into everyday life across the country and bringing Marathi music to listeners around the world.

Through YouTube, Sanju even connected with the producers, directors, and musicians who now shape his work. This team also helped him to evolve from shy newcomer to established artist on a FanFest stage and billboards across Mumbai. With an album and global collaborations coming soon, YouTube remains central to defining what comes next.

6.8M

subs

3.4B

views

“Honestly, I wouldn’t be where I am today without YouTube. It helped me find my audience, build my career, and take my music to people across the world.”

Sanju Rathod



To learn more about YouTube’s impact in India in 2025, scan the QR code.

Powered by creators and partners. Built for opportunity.

Where Indian creators turn ideas into livelihoods

Across India, people are turning an idea, a skill, or a craft into a living. A cook in Kochi, a builder in Indore, a musician in Shillong – each finds their voice and builds something lasting.

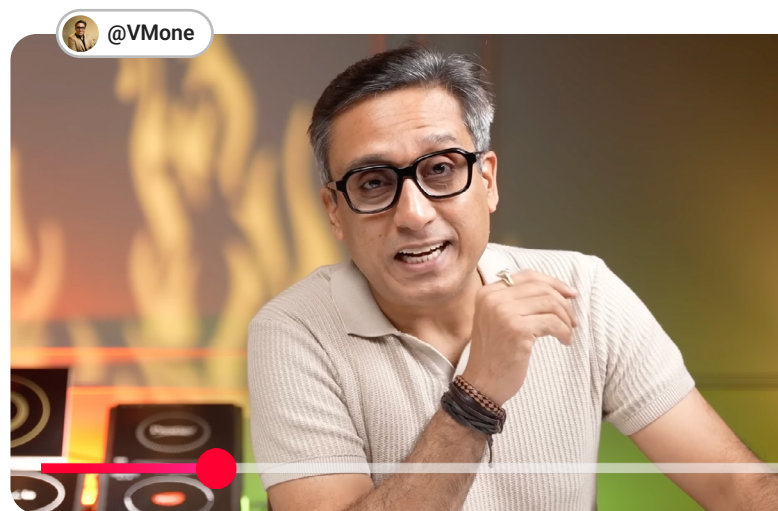
YouTube provides the platform to grow their audience and earn revenue. With that income, creators are able to hire teams and expand operations. What starts as a single channel becomes a thriving business, creating jobs and opportunities for collaborators, suppliers, and the entire community around them.

₹18Kcr

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960K+

YouTube's creative ecosystem supported more than 960,000 full time equivalent (FTE) jobs in India in 2025.*



From single channels to full studios

Many of India's best-known creators no longer work alone. They run production companies with writers, editors, and crews, commission their own shoots, and build intellectual property (IP) that travels well beyond a single channel. Alongside them are smaller creators and channels discovering their first audience, driven by individuals seeking creative and financial independence. Together, they turn everyday creativity into an ecosystem of real employment.



18K+

More than 18,000 channels have over 1 million subscribers.**

93%

93% of creators who say they have a media and entertainment career started that career on YouTube.*

*According to research by Oxford Economics

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



Creator success ripples through local economies

Thriving channels deliver benefits to many layers of the economy. Creators pay editors and camera operators, rent studio space, hire skilled professionals, and buy from local suppliers. As a result, small creative clusters have sprung up in cities like Jaipur, Lucknow, and Kochi, providing waves of local professionals with valuable training and experience. Furthermore, small and medium businesses use this creative ecosystem to reach new customers and grow their operations – proving that when a creator grows, their whole community grows with them.

300K+

Creators who earn money from YouTube supported over 300,000 apprentices in the last year.*

73%

73% of SMBs with a YouTube channel say their YouTube presence helped them expand their business beyond the platform (e.g. expansion to local brick and mortar, brand deals, or additional online stores).*

Real growth, from metros to villages

This was never just a big-city story. Creators earn real money in smaller cities, towns, and villages, and the number generating serious income climbs higher every year. Regional-language channels in particular are building large, loyal audiences, which translates into dependable revenue. This ecosystem provides a vital opportunity for people who might otherwise remain outside the formal economy to begin earning. It also empowers creators from every corner of the country to break through long-standing language and geographic barriers.

+30%

The number of YouTube channels making 6 figures or more in revenue (INR) is up more than 30% year over year.**

73%

73% of creators who earn money from YouTube say YouTube is their primary source of income.*

*According to research by Oxford Economics
**YouTube first-party data, Global, 2022–2025

@SimpleGhar



SimpleGhar turned honest product reviews into full-time careers across seven languages

When the SimpleGhar creators saw how Indians make purchasing decisions online, they realised that shoppers spend good money on little more than an image and a description.

So in late 2022, SimpleGhar was launched to help fix the problem – buying and testing products, delivering honest reviews, and sharing the results. YouTube gave the idea room to grow. Regional-language videos and Shorts found an audience and began to build trust fast. And once YouTube Shopping simplified the purchase discovery journey, the channel transformed into a genuine business.

What began in Telugu with one camera in a converted home studio now spans seven languages (and more to come) and employs a team of 35 editors, researchers, videographers, and anchors. Many arrived with no experience in content creation and built careers from scratch. Alongside steady investment in equipment and local product testing, the team is showing how one good, helpful idea can turn into sustainable livelihoods anywhere in India.

6.6M

subs

11.8B

views

“YouTube gave us the platform, the distribution, the monetisation tools, and the audience relationship to build a real company around a real mission.”

Anusha Maraju
SimpleGhar



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

Powered by Indian skill. Built for opportunity.

Where Indians learn and grow

In India, learning extends beyond the classroom. Anyone with a question can find an expert who has answered it, in the learner's language and at their own pace. Viewers of all ages come to YouTube to pursue interests, pick up practical skills, or simply understand the world a little better. Many find and connect with others doing the same. Whatever someone is trying to learn, YouTube's door is always open.

93%

93% of viewers report using YouTube to gather information and/or expand their knowledge on a particular interest.*

73%

73% of viewers say YouTube provides equal opportunities for everyone to learn and grow.*



@KhabarLahariyaDigital



@ISHNews

Where learners find answers and community

For the millions of Indian students preparing for exams, gifted teachers are a tap away and ready to help learners – no matter where they live. That same level of expert support is also available in life's more challenging moments. When navigating stress or anxiety, students can turn to a network of doctors for understanding and guidance, as well as creators for community and support. For nearly every topic, there's sharing and growing together.

89%

89% of teachers who use YouTube say YouTube provides access to educational content that students would not otherwise have.*

78%

78% of viewers who search for mental health topics on YouTube say the platform is a place they can turn to for support.*



Trusted voices offer a deeper, wider view

On YouTube, the range of high-quality creators to learn from continues to expand. Media companies like Aaj Tak and Prasar Bharati sit alongside independent educators, working professionals, commentators, and subject specialists – each adding their unique perspective to topics. When a big story breaks, people can understand the whole picture through multiple credible voices. Complex subjects like science, finance, or law become far easier to grasp when a creator breaks them down.

79%

79% of viewers who look for news on YouTube say the platform is a high-quality source for information on current events.*

88%

88% of teachers who use YouTube say YouTube videos help explain complex issues in a way that students can understand.*

Skills for work, life, and growth

Many of the learning resources on YouTube are practically minded. A shopkeeper picks up basic accounting, a homemaker masters a new recipe, a graduate builds the AI skills a first job demands. Others go deep into their passions, from astronomy to classical music, until they know it inside out. The same place that answers a quick how-to question can, over time, turn beginners into truly skilled practitioners.

82%

82% of viewers say they have expanded their knowledge on a particular interest through YouTube.*



*According to research by Oxford Economics

@KhabarLahariyaDigital



Khabar Lahariya built a trusted news voice for rural India

Co-founder Kavita Devi established Khabar Lahariya to pioneer a new model of women-led media entrepreneurship, creating a space for women from marginalised communities to lead local journalism and build sustainable careers.

YouTube provided the platform to expand this vision, offering a direct route into the heart of rural communities. With women reporting actively on the ground, they reshaped the local news narrative and encouraged audiences to engage directly by sharing their own stories, photographs, and tips.

Today, this initiative has grown into a vibrant ecosystem. Supported by a small editing and publishing desk, a dedicated field team of around fifteen women reporters keeps the daily operation running. The broader impact, however, lies in how they have opened doors for others: women trained in Khabar Lahariya's newsroom are now building their own independent channels and audience, while confidently occupying public and digital spaces.

614K

subs

192.6M

views

“Once we started on YouTube, people saw their own villages for the first time, and were proud that news from their village was being seen.”

Kavita Devi
Khabar Lahariya



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

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

The right platform for every age

A five-year-old, a ten-year-old, and a fifteen-year-old are at their own unique stages of life. And they should be able to enjoy their own unique YouTube experience, safely. Since 2015, our focus has been on designing user journeys that fit every age: room for younger children to explore with confidence, more independence for teens, and clear ways for parents to stay involved. The result is a platform that grows with a child's evolving needs, so families can make age-appropriate discoveries together.

Choose a content setting for Arya on YouTube Kids

All settings give you an option to choose specific content that Arya can watch



Preschool

Ages 4 and under



Younger

Ages 5-8



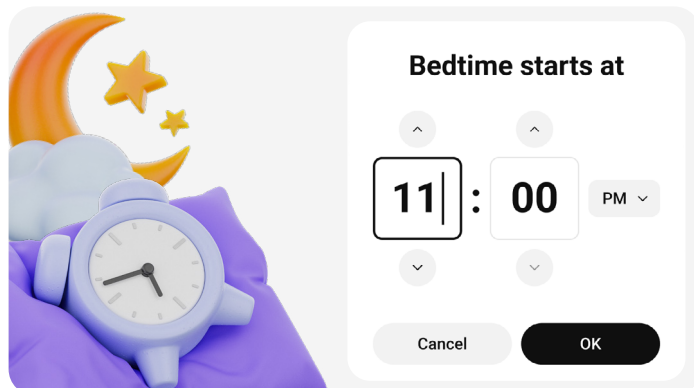
YouTube supervised experiences let parents choose custom content settings for older kids and teens.

74%

74% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) plays an important role in their children's discovery of the world.*

Age-appropriate by design

Through the YouTube Kids app and supervised accounts, parents get to tailor the experience for their children around built-in protections. As children become teens and ask for greater independence, teen accounts carry their own safeguards by default and parents have the option to remain connected. This ensures that kids have a more contained environment to explore YouTube. Each stage opens up a little more, on terms that families set together.



Bedtime reminders & other features to help manage screen time.

92%

92% of survey respondents who are parents of 10-17 year olds and have used YouTube supervised account tools said they agree that the content their child views on their supervised YouTube account is appropriate for their age.**



*According to research by Oxford Economics

**According to an August 2025 survey conducted by Ipsos in India

Tools that put families in control

Every child is different and no two families want the same rules. Through Family Center, YouTube puts the controls in their hands. Parents of children with supervised accounts can add custom bedtime and take-a-break reminders, while timers for Shorts and overall use help to keep screen time balanced. YouTube is committed to giving every family the tools to shape their own relationship with technology.



Shorts feed limit

Parents can set daily time limits for scrolling the Shorts Feed, including setting it to zero minutes to turn the feed off entirely – an industry first.



Bedtime and Take a Break reminders

Parents of supervised accounts can set custom Bedtime and Take a Break reminders. While wellbeing protections are in place for teens by default, parents can customise these settings to better suit their family's needs.

Quality content that lifts teens up

Safety is just the starting point. Working with experts at The Quantum Hub (TQH) and Save The Children, YouTube applies quality principles that shape what content is recommended to teens, steering them towards enriching and appropriate videos – while preventing access to mature content for under-18s. The same care extends to wellbeing. When young people look for help around difficult subjects, they can find supportive, credible voices. The goal is to build a safe space that informs and inspires the next generation of adults and leaders.

78%

78% of viewers who search for mental health topics on YouTube say the platform is a place they can turn to for support.*

*According to research by Oxford Economics



WeAreYuvaa built a space where young people feel heard

Nikhil Taneja founded Yuvaa in 2019 with a simple conviction: young people's real concerns, from mental health to isolation, were going unheard. And it was time to do something about it. Having spent years in youth media, he wanted a channel that listened and engaged with these issues honestly.

That breakthrough was made on YouTube. An early film for parents about young people's mental health reached a million views, and through the pandemic Yuvaa became a place where a generation experiencing a sense of loneliness and isolation felt seen. The channel's show about positive masculinity, Be A Man, gave young men the space to talk openly about their emotions, drawing millions of viewers and messages from across the country.

Today, Yuvaa reaches millions of young people, hosts live town halls with students, and is building a Mumbai studio to sustain the work – offering credible, supportive voices for a generation doing their best to navigate challenging subjects and circumstances.

499K

subs

352.8M

views

“We are a purpose-driven organisation and YouTube gave us confidence that our purpose has resonance with young people and parents across the country.”

Nikhil Taneja
WeAreYuvaa



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