

A platform for growth through creativity



Exploring YouTube's
UK impact in 2024



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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.

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.

This report shows that YouTube contributed over £2.2 billion to the UK's GDP in 2024, supporting more than 45,000 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 in black ink, appearing to read 'Neal Mohan'.

Neal Mohan
YouTube CEO

YouTube drives growth in the UK creative industry

For 20 years, YouTube has been at the centre of the creator economy. Today, creators continue to redefine the way we share entertainment, knowledge, and culture – and grow community and opportunity.

Our vibrant creative ecosystem is leading a new wave of growth – powered by modern day media houses with pioneering production studios, dedicated teams, and sophisticated storytelling skills. It's all underpinned by our industry-leading revenue sharing model, the YouTube Partner Program, as well as fan funding.

With more ways than ever to earn an income on YouTube, we're better enabling creators to build businesses, hire staff, produce content that enriches lives, and make a meaningful impact on UK culture and economy.

£2.2B **GDP**

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

45,000 **FTE**

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



**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

Every day, creators share their voices on YouTube and 2 billion viewers worldwide discover their content. Advertisers buy YouTube ads on this content, enabling them to reach an engaged audience.

YouTube shares more than half of this advertising revenue plus additional revenue from YouTube Premium subscriptions with creators.

This empowers creators to continually develop content, grow their fanbase, and build job-creating businesses 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

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

Monetising through the YouTube Partner Program*

Advertising revenue is just the start for creators looking to monetise their content. We've continued to expand the monetisation options over the years – and now offer multiple ways for creators to earn money.*

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 favorite creators.

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



*Scan to learn more about the YouTube Partner Program

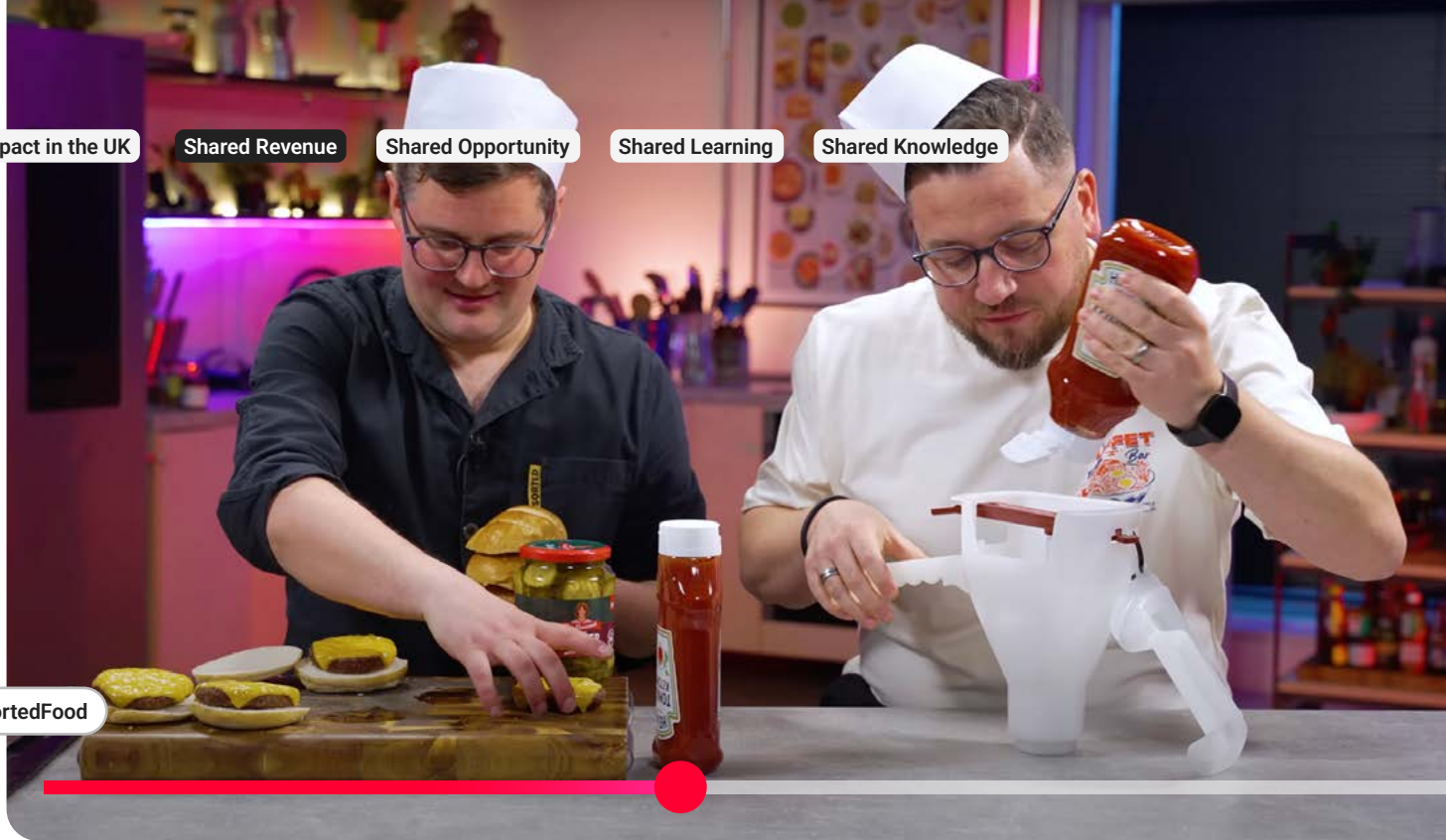


Personalisation helps creators and content get discovered

Globally, there are over 20 billion videos on YouTube. Creators upload another 20 million videos every day.** That's why YouTube's recommendation system is so important.

Viewers need help finding useful and relevant videos, and creators need help getting their content discovered. Personalisation enables creators to stand out and connect with an audience. But not just any audience – an audience that loves the content they've discovered.

 @SortedFood



93%

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

*According to research by Oxford Economics, 2025

**YouTube internal data, April 2025

Supporting and exporting the UK creative industry

YouTube gives British creators – including small and medium-sized businesses (SMBs), music artists, and media companies – a better way to export uniquely compelling content to global audiences.

Creators and businesses use YouTube’s robust monetisation options to produce more quality content, reach new customers and fans, and run sustainable businesses. This helps to drive sustainable creative and economic growth throughout the UK.

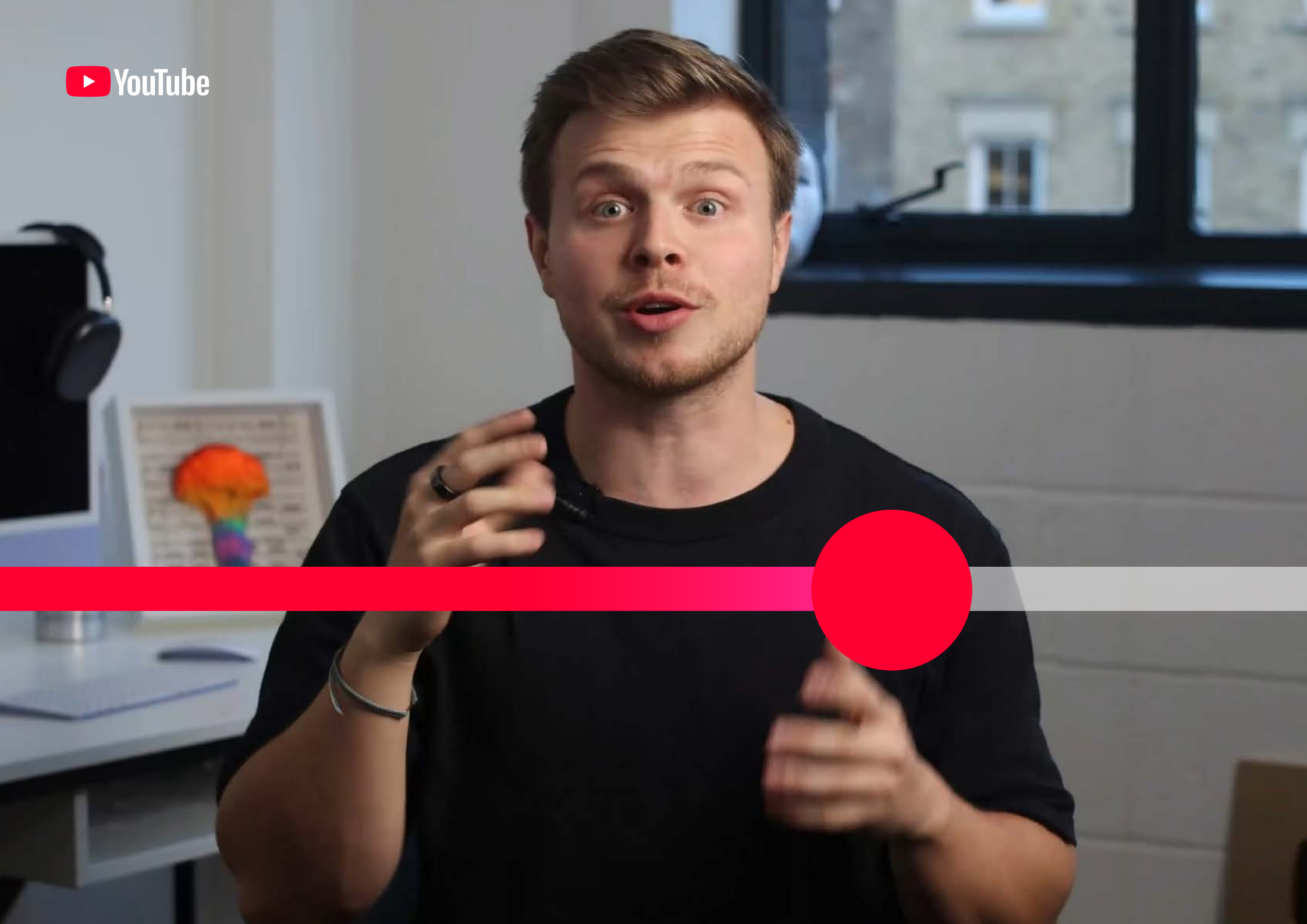


72%

72% of creators who earn money from YouTube agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.*

76%

76% of creators who earn money from YouTube agree that YouTube helps them **export their content to international audiences they wouldn't otherwise have access to.***



Max Klymenko shares business insights with the world – and builds success with his team

In 2017, Max just wanted to make some helpful videos for his younger sister. Fast forward eight years, and that simple idea has grown into a full-time channel and a five-person team working out of a studio in central London.

His videos help to elevate conversations around careers, marketing, and how big brands work. But at the heart of it all is a mission to help people figure out their future and feel confident chasing it.


Born in Ukraine, Max also uses his channel to shine a light on global issues. He's worked with organisations like the UN, NATO, and the World Bank, and has used his platform to raise both awareness and funds for the Russia-Ukraine war.

One significant milestone in Max's journey as a YouTube media creator came three years in, when he stopped filming alone and made his first hire. This small step kicked off a whole new chapter in his evolution from solo video-maker to rising media star.

Today, his channel is part media outlet, part mission, and it's connecting with a global audience hungry for honest, accessible insight.

2.7M
subs

3.2B
views

 @maxklymenko


"YouTube has supported me over the years, both financially, with monetisation, and with knowledge, giving me the understanding and insights into what the audience wants that has enabled my channel to grow."

Max Klymenko

Shared Opportunity

Businesses and creators reach new customers and audiences on YouTube



Supporting a thriving media industry

What makes YouTube an essential partner to British broadcasters and the wider media industry?

YouTube enables broadcasters to expand their global reach and grow audiences. This provides the revenue needed to invest in high-quality coverage of important events from every angle – and the next generation of media innovators. Our platform fuels a cycle of opportunity for the entire media ecosystem.

79%

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

81%

81% of media companies with a YouTube channel agree that YouTube has increased the supply of creative talent in the industry.*

85%

85% of media companies with a YouTube channel agree that YouTube is an important source of revenue for their company.*

Helping SMBs reach more people

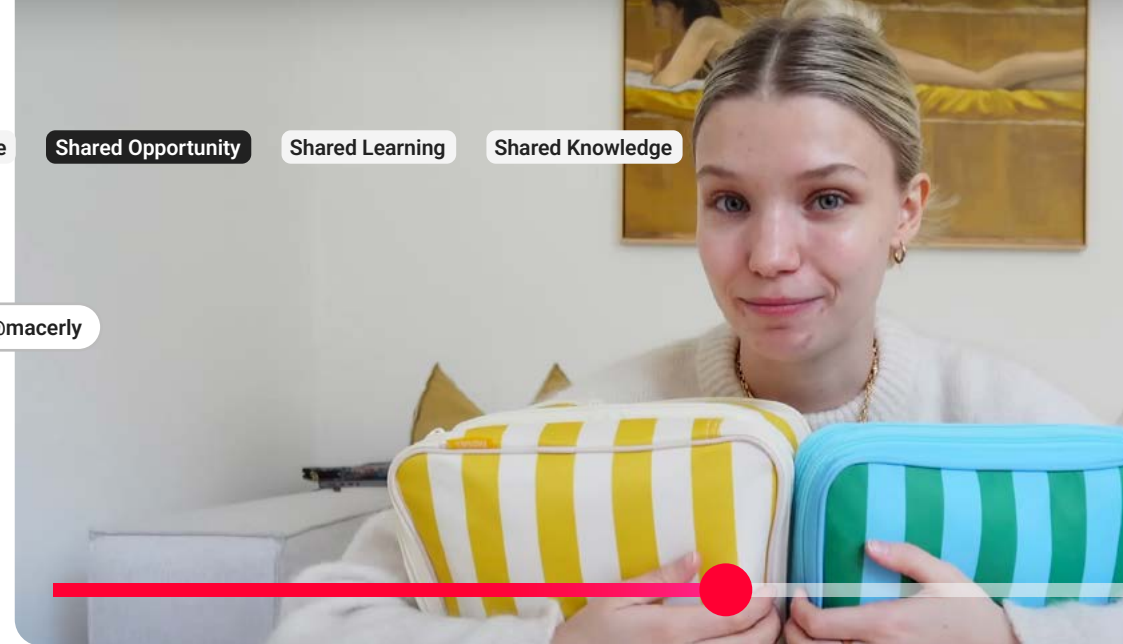
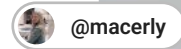
YouTube empowers our SMB creators to reach new audiences, grow the customer base, and boost brand awareness.

With the revenue from our YouTube Partner Program, direct sales, and fan funding, SMBs can invest in talent acquisition, new content production, and off-platform business – and grow the UK economy.

67%

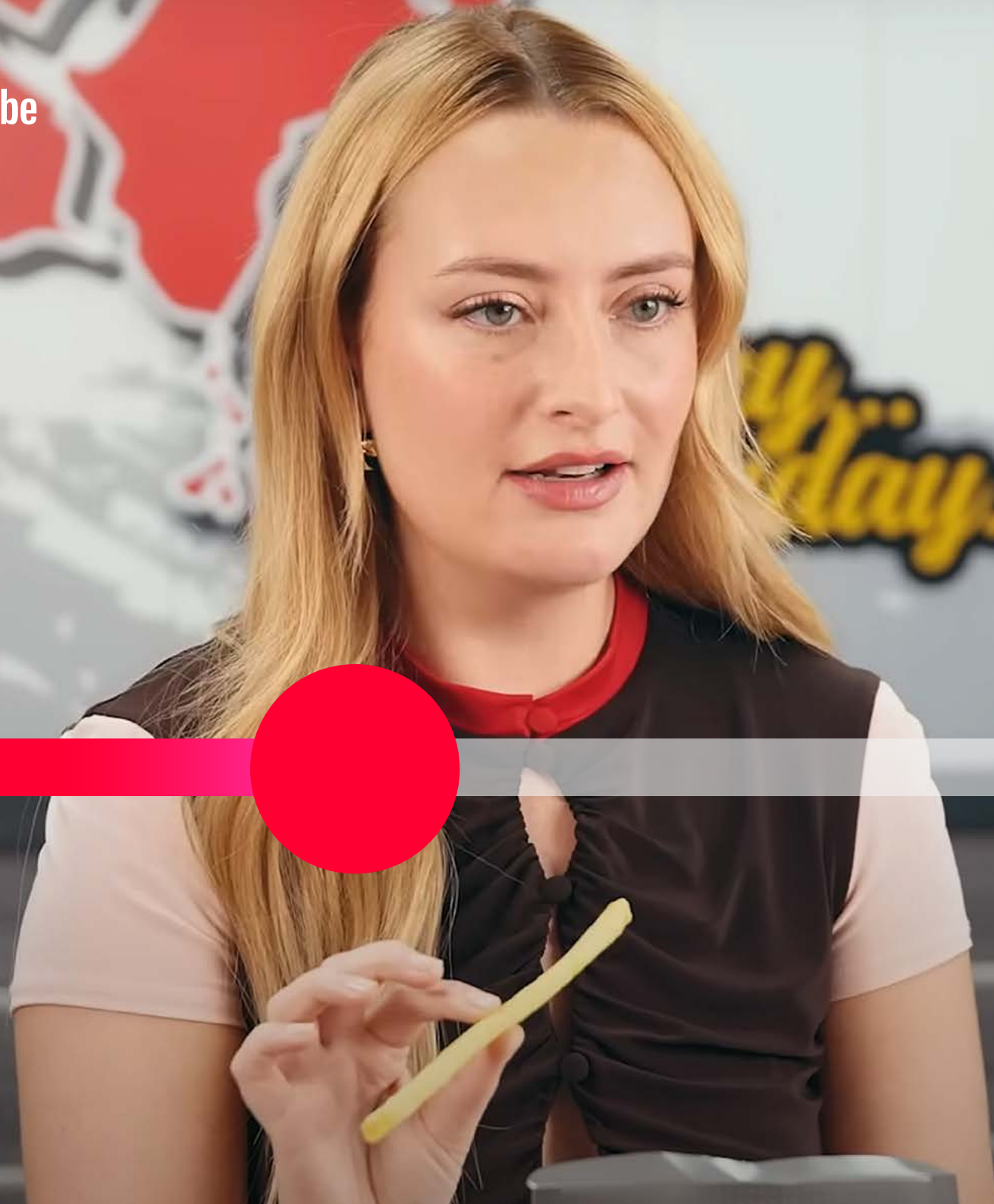
67% of SMBs with a YouTube channel agree that YouTube played a role in helping them **grow their revenue**.*

*According to research by Oxford Economics, 2025



74%

74% of SMBs with a YouTube channel agree that YouTube played a role in helping them **grow their customer base by reaching new audiences**.*



Amelia Dimoldenberg launches a new brand of celebrity interview – and a global media company

Chicken Shop Date is one of YouTube's most distinctive interview series. It's equal parts awkward, hilarious, and brilliantly disarming. But at the heart of it all is Amelia Dimoldenberg: presenter, producer, and founder of her own production company, Dimz Inc.

What started as a student news column in 2014 has since become a global cultural phenomenon after Amelia launched her YouTube channel to bring the concept to life on screen. Since then, she's grown it to over 3 million subscribers, using the platform not just to share videos, but to shape a career entirely on her own terms.

By tapping into YouTube's creative tools and performance insights, Amelia refined her storytelling, grew her audience, and built a business that now includes three full-time employees at Dimz Inc. Her channel has led to red carpet interviews at the Oscars, Golden Globes, and BRIT Awards – and a new generation of creators who see her as a role model for how to do things differently.

Amelia's story is a powerful example of how YouTube empowers creators to turn passion into profession. Her journey shows that you just need an idea, a voice, and the freedom to own your creative vision if you want to make a global impact.

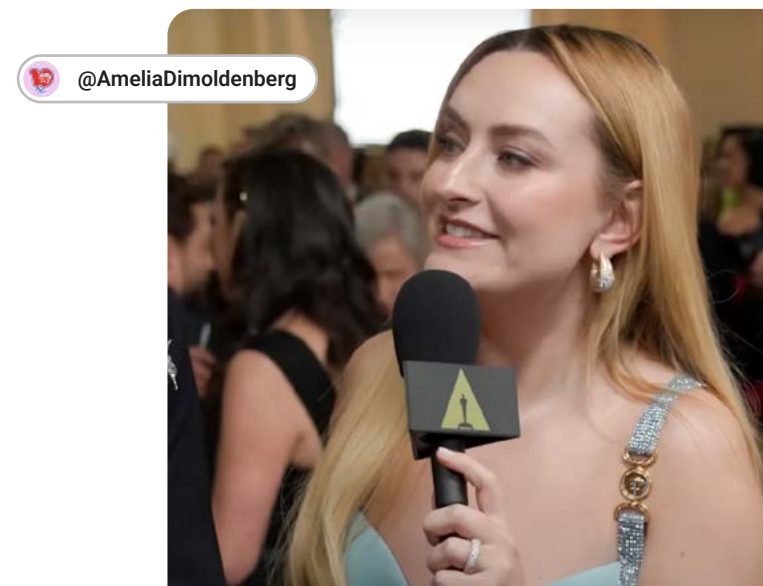
3.05M
subs

805M
views



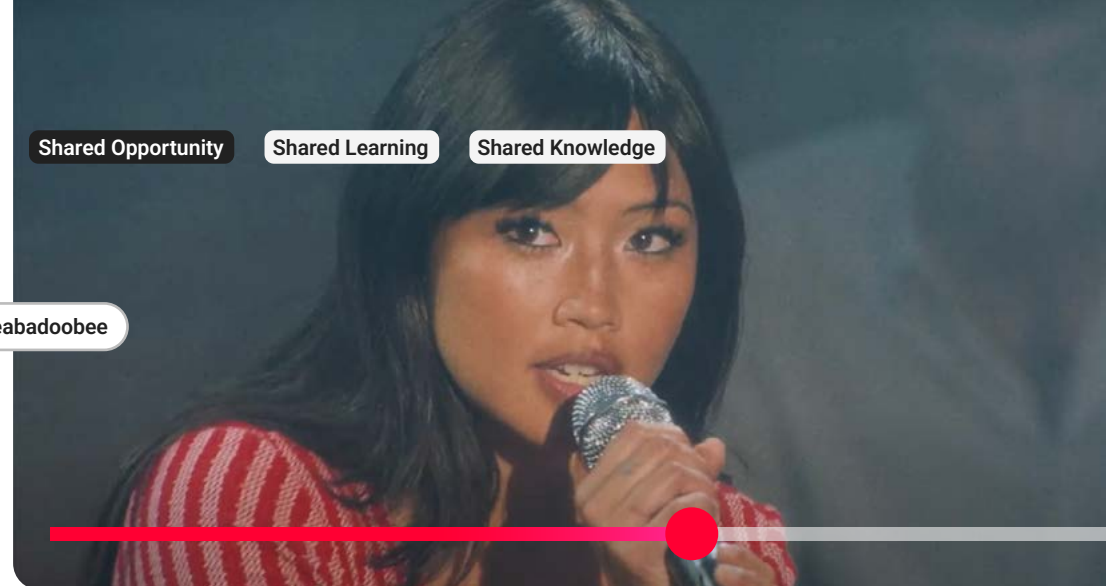
"*Chicken Shop Date* transformed the celebrity interview. It's all about authenticity and YouTube was the only place I could make that work."

Amelia Dimoldenberg
Chicken Shop Date



@AmeliaDimoldenberg

Putting British music artists on a global stage

 @Beabadoobee


British music artists are world class. And YouTube gives both established creators and a new, more diverse generation of rising stars the ideal platform to share unique sounds with a worldwide audience.

YouTube makes it easier for music talent to launch and promote new releases – from spectacular videos and live performances to spirited DJ sets and covers. That makes it easier for users to discover and share new favourites.

We're dedicated to giving music artists more ways to earn revenue from their channels and more opportunities to build careers doing what they love, for global audiences that love what they do.

66%

66% of music companies with a YouTube channel agree that YouTube is **critical to breaking new artists and/or music.***

78%

78% of music companies with a YouTube channel agree that YouTube is **an important source of revenue for their company.***

79%

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

“YouTube is a great way for communities like art, music, alternative fashion, and more to share and communicate with each other via inspiring content.”

YouTube user (aged 25–34)
London





YouTube MUSIC NIGHTS

BEABADOOBEE



Bea shared her songs with the world – and the world now sings along

Beabadoobee is one of the UK's most exciting music talents. But when Bea began uploading acoustic songs to YouTube as a teenager in 2017, she never imagined that those recordings would provide the spark for a global career.

Now a chart-topping international artist – sharing her unique sound and connecting with millions of fans – Bea continues to put YouTube at the heart of her creative journey.

Over the years, Bea has used everything from YouTube Shorts to Community Posts to launch stripped-back demos, live sessions, Coachella sets, and behind-the-scenes videos – turning her channel into a vibrant hub for a growing community of fans around the world.

1.71M

subs

401M

views

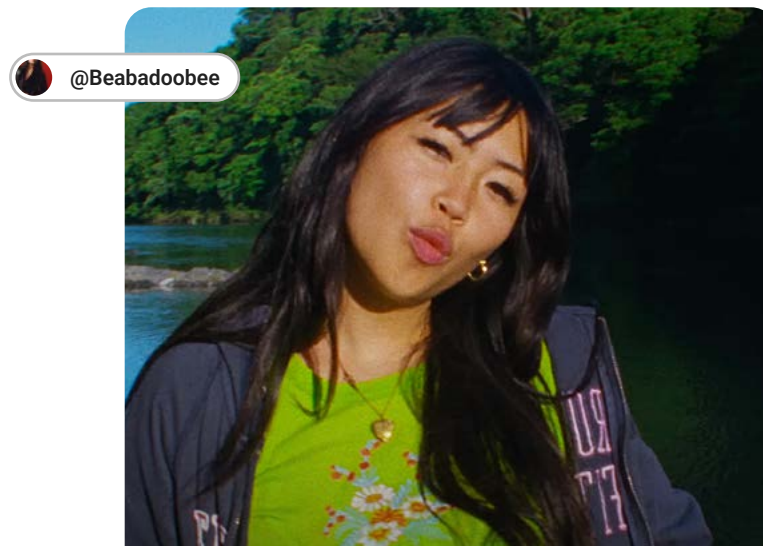
And she's been part of major YouTube moments, from being selected as a YouTube Foundry artist to performing in YouTube Music Nights and NPR's Tiny Desk series.

Bea's bond with her fans is as important as the music, and YouTube has helped her build a global community that feels connected to every release, lyric, and video.



"YouTube has always been where Bea shares her world – from the very first demos to full albums and live shows. It's such a big part of how she tells stories, and it's always going to be home for her music."

Dirty Hit



Shared Learning

Learners enjoy access to a world of quality information on YouTube

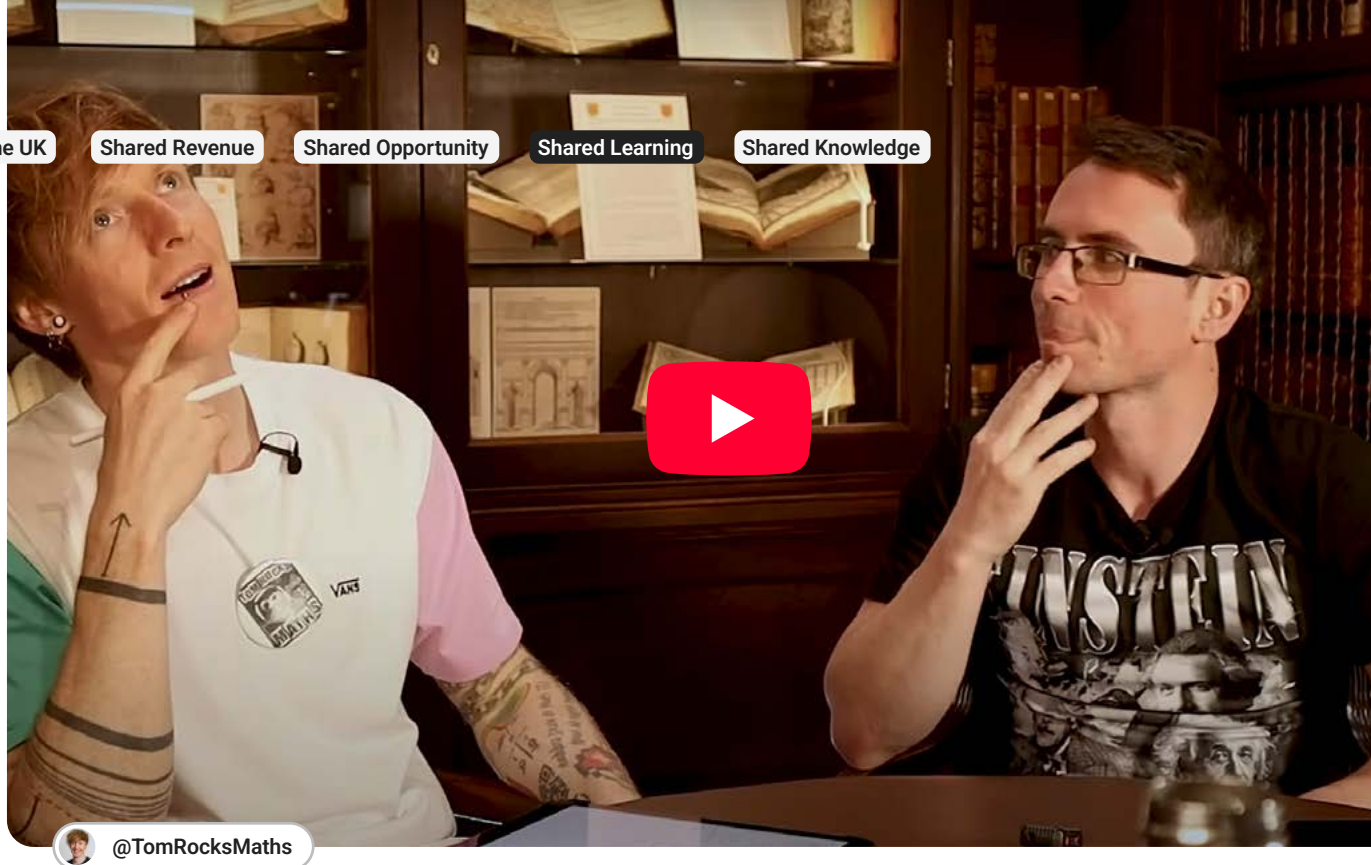


Helping teachers to power high-quality learning experiences

YouTube is a go-to platform for enriching content – and the educational environment is no exception.

Children, teens, and learners of all ages enjoy access to high-quality insights and experiences from world-class creators, including many teachers. With vast libraries of engaging content for every school subject, YouTube is used by teachers in and out of the classroom.

Our inventive creators expand the learning landscape and inspire learners to get more from every lesson.



72%

72% of teachers who use YouTube agree that YouTube **helps students to continue to learn outside of the classroom.***

72%

72% of teachers who use YouTube agree that YouTube **complements education by providing a way for students to access quality information.***

Giving parents a vital platform for childhood learning and discovery

YouTube gives parents a trusted platform for their children's online exploration and learning.

Guided by five core content principles*, we offer authoritative, quality content for young learners and simple, accessible controls for parents.

This approach ensures families can continue to enjoy YouTube as an invaluable source of quality content that encourages learning and curiosity by helping young people explore the world in a safe, age-appropriate environment.

76%

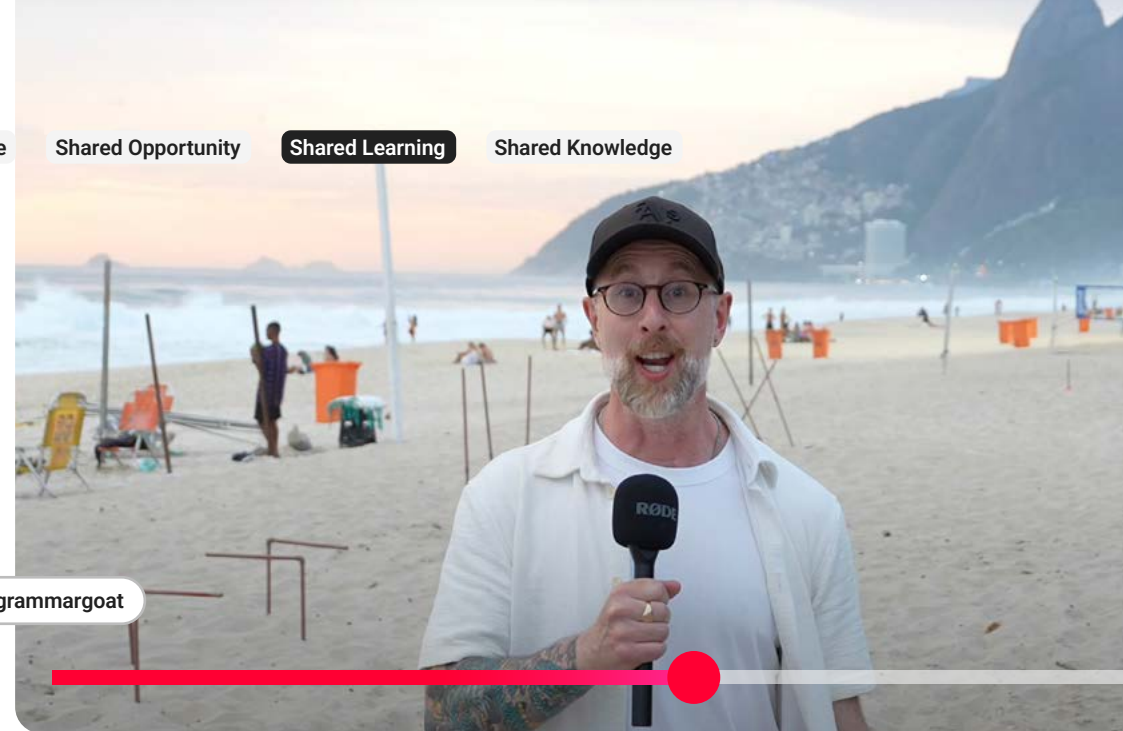
In the UK, 76% of parents of teens (aged 13-18 years) who use YouTube agree that YouTube plays an important role in their children's discovery of the world.**

81%

81% of parents who use YouTube agree that YouTube (or YouTube Kids) helps their children learn.**

88%

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



@thegrammargoat

*Neal Mohan, "YouTube's principled approach for children and teenagers." (YouTube Official Blog, Oct 16, 2023.)

**According to research by Oxford Economics, 2025

Matt Green shares his passion for teaching and music with millions

A science teacher by day and a music fan at heart, Matt Green decided to try something different in the classroom: rapping the curriculum. His goal? Help GCSE students understand and remember key concepts, especially those who struggled with textbooks and traditional lessons.

Students soon began messaging him to say his lyrics were helping things click. Some were even quoting his rhymes in their exams. That's when he realised that this could be bigger than one classroom.

YouTube gave Matt the freedom to teach in his own way, and to scale his impact well beyond 30 students. His lessons now reach millions, offering engaging science content to young people across the world.

Alongside his main channel, Matt launched *Lab Link*, a science-meets-celebrity game show. He also built his tutoring company JGM into a network of over 100 tutors and teamed up with big names like Marvel, Disney, the BBC and Google.

But the heart of the mission hasn't changed. For Matt, it's all about helping students fall in love with learning.

115K
subs

23M
views

 @MattGreenJGM



"YouTube gave me the freedom to reach more students and spend more time with my family. It changed everything."

Matt Green
JGM Science Tutors

**“My son has developed
a love of history
thanks to YouTube.”**


YouTube user (aged 25–34)
South West



Shared Knowledge

People get quality information and credible insights on YouTube



 @RobertWelsh



 @drveekativhu




 @RickShielsPGA

Giving people access to quality sources of information

YouTube is home to a world of credible, trusted news content – from emerging perspectives to traditional media outlets. We make it easier for users to explore all sides of a story and build more informed opinions.

Our platform gives news creators the opportunity to share new content formats, such as podcasts and YouTube Shorts. And viewers are eager to consume updates and insights in a way that better suits the shape of their own modern lives.



@DrBecky

84%

69% of users have searched for news on YouTube.
Of those, **84% agree that they can find news information from credible, trusted sources on YouTube.***

“I am finding it more and more useful because the platform itself has grown over the years. Former mainstream media presenters now have a presence there, and to my surprise, I am turning to it for news events.”

YouTube user (aged 65–74)
East Midlands



TLDR News shares a fresh perspective on the world's biggest stories

Jack Kelly was frustrated by the way traditional media was missing the mark with younger audiences. He wanted to deliver clear, engaging explainers on the biggest political stories of the day. So Jack decided to launch the *TLDR News* channel in 2017.

The team's snappy, fact-first Brexit videos proved there was an eager audience for *TLDR News*' simpler approach. In just four months, the channel grew from 1,000 to over 200,000 subscribers. Since then, *TLDR News* has expanded into a full-scale digital newsroom – with Global, US, and EU editions now sitting alongside the original UK channel. And while it was once a one-man show that relied on student volunteers, *TLDR News* now boasts 11 full-time members of staff, many in their first news job.

855K

subs

Eager for fresh perspectives, Jack champions the value of digital awareness and believes this trait is the key to *TLDR News*' unique combination of "creator instinct and journalistic sensibilities".

With a mix of YouTube grants, brand partnerships, podcasts, and a print magazine, *TLDR News* has built a sustainable model for independent, online-first journalism.

Whether it's helping someone understand a policy change or sparking their first political conversation, the purpose remains the same: make the news accessible, trustworthy, and always worth watching.

193M

views



"YouTube is unique in the way that it builds the audience and allows them to engage with the creator. Without YouTube, it's hard to imagine the channel existing at all."


Jack Kelly
TLDR News





 @RickShielsPGA



 @LucyEdwards



 @the grammargocat

