

Backing British talent. Empowering creativity.

From idea to impact

It all starts with an idea. For more than 20 years, YouTube has helped British creators turn ideas into videos, channels, communities and businesses. What begins as a creative spark can impact every corner of the UK: generating jobs, supporting local economies, helping millions of people learn new skills and connecting audiences with the information and culture they care about. Together, creators and viewers shape conversations, opportunities and communities that extend far beyond the platform.

60K

YouTube's creative ecosystem supported more than 60,000 full time equivalent (FTE) jobs in the United Kingdom in 2025.*

£2.8B+

YouTube's creative ecosystem contributed over £2.8 billion to the United Kingdom's GDP in 2025.*



Where British creators build sustainable businesses

Across the UK, many creators now run next-generation media and production companies, with editors, producers and commercial partners behind them. And a large share of the people building media careers in Britain today got their start (and continue to grow their businesses) right here. As they reach new audiences, they reinvest close to home, hiring local crews and commissioning nearby suppliers. This fuels the growth of new creative clusters from Exeter to Aberdeen, spreading the benefits of the creator economy into local economies and boosting national revenue.

75%

75% of creators who say they have a media and entertainment career started that career on YouTube.*



Where creative skills grow through partnership

A thriving creator economy demands high-quality skills and YouTube is investing alongside trusted UK media partners to provide them. Backed by a major three-year, £3 million commitment to boost creative skills, the National Film and Television School (NFTS), BBC and YouTube training programme is helping to upskill industry professionals across the country and bridge the skills gap. As creator-led businesses move toward formal recognition in national classifications, the creator economy is becoming an integral part of the UK's official economic infrastructure.

17K+

More than 17,000 channels have over 100,000 subscribers.**

82%

82% of viewers report using YouTube to gather information and/or expand their knowledge on a particular interest.*



Where the UK learns and grows

YouTube is also where millions across the UK come to learn. Whatever the question, there's a quality answer from trusted educators, subject experts and the country's most respected media voices – in whatever format best suits the viewer. Parents use it to support their children's learning at home, with age-appropriate content and parental controls, while teachers make subjects more accessible and engaging well beyond the classroom. Open to everyone, YouTube helps people retrain, build practical skills, and dive deeper into the things that matter most to them.

80%

80% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) helps their children learn.*



British culture, shared with the world

YouTube is home to British culture, in all its forms. From live music, festivals and sport to comedy, podcasts and the day's breaking news, this is where communities across the country come together around the moments everyone is talking about. And things that are made here don't just stay here. British artists, broadcasters, and creators use the platform to find audiences far beyond the UK, turning homegrown talent into global followings and extending Britain's cultural reach and soft power around the world.



Over 80% of watch time on content produced by channels in the United Kingdom comes from outside of the United Kingdom.**

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

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



Amplifying local voices. Shaping global culture.

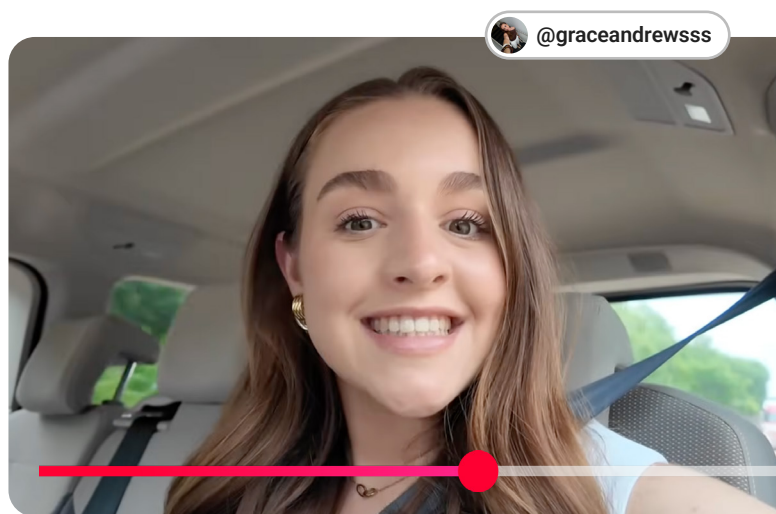
The home of British culture

YouTube is home to British culture, in all its forms. Creators, artists, broadcasters and production partners use the platform to bring the country's stories, sounds and collective moments to audiences at home, while sharing them on a global stage. Partnering with YouTube gives traditional media and music institutions a new way to reach audiences and a better way to discover and develop the next generation of talent. The result is a richer, more connected cultural life, made by British communities and enjoyed across the UK and the world.

17M+ **73%**

Over 17 million hours of content was uploaded by United Kingdom channels in the past year.**

73% of creators who earn money from YouTube say YouTube helps them export their content to international audiences they wouldn't otherwise have access to.*



The UK's shared moments happen here

The moments that bring the country together and shape a shared culture now happen on YouTube. Live music, festivals and sport. Comedy, fashion, podcasts and daily news bulletins. This is where millions of people in the UK connect to become part of wider community conversations. Awards season is now part of that too – with the 2026 BRIT Awards streaming live on the platform for the first time and opening one of British music's biggest nights to fans everywhere. Whatever the occasion, YouTube has become the home of modern British culture.

85%

85% of viewers report watching music videos, music festivals or awards ceremonies on YouTube in the last year.*

79%

79% of music companies with a YouTube channel say YouTube is critical to breaking new artists and/or music.*

*According to research by Oxford Economics

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



British culture travels the world

Culture made in the UK travels far and wide. British artists, broadcasters and creators work alongside YouTube to drive shared global success. For example, Channel 4's televised comedy programme Taskmaster has built a huge international audience on the platform, uniting viewers worldwide in appreciation of a distinctly British sense of humour. Complementary content partnerships like this enable storytellers and media companies to share local ideas seamlessly across formats and borders, bringing fans together and celebrating culture on every screen.



Over 80% of watch time on content produced by channels in the United Kingdom comes from outside of the United Kingdom.**

69%

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

75%

75% of media companies with a YouTube channel say YouTube helps them reach new audiences across the world.*



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



George Clarke brings digital and traditional audiences together

“YouTube gave me a start, and that start kept opening doors – to broadcast TV and environments I never imagined. The bigger my audience grew beyond the channel, the more I could put back into the work that started it all.”

George Clarke
George Clarkey

728K

subs

59.4M

views



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

Encouraging enterprise. Creating regional growth.

Where British creativity grows into businesses

Across the UK, creators are turning ideas into businesses. What begins as a video becomes a channel that grows into a company with editors, producers and managers – and into work for agencies, studios and suppliers. YouTube is the platform that makes this ecosystem possible, helping creators and their partners reach new audiences, build sustainable revenue and scale across the nation. The result is a thriving economy that reaches communities all over the country, contributing real growth to the UK economy.



£2.8B+

YouTube's creative ecosystem contributed over £2.8 billion to the United Kingdom's GDP in 2025.*

60K

YouTube's creative ecosystem supported more than 60,000 full time equivalent (FTE) jobs in the United Kingdom in 2025.*

Growth that reaches every corner of the UK

Growth on YouTube goes well beyond the platform. As creators and small businesses reach new audiences, they reinvest into the British economy, hiring local crews, booking regional studios and commissioning nearby suppliers. Businesses use their channel to win new customers and expand into new and diverse business areas, events and product lines well beyond the screen. From Exeter to Aberdeen, this activity is building creative clusters outside the capital, spreading the benefits of the creator economy into local economies across the UK and adding to national growth.



72%

72% of SMBs with a YouTube channel say YouTube played a role in helping them grow their customer base by reaching new audiences.*

+10%

The number of YouTube channels making 5 figures or more in revenue (GBP) is up more than 10% year on year.**

*According to research by Oxford Economics

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



Where a channel becomes a studio

In the UK, more people than ever are choosing to start their media and entertainment careers on YouTube. Creators now run next-generation media and production companies, supported by editors, producers, studios and commercial partners. These companies are fast becoming a trusted part of the UK's creative infrastructure, shaping how audiences across the country discover music, entertainment, education, news and culture every day.

75% **95K**

More than 95K channels have over 10k subscribers.**

75% of creators who say they have a media and entertainment career started that career on YouTube.*

Creative skills investment and training

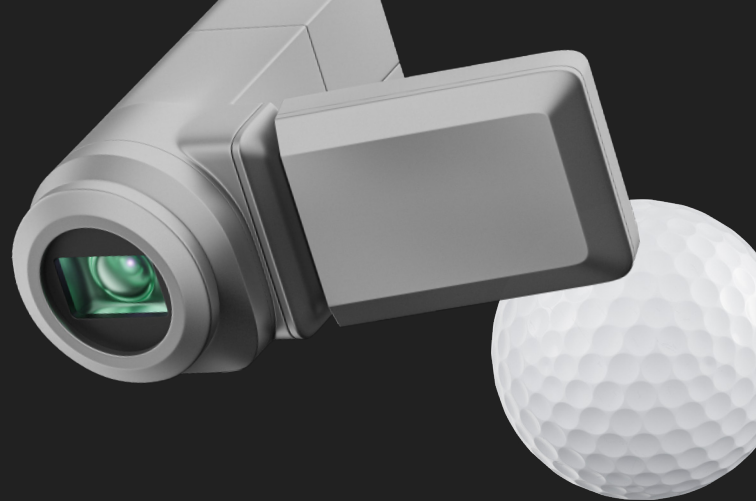
A high-functioning creator economy demands high-quality skills. YouTube is working alongside trusted UK partners to provide them. The National Film and Television School (NFTS), BBC and YouTube training programme is helping to upskill media professionals and bridge the skills gap across regional creative clusters. With a major three-year, £3 million commitment to delivering training that supports both new entrants and re-skilling for mid-career professionals, YouTube aims to make the UK the best place in the world to build a creative career.

Alison Lomax MD YouTube UK & Ireland



@DamienTalksMoney

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



Rick Shiels tees up a global sports media business

“What started as me giving simple golf tips on the driving range has grown into a full-scale media business. YouTube allowed us to scale up, hire a dedicated production team, and build a global sports brand right here from our studio in Manchester.”

Rick Shiels
Rick Shiels Golf

3.1M

subs

1B

views



@RickShielsPGA



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

Helping people learn and grow. **Moving communities forward.**

Where the UK comes to learn and grow

For millions of people across the UK, YouTube provides a world of quality learning resources. Whatever the question, there's an answer from trusted educators, subject experts and the country's most respected media voices. People can dive deep into a topic through whatever format suits them – whether it's a quick explainer, long documentary, podcast, or live broadcast. This combination of quality, range and easy access helps people of all backgrounds to continue learning, build skills and explore the things that matter most to them.

82%

82% of viewers report using YouTube to gather information and/or expand their knowledge on a particular interest.*



Trusted content for children's learning

Parents across the UK turn to YouTube to support their child's learning at home. With trusted, age-appropriate content and parental controls (including YouTube Kids for children under 13), families can explore safely while parents guide the journey. Teachers use it to bring added clarity to every subject and give pupils a way to keep learning well beyond the classroom. From history and science to languages and the arts, it makes expert voices and inspiring materials accessible to all, helping curious young minds make essential discoveries they might have missed out on otherwise.

74%

74% of teachers who use YouTube say YouTube provides access to educational content that students would not otherwise have.*

80%

80% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) helps their children learn.*



Where anyone can build new skills

Learning on YouTube is open to everyone, at every life stage. Whether someone wants to retrain for a new career, pick up a practical skill, or look deeper into a lifelong passion, the knowledge lives here. This world of accessible content is built to reach people in every part of the country, from every walk of life and fit around any schedule. So viewers learn at their own pace and come away with real knowledge and know-how – ready for use right away.

75%

75% of viewers say they have expanded their knowledge on a particular interest through YouTube.*

73%

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

Trusted voices, from broadcasters to creators

YouTube offers an unparalleled depth and diversity of perspectives. From established British institutions like the BBC to independent educators like Tom Scott, the platform is home to specialist channels covering almost every imaginable subject. YouTube serves as a vital extension for trusted voices to engage new audiences – alongside a growing ecosystem of creators driving digital-native content like news analysis, commentary and targeted digests. So audiences can enjoy consistent access to high-quality, authoritative information designed to meet their changing viewing habits.

74%

74% of viewers value the range of content and perspectives they can find on YouTube.*

76%

76% of viewers who look for news on YouTube say the platform is a high-quality source for information on current events.*

*According to research by Oxford Economics



Joe Wicks works out a new approach to youth fitness

“Activate is designed to make movement fun and inclusive for every child, with short, high-energy workouts that fit into everyday life. These can be enjoyed in the living room, the garden, in the classroom, or anywhere else.”

Joe Wicks
The Body Coach TV

2.9M

subs

409M

views



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