



Assessing YouTube's value to Australia in 2024

In 2007, YouTube began sharing more than half of advertising revenue directly with creators, breaking down the traditional barriers to entry. This empowered anyone to build a business, generate an income, and hire employees—establishing the creator economy and fostering the rise of next-generation media companies.

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



How we share with creators

Through the YouTube Partner Program, we pay creators a split of the revenue generated from ads and YouTube Premium subscriptions. Our personalised recommendations enable creators to find audiences and grow their channels by sharing relevant and useful content. Over the years, we've continued investing in new monetisation options for creators beyond advertising, and now offer eight ways to earn money. This enables creators to employ others and build their businesses.

A\$970M
GDP

YouTube's creative ecosystem contributed over A\$970 million to Australia's GDP in 2024.*

16K FTE

YouTube's creative ecosystem supported more than 16,000 full time equivalent (FTE) jobs in Australia.*

\$100B+

YouTube paid more than 100 Billion (USD) to creators, artists, and media companies globally in the last 4 years (Jan'21 – Dec'24).**

55%

Creators earn 55% of ad and subscription revenue

*According to research by Oxford Economics
**YouTube first-party data as of December 2024



@ugottabwise



Creating global opportunities for Australian music talent

YouTube gives both established Australian artists and rising stars a platform to share unique sounds. We make it easier for artists to promote new releases and grow audiences, and easier for music fans to discover all the best music. Backed by our robust copyright controls, artists can focus on earning revenue and doing what they love.

84%

84% of music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.*

"By removing the constraints of traditional media outlets, we can experiment with diverse content formats, styles, and creative approaches."

Communications
Professional,
Media and
Music

*According to research by Oxford Economics

Enriching Australian lives with credible information

YouTube helps Australians stay informed by providing access to relevant news and reliable information. With a diverse range of credible contributors—from breaking news to podcasts to historical insights, we support informed engagement with important social and community issues.

91%

91% of users report using YouTube to gather information and knowledge.*

79%

79% of parents who use YouTube agree that YouTube (or YouTube Kids) provides quality content for their children's learning and/or entertainment.*

Supporting learning in the classroom and at home

YouTube enhances learning in classrooms and homes. Learners of all ages get access to high-quality content and expert perspectives from world-class creators. YouTube is also a trusted resource for families, offering age-appropriate content and parental controls to support safe, enriching learning experiences for children.

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