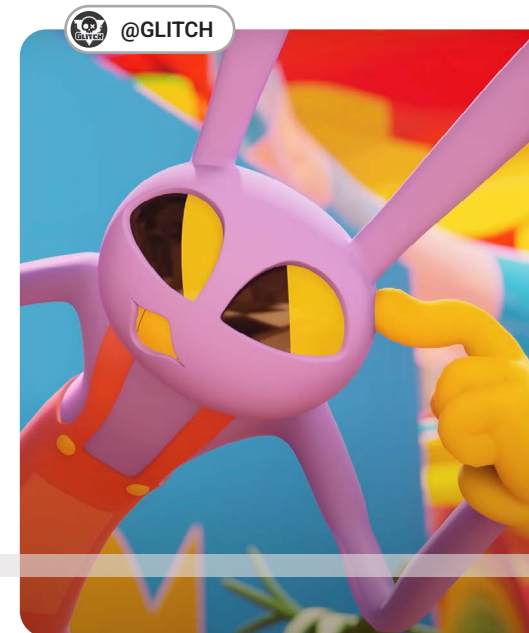
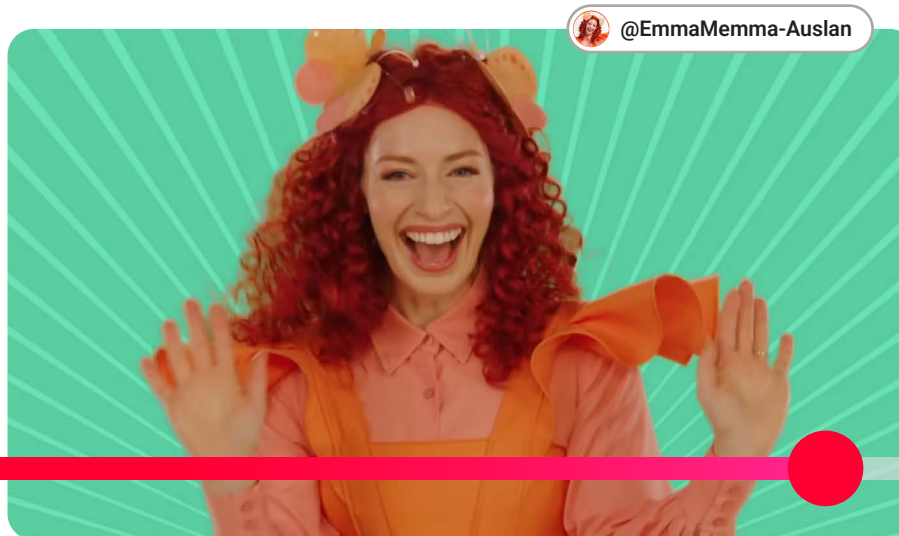
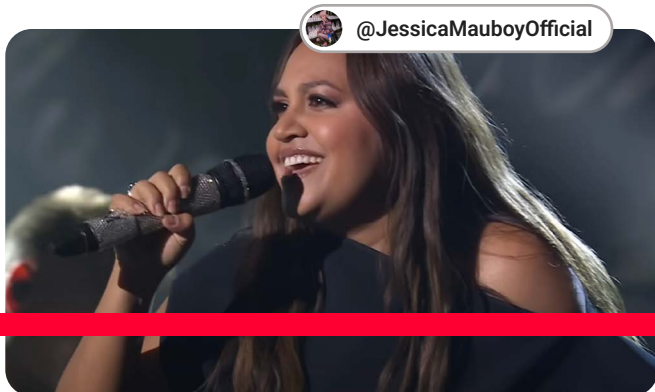


A platform for growth through creativity



Assessing YouTube's value to Australia in 2024



03	A letter from YouTube CEO
04	YouTube's value to Australia
06	Shared Revenue
11	Shared Opportunity
20	Shared Learning
27	Shared Knowledge
30	Shared Culture



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.

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 A\$970 million to Australia's GDP in 2024, supporting more than 16,000 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 of Neal Mohan in black ink.

Neal Mohan
YouTube CEO

YouTube supports business and learning in Australia

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 more than half of advertising revenue directly with creators, YouTube broke down the traditional barriers to entry. This empowered anyone to generate an income, employ others, and build a business—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 enriching cultural content.

A\$970M

GDP

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

16,000

FTE

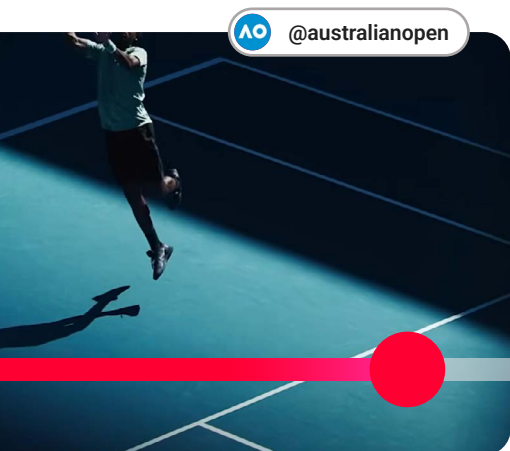
YouTube's creative ecosystem supported more than 16,000 full time equivalent (FTE) jobs in Australia.*

A person wearing a bright orange, long-sleeved costume with a ruffled collar and a matching skirt. They have long, dark, curly hair and are wearing a headpiece with several thin, silver, stick-like protrusions. Their arms are raised high in the air. The background is a large, out-of-focus crowd of people, many of whom are holding up their phones, creating a bokeh effect of colorful lights. A horizontal band with a red-to-white gradient and a large red circle is overlaid across the middle of the image.

**Sharing more with
creators so they can
share more with others**

Shared Revenue

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



How we share revenue with creators

Our revenue-sharing model, the YouTube Partner Program, 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. Creators not only sustain themselves, but also help strengthen the Australian economy by employing others and launching ventures that span beyond YouTube.

\$100B+

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



Monetising through the YouTube Partner Program*

Over the years, YouTube has 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, YouTube channel memberships give creators a way to offer exclusive content and other perks to paying subscribers—strengthening the sense of connection while generating added revenue.

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



*Scan to learn more about the YouTube Partner Program

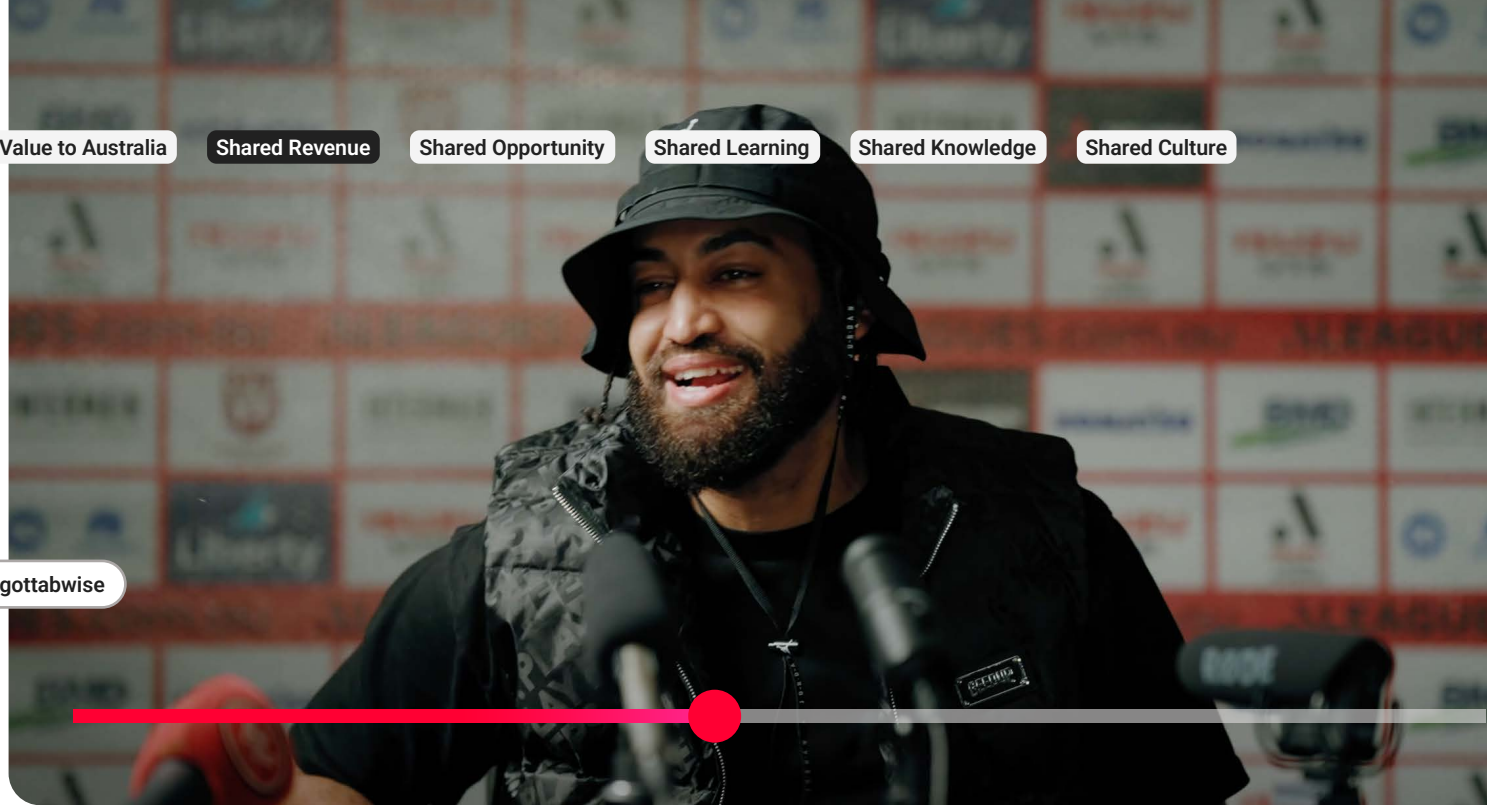


Personalisation helps creators and content get discovered

Globally, there are over 20 billion videos on YouTube. Creators upload another 20 million videos every day.**

Personalisation helps users to find useful and relevant videos.*** By helping quality content break through and get discovered, personalisation also enables creators to grow a dedicated audience.

@ugottabwise



58%

58% of creators agree that **personalised recommendations on YouTube** are important to grow their audiences.*

63%

63% of creators agree that YouTube is an **essential platform** to earn a global presence.*

*According to research by Oxford Economics, 2025

**YouTube internal data, April 2025

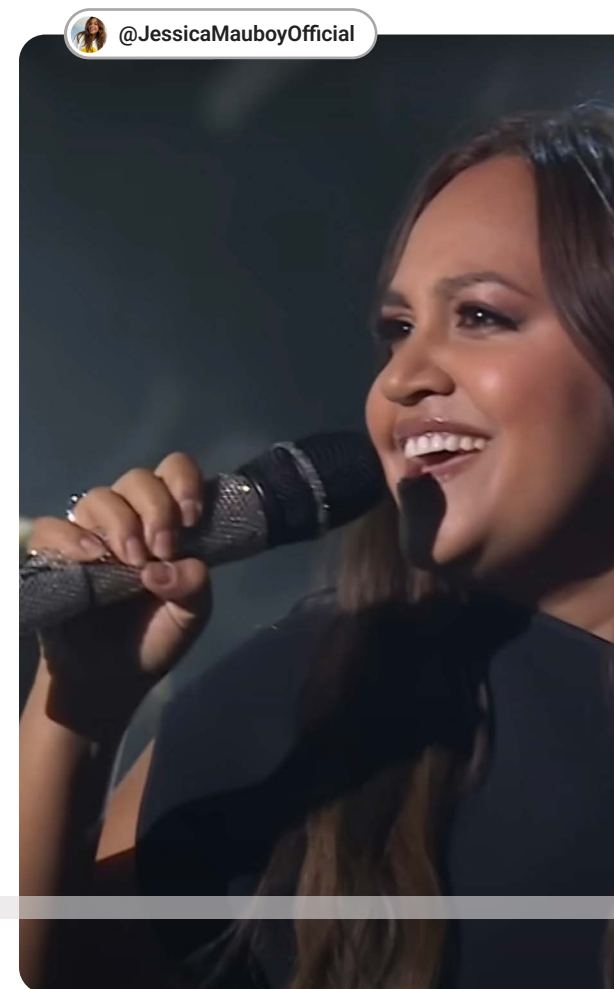
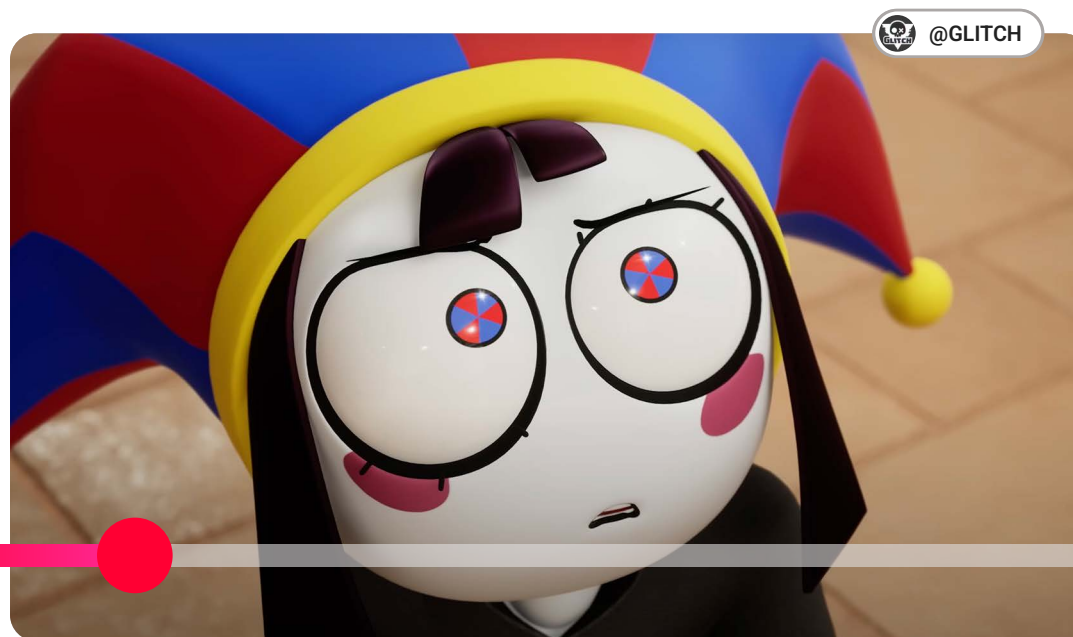
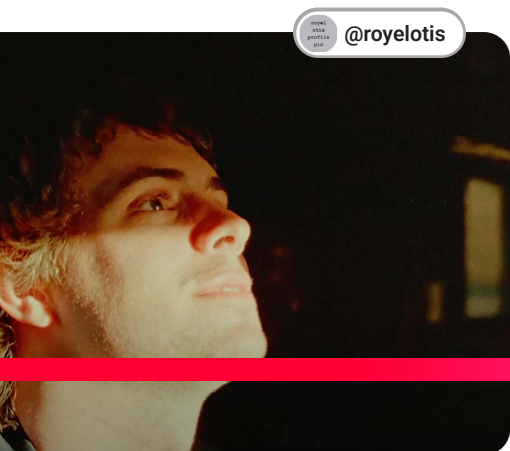
***Users can control their privacy settings by visiting 'Your data in YouTube'.

“YouTube has given me an opportunity to pursue what I love to do, which is content creating. Just in these recent months, YouTube has given me a feeling of belonging and a feeling of accomplishment.”

YouTube creator (aged 18–24)
Victoria

Shared Opportunity

Businesses and creators reach new audiences and build brands on YouTube

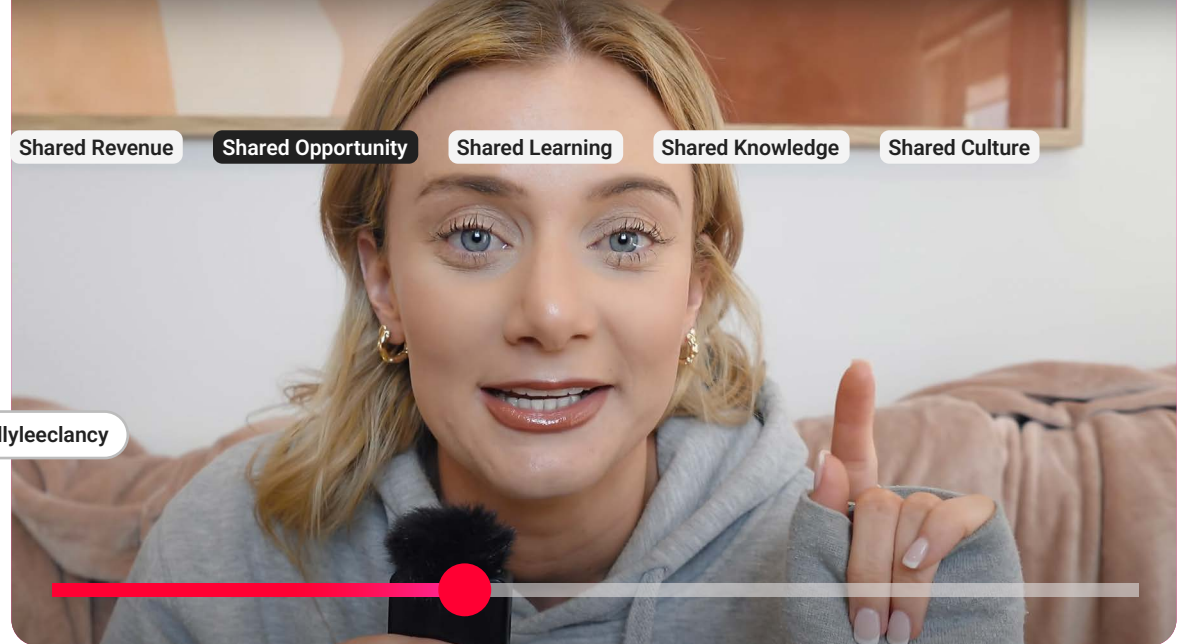


Empowering Australia's creator economy

When you empower creativity, you unlock innovation and economic opportunity. That's why YouTube is committed to helping Australian creators make money and invest in their own growth.

With access to the YouTube Partner Program's shared ad revenue, YouTube Premium subscriptions, direct sales through YouTube Shopping, and other useful monetisation options, creators can focus on creating more great content—and reaching new audiences. YouTube also simplifies and accelerates the content production process with AI tools built to help creators unleash their full creativity.

Our revenue streams and production tools give creators more ways to support their passions, connect with global audiences, and run sustainable businesses—while driving creative and economic growth throughout Australia.



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.***

Helping Australian businesses reach more people

Just as individual creators find entrepreneurial success on YouTube, small and medium-sized businesses (SMBs) 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. YouTube provides an array of powerful tools that fuel business growth and expansion.

Beyond the shared ad revenue from the YouTube Partner Program, 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 more effective sales pipeline.

60%

60% of SMBs who use YouTube agree that their YouTube activity has translated into **increased activity off-platform** (e.g., expansion to local brick and mortar or additional online stores).*

68%

68% of SMBs with a YouTube channel agree that YouTube played a role in **helping them grow their revenue**.*

76%

76% of SMBs with a YouTube channel agree that YouTube played a role in **helping them grow their customer base by reaching new audiences**.*



GLITCH grew into a global animation powerhouse on ‘can-do’ creator spirit

Kevin Lerdwichagul, co-founder and CEO of Glitch Productions, never planned to lead one of Australia’s most influential animation studios. But alongside his brother Luke, a self-taught animator, Kevin transformed a passion for animated storytelling into a thriving business—thanks in large part to YouTube.

Their journey started small with Luke’s own SMG4 YouTube channel, created at age 13. His channel featured machinima videos built around *Super Mario 64*, on-screen text, and a distinct sense of humour. For five years, the channel slowly built momentum. Then in 2014, a viral *Five Nights at Freddy’s* parody catapulted the brothers into a new tier of YouTube success. By the time Kevin finished university, the channel had nearly one million subscribers—and a vision to go further.

Determined to create original animation, the brothers launched *Meta Runner*, their first full series, with a small team and zero formal training.

YouTube provided the perfect launchpad: a global audience, creator-friendly tools, and a culture that rewards originality. The platform’s accessibility allowed their GLITCH channel to reach millions and iterate quickly—releasing fan-favourite series like *Murder Drones* and *The Amazing Digital Circus*, which combined colourful visuals with dark, emotionally rich stories.

By tapping into a global appetite for teen and young adult animation the brothers saw as being largely ignored by Western studios, GLITCH carved out a new category on YouTube. And now Kevin and Luke are helping other creators break into animation, staying true to the creator-first spirit of YouTube.

14.5M
subs

1.76B
views

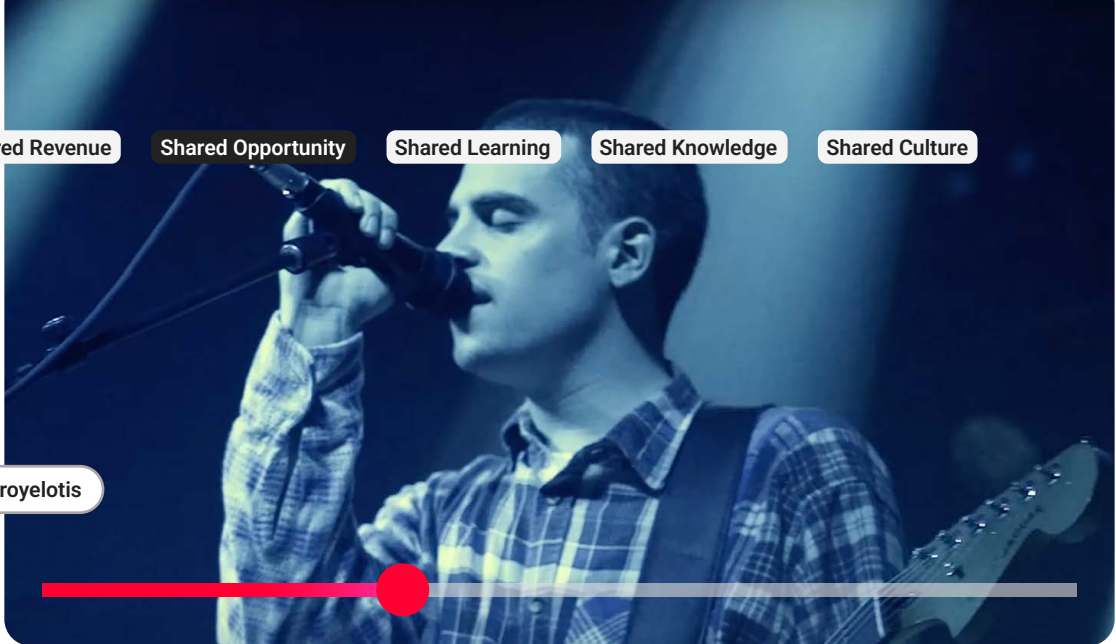


“We’re so rooted into YouTube and internet culture. We know really cool creators, and usually it’s just a matter of me DM-ing them being like, ‘Hey, do you want to make something together? We have a team. You make cool stuff. You want to do something?’ And then they’re like, ‘Yes.’”

Kevin Lerdwichagul
Glitch Productions



Creating global opportunities for Australian music talent



@royelotis

YouTube gives both established Australian artists and a diverse generation of rising stars a platform to share unique sounds and find an audience.

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. Eligible artists can even use YouTube's ticketing feature to sell tickets for upcoming events through their channel pages. This enables users to find and share new favourites, and gives music labels a better way to discover and develop talent—backed by a robust foundation of copyright control.

YouTube is 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.

81%

81% of music companies with a YouTube channel agree that YouTube is **critical to breaking new artists and/or music**.*

84%

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

B Wise builds a successful music career—on his own terms

Nigerian-Australian rapper, songwriter, and entrepreneur B Wise has spent his music career doing things his own way—and YouTube has been at the heart of that journey. From his early days uploading videos as a student to now running the official *B Wise* music and content channel, B Wise has used the platform to tell his story and make direct connections with audiences while maintaining full creative control.

In a media landscape where platforms like MTV and Channel V were once gatekeepers, YouTube gave B Wise a stage to share his musical and visual artistry without restriction. And while his video for “Won’t Stop”, a collaboration with ONEFOUR, helped B Wise to break through to new audiences in 2020, his YouTube Shorts keep him connected to a global audience beyond Australia, and enable fans to discover his music through streaming, games, and viral clips.

6.7K

subs

2.7M

views

YouTube is a broadcast platform, creative lab, and teaching tool for B Wise. As an independent artist, he documents the business side of music through vlogs, offering insights into publishing and production for aspiring artists and creators. The financial support of YouTube’s FIFTY DEEP program in 2024 gave B Wise the opportunity to invest in high-quality visual production and maintain his artistic independence.

Now, with a third studio album on the horizon and an eye on live streaming, B Wise is continuing to expand his creative and educational reach—and show how artists and creators can use YouTube to find their voice and thrive on their own terms.

 @ugottabwise


“YouTube has its own way of giving Australian voices a place to shine. It’s become more important than ever... for artists and creatives to be able to deliver their message.”

James Iheakanwa
B Wise





Jessica Mauboy shares her authentic voice on an ambitious creative journey

Jessica Mauboy, the celebrated Indigenous Australian musical artist, beauty entrepreneur, and role model, has built a powerhouse career—spanning everything from music, film, and TV to a new skincare business. It all started in 2006, when Jessica first captured national attention (and a major label contract) on the fourth season of *Australian Idol*. Since then, Jessica has grown into a multi-award-winning singer-songwriter and singular creative voice whose fusion of R&B, pop, and soul continues to resonate deeply with fans.

YouTube has been a vital contributor to her success—enabling Jessica to share her unique voice, amplify her reach, and grow her connection with a worldwide audience.

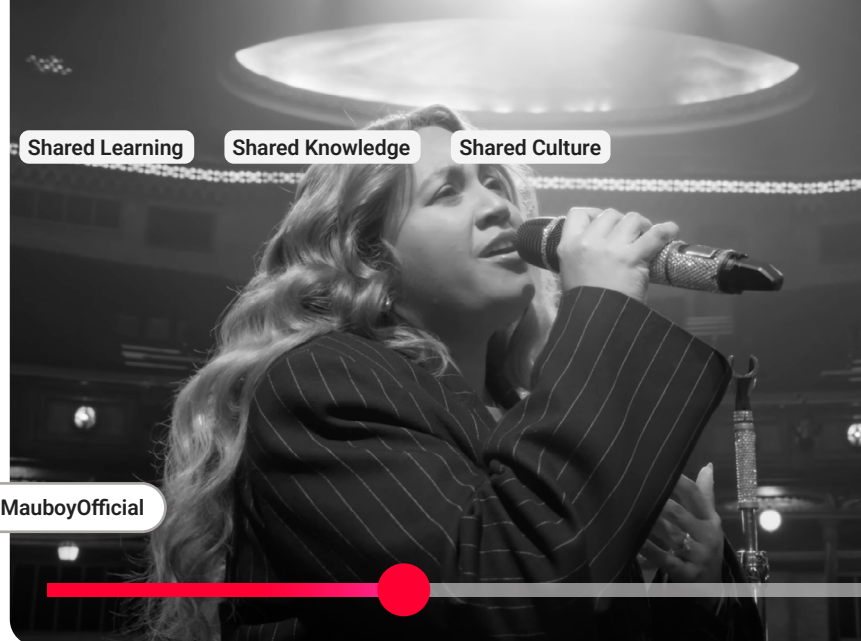
317K
subs

Her music videos, including high-profile collaborations like “Give You Love”, featuring Jason Derulo, have gained global traction thanks to YouTube’s support and accessibility.

But Jessica shares more than just music videos. The YouTube platform enables her to post engaging Shorts content, like behind-the-scenes rehearsal clips, personal messages, and performance footage, giving fans an authentic window into her life and creative journey.

Whether promoting her most recent album, *Yours Forever*, or embarking on a national tour, Jessica can engage directly with her community of supporters—from anywhere. YouTube has given her a vital stage where her artistry, identity, and creative ambition can continue to flourish.

115M
views

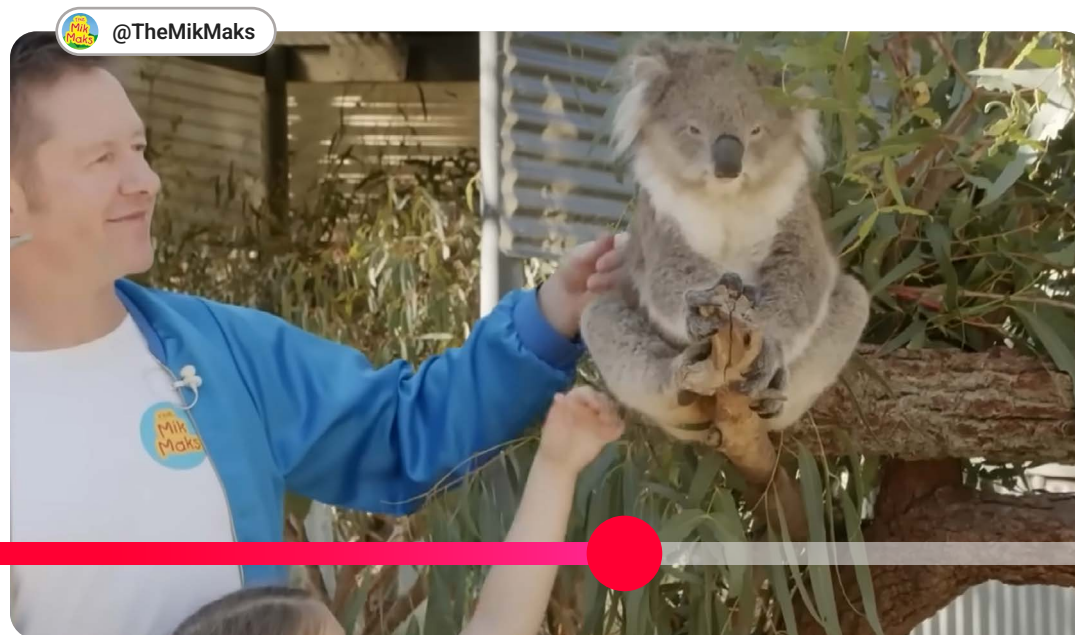
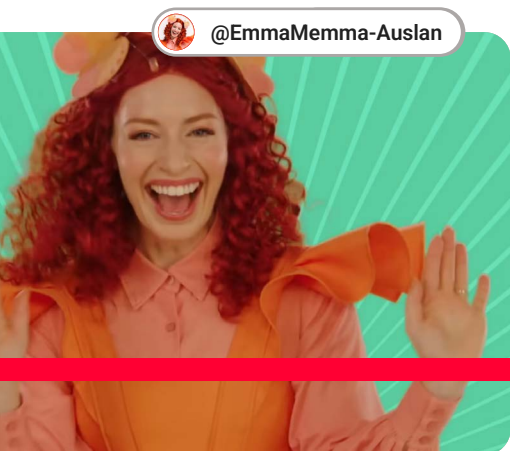
 @JessicaMauboyOfficial


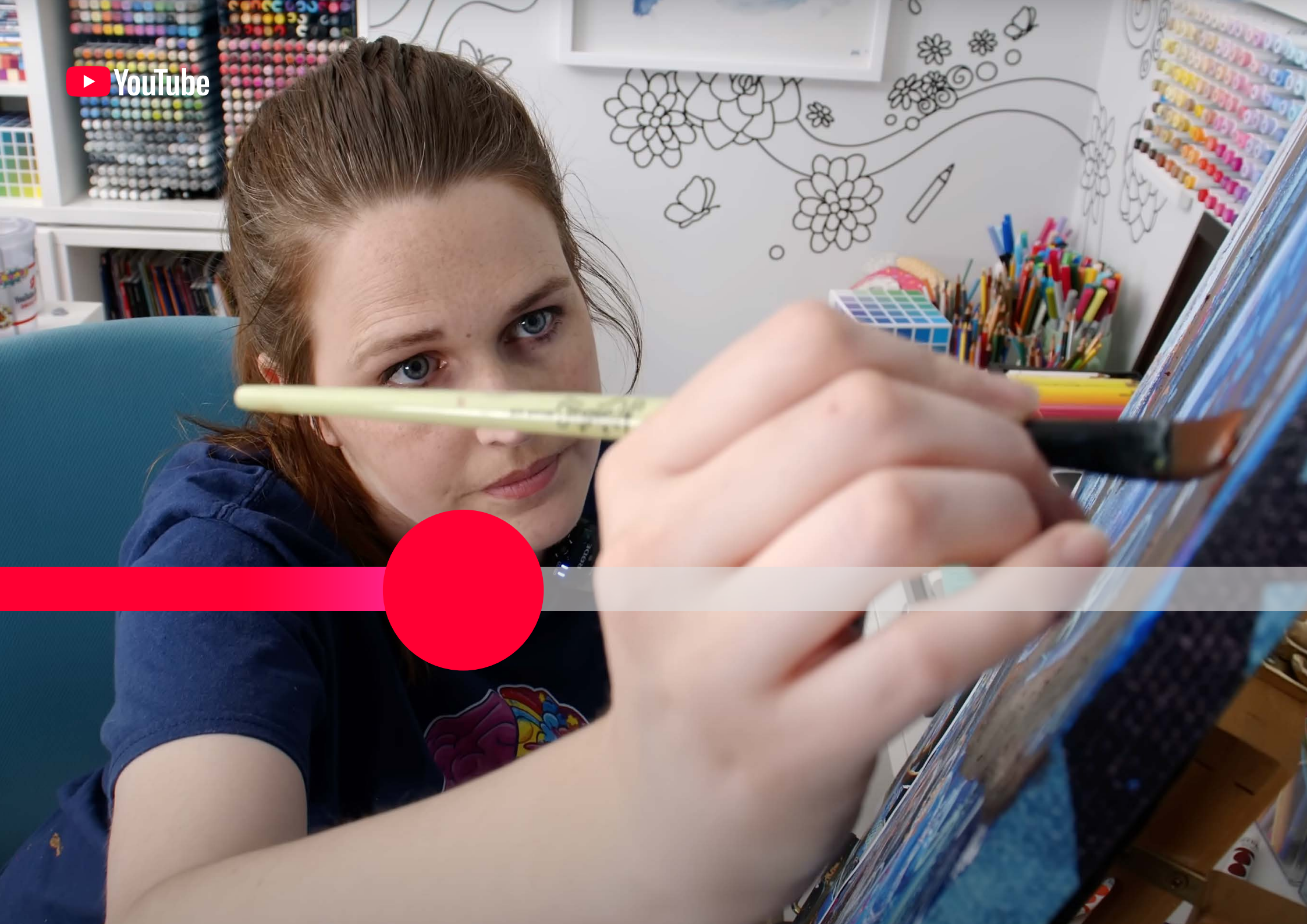
“YouTube has given me a global stage to share my voice, my music, my culture, my journey—and to connect directly with fans around the world in a way I never imagined possible.”

Jessica Mauboy

Shared Learning

Learners enjoy access to a world of quality information on YouTube





Families value YouTube as a resource for learning and discovery

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

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

Families see YouTube and YouTube Kids as valuable resources that encourage learning and curiosity. We offer a diverse ecosystem of enriching content from reliable sources—like Emma Watkins, the creator behind popular early childhood education channel *Emma Memma*.

72%

72% of parents who use YouTube agree that YouTube (or YouTube Kids) **helps their children learn**.*

74%

74% of parents who use YouTube **feel confident in their ability to guide their child on how to use YouTube (or YouTube Kids) responsibly**.*



79%

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

Teachers turn to YouTube to enhance 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 organisations and individual creators, including many teachers.

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

68%

68% of teachers who use YouTube agree that YouTube **helps students learn**.*

74%

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

75%

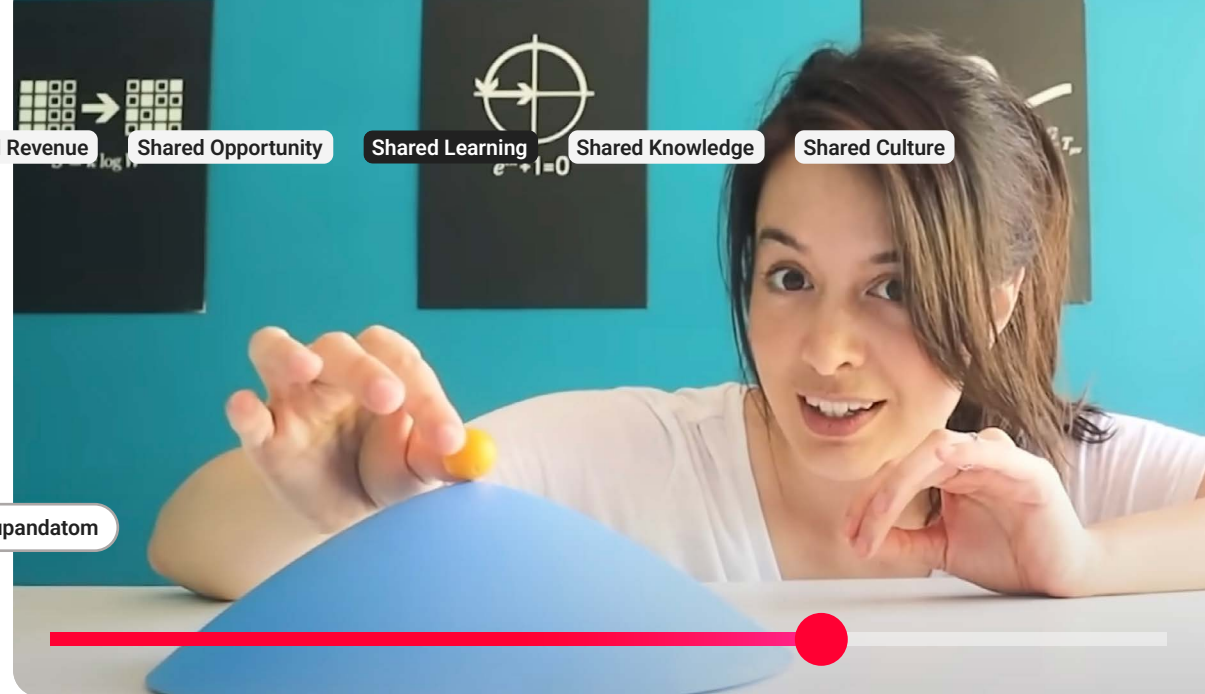
75% of teachers who use YouTube agree that YouTube **helps students to continue to learn outside of the classroom**.*

Australians come to YouTube to learn and grow

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

Our platform provides flexible, personalised access to expert creator content. This enables users to elevate their technical and professional skills, and develop hobbies and interests on their own terms. We empower people to continue learning, growing, and sharing their best with the world around them.

 @upandatom



77%

77% of users agree that YouTube provides equal opportunities for everyone to learn and grow.*



@EmmaMemma-Auslan

Emma Memma creates inclusive educational entertainment for children of all abilities

Beloved children’s entertainer Emma Memma has built a uniquely engaging brand that blends music, dance, and Australian Sign Language (Auslan) —crafted with research-backed care and designed to connect with children of all abilities.

After 12 years performing with *The Wiggles*, Emma Watkins launched *Emma Memma* in 2022 as a creative response to her growing interest in visual language and its importance in early childhood development. Rather than rely on traditional broadcast media, Emma turned to YouTube for its flexibility and reach, saying, “For a new brand, it’s awesome because we can upload original compositions and new dance moves and see what’s working with our audience.”

The platform allowed *Emma Memma* to grow organically, reaching families through music and dance first, then drawing them into a vibrant visual world grounded in Auslan.

With input from Deaf team members and linguistic experts, Emma choreographs each video using authentic signs to make learning fun, accessible, and educational by design.

YouTube is *Emma Memma*’s most critical awareness engine. Thanks to the platform, *Emma Memma* reaches a wider audience and now performs sold-out shows throughout Australia. At one show, Emma recalls a Deaf grandmother telling her that *Emma Memma*’s live show was the only one she could enjoy alongside her hearing grandchildren. The show has also built a loyal global following—with fans young and old located anywhere from North America to the Philippines.

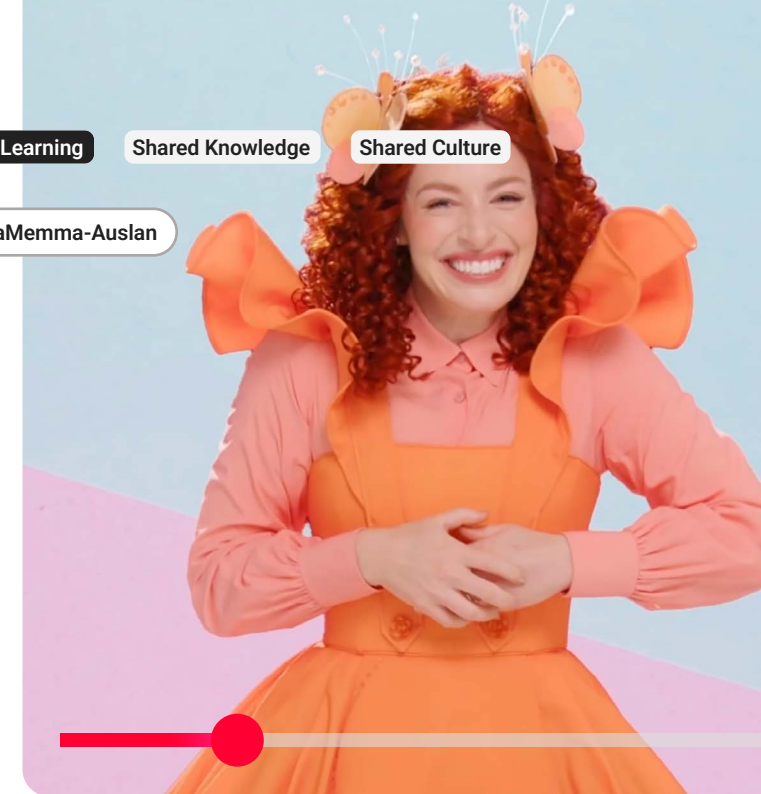
Emma Memma’s content is deeply intentional, engaging children in participatory learning where signs become dance moves and language becomes play. Thanks to YouTube, Emma is proving that educational entertainment can be inclusive, joyful, and entirely creator-led.

66K

subs

31M

views



“Emma Memma is an integration of sign language, movement, dance, and music that children are bound to enjoy!”

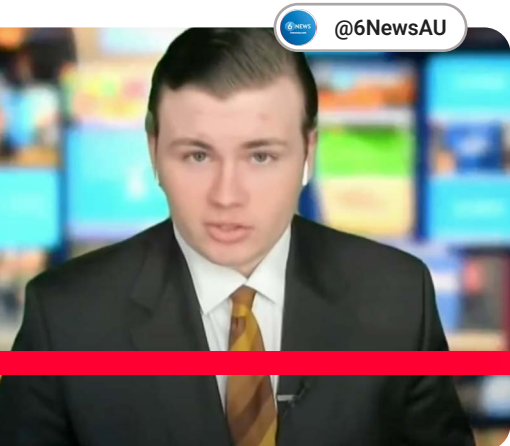
Emma Watkins
Emma Memma - Auslan

“[YouTube] has only had a positive impact. I have come across topics I would never had thought of, and have learned and keep learning so much. It has saved me time and effort in many respects. And of course, it has also entertained me at times when I’ve needed it the most.”

YouTube user (aged 55–64)
Sydney

Shared Knowledge

People get quality information and credible insights on YouTube



Enriching Australian lives with credible, useful information

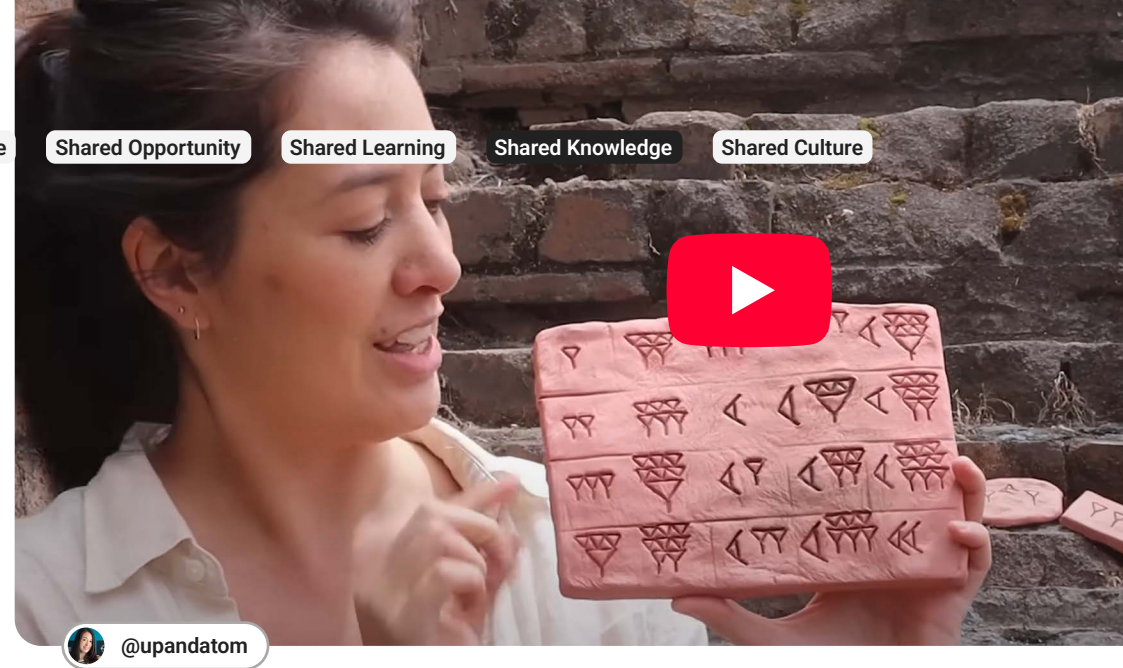
YouTube is dedicated to helping all Australians connect with relevant news and reliable information.

People value the credible and diverse contributors on our platform—sharing everything from breaking news updates to deep-dive podcasts and historical analyses. By prioritising access to quality news content, we enable users to stay informed about the social and community issues that matter.

79%

64% of users have searched for news on YouTube. Of those, 79% agree that they can **find news information from credible, trusted sources on YouTube.***

*According to research by Oxford Economics, 2025



91%

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

Leo Puglisi launched a new kind of newsroom for a new generation of news consumers

At just 11 years old, Leo Puglisi founded *6 News Australia* as a passion project, and what began as a personal experiment soon grew into a fully-functioning digital newsroom. By leveraging the power of YouTube, Leo turned his love for journalism, public speaking, and video editing into a legitimate national news outlet run by young journalists covering stories that matter.

With no media background in his family, Leo used YouTube's accessibility to teach himself everything—from production to editing—and grow an audience from scratch. When the 2020 bushfires hit, followed by the COVID-19 lockdowns, *6 News Australia* gained visibility, attracting viewers, media attention, and collaborators from across Australia. “[YouTube] was the only place that was actually able to get that kind of reach... where we were able to have audiences start watching us.”

The channel now has a small, dedicated team of 10–12 young journalists across the country—many still in school—broadcasting daily bulletins, breaking news, and election coverage.

YouTube serves as the ‘centralised home’ for all operations, replacing traditional broadcasting infrastructure with a platform that empowers Leo’s team to go live, build credibility, and connect directly with viewers.

Today, *6 News Australia* not only provides trusted, alternative reporting but also contributes to public education by making national and international news accessible to younger audiences. For Leo, YouTube did more than just support his dream of becoming a journalist. It gave him the tools to build that future for himself.

35.2K
subs

8.4M
views

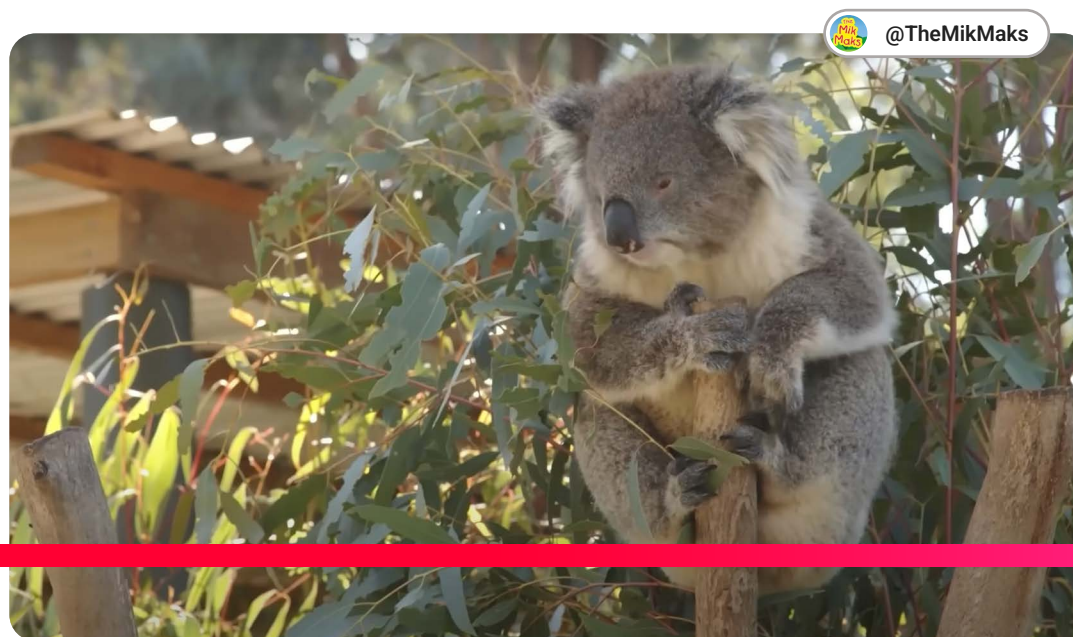
 @6NewsAU

“Being able to get to the point where we are live every single day. We’re able to do these election broadcasts. We’re able to do this breaking news coverage. YouTube has literally just made that possible.”

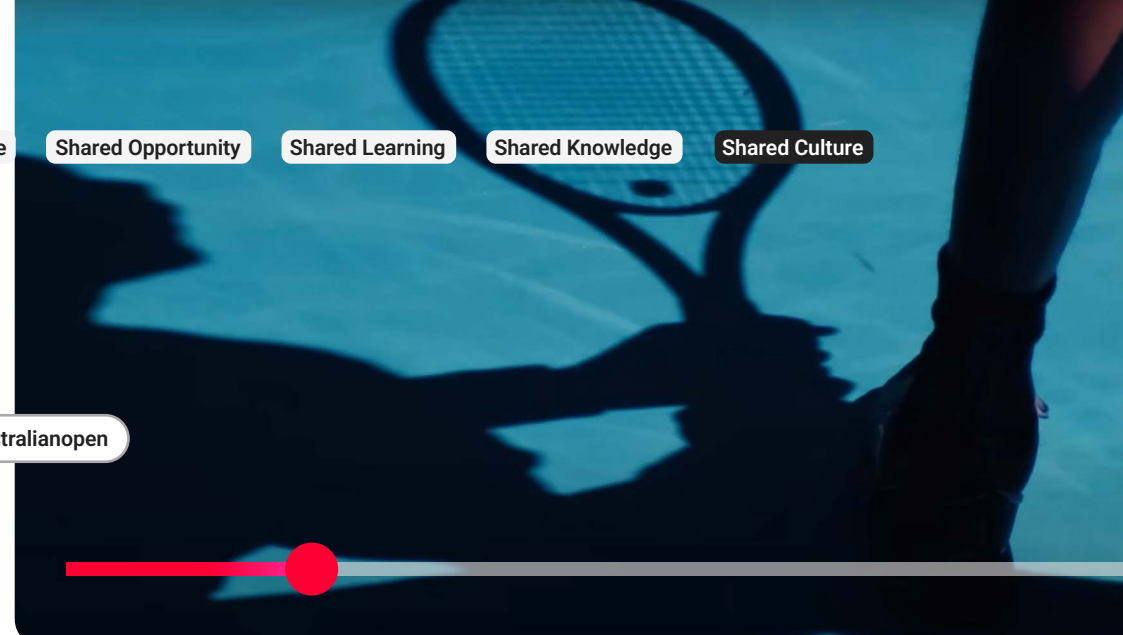
Leo Puglisi
6 News Australia

Shared Culture

Creators share their voices and show Australia to the world through YouTube



Showcasing Australia's diverse cultures and talents



AO @australianopen

YouTube provides an inspiring window to the world for users, and starring roles for a diverse range of Australian creators and cultures.

We enable creators to share their own voices, build community, and grow dedicated audiences —while also growing their skills and talents.

76%

76% of users agree that they **value the diversity of content and perspectives** they can find on YouTube.*

“This medium has helped me to know more about my local culture, history, and more importantly my major profession.”

YouTube creator (aged 25–34)
Brisbane

Sharing the best of Australian culture with the world

By making it possible for Australian creators and artists to share content anywhere, YouTube expands the potential audience from local markets to a truly global stage.

YouTube is where Australian creators, artists, and music companies go to export the best of our culture and content to the world—and find an engaged audience.

77%

77% 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.***

*According to research by Oxford Economics, 2025



79%

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

Sam Todd turned her passion into a career—and a community

Sam Todd, a Brisbane-born content creator, had spent over a decade crafting her online identity, but it wasn't until she joined YouTube that her career truly took off. Launched just one year ago, *Sam Todd* the channel specialises in lifestyle content with a strong focus on travel and shopping, and has already built a thriving global audience.

What started as a leap of faith quickly evolved into a platform for self-expression and connection. "YouTube is a lot more raw, a lot less edited," Sam reflects, describing how long-form content allowed her to be more candid and connect authentically with her viewers. Initially nervous, Sam was met with overwhelming positivity. "They just want to hang out with me," she realised, transforming how she viewed her own content creation.

145K
subs

YouTube Shorts helped supercharge her reach. "The growth...has been absolutely astronomical," she says, noting that fans now recognise her more from YouTube than previous platforms. Her Pandora travel series—collecting charms from each country she visits—has become a standout success, resonating more deeply on YouTube than anywhere else.

Beyond visibility, YouTube has provided economic stability. This revenue sustains her passion projects, covers production costs, and allows her to hire help—freeing her to focus on creativity and connection.

87M
views

 @samjtodd

"My videos get exposed to so many different countries and like such a larger viewer base. I'm getting to meet so many more followers when I travel. The reach of YouTube... is so fantastic."

Sam Todd

