

Powered by Australians. Built for opportunity.

From idea to impact

It all starts with a creator and an idea. For nearly two decades, YouTube has helped Australian creators turn their ideas into videos, channels, and businesses.

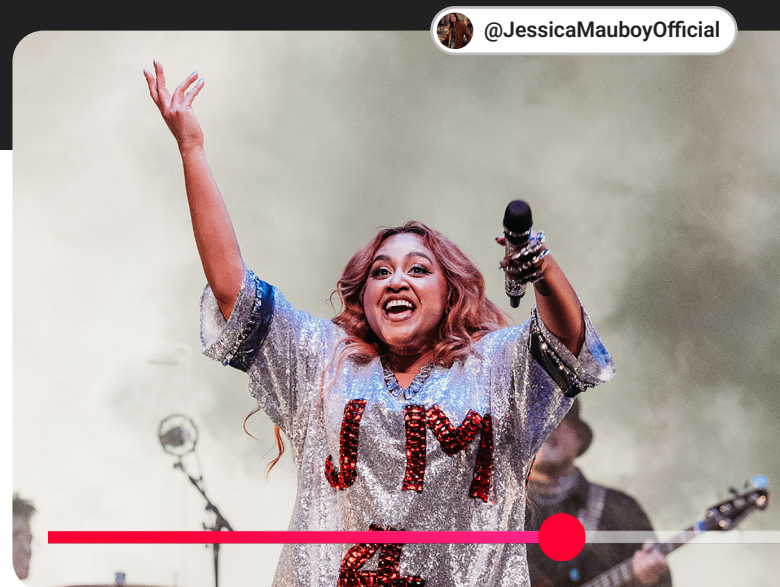
What begins as an act of creativity can result in far-reaching impact – generating jobs, supporting local economies, helping people learn new skills, and connecting audiences with the information and stories they value most. Together, local creators and viewers shape conversations, opportunities, and communities that extend well beyond the platform.

\$1.1B+

YouTube's creative ecosystem contributed over AU\$1.1 billion to Australia's GDP in 2025.*

18K

YouTube's creative ecosystem supported more than 18,000 full time equivalent (FTE) jobs in Australia in 2025.*



@JessicaMauboyOfficial

Where Australian stories live

YouTube gives creators a supportive and empowering home for their creative ambitions. Musicians release new tracks and live sets. Comedians find the perfect punchline. First Nations creators record their history and language for the next generation. Everyday Australians turn ordinary life into unmissable stories. In whatever form a creative idea takes, there's an audience for it on YouTube, and an opportunity for the people behind it to make a living.



72% of creators say YouTube provides an important platform for sharing their unique perspective and stories with the world.*



@SarahRenaeClark

YouTube turns Australian ideas into Australian opportunities

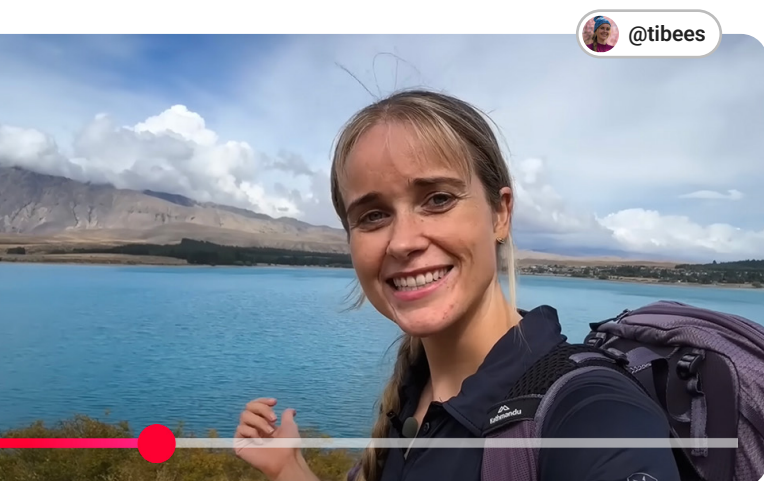
A creative idea starts with one person. But it comes to life as creative content through the work of a team. As Australian creators grow their audiences, their success creates employment opportunities for more and more people. Editors. Camera operators. Digital designers. These people come together to help transform one person's good ideas into a sustainable source of revenue and career progression for every member of their talented team. Darwin to Adelaide. Sydney to Perth. Australians everywhere use YouTube to turn individual creativity into a whole ecosystem of creative opportunity.

75%

75% of SMBs with a YouTube channel say YouTube played a role in helping them grow their revenue.*

+9%

The number of YouTube channels making 6 figures or more in revenue (AUD) is up more than 9% year over year.**



@tibeas

Local stories find global audiences

A story doesn't need to come from a big city or have a big budget to find a big audience. YouTube makes it easy for creators to get started from anywhere, and videos that speak to local audiences are also finding viewers in Auckland, London, or Los Angeles. YouTube removes the traditional barriers to entry, and videos that speak to local audiences are also finding viewers in Auckland, London, or Los Angeles. The world is watching Australian stories.

72%

72% of viewers agree YouTube helps them discover niche or independent voices they wouldn't have found elsewhere.*

90%+

Over 90% of watch time on content produced by channels in Australia comes from outside of Australia.*



@royelotis

YouTube is where lifelong learners come to grow

Australians come to YouTube for helpful insights and practical answers. How to fix a leaking tap, make sense of something in the news or get to grips with a new software program. Australians know they'll find what they need, because the information comes directly from those best-placed to provide it. Everyday creators, qualified educators, working professionals, and recognised experts put clear, reliable knowledge within reach for anyone. Viewers learn at their own pace and come away with real knowledge and know-how.

90%

90% of viewers report using YouTube to gather information and/or expand their knowledge on a particular interest.*

77%

77% of viewers say YouTube provides equal opportunities for everyone to learn and grow.*

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

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



Powered by Australian communities. Built for opportunity.

Where Australian stories live

On YouTube, Australian culture is made by the people who actually live it, in cities, suburbs, and regional towns across the country. It all starts with a single idea. This idea becomes a video, which grows into a channel, a business, and a community. The people in these communities watch, learn, and engage with genuine interest. And once it lives on YouTube, an Australian story is no longer bound by where it started. It can travel the country, and connect with audiences far beyond our shores.

72%

72% of creators say YouTube provides an important platform for sharing their unique perspective and stories with the world.*

5.5M+

Over 5.5 million hours of content was uploaded by Australia channels in the past year.**



Giving Australian creativity a bigger stage

The relentless creativity of Australian Creators finds a home and a stage on YouTube. Musicians release tracks and live sets. Sporting clubs and fans experience unforgettable moments. Comedians perfect their routines. First Nations creators record history and language for the next generation.

Everyday Australians use YouTube to share their unique and unmissable stories with the world. This is where people find an outlet for all their creative ideas, and where those ideas find their audience.

83%

83% of music companies with a YouTube channel say YouTube helps them reach new audiences across the world.*

78%

78% 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



Local stories find global audiences

A story doesn't need to come from a big city or have a big budget to find a big audience. It can come from a blues festival in Byron Bay or a campground in Castlemaine. YouTube removes the traditional barriers to entry, and videos that speak to local audiences are also finding viewers in Auckland, London, or Los Angeles. The world is watching Australian stories.

72%

72% of viewers agree YouTube helps them discover niche or independent voices they wouldn't have found elsewhere.*

90%+

Over 90% of watch time on content produced by channels in Australia comes from outside of Australia.*



Where local storytellers find their voice

Deciding who got to tell Australia's story was once the decision of a select few. The voices unheard elsewhere can now own their stories and build passionate communities on YouTube. The result is a more honest and more complete picture of Australia, shaped by Australians. A First Nations creator can record their own culture, a regional storyteller can reach people anywhere, and independent voices and valuable perspectives are heard around Australia and the world.

74%

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

78%

78% of creators who say they have a media and entertainment career started that career on YouTube.*

*According to research by Oxford Economics



Jessica Mauboy shares her talent with a global audience

Jessica Mauboy, the First Nations musician, entrepreneur and role model, has built a powerhouse career spanning music, film, TV and a new skincare business.

YouTube has been vital to that success by helping her reach a worldwide audience. Music videos, like the Jason Derulo collaboration "Give You Love," have gained global traction, while performance footage lets fans connect with her craft.

Whether promoting her latest album or going on tour, Jessica connects with her supporters directly, from anywhere. YouTube has given her a stage where her artistry, identity, and ambition continue to flourish.

327K

subs

126.4M

views

"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



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Powered by **Australian** creators and partners. Built for opportunity.

Australian ideas become Australian opportunities

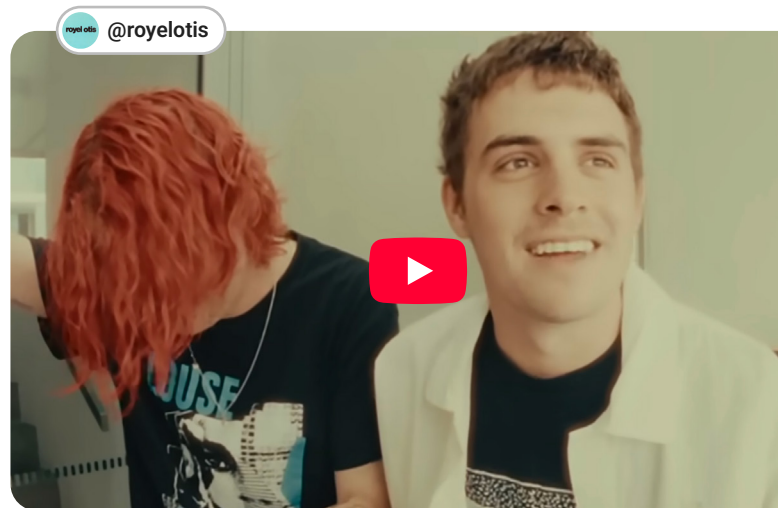
A creative idea starts with one person. But it comes to life through the work of a team. As Australian creators grow their audiences, their success creates employment opportunities for more and more people. Editors. Camera operators. Digital designers. These people come together to help transform one person's good ideas into a reliable source of revenue and career progression for every member of their talented team. Across the country, this is how YouTube turns individual creativity into a whole ecosystem of creative opportunity.

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@SarahRenaeClark



@royelotis

Local success supports local communities

While many successful Australian channels employ a team of creatives and producers, there's another employment success story to be told, and it stars a long list of local suppliers and tradespeople. Creators book local studio space, rent equipment, hire contractors to build sets, and fuel up on local catering. These creators are building channels that are small Australian businesses in themselves, using YouTube to reach new customers around the country and abroad. These are the new media companies of the future, creating real paid work in towns and suburbs across Australia, in industries well beyond media.

18K

YouTube's creative ecosystem supported more than 18,000 full time equivalent (FTE) jobs in Australia in 2025.*

75%

75% of SMBs with a YouTube channel say YouTube played a role in helping them grow their revenue.*



Building businesses beyond the big cities

Australians no longer need to live in traditional big city hubs to build thriving careers. New media lives in Sydney as much as a Northern Territory town far from any studio lot. Through YouTube, Australian creators turn their channels into real businesses. They grow audiences, generate revenue, and hire employees without waiting for a major broadcaster or label's green light. For talented creatives living in places without the typical resources required to build a career, this provides a genuine path to entrepreneurship, and a way to ensure that local productions benefit local economies.

68%

68% 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).*

+9%

The number of YouTube channels making 6 figures or more in revenue (AUD) is up more than 9% year over year**

YouTube turns ideas into livelihoods

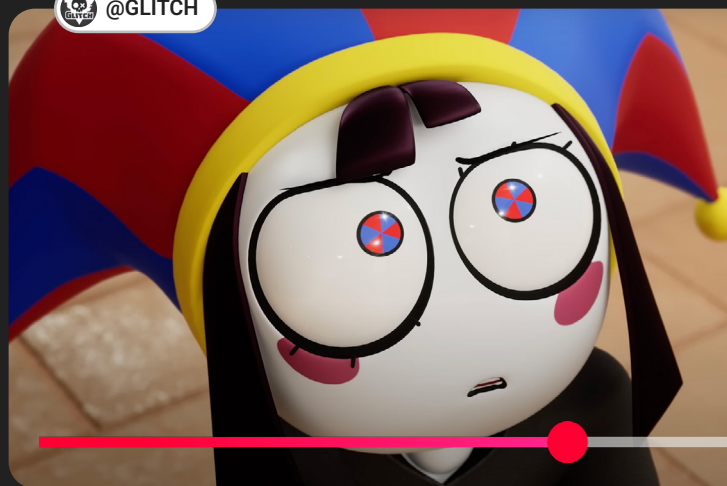
A growing number of Australians are building businesses that last, not just earning some money from a handful of videos. When creators commit to their work, their channel can become a true standout brand – leading to products, live shows, sponsorships, and opportunities that reach beyond YouTube. Creators running their own small businesses set their own terms, choose the mix of work and income that suits them and build a lasting livelihood.

62% 78%

62% of creators say personalised recommendations on YouTube are important to growing their audiences.*

78% 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



GLITCH built a global animation studio on YouTube

Glitch Productions co-founder Kevin Lerdwichagul never planned to lead one of Australia's most influential animation studios. With his brother Luke, a self-taught director, he turned a shared passion into a thriving business.

Luke and Kevin began as creators themselves, working together on a range of YouTube ventures and learning how to build audiences, produce content, and grow an online business from the ground up. That creator-first background ultimately laid the foundation for what would become Glitch Productions.

That creator-led experience shaped Glitch's approach from the beginning. Rather than following a traditional studio model, the brothers built around original ideas, emerging creative voices, and a direct relationship with a global online audience.

Fan-favourite series like Murder Drones and The Amazing Digital Circus followed, generating billions of worldwide views. Now the brothers are helping other creators break into animation and making a successful leap into global cinemas.

21.4M

subs

3.36B

views

"We're so rooted in YouTube and internet culture. We know really cool creators and usually it's just a matter of DM-ing them like, 'We have a team. You make cool stuff. You want to make something together?' Then they're like, 'Yes.'"

Kevin Lerdwichagul
Glitch Productions



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YouTube is where lifelong learners come to grow

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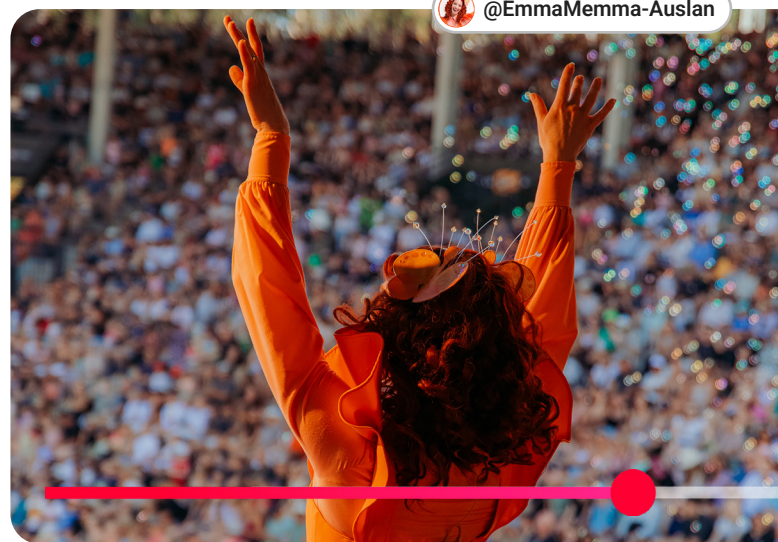
90% **75%**

90% of viewers report using YouTube to gather information and/or expand their knowledge on a particular interest.*

75% of viewers who look for news on YouTube say the platform is a high-quality source for information on current events.*



@misterwootube



@EmmaMemma-Auslan

Personal and professional growth, on-demand

Learning doesn't stop when formal study ends. For many Australians, YouTube is where the learning continues. A small business owner levels up their marketing strategy. A tradesperson gets comfortable with unfamiliar equipment. A home cook turns a hobby into a side hustle. Whatever the need or interest, YouTube's learning resources slot in around busy lives and unpredictable work schedules. Quality content from expert creators is always available the moment it's needed, and learning can continue long after class ends.

75%

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

77%

77% of viewers say YouTube provides equal opportunities for everyone to learn and grow.*



Credible information within everyone's reach

On YouTube, many of Australia's most credible, respected voices are the ones doing the teaching. University researchers make their field accessible to a general audience, medical professionals explain conditions in plain language and engineers, scientists and public-interest experts turn specialist knowledge into digestible insights.

YouTube is open to anyone, so someone living in a remote outback town has the same access to these experts as anyone in the heart of a capital city.



83% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.*

81%

81% of viewers say they have expanded their knowledge on a particular interest through YouTube.*

80%

80% of viewers who search for political content on YouTube say the platform provides access to a wide range of political voices.*



*According to research by Oxford Economics



Leo Puglisi built a national newsroom on YouTube

Leo Puglisi founded 6 News Australia as a passion project, teaching himself everything from production to editing, and built an audience from scratch on YouTube.

When Australia was hit with the 2020 bushfires and COVID-19 lockdowns, 6 News gained greater visibility, drawing viewers, media attention, and collaborators from across the country. As Leo recalls, "[YouTube] was the only place that was actually able to get that kind of reach."

Today, the channel broadcasts daily bulletins, breaking news, and election coverage. YouTube serves as its central home, replacing traditional broadcast infrastructure with a platform where the team can go live, build credibility, and reach viewers directly. 6 News now provides trusted, independent reporting to a national audience.

40.6K
subs

10.1M
views

"Getting to the point where we are live every single day, we're able to do election broadcasts and breaking news coverage. YouTube has literally just made that possible."

Leo Puglisi
6 News Australia



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