



Exploring YouTube's impact on Canada 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 Canadian 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.

CAD1.8B
GDP

YouTube's creative ecosystem contributed over CAD1.8bn to Canada's GDP in 2024.*

35K **FTE**

YouTube's creative ecosystem supported more than 35,000 full time equivalent (FTE) jobs in Canada.*

 @jeenie.weenie



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 monetization options for creators beyond advertising, and now offer eight ways to earn money. This enables creators to employ others and build their businesses.

\$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



@ChaniNattan



Putting Canadian music artists on a global stage

YouTube is a major partner to Canadian music artists and labels. We make it easier for artists to share new music — from official videos and live shows to DJ sets and covers — and easier for fans to find new favorites. Backed by our robust rights management systems, artists can connect with global audiences, earn revenue, and build careers.

80%

80% of music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.*

A place for Canadians to learn, grow and share their voices

YouTube is a place for Canadians to grow, learn, and share their diverse voices. We help people discover quality information, develop new skills, and expand educational opportunities — whether through our partnerships with Canadian universities or through creative communities. We also enable Canadians to tell unique stories that reflect the country's rich diversity, from local customs to food, music, and culture — fostering deeper community connection and national pride.

94%

94% of users report using YouTube to gather information and knowledge*

75%

75% of users agree that they value the diversity of content and perspectives they can find on YouTube.*

*According to research by Oxford Economics

“We believe YouTube will become our main platform to create recurring income, help us build our business, create leads, and build a community. Thank you.”

Business owner (aged 65–74)

Helping Canadian business reach more people

Canada's SMB creators use YouTube to build their brand, reach new customers, and grow their bottom line. And with the revenue from our YouTube Partner Program, direct sales, and fan funding, SMBs reinvest in talent acquisition, new content production, and off-platform business — all of which helps to grow Canada's economy.

@McCannDogs

