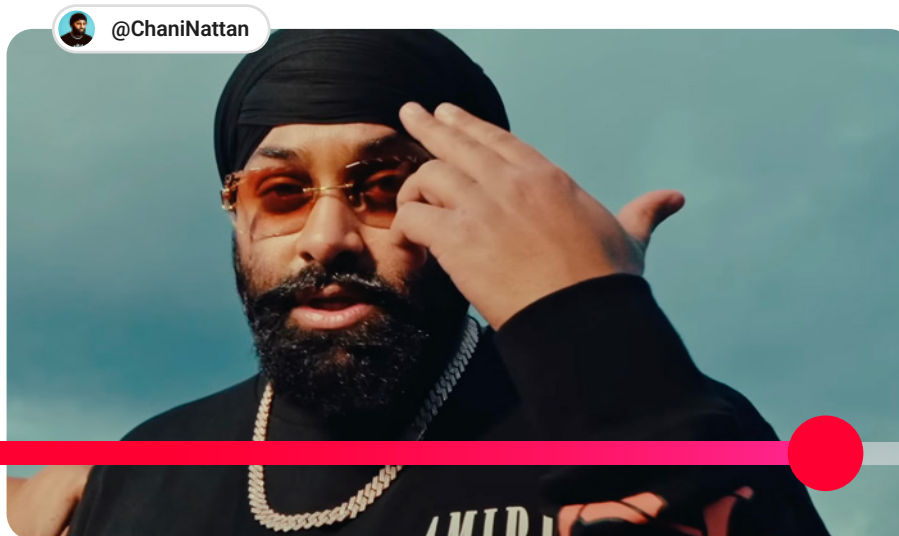
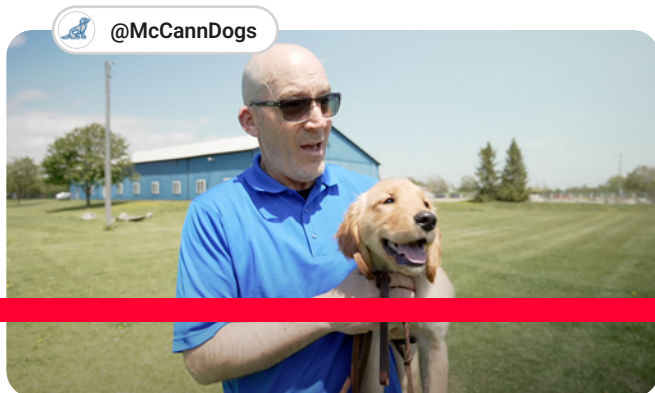


# A platform for growth through creativity



Exploring YouTube's impact  
on Canada in 2024



|           |                                    |
|-----------|------------------------------------|
| <b>03</b> | <b>A letter from YouTube CEO</b>   |
| <b>04</b> | <b>YouTube's support in Canada</b> |
| <b>06</b> | <b>Shared Revenue</b>              |
| <b>12</b> | <b>Shared Opportunity</b>          |
| <b>24</b> | <b>Shared Learning</b>             |
| <b>34</b> | <b>Shared Culture</b>              |



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 CAD1.8 billion to Canada's GDP in 2024, supporting more than 35,000 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 in black ink, appearing to read 'Neal Mohan'.

**Neal Mohan**  
YouTube CEO

# YouTube supports business and learning in Canada

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 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 enriching cultural content.

**CAD1.8B** **GDP**

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

**35,000** **FTE**

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



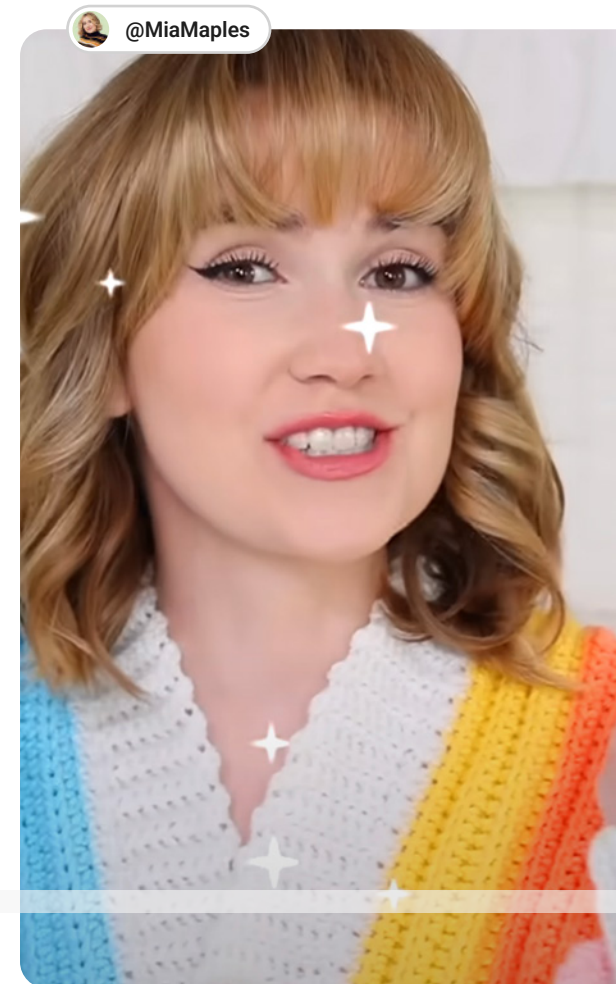
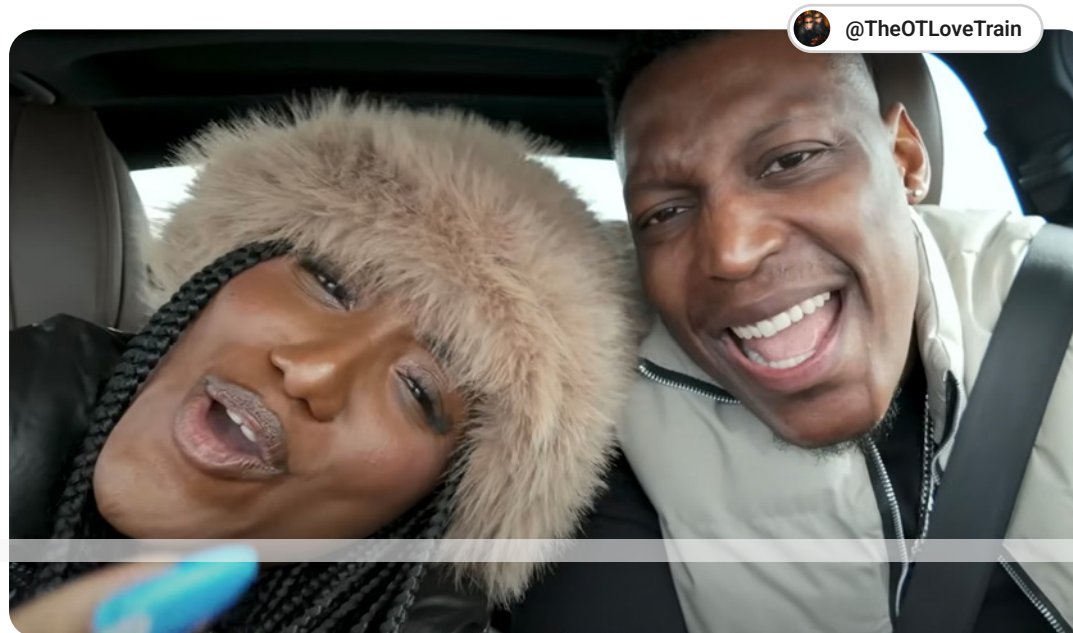


**Sharing more with  
creators so they can  
share more with others**



# Shared Revenue

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



# Sharing more 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 Canadian economy by hiring teams 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).\*



# Monetizing through the YouTube Partner Program\*

Over the years, we've continued to invest in new monetization options for creators beyond advertising. There are now multiple ways creators can earn money from revenue sharing and fan engagement\*.

For example, Super Chat is a fan engagement feature where viewers can purchase a highlighted message in a video's chat stream that stands out from the crowd to get more attention from their favorite creators.

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



\*Scan to learn more about the YouTube Partner Program

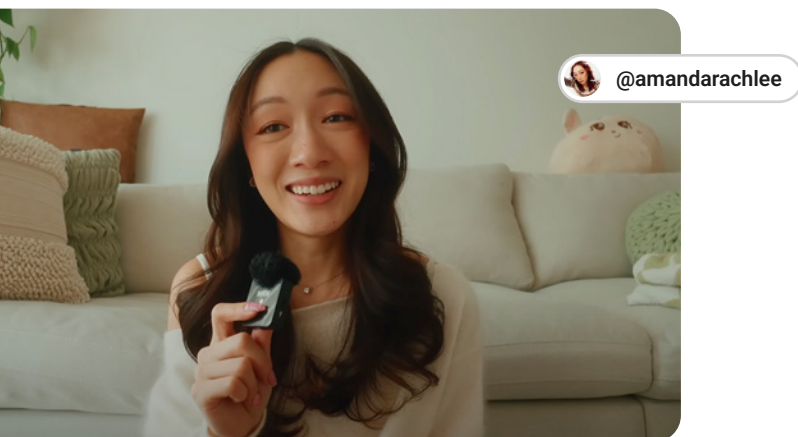




# Personalisation helps creators and content get discovered

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

That's why viewers need tools to sort and organize all those videos in a useful and relevant way. For creators, personalization helps their content break through and get discovered, enabling them to grow a dedicated audience.



# 69%

69% of creators agree that **personalized recommendations on YouTube** are important to grow their audiences.\*

\*According to research by Oxford Economics

\*\*YouTube internal data, April 2025

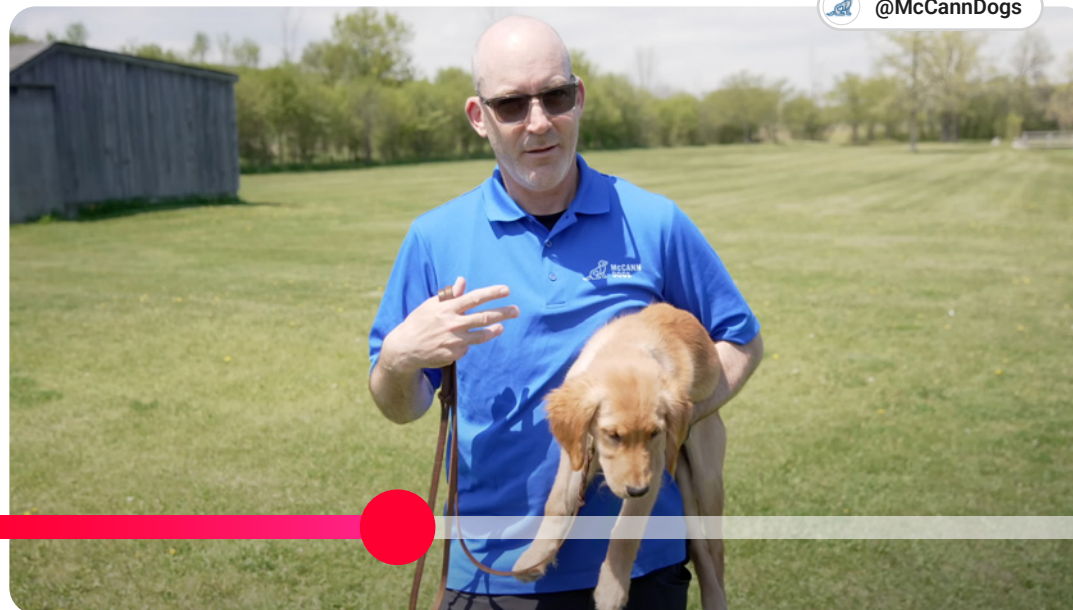
**COOKIES**

**CREAM**



# Shared Opportunity

Businesses reach new audiences and build their brands on YouTube





# Empowering Canada's creator economy

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

Leveraging YouTube's robust monetization options enables creators to focus on creating quality content — and reaching new audiences. YouTube also simplifies and accelerates the content production process with AI tools built to help creators unleash their creativity.

## 65%

65% of creators agree that YouTube is an **essential platform** to earn a global presence.\*

[Foreword](#)[Impact in Canada](#)[Shared Revenue](#)[Shared Opportunity](#)[Shared Learning](#)[Shared Culture](#)

@julienolke

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 across Canada.

## 71%

71% 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**.\*

## 70%

70% 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**.\*

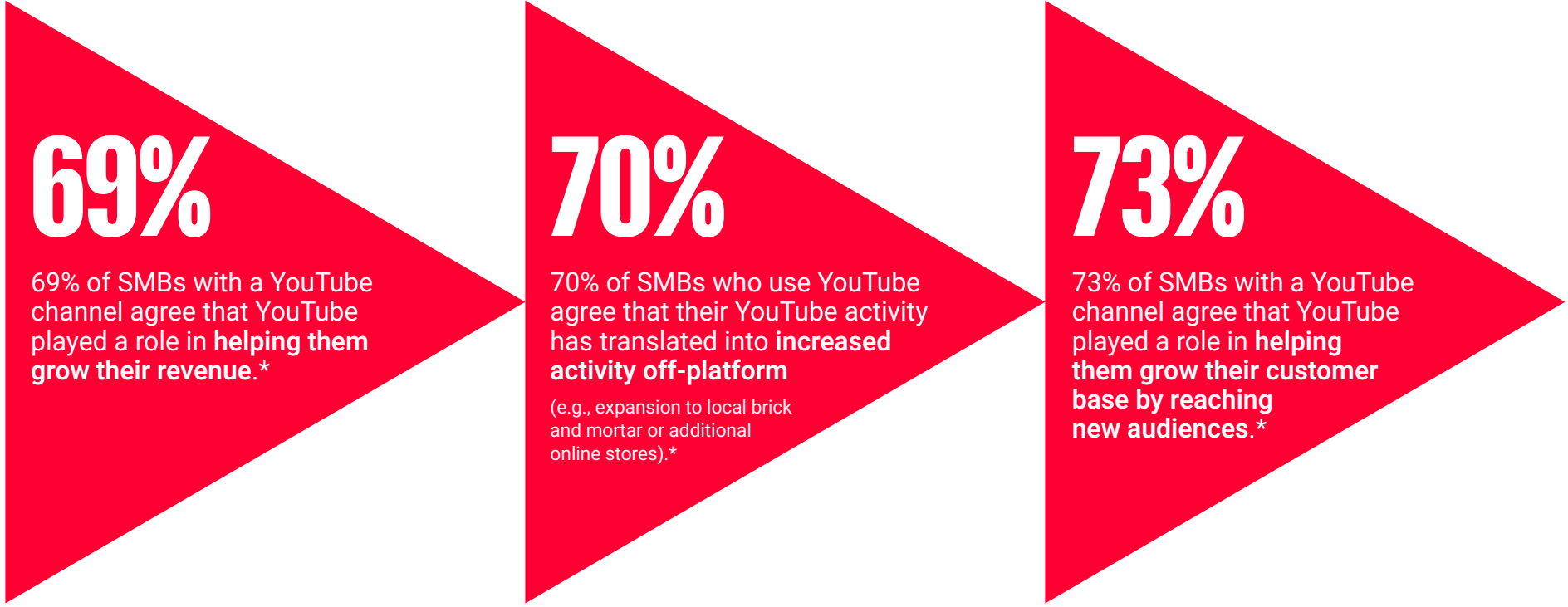




# Helping businesses reach more people

Just as individual creators find entrepreneurial success on YouTube, small and medium 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 personalized recommendation systems), direct sales via YouTube Shopping, robust fan funding options, and more. These tools lead to a more engaging shopping experience, a wider audience, and a sales pipeline that can't be found anywhere else.



# 69%

69% of SMBs with a YouTube channel agree that YouTube played a role in **helping them grow their revenue**.\*

# 70%

70% 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).\*

# 73%

73% of SMBs with a YouTube channel agree that YouTube played a role in **helping them grow their customer base by reaching new audiences**.\*





Foreword

Impact in Canada

Shared Revenue

Shared Opportunity

Shared Learning

Shared Culture

# How Jeenie Weenie spun comedy gold into revenue and a full-time career

Before her YouTube days, Sandra “Jeenie” K. was the owner of three bustling Vancouver restaurants. She started posting for fun, sharing quirky videos and stories from her former life as a flight attendant. Soon enough, what had begun as a creative outlet grew into a thriving creator brand.

Once Jeenie began earning income through YouTube Shorts, she sold her restaurants and never looked back. Today, the *Jeenie. Weenie* channel has over 12 million subscribers across the world and covers more than just travel. Her content is based on her life, like her IVF journey and her passion for K-drama, and it’s resonating with viewers of all ages.

So much so, content creation has become a sustainable career for Jeenie. Supported by her seven-member team, ranging from producer to prop master, she shares content daily and is planning to expand her crew even further.

**12.1M**  
subs

She’s also been part of exciting collaborations, creating content for major events like the 2024 Paris Olympics and the 2025 Hong Kong Rugby Sevens. But for Jeenie, success isn’t just about views or brand deals. It’s about building a powerful sense of connection in a place where creativity meets community — and finding the joy in sharing content that truly connects with others.

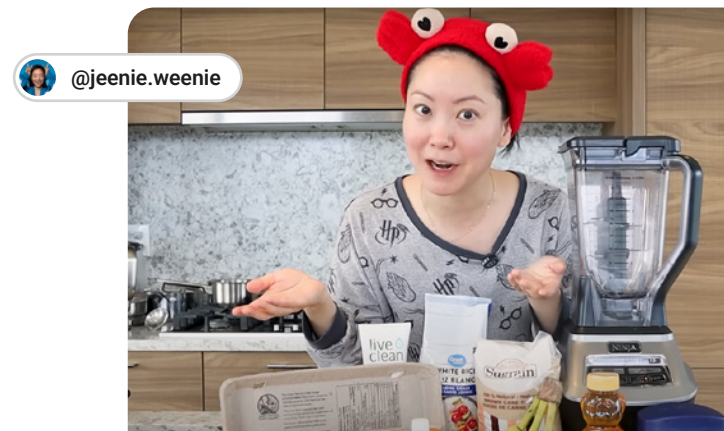
The *Jeenie. Weenie* story is a great example of how YouTube’s monetization tools can empower creators to turn their passions into thriving careers.

**12.6B**  
views



**“For me, YouTube is not just a platform. It’s a space where you can tell your stories, share your passions, and build meaningful relationships with a global audience.”**

**Sandra K.**  
Jeenie.Weenie









# How McCann Dogs raised happy pets and business profits

*McCann Dogs* started out as a hands-on, relationship-first dog training business over 43 years ago. But this small family-run operation in Canada has grown into a trusted training resource for dog owners all over the world.

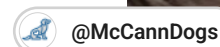
In 2010, the *McCann Dogs* team looked beyond familiar viral pet videos and saw an opportunity to provide real help through YouTube. Their mission? Offer clear, actionable advice that solves everyday dog problems — without the gimmicks.

At a time of economic uncertainty, they decided to offer online courses, using their YouTube channel to launch and promote them. Two of their puppy-training videos went viral almost immediately, and drew customers to their business in droves — even leading to a hundred-person waitlist for their on-site training.

**1.52M**  
subs

Today, *McCann Dogs* has over 1.52 million subscribers and trains owners in more than 76 countries — with 90% of their sales coming directly through YouTube. Every new video is a chance to deliver the guidance dog owners need and earn trust. The more they post, the more people they reach, and the more pets they're able to support, whether that's through free videos or in-depth training programs. YouTube didn't just give *McCann Dogs* visibility. It gave them a way to build trust at scale, turn practical content into a global business, and do what they do best: help people raise great dogs.

**145M**  
views



**"We've been around for over 40 years, and YouTube put us in a position where a piece of content could explode the business."**

**McCann Dogs**



# Putting Canadian music artists on a global stage

YouTube is a major contributor to the success of Canada's music industry, partnering with music artists and labels to give homegrown talent a global stage.

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. And every two weeks, the YouTube Music Nights programme blends exclusive live shows with universal streaming access to create a uniquely intimate yet global experience for artists and fans alike.

# 70%

70% of music companies with a YouTube channel agree that YouTube **helps them reach new audiences across the world.\***

Altogether, this enables users to find and share new favourites, while giving music labels a better way to discover talent.

Our robust rights management systems also help labels to engage the next generation of artists with confidence, grow revenue through YouTube's monetization options, and connect with a worldwide audience.

# 72%

72% of music companies with a YouTube channel agree that YouTube has **increased the supply of creative talent in the industry.\***

# 80%

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







# Chani Nattan shares a unique sound that resonates everywhere

Chani Nattan didn't set out to become a star on YouTube. Fresh out of high school, he joined YouTube with a few friends to post comedy skits and vlogs for their own enjoyment. As his passion shifted toward music, so did his channel, *Chani Nattan*. And that's when things really took off.

"Daku" dropped quietly on YouTube in late 2021 before going viral and racking up over 200 million views. Chani Nattan's name was suddenly everywhere. And with over 1 million subscribers, he now tours and shoots music videos all over the world, and performs at respected awards shows like the 2025 JUNOS.

One of the earliest Punjabi independent artists posting on YouTube, Chani continues to use the platform to reach, resonate and engage with the Punjabi community in Canada and abroad. He blends high-quality music videos with YouTube Shorts and livestreams to give fans not just great content, but real connection.

With the support of the YouTube team and platform, Chani Nattan has built a career and a community on his own terms, expressing his artistic voice freely and reaching millions. In doing so, he's helped to put Canadian Punjabi music on the global map.

**1.09M**  
subs

**490M**  
views



**"YouTube is the one platform that actually gets artists recognized. When people play a music video, they're going to play it off YouTube. That helped us build our fanbase."**

Chani Nattan

@ChaniNattan



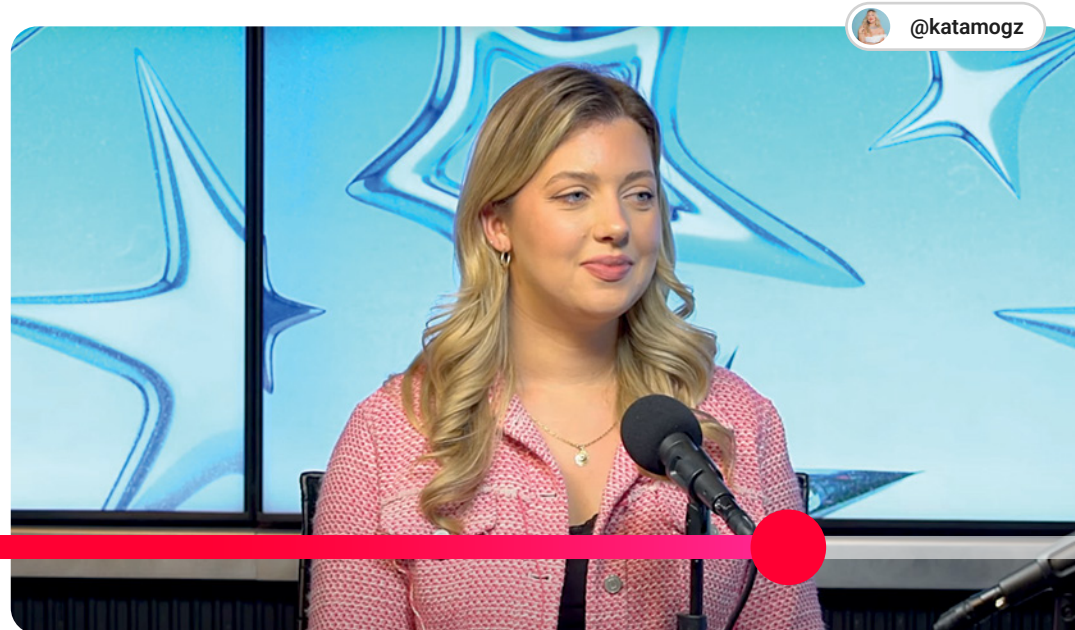
**“We believe YouTube will become our main platform to create recurring income, help us build our business, create leads, and build a community. Thank you.”**

YouTube Creator (aged 25–34)  
California



# Shared Learning

Learners enjoy access to a world of quality information on YouTube



# Canadians come to YouTube to learn and grow

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

Our platform provides flexible, personalised access to a diverse array of inspiring creators. So users can elevate their technical and professional skills, and develop hobbies and interests on their own terms. YouTube also partners with Canadian universities to provide an always-on home for course content and give students a modern way to earn credits. We empower people to continue learning, growing, and sharing their best with the world around them.



## 83%

83% of users agree that YouTube provides equal opportunities for everyone to learn and grow.\*

## 94%

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

[Foreword](#)[Impact in Canada](#)[Shared Revenue](#)[Shared Opportunity](#)[Shared Learning](#)[Shared Culture](#)

# Alexandra Gater shares a window into affordable home makeovers

Alexandra Gater set out to build her YouTube channel around one simple idea: beautiful, budget-friendly home makeovers for renters and first-time homeowners.

As her content evolved from scrappy DIY clips to sharply produced 40-minute makeover guides, her channel saw significant growth — and now boasts over 837,000 subscribers from all over the world, including the U.S., India and Australia. Today, many of her fans watch her videos on their TV screens, tuning in for high-quality, binge-worthy entertainment.

Her dedication to production value shows in every detail, including how she selects makeovers. With eager viewers applying for a chance at a no-cost transformation, her team spends months choosing the spaces with the biggest visual (and financial) impact. By the end of January this year, nearly every 2025 video had secured a sponsor.

**837K**  
subs

Her business model thrives on YouTube ad revenue, brand deals, e-commerce ventures, and virtual makeover consultations, with her inspirational YouTube videos at the core of it all.

She continues to mine the platform's potential, recently tapping into YouTube's AI-powered Test & Compare Thumbnails tool to gain powerful insights into what truly draws people in.

Alexandra has further grown her channel's reach by launching @HandymanGraham with her longtime collaborator Graham Hayes — a spin-off channel that showcases his detailed DIY builds. In expanding the Gater Studios network, she's creating the kind of ecosystem that's even drawn interest from major TV networks. But Alexandra has turned them down, preferring the creative control and audience connection that YouTube provides. With creators like her blazing the trail, a new era of entertainment is unfolding on YouTube.

**123M**  
views



**"When I started my own channel, I saw this niche. No one was talking to people like me who rent. I've been able to just do that. I don't have to ask a network to sign me."**

Alexandra Gater







# Teachers turn to YouTube to enhance learning

People come to YouTube to learn, making it an ideal fit for the education environment. YouTube's educational content provides a vital addition to traditional teaching methods and materials. Learners enjoy access to high-quality videos from world-class creators, including many teachers.

And it's all thanks to our inventive creators — enabling teachers to expand the learning landscape beyond the classroom and inspiring learners to get more from every lesson.

## 67%

67% of teachers who use YouTube agree that YouTube videos **help explain complex issues in a way that students can understand.\***

## 68%

68% of teachers who use YouTube agree that YouTube **provides access to educational content that students would not otherwise have.\***

## 92%

92% of teachers who use YouTube report that they have **used YouTube content in their lessons and/or assignments.\***

[Foreword](#)[Impact in Canada](#)[Shared Revenue](#)[Shared Opportunity](#)[Shared Learning](#)[Shared Culture](#) @Clutterbug

**“YouTube has been a valuable resource for learning, entertainment, and connecting with communities, positively impacting both my personal growth and daily life.”**

YouTube user (aged 65–74)  
Canada





# Midas transforms fitness and gaming passions into thriving businesses

From experimenting with tech and gaming to sharing fitness tips, Midas has carved out a unique space on YouTube by combining the things he loved most. Today, he runs three thriving YouTube channels: *The Movement*, *Tech By Midas*, and *The Gamespace*.

His signature blend of tech, gaming, and fitness videos attract viewers all over the world. From a young fan recognizing him in Kenya to a tech sales rep launching his own fitness channel, Midas regularly hears from viewers who are transforming their lives through his content.

YouTube is the tool that allows him to inspire and educate his audience. It's also enabled him to drive traffic, build community, and power the launch of three separate businesses: a media company, an e-commerce brand, and a real estate venture.

Last year, Midas added over 200,000 subscribers within a five-month span — thanks to his willingness to experiment with the platform. By adding YouTube Shorts to his business strategy, he was able to promote long-format videos and attract viewers to more helpful, educational content.

YouTube has given Midas the freedom to build a business on the personal, practical, and passion-fueled content his audience loves — all on his own terms. And with AI tools now streamlining his workflow, he's only getting more efficient. From casual tech uploads to full-time entrepreneurship, Midas' journey is a blueprint for educating with purpose in the creator economy.

 @techbymidas


**"I call it YouTube University because it's very educational for me. I learned so much just from that platform, which I've applied to life and to YouTube itself and business in so many ways."**

*Midas*

**2.1M**  
combined subs

**501M**  
combined views



# Families view YouTube as a resource for learning and discovery

YouTube gives parents a trusted platform for their children's online exploration and learning.

This trust is built on our commitment to delivering an enriching experience for young learners alongside easy-to-use controls for parents. Canadian families see YouTube as a valuable resource that encourages learning and curiosity through a diverse ecosystem of age-appropriate content from authoritative sources.

Foreword

Impact in Canada

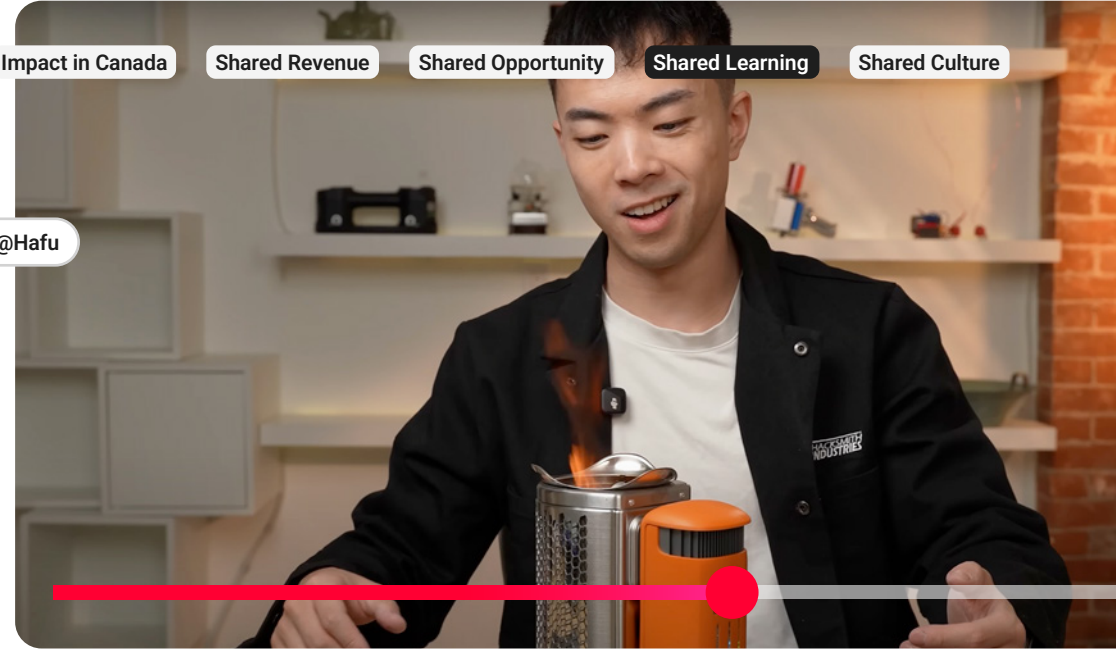
Shared Revenue

Shared Opportunity

Shared Learning

Shared Culture

@Hafu



# 75%

75% of parents of teens (aged 13–18 years) who use YouTube agree that YouTube plays an important role in their children's discovery of the world.\*

# 79%

79% of parents who use YouTube feel confident in their ability to guide their child on how to use YouTube (or YouTube Kids) responsibly.\*

# 87%

87% of parents who use YouTube agree that YouTube (or YouTube Kids) provides quality content for their children's learning and/or entertainment.\*

**“I learned American Sign Language  
for my deaf daughter by watching  
YouTube videos. I’m forever grateful.”**

YouTube user (aged 45–54)  
Newfoundland and Labrador



# Shared Culture

Creators share their voices  
and show viewers the  
world through YouTube





# Creating a place for all voices and cultures

YouTube enables creators to showcase Canada's rich regional diversity and build important connections.

Canadian creators can share unique stories that inspire pride — in everything from music, dance, and local customs to crafts, food, and more. This gives audiences the opportunity to deepen their cultural understanding and discover a greater sense of community belonging.

# 70%

70% of users agree that they **can find content that reflects their culture and perspective on YouTube.\***

\*According to research by Oxford Economics

Foreword

Impact in Canada

Shared Revenue

Shared Opportunity

Shared Learning

Shared Culture



# 75%

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

# Mia Plays and Kouman share the fun in Farsi and connect a global community

Meet Kimia R., Kourosh Z. and Iman D., the Vancouver-based trio behind multiple highly successful Farsi-language YouTube channels. In 2017, Kimia started posting gaming content for fun on her channel, *Mia Plays*, while working as a graphic designer. Eventually, she convinced her camera-shy husband, Kourosh, to join her and he co-created his own Farsi-language channel, *Kouman*, with his friend, Iman D. Today, Mia, Kourosh and Iman create lively vlogs, fun challenges, and a glimpse into their everyday lives.

Over the past eight years, they've built an incredibly loyal, multi-generational fanbase that spans the globe. *Mia Plays* has over 700,000 subscribers and *Kouman* have nearly 600,000 of their own — with a strong following among Farsi speakers. Their secret? Long-form videos that feel personal and deeply connected to their viewers.

**1.3M**  
combined subs

YouTube is the foundation of their growth — as creators and entrepreneurs — turning a hobby into lucrative careers and global brands. It's allowed them to sustain their business and take bold steps forward through major life transitions, including immigration. Today, they own a production studio in North Vancouver for themselves and other content creators — and plan to expand into merchandise and live events.

Most importantly, YouTube has allowed Kimia, Kourosh and Iman to connect with an international community. And while they've created online cultural hubs for Farsi-speaking viewers around the world, they're also planning to dub their videos into multiple languages, using AI to share their lives and culture with an even wider audience.

**730M**  
combined views

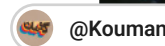


@Miaplays



**"YouTube has helped us bring people together. It's given us freedom to do whatever we want creatively and to build this community we have that we're so proud of."**

Kimia, Kourosh, and Iman



@Kouman





**“I really appreciate what YouTube has been able to do for me. It has helped me connect with the culture and people back home in the Philippines while I am here in Canada. I am filled with nothing but gratitude when it comes to YouTube.”**

YouTube creator (aged 18–24)  
Canada

