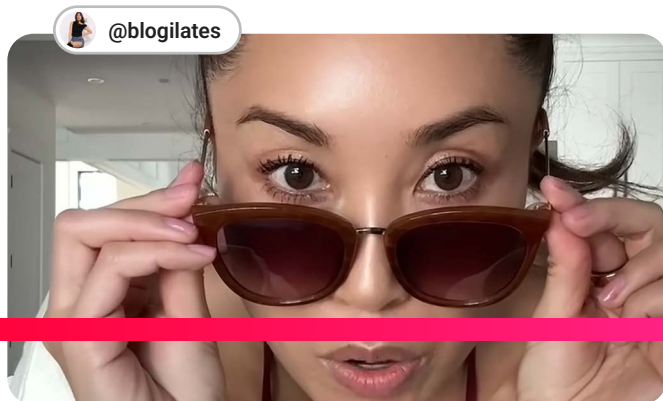


A platform for growth through creativity



Exploring YouTube's
U.S. Impact in 2024



03	A letter from YouTube CEO
04	YouTube's impact in the U.S.
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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.

And for the first time, YouTube eclipsed \$50 billion in total U.S. GDP contribution in 2024, supporting 490,000 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.

Neal Mohan
YouTube CEO

YouTube's impact in the U.S.

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 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 millions of businesses and content creators to connect with Americans and the world. These creative entrepreneurs are making videos for the billions of people who turn to YouTube every month for entertaining, educational and cultural content.

\$55B **GDP**

YouTube's creative ecosystem **contributed over \$55 billion** to the U.S. GDP in 2024.*

490K **FTE**

YouTube's creative ecosystem **supported more than 490,000 full-time jobs** in the U.S.*



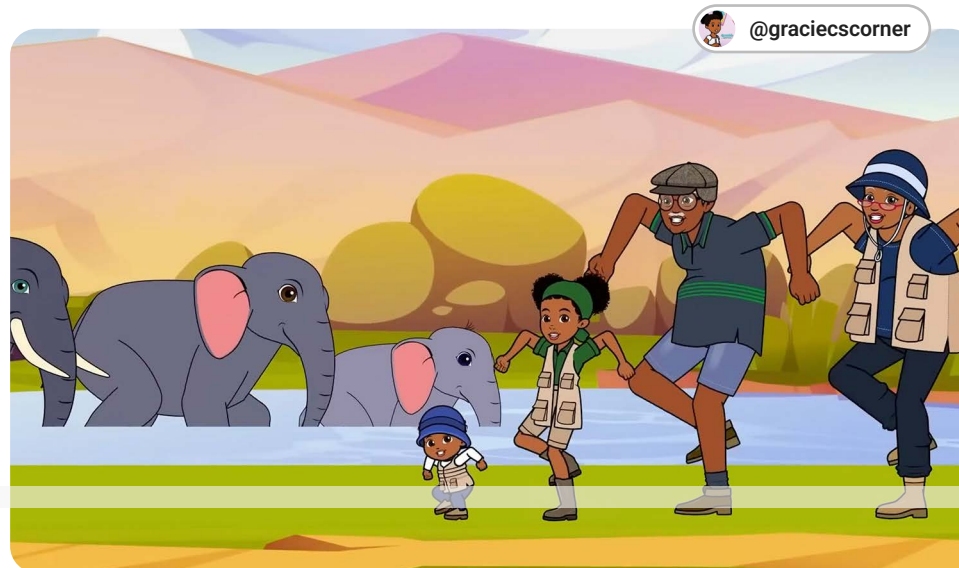
**Sharing more with
creators so they can
share more with others**

Shared Opportunity

Creators find audiences, launch careers and build businesses on YouTube



 @shawnwillsey



 @graciescorner



 @datlouisianalife

Sharing more with creators

Every day, creators share their voices on YouTube, and 2 billion viewers worldwide discover their content. Advertisers buy YouTube ads on this content, enabling them to reach an engaged audience.

YouTube shares more than half of this advertising revenue plus additional revenue from YouTube Premium subscriptions with creators.

This empowers creators to continually develop content, grow their fanbase and build job-creating businesses 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 10 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.



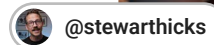
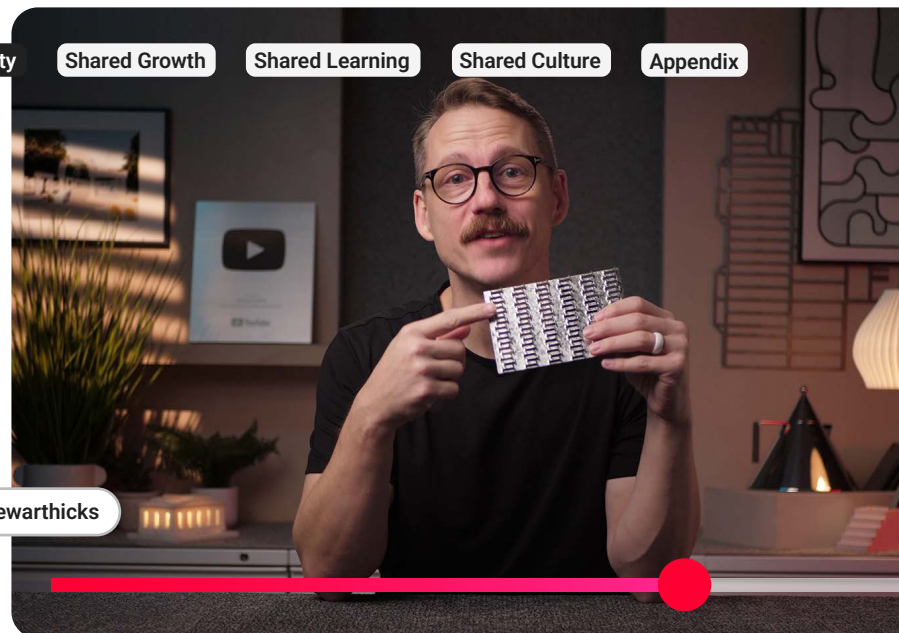
*Scan to learn more about the YouTube Partner Program



For creators, personalization helps their content get discovered

There are over 20 million videos uploaded to YouTube every day and over 20 billion videos on YouTube.* That's why personalization is essential to help creators break through and grow an audience.

For viewers, personalization organizes content into recommendations that are relevant and useful.

70%

70% of creators agree that personalized recommendations on YouTube are **important to grow their audiences**.**

67%

67% of creators agree that YouTube is an **essential platform to earn a global presence**.**

71%

71% 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.**

*YouTube Internal Data, April 2025

**According to research by Oxford Economics

Cassey Ho evolves from fitness creator to retail CEO

During college, Cassey Ho taught Pilates classes to earn extra money, blending pop music with classic workouts to create a signature style she called POP Pilates®. After Cassey graduated and moved to the East Coast, she launched a YouTube channel, *Blogilates*, in 2009 to post workout routines for her former students. Slowly but steadily, Cassey's YouTube audience expanded beyond her original students, and by 2012, she was working on her channel full-time.

After her subscribers began asking if she sold any merch, Cassey realized her platform could become a full-fledged brand. She began selling printed t-shirts and yoga bags online, and in 2016, she launched POPFLEX, an athleisure line with pieces that have been worn by thousands of customers, including Taylor Swift.

10.7M
subs

Blogilates and POPFLEX fostered a community on YouTube, building a customer base that has driven their growth into a combined eight-figure business with 30 full-time employees. This success also paved the way for successful brand extensions, including her *Blogilates* collection at Target.

Cassey's reach now extends far beyond her former Pilates cohort with over 10 million global subscribers.

Cassey continues to make fitness inclusive and accessible – a mission that has radically changed her life and the lives of millions of people around the world.

4.8B
views



"My audience has evolved with me. Now they're the ones who buy the products and stick around for the long haul."

Cassey Ho
Blogilates



HOT ONES



First We Feast expands celebrity interviews into an award-winning business

After working as a copywriter and journalist, Sean Evans joined the team at media company, Complex, where he conducted on-screen interviews with celebrities. He quickly grew tired of the traditional celebrity interview setup and began discussing ways to spice things up with Chris Schonberger, the general manager of Complex's food-centric brand, *First We Feast*. The pair decided they could change the genre by having stars eat progressively spicier chicken wings as they answered questions, injecting fun, irreverence and a little heat into a stale format.

Sean launched Hot Ones on *First We Feast*'s YouTube channel in 2015, filming interviews with celebrities like Gordon Ramsay, Tom Holland, Lorde and Shaq.

Branded as "the show with hot questions and even hotter wings," Hot Ones quickly became a cultural phenomenon and redefined what the talk show format could look like.

The YouTube channel has grown to over 14 million subscribers and become part of the zeitgeist, from being parodied on SNL to winning a Webby, a Shorty and a nomination for a Daytime Emmy. Hot Ones has also fueled *First We Feast*'s growth into a significant business with a multi-million dollar hot sauce enterprise, extensive merchandise lines and numerous high-profile brand partnerships. Most recently, Sean was nominated for a Critics Choice award – a testament to the show's popularity and YouTube's reputation as the epicenter of pop culture.

14.7M
subs

4.6B
views



@FirstWeFeast



"I couldn't have created Hot Ones on traditional TV. YouTube lets me take risks. No exec would have greenlit 'Celebs eating wings until they cry.' But here, I had the space to prove it worked."

Sean Evans
First We Feast

The Perkins Brothers build more successful and sustainable careers in construction

Erik and Jaime Perkins learned the construction trade from their father, Randy, who started a custom home-building business in the 1980s. When Randy retired in 2007, the brothers took over the family business. In 2018, the brothers decided to start sharing their custom home-building experiences on YouTube after being asked to potentially join a reality show.

They'd been posting on their *Perkins Builder Brothers* channel for over a year without much traction – until their video series about building a house from start to finish racked up millions of views. Soon, the brothers were earning more from YouTube than from their construction business. Today, they have more than one million subscribers, and 90% of their revenue comes directly from YouTube thanks to a mix of ad revenue, sponsorships and product placements.

1.1M
subs

The income they earn from their channel has the potential to expand significantly, unlike the building process, which is constrained to how much they can physically do in a day. And they've even been able to give their four employees bonuses based on how much money the videos make.

The brothers are planning to use YouTube in innovative ways to future-proof their business and prepare for retirement, when physical work in construction may become more difficult. They say YouTube is empowering them to build a more successful and sustainable business that is designed for the long haul.

355M
views



"The income from YouTube exceeds what we make by building houses which is amazing. So it's been life-changing as far as being able to do things I didn't think would be possible."

Erik Perkins
Perkins Builder Brothers



 @PerkinsBuilderBrothers

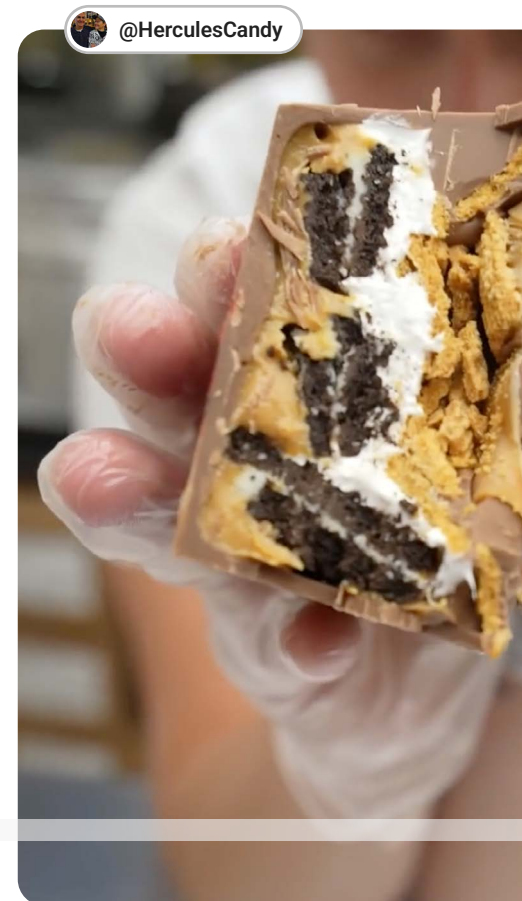
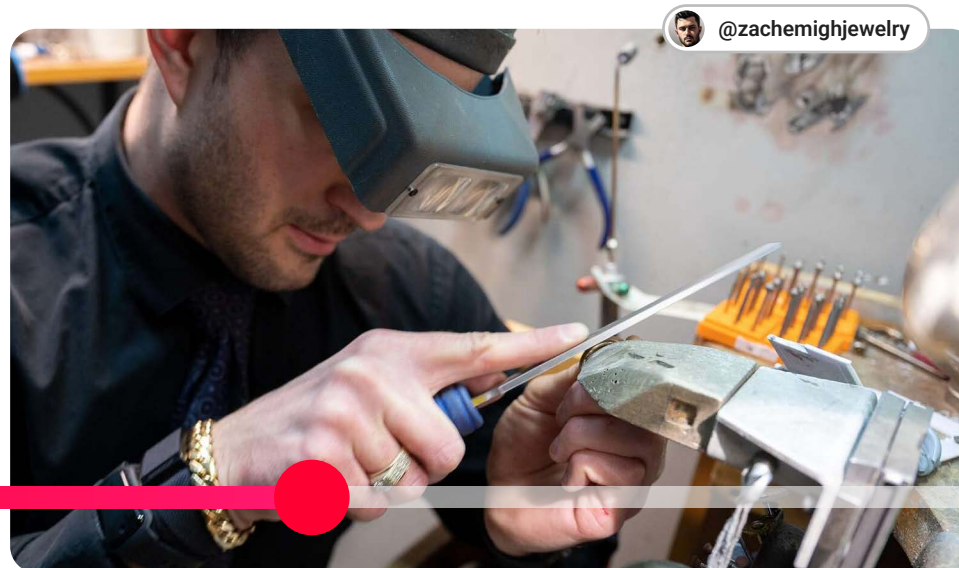
“YouTube has provided me with a platform to express my creativity, share my passions, and connect with a global audience. Through creating content, I’ve developed new skills in video production, editing and storytelling.

Additionally, YouTube has given me the opportunity to build a community of like-minded individuals, receive feedback, and grow personally and professionally.”

YouTube creator (aged 25–34)
California

Shared Growth

Businesses reach new audiences and build their brands on YouTube



Creating opportunities for small and medium-sized businesses to grow

Just as individual creators find entrepreneurial success on YouTube, businesses also leverage the platform to create content and cultivate their brands. Their 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 growing audience and a sales pipeline that can't be found anywhere else.

79%

79% of SMBs who use YouTube agree that YouTube is **essential to their business growth**.*

71%

71% 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).*



“YouTube has been instrumental in transforming our business by providing a dynamic platform to showcase our products and engage with a global audience.”

YouTube creator (aged 25–34)
California



How Farms Work is one of many FarmTubers growing their businesses one video at a time

FarmTubers, creators who offer authentic glimpses into the realities of farming — from traditional harvest practices to raising chickens — have taken root on YouTube, building loyal audiences and earning meaningful incomes.

One of the first creators in this niche genre was Ryan Kuster of *How Farms Work*. Growing up in Wisconsin, he loved spending time on his grandfather's dairy farm and dreamed of following in his footsteps, but worried that it wasn't a financially viable career path. While in college, he posted some clips of his grandfather's farm on YouTube just for fun and later saw the videos had racked up over 14,000 views.

Ryan realized YouTube could help supplement his farm income and started uploading videos regularly. He was soon earning \$5,000 a month from his channel.

After his grandfather passed away, Ryan took over the family farm. He now raises beef cattle, alfalfa, corn and soybeans — and reinvests the money he earns from YouTube into farming equipment. His channel now has over 300,000 subscribers who tune in to watch him work the same ground his grandfather once farmed, honoring his heritage and sharing generations-old agricultural practices.

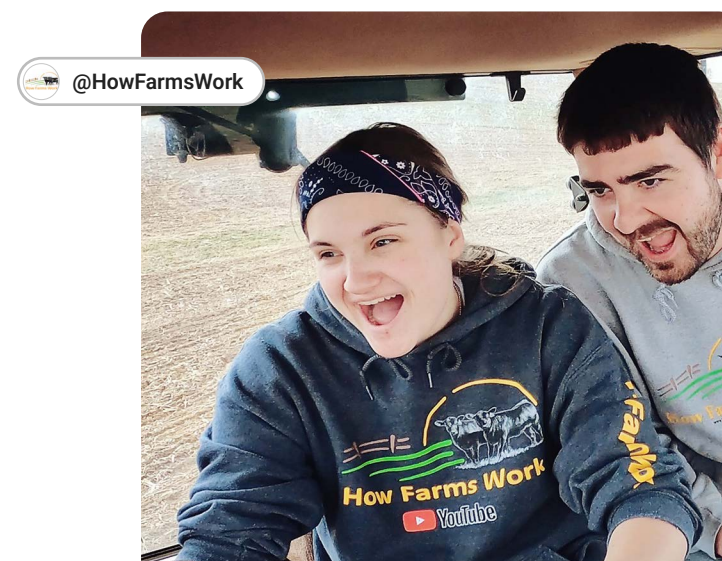


"YouTube helped grow our farm operation to where it's sustainable for me to stay home and be a full-time farmer."

Ryan Kuster
How Farms Work

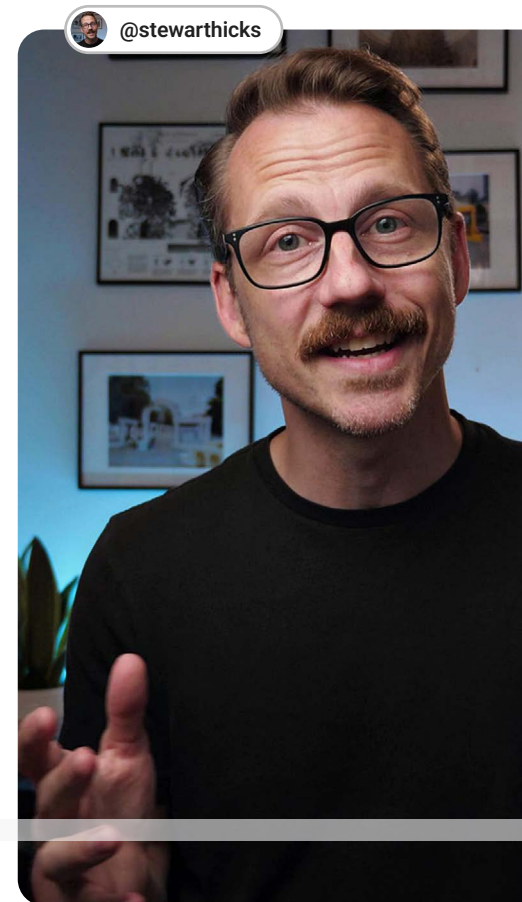
312K
subs

111M
views



Shared Learning

From home to homeroom,
YouTube provides access
to a world of information



Families value YouTube as a resource for learning and discovery

YouTube provides parents with a trusted environment for their children to explore, learn and discover online. With accessible parental controls and quality principles to guide creators, YouTube offers a diverse variety of age-appropriate and enriching videos.



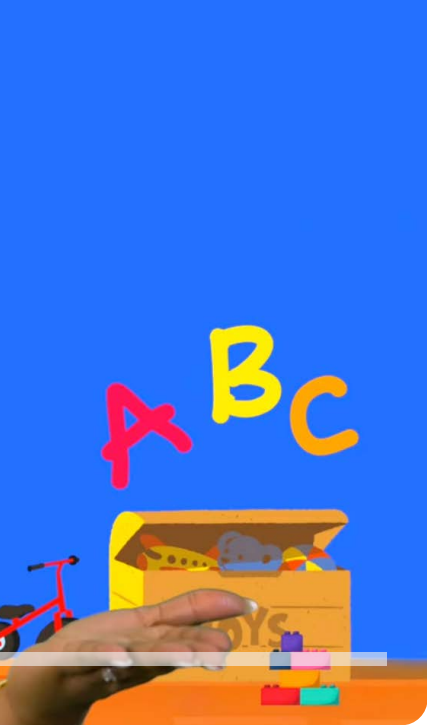
66%

66% of parents who use YouTube agree that YouTube (or YouTube Kids) plays an **important role in their children's discovery of the world.***

*According to research by Oxford Economics

74%

74% of parents who use YouTube agree that YouTube (or YouTube Kids) **helps their children learn.***

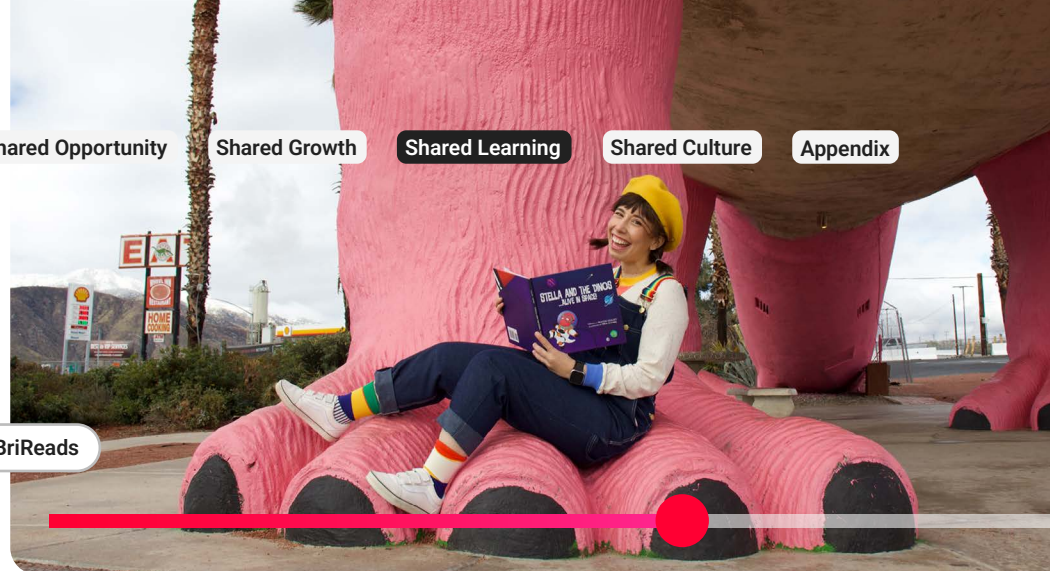
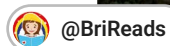


“YouTube is one of the most accessible and engaging multimedia platforms on the internet, and it acts as a bridge to build connections with my students.”

Eric Cross

Middle school science and technology teacher, California

Teachers turn to YouTube to enhance learning



YouTube has always been a go-to platform for enriching content – and learning is no exception. Whether it's chemistry, chess or coding, YouTube offers high-quality videos, for learners of all ages, powered by world class creators, including many who are experienced teachers.

YouTube videos are often used by teachers – in and out of the classroom – because creators are inventive and compelling storytellers who bring their subject matter to life and inspire learners to go further with ideas at their own pace.

78%

78% of teachers who use YouTube agree that YouTube **helps students to continue to learn outside of the classroom.***

80%

80% of teachers who use YouTube agree that YouTube **helps increase student engagement.***

90%

90% of teachers who use YouTube report that they have **used YouTube content in their lessons and/or assignments.***

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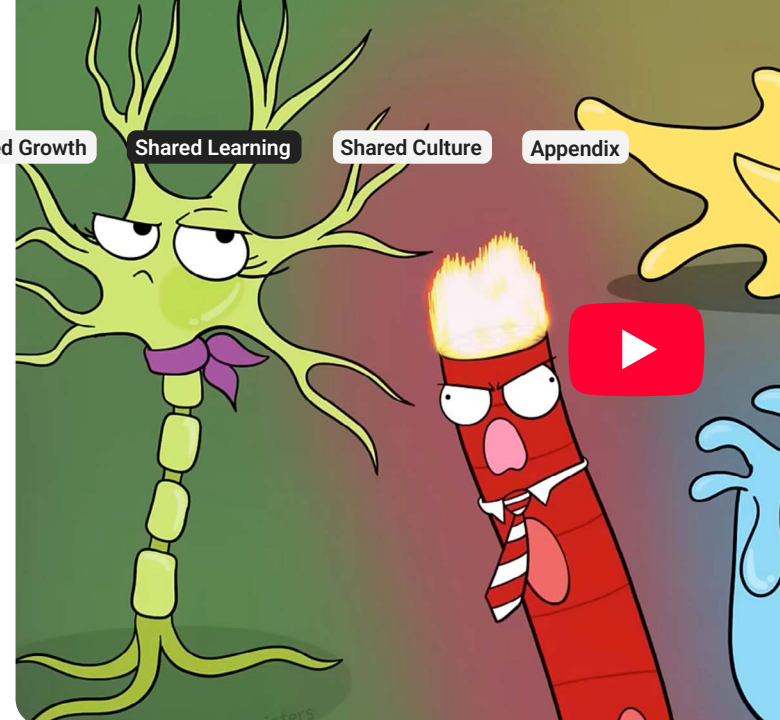
The *Amoeba Sisters* share a love of science to enhance learning for all

As a biology teacher, Brianna Rapini was often on the lookout for engaging ways to explain complex scientific topics to her students. In 2013, while chatting with her sister Sarina Peterson, she likened enzymes to Pac-Man and inspiration struck. Brianna recorded a lesson about enzymes and Sarina, a program analyst with a passion for art, illustrated drawings to go with it.

This video marked the beginning of the sisters' channel, *Amoeba Sisters*, a fun side project that uses cartoons, humor and engaging lessons to demystify high school biology. In 2016, they began monetizing the channel, and by the following year, it had gained so much traction that they quit their jobs to work on it full-time.

Sarina – who honed her art skills by watching YouTube creators like Brookes Eggleston – handles the art, while Brianna writes the scripts and records the lessons. Their audience includes teachers, students, retirees who are pursuing new careers and even a five-year-old who was able to explain DNA replication after watching one of their videos.

While their impact has increased from one classroom to a global audience of more than two million subscribers, the sisters remain committed to their original mission of providing free, high-quality education that sparks a lifelong love of science.

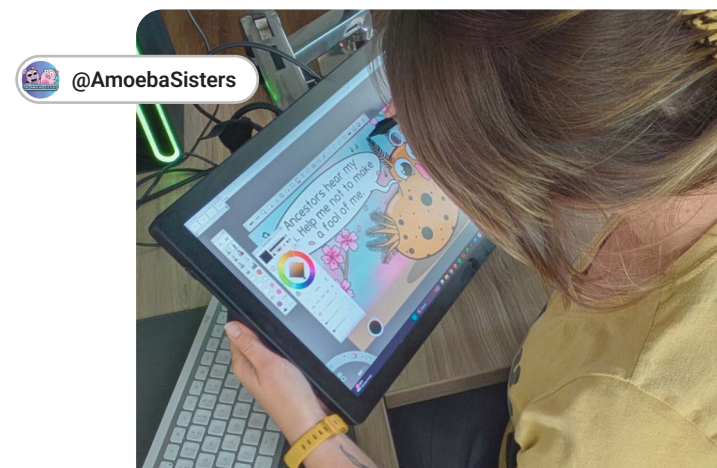


"A lot of teachers are so smart that it can be hard for them to break down really complex subjects for their students. But the cartoon aspect of our channel gives them a way to demystify things and make it less intimidating."

Sarina Peterson
Amoeba Sisters

2.47M
subs

315M
views



People of all ages come to YouTube to learn and grow

Every day, people come to YouTube to understand the world around them. They discover not just answers, but compelling and dynamic visual explanations for everything from changing a tire to the engineering marvel of the Golden Gate Bridge.

92%

92% of users report **using YouTube to gather information and knowledge.***

“Through YouTube I have access to a wealth of educational content, tutorials and expert insights that have helped me expand my knowledge and skills in both professional and personal areas.

Anything you want to learn, from cooking to a different language, you can learn it on YouTube. It’s helped me learn so much on a variety of topics I’m interested in.”

YouTube viewer (aged 18–24)
Iowa

“I learned how to do repairs due to YouTube videos. This saved my business because my customers mainly needed repairs over a regular cleaning service.

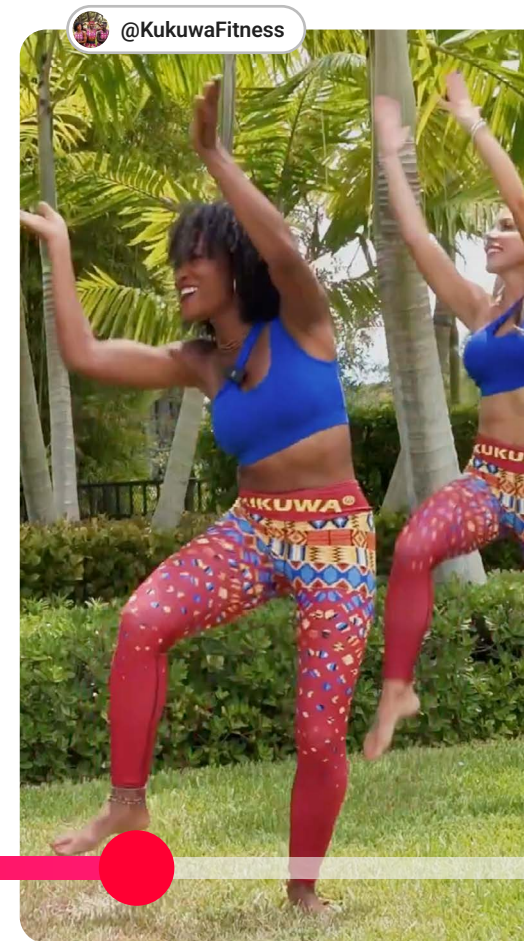
Had I not learned what I needed, I would’ve lost a large portion of my customers.”

YouTube viewer (aged 25–34)
Texas



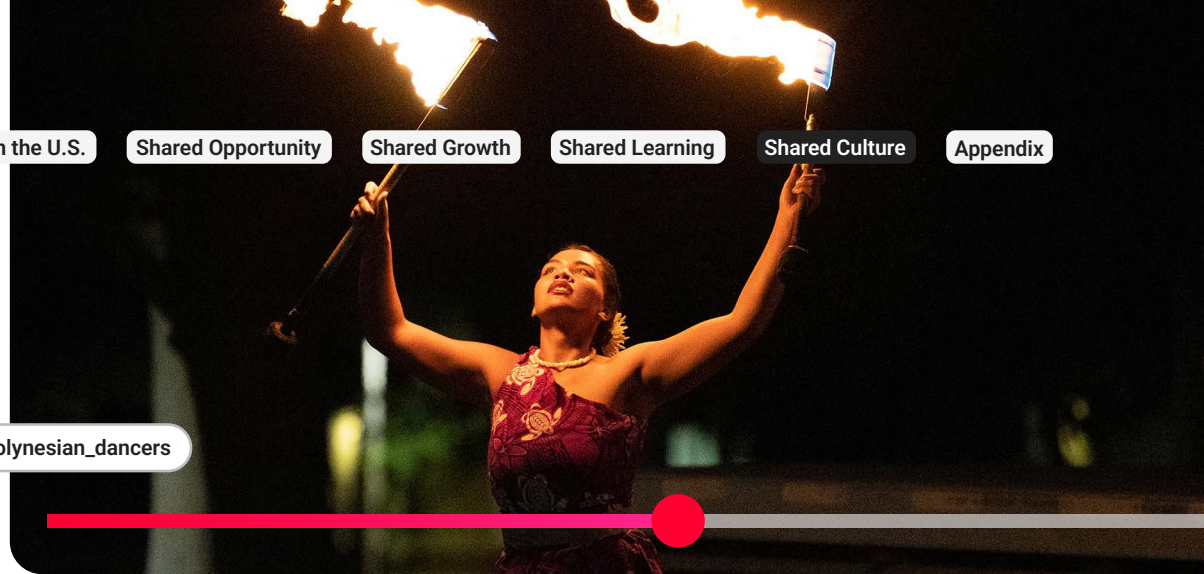
Shared Culture

Creators share their voices and show viewers the world through YouTube



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The epicenter of culture

 @kalama_polynesian_dancers

From global athletic competitions and music festivals to pivotal world events, culture plays out on YouTube. Beyond these major moments, YouTube enables viewers to discover content tailored to their interests, whether that's learning a new skill through cooking tutorials or enjoying dynamic dance performances.

One of the most relevant formats driving culture – podcasts – is thriving on YouTube. YouTube is now the most frequently used service for listening to podcasts in the U.S.*

“The underground music scene is vibrant on YouTube and humming with new creators that I never would have known about without YouTube.”

YouTube viewer (aged 18–24)
Iowa

#1

YouTube has been **#1 in streaming watchtime** in the U.S. for more than a year.**

*According to research by Kantar

**According to research by Nielsen, Sept 2024

1B

As of January 2025, there are more than 1 billion **monthly active viewers of podcast** content on YouTube.***

***YouTube Internal Data, Jan 2025

****YouTube Internal Data, 2022–2024

100

YouTube is the **largest music stage in the world**, reaching over 100 countries.****

A platform where all voices can thrive

YouTube's mission is to give everyone a voice and show them the world, fostering a unique platform for free speech and creative expression. But more than just a platform, YouTube is a vibrant community where all voices, from traditional media to digital-first creators, find a home and succeed.

Creators on YouTube can tell their story their way, empowering them to experiment with diverse formats and develop content for niche audiences.

 @LuckyBoyGriff



74%

74% of viewers agree that they can **find content that reflects their culture** on YouTube.*

77%

77% of viewers agree that they **value the diversity of content and perspectives** they can find on YouTube.*



CAN'T GET
FITT

Cowboy Kent Rollins shares the joys of cooking and connection

Growing up on a farm in Oklahoma, Kent Rollins learned to cook from his mom, who showed him that food can bridge barriers and bring people together. In 1992, he started his career as a cowboy chef, cooking for ranch hands out of a traditional chuck wagon. After expanding into professional catering, he began making guest appearances on TV shows like *Chopped: Grill Masters*, *Cutthroat Kitchen* and *Throwdown!* with Bobby Flay.

Production companies often approached him to star in his own show, but nothing was greenlit. Kent realized that he could produce his own content on YouTube without relying on a traditional network. He and his wife Shannon started uploading content regularly in 2014.

3.28M
subs

The success of Kent's folksy YouTube channel, *Cowboy Kent Rollins* – which covers everything from making cowboy coffee on an outdoor stove to cleaning a cast iron skillet – resonated with a global audience and set his life on a new path.

Approximately 80% of his revenue now comes directly from YouTube, which saved his business when catering ground to a halt during the pandemic.

Today, Kent's channel forms the bedrock of a thriving enterprise, which includes five employees, three cookbooks, and a line of kitchen tools, seasonings and sauces – all serving more than 3 million subscribers.

369M
views

"For a long time, we did so much for the Food Network. People would come up to you 10 years ago and they'd say, 'Hey, I remember you from Grill Masters.' Now people just say, 'Hey, I know you (from) YouTube.'"

Kent Rollins
Cowboy Kent Rollins



@CowboyKentRollins





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Nick Viall shares his authentic voice

After working as a Salesforce executive and starring in a variety of reality TV shows, Nick Viall was ready for the next phase of his career. He started his video podcast, *The Viall Files*, on YouTube in 2019 to share his perspective on an array of topics – from reality TV to relationships and dating.

Freed from the constraints of traditional media, Nick has created a platform where long-form, honest conversations can thrive – and where guests can truly be themselves.

Posting his content on YouTube helped Nick build an audience of over 200,000 subscribers and establish a path that's both creatively and intellectually rewarding.

236K
subs

57M
views

What began as just Nick and a part-time producer has grown into a full-scale operation with a team of 10 full-time employees producing and marketing multiple shows. As his podcast continues to grow, Nick remains committed to helping each listener feel like they're in the room, having a conversation with him and his guests.



"My goal is I want everyone listening to this show to feel like they're in the room with us having a conversation. I'm not interviewing you, per se. I want it to feel like we're two friends talking about whatever."

Nick Viall
The Viall Files

 @viallfiles



“I have discovered new hobbies, interests and perspectives through the diverse range of videos available on the platform. YouTube has also allowed me to connect with like-minded individuals and creators from around the world, creating a sense of community and belonging.”

YouTube viewer (aged 45–54)
Maryland



Glossary of Terms

Business

The types of businesses included in the analysis vary according to the claim. Our Business survey gathered insights from US businesses that own a YouTube channel; those that advertise on YouTube; and those that use YouTube for other reasons, such as staff training. These groups are not mutually exclusive and a business may fall into two or more of these categories.

Creator

Anyone who uploads one or more videos of any subject matter to YouTube, whether they earn revenue or not as a result.

Creators who earn money from YouTube

Content creators who are paid money directly by YouTube (e.g., from Ads, YouTube Premium, Channel Memberships, Super Chat, or other ways to earn).

Full-time equivalent job

A full-time equivalent (FTE) job represents the amount of work equivalent to one person working full time. For example, one FTE could reflect that a creator works on YouTube for 35 hours a week. Or it could reflect two creators each working 17.5 hours.

Media business

Includes Broadcasting and Content Providers, Radio Broadcasting Stations, Television Broadcasting Stations, Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers.

Music business

Includes Music Publishers, Sound Recording Studios, Record Production and Distribution, Other Sound Recording Industries, Musical Groups and Artists.

Shorts

YouTube Shorts is a way to browse, watch, and create short-form videos (60 seconds or less) from a smartphone. Further details are available here.

Small & Medium-sized Business (SMB)

For the purposes of this report we define SMBs as businesses with fewer than 500 employees.

Viewer

Anyone who views video content on YouTube for any purpose, at least once a month.

YouTube's Creative Ecosystem

YouTube supports an ecosystem of creators who earn revenues both on and off the YouTube platform. This ecosystem also encompasses creators' employees, as well as businesses and freelancers in their supply chains that earn a substantial portion of their revenue from creators.

Survey Methodology

Oxford Economics surveyed YouTube users, creators and businesses that use YouTube. All surveys were prepared by Oxford Economics and fielded online in January and February 2025.

The User survey was sent to a representative sample of the US population, by age, gender, and region, with responses weighted to reflect the characteristics of YouTube's user base.

The Creator survey was sent out by YouTube to its US creator community, with Oxford Economics collating and checking responses to ensure a good mix of creators with different sized audiences, as measured by the number of subscribers to their largest channel.

The Business survey sampled different sizes of US firms that use YouTube in different ways: as content producers (with a particular focus on music and media companies), as advertisers, and as users of YouTube content for other business purposes.

Economic Modeling Methodology Q&A

How did we estimate the GDP contribution of YouTube's creative ecosystem?

The total pay-out from YouTube in 2024 was provided by YouTube. We estimate distribution of payout these payouts across endemic, media and music creators using results from our survey of [US]-based YouTube content creators and published information on music industry revenues. Off-platform revenues were estimated from creator and business survey responses.

We estimated the direct GDP contribution of creative entrepreneurs by subtracting intermediate costs from revenue associated with YouTube activity (the “production” approach) from the creator survey. The direct GDP contribution of music and media companies was estimated by applying a standard GDP output ratio to the revenue estimates. We then used an “input-output” model—in essence, a table showing who buys what, and from whom, in the economy—to estimate both the supply chain (indirect) and worker spending (induced) impacts. In line with standard practice for these types of studies in the US (only), we specifically used the IMPLAN model for this purpose.

In other countries, we use Oxford Economics’ developed input-output models. Our results are presented on a gross basis: in other words, they do not consider what the resources used by content creators or stimulated by their expenditure could alternatively have been deployed to do.

What types of creators does the economic modeling include?

Our models include “creative entrepreneurs,” who we define as individuals or businesses with at least 10,000 subscribers to their largest channel, and those with fewer subscribers who either earn money directly from YouTube, earn money through their YouTube videos from other sources, or permanently employ others to support their YouTube activities. We also model the impact of media companies and music companies.

Do the results exclude any activity connected with YouTube?

Our estimates exclude the economic contribution of YouTube’s own operations, and the benefits that businesses receive from increased sales as a result of advertising on YouTube.

How did we estimate the total jobs supported by YouTube?

Full-time equivalent (FTE) jobs supported amongst creative entrepreneurs were estimated from survey responses relating to the weekly hours spent working on YouTube. We only included responses from creative entrepreneurs who spend at least eight hours per week working on YouTube. Jobs supported amongst creative entrepreneurs’ permanent employees were also estimated from survey responses. Jobs supported by media and music companies, and through indirect and induced impacts for all types of creator, were estimated by applying productivity assumptions to the GDP results.

