

Exploring YouTube's U.S. Impact in 2025

Powered by American Creators. Built for Opportunity.

It all starts with an idea. For nearly two decades, YouTube has helped creators turn ideas into videos, channels, communities, and businesses. What begins as an act of creativity can create far-reaching impact: generating jobs, supporting local economies, helping students learn new subjects and skills, and connecting audiences with the information and culture they care about. Together, creators and viewers shape conversations, opportunities, and communities that extend far beyond the platform itself.

\$60B+
GDP

YouTube's creative ecosystem contributed over \$60 billion to the United States's GDP in 2025.*

540K
FTE

YouTube's creative ecosystem supported more than 540,000 full time equivalent (FTE) jobs in the United States in 2025.*

#1

YouTube has been number one in streaming watch time in the U.S. for three years.†

*According to research by Oxford Economics, 2025

**YouTube first-party data, Global, 2022–2025

†According to The Gauge Report by Nielsen, 2026



Where American Creativity Powers Growth

YouTube enables American creators to turn audiences into businesses. Through advertising, subscriptions, fan support, and shopping tools, creators earn revenue they can reinvest in equipment, studio space, and growing teams. As those businesses expand, the impact extends far beyond the platform itself—supporting suppliers, freelancers, and local jobs. What starts as an act of creativity can become a powerful driver of economic activity in communities across the country.

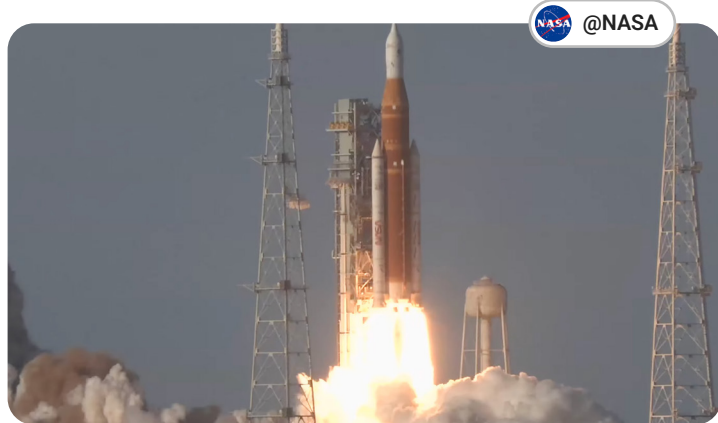
55%

55% of ad and subscription revenue goes directly to creators, artists, and media companies through the YouTube Partner Program.

Source: Google/YouTube Support Website

\$100B+

In the past four years alone, YouTube has paid over \$100 billion to creators, artists, and media companies (2022–2025).**



The Epicenter of American Culture

American culture is made and shared on YouTube. Millions tune in for major moments, from NASA's Artemis II mission to YouTube's first global broadcast of an NFL game and music festival performances, sharing reactions as events unfold. But culture here doesn't just flow from the top down. Creators spark conversations, audiences reshape them, and local communities add their own perspectives. From small towns to major cities, people share what makes their corner of America special. Local culture gets a national stage.

87%

87% of viewers report watching music videos, music festivals, or awards ceremonies on YouTube in the last year.*

73%

73% of viewers say YouTube helps them discover content related to their local history and culture.*



*According to research by Oxford Economics, 2025

**YouTube first-party data, US, June 2025

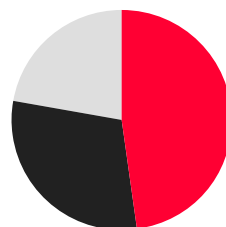
‡According to research by Public First, 2025

Local Creativity, National Opportunity

The creator economy has a nationwide impact. Creators are building thriving businesses across America, in places like North Carolina, Arkansas, and Montana. As audiences grow, so do the teams behind them. Solo channels become businesses that hire editors, producers, and freelancers, invest in equipment and workspace, and support local suppliers. The result is a new kind of economic engine: one that allows creators to build successful businesses without leaving their communities, and keeps the benefits of that growth close to home.

1M+

All 50 states in the U.S. have at least 10 channels with over 1 million monthly views.**



YouTube creators live in all different types of environments.‡

- 48% suburban
- 30% urban
- 21% rural

Support for Parents, Students, and Teachers

YouTube helps families turn everyday curiosity into inspiring learning moments. Kids can discover why volcanoes erupt or how to draw through content from trusted educators, experts, and passionate creators. And parents can guide the experience through simple controls and age-appropriate settings. Students can access high-quality education content from world-class creators in an enriching learning environment. And teachers can complement traditional curriculum in and out of the classroom, while customizing lesson plans for students who need more support or want to go deeper on certain subjects.

78%

78% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.*

94%

94% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.*

To learn more about YouTube's impact in the U.S. in 2025, scan the QR code.





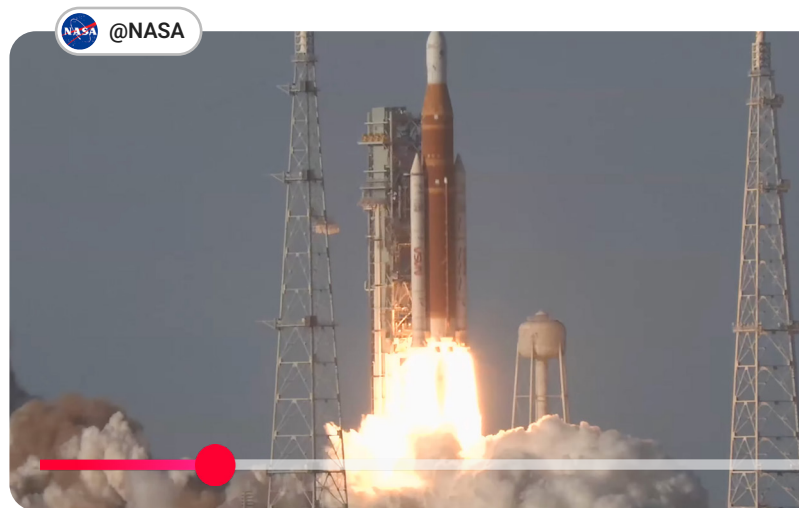
Exploring YouTube's Cultural Impact in 2025

**Powered by
American Communities.
Built for Opportunity.**

YouTube is where American culture is created and shared. Where national and local moments live side by side. Americans don't just watch content. They show up, weigh in, and share. Championship matches and Friday night football games. Sold-out concerts and garage band shows. Family recipes shared with a community. Friends who started an overnight dance craze. We bring people together around the things they love, building community, and shaping American culture.

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All the Biggest Moments Happen Here

An electric Coachella set. A record-breaking debut for an NFL game on YouTube. NASA's milestone Artemis II mission. When something big happens, Americans come together on YouTube—watching, commenting, and coming back again and again. Seen in the moment and shared over and over again, these moments take on a new life. They become shared experiences that millions return to, talk about, and carry forward.

79M

NASA's Artemis II live mission coverage (official broadcast) accumulated 79M views (Global, April 1–April 13).‡

87%

87% of viewers report watching music videos, music festivals, or awards ceremonies on YouTube in the last year.*

*According to research by Oxford Economics, 2025

†According to The Gauge Report by Nielsen, 2026

‡Source: YouTube first-party data, Global



Culture Shaped Together

On YouTube, Americans don't just consume culture, they create it. The process begins with creators sharing stories, moments, and ideas that capture imaginations. Audiences drive the conversation forward by engaging, sharing, and building on what they see. As a single piece of content transforms through reactions and reinterpretations, it expands to new communities and takes on new meanings. This continuous cycle is powered by the creators and audiences that shape American culture.

67%

67% of viewers report discussing a YouTube video together with a friend or family member on a monthly basis, rising to 72% for Gen Z.*

Where Local Culture Thrives

There's always been talent in every corner of America. YouTube gives this creativity a stage. From local traditions and styles to regional dialects and distinct perspectives, creators celebrate and share their slice of American heritage. Ideas from all over the country travel further and faster on YouTube, helping to shape the national conversation in new and exciting ways.

61%

61% of viewers enjoy watching creators from their local area on YouTube.*

73%

73% of viewers say YouTube helps them discover content related to their local history and culture.*

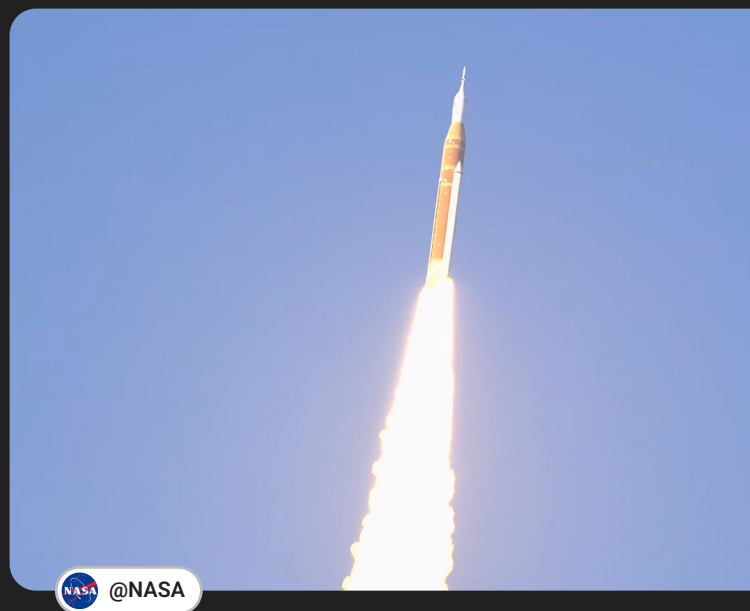
The Starting Line for Creativity

American musicians and entertainers don't need industry backing or a big city to find an audience. Whether recorded in a Nashville studio or performed on a coffee shop stage, creatives can share their work directly with viewers across the country and around the world. YouTube lets creators build communities around their entertainment on their own terms, helping new creative perspectives move from niche audiences to the masses.

77%

77% of creators who say they have a media and entertainment career started that career on YouTube.*

*According to research by Oxford Economics, 2025



NASA's live YouTube coverage brings millions together for historic moments

Since its founding in 1958, NASA has embodied the pioneering spirit of American innovation by making the impossible possible. When Neil Armstrong took his first steps on the moon in 1969, millions of people watched the "giant leap for mankind" in black and white on broadcast television.

In 2008, NASA embraced a new way to bring space exploration to audiences everywhere when it began uploading videos to YouTube. This enabled more viewers to witness some of the biggest cultural moments of their lifetimes.

In the years since, NASA has been able to showcase its advancements in aeronautics research and scientific discovery with a growing YouTube community. Then in 2026, NASA's official YouTube broadcast of the Artemis II launch brought 79 million views of the continuous coverage.

NASA plans to continue streaming its long-awaited lunar missions on YouTube to inspire a new generation of visionaries to continue reaching for the stars.

15M

subs

1.1B

views



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Exploring YouTube's Economic Impact in 2025

Powered by Creators and Partners. Built for Opportunity.

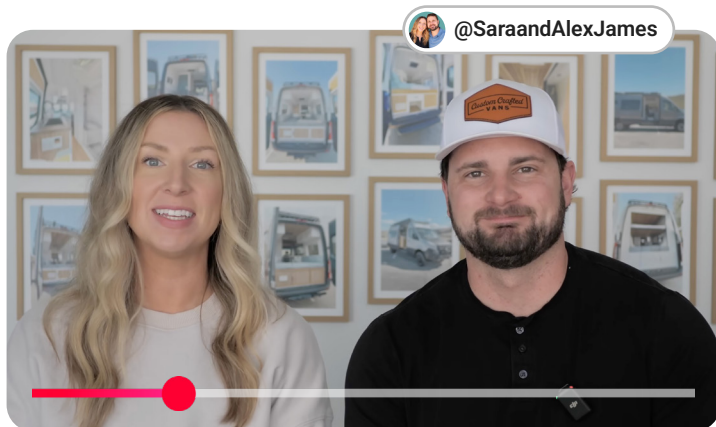
On YouTube, a creative spark can become a livelihood, and a livelihood can become a business. American creators start with a camera, then scale with their growing audience. They become employers, hiring editors, camera operators, and marketers, while renting space and buying equipment. As their businesses grow, the economic impact extends far beyond the platform itself, injecting billions into U.S. GDP and transforming digital creativity into a powerful engine for local job growth.

\$60B+

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Sharing Revenue With Creators

YouTube shares content revenue directly with creators, giving them income they can reinvest in their work. Instead of relying on traditional gatekeepers, creators can build businesses by connecting directly with audiences. As revenue grows, many hire staff, upgrade equipment, and expand production. This creates a powerful cycle where success fuels further creativity and growth, without the budget or backing of a traditional studio.

55%

55% of ad and subscription revenue goes directly to creators, artists, and media companies through the YouTube Partner Program.

Source: Google/YouTube Support Website

\$100B+

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A New Creative Job Ecosystem

YouTube creators are spread all throughout the country. As they build out their team, many lean into local talent and production setups close to home. They often contract local videographers, actors, sound engineers, and set designers, and commit budget to nearby suppliers and venues. The result is a ripple effect that runs through local economies, built around creativity and rooted in the communities where creators live and work.

540K

YouTube's creative ecosystem supported more than 540,000 full time equivalent (FTE) jobs in the United States in 2025.*

+7%

The number of YouTube channels making 6 figures or more in revenue (USD) is up more than 7% year over year.**

Economic Drivers in Every State

Building a media career once meant moving to New York or Los Angeles. But the story of the creator economy isn't just told on the coasts. Across the country, in places like North Carolina, Arkansas, and Montana, creators can now embrace where they're from and build thriving businesses with genuine reach. They build careers, hire locally, and keep their earnings circulating in towns that rarely make media or tech headlines. Wherever there's an idea and an internet connection, creators can stay rooted and start building.

76%

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

1M+

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‡‡YouTube first-party data, US, June 2025



How Binging with Babish Cooked Up a Media Empire on YouTube

For years, Andrew Rea nurtured two hobbies: filmmaking and cooking. In 2016, he combined those passions by starting a YouTube channel, Binging with Babish, where he uploaded videos of himself recreating dishes featured in movies and TV shows.

His irreverent personality and innovative concept quickly turned into a recipe for success, endearing him to viewers around the world. Within months of monetizing his channel, Andrew was making more through YouTube than his day job. This led him to go all in on building a media empire now known as the "Babish Culinary Universe." The success of his original YouTube channel and spin-offs like Beyond Babish have enabled Andrew to move into a dedicated production studio and hire a team of producers, directors, and on-camera talent.

Today, Andrew's channel has over 10.5 million global subscribers, and he has diversified his thriving brand with a cookware collection, cookbooks, and a meal delivery service.

10.5M

subs

2.9B

views

"Within four months, I was making more on YouTube than I was making at my full-time job. And that's the point when I decided to call it quits and try to pursue this as a full-time gig."

Andrew Rea
Binging with Babish



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Exploring YouTube's Societal Impact in 2025

Powered by Educators. Built for Opportunity.

American parents and teachers turn to YouTube to help children make age-appropriate discoveries and enjoy a more personalized education experience. Whether a student is working to grasp a complex scientific concept, study for an exam, or learn to play the guitar, that learning can happen whenever and wherever they need it. YouTube also gives people access to accurate information on demand, so they can keep pace with all the latest news, get expert perspectives, and better understand the world.

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New Perspectives, Deeper Understanding

YouTube has become a cornerstone of how Americans stay informed. When major news breaks or viewers seek deeper nuance on complex issues, the platform offers immediate access to a wide spectrum of reporting. Established newsrooms, independent journalists, and eyewitnesses provide real-time coverage, investigative analysis, and hyper-local context side by side. By surfacing high-quality content across this diverse ecosystem, YouTube helps viewers keep up with the issues that matter most to them.

81%

81% of viewers value the range of content and perspectives they can find on YouTube.*

75%

75% 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, 2025

†According to The Gauge Report by Nielsen, 2026



Where Kids Learn and Parents Guide

For families, YouTube helps turn everyday curiosity into inspiring learning moments. Kids can ask questions and make exciting discoveries, like what causes volcanoes to erupt, why the sky is blue, or how to draw through content from reliable educators, experts, and passionate creators. Parents can guide the experience through simple controls and age-appropriate settings. Together, educational content and safety tools help create a space where children can explore, learn, and grow with confidence.

78%

78% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.*

75%

75% of parents who use YouTube say YouTube (or YouTube Kids for children under 13) plays an important role in their children's discovery of the world.*

Support for Students and Teachers

Students come to YouTube for access to high-quality education content from world-class creators in an enriching learning environment. Students know they can find the answers and insights they need to move forward with confidence. For teachers, YouTube is a trusted education tool inside and outside the classroom that complements traditional curriculum with engaging and effective learning videos. Lesson plans can be customized for students who need more support to build understanding on their academic journey.

94%

94% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.*

81%

81% of teachers who use YouTube say YouTube provides access to educational content that students would not otherwise have.*

*According to research by Oxford Economics, 2025



Rob Jensen sketches a more rewarding career with YouTube art tutorial channel

Like many children, Rob Jensen grew up drawing pictures his parents proudly displayed on the fridge. That early passion for creativity and illustration shaped his future calling, leading Rob to build a career as an automotive designer. It also highlighted the importance of sharing that love of artistic expression with his own children.

So when his kids' school eliminated its art program due to budget cuts, Rob began teaching them how to draw ice cream cones, unicorns, and more at home. To ensure that other children also had access to art instruction, Rob started uploading his lessons to YouTube in 2012. As the family posted more tutorials on their Art for Kids Hub, the channel became a trusted resource for parents and teachers—and ultimately turned into Rob's full-time job.

Today, Rob shares his art lessons with over 10 million YouTube subscribers. It's a vocation that has changed his life and the lives of countless others.

10.4M

subs

3.8B

views

"My kids came home and said their art teacher was no longer there. They had no art program. There were a lot of other kids whose art programs had been cancelled and who needed lessons. So we started recording them."

Rob Jensen
Art for Kids Hub



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