The Edit

YouTube's leading creators driving results for brands

Creator Collective Creator Collective

ve Creator Collective Creator Collective









tor Collective Creator Collective Creato

The creator key

The Edit is divided into six verticals to help you explore the creators that are most relevant to your brand.



Entertainment



Lifestyle & Travel



Health & Wellness



News & Education



Tech & Gaming



Home

Welcome

Welcome to the YouTube Era



For decades, the entertainment industry focused on programming based on formulas and focus groups. But at YouTube, we didn't wait for a focus group. We invited everyone with a story to share it with the world.

Trusting in creators making direct fan connections has made YouTube the "must see" home of culture and storytelling. Today, YouTube creators build fandom at unprecedented numbers across every screen and every format.

They have ushered in a new era of entertainment. The YouTube era.

YouTube creators are leading the biggest conversations, going deep on every imaginable passion, sparking moments of discovery, and building loyal communities who trust them.

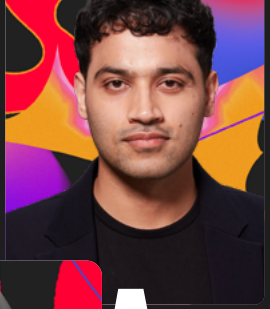
The audiences you care about come to YouTube with purpose, to listen to creators they trust – wanting to be entertained, discover something new, or research what to buy. And YouTube creators are delivering, turning attention into action.

By partnering with YouTube creators, you can connect with their communities with authenticity and credibility. YouTube Creator Partnerships connects you with more than three million creators – from the biggest names to emerging voices – spanning from lifestyle and beauty to sports and scripted content.

YouTube has the creators to achieve the right results for your brand, and finding them starts here. As you read about their stories, you'll get a sense of the communities they've built, and their potential for impact.

Mary Ellen Coe

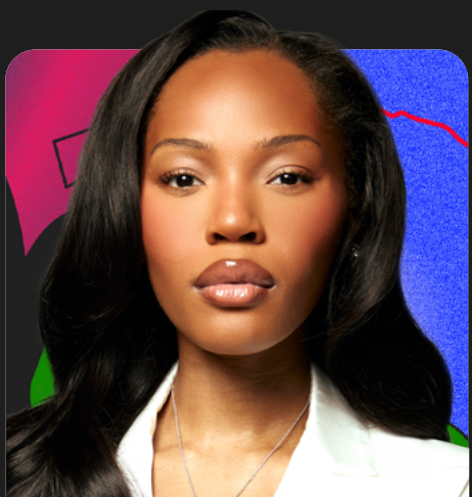
Mary Ellen Coe
Chief Business Officer, YouTube





A new era of creator marketing with YouTube creators







Melissa Yinger

@GameTheory | 19.6M subs

Melissa operates Theorist, an award-winning network of modern-day mythbusting channels that unearths the secrets behind TV, gaming, food, film, and fashion. It also engineered groundbreaking events in the creator space.


TV


Film


Arts

Eric Decker

@Airrack | 18.6M subs

Eric's incredible viral stunts, pranks, and fast-food challenges have earned his Airrack channel more than 18 million subscribers. He also co-founded the content creation education programme Creator Now.


Comedy

David Dobrik

@DavidDobrik | 17.2M subs

Named "Gen Z's Jimmy Fallon" by The Wall Street Journal, David is an award-winning digital megastar who spreads positivity and humor through all his online and offline endeavours.


Comedy

Jessica Lorenz

@thejessicakaylee | 12.7M subs

Jessica's comedic skits, in which she plays multiple characters including best friend Billie Jean, Principal Franklin, and her mom, speak to the everyday experiences of Gens Z and Alpha.


Comedy


Lifestyle

Sean Sotaridona

@SeanDoesMagic | 12.2M subs

Do you believe in magic? People clearly believe in Sean, who has more than 8 billion views and has been bewildering huge audiences with dazzling illusions, entertainment, and lifestyle content since 2012.


Magic


Lifestyle

Jason Y. Lee

@Jubilee | 10.8M subs

Jubilee is a media powerhouse on a mission to forge connections between people in a divided and chaotic world. Founded by Jason Y., the platform challenges people to empathize with each other and share vulnerability.


Society


Politics

@callherdaddy 2.15M subs

Alex Cooper



Alex Cooper is a culture-defining entrepreneur and the creator, host, and executive producer of *Call Her Daddy*, the top podcast for women reaching millions of listeners per episode. Named "the most successful woman in podcasting" by *TIME Magazine* and "Gen Z's Barbara Walters" by *Rolling Stone*, Alex has been empowering her audience, known as the "Daddy Gang," to share their bold, unapologetic stories since the podcast's debut in 2018.

In 2023, Alex co-founded *Unwell*, an entertainment company, lifestyle brand and community platform engaging Gen Z audiences. Unwell was named a Most Innovative Company by Fast Company in 2026. In 2024, Alex won an Emmy for her "Watch with Alex Cooper" at the Paris Olympics. Unwell Hydration debuted later that year, growing into a new line of business under the Unwell Beverages banner.

In 2026, Alex ventured into film and television development with reality dating shows *Love Overboard* and *Let's Marry Harry*. Unwell also produced *Call Her Alex*, a docuseries about Alex's life that hit #1 on Hulu, which premiered at the Tribeca Film Festival. Most recently, Unwell launched the *Unwell Creative Agency* with a multi-year Google partnership, where Alex and her in-house team will produce creator-driven campaigns that authentically connect top tier brand partners with Gen Z women. Always committed to uplifting her community, Alex established *The Unwell Foundation* to support organizations that expand women's access to mental health care. Alex's numerous accolades include *TIME100 Creators*, *The Hollywood Reporter's* Most Powerful People in Podcasting, *Adweek's* Creative 100, *Rolling Stone's* Most Influential Creators, *TIME100* Next, *Forbes* 30 Under 30 and *Fast Company's* Most Innovative Companies.

Verticals



Podcast



Pop Culture



Entertainment



Tom Scott

@TomScottGo | 6.71M subs

Tom has been making things for the internet since 1999 and, right now, he creates long-form, factual-entertainment videos about science, technology, and other interesting things in the world.

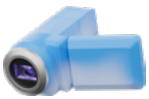

Science


Technology

Ruth Kadiri

@Ruthkadiri247 | 3.86M subs

Award-winning actor and screenwriter Ruth uses her YouTube space to make high-quality Nigerian storytelling accessible to millions worldwide. She also mentors rising Nollywood stars and is CEO of RuthKolours Hair.


Filmmaking

Khalid Al Ameri

@KhalidAlAmeri | 6.26M subs

Khalid is a UAE-based creator whose cross-cultural comedic content has captivated audiences around the world, with his channel generating over 3 billion views and building a millions-strong global following.


Comedy


Lifestyle

Zoe Unlimited

@zoeunlimited | 3.41M subs

Zoe — aka your Marketing Bestie — creates content that focuses on all things beauty, fashion, and marketing for her tight-knit female community (she even counts Olivia Rodrigo as a viewer).


Beauty


Fashion

Aleksandr Popov

@sashapopovvv | 5.21M subs

Energetic, silly, inspiring, colorful, emotional — Sasha knows what captures attention in his videos, and has built a 5-million-strong fanbase through humor, frankness, and sheer force of personality.


Travel


Sports

Muhammet Ali Sürücü

@AliSürücü | 5.09M subs

Muhammet Ali, better known online as Ali Sürücü, is a Turkish YouTube creator who combines cinematic production and engaging storytelling to create high-budget, family-friendly challenge videos beloved by audiences of all ages.



Comedy



Family

Jordan Matter

@jordanmatter | 3.6M subs

When Jordan's teen daughter Salish took over his blog with creative, family-oriented lifestyle videos, it started a viral adventure that made them loved by millions.



Family

Hudson Matter

@HudsonMatter | 2.18M subs

When Hudson isn't staying at the world's first floating house or building his sister her dream room, he's helping brands and mainstream talent grow their impact on YouTube.



Lifestyle

Nick Toteda

@ItsJustNick_ | 2.05M subs

After first launching his channel to make his own movies, Nick and his husband Ant became leading LGBT couple creators with viral prank videos before switching to home renovation content.



Comedy

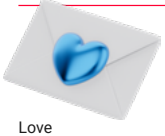


Home renovation

Ana Claudia do Nascimento de Souza

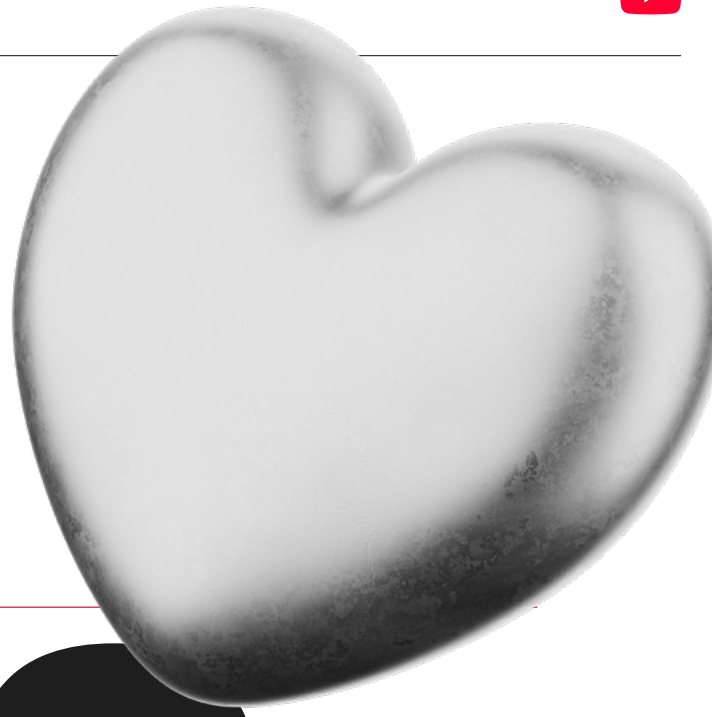
@OitoDesmaiado | 1.08M subs

Ana brings out the hopeless romantic in us all, after turning her passion into a full-time gig to create content about her favorite couples across TV, film, and beyond.



Love





Did you know?

78%

of U.S. viewers agree that YouTube has the most trusted creators for product recommendations.

Source: Google/Kantar, Future of Video, US, n=344 GenZ (18-28) YouTube viewers.

@MaxFosh 5.08M subs

Max Fosh



Max Fosh is a British YouTuber and comedian who has built a career by specializing in doing things that no one has asked him to do. He has amassed 5 million subscribers and billions of views pursuing the silliest of ideas, from entering the Mr. Universe bodybuilding contest to cooking a curry in an active volcano and technically becoming the richest man in the world for 7 minutes. Since launching his channel in 2017, Max has become one of the UK's most recognizable faces in the YouTube world thanks to his ability to make his videos break out into the cultural zeitgeist and hit headlines. Away from YouTube, Max has taken stand-up shows around the world and his recent show "Loophole" toured in 19 countries and sold over 55,000 tickets.

Verticals



Comedy



Pop Culture



Entertainment



Anthony Po

@anthpo | 1.97M subs

Having started his first short-form show at 13, Anthony builds creative content around cultural moments, comedy, and human connection, including viral stunts such as the Timothée Chalamet lookalike competition in NYC.

Comedy | Stunts

Zach Justice

@Thezachjustice | 1.53M subs

Zach rose to prominence as the co-host of the raucous podcast Dropouts, and founded a production company dedicated to podcasting, comedy, and online content including the outrageous Dating Show.

Comedy | Podcast

The Woodhalls

@TheWoodhalls | 912K subs

Olympic and Paralympic gold medalist couple Tara and Hunter share the reality of athletes' lives. From high-stakes training sessions to everyday life at home, they take their audience behind the scenes with the unvarnished authenticity viewers love.

Sports | Fitness

Alexis Torres

@alexisomman | 13.9M subs

Alexis is committed to social well-being, and his combination of sensational and challenging content has built a huge audience that enables him to improve people's lives through altruistic gifts.

Altruism

Ossy Marwah

@ossymarwah | 12.4M subs

After starting with comedic prank and surprise videos, LA/Dubai-based vlogger Ossy now creates cultural moments for his 12 million YouTube subscribers and has collaborated with more than 100 leading brands.

Comedy | Filmmaking

Iarri Merritt

@LARRAY | 10.1M subs

From music and comedy sketches to gaming, social media reactions, and viral carpool videos, multi-platinum-creator Larri, aka Larray, captures the chaotic essence of Gen Z culture in effortlessly fabulous style.


Comedy


Music

Navi Kaur

@thenormies | 962K subs

Navi is the founder of The Normies, creators of pop-culture reaction content — and an inclusive community that allows fans to come together and share their passion for entertainment.


Pop Culture

Jay Metcalf

@bettersax | 427K subs

Jay founded BetterSax to make saxophone education more accessible, and it's grown into a global community through reviews, performance content, and advice — as well as selling instruments and accessories.

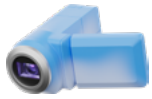

Music


Business

Jyoti Nebhwani

@jiyakapurfilms | 404K subs

Jyoti is the creative force behind Jiya Kapur Films, crafting short horror films that blend live action and AI techniques to deliver guaranteed thrills and chills to viewers.


Filmmaking


Arts

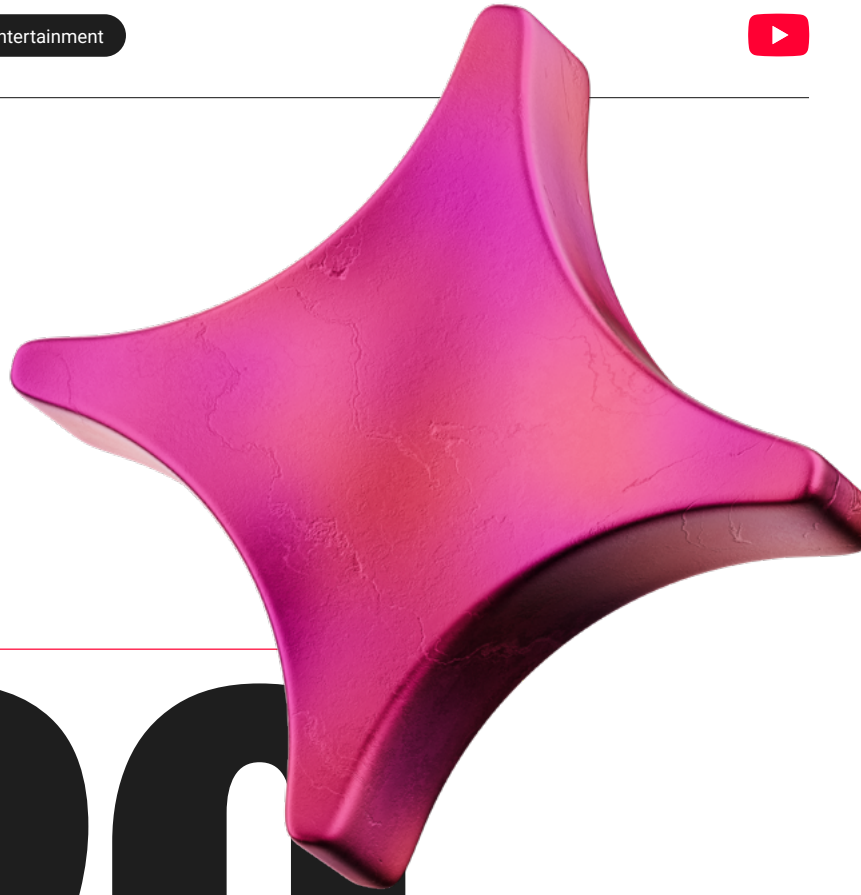
Katarina Rybarova

@Katriinka | 569K subs

Professional singer Katarina is YouTube's go-to vocal coach, who specializes in the K-pop genre and shares her expertise on all things music from covers to auditions and more.


Music





Did you know?

20%

increase in conversion lift for Creator Partnerships Boost on Demand Gen campaigns.

Source: Google Data, Global, Jan 2025 - Jan 2026.

@brittanybroski 2.62M subs

Brittany Broski



Brittany Broski first took the internet by storm in 2019 with her signature wit and charm, quickly building an audience of nearly 15 million followers across social media platforms. Since then, she has become one of the most recognizable voices in digital entertainment, hosting the 2026 Vanity Fair Oscars Red Carpet, earning a spot on Forbes 30 Under 30, and being named one of Fast Company's "Most Forward-Thinking People in the Creator Economy." She has also appeared in multiple Super Bowl commercials and expanded her presence across podcasting, television, and digital media. In May 2023, Brittany launched her hit podcast The Broski Report, which debuted in the Top 5 podcasts on both Apple and Spotify. She also hosts her acclaimed talk show Royal Court on YouTube, where she has interviewed an impressive lineup of guests including Harry Styles, Charli XCX, Jessie Buckley, Marcello Hernandez, David Corenswet, Saoirse Ronan, Paul Mescal and more.

Verticals



Media



Podcast



Entertainment



Megan Tan

@megantanhweewen | 391K subs

Director and content creator Megan makes cinematic vlogs and short films about her life and creativity, reaching a large global audience across platforms.

Filmmaking

Danielle Cestaro & Lucas Clement

@Lucas_PKTA | 306K subs

With a decade-long evolution in the creator economy, Lucas PKTA inspires technology enthusiasts worldwide through filmmaking tutorials and tech reviews.

Technology

Filmmaking

Sasha Teslond

@teslond1 | 330K subs

He began as an ordinary teenager showcasing life in his hometown in Russia. Now Sasha is indulging his passions for food, sports, and more, in Paris and beyond.

Comedy

Lifestyle

Justin Diego

@Bingeworthy | 299K subs

Justin keeps his community of dedicated pop culture fans up to date with the latest news about the stories and shows that people can't stop talking about.

Pop Culture

Arts

Aminata Condé

@amycie | 381K subs

Amycie vlogs when attending movie premieres, press screenings, and special industry events, immersing her audience in the world of cinema, as well as offering behind-the-scenes stories and entertainment news.

Cinema

@AdamW 21M subs

Adam W



Adam W is a comedic powerhouse and master of the short-form content format, establishing himself as a global force and one of the fastest-growing comedy stars on YouTube. He perfectly blends sharp, relatable humor with mass appeal to captivate a massive, highly engaged global demographic. Demonstrating profound cultural impact, he has accumulated over 19.5 billion lifetime views on YouTube, was celebrated as the Cover Creator for the 2025 Forbes Top Creator List, and was named by Rolling Stone as one of the 20 Most Influential Creators Right Now ("The Leading Man"). Beyond his digital dominance, interesting highlights of his career include opening on tour for Kevin Hart, Jo Key and Dane Cook, being featured in The Hollywood Reporter's first creator issue alongside the CEO of YouTube, and building 2 schools for underprivileged youth in Bali, Indonesia. Commercially, he has built an incredibly powerful portfolio of ambassadorships and brand partnerships with industry giants such as Disney, the NFL, Pepsi, Walmart, and Old Spice.

Verticals



Comedy



Pop Culture

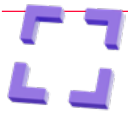


Entertainment

Merve Er

@diemerve | 369K subs

Would you love to spend a day working in a different profession? That's what Merve does, offering authentic insight into careers and workplaces as she combines real-life experiences with entertainment.



Careers



Business

John Hu

@Jayhoovy | 195K subs

Stanford MBA. Investment banker. John has left all that behind to provide a practical, real-world business education for anyone who wants one, developing entrepreneurs one video at a time.



Business



Finance

Niall MacMillan

@NiallMacMillan | 185K subs

Niall, aka "the world's most awkward man," remains completely voiceless in his sketches — his expressive facial acting creates a universal comedic style that transcends borders and resonates with audiences worldwide.



Comedy

Jade Beason

@jadebeason | 305K subs

Jade swapped her corporate marketing career to become a business entrepreneur. Alongside running multiple ventures, she shows viewers, creators, and brands how they can make social media their superpower.



Entrepreneur



Creators

Colt Kirwan

@ColtKirwan | 184K subs

Colt is a born storyteller: from documenting his everyday creator life in New York to his current series on DIY builds, he's been engaging audiences effortlessly for a decade.



Lifestyle



Home Renovations

Kayla Rose-Gibson

@kayla-rosegibson | 287K subs

What started as Kayla-Rose's journey moving from Australia to the United States has evolved into a thriving community. She and her fiancé, Sean, capture authentic, engaging lifestyle and travel content, taking her audience behind the scenes of their adventures.



Lifestyle



Travel

@QUENBLACKWELL 3.4M subs

Quen Blackwell



Quenlin is a Gen Z icon who's been chronicling her online life for a decade — holding everyone's attention with candid, comedic takes on, well, anything and everything. Today she reaches over 20 million followers across platforms, having added more than 4.3 million in just the past year alone. Nothing captures her mix of humor and cultural pull quite like Feeding Starving Celebrities, her hit culinary YouTube series that's hosted the likes of Charli XCX, PinkPantheress, and Halle Bailey. A genuine staple of young Hollywood, she's appeared in music videos, performed alongside Charli at the 2025 Grammys, made her acting debut in "I Love LA," and was tapped by Vanity Fair to host its 2026 Oscar Party live stream. She moves just as easily into beauty and lifestyle, with collaborations spanning Chanel, Louis Vuitton, Glossier, Poppi, and Nike, and features everywhere from Vogue to Variety.

Verticals



Entertainment



Comedy



Pop culture

US

J.Crew's creator-led strategy elevates ad recall by 3.9%





The ask

J.Crew wanted to expand its reach and impact by testing Creator Partnerships Boost to launch their summer collection. The goal was to demonstrate how integrating Shorts could deliver incremental reach and views, adding value to its existing ad efforts and paid social strategy.

Featured products

Creator Partnerships Boost

Shorts

Results

3.9%

Absolute ad recall lift

189%

Stronger VTR than social benchmarks

30%

More efficient CPV than social benchmarks



Did you know?

80%

of U.S. viewers say they return to the same creators on YouTube again and again, outperforming both TikTok and Facebook.

Source: Google/Kantar, Future of Video, US, n=968 YouTube viewers.



Aysen Karacin

@farkliseyler | 107K subs

Ayşen and Cenk are behind the channel Farklı Şeyler, meaning “Different Things,” which captures the couple’s adventures as they share their passion for travel, food, and discovery.



Travel

Mattia De Fabrizio

@ciaosonotio | 130K subs

It started with music mash-ups. But now Mattia creates eye-opening long-form videos that entertain and educate viewers about the music industry, the web, social media, and the connections between them.



Music

Reggie Yembra

@reggieyembra | 119K subs

Reggie’s football community is built on his passion for the sport. Challenges, fan interviews, and match-day content bring people closer to the game thanks to authentic storytelling and unique moments.



Sports

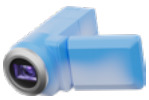


Soccer

Desire Lacap

@DesireLACAPTURE | 102K subs

Filmmaker Desire inspires creators and aspiring movie makers alike to master their craft with her cinematic tutorials that are packed with practical tips on framing, lighting, camera techniques, and more.



Filmmaking



Arts

Abdul Rafay Malik

@Rayzodd | 113K subs

Abdul, aka Rayzodd, is a prominent South Asian-German content creator known for providing an unfiltered look at life abroad, by demystifying the German experience for students and travellers alike.



Student



Travel

Yasmine Sahid

@ladyyasmina | 599k subs

Yasmine first made her mark with YouTube Shorts before expanding into content that includes throwback songs and sketches, using her knack for comedy to amass a loyal following of subscribers.


Comedy

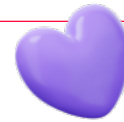

Music

Amanda Golka

@SwellEntertainment | 541k subs

Amanda is behind Swell Entertainment, and posts content in the social media commentary space as well as reviews of products, media, and events for a dedicated community of curious people.


Reviews


Lifestyle

Adam Cohen

@Sidemen | 23.3M subs

Sidemen are the biggest content creator collective in Europe, beloved by fans for their “Sidemen Sundays” content — large-scale, high-production challenge videos, real-life game shows, and sketches.


Comedy


Lifestyle

Adrian Parassol

@High-Side | 643K subs

Adrian is the co-host and producer of High Side, a French motorcycle YouTube channel. He creates reviews, road trips, challenges, and documentaries, with the goal of making motorcycling accessible and entertaining for both enthusiasts and newcomers.


Motorcycling

Kinigra Cohill

@KinigraDeon | 5.92M subs

Often referred to as the “Tyler Perry or Shonda Rhimes of YouTube,” Kinigra Deon blends humor, emotion, and real-life experiences to reach a combined 26M+ highly engaged family audience.


Family


Entertainment

Kara Swisher

@onwithkaraswisher | 342K subs

Twice a week, award-winning journalist Kara gets to the heart of the story through revealing interviews with power players across business, tech, media, politics, and beyond.


Business


Technology


News

Dhar Mann

@DharMann | 27.2M subs

Dhar has created one of the web's most popular scripted video channels, following his mission to share "stories that inspire, uplift, and bring a little more positivity into the world."


Lifestyle


Positivity

Geoff Keighley

@thegameawards | 12.5M subs

With The Game Awards, Geoff created the world's largest live entertainment awards show, which unites developers and players to celebrate the inspiring success of the gaming industry.


Gaming

Veritasium

@veritasium | 20.9M subs

Veritasium is the world's premier science and education channel. Through cinematic storytelling and experiments, it explores scientific concepts, history, and innovation, consistently translating academic discovery into accessible, viral content.


Education


Science

Josh Woodward

@AStoryWorthTelling | 194K subs

Josh and co-host Alex started out reviewing LGBTQ+ representation in media. Now, on their podcast A Story Worth Telling, they talk to guests about the LGBTQ+ films and TV that shaped them.


LGBTQ+


Podcast



@heyBrandonB

16.2M subs

Brandon Baum

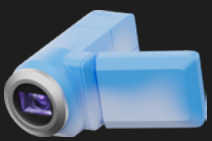


Brandon, better known online as BrandonB, is one of Europe's leading creator entrepreneurs and digital storytellers, with a follower count currently standing at over 25 million across platforms. It was through his cinematic VFX videos that he first grabbed attention, building one of the largest VFX-driven creator brands anywhere and racking up more than 17.5 billion views. At the heart of all the magic are three core commitments: to storytelling, illusion, and spectacle. Whether he's stepping into the worlds of Squid Game, Spider-Man, or Stranger Things, or inventing his own serialized horror formats, his work has captivated audiences worldwide. He's also the founder and CEO of StudioB, a creator-first independent studio making groundbreaking campaigns and entertainment-led systems for brands including The Lego Group and O2. Known for fusing creator instinct with blockbuster-level creativity, Brandon's a leading voice on the future of storytelling, marketing, and the creator economy.

Verticals



Entertainment



Filmmaking



Business



Juliette Coley

@justjulesog | 5.24M subs

Juliette wants to “spread respect, love, kindness, and happiness around the world,” and she’s well on the way, having visited 23 countries while vlogging about everything from food to fashion.



Adventure

Julia Silva

@JuliaSilva | 4.53M subs

A community grew up online with Julia as she shared her personal experiences, with a focus on fashion and beauty — and now travel, as she moves from Canada to Spain.



Fashion



Beauty

Yes Theory

@YesTheory | 9.9M subs

Yes Theory explores the world through bold challenges and eye-opening journeys. The goal is to seek discomfort and foster connection across cultural barriers.



Adventure



Documentary

Ruben Diaz

@lethalcrysis | 5.84M subs

Rubén is the creator behind Lethal Crysis, a premier independent documentary channel. Through gonzo-style journalism he explores the world’s most remote and complex social realities, showing commitment to empathy and raw, authentic storytelling.



Adventure



Documentary

Kiara Latil

@KiaraParis | 1.39M subs

Kiara and her family create fun, high-energy content, ranging from comedy sketches to DIYs. The channel highlights Kiara’s passion for acting and fashion while sharing authentic moments of their family growing together.



Family



Comedy

@graceandrewsss

18K subs

Grace Andrews



Grace uses her unique storytelling chops to give her audience an unvarnished and endlessly compelling look at the real life of a creator-entrepreneur. Her content gives founders, marketers, and business leaders the frameworks to understand how attention is earned, how communities form, and why the next generation of iconic brands will be built audience-first. Alongside her platform, she co-authors Community Service, a best-selling weekly newsletter with Jordan Schwarzenberger, that cuts through the noise with sharp takes and actionable insight. A trained broadcast journalist and former architect of scale at The Diary of a CEO, Grace brings rare credibility to a space full of opinion. In 2025, she was one of only four creators chosen for the UK's largest-ever trade delegation to the U.S., and, in 2026, she was named a Forbes 30 Under 30 honoree. Long-term brand partners include YouTube, Canva, Adobe, and Poppi.

Verticals



Entertainment



Culture



Creators

Maddie Borge

@macerly | 1.11M subs

Maddie's channel has evolved beautifully alongside her life: from documenting her school days in Norway to sharing London lifestyle diagrams, travel vlogs, and founder-led videos tracking her journey building her travel accessories brand, Pastael.


Lifestyle


Business

Vu-Anh-Tu Truong

@turisworld | 436K subs

Vu-Anh-Tu shares his humorous musings on everyday life, creating engaging video essays from relatable experiences. Through a lens of comedy and nostalgia, his content dives into topics such as gaming, school, and growing up.


Comedy

McCall Mirabella

@fulltimefangirl | 603K subs

McCall, the "full-time fangirl," taps into numerous fandoms — music, books, movies, food — as well as pivoting to live events, travel, and documentary, including her series about her love life.


Lifestyle


Pop Culture

Mary Grace Dennis

@marygracedennis | 765K subs

Mary Grace started her digital journey at 15, building a community through comedy, college life, and entrepreneurship. Balancing university with content creation, she's building a career in entertainment through authentic storytelling.


Comedy



Kariza Santos

@LifeOfRiza | 1.03M subs

Filmmaker Kariza transforms real-life experiences into episodic entertainment and has cultivated a global audience with stories of self-discovery, life's transitions, and modern adulthood.


Culture

@violin_phonix 2.85M subs

Christopher Cohen & Maxime Morise



Violin Phonix began on the benches of the Royal College of Music in London, where Christopher and Maxime met over 10 years ago. The two musicians wanted to share their passion for the violin beyond the traditional concert hall — within a few months, their public-space performances had gone viral. Today their open-air concerts and knack for bringing together performers of all ages and backgrounds reach a community of 20 million followers. Their fans really are everywhere, with a particularly strong presence across North America and the U.K. In December 2025, the pair premiered “Silence,” their first original composition, in front of 8,000 people in the heart of Paris. In 2026, they co-composed “Regarde!,” the French entry at the Eurovision Song Contest, performed by the singer Monroe. Their work has caught the attention of collaborators including the City of Monaco, with plenty more to come.

Verticals

Entertainment

Music



Valentine Jouhid Gaubin

@Dreaminrealityofficial | 491K subs

Valentine's authentic, funny Dream In Reality vlogs share personal growth, healthy routines, and cultural discoveries from around the world, inspiring young people to leave their comfort zones and explore opportunities.



Culture



Adventure

Jessica Dante

@loveandlondon | 366K subs

Jessica is behind Love and London and its sister channel Love and Paris, which publish informative itineraries packed with major sights and hidden gems for tourists visiting their dream destination.



Adventure



Travel

Mohamed Ghattas

@mohamedghattas | 353K subs

Blending vlogs, cultural insights, and personal development, Mohamed creates high-value, inspirational content that fosters deep trust and authentic community engagement.



Faith



Culture

Sabina Trojanova

@girlvsglobe | 273K subs

Traveller and writer Sabina creates content that combines her globetrotting adventures with her passion for female empowerment, sharing expert travel tips and spotlighting women's voices from around the world.



Travel

Nicoli Heinig

@NicoliHeinig | 236K subs

Medical doctor turned entrepreneur Nicoli helps people understand new digital opportunities and use technology to build profitable online ventures, with a focus on digital marketing, AI, e-commerce, and online business.



Business



Technology

Tomike Adeoye

@TomikeAdeoye | 184K subs

Driven by a passion for meaningful engagement, Tomike creates inspiring content on motherhood, personal growth, and daily life. With a decade in media, this actress, host, and entrepreneur entertains and empowers her community.



Beauty



Wellness

Tolulope Adejumo

@TolulopeSolutions | 169K subs

Tolulope shares valuable life lessons on womanhood, motherhood, and wellness, backed by Biblical truths, alongside wholesome snippets of her experiences to guide her audience towards purposeful living.



Faith



Wellness

Federica Lai

@Junesixtyfive | 161K subs

Federica uses authentic storytelling and high-quality visuals to share creative projects, personal experiences, and home transformations, bringing viewers everyday inspiration in fashion, home renovation, interior design, and travel.



Interiors

Clara Do Vale

@bemclara | 103K subs

With students in more than 60 countries, Clara is an entrepreneur, mentor, and international speaker creating content for ambitious women worldwide, covering personal branding, premium business, communication, and feminine magnetism.



Business



Feminism

İbrahim Hayta

@HaytaYollardaa | 215K subs

Adventurer İbrahim has spent the past five years travelling the globe to show his ever-growing online community what daily life looks like in different countries around the world.



Adventure

Evelyn Barbosa Regly

@evelynregly | 4.58M subs

Thanks to her engaging, authentic content about her lived experience, featuring beauty, travel, motherhood, and more, Evelyn was named as a Forbes top 10 influencer in 2023.



Travel



Beauty



Did you know?

YouTube ad placements rank #1 in attention vs ad placements on streaming, social, and linear TV.

Source: Adelaide US attention meta analysis commissioned by Google in 2026.

@julien_cohen

7.49M subs

Julien Cohen



When Julien was studying for his mathematics degree at the University of Cambridge, he never imagined he'd be making videos enjoyed by billions of people. But at 30, the classically trained pianist launched his channel and discovered just how joyful it was to bring classical music out of the conservatory and onto the streets. He quickly amassed over 35 million followers all over the world, confirming his belief that the richness of classical music should be within everyone's reach. Last summer, his rendition of Queen's "Bohemian Rhapsody" in the streets of Paris racked up over 1 billion views. And for Christmas 2025, he pulled off the most ambitious performance of his career, bringing together 300 artists in a video that became one of the most-liked of the year. Fast-forward to 2026, and he's already collaborated with global brands including Armani Beauty, fronted by Kendall Jenner, and premium audio house Devialet.

Verticals

Entertainment

Music

EMEA

Philadelphia combines brand and creator-made assets to supercharge Video Views campaigns

The ask

Philadelphia wanted to include creator-made assets alongside top-performing brand assets to see if it would enhance campaign performance and accelerate reach, ad recall and views.



Featured products

Video Views campaigns

Results

+9.6%

Best-in-class ad recall lift on combination assets*

+2.7%

Best-in-class consideration lift for combination assets

+2.8%

Higher view rate for combination assets on Shorts

*23% higher than brand only



Did you know?

110m+

hours on average spent by all viewers daily watching YouTube shopping videos.

Source: Google Data, Global, Dec 2025.

Anna Engelschall

@Growingannanas | 8.07M subs

From HIIT classes to strength training, certified CrossFit coach Anna is on a mission to help viewers get happy, healthy, and confident with her inspiring and motivating home workouts.


Fitness


HIIT

Tarek Ismail

@kegelchannel | 384K subs

Tarek is an Olympic-level athlete and elite fitness coach, dedicated to empowering his global community through high-quality sports science education, advanced resistance training insights, and health technology content.


Sport


Fitness

Francesco Zamprogno

@skateboardtv_ | 199K subs

Francesco is the driving force behind the largest skate media channel in Italy, bringing skateboarding to fans around the world in ways that they've never seen before.


Skateboarding

Carina Palatnik

@CarinaPalatnik | 289K subs

A personal health challenge inspired Carina to share science-based, practical information about gut health, digestive disorders, inflammation, and immune function, empowering people to live a healthier, happier life.


Health


Science

Abi Mills

@AbiMillsYoga | 105K subs

When Abi isn't teaching yoga classes for beginners and older adults to help them age well, she's writing comedy sketches for her other channel and sitcom scripts for TV producers.


Comedy


Yoga

Joel Bervell

@joelbervell | 165K subs

Physician and creator Joel, the "Medical Mythbuster," uses evidence-based storytelling to demystify healthcare, challenge industry biases, and empower audiences to understand their health.


Education

Maxime Tancons

@MonSport06 | 193K subs

Professional drone pilot and video production enthusiast Maxime offers expert tutorials to help you choose the best equipment for your filming needs — and get the most out of it.



Education

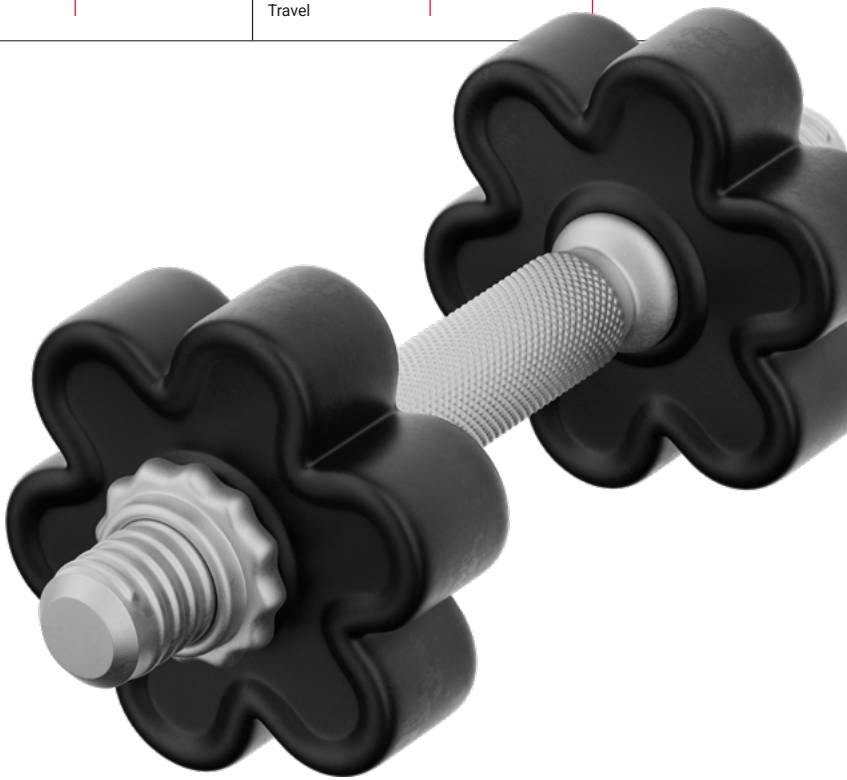
Justin Leusner

@JustinLeusner | 244K subs

Justin produces high-stakes sports and travel content that blends epic challenges with social impact. His Guinness World Record of the fastest time to visit all 30 NBA arenas raised over $100,000 for Make-A-Wish.



Travel



@JessicaEffendy

10.06M subs

Jessica Effendy



Jessica has always been passionate about content creation and has built a diverse and impactful presence in the digital space. With a primarily young audience, Jessica recognizes the responsibility that comes with being a role model. This has inspired her to create educational content and launch #notfunny, an anti-bullying campaign that encourages kindness and challenges the normalization of mocking others based on their appearance or circumstances. Having experienced bullying herself, Jessica is passionate about using her platform to educate and empower younger generations to foster a more positive online community. Beyond advocacy, Jessica's bright and bubbly personality shines through her everyday content and she's already collaborated with global brands including Duolingo to promote language learning and encourage audiences to develop valuable communication skills. Whether featuring her pet turtle, Jamal, or sharing updates about her slime business, Jessica creates content that resonates authentically with her audience.

Verticals



Lifestyle & Travel



Education



Positivity



Did you know?

YouTube is the #1 platform for watching creator content, outperforming TikTok, Facebook, Instagram, and Snapchat.

Source: Google/Kantar, Future of Video, US, n=5591 viewers of creator produced videos.

@TokyoLens 1.22M subs

Norm Nakamura

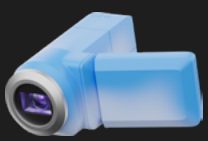


Norm doesn't make videos about Japan so much as disappear into it. For close to a decade, Tokyo Lens has been his way of showing the country that most travel content skips: the vanishing neighborhoods, the subcultures, the families making a whole life in apartments the size of a parking space. He earns the access most cameras never get, partly because he keeps doing the work — whether that's training for a pilot's licence or spending years as an apprentice to the Yoshida Brothers, Japan's most revered shamisen players. The result is storytelling with genuine cultural depth, which is why everyone from Nissan to Japan Airlines has wanted him in the room. Norm's whole approach comes down to his refusal to simply observe a place from the outside. He lives, breathes, leaps headfirst into it — and he takes the rest of us along for the ride.

Verticals



Lifestyle & Travel



Filmmaking



Culture



Vivian Tu

@YourRichBFF | 1.25M subs

Ex-Wall Street trader Vivian gets real about personal finance via the Networth and Chill podcast and short-form video content, dispensing the advice she wishes she'd been given as a graduate.

Finance | Podcast

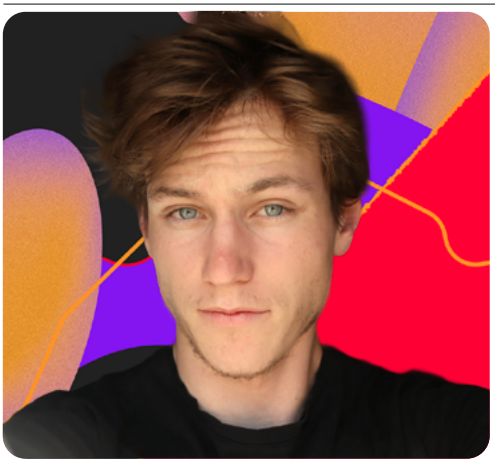
Marina Mogilko

@SiliconValleyGirl | 1.54M subs

Silicon Valley Girl began as a vlog about Marina moving to the U.S. Now she interviews CEOs and high-profile figures about careers, tech, and the changing face of business.

Business | Technology





Jon Law

@jonlawedu | 1.13M subs

With 10 years of experience in entrepreneurship and finance, Jon helps professionals and businesses navigate AI. His channel turns the latest tools into actionable insights to boost efficiency and growth.

Finance | Technology

@Makeupbynikkilarose

531K subs

Nikki La Rose



Nikki has spent 18 years as a professional makeup artist, working across celebrity, editorial, TV, and film. More recently, she's turned creator, on a mission to reach beyond the people in her makeup chair and give everyone inside access to Hollywood's biggest industry. Her channel, Nikki La Rose, is all about sharing tried-and-true tips and techniques: no gatekeeping, no gimmicks, just easy-to-follow tutorials that help her audience become their own pro. A few things worth knowing: her first celebrity client was Billy Crystal, she's done makeup all over the world (including almost 30 days in South Korea for the Winter Olympics), and while she's already a rockstar around the makeup chair, she secretly wishes her skills with a guitar matched her skills with a brush.

Verticals



Lifestyle & Travel



Beauty



Pop Culture

Steven Bartlett

@TheDiaryOfACEO | 17.2M subs

Steven's podcast, The Diary Of A CEO, has evolved into an influential multimedia titan, featuring interviews with the world's most successful entrepreneurs, psychologists, authors, doctors, athletes, and more.


Business


Motivation


Podcast

Rowan Winch

@whatspoppin | 394K subs

Rowan's Fallen Media social content studio partners with creators to develop bingeable short-form stories and dedicated communities on channels such as Step To The Mike and What's Poppin? With Davis!


Lifestyle


Music

Semih Sakallı

@MeseleEkonomi | 263K subs

The Mesele Ekonomi platform breaks down complex financial and economic topics into accessible analysis, exploring how domestic and global economic policies impact everyday realities including food inflation and housing.


Economics


Politics

Xyla Foxlin

@xylafoxlin | 574K subs

Xyla blends high-stakes engineering with cinematic storytelling. Beyond her expertise in rocketry, aviation, and workshop design, she is a dedicated advocate for STEM and mental health, driving real-world impact in both industry and society.


Learning


Science

Erin White

@ErinOnDemand | 436K subs

After moving home at 24 to launch a business, Erin documented her journey on YouTube. Today, she leads a successful social media marketing business and shares strategies to help others turn their own business risks into reality.


Business


Marketing

Pablo Torre

@PabloTorreFindsOut | 247K subs

Pablo's Pulitzer-winning video podcast brings you three deep-dive "talkumentary" episodes each week, answering urgent questions from the world of sport and beyond, with informed correspondents and handpicked guests.


Podcast


Sport

APAC

Sebamed drives 2x sales and 20x search uplift with Creator Partnerships Boost



The ask

To launch their Gentle Facial Cleanser, Sebamed wanted to partner with YouTube beauty content creators to create Shorts-only formats for Video Reach campaigns - driving meaningful engagement and immediate sales uplift.

Featured products

Target Frequency Video Reach campaign | Shorts | Creator Partnerships Boost

Results

2x
Sales uplift (during campaign period)

6.8%
Engagement rate (best in class)

20x
Search lift for "Sebamed cleanser"

Jennifer Awirigwe

@financialjennifer | 255K subs

Jennifer bridges the gap between financial expertise and action. By demystifying stocks, passive income, and wealth-building, she empowers people worldwide to master their investments and build long-term wealth.


Finance

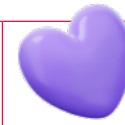

Lifestyle

Tejas Hullur

@TejasHullur | 200K subs

Why do humans do what they do? Working, cheating, grooming, negotiating — Tejas addresses all this and more in engaging long-form videos aimed at improving understanding of the human condition.


Documentary


Lifestyle

Oren John

@orenmeetsworld | 185K subs

“The Internet’s Creative Director” pivoted to making content when mid-career as a marketing executive. Now Oren is the go-to source for real talk about branding, luxury, and a creative life.


Marketing


Creativity

Makayla Piluso

@moneywithmak | 229K subs

Through content about print on demand, digital products, and entrepreneurship, Makayla shows people how to use their creativity to open up opportunities — even if they’re starting with no experience.


Business


Creativity

Krystel Abi Assi

@AmazonSellersSociety | 150K subs

Krystel offers a practical roadmap to e-commerce success. Her actionable strategies cover product optimization, advertising, and much more, making building a profitable online business accessible to everyone.


Business


Technology

Johnny Harris

@johnnyharris | 7.76M subs

Johnny masterfully blends motion graphics and investigative journalism. He explores complex global stories through high-end visual storytelling and deep research.


News


Documentary



Eleanor Neale

@EleanorNeale | 2.87M subs

Eleanor hosts Outlore, one of the UK's biggest true crime and mystery podcasts. With its thoughtful, emotionally led deep dives, it has become a trusted space for loyal fans.



True Crime



Podcast

Vincent Bouen

@FrenchSchoolTV | 805K subs

Welcome to French School TV! With daily videos, a social network, and free weekly live lessons, Vincent's YouTube channel has been helping people improve their French skills since 2019.



Languages

Scott Galloway

@TheProfGPod | 790K subs

NYU professor, best-selling author, business leader, and entrepreneur Scott cuts through the biggest stories in tech, business, and investing on his podcasts, providing unfiltered insights, bold predictions, and thoughtful advice.



Technology



Business

Théo Dudermel

@Looking4Channel | 200K subs

Théo created Looking 4 to share his passion for skyline landscapes and has expanded to report on demographics, transportation, urban planning, and more ways people interact with the world.



Transport

Sara Lombardo

@mypeachnotes | 101K subs

Sara loves helping students all over the world, offering practical online tutorials that are packed with study motivation, educational content, and smart digital study hacks.



Education



Digital Tutorials

@TimDessaint 1.57M subs

Tim Dessaint

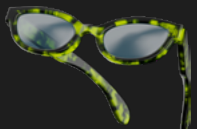


Tim is a fashion and lifestyle creator who's been redefining what fashion content looks and feels like on the internet since 2018. His signature blend of style expertise, cinematic visuals, and a sharp editorial eye have built a global audience of over 4.4 million, generating more than 5 million views every month. His preferred format is long-form YouTube video, where 1.5 million subscribers tune in for everything from deep-dive video essays on fashion history and cultural moments to style education and outfit inspiration. Recognized by GQ, Business of Fashion, and Vogue Business as a defining voice in modern menswear, Tim's influence runs well beyond view counts. He's been credited with bringing niche designer labels to mainstream attention and shifting the conversation around men's style from trend-chasing to intentional dressing. Born in France and raised across eight different countries, he brings a genuinely international sensibility to everything he makes.

Verticals



Lifestyle & Travel



Fashion



Menswear



Don Lemon

@TheDonLemonShow 1.31M subs

From CNN anchor to independent media leader, Don delivers high-stakes, unfiltered conversations with the world's most influential figures to a loyal, global audience.

Interview News

Mia McGrath

@miarosemcgrath 62.4K subs

Frugal Chic is the pathway to financial independence in your 20s. Mia's content about personal finance, business, and self-development has built a dedicated audience of aspirational young people.

Wealth Lifestyle

Omar Aboueldahab

@Omardizer 5.88M subs

For more than 10 years, Omar's been educating his tech-curious audience with tests, trials, and reviews of devices, gadgets, and cars, plus an informative sideline in the latest technology news.

Tech Reviews

Mohamed Abdelhakim

@MohamedHakimo 1.26M subs

Since the age of 12, Mohamed has channeled his passion for technology to help people make informed decisions when choosing smartphones and gadgets through honest reviews and easy-to-understand tech content.

Tech Reviews

Leandro Pires

@NerdCraft 1.02M subs

The COVID-19 lockdown allowed Leandro to follow his YouTube dream. Now his NerdCraft channel entertains 1 million subscribers every week with Minecraft Mods, challenges, experiments, and epic adventures.

Gaming

@rajshamani 17.9M subs

Raj Shamani



Raj is an entrepreneur, podcaster, investor, and global speaker working at the intersection of business, technology, capital, and media. Over the past decade, he has emerged as one of the most internationally recognized voices in entrepreneurship, talent, and the changing media landscape, and India's growing role within all three. He has delivered more than 200 keynote addresses in over 26 countries. An angel investor in early-stage companies, Raj is also the founder of Figuring Out Media and the host of Figuring Out With Raj Shamani, which is India's number 1 podcast on Spotify with a global audience of more than 29 million+ subscribers across platforms.

Verticals



News & Education



Business



Technology

Jules Itié

@Ratman258 | 810K subs

Minecraft C'est Trop Cool! Known as Ratman258, Jules entertains his audience with epic Minecraft and Roblox sessions in cahoots with fellow gamer AzpazTV — their sole goal, to spread happiness.



Gaming

Pablo Estremera

@NeedHelpChess | 221K subs

Pablo's NeedHelpChess channel is the essential guide to all things chess. Using engaging short-form storytelling, he aims to make chess engaging and accessible with memorable moments, stories, and viral content.



Chess

Anis Ayari

@DefendIntelligence | 201K subs

Welcome to the Matrix. Anis is an AI engineer, creating educational videos about AI, machine learning, and data science, as well as effective tutorials for beginners and experts.



AI



Education

Emma Nicole McKeganey-Hughes

@HiEmmaNicole | 169K subs

Best known for fun, educational content on life simulation games such as The Sims 4, Emma has built a community that shares her passion for creativity, storytelling, and cosy games.



Gaming



Education



Jozsef Ritter

@applepieofficial | 186K subs

Joe's in-depth reviews, benchmarking, and hardware analysis of the latest consumer electronics provide his audience with technical insights using high-quality production values.



Mobile

@ColinandSamir 1.62M subs

Colin Rosenblum & Samir Chaudry



Colin and Samir host The Colin and Samir Show, the podcast and YouTube channel that break down the latest in the creator economy from the people who actually live it. Together, they sit down with prominent creative entrepreneurs to pull out the practical, real-world advice on how to scale a business. Across interviews, industry analysis, and timely news coverage, the two are effectively building a roadmap for the next generation of creators. Their guests and collaborators read like a who's who of the space, from MrBeast, Mark Rober, and Emma Chamberlain to Jacob Collier and YouTube CEO Neal Mohan. Brand partners include Shopify, Google Gemini, Lexus, and Samsung. The mission underneath it all is simple: educate, empower, and inspire creators and entrepreneurs alike.

Verticals



News & Education



News



Creators



Rafael Pacheco de Matos

@RafaelPachecoTech | 158K subs

Rafael's content is focused on PlayStation, gaming hardware, smartphones, and consumer technology. Through reviews, unboxings and buying guides, he helps his audience make informed purchasing decisions based on practical experience.

Tech Reviews

Dara Denney

@DaraDenney | 130K subs

Dara is a performance marketing expert helping small businesses to scale. Her channel pulls back the curtain on the real-world strategies she uses daily, to help business owners turn ad spend into measurable profit.

Marketing





Jean-Baptiste Viet

@jeanviet | 112K subs

Jean-Baptiste produces hands-on tutorials and reviews of cutting-edge AI tools, showing his online community how to use them for real creative projects, and has written several books on content creation.

AI

@jacksdiningroom

976K subs

Jack Goldberg



In Jack's hands, the question of what to have for dinner becomes the launchpad for a globe-trotting adventure. And on Jack's Dining Room, that approach takes him from Michelin-starred kitchens to the local institutions only regulars know about, from once-in-a-lifetime tasting menus to streetfood sensations. And all shot with the kind of production that makes you want to book a flight. What started as a YouTube channel has become one of the fastest-growing and most influential food, travel, and experience media brands in the world: including Yes Chef Food Fest, which brings celebrated chefs and restaurants together in New York and LA, plus a run club, a set of city guides — and a community that will go the extra mile to show up for him. Brands from Visa to Don Julio have recognized the power of the simple pull behind all this activity: Jack makes you hungry for amazing dining experiences, and then he makes you curious about the people who make it all happen.

Verticals



Lifestyle & Travel



Food



Adventure



Karissa Dumbacher

@karissaeats | 4.98M subs

Karissa is a destination-driven food reviewer who explores the world through taste, travel, and curiosity. She has built a deeply loyal audience through channeling her global adventures into tastings and ratings videos.



Food



Baking

Hebatallah Abualkhair

@hebaaboelkheir | 4.89M subs

Hebatallah is a passionate chef, cookbook worm, baking addict, and hobbyist cake decorator, who shares simple yet delicious recipes that are suitable for beginners and pros alike.



Travel



Food





Josh Scherer

@mythicalkitchen | 4.38M subs

New York Times best-selling cookbook author Josh hosts the celebrity interview series Last Meals, and is known for his encyclopaedic knowledge of fast food and thoughtful takes on culinary trends.



Food



Pop culture



Did you know?

YouTube brand deals grew double digits YoY across all creator segments.

Source: YouTube Internal Data, *16 Markets include US, BR, CA, SPLA, KR, AU, JP, IN, ID, GCN, UK, FR, IT, ES, DE, MENA, 2024-2025.

Yuliya Agnyanikova

@LikeAmagic | 2.58M subs

Yuliya's cosy miniature world is where fairy-tale magic awaits behind tiny doors in trees, and easy-to-follow DIY tutorials for dollhouse interiors, fantasy props, and cute crafts spark inspiration and whimsy.



DIY



Animals

Émilie Tosello

@Heavencakeemilie | 1.19M subs

Creative baker Émilie shares her tried-and-tested tutorials and mouthwatering recipes with viewers all over the world, with content ranging from jaw-dropping 3D confections to scrumptious themed cakes and more.



Food



Baking

Sezar Blue

@SezarBlue | 560K subs

Sezar's passion for authentic culinary experiences has led him to share hidden gems, high-end dining, and street food traditions across Spain and Latin America to a community of food lovers.



Travel



Food

Arianna Agnyanikova

@amagicshorts | 488K subs

Arianna's magical channel of imaginative adventures, adorable pets, and creative DIY content has caught the attention of animal lovers, families, and brands worldwide.



DIY



Animals

Denis Prokopyev

@DenisInTheKitchen | 415K subs

Chef Denis brings viewers inside the fast-paced world of a working professional kitchen with immersive cooking videos and authentic Italian recipes that are filmed during real restaurant service.



Food



Restaurant

Nzinga Young

@Veganzinga | 90.3K subs

Lifestyle influencer Nzinga chronicles her adventures as a vegan living in a non-vegan world, and can be found hunting for plant-based food in Brooklyn and beyond.



Food



Vegan

Lauren Riihimaki

@LaurDIY | 8.1M subs

Lauren built a social media audience of over 20 million with her DIY expertise, as well as hosting and executive producing two seasons of the HBO Max series “Craftopia.”



Home Renovations

Giulia Bruno

@Giuliahere | 401K subs

Giulia combines a sharp entrepreneurial mindset with high-energy lifestyle content. Her cinematic approach to fitness, style, and Italian culinary experiences brings a professional, business-forward perspective to her storytelling.



Fitness



Lifestyle




YouTube