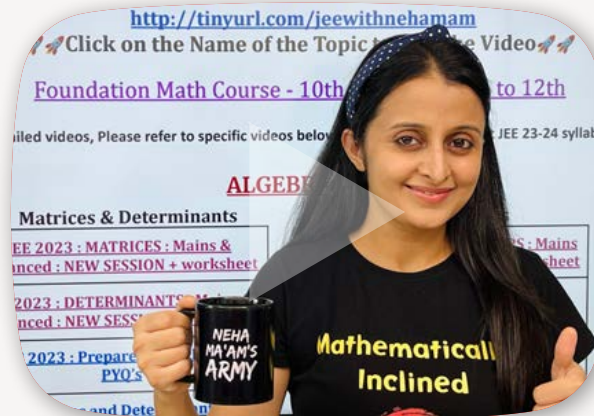


The State of the Creator Economy

Assessing the Economic, Cultural,
and Societal Impact of YouTube
in India in 2022



EXECUTIVE SUMMARY

YouTube's Impact in India

Every day, Indians turn to YouTube to learn new skills, connect with others, and enrich their lives. It also provides a platform for a diverse range of content creators to share their interests and passions with audiences within India and beyond, creating opportunities to build new careers and businesses.

₹16,000+ Crores

YouTube's creative ecosystem contributed more than INR 16,000 Crores to India's GDP in 2022.

7,50,000+

YouTube's creative ecosystem supported more than 7,50,000 full-time equivalent (FTE) jobs in India.

A Wealth of Benefits



Democratizing Opportunities for Creators and Businesses to Thrive

YouTube can be a valuable tool for Micro, Small, and Medium Enterprises (MSMEs) in India, as a marketing platform, a free source of information, and training platform for workers. As a result, thousands of Indian creators have been able to earn through YouTube in different ways.



Empowering Indians with Authoritative Information

YouTube enables users to stay informed about current affairs and news events of the day, providing trusted content about local, national and international issues, as well as authoritative information in times of need.



Helping Indians Learn and Grow

YouTube is commonly used as a tool to support learners across different ages and abilities through structured courses, information, how-to guides, and tutorials. This variety of educational videos can also equip parents and teachers with learning materials for students.



Taking India to the World

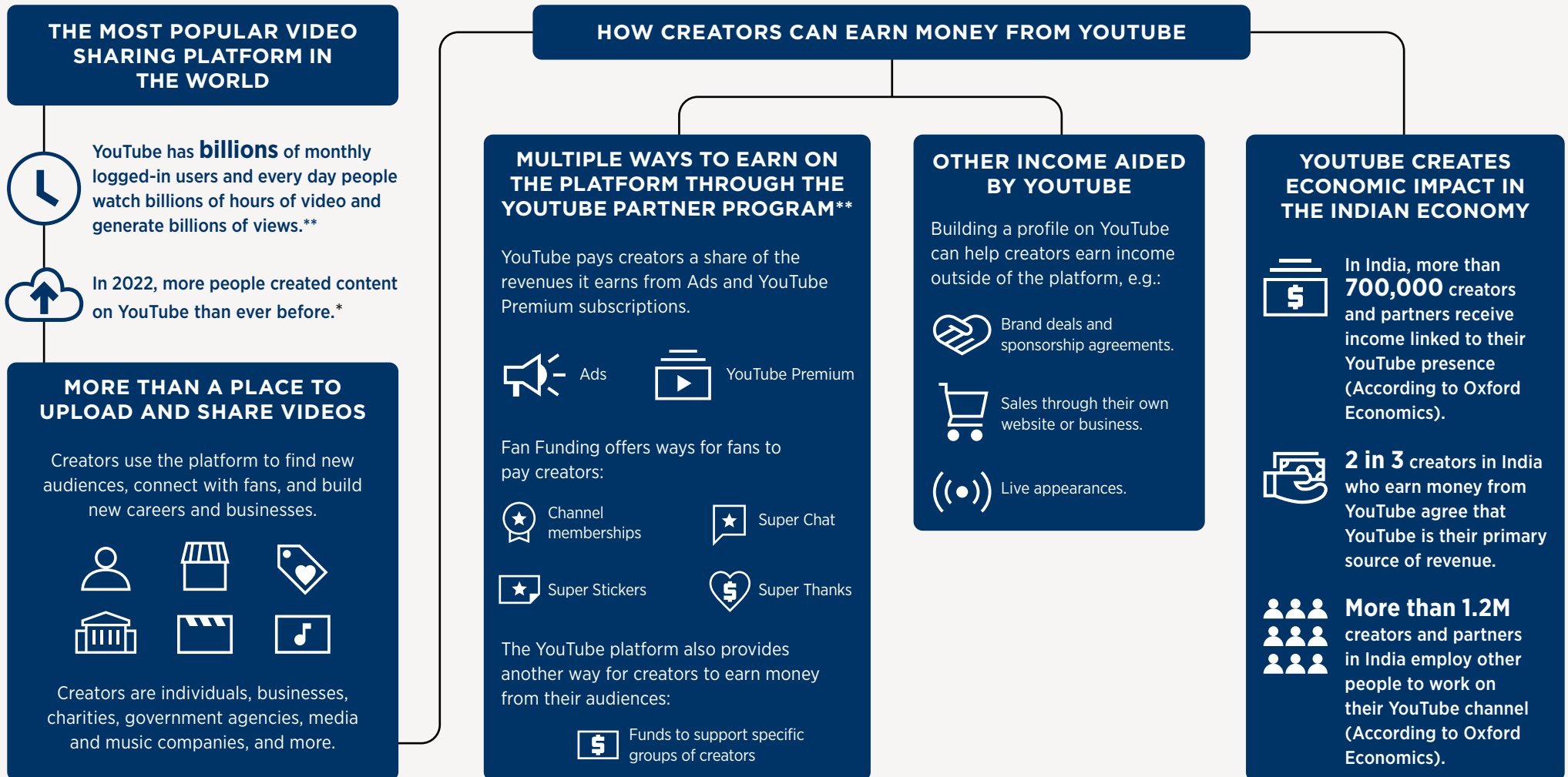
The diversity represented on YouTube brings a sense of belonging and connection for many Indians, at home and overseas. It also allows local creators and artists to connect with a global audience, exporting Indian culture to the world.



Giving Voice to India's Diverse Communities

YouTube gives a voice to creators of many backgrounds and communities across India, enabling them to share their culture, knowledge and experience. YouTube also overcomes language barriers, promoting dialogue amongst communities, and generating positive societal impacts.

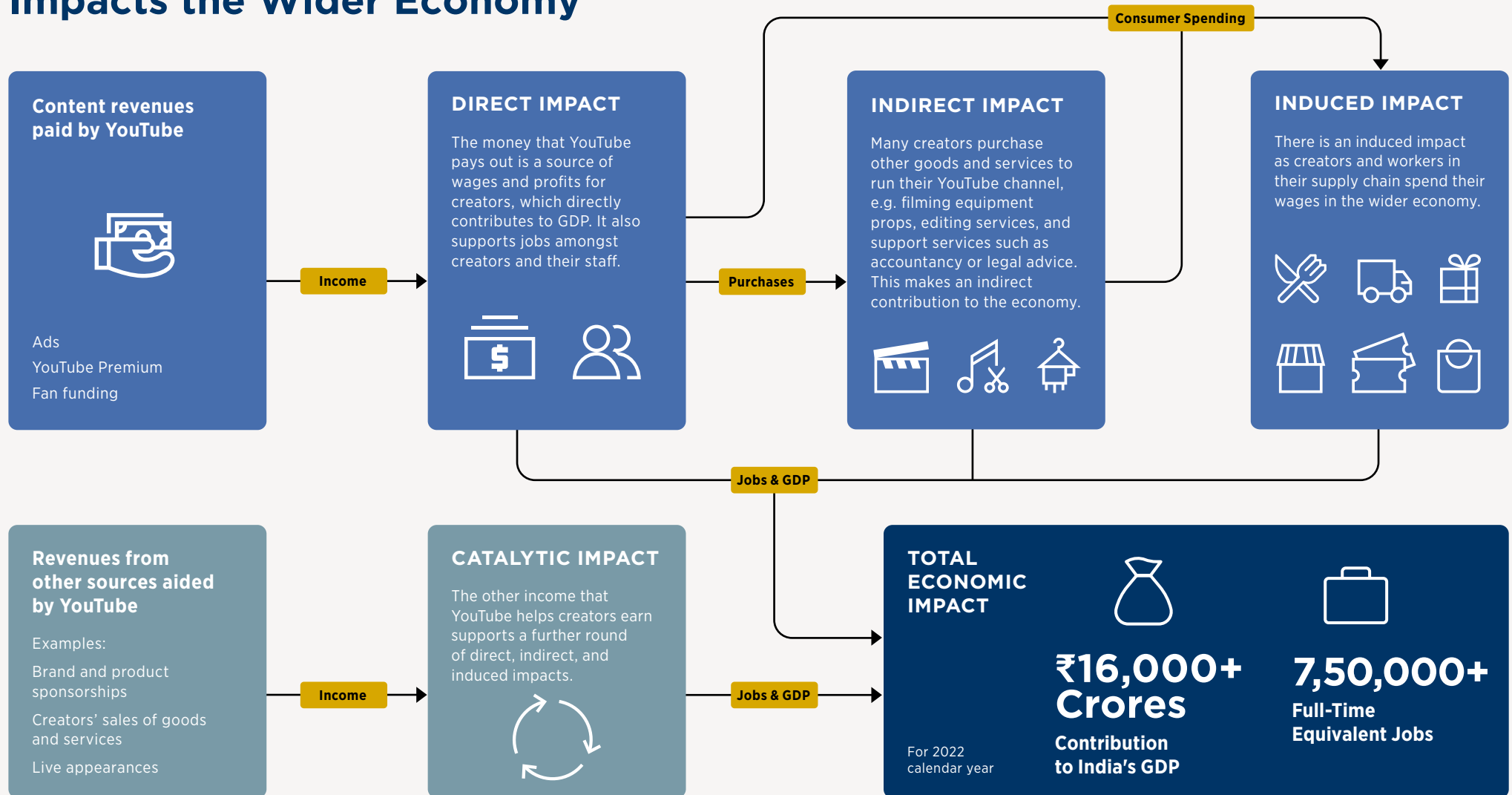
How YouTube Creates Economic Impact



*Source: YouTube data as of December 30, 2022.

**Further information about the multiple ways to earn is available [here](#).

How YouTube's Creative Ecosystem Impacts the Wider Economy



ECONOMIC IMPACT

Democratizing Opportunities for Creators and Businesses to Thrive

YouTube can be a valuable tool for Micro, Small, and Medium Enterprises (MSMEs) in India, serving as a marketing platform for connecting businesses to new audiences, as well as a free information and training platform for workers.¹ As a result, thousands of Indian creators have been able to earn through YouTube, ranging from individuals and entrepreneurs boosting their main income to professional content creators who make a living from their channel.

1. For the purposes of this report, an MSME is defined as an enterprise with domestic revenue (sales by operations in India to customers within India) of less than INR 250 crores, and investments in plant, machinery and equipment in India worth less than INR 50 crores.

@KLBROBijuRithvik1



In 2020, Biju started a YouTube channel spotlighting life with his tight-knit family, who hail from a remote village in Kerala. Biju's content – which shows everything from the family cooking their favourite recipes, to wedding day traditions – resonates strongly with a large audience, helping the channel grow to over 2 Crores subscribers in under 3 years. Biju is able to earn supplemental income that has helped the family's financial position.

@suyashfashion3847

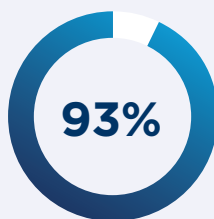


A seasoned vlogger, Yashi Tank's foray into entrepreneurship was built on the foundation of her successful YouTube channel. In 2022, she launched Suyash Fashion, a boutique specializing in Rajasthani print and featuring Sangneri designs. Yashi was able to grow her business by leveraging her channel to share new designs and collections with her more than 15 Lakh subscribers. Within a year since launch, Suyash Fashion employs 20+ people and has shipped over 10K orders across India.



Boosting MSMEs

2 of 3 MSMEs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.



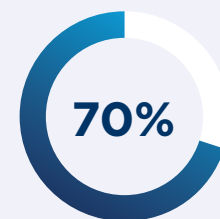
Breaking New Talent

93% of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.



Providing Opportunities

80% 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.



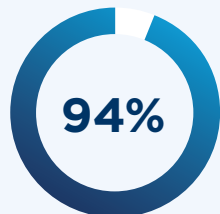
Important Source of Revenue

70% of media and music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.

SOCIETAL IMPACT

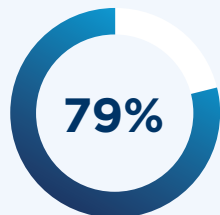
Empowering Indians with Authoritative Information

YouTube enables users to stay informed about current affairs and news events of the day, providing trusted content relating to their local area and even that of national and international importance. As more people turn to YouTube for authoritative information in times of need, including on matters of personal health and in pursuit of knowledge and understanding, YouTube continues to expand the range of credible sources on important topics.



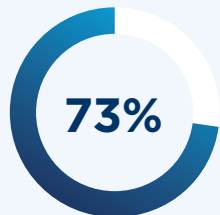
Gathering Information

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



Credible Sources of Health Information

More than 1 in 3 users have searched for health information on YouTube. Of these, 79% agree that they have found health information from credible, trusted sources on YouTube.



Reliable News Source

More than 1 in 3 users have searched for news on YouTube. Of those, 73% agree that they can find news information from credible, trusted sources on YouTube.

@aajtak



Aaj Tak kicked off its digital journey as it evolved from just TV screens to laptops and mobile devices. The channel began publishing on YouTube in 2009, giving viewers breaking news and information on politics, foreign affairs, business, and entertainment. Aaj Tak not only found success on YouTube - it's setting worldwide records, becoming the first news channel in the world to reach 5 Crore subscribers in 2022. Through its channel, millions of Indians have access to information in even the most remote corners of India and across the world.

@Manipalhospitals



Manipal Hospitals - one of India's foremost healthcare providers - wanted to make a difference by providing access to trusted health information. They started posting YouTube videos in 2010, and in the years since have reached millions of Indians, publishing over 1,100 videos and gaining 1 Crore views in the last year alone. Using YouTube's multi-language audio feature, Manipal Hospitals is helping viewers discover more content from healthcare experts in their preferred language and lending a trusted voice at a time when it's never been more important.

Note: Case studies are selected from a diverse range of authoritative information sources in India.

SOCIETAL IMPACT

Helping Indians Learn and Grow

YouTube offers a place for creators to post content to support learners across different age groups and skill sets. Whether seeking to build a new technical skill, make a career change, expand a hobby, or simply improve oneself, YouTube offers learners access to structured courses, information, how-to guides and tutorials. Similarly, YouTube's variety of educational videos can help equip parents and teachers with learning materials for students.

@nehamamsarmy

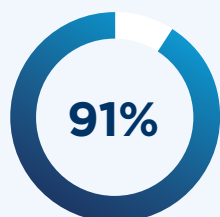


With a knack for numbers and equations, Neha Agrawal started her YouTube channel in 2017 with a simple goal - making mathematics easy. She creates videos adapted for different learning styles and that students can reference at their own pace. Neha uses jingles and stories to make her content both entertaining and relatable for students. Her creative approach to teaching has helped her earn tremendous success, with nearly 15 Lakh subscribers and a recently launched course on YouTube for 2023 Joint Entrance Examination (JEE) aspiring students.

@MADGARDENER

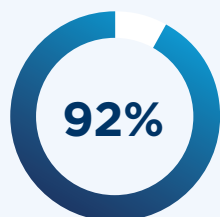


Madhavi believes that gardening is for everyone. That idea is at the heart of her channel - Mad Gardener, where she shares basic to advanced methods of gardening to her over 6 Lakh subscribers. Since setting up one of the first gardening channels in Telugu in 2018, Madhavi's passion has inspired many of her followers to take up gardening, and she's able to use her earnings to re-invest in her garden and channel. It has also earned her accolades - including the prestigious Rythu Nestham Award for terrace gardening from the then-Vice President of India.



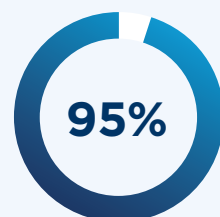
Problem Solving

91% of users report they learn how to fix practical problems on YouTube.



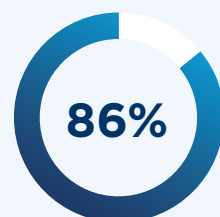
Quality Content

92% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.



A Teaching Toolkit

95% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.



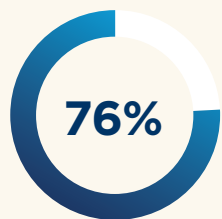
Unique Educational Resources

86% of teachers who use YouTube agree that YouTube provides access to educational content that students would not otherwise have.

CULTURAL IMPACT

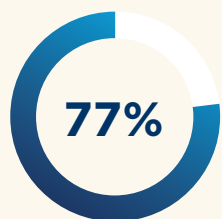
Taking India to the World

The diverse creators, content, and communities on YouTube bring a sense of belonging and connection for many Indians, at home and overseas. The platform also allows local creators and artists to connect with a global audience, exporting Indian culture and content to the world.



Reaching International Audiences

76% of creators who earn money from YouTube agree that YouTube helps them export their content to international audiences they wouldn't otherwise have access to.



Exporting to the World

77% of media and music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.



Overseas Consumers

Over 15% of watch time on content produced by channels in India comes from outside of India.



YouTube is nothing short of a satellite launcher for a young artist and is one of the most revolutionary platforms in the digital era. It's great to see YouTube's continued support for the creator economy it has helped build.

— King

@King

Arpan Kumar Chandel started his musical journey on YouTube back in 2012 and appeared on a music reality TV show in 2019. His original and distinct style of music released on YouTube helped his popularity soar to new heights. Known to his fans as King, the budding artist found a global audience on the platform, helping him earn 58 Lakh loyal fans.

King's growing channel and fan following caught the attention of Warner Music India, which signed him to a deal and released his album. His hit song "Maan Meri Jaan" - now has over 40 Crore views on YouTube. He's since been on a world tour and recently released a collaboration with American artist Nick Jonas. King continues to engage with his fans on YouTube, incorporating different formats including YouTube Shorts and a community page to share new music, updates on shows, and insight into his life and developing career as a global artist.

CULTURAL IMPACT

Giving Voice to India's Diverse Communities

YouTube's equitable access gives a voice to creators of all backgrounds and communities across India, empowering them to share their culture, knowledge, and life experiences. YouTube bridges linguistic and regional barriers to build communities of users and creators with shared interests. In doing so, it can promote dialogue amongst diverse communities and generate positive impacts for the wider Indian society.

@UrmilaNimbalkar

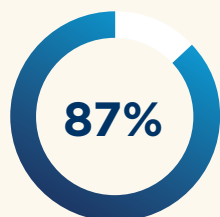
Urmila Nimbalkar is a successful actress who appeared in numerous Marathi and Hindi serials before launching her YouTube channel in March 2018. Urmila talks about all things lifestyle to over 9 Lakh subscribers on her channel, with content including makeup reviews, skincare routines, travel, and books, all produced in Marathi. More recently, she's also started creating videos on parenthood.

Now, Urmila has turned her focus to giving back to the community that supported her. She helps other regional creators grow their channels and explore potential career opportunities on the platform through her two-day YouTube masterclasses, which she teaches with her husband. The workshops have allowed her to share knowledge with over 150 participants, with more to come as they expand from Pune to other cities in Maharashtra.



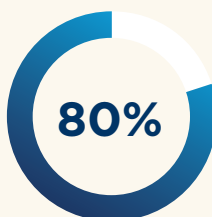
When people tell me that my content adds value in their life and gives them confidence and positivity, I feel fulfilled. I thank YouTube for providing a platform for many enthusiastic content creators to create their own unique niche.

— Urmila Nimbalkar



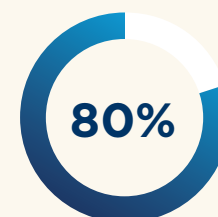
Promoting Diverse Voices

87% of users agree that with YouTube they can hear from diverse communities and/or cultures from around the world.



Making a Positive Impact

80% of creators agree that they want to use the influence they discovered on YouTube to make a positive impact on society.



Language Accessibility

80% of users agree that they can easily find content on YouTube in their preferred language.

Methodology Q&A

What types of creators does the economic modelling include?

Oxford Economics' models include creators who earn money from YouTube. These creators are specifically defined as individuals or businesses with at least 10,000 subscribers to their largest channel, as well as 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. Oxford Economics also models the impact of media companies and music companies.

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

The total pay-out from YouTube in 2022 was estimated using results from a survey of India-based YouTube content creators and published information on music industry revenues. Off-platform revenues were estimated from creator and business survey responses.

Oxford Economics estimated the direct GDP contribution of creators who earn money from YouTube by subtracting intermediate costs from revenue associated with YouTube activity (the "production" approach). The direct GDP contribution of music and media companies was estimated by applying a standard GDP:output ratio to the revenue estimates.

Oxford Economics 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. The model for India was drawn from Oxford Economics' Global Impact Model, which is in turn based on OECD data.

The 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.

How did Oxford Economics estimate the total jobs supported by YouTube?

Full-time equivalent (FTE) jobs supported amongst creators who earn money from YouTube were estimated from survey responses relating to the weekly hours spent working on YouTube. Oxford Economics only included responses from creators who earn money from YouTube who spend at least eight hours per week working on YouTube.

Jobs supported amongst permanent employees of creators who earn money from YouTube 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.

Note: The case studies presented in this document were provided by YouTube.

Survey methodology

Oxford Economics fielded three surveys of YouTube Users, Creators, and Businesses that use YouTube in March and April 2023. All surveys were prepared by Oxford Economics and fielded online.

The User survey was sent to a representative sample of the Indian 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 creator community, with Oxford Economics collating and checking responses by number of subscribers to ensure a good balance.

The Business survey sampled different sizes of 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 different business purposes.

About Oxford Economics

Founded in 1981, Oxford Economics has become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on more than 100 industries, 200 countries, and 8,000 cities and regions.

Headquartered in Oxford, England, with regional centers in New York, London, Frankfurt, and Singapore, Oxford Economics employs 450 staff, including 300 professional economists, industry experts, and business editors.

As a key adviser to corporate, financial, and government decision-makers and thought leaders, our client base comprises over 2,000 international organizations, including leading companies, financial institutions, government bodies, trade associations, top universities, consultancies, and think tanks.



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