

[@Steph&Den](#)



From Opportunity to Impact

An overview of the Canadian Creator Economy in 2023

At YouTube, our mission is to give everyone a voice and show them the world. We're seeing Canadians embrace the opportunity to be inspired and entertained, to learn new skills, and connect with diverse communities. Locally, creators are using YouTube to build businesses and share their stories with Canadians and global audiences. From artists, to educators, to gamers, YouTube is the tool that's helping creative entrepreneurs find international success.

YouTube's creative ecosystem contributed more than \$1.8 billion CAD to Canadian GDP in 2023.

\$1.8B+

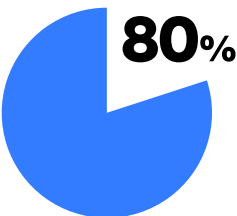
30k

YouTube's creative ecosystem supported more than 30k+ full time equivalent jobs in 2023.

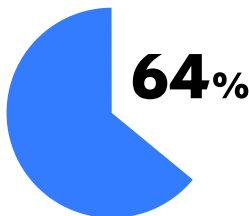
Helping grow Canadian businesses

Alex A., Edmonton based business owner and creator behind [Curiosity Inc.](#), has grown a global audience of over 575k subscribers.

Originally a brick-and-mortar antiques store, Alex looked to complement his Antiques business by creating content that takes his antique-loving viewers on adventures to find unique treasures across Canada and the world. Since starting on YouTube in 2016, he's grown and sold two businesses and turned content creation into his full time career. Alex is one of many businesses across the country that has leveraged YouTube to connect with customers.



80% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.



64% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.



[@CuriosityInc](#)

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I didn't know being a creator was a job possibility. I thought creating videos was just a way to drive footsteps into the business, but it developed into so much... I built the freedom to go solo as a creator. Financial freedom we never thought we'd know.

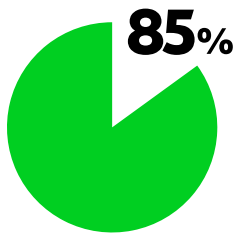
- CuriosityInc. Edmonton, AB

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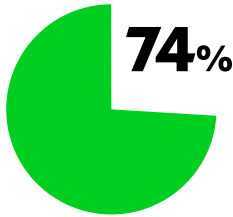
Where Canadian talent finds a global stage

For many Canadian artists, YouTube plays a key role in helping them grow their fan base, both at home and across the world. It's helped aspiring artists get discovered both through their music and by connecting them directly with their fans.

Since the live music video series featuring their infamous 'red couch' went viral, the Toronto-born artists and the musicians behind Crash Adams, have skyrocketed their subscriber count to over 11 million and signed with Warner Music. [Crash Adams](#) are active YouTube creators, attracting new fans by publishing YouTube Shorts, engaging with their subscribers in weekly updates, and publishing music videos in their channel.



85% of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.



74% of media and music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.

@CrashAdams

Because of YouTube, we were signed to an amazing record label.

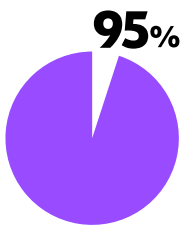
Because of YouTube, almost every child that we walk by on the streets knows who we are.

- CrashAdams Toronto, ON

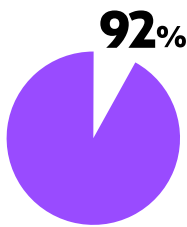
A place to learn and share

On YouTube, Canadians have a free and open place to learn, from developing professional skills to hobbies to problem solving. It's also a great resource for students, educators, and parents. Toronto-based creators [Steph G. and Den M.](#) create content that educates and inspires young people to better understand and take charge of their finances.

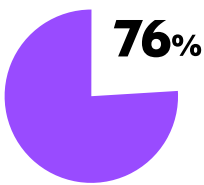
Since 2020, they have grown to over 120,000 subscribers and turned content creation into their full-time jobs.



95% of users report using YouTube to gather information and knowledge.



92% of users report they learn how to fix practical problems on YouTube.



76% of users agree that YouTube provides equal opportunities for everyone to learn and grow.

@Steph&Den

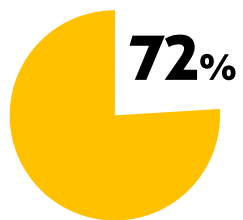
We get a lot of messages saying that we've given people information and ideas on how they can take action themselves from our videos. We're empowering people.

- Steph & Den Toronto, ON

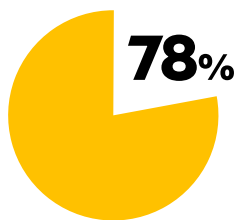
The building blocks of Canada's Creative Economy

There are many ways creators can earn money directly through the YouTube platform, from a share of the revenues from the ads on their channel to a share of YouTube Premium and channel memberships. This range gives creators the flexibility to grow in a way that supports their creativity, interests, and passion. Cassandra A. is a Windsor-based mom of three who turned her passion for organizing into a successful career and business, [Clutterbug](#).

At first, YouTube helped her find customers but now, with over 991k subscribers, it's a core part of her business. She has since released four best-selling books, a podcast, an HGTV show titled "Hot Mess House", and hired employees to manage her online presence.



72% 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.



78% of creators agree that they want to use the influence they discovered on YouTube to make a positive impact on society.

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YouTube has magnified my career a thousand fold. My business as a professional organizer went from a community of 200k in my city to now - the entire world is my community.

- Clutterbug Windsor, ON

[@Clutterbug](#)

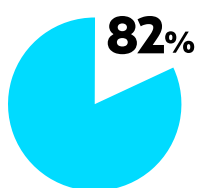
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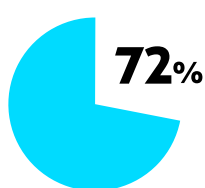
Where diversity thrives

YouTube is home to diverse communities who share their stories and culture with the world. Bilal is the creative chef behind [GoldenGully](#), a cooking channel that showcases positivity in Pakistani culture. While he's an immigration paralegal by trade, with GoldenGully he's had an opportunity to share his culture and creativity via YouTube.

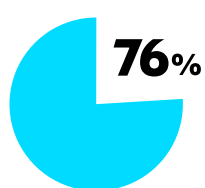
Using his family's recipes as inspiration for his content, GoldenGully's videos have been viewed a total of 4.7 billion times and his audience has grown to over 5.55 million subscribers. Bilal considers his growing career as a Canadian creator as proof that there are huge audiences around the globe that are keen to learn and share cultural stories.



82% of users agree that with YouTube they can hear from diverse communities and/or cultures around the world.



72% of creators who earn money from YouTube agree that YouTube is an essential platform to earn a global presence.



76% of users agree that YouTube is home to diverse content and perspectives.

“

People say 'aren't you GoldenGully from YouTube?' I'm super grateful for that. If it weren't for them I couldn't showcase the culture itself. I couldn't share the cuisine.

- GoldenGully Toronto, ON

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[@GoldenGully](#)