



EXECUTIVE SUMMARY

State of the Creator Economy: US 2020

Every day, YouTube helps Americans start new businesses, learn new skills and enrich their lives. YouTube benefits Americans at home and abroad, as creators share their talents and passions—from making music to cooking food, sewing dresses, or cutting hair. All of which supports revenue streams and jobs on and off the YouTube platform, while empowering and supporting the communities in which these creators work and live.

 / [MIMI G STYLE](#)



Download the full Oxford Economics
2020 Impact Report:

[YT.BE/IMPACT](https://yt.be/impact)

By the numbers

CONTRIBUTING REVENUE

\$20.5B

Total contribution
to US GDP in 2020

SUPPORTING EMPLOYMENT

394K

Full-time equivalent US
jobs supported in 2020

BROAD REACH

38K+

US channels with ≥100K
subscribers in 2020

DEEP ENGAGEMENT

5K+

US channels with ≥1M
subscribers in 2020

ECONOMIC IMPACT

A VIABLE BUSINESS

66%

Of creators with 50,000 or more subscribers to their most popular channel agreed that they can live in the US and build a sustainable business on YouTube.

PROMPTING GROWTH

80%

Of small & medium businesses with a YouTube channel agreed that YouTube has helped them to grow their customer base.

 / [APRIL WILKERSON](#)

Woodworker, Creative Entrepreneur

April's DIY woodworking channel led to a thriving business with an event space, retail store and even a series on History Channel, all while she was breaking down barriers and inspiring others.



 / [MADE WITH LAU](#)

A Family of Creators

When Randy Lau's business was shuttered by COVID-19, he turned his father's love for cooking traditional Chinese recipes into a successful YouTube channel and business, and a way for his family to preserve and celebrate their heritage together.



SOCIETAL IMPACT

ACCESSIBLE INFORMATION

89%

Of users reported that they use YouTube to gather information and knowledge.

CONNECTING TO COMMUNITY

78%

Of YouTube creators with 1,000 or more subscribers to their most popular channel said their role as a YouTube creator has positively impacted their relationships in the communities they identify with.

CULTURAL IMPACT

EXPANDING REACH

80%

Of creative entrepreneurs agreed that YouTube helps them export their content to international audiences they wouldn't otherwise have access to.

DISCOVERING TALENT

68%

Of music, media and entertainment companies with a YouTube channel agreed that YouTube is essential for breaking undiscovered artists.

 / [SUPAMAN](#)

Artist, Community Activist

Supaman spreads a positive message and educates young people in his community and around the world on the richness of the Apsáalooke culture through his hip hop lyrics and music.



 / [THE PSYCH SHOW](#)

Psychologist, Creator, Resource

During COVID-19, as people dealt with loneliness, isolation, and family deaths, YouTube allowed clinical psychologist Dr. Ali Mattu to reach subscribers around the world with important messages that they greatly needed to hear.



HELPFULNESS DURING COVID-19

SUSTAINING BUSINESS

65%

Of small & medium business owners who use YouTube agreed that YouTube has helped them sustain their business during the COVID-19 pandemic.

A HELPFUL RESOURCE

70%

Of users agreed that YouTube has been helpful since the start of the COVID-19 pandemic.

Read more about these creators & others like them:

[YT.BE/IMPACT-STORIES](https://yt.be/impact-stories)

In their words

“

YouTube enabled me to go from posting educational tutorials to becoming a full-time creator impacting hundreds of thousands of people around the world. It has enabled me to stay employed as I've gotten older and empower other people to take care of their homes.

— Creator, Ohio

“

YouTube will play an important role in our company's growth and transition to artificial intelligence and augmented reality going forward.

— Businessperson, Georgia

“

I love the variety of videos. You can find almost anything. The yoga and meditation videos helped my mental health during lockdown.

— User, Louisiana



DEMOCRATIZING CREATIVITY

“

This democratization of not just distribution but creation is not just the rising tide, it is a tidal wave growing for the last five years and we're just beginning now to see what that implies. I think it's going to further unbundle and enable a whole new class of content creators that are even further removed from our generation of singer-songwriters playing in Greenwich Village in a smoky club hoping to run into a [label executive].

Larry Miller

Director, Music Business Program, NYU Steinhardt

See the full State of the Creator Economy US 2020 report at yt.be/impact.

Learn more about Oxford Economics and their methodology at oxfordeconomics.com.