

FROM OPPORTUNITY TO IMPACT

ASSESSING THE ECONOMIC,
SOCIETAL AND CULTURAL
BENEFITS OF YOUTUBE IN CANADA



Every day, YouTube helps people learn new skills, start businesses, create jobs, and enrich their lives. This study by **Oxford Economics** assesses the full economic, societal, and cultural impacts of the world's most popular video-hosting platform in Canada, combining sophisticated survey techniques and economic modeling.

Around one billion hours of YouTube videos are watched every day across the world.¹ In Canada, these views generate substantial revenue for YouTube creators and other businesses—which in turn support economic activity and jobs in their supply chains, and throughout the wider economy.

In 2020, we calculate that YouTube's creative ecosystem contributed approximately:



\$923 million CAD
to Canada's GDP (or \$688 million USD)



34,100
full-time equivalent
jobs across Canada

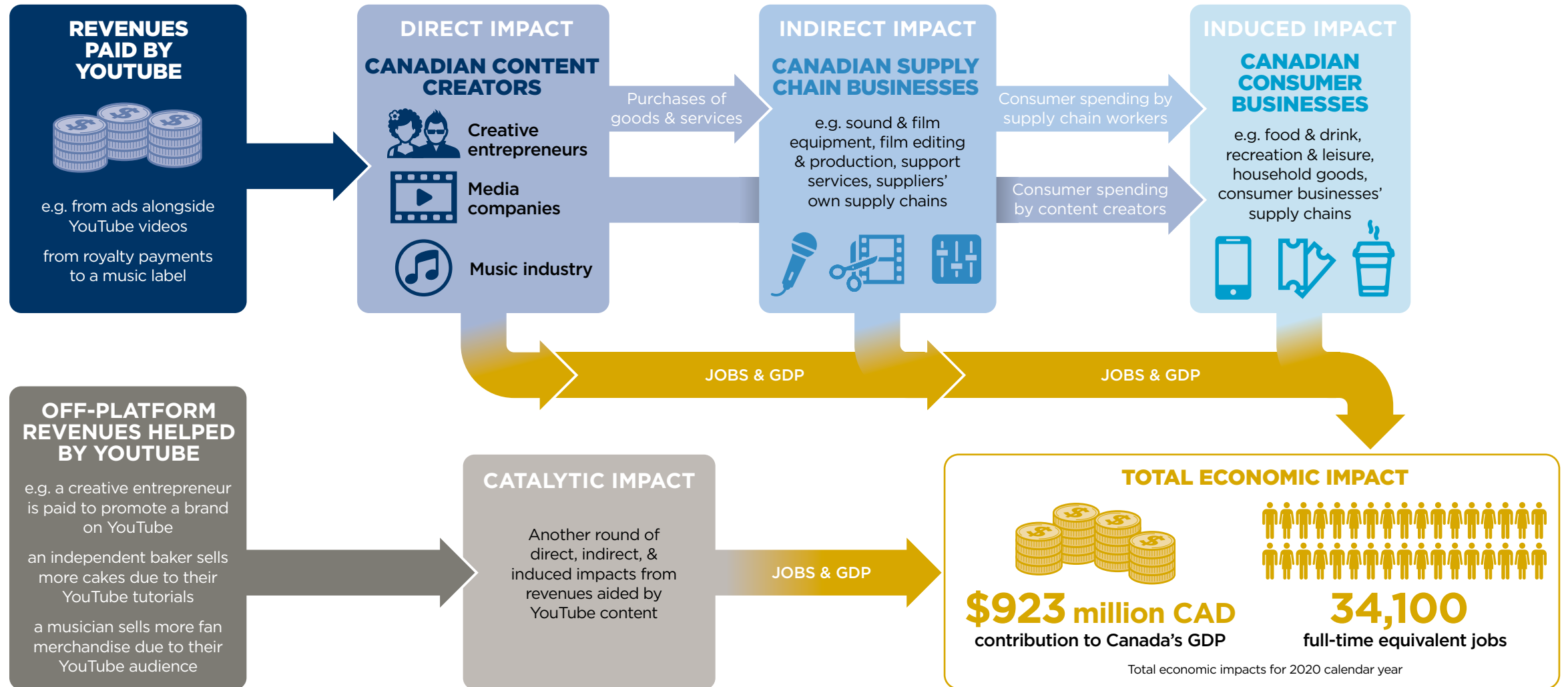
OUR METHODOLOGY

Oxford Economics' economic modeling used survey results and published data to estimate the contribution of YouTube to headline economic metrics such as GDP and employment.

In all, we undertook three anonymised surveys comprising 4,000 Canada-based users, 450 creators, and 550 businesses. Over the following pages, we present the results of our economic modeling and other key findings from our research. We also present a series of personalised case studies of successful YouTube creators.

1. Source: Google data for June 2019

THE TOTAL ECONOMIC IMPACT OF YOUTUBE'S CREATIVE ECOSYSTEM



THE HOME OF CREATIVE ENTREPRENEURS

YouTube's "creative entrepreneurs" find opportunities and economic success in Canada both on and off the platform. YouTube is a particularly powerful tool for enabling Canadian creators to access international audiences: in 2020, over **90%** of watch time for content produced by Canadian channels came from outside Canada.²

84% of creative entrepreneurs agreed that YouTube helps them export content to international audiences they wouldn't otherwise have access to.

79% of creators agreed that access to an audience outside of Canada is essential for their channel to be sustainable.

61% of creators agreed that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.

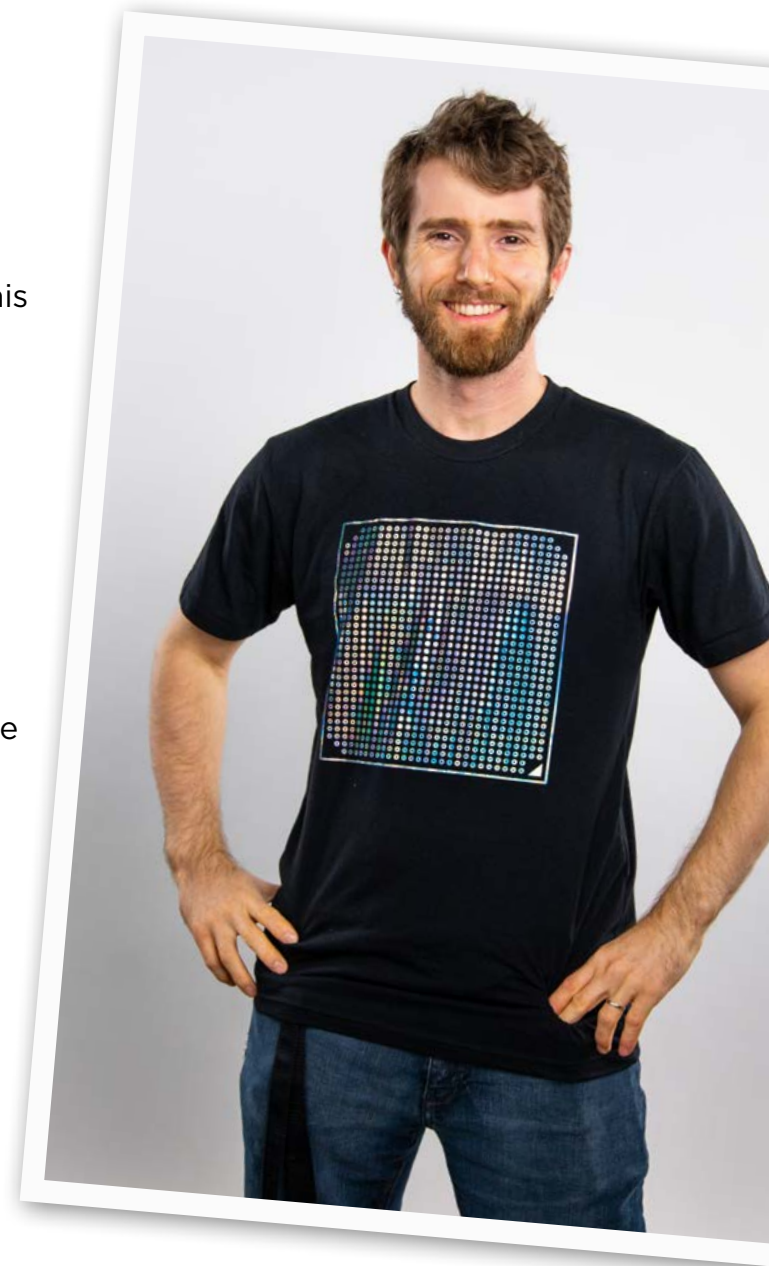
1 in 2 creative entrepreneurs agreed that YouTube had brought them opportunities away from the platform.

LINUS TECH TIPS

Linus Sebastian has come a long way from his humble roots filming tech tutorials and product reviews out of his garage. Since launching his flagship channel in 2008 with a borrowed DSLR camera, Linus has built one of YouTube's largest online tech communities, as well as a full-service production company. Today, Linus is now the CEO of Linus Media Group headquartered in Surrey, B.C. The company now employs over 50 people creating content across YouTube channels, with more than 15 million subscribers around the globe.

Creative entrepreneurs comprise YouTube creators with at least 10,000 subscribers to their largest channel, and those with fewer subscribers who earn money directly from YouTube, earn money through their YouTube videos from other sources, and/or permanently employ others in support of their YouTube activities.

2. Source: YouTube Data, 2020



A PLACE TO LEARN

YouTube empowers people of all ages to develop their personal and professional skills and deepen their knowledge. Millions of Canadians turn to the platform every day to learn new hobbies, solve practical problems, and access a wealth of educational content for students, educators, and parents alike.

86% of users in Canada said they use YouTube to gather information and knowledge.

63% of Canadian teachers who use YouTube stated they use content from the platform in their lessons.

100% of students who use YouTube (all aged 18+) reported using the platform to support their assignments or personal study.

ASAPSCIENCE

Thirteen years ago, scientists Greg Brown and Mitch Moffit met while studying biology at the University of Guelph. They decided to start a YouTube channel to provide scientific answers for everyday things like why we fall in love to what happens when you get less sleep. AsapSCIENCE is now one of the largest learning channels on YouTube. With more than 9 million subscribers and 1.5 billion views from around the world, they have become an engaging resource for parents and teachers. YouTube launched their careers as experts and entertainers, but that was just the beginning. The couple's star power has now expanded to economic and social opportunities far beyond the platform, with the pair becoming queer activists, bestselling authors, and even United Nations speakers.



HELPING BUSINESSES GROW

YouTube helps businesses connect with more customers at home and abroad—increasing reach, driving revenues, and supporting jobs.

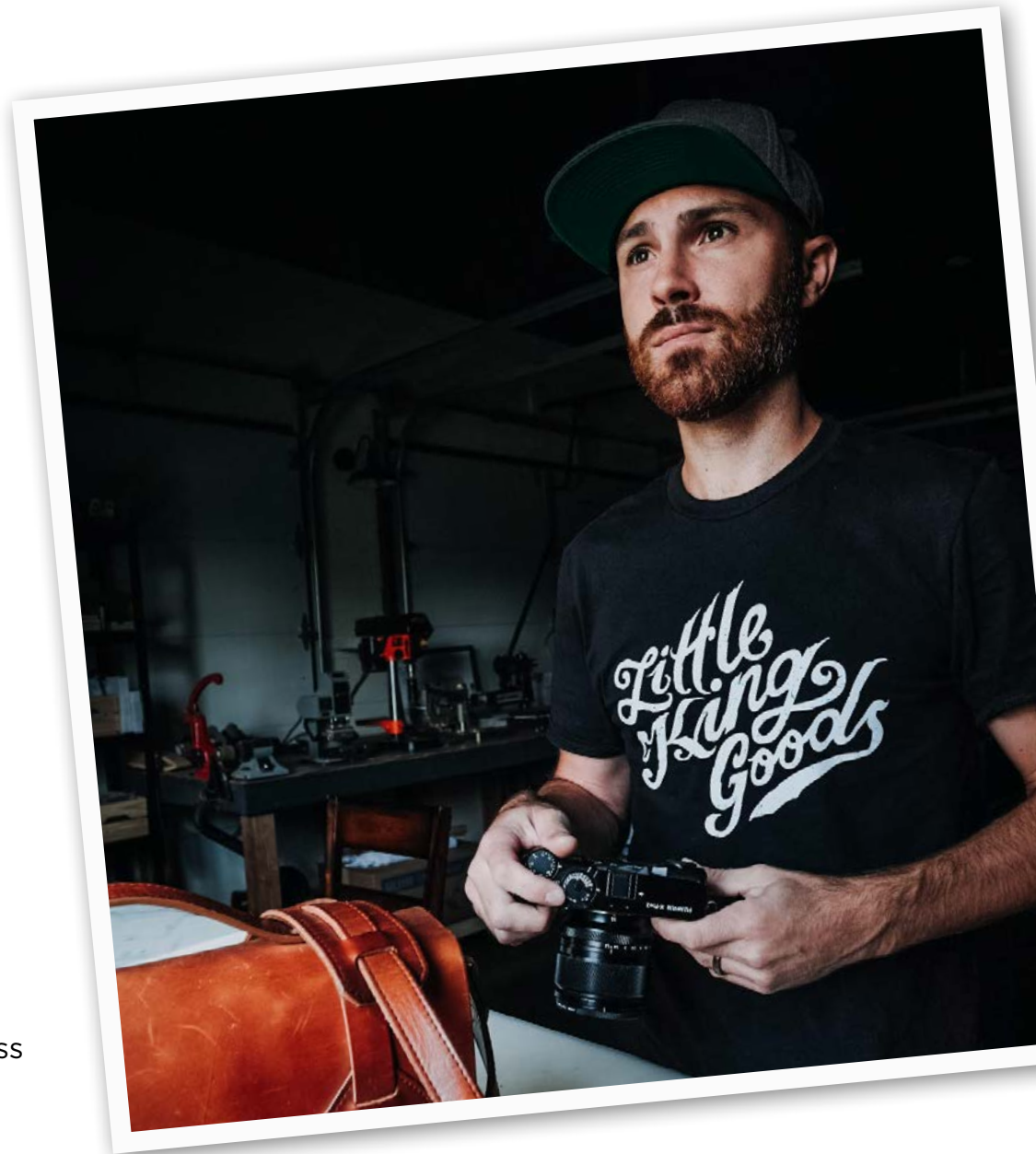
73% of SMBs with a YouTube channel agreed that YouTube has helped them to grow their customer base.

79% of SMBs with a YouTube channel agreed their YouTube presence helps customers to find them.

71% of SMBs with a YouTube channel agreed that the platform helps them reach new audiences across the world.

LITTLE KING GOODS

Ryan Savin worked for a decade as an electrician in Toronto, Ontario, before deciding to turn his passion for leatherworking into a full-time business. Through YouTube, Ryan learned how to make his first leather camera strap, and within a few years was able to scale his hobby into the successful online shop, Little King Goods. Hoping to reach new audiences with his crafts, Ryan returned to YouTube to connect with his customers. Today Ryan has amassed an online community of over 350,000 subscribers, comprised of fellow leather enthusiasts and international customers. Thanks to the reach of the platform, Ryan was able to successfully scale his business, not only sustaining but growing his business through the pandemic.



DRIVING CULTURAL DIVERSITY

The diversity of Canada's population is reflected in YouTube's highly diverse content library, which provides users a platform to create, share, and experience culture with new communities across Canada and the world.

78% of users agreed that YouTube is home to diverse content.

69% of users agreed that YouTube enables them to view content they would have been unable to access through traditional media.

64% of music, media and entertainment companies with a YouTube channel agreed that the platform plays a positive role in encouraging diversity among creators.

DEDDY'S KITCHEN

When the COVID-19 lockdown began, Brampton, Ontario chef Deddy Ruddock and his daughter Sasha started a YouTube cooking show from their home kitchen. Their goals were to keep Deddy busy after he had been laid off due to the pandemic,

finally teach Sasha how to cook, and to share all the recipes along the way. This refreshing father-daughter duo captured the hearts of viewers through their fresh take on a traditional cooking show. From making Deddy's famous chicken curry to his delicious beef patties, their YouTube videos have now amassed over 8.5 million views, turning their channel from a pandemic hobby to a full-time career.

Sasha's ultimate ambition is to document the meals her father makes while building a sense of family and community around the world.



AMPLIFYING CANADIAN TALENT

YouTube's accessibility offers opportunities for artists and creators from across Canada to circumvent traditional media processes and share their content with local and global audiences.

76% of music, media, and entertainment companies with a YouTube channel agreed that the platform helps to grow the overall market for media content.

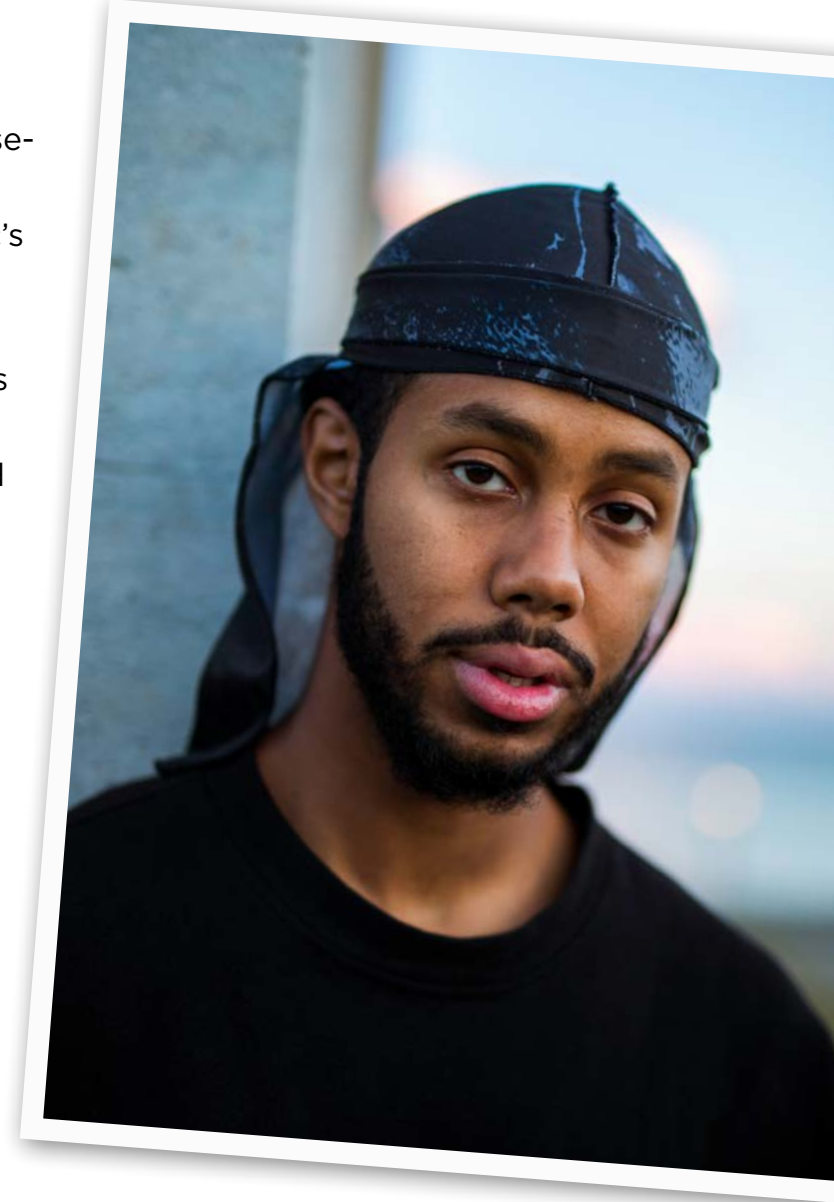
67% of music, media, and entertainment companies with a YouTube channel agreed that the platform is essential for breaking undiscovered artists.

66% of music, media, and entertainment companies with a YouTube channel agreed that the platform is essential for breaking new songs.

65% of music, media, and entertainment companies with a YouTube channel agreed that the platform has increased the supply of creative talent in the industry.

MUSTAFA

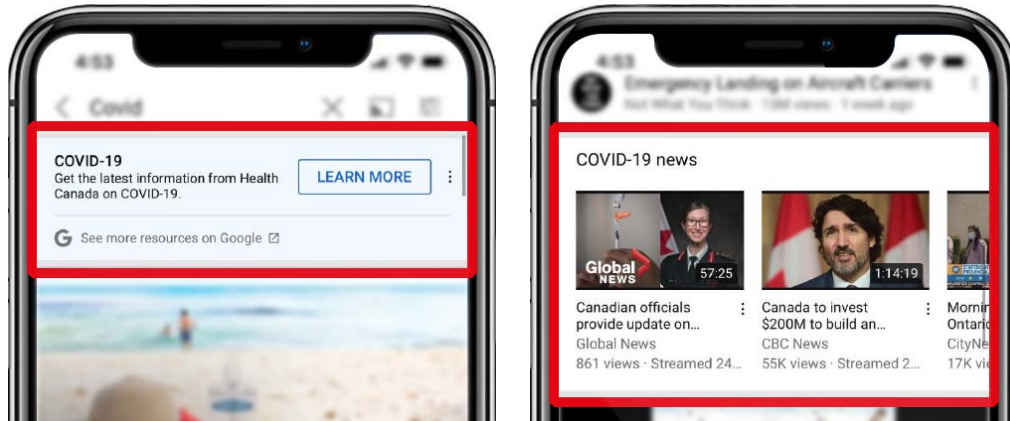
Mustafa Ahmed is a Muslim Sudanese-Canadian songwriter and poet who has just been named YouTube Music's [2021 Artist on The Rise](#). As a teen, Mustafa turned to YouTube as a platform to help share his art and his messages of peace and resilience. Through his channel, Mustafa shared his local experience growing up in Toronto's Regent Park neighbourhood. His multimedia storytelling, through music, spoken word, and filmmaking, resonated across cultures and borders. He now has an international audience with over 2.5 million views of his videos, is a Grammy Award-winning artist and has collaborated with celebrities like Drake and James Blake.



SUPPORTING CANADIANS DURING COVID-19

AUTHORITATIVE INFO

74% of users in Canada said YouTube was helpful during the COVID-19 pandemic.



COVID-19 info panels that appear in COVID-19-related search results and watch pages, providing links to PHAC web pages with general COVID-19 guidance and vaccine information.

COVID-19 news shelf appears on the YouTube homepage to make it easy for users to get fresh and authoritative news on COVID-19.

To date, YouTube's COVID-19 information panels have been viewed 400 billion times globally.³

3. Source: YouTube Data, 2020

WELLBEING

58% of users agree YouTube has had a positive impact on their mental health or physical wellbeing since the start of the COVID-19 pandemic.

“I have been enjoying light-hearted comedy and music videos and anything uplifting. It has made a difference in my life while being in the house more during Covid-19.”

YouTube user aged 65-74, Montreal

“Overall, it has had a positive impact especially during the pandemic. Watching it has been a way for me to relax and de-stress which has been important for my mental health.”

YouTube user aged 35-44, Toronto

SMBs

1 in 2 SMBs who use YouTube agreed that YouTube has helped them sustain their business during Covid-19.

“The money received from YouTube has been a HUGE life support! During the lock downs the funds permitted my family to enjoy December and helped to fund food and shelter for us for a couple months.”

YouTube creator aged 35-44, British Columbia

ABOUT OXFORD ECONOMICS

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on more than 200 countries, 250 industrial sectors, and 7,000 cities and regions.

Headquartered in Oxford, England, with regional centres in New York, London, Frankfurt, and Singapore, Oxford Economics employs 400 full-time staff, including more than 250 professional economists, industry experts, and business editors. Our global team is highly skilled in a full range of research techniques and thought leadership capabilities from econometric modelling, scenario framing, and economic impact analysis to market surveys, case studies, expert panels, and web analytics.

Oxford Economics is a key adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base now comprises over 2,000 international organisations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.



METHODOLOGY Q&A

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

The total pay-out from YouTube in 2020 was estimated using results from our survey of Canada-based YouTube content creators and published information on music industry revenues.

Off-platform revenues for creative entrepreneurs were estimated from the survey of Canadian creators. We did not have sufficient responses from Canadian music and media businesses to robustly estimate their off-platform revenues, so we used benchmark information from business surveys in the US, UK, and Australia.

We estimated the direct GDP contribution of creative entrepreneurs 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.

We then used an input-output model (in essence, a table showing who buys what, and from whom, in the Canadian economy) to estimate both the supply chain (indirect), and worker spending (induced) impacts. The model for Canada was drawn from Oxford Economics' Global Input-Output Model, which is in turn based on OECD data.

Our 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.

Do the results exclude any activity connected with YouTube?

Our estimates exclude the economic contribution of YouTube's own operations, and the benefits that businesses receive from increased sales as a result of advertising on YouTube.

How did we estimate the total jobs supported by YouTube?

Full-Time Equivalent (FTE) jobs supported amongst creative entrepreneurs were estimated from the survey responses relating to the weekly hours spent working on YouTube. We only included responses from creative entrepreneurs who spend at least eight hours per week working on YouTube. Jobs supported amongst creative entrepreneurs' permanent employees were also estimated from the 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.

