

Supporting and Exporting British Culture

An overview of the British
Creator Economy in 2023



@DrSimiAdedeji

YouTube is powering the creator economy by helping hundreds of thousands of creators grow their global audience, develop professional careers and run sustainable businesses. All data listed in this Executive Summary has been taken from research conducted by Oxford Economics, unless otherwise stated.

£2BN+

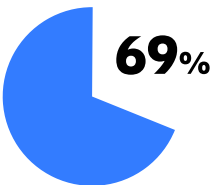
YouTube's creative ecosystem contributed over £2BN to the UK's GDP in 2023.

YouTube's creative ecosystem supported more than 45,000 full-time equivalent (FTE) jobs in the UK.

45k+

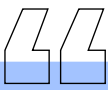
Powering the creator economy and exporting our talent

YouTube's unique revenue sharing model generates a significant economic impact through the earnings that it pays directly to UK creators, artists, music and media companies. These earnings can enable creators to make creating content a full-time career and give them the opportunity to grow successful businesses. Creators like Sidemen, have built a media empire and started several other businesses off the back of their success on YouTube.



69%

69% of media and music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.

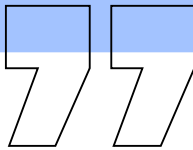
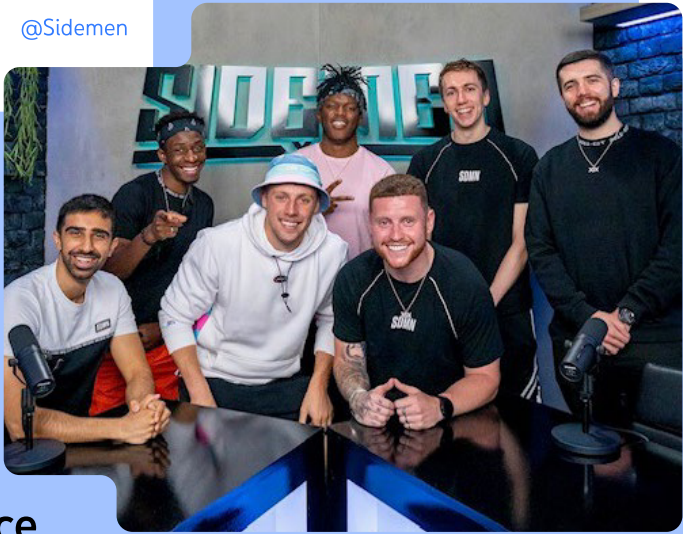


Without YouTube we wouldn't have been able to reach the global audience

we have, build the brilliant team and business around us or have the impact on communities that matter to us.

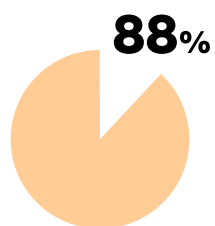
- Sidemen, London

@Sidemen

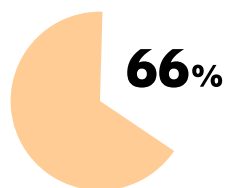


Helping to grow British businesses

British businesses are using YouTube as a tool to drive growth and increase revenue. SMBs can access large audiences both locally and internationally. YouTube is also a powerful marketing tool. Scottish creator and beauty business owner, Jamie Genevieve, leverages her engaged community of subscribers to develop new products for her own beauty brand Vieve.



Over 88% of watch time on content produced by channels in the UK comes from outside of the UK.*



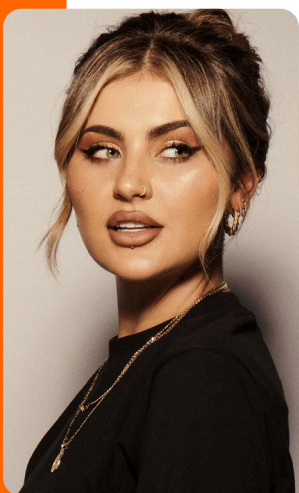
66% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.



I feel so fortunate that YouTube has allowed me to grow a community and fulfill my dream of building a global beauty business off the back of it.

- Jamie Genevieve, Glasgow

@JamieGenevieve



*YouTube first party data, 2023

Meet the clinician creators making health information accessible to all

YouTube makes it easier for people to find reliable Health information from licensed healthcare professionals. The COVID-19 pandemic saw a dramatic increase in searches for health information from health professional creators. One such clinician creator, Dr Simi Adedeji, is an NHS GP who creates and shares content that focuses on women's health and skin health. In her videos, she helps to address the stigma attached to many women's health topics.

26% of users have searched for health information on YouTube. Of those, 76% agree that YouTube provides access to authoritative health information.



I talk about medicine every day as a doctor, but YouTube has allowed me to harness my creativity and deliver educational content on skin and women's health in a distinctive and engaging way.

- Dr Simi Adedeji, London



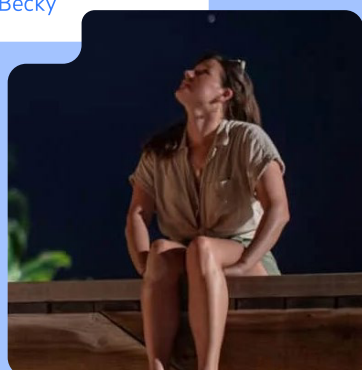
@DrSimiAdedeji



The place to discover meaningful content and learn new skills

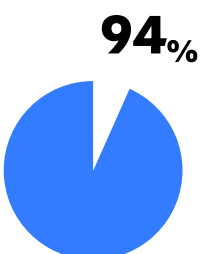
YouTube is a flexible and accessible education resource for people of all ages, providing a supplement to traditional learning and helping people discover new skills and interests. Many creators who are authoritative figures in their field share their knowledge on YouTube. Royal Astronomical Society Research Fellow at the University of Oxford and YouTube creator, Dr Becky, teaches hundreds of thousands of people about astrophysics, helping explain complex science to mainstream audiences.

@DrBecky

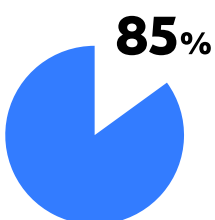


I believe that science and space can be for everyone, no matter your background. I'm proud that my channel helps to demystify this often complex and misunderstood subject.

- Dr Becky, Oxford



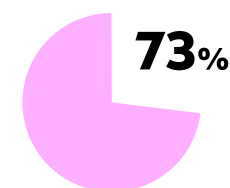
94% of users report using YouTube to gather information and knowledge.



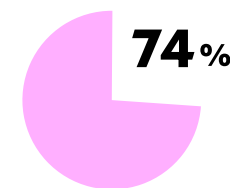
85% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.

A global stage for UK culture

British storytelling, music and content is world class. YouTube enables creators to share their unique stories with the world. Former Wrexham FC goalkeeper and creator, Ben Foster, has grown a global audience by giving viewers an inside look into his life as a professional footballer. UK music artists are using YouTube to launch and promote their music. And because artists have many ways to earn revenue from their channel, they're enabled to build careers doing what they love.



73% of media and music companies with a YouTube channel agree that YouTube has increased the supply of creative talent in the industry.



74% of music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.



YouTube has allowed me to grow a platform off the back of my passion for football and expand into new ventures and sports with my audience alongside me.

- Ben Foster, Leamington Spa



@TheCyclingGK

