

A PLATFORM FOR INDIAN OPPORTUNITY

Assessing the economic, societal, and cultural impact
of YouTube in India in 2021



Foreword by Oxford Economics

YouTube has become integral to the cultural, educational, and entertainment landscape of India. Enabled by the evolution and adoption of smartphones, mobile data, and YouTube itself, the platform has become a ubiquitous hub of creativity and a driver of economic opportunity. Perhaps, no development is more notable than India's creator economy, in which artists and entrepreneurs create high quality content that reaches large audiences across the country and around the world - allowing passionate individuals from diverse communities to grow businesses, showcase culture, and influence social change.

Oxford Economics worked closely with YouTube in the second quarter of 2022 to measure YouTube's economic, societal, and cultural impact across India. Our study quantified the jobs and GDP outcomes generated by the platform and examined YouTube's ripple effects on adjacent industries and individuals' quality of life. To inform this extensive research, we surveyed 4,021 YouTube users, 5,633 creators of all sizes, and 523 businesses, with additional qualitative interviews to support these quantitative insights. Our research spanned the country's regions and languages to collect a comprehensive view of how YouTube is contributing to the day-to-day lives of individuals and businesses in India.¹

Our research into YouTube's impact in India shows that the platform has expanded and evolved far beyond its origins in entertainment to become a widely used tool for users, creators, and businesses from all parts of the country. YouTube is reshaping the way people consume video through the convenience of multi-format video content, spanning video on demand, short form content, and live streaming. Through its vast repository of information and knowledge, YouTube supports Indians in many important areas of their everyday lives; to further careers, learn practical skills, fix a problem, progress at school or find authoritative information. The platform is providing opportunities for a diverse mix of creators and businesses of all sizes across India - to pursue their passions and interact in new ways with a wide audience in India and around the world.



Adrian Cooper
Chief Executive Officer
Oxford Economics

¹ Our surveys were fielded in eight languages (Hindi, English, Bengali, Marathi, Telugu, Tamil, Malayalam, and Kannada) and captured responses from socio-economic categories A to E in the New Consumer Classification System (NCCS).

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Executive Summary

In India, YouTube democratizes opportunity — to create, learn, and earn in diverse ways. It is a place for everyone to learn new skills, seek credible information, and experience India’s rich cultural diversity. A source of economic opportunity for many, YouTube is home to a diverse creator economy that contributes to GDP and job creation.

YouTube is a place where anyone can create and share multi-format video content and as a result, enrich lives. Creators earn revenue while sharing skills and knowledge, and generate economic opportunities for themselves and, in turn, others. For people across India, YouTube can be a stepping stone to better employability, productivity, and income generation. Together, this content creation, skill-sharing, learning, and enrichment are at the heart of a growing creative ecosystem contributing to India’s GDP and jobs.

Whether it’s building vocational skills, enhancing classroom learning, accessing practical life skills, or finding authoritative information, YouTube democratizes information in useful and helpful ways, so more people can have access to the knowledge and know-how that helps them realise new opportunities and achieve their potential.



YouTube’s creative ecosystem contributed over INR 10,000 Crores to India’s GDP in 2021.

YouTube’s creative ecosystem supported more than 7,50,000 full-time equivalent (FTE) jobs in India in 2021.



Economic Impact

India is home to a thriving creative ecosystem that contributes tangibly to India’s GDP and jobs landscape.

Indian creators leverage the success of their channels to expand into new revenue streams, creating a supply chain of jobs, thereby allowing more people to benefit directly and indirectly from the creator economy.

With a wide range of tutorials, how-to videos, and educational channels, users turn to YouTube to upskill and equip themselves with tips and tools to further their careers.



Societal Impact

YouTube is an accessible educational tool that supplements classroom education for millions of students.

YouTube offers a repository of information enabling discovery, inspiration, and upskilling. Women across India pursue their passions and ideas, forging a path of their own making.

YouTube empowers citizens across the country with access to authoritative and dependable information from trustworthy sources on current affairs and healthcare.



Cultural Impact

India’s content creators truly emerge from everywhere with stories that build greater socio-cultural understanding and champion diversity and inclusion on the platform.

With the platform and videos on trusted channels available in the country’s major languages and regional dialects, users can access the platform’s wealth of content in the language of their choice.

YouTube enables Indian creators to share their content with audiences all around the world, facilitating the export of Indian culture globally.

The Creator Economy

YouTube's creative ecosystem contributed over INR 10,000 Crores and supported more than 7,50,000 full-time equivalent jobs in the Indian Economy in 2021

The YouTube community generates significant economic value in India — not just for creators but also for businesses, users, and workforce across the country. YouTube empowers millions of content creators and viewers to come together and share ideas, skills, and passions and to build connections across languages and cultures. From farming to fitness, physics to photography, and dance to decorating cakes, the platform lowers barriers to entry so that more Indians can share their knowledge and creativity and build thriving businesses.

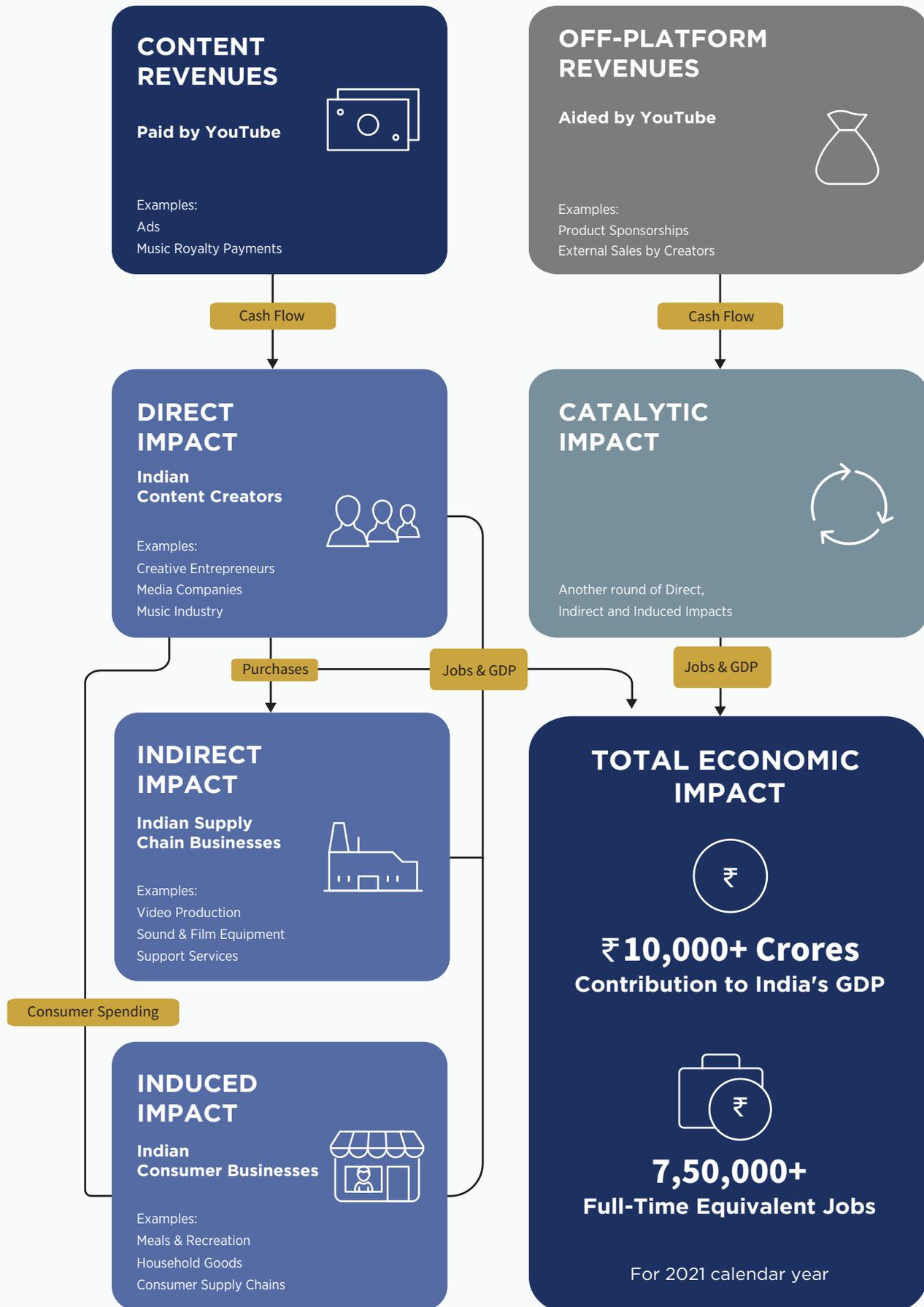
These benefits serve as a promising base for sustaining jobs and income within the creative economy, while supporting economic activity far beyond the platform. YouTube's creative ecosystem contributed over INR 10,000 Crores and supported more than 7,50,000 full time equivalent jobs in the Indian economy in 2021. That economic impact shows up in four ways, through **direct, indirect, induced, and catalytic impacts**.

YouTube helps Indian creators reach large domestic and international audiences. This reach supports substantial economic value for creators who receive income from the platform, for example, as they are paid a share of the revenues from advertising placed alongside their videos. YouTube's **direct economic impact** includes the GDP and jobs this income generates amongst creators.

Creators often need to spend money to produce content for YouTube. This creates an **indirect economic impact**, as they pay businesses in their supply chains for goods and services. In turn, creators and workers employed in YouTube's creative ecosystem or its supply chain go on to spend their earnings. This spending generates a further **induced economic impact**.

Aided by their YouTube presence, creators also earn revenue from other sources, including product sales, brand partnerships, or live performance engagements. These “off-platform” revenues have a **catalytic impact** on the economy, stimulating further direct, indirect, and induced impact.

Total Economic Impact



CONTENT REVENUES

Paid by YouTube

Examples:
Ads
Music Royalty Payments

OFF-PLATFORM REVENUES

Aided by YouTube

Examples:
Product Sponsorships
External Sales by Creators

DIRECT IMPACT

Indian Content Creators

Examples:
Creative Entrepreneurs
Media Companies
Music Industry

CATALYTIC IMPACT

Another round of Direct, Indirect and Induced Impacts

INDIRECT IMPACT

Indian Supply Chain Businesses

Examples:
Video Production
Sound & Film Equipment
Support Services

INDUCED IMPACT

Indian Consumer Businesses

Examples:
Meals & Recreation
Household Goods
Consumer Supply Chains

TOTAL ECONOMIC IMPACT

₹

₹10,000+ Crores
Contribution to India's GDP

7,50,000+
Full-Time Equivalent Jobs

For 2021 calendar year

Consumer Spending

Cash Flow

Cash Flow

Purchases

Jobs & GDP

Jobs & GDP

The Home of Creative Entrepreneurs

India is home to a bustling and fast growing community of creators who transform their skills, passions and creativity into viable businesses and significantly contribute to India's economy. Meanwhile, creators have the ability to generate income on the platform in a number of ways, including ads, subscriptions, channel memberships; other fan funding avenues such as Super Chat, Super Stickers, and Super Thanks; and off-platform opportunities in various ways such as brand sponsorships or merchandising.

A creator's success on YouTube creates an economic ripple effect, with positive implications for job creation and generates wider business opportunities. As they continue to expand and scale, creators support a range of local talent. From employees to freelancers to production companies to manufacturers, they benefit a myriad of different sectors and create entirely new ones. This ecosystem enables more people to indirectly earn a living from the creator economy and directly contributes to the GDP and job creation in India.



81% of creative entrepreneurs agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.



80% of media and music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.



In India, over 4.5K channels have over 10 Lakh subscribers, an increase of over 40%, year over year.*



In India, the number of YouTube channels making 1,00,000 or more in their annual revenue (INR) is up over 60%, year over year.*

*Source: YouTube data as of December 30, 2021.



 / [villfood](#)

An unforgettable story of forgotten traditional recipes.

Pushparani Sarkar, an 82-year-old grandmother from Banavilla village in West Bengal, has a thriving presence on YouTube, where she shares her knowledge and expertise of local Bengali food traditions. Pushparani was inspired to start her channel “Village Food” with the help from her grandson, Kajal, an avid fan of YouTube cooking channels. When Kajal realised that there was a dearth of content spotlighting the rural

food and cooking techniques from the region, he encouraged his grandmother to turn creator.

Equipped with an outdoor clay oven, Pushparani’s channel provides a window into age-old techniques and serves as a platform to propagate forgotten recipes.

With 21.9 lakh subscribers across the world and fans in India, Canada, and Japan, Pushparani is inspiring the next generation by helping them rediscover lost culture. Through her YouTube channel, she has been able to add a substantial source of revenue to her family’s income that has changed their lives for the better. She not only gives people in her community the opportunity to participate in her content but has also inspired others in the village to launch their own YouTube channels. Her success serves as a beacon of inspiration within their rural community.



Through YouTube and our channel, we are able to showcase our village life and stories with viewers across the world. We have been able to grow tremendously on YouTube and have been getting lots of positive acknowledgment from our subscribers. YouTube played an effective role not only in helping us gain an audience but also in helping us grow economically to provide better for ourselves and our communities; and for that, we are forever grateful.

— *Pushparani Sarkar*



/ [Peepal Farm](#)

A life devoted to caring for animals.

In 2011, Robin Singh became invested in alleviating the “suffering footprint”: a trace of the harm caused by humans to other living creatures, especially animals. He began by making small changes to his life practices and then decided to commit to the cause entirely, returning to India from the US. What started as an initiative to rescue abandoned dogs in New Delhi, quickly grew into a full-fledged initiative, where he shelters, gives protection to and nurses all types of animals.

Robin started a nonprofit NGO called Peepal Farm in Dhanotu village, Himachal Pradesh, to improve the quality of life of animals. In parallel, he started the “Peepal Farm” YouTube channel to help raise awareness about animal welfare.

With 7.7 lakh subscribers, the channel has helped find healing and forever homes for many stray animals, as Robin continues to work towards his goal of reducing suffering where he can. Robin is an inspiration to his followers, urging them to be more aware of their impact on the living world.

The popularity he gained and the earnings from his YouTube channel have helped supplement the funds required to tend to these animals. The YouTube channel also helps direct users to their not-for-profit website, where people can donate money and materials, sponsor animals for a certain period, and help contribute by purchasing cruelty-free, vegan products.



My life's purpose is to rescue animals. YouTube is helping me sow the seed of awareness in millions of people and bring that change. Not only that, it has given me a place to share my life and inspire others who want to do good work.

— Robin Singh

Skilling to Unlock Economic Opportunity

YouTube hosts a range of tutorials, how-to content, and skilling channels on a wide variety of subjects. Many users in India turn to YouTube to learn more about their vocations, develop new skills for their jobs, and find opportunities to upskill and advance in their professions. Across the urban and rural landscape, YouTube facilitates access to knowledge and skills that can lead to new employment or entrepreneurship opportunities for improved livelihoods.

From professional skills like learning to code, perfecting marketing skills or preparing for an interview to pastoral activities like organic farming, animal rearing, and the use of modern farming equipment, the open access and availability of skills training helps support gainful work and a more equitable and inclusive growth for all.



1 of 2 users currently working use YouTube to help them develop skills to further their career.



45% of users who are seeking a new job use YouTube to help them develop skills to get a job.

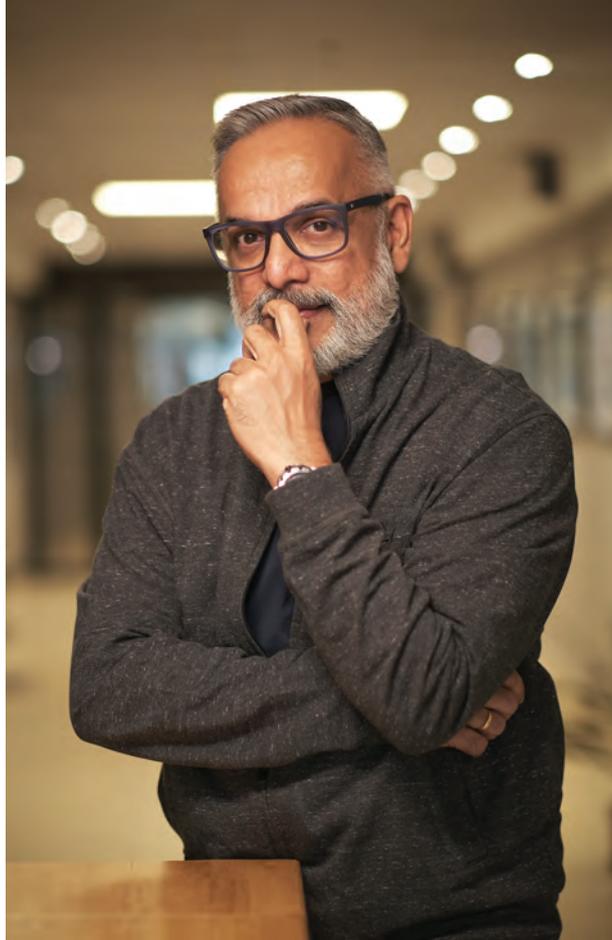


87% of creative entrepreneurs agree they want to use the influence they discovered on YouTube to make a positive impact on society.

/ [PIXEL VIILAGE](#)

Igniting the passion for photography, one video at a time.

Radhakrishnan Chakyat, one of India's most sought-after commercial photographers, understood the challenges faced by budding photographers. He realised the need for specialised content to help them in their journey and decided to share his 30+ years of knowledge and experience on YouTube. He launched his channel, "Pixel Viilage", to help people go deeper into the subject and learn from his experiences.



Through his YouTube channel, Radhakrishnan demonstrates complex and technical concepts with simplicity. Not only has this brought him followers from across the globe, but it has also ignited the passion for photography for many fans and inspired people to become professional photographers.

The success of the YouTube channel made way for bigger ideas. Pixel Viilage today is a full-fledged academy offering Government Affiliated Certificates and Diplomas in Digital Photography, Digital Filmmaking, Digital Film Editing, and Digital Content Creation. With 9.8 lakh subscribers, Pixel Viilage offers knowledge, tips, and techniques in photography and videography, while helping novice photographers to discover a profession and season their skills.



It is so fulfilling when absolute strangers approach you and tell you how our videos gave them the courage to pursue photography as a career, helped them realise their dream, or how they now have a stable career. And I don't think any other medium would have been as effective as YouTube in creating such an impact!

— *Radhakrishnan Chakyat*



/ [Indian Farmer](#)

Inspiring a new generation of Indian farmers.

Santosh and Akash Jadhav grew up in an agricultural community with a dream to revolutionise traditional farming in India. They harnessed the power of the internet to empower rural farmers with up-to-date farming techniques through their YouTube channel, “Indian Farmer”.

Together, they sought to find solutions to the crises that farmers faced and leveraged YouTube to disseminate knowledge about the concepts of farming, farm equipment, emerging tech, and innovations. Today, with 31 lakh subscribers, the channel showcases innovations for farmers to learn and replicate. Its success, along with global attention, has also spurred financial success for the Indian Farmer team. They also work hand in hand with other farms by sharing best practices, collaborating on developing products, and exchanging feedback on farming businesses and related apps.

Indian Farmer’s engaging video content is reigniting interest in farming, enabling the farming community to overcome biases and stereotypes, forging a better path to productivity and revenue, and ensuring that the next, new generation is inspired to farm — agriculture being an integral part of the Indian economy. Today, they are also recognised as role models for their entrepreneurial spirit, innovative content, and farming expertise.



This journey as a YouTube creator has allowed us to grow tremendously as farmers, entrepreneurs, and individuals. We gained a source of income without leaving our village. We were able to employ a few of our village people in this business thanks to our creator revenue. As a result, people now see us as successful farmers, creators, and entrepreneurs, which has helped us break down some outdated stereotypes.

— *Santosh and Akash Jadhav*

Enriching Classroom Education

Many Indians consider access to high-quality learning to be the key to a better quality of life. From perfecting complex physics concepts to making geography fun to learning a language or getting tips on better preparing for examinations, online learning offers a flexible, efficient, and accessible way for students to study. By playing a pivotal role in democratising education, YouTube helps break down barriers and level the playing field for every individual, regardless of region and background, to recognise and reach their potential.

YouTube hosts a vast repository of free and engaging educational resources from trusted sources and credible experts, in multiple languages, to help youth across the country sharpen, deepen, and expand their academic interests. As a global resource, educators, students, and parents are increasingly recognising YouTube as a beneficial supplement to traditional learning.



83% of parents who use YouTube (or YouTube Kids for children under 13) agree that YouTube makes learning more fun for their children.



76% of teachers who use YouTube agree that YouTube helps students learn.



/ [LearnoHub - Class 11, 12](#)

Shaping lives through quality education for students everywhere.

Roshni Mukherjee greatly admired the role and impact of a teacher in a student's life. After a few years of working in the corporate sector, she was driven by her passion for teaching to start her YouTube channel, "LearnoHub". As one of India's first EduTubers, Roshni's goal for LearnoHub was to help make quality education accessible for everyone. Through her channel, Roshni teaches physics, maths, chemistry, biology, and social studies and explains complex NEET and JEE-level problems to help her students.

She leverages YouTube's medium to reach and engage with thousands of students, especially young girls in remote corners of the country, who otherwise would have faced difficulties in accessing academic resources. Her aspiration is to help actualise the right to education in the country and through her channel she enables 23.5 lakh users to gain quality learning content in English, Hindi, and Bengali.



Passionate about teaching, I always wanted to build a free learning platform and make quality education affordable and accessible to all. YouTube as a platform enabled me to create quality educational content and make it accessible to millions.

— *Roshni Mukherjee*

Empowering Women through Lifelong Learning

YouTube is a powerful platform for learning and inspiration and an avenue for change that offers users the chance to better shape their lives. The diverse range of content available on YouTube offers seemingly endless possibilities for discovery and upskilling. Women often turn to YouTube to learn things that will enhance their everyday lives, whether it's practical skills like changing a tyre, concepts of personal finance, motivational advice, or helpful professional skills that will help them monetise their hobbies, pursue a career, or build a business.

YouTube is also a place for women to share their passions and ideas with society. Musical artists, gamers, interior designers, landscape artists, lawyers, and educators are only a few examples of the creativity and diversity of women-owned businesses that impart knowledge benefiting others. Whether it's creating communities, sharing new perspectives, or building businesses and ecosystems of support and empowerment, women creators and women-owned businesses can enable more women to develop to their full potential, follow their passion, and forge a path of their own making.



77% of female users agree that YouTube is a helpful platform for lifelong learning.



56% of female users agree that YouTube helps them learn skills that help them in their everyday life.



90% of female creators agree that YouTube helps them share their passions and ideas.



88% of female creators agree that YouTube helps them be creative.



[▶ / MyInDulzens - Handmade Flower Craft](#)

Teaching the art of Japanese handmade flowers.

Pey's story began with a love for Japanese art flowers. While at home in Namchi, Sikkim, she watched craftspersons turn satin ribbons into beautiful flowers on YouTube and soon picked up the skill herself. Her husband and daughter encouraged Pey to share her talents with the world through her own YouTube channel, which she decided to call "MyInDulzens", named for the one indulgence in her life - making Japanese art flowers.

MyInDulzens has completely changed Pey's life. MyInDulzens may have begun as a passion project, but it has now turned into a thriving business. She not only showcases her beautiful art, but also offers DIY tutorials and masterclasses in the specialised craft to over 3.4 lakh engaged subscribers.

Today, Pey's YouTube channel is the foundation for her successful business venture, where she offers workshops with a focus on empowering women and helping them start their own businesses; all the while spreading love for the craft with her followers from across the world.



I believe, a talent that can be shared must be cherished not hidden, YouTube has been a key player in where I stand today in life. When I started my YouTube channel, MyInDulzens - Handmade Flower Craft in 2013, I didn't expect much from it. It was a casual hobby to keep myself happy and creative in my spare time. But now, thanks to YouTube, I am self-reliant and am able to empower other women in the community as well.

— *Pey Doma Lepcha*

/ [The Official Geet](#)

Inspiring people with stories of hope and positivity.

Ever since she can remember, Geet has wanted to be an actor and performer. However, her Bollywood dreams were dashed after a debilitating accident early in her life. Determined not to give up on her dreams, she mustered the courage to participate in a reality show. Being in front of the camera reignited her passion, and while she may not have won, the experience gave her renewed hope and passion to follow her dreams.

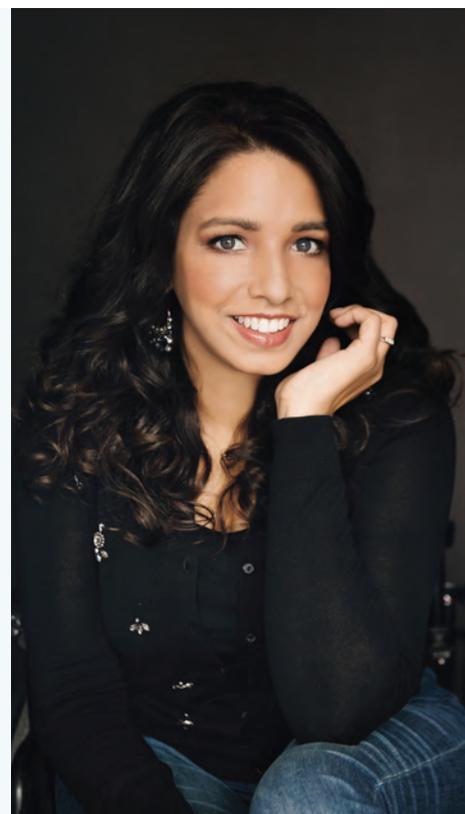
She started her YouTube channel, “Official Geet”, to share her ideas and zest for life. Today, Geet faces the camera with poise and confidence as she spreads love and positivity through motivational speeches and relationship advice. She aims to change social attitudes and champion inclusivity through her engaging and easy to consume Shorts videos on YouTube. Geet’s subscribers often share testimonies of the impact she has had on their lives, helping them find inspiration, hope, and resilience.

Geet’s socially responsible storytelling is what makes her content so relatable to her over 30 lakh subscribers. She is now proud to introduce herself as ‘India’s first wheelchair bound actress’, which serves as a significant example of how being a differently abled person shouldn’t hold one back from pursuing their dreams.



My childhood dream was to be an actress, but due to an accident, I thought my dream could never become a reality. But YouTube has provided me with a platform to showcase my talents and live my dreams, as I am able to produce and act in short films on socially relevant issues.

— Geet



Credible and Authoritative Information

Each day, people across India tune in to YouTube to stay informed and up-to-date. From current affairs to finding trusted health information and the latest updates on news events, YouTube is a key resource for Indians to find reliable and expert resources, and tools for authoritative information.

India was the first country in the world to introduce information panels in both English and Hindi for topics prone to misinformation. Appearing in search results and under a video being watched, information panels show background information from independent third-party partners to give more context and link to a partner's website, should a viewer want to learn more.

For news-related topics, the Top News shelf raises relevant results from authoritative sources in the search results. When events of national importance take place, the Breaking News shelf appears directly on the homepage, featuring relevant videos from authoritative news sources.

Users can access credible health information from government or expert sources such as doctors, public health officials, or reputable private organisations. YouTube aims to surface videos from experts like public health institutions in search results.



87% of users agree that YouTube is helpful during a national news event by providing access to timely and authoritative information.



85% of users who searched for health content on YouTube agree that YouTube provides access to authoritative health information.

 / [Narayana Health](#)

Providing useful authoritative healthcare information to people.

The Narayana Health chain of 21 hospitals was founded with the goal of making healthcare affordable and accessible. It has been leveraging its YouTube channel to create a holistic, all-encompassing library of health content for most major health conditions in India, in languages most relevant for their local audience.

Narayana Health partnered with YouTube during the Covid-19 pandemic. Together, they utilised the power of video to provide simple, evidence-based answers to user's queries on their YouTube channel. Through this partnership, Narayana has been able to drive engagement, grow their audience, initiate mobile first content via YouTube Shorts, and is currently working on a more robust model for a patient's journey through video.

Their YouTube channel, with 6.4 lakh subscribers, is helping Narayana realise this goal by providing healthcare information every day in six Indian languages - Hindi, Bengali, Kannada, Marathi, Gujarati and Assamese. The channel features specialist doctors sharing information about various illnesses and treatments. Narayana Health has not only made it possible for users to better understand their afflictions but also ensured that they provide the necessary timely advice. The channel's success shows how diverse and inclusive healthcare information can help democratise medical assistance, reaching and helping people everywhere, every day.



Our partnership has enabled authentic medical information to reach the masses. The platform helps provide a glimpse into our constant endeavour to provide access to quality care.

— *Mr. Ashish Bajaj, Chief Marketing Officer, Narayana Health*



[/ Doordarshan National](#)

Providing authoritative news on the go.

Prasar Bharti, India's state owned public broadcaster, comprises the Doordarshan Network. Doordarshan is an important authoritative channel for disseminating education, social messages, and information to the public.

While Doordarshan is accessible to anyone who owns a television, since 2012, people also tune-in regularly to their YouTube channel for news and entertainment. Through their YouTube channel, DD expanded their reach globally, becoming a source of national programmes for the Indian diaspora. The channel has not only managed to keep viewers updated on the latest news but also engaged and informed through its content on music, history, mythology, and such.

Doordarshan's two arms - DD News and DD National - focus on news and by virtue of being a public broadcaster, share important official engagements such as live coverage of the Prime Minister's speech, news on elections and polls, important information around health etc. Their YouTube channel, with over 50 lakh subscribers, broadcasts key moments of national importance and allows people to catch up on news content at leisure.



We are happy to share that Prasar Bharati's TV and radio networks have been able to deliver 'on demand' content to more viewers and listeners across the world with the help of YouTube.

— Mr. Gaurav Dwivedi, Chief Executive Officer, Prasar Bharti

Showcasing India's Culture And Diversity

YouTube is a place of digital inclusion where people can tune into storylines that reflect their own lives or find a welcoming community. India has a diverse pool of creators that helps promote inclusivity in the Indian community by helping people feel connected, including learning about how to thrive in daily life in remote villages, to sharing empowering stories of success in urban townships.

Our research shows that creators today – representing various geographies, genres, genders, languages, and even dialects – flourish on the YouTube platform. The availability of content in a wealth of languages provides a source of inspiration to many users and enables people to experience India's diverse cultures. Indian creators are spread across the country's hinterlands, and are creating content in languages like Nagaland's Chokri and Santali, spoken by tribes from Jharkhand, Bengal, Odisha, and Kokborok, the native language of Tripura.



88% of users in India agree they can easily find content on YouTube in their preferred language.



82% of creative entrepreneurs agree that YouTube encourages them to create diverse and inclusive content.

/ [Lost Stories Academy](#)

A masterclass in music making.

The Lost Stories producers Prayag Mehta and Rishab Joshi were riding a wave of success after their debut album “Music For The # Generation” brought renewed interest to electronic dance music in India. But the duo wanted to do more than create music, they wanted to create musicians. So, in 2016, they set up the Lost Stories Academy and launched the “Lost Story Academy” YouTube channel.

Using an engaging mix of long and short form videos, the channel showcases brief lessons on making music and spotlights the inspiring stories of the Academy’s students past and present in English, Hindi, and Gujarati. Through their channel, Lost Stories connects with emerging artists across the country, sharing relevant course and Academy updates, while giving aspiring talent a platform to shine.

The Academy has given 500 musicians an online stage, bringing their musical talent to a global audience. The stories and music shared on the channel inspire aspiring musicians to join the academy, follow their hearts, and work toward turning their dreams into reality.



“We would like to extend our gratitude to YouTube for helping us impart knowledge via complementary courses and masterclasses to an audience that is passionate about learning music production, but constrained by budgets. Although we are at a nascent stage with our channel, we are certain that with YouTube’s support we can grow our channel and supportive community by manifolds in the near future.”

— Prayag Mehta and Rishab Joshi



/ [Tech Satire](#)

Getting users to embrace technology.

Being an engineering student, Seetharaman well understood the growing intervention of technology in life. At the same time, he noticed people in his hometown struggling with adapting to this change, since access to and availability of technology resources were limited, especially in Tamil. Hence, in 2016, while still in college, Seetharaman started Tech Satire with the goal of making technology accessible and easier to understand for Tamil speaking audiences.



He began with detailed and engaging reviews of all things tech — from phones to earphones to tutorials on basic things such as moving from one email service provider to another. He was the first Tamil tech creator to introduce sketches with role play, pop culture references, and humour into tech videos. These videos quickly gained popularity, and the engaging quality of the content and affable presentation soon won him a loyal fan base.

Tech Satire is one of Tamil Nadu's most popular YouTube channels today. Seetharaman has managed to grow his community to 10+ lakh by staying true to his goal of providing information to the people, in the language they prefer. His success on YouTube as a regional tech creator has inspired many other regional tech creators, even beyond Tamil, to start their YouTube tech journey.



YouTube gave me a once in a lifetime opportunity to pursue my passion for technology and become a tech creator. It also paved my way towards a sustainable career and helped me achieve financial independence. YouTube has motivated me to stretch my boundaries and keep reinventing myself to come up with engaging content for my viewers in Tamil.

— *Seetharaman*

GLOSSARY OF TERMS

YouTube's Creative Ecosystem

YouTube supports an ecosystem of creators who earn revenues both on and off the YouTube platform. This ecosystem also encompasses creators' employees, businesses, and freelancers in their supply chains that earn a substantial portion of their revenue from creators.

Creator

Anyone, regardless of the number of subscribers to their channel, who uploads one or more videos of any subject matter to YouTube, whether they earn revenue or not as a result.

Creative Entrepreneur

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

User

Anyone who views video content on YouTube for any purpose, at least once a month.

Business

The types of businesses included in the analysis vary according to claim. Our business survey gathered insights from businesses that own a YouTube channel; those that advertise on YouTube; and those that use YouTube for other reasons, such as staff training. Note that these groups are not mutually exclusive, and a business may fall into two or more of these categories.

Small & Medium Business (SMB)

A business with less than 300 employees.

METHODOLOGY Q&A

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

The total pay-out from YouTube in 2021 was estimated using results from our survey of Indian-based YouTube content creators and published information on music industry revenues.

Off-platform revenues for creative entrepreneurs were estimated from the survey of Indian creators of various sizes, and off-platform revenues for music and media companies were estimated from business survey responses.

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 Indian economy—to estimate both the supply chain (indirect) and worker spending (induced) impacts.

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 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 survey responses.

Jobs supported by media and music companies, and through indirect and induced impact on all types of creators, were estimated by applying productivity assumptions to the GDP results.

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

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