

A global stage for Europe and European Talent

An overview of the European Creator Economy in 2023



YouTube is striving to be the most rewarding place for creators, helping them to grow their audience, develop professional careers and build sustainable businesses. All data listed in this Executive Summary have been taken from research conducted by Oxford Economics unless otherwise stated.

€6.4 Bn+

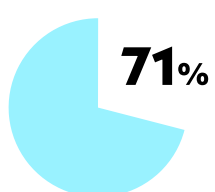
YouTube's creative ecosystem contributed over €6.4Bn to the EU's GDP in 2023.

YouTube's creative ecosystem supported more than 185K full-time equivalent jobs in the EU.

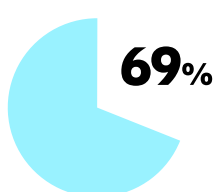
185K+

Creating careers, business and impact for Europe

YouTube's unique revenue sharing model generates significant economic impact. This is largely through the earnings that it pays to music and media companies, creators, and artists. For music and media companies, tools like Content ID empower rights holders to manage how their content can be found and monetised. For creators, these earnings can enable them to turn creating content into a full-time career and successful business. One such creator, Kiki Aweimer, built a baking empire off the back of her successful YouTube channel @kikiskitchen. She now employs almost 70 staff and runs both an online and a physical store, as well as a café.



71% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.

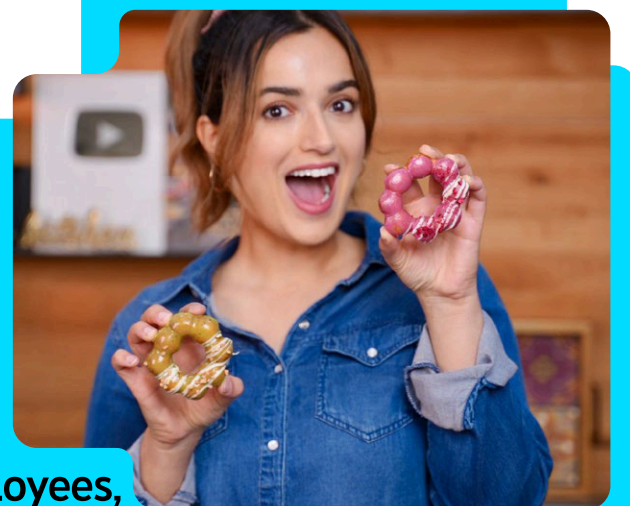


69% of creators who earn money from YouTube report that YouTube has had a positive impact on their professional goals.

“ @Kikiskitchen

We have hired 38 people for our online shop, but in total we have nearly 70 employees, because we opened a brick-and-mortar store as well as a café. All of that would not have been possible without YouTube.

- Kiki Aweimer, Kiki's Kitchen, Germany



European culture on the world's screens

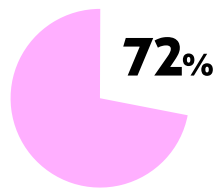
YouTube gives European creators a global stage to showcase their rich and diverse culture. Access to large international audiences gives creators the opportunity to build a global community of fans. Czech creators Janek Rubeš and Honza Mikulka created their YouTube channel [@HonestGuide](#) to help overseas visitors have the best experience of their home city of Prague. They've built a global following of over 1.5M subscribers, and the duo especially love how they have helped to foster a genuine connection between Prague and a global audience.



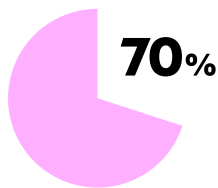
[@HonestGuide](#)

“When people from all over the world flew in to meet us, the number of attendees blew our mind! We couldn't believe people flew in to shake our hands. It was one of the greatest nights of our lives, and we'll never forget it.”

- Janek Rubeš and Honza Mikulka, Honest Guide, Czechia



72% of creators who earn money from YouTube agree that YouTube helps them export their content to international audiences they wouldn't otherwise have access to.

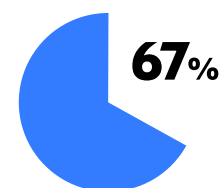


70% of users agree that they value the diversity of content and perspectives they can find on YouTube.

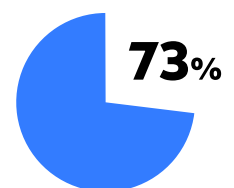
Helping Europe's media companies go beyond borders

Media companies like broadcasters, news publishers and entertainment companies are using YouTube to share European stories across the world. YouTube is a useful tool to help media companies expand their reach beyond that of traditional broadcast. [@VisualPolitik](#) is a Spanish YouTube channel dedicated to creating stories about world politics and economics. They appeal to curious, well-informed audiences with insightful content that goes deeper and beyond the usual topics covered in traditional media.

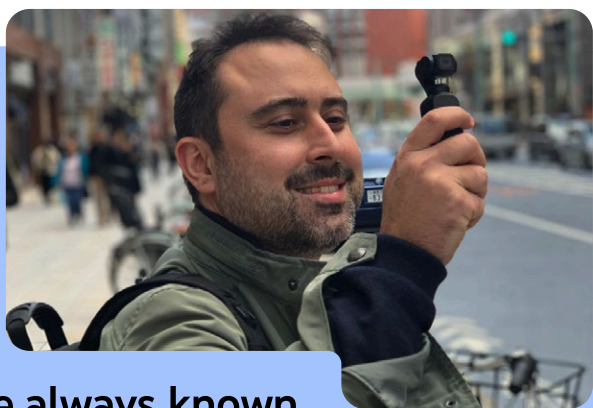
The Visual Politik Spanish language channel has over 3.5M subscribers, the English-speaking channel has over 1.4M subscribers, and they also produce content in 2 other languages.



67% of media companies with a YouTube channel agree that YouTube is an important source of revenue for their company.



73% of media companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.



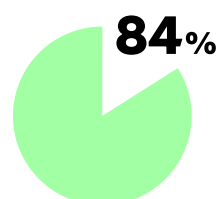
[@VisualPolitik](#)

“We have always known what we wanted for our channel, and we are delighted that we get to fulfil our vision by producing high-quality, truthful and analytical content enjoyed by millions across the globe.”

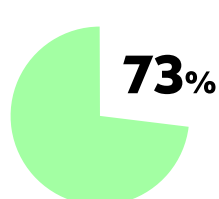
- Enrique Couto, Enrique Fonseca and Alberto Rodriguez, Visual Politik, Spain

Where diverse voices come to thrive

Europe is home to an abundance of traditions, cultures and perspectives, and YouTube is a window for the world to view them all. Creators from all backgrounds are sharing their stories and building communities around them. Creators like Loretta Grace are helping under-represented communities to feel seen, heard and understood. Loretta started the [@graceonyourdash](#) channel to fill a gap for Italian language makeup tutorials and tutorials for darker skin tones. The channel has grown to over 737K subscribers and has become a platform for people of colour to promote inclusivity and representation in the beauty industry.



84% of users agree that with YouTube they can hear from diverse communities and/or cultures from around the world.



73% of users agree that YouTube is home to diverse content and perspectives.



[@graceonyourdash](#)

“When I started uploading videos on YouTube, there was no one else like me, so the Italian audience was eager to learn. People of colour in Italy had a strong desire to feel represented, and YouTube provided that platform.”

- Loretta Grace, Grace on Your Dash, Italy

