

A PLATFORM FOR AUSTRALIAN OPPORTUNITY

ASSESSING THE ECONOMIC, SOCIETAL, AND
CULTURAL IMPACT OF YOUTUBE IN AUSTRALIA



YOUTUBE'S IMPACT IN AUSTRALIA

Every day, YouTube helps Australians learn new skills, start businesses, and enrich their lives. Analysis by Oxford Economics shows the **YouTube creative ecosystem contributed A\$608 million to the Australian economy in 2020 and supported 15,750 full time equivalent jobs**. But YouTube's impact goes further, bringing a rich array of economic, cultural and societal benefits to Australians.

TOTAL ECONOMIC IMPACT



A\$608 million
contribution to AUS GDP in 2020



15,750
full-time equivalent jobs



ECONOMIC

- YouTube **generates revenues** locally and overseas for Australian creators, artists and media companies, who in turn support a broad ecosystem of employees and businesses in Australia.
- Workers use YouTube as a springboard to **learn new skills** to do their jobs better.
- YouTube provides businesses with a vital **connection to their customers** and new opportunities to grow.



CULTURAL

- Australians use YouTube to **discover new music**, the arts and entertainment.
- YouTube enables Australian creators to export and share their content with **audiences all around the world**.
- The platform provides the opportunity for anyone to start a channel, which helps **diverse and undiscovered talent** thrive, both in Australia and overseas.



SOCIETAL

- Australians look to YouTube for information and educational resources, as a platform to **enrich their learning**.
- When Australia was affected by the coronavirus, many users **turned to YouTube for help** adjusting to new social norms and sustaining their businesses.

OUR TERMINOLOGY

Creative entrepreneurs are creators that meet at least one of the following criteria, i) Earn income directly from YouTube and/or wider income helped by their YouTube presence, ii) Permanently employ paid workers to work on their channel, iii) Have more than 10,000 subscribers to their largest channel.

OUR METHODOLOGY

Oxford Economics used survey data and official statistics, such as spending, income and tax data, to model the economic impact of the YouTube creative ecosystem, in terms of its contribution to employment and GDP. We undertook three anonymised surveys comprising over 4,000 Australia-based users, over 300 creators, and 500 businesses. Over the following pages, we present the results of our economic modelling and research, accompanied by additional evidence and case studies from YouTube.



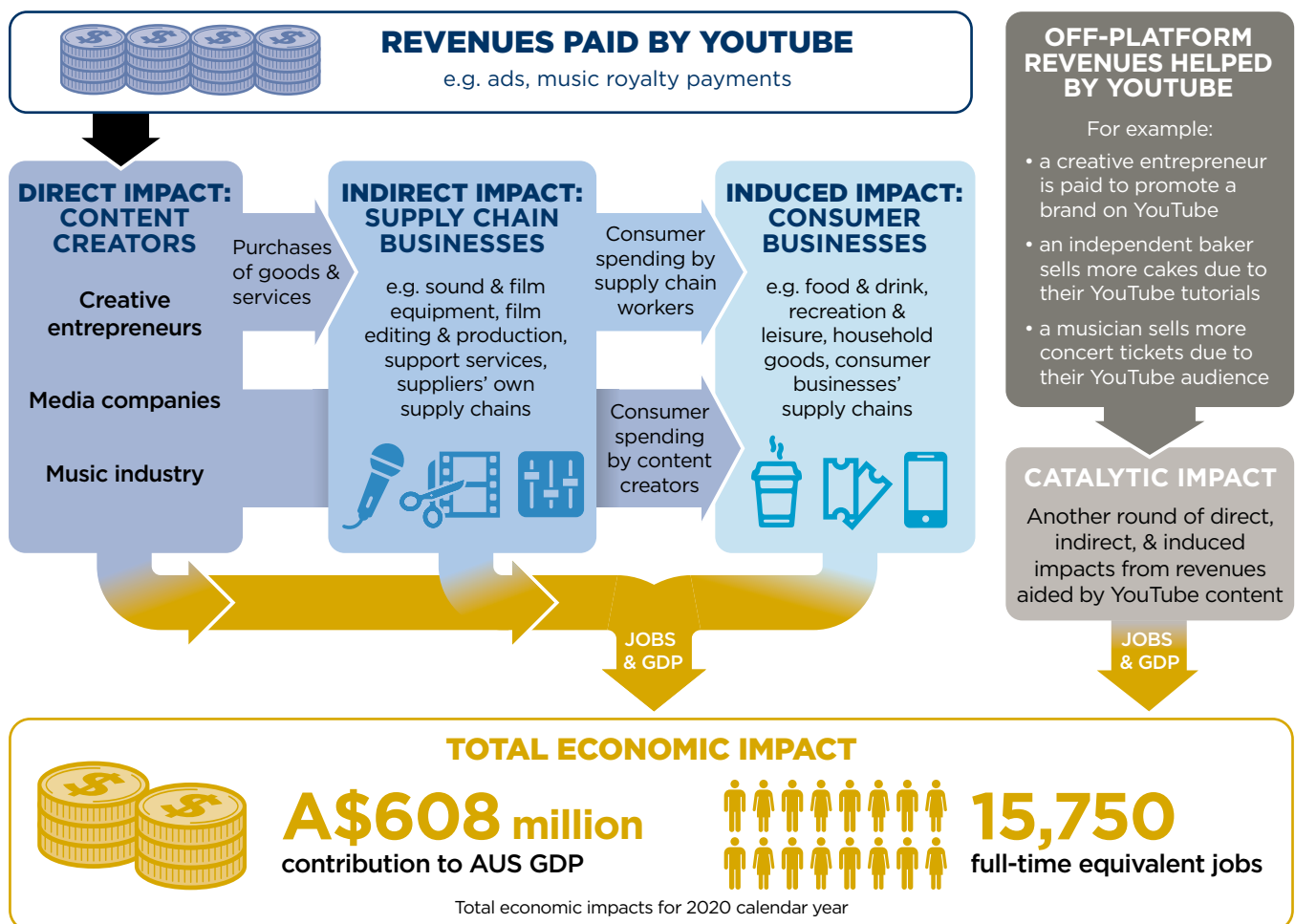
YOUTUBE CONTRIBUTED A\$608M TO THE AUSTRALIAN ECONOMY IN 2020

The YouTube community in Australia sustains a large domestic audience and exports Australian content to international markets. It creates significant economic value in Australia - for creators as well as businesses, consumers, and workers. A principal source of YouTube's economic impact is the advertising revenues that it distributes to creators and media companies, and the advertising-derived royalty payments it makes to the music industry. We call the profits and earnings of those creators the YouTube ecosystem's **direct economic impact**.

In producing content for YouTube, creators spend money on goods and services in their supply chains, which also stimulates an **indirect economic impact**. In turn, creators and workers employed in YouTube's creative ecosystem (including video editors, graphic designers, producers, etc.), or its supply chain, go on to spend their earnings. This activity creates a further **induced economic impact** in the economy.

In addition, Oxford Economics has estimated the revenues that YouTube creators earn from other sources that are stimulated by their YouTube presence. This includes increased product sales, brand partnerships or live performance engagements. These "off-platform" revenues create a **catalytic impact** on the economy, stimulating additional indirect and induced impacts through supply chain activity and wage expenditure.

The YouTube creative ecosystem's total economic impact refers to the sum of its direct, indirect, induced, and catalytic impacts.





A PLATFORM FOR CREATORS TO GROW THEIR BUSINESSES

Australian creators use YouTube to express their creativity, share their skills with digital communities, and in turn, build local businesses that contribute to the economy. YouTube enables Australian creators and media companies to reach more people at home and overseas, providing a solid base on which to thrive and grow.

+1,900 Australian channels had over **100,000 subscribers**, as of December 2020.*

+200 Australian channels had over **1 million subscribers**, as of December 2020.*

67% of creative entrepreneurs said YouTube has had a **positive impact on their professional goals.**

50% of creative entrepreneurs indicated YouTube had brought them **additional opportunities away from the platform.**

68% of creative entrepreneurs agreed YouTube gives them the opportunity to **work in a way that suits their needs.**

/ **BOUNCE PATROL**



Shannon Jones always dreamed of being her own boss and building a business on her own terms. What started as a side-hustle for the creative entrepreneur, went on to become an international business that's reimagining kids entertainment.

Shannon first turned to YouTube to launch her successful mathematics tutorials, but soon started craving more creativity and wanted time to sing, perform, and produce. She set out to combine her passions, and Bounce Patrol is the joyous result; a place where young learners can celebrate colours, numbers, animals, and more, through catchy song and rhyme.

Less than four years later, it's one of the most successful YouTube Kids channels. With more than 22 million subscribers, 13 billion views, and an Australia-wide team of 10, Shannon's tunes are sung by preschoolers and kindergarteners across the world, and she's blazing a new trail for kids' entertainment. Her English and Spanish YouTube videos have also helped her expand into merchandise, application development, and music distribution.



“My YouTube ad revenue means I have more freedom to be creative. I can employ a bigger team to create more compelling stories, which in turn means more people are seeing and buying my Marion's Kitchen food products in their supermarkets. All of that feeds back into my mission to welcome millions more people into my kitchen.”

Marion Grasby, Chef, QLD  / **MARION'S KITCHEN**



HELPING AUSTRALIAN BUSINESSES THRIVE

YouTube has become a valuable tool for Small and Medium Sized Businesses (SMBs) across Australia. It is a marketing platform to help attract customers to products, an advertising space to connect businesses to new audiences, and a training tool to match workers and job seekers with free skills and career advice.

75% of SMBs who advertise on YouTube agreed that YouTube ads have helped them **grow sales**.

63% of SMBs with a YouTube channel agreed their YouTube presence **helps customers to find them**.

75% of SMBs who use YouTube agreed that YouTube is a convenient and cost-effective way of **providing staff training**.

SUNNY BEATSON

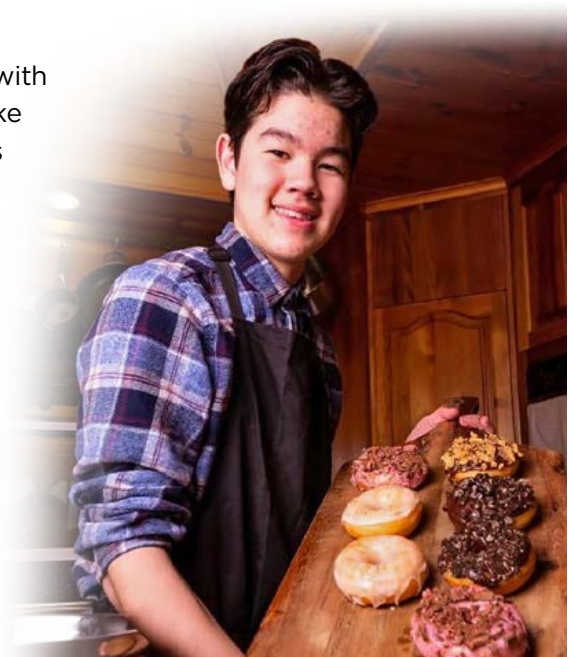
Founder, [Beadough Donuts](#)

Like many others, Sunny Beatson got creative in the kitchen with YouTube tutorials to pass the time during lockdown. But unlike most, it wasn't an "isolation hobby" for the 16-year-old; it was the launchpad for his own sweet commercial success story.

A keen viewer of doughnut recipe videos on YouTube, Sunny perfected his own dough and launched Beadoughs Donuts from his Mum's kitchen in Burnie, Tasmania. He continued building the business with tutorials on YouTube, creating new recipes inspired by [Emma's Goodies](#), and upping his marketing-savvy with advice from [GaryVee](#).

Sunny's homemade doughnut business outgrew the Beatson family kitchen in less than two months, relocating to a commercial space. The seven-person team now bakes more than 600 doughnuts daily and delivers to supermarkets, restaurants and stores across Tasmania.

Looking to continually grow and stay competitive, Sunny still turns to YouTube every day to learn how to connect better with customers, increase sales, and - of course - find inspiration for new and exciting creations.



“By advertising through YouTube, The Motley Fool Australia has been able to increase sales volume, in addition to reaching higher quality consumer segments that are more likely to have a higher ATV (average transaction value) and greater LTV (lifetime transaction value).”

Sam Fuller, Direct Response Marketing Manager, [The Motley Fool Australia](#) PTY LTD



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ENRICHING AND EXPORTING AUSTRALIAN CULTURE

YouTube provides a vehicle for local creators to reach international audiences, and for Australians overseas to stay connected with what’s happening at home. The platform also helps surface Australian culture across the country, with open access to content produced by local creators.

97% of music and media companies with a YouTube channel agreed that the platform helps them reach new **audiences across the world.**

Over 90% of watch time on content produced by Australian channels came from **outside Australia** in 2020.*

/ **YBS YOUNGBLOODS**

Brodie Moss quit his full-time job as an electrician in 2019, swapping his tools for a backpack and camera. He now lights up his life in a whole new way - creating adventure vlogs that help people around the world travel to Western Australia’s beautiful Coral Coast without having to leave their homes.

Supported by a team of Brodie’s close family and friends, the YBS Youngbloods channel captures Australia’s stunning landscapes and unique marine wildlife through their adventures and captivating storytelling. Their fans are encouraged not only to get out there and explore nature, but to appreciate, care for and respect it. The beautifully produced videos have attracted more than 2.3 million subscribers and more than 300 million views, helping drive tourism to destinations across the state - and around the country.



“I’ve always wanted to help people understand where I’m from, the beauty of my people and Aboriginal culture. YouTube lets me share all that with the world through my music videos, helping to put my community on the map.”

Miiesha, Singer-songwriter, QLD  / [MIIESHA](#)



AN AMPLIFIER FOR DIVERSE AUSTRALIAN VOICES

Anyone with an idea or a passion to share can start a YouTube channel. As a result, diverse voices thrive on YouTube, and Australians from all walks of life use this open platform to find a sense of community.

75% of creators agreed that YouTube provides a **platform for undiscovered talent** that is not being surfaced by traditional media.

64% of creators who self-identified as a minority agreed that they feel like they have **a place to belong** as a YouTube creator.

77% of users agreed that YouTube is **home to diverse content**.



/ **CHLOÉ HAYDEN**

When Chloé Hayden was diagnosed as Autistic at 12, she turned to the internet for support and discovered health professionals were the only people posting in the space. Feeling alienated and alone, she created a YouTube channel to help find her place in the world.

From channelling her feelings and sharing her story to giving a platform for people like herself, she's helping others find safety, share their experiences and offer support to one another. Her personable, light-hearted and relatable videos are also assisting with changing the mindsets of the wider community and normalising discussions around ADHD and autism.

Chloé's subscribers are now more than her audience - they're her inspiration - and championing their stories helps the 23-year-old continue to lead the charge for change.

/ **BAKER BOY**

Baker Boy takes to the stage with a microphone, but he's not just amplifying his own voice. He's sharing his first language, Yolngu Matha, and Indigenous culture with people around Australia and across the world.

The Arnhem Land performer chased his dreams across the country as a singer and dancer but really struck a chord with audiences when he started releasing music videos rapping in Yolngu Matha and English on YouTube. The videos combine his proud culture and love of performance by using traditional instruments such as the yidaki (didgeridoo) and showcasing sacred places such as Hanging Rock.

With more than 3 million views on YouTube and a string of musical accolades, Baker Boy is a powerful advocate for young Indigenous Australians chasing their dreams. His success is also helping younger generations gain confidence, embrace their culture and become leaders in their communities.





A PLATFORM FOR LIFELONG LEARNING

Parents, students, and teachers recognise the educational benefits of YouTube, both inside the classroom and beyond. Adult learners also see YouTube as a useful resource for gaining new skills and developing their knowledge.

92% of users said they use YouTube to **gather information and knowledge.**

71% of parents who use YouTube agreed that YouTube (or YouTube Kids for children under 13) makes **learning more fun** for their children.

89% of users report using YouTube for **developing a practical skill.**

70% of teachers who use YouTube agreed that the platform gives students the flexibility to **learn at their own pace.**

WILLIAM SHARPLES

Founder, [Eden Game Development Centre](#)




Moving to the city isn't a lifestyle change for many rural Aussies; it's the only way they can find work. At 26, William Sharples had never been employed. But rather than leaving behind his hometown of Merimbula, he used YouTube to rewrite his community's future.

The avid video-gamer initially used YouTube to teach himself how to code. After realising the growing demand for coding skills, he secured a grant and launched the Eden Game Development Centre to pass on his learnings to other Eden youths. The coding and game development workshops are not only unlocking careers once only available in the city, but also helping students develop leadership, teamwork and problem-solving skills.

Eden Game Development Centre is now hugely popular among local kids of all ages, with two former students even going on to set up a local game development studio, Soulcube. William also plans on rolling out more centres across other rural Australian towns and continuing to create new opportunities.



“Through our YouTube channel we've been able to break down barriers that limit people from engaging in evidence-based health information. We're able to reach an extensive audience and build a community where we can share learning content that is easy to follow, accessible, and above all free.”

Dr. Mike Todorovic (PhD) & Dr. Matt Barton (PhD), Senior Lecturers and Medical Researchers at Griffith University, QLD  / [DR MATT & DR MIKE](#)



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A VALUABLE RESOURCE DURING THE COVID-19 PANDEMIC

Many Australians relied on YouTube to navigate the unprecedented pressures of the COVID-19 pandemic. Users turned to the platform to stay connected, informed and entertained. Businesses found new sources of income through YouTube, which for some was important to their survival during this difficult period.

73% of users agreed YouTube has been **helpful** since the start of the COVID-19 pandemic.

60% of users agreed YouTube had a positive impact on their **mental health or physical wellbeing** since the start of the COVID-19 pandemic.

68% of SMBs who use YouTube agreed that YouTube has **helped them sustain their business** during COVID-19.

/ [CHLOE TING](#)

After workplace bullying and harassment saw Chloe Ting quit her corporate career, the former actuarial analyst and certified personal trainer used YouTube to document her fitness and mental health journey. Her easy-to-follow workout clips quickly drew huge audiences and became a safe and supportive community for people to feel good about moving their bodies.

As the global pandemic accelerated the need for home workouts, Chloe's success skyrocketed and her channel gained more than 14 million subscribers in 2020 alone. Swapping fitness equipment for household items such as beds, couches and chairs, Chloe creates virtual exercise classes and challenges that are easy to replicate and support everyone from beginners to fitness fanatics - both physically and mentally.

With gyms closed and many people feeling lonely or disconnected, Chloe's empathetic approach and supportive global community have made her one of the biggest fitness YouTube creators in the world.



“YouTube is a powerful platform for Australian artists to connect with fans domestically, but also to propel Australian music to the world stage. With live gigs and international travel being cancelled through the pandemic, YouTube's role has become even more important by enabling continued fan connection through live streams, new releases and virtual events.”

Annabelle Herd, CEO, [ARIA](#)



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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 Australia-based YouTube content creators and published information on music industry revenues.

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 pay-out estimates.

We then used an "input-output" model - in essence, a table showing who buys what, and from whom, in the Australian economy - to estimate both the supply chain (indirect) impact and the "income multipliers" from which we derived the induced impact.

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 economic impact 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 the survey responses.

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

Note: Case studies presented in this document are supplied by YouTube.

ABOUT OXFORD ECONOMICS

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling 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.