

# The impact of YouTube in India in 2023

Every day, YouTube helps Indian users to learn new skills, connect with others, and enrich their lives. It also provides a platform for a diverse range of content creators to share their interests and passions with audiences across India and around the world, creating opportunities to build new careers and businesses.



**₹16,000+  
Crores**

YouTube's creative ecosystem contributed more than INR 16,000 Crores to India's GDP in 2023.

**9,00,000+**

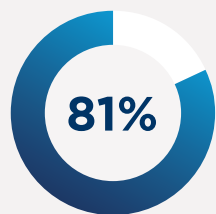
YouTube's creative ecosystem supported more than 9,00,000 full-time equivalent (FTE) jobs in India.

## Democratizing Opportunities for Creators and Businesses to Thrive

YouTube can be a valuable tool for Micro, Small, and Medium Enterprises (MSMEs), as a marketing platform for connecting to new audiences, and a free information and training platform for workers.<sup>1</sup> Thousands of Indian creators earn through YouTube, from individuals boosting their primary income to professional content creators making a living from their channel.

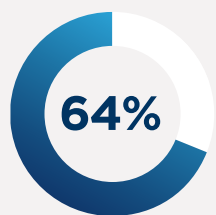
### @suyashfashion3847

Yashi Tank was a seasoned vlogger on YouTube when she decided to pursue entrepreneurship in 2022. She launched Suyash Fashion, a fashion boutique specializing in Rajasthani print, featuring beautiful Sanganeri designs. Yashi leveraged her deep knowledge and experience on the platform to grow her business and build a strong community of more than 30 Lakh subscribers.



#### Boosting MSMEs

81% of SMBs who use YouTube agree that YouTube is essential to their business growth.



#### Providing Opportunities

64% of creators who earn money from YouTube agree that being on YouTube has brought them additional earning opportunities off the platform.

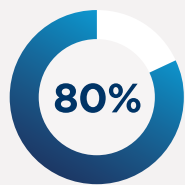
Discover more at <http://bit.ly/3DZZdbN>.

<sup>1</sup> MSME is defined as a company with domestic revenues of less than INR 250 crores, and company investments in India worth less than INR 50 crores.



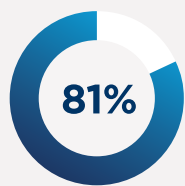
# Empowering Indians with Authoritative Information

YouTube enables users to stay informed about current affairs and news events of the day, providing trusted content relating to their local area and even that of national and international importance. As more people turn to YouTube for authoritative information in times of need, including on matters of personal health and in pursuit of knowledge and understanding, YouTube continues to expand the range of credible sources on important topics.



## Reliable News Source

More than 1 in 3 users have searched for news on YouTube. Of those, 80% agree that they can find news information from credible, trusted sources on YouTube.



## Credible Sources of Health Information

More than 1 in 3 users have searched for health information on YouTube. Of these, 81% agree that they have found health information from credible, trusted sources on YouTube.

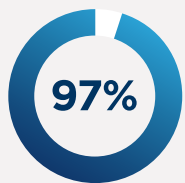
## @Manipalhospitals

Manipal Hospitals - one of India's foremost healthcare providers - wanted to make a difference by providing access to trusted health information. Since 2010, they have reached millions of Indians with their YouTube content, publishing over 5,500 videos. Using YouTube's multi-language audio feature, Manipal Hospitals is lending a trusted voice to viewers, and helping them discover more content from healthcare experts in their preferred language.



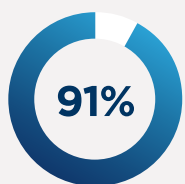
# Helping Indians Learn and Grow

YouTube offers a place for creators to post content to support learners across different age groups and skill sets. Whether seeking to build a new technical skill, make a career change, expand a hobby, or simply improve oneself, YouTube offers learners access to structured courses, information, how-to guides and tutorials. Similarly, YouTube's variety of educational videos can help equip parents and teachers with learning materials for students.



## A Teaching Toolkit

97% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.



## Effective for Student Learning

91% of teachers who use YouTube agree that YouTube videos help explain complex issues in a way that students can understand.

## @nehamamsarmy

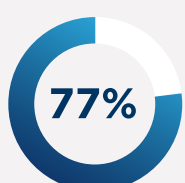
With a knack for numbers and equations, Neha Agrawal started her YouTube channel in 2017 with one goal - making mathematics easy. She creates videos adapted for different learning styles that students can reference at their own pace. Her jingles and stories make her content entertaining and relatable.

This creative teaching approach has helped her earn tremendous success, with over 16 Lakh subscribers. Using new tools, Neha has also created a new YouTube course for Joint Entrance Examination (JEE) aspiring students.



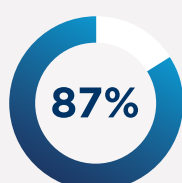
# Taking India to the World

The diverse creators, content, and communities on YouTube bring a sense of belonging and connection for many Indians, at home and overseas. The platform also allows local creators and artists to connect with a global audience, exporting Indian culture and content to the world.



## Exporting to the World

77% of media and music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.



## Reaching International Audiences

87% of users agree with YouTube they can hear from diverse communities and/or cultures from around the world.