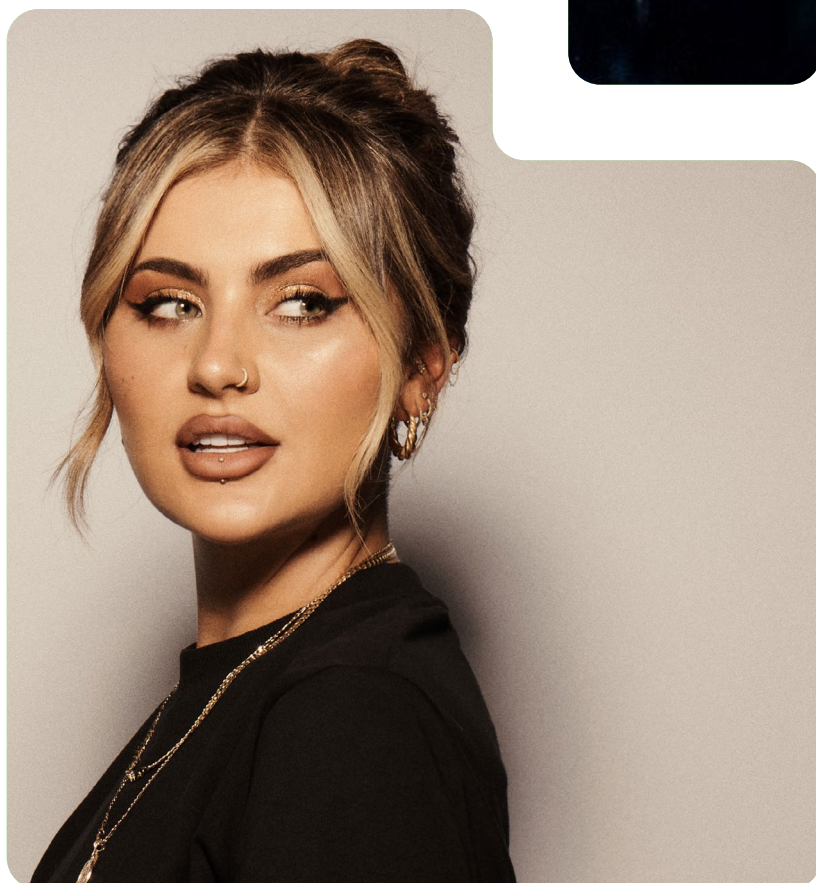
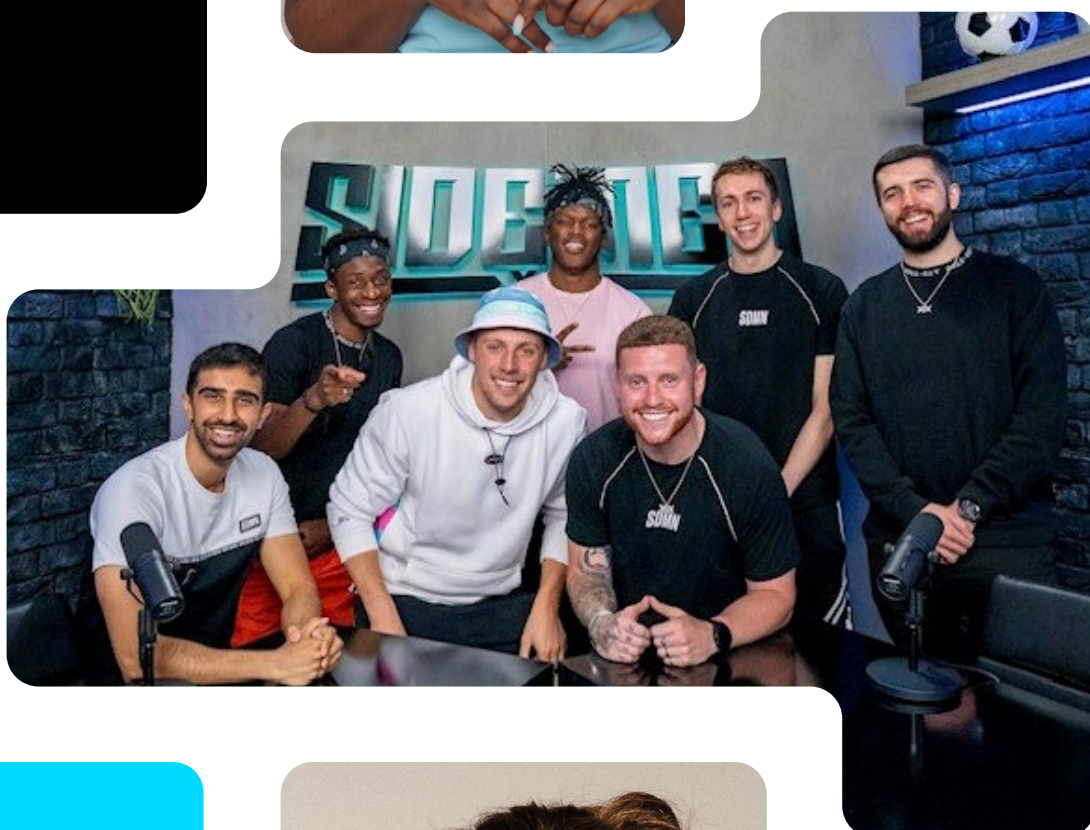


# Supporting and Exporting British Culture

2022



The impact of YouTube's  
creator economy in the UK

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# Executive summary

**YouTube is powering the creator economy by helping hundreds of thousands of creators grow careers, start businesses and share their uniquely British stories with a global audience. This report covers YouTube's impact across the UK in 2022 from research conducted by Oxford Economics. All data listed in this report has been taken from this research, unless otherwise stated.**

YouTube's mission is to be the most rewarding place for creators, helping them grow their audience, develop professional careers and run sustainable businesses by exporting the UK's diverse and rich culture around the world. Creators are powering the creator economy, hiring staff, launching brands and even building content studios. YouTube's creator economy contributed over £2BN to the UK's GDP and created over 45K full time equivalent (FTE) jobs in 2022.

Creators have a unique opportunity to earn money from YouTube. Its unrivalled revenue sharing model gives both creators and UK businesses many different ways to make money, from a share of the ad revenue to channel memberships to fan funding. Businesses are also benefitting from its use as a powerful marketing tool that helps them find and connect with customers across the UK and in all parts of the world.

British music is flourishing on YouTube. As the home of emerging music artists, many now-established artists got their big break on the platform. This continues to be the case, with YouTube providing a diverse talent pipeline for UK record labels. Over 90% of British artists nominated for the 2023 BRIT awards have been supported by YouTube in the past year with marketing or funding.\* Artists are also using the platform as a way to connect with their audience, grow communities of engaged fans and show their personality beyond the music.

Health content has increased in popularity, and more and more trusted and authoritative voices are now creating content in that space, including health professional creators specialising in a variety of health topics. For users, the platform can help them learn everything from professional skills to practical skills, coding to cooking, languages to astrophysics. YouTube continues to be the home of creators and business in the UK.

**45K+**

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

YouTube's creative ecosystem contributed over £2BN to the UK's GDP in 2022.

**£2BN+**



# How creators earn money from YouTube

YouTube aims to be the most rewarding place for creators by giving them multiple ways to earn money from their channel and videos. This ranges from our unique ad revenue sharing model to memberships and fan funding.

YouTube gives creators more, creatively, emotionally and financially. YouTube's unique revenue sharing model rewards eligible creators with a large share of **YouTube Premium subscriptions** and **advertising revenue** from adverts placed alongside their videos. Creators can choose from multiple formats, including long form video, live, and Shorts, to express their creativity and get rewarded financially. They also have extra opportunities to earn by engaging and interacting with their community of fans through additional revenue streams like **Channel Memberships** which give subscribers access to exclusive content.

Other fan funding includes **Super Chat** to highlight a message to a creator, **Super Stickers** to get an animated message and **Super Thanks** where fans can give a monetary "thanks" for their content. The **Shopping** function enables creators to sell products and merchandise directly through their YouTube channel. Musicians, artists and performers can also **sell tickets** directly through the platform.

Oxford-based creator Dr Becky teaches astrophysics and inspires her audience to regain their childhood love of space. Alongside the revenue she earns from ads on her channel and YouTube Premium subscriptions, she also uses Shopping to sell branded t-shirts, hoodies and bags that she's designed herself. Her community of engaged fans can also choose to show their appreciation for her videos by rewarding her through Super Thanks. The revenue she's received through her YouTube channel has helped her turn her love of astrophysics into a successful business.

The revenue she's received through her YouTube channel has helped her turn her love of astrophysics into a successful business.



@DrBecky

# How YouTube creates economic impact

## HOW YOUTUBE CREATES ECONOMIC IMPACT



YouTube has billions of monthly logged-in users and every day people watch billions of hours of video and generate billions of views.<sup>†</sup>

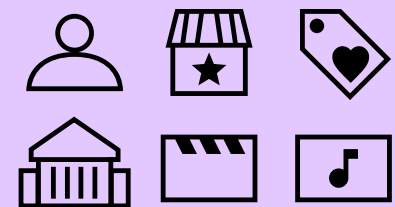


In 2022, more people created content on YouTube than ever before.<sup>†</sup>

### MORE THAN A PLACE TO UPLOAD AND SHARE VIDEOS

Creators use the platform to find new audiences, connect with fans around the world and build new careers and businesses.

Creators are individuals, businesses, charities, government agencies, media and music companies, and more.



## HOW CREATORS CAN EARN MONEY FROM YOUTUBE

### MULTIPLE WAYS TO EARN ON PLATFORM THROUGH THE YOUTUBE PARTNER PROGRAMME<sup>††</sup>

YouTube pays creators a share of the revenues it earns from Ads and YouTube Premium subscriptions.



Ads



YouTube Premium

Fan funding offers ways for fans to pay creators:



Channel memberships



Super Chat



Super Stickers



Super Thanks

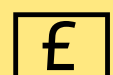
The YouTube platform also provides other ways for creators to earn money from their audiences:<sup>†††</sup>



Shopping



Ticket sales



Funds to support specific groups of creators

### OTHER INCOME AIDED BY YOUTUBE

Building a profile on YouTube can help creators earn income outside of the platform, e.g.:



Brand deals and sponsorship agreements



Sales through their own website or business



Live appearances



Music sales, concert ticket sales and merchandise sales

### YOUTUBE CREATES ECONOMIC IMPACT IN THE UK ECONOMY



In the UK, more than **65,000** creators and partners receive income linked to their YouTube presence.



Over **1/3** of creators in the UK who earn money from YouTube agree that YouTube is their primary source of revenue.



More than **15,000** creators and partners in the UK employ other people to work on their YouTube channel.



Over **7k** channels in the UK earned money from alternative monetization products in the month of December (2022) alone - an increase of over **30%** from prior year.<sup>†</sup>

<sup>†</sup> Source: YouTube first-party data as of December 2022.

<sup>††</sup> Further information about the multiple ways to earn is available [here](#).

<sup>†††</sup> Alternative monetisation products include fan funding and Shopping.

# YouTube powers the creator economy and exports our creative talent to the world

**YouTube creators are the heart of the creator economy, contributing directly to the UK's GDP and creating tens of thousands of jobs.**

In the UK, YouTube generates a significant economic impact largely through the earnings that it pays directly to 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.

Access to large international audiences helps creators to earn an income from their channel and videos. Creators are using that income to build businesses throughout the UK. This helps them to hire staff, buy equipment and grow into bricks and mortar studios, shops and commercial premises. They're also spending money on goods and services in their supply chains, which adds an indirect economic impact locally and nationally.

The Sidemen, a high profile group of creators, employs 35 staff to create and manage their content and channels. Their global popularity has enabled off-platform brand partnerships with several major brands. And because YouTube is free and accessible, anyone can start a channel and grow a media business, like The Sidemen did.

# 76%

76% of creators who earn money from YouTube agree that YouTube is an essential platform to earn a global presence.

85% 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.

# 85%



# The seven friends who started a media empire

The [@Sidemen](#) YouTube channel was created in 2013 by a group of seven friends who all met and came together through a shared love of gaming. The Sidemen create and publish a variety of video content on YouTube, including challenges, sketches and gaming commentaries.

Their rise in popularity has been meteoric with a global audience of over 18 million subscribers to their channel. Staggeringly, an average of 50 million hours of their content is viewed on YouTube every month\*. The Sidemen have hired a team of 35 staff who work alongside them to create content, manage their channel and build their brand.

Alongside their YouTube channel revenue, they've built a business empire including everything from merchandise lines to fried chicken. They've also secured brand partnerships with several household brands.

Offline, the group leverages their community of fans to support social causes. In 2022 YouTube helped organise and sponsor a charity football match between the Sidemen and other YouTube creators. The event raised over £1 million for suicide prevention charity CALM, The Teenage Cancer Trust and wish-granting charity Rays of Sunshine. The Sidemen's popularity helped all 62k tickets to the match sell out in 90 minutes. After beating Mariah Carey to top the Official Christmas Chart with their single 'Christmas Drillings' they donated all of the proceeds to UK food poverty charity FareShare.

**Alongside their YouTube channel revenue, they've built a business empire including everything from merchandise lines to fried chicken. They've also secured partnerships with several household brands.**



@Sidemen





**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



# Helping to grow British businesses

YouTube is a powerful marketing tool and growth driver for small and medium sized businesses, enabling them to increase their revenue and find new customers both in the UK and abroad.

A diverse range of British businesses are using YouTube as an important tool to drive growth and increase revenue. Small and medium sized businesses (SMBs) can access large audiences both locally and internationally. This access can turn into a revenue stream that grows small enterprises into sustainable, long term businesses. It also makes YouTube a powerful marketing tool that helps SMBs find new customers.

By engaging and interacting with their customers on YouTube, businesses can also develop and launch new products based on their wants and needs. Scottish creator and beauty business owner Jamie Genevieve leverages her engaged community of subscribers to develop new products with them in mind. She also uses her channel to build interest for new product launches.

Growing an audience can help SMBs turn their channel into an additional revenue stream that complements their existing trade. This revenue opens up new opportunities for businesses, like getting premises, setting up content creation studios and hiring staff. SMBs across the UK are growing through YouTube, which in turn adds to local economies.

# 74%

74% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.

# 67%

67% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.

# 85%

Over 85% of watch time on content produced by channels in the UK comes from outside of the UK.\*

# From behind the counter to the face of her own brand

Jamie Genevieve started her beauty journey working behind the makeup counter in her hometown of Glasgow. A combination of her personality and a passion for beauty made her in demand with customers in store. They encouraged her to share her beauty tips online, and in 2014 the [@JamieGenevieve](#) YouTube channel was born.

Jamie's warm and magnetic personality followed through online and earned the young Glaswegian a loyal global following. Her relaxed, conversational and accessible makeup tutorials regularly top 100 million views worldwide.

The success of the Jamie Genevieve channel was the springboard to launch her own beauty company, VIEVE in 2020. Jamie interacts with her community and gets real-time feedback which helps her create products that will appeal to her subscribers and customers alike. Her brand hit the ground running and she now teases new product launches in her YouTube videos.

Jamie has built a close-knit team to help her create and manage content, including her husband Jack who helps with video editing. Her success on YouTube and growing business ventures is testament to her doing what she loves in an unapologetically authentic way.

“

It's quite simple really, I just try to make the kind of videos that I enjoy watching myself. **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](#)

# A global stage for UK culture

**YouTube strengthens the UK's creative industries and provides a global stage for British talent to thrive.**

British storytelling, music and content is world class. YouTube enables creators to share their uniquely British stories with a world that's eager to hear them. Creator and former Wrexham FC goalkeeper Ben Foster has grown a global audience by giving viewers an inside look into his life as a professional footballer in Wales. Alongside his football stories, Ben also takes viewers on cycling tours showcasing the quintessentially British countryside to his 1.5 million subscribers.

UK music artists are using YouTube to launch and promote their music. The YouTube platform offers many different formats for artists to present their music, connect with fans and offer a personalised music experience from long form to Shorts, live streaming to AfterParty. And because artists have multiple ways to earn revenue from their channel, including fan funding and the ability to sell tickets and merchandise, they're enabled to build sustainable careers doing what they love.

YouTube is also a great way for record labels to discover new emerging artists. Many home-grown artists have been able to break into the industry through their YouTube presence, making it a launchpad for diverse talent. For smaller labels, it offers an attractive international marketing opportunity through its access to large audiences. Artists and labels can use in-depth YouTube analytics to understand where their core audiences are and plan their marketing activities, releases and tours using this data.

In the 12-month period between July 2021 and June 2022, YouTube paid out over \$6B to the music industry, a \$2B increase from the \$4B contribution we announced in 2021.\*

80% of music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.

US \$6BN

80%

85%

85% 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.



# From professional football to professional creator

In 2020 football was put on hold. With stadiums closed and matches cancelled, fans and footballers found themselves seeking new ways to engage with their favourite sport. That prompted then Watford goalkeeper and former England player Ben Foster to start a YouTube channel, about his life, work, and experience within the game.

Growing [@TheCyclingGK](#) channel came at an exciting point in Ben's football career. His almost 1.5 million subscribers have followed his time playing for Watford, his retirement announcement, and a triumphant return to the then National League side Wrexham. His first-hand accounts of Wrexham's promotion to the English Football League have been some of the most widely watched videos on Ben's channel. They've also helped spark global conversations about British football.

Ben's down-to-earth commentary and unique approach to his videos helped put British culture on screens around the world. It also transformed him from a casual video maker to an established content creator who now earns incremental revenue from the platform via the YouTube Partner Programme. The partnership has enabled him to grow a team and take on new projects. It also helped Ben launch a spin-off podcast, the Fozcast, which began on YouTube. The podcast now has an exclusive partnership with Spotify and an expanding production team.

**Ben's down-to-earth commentary and unique approach to his videos helped put British culture on screens around the world. It also transformed him from a casual video maker to an established content creator.**



[@TheCyclingGK](#)



**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.** It's also been great to give football fans in the UK and beyond a front-row seat to my life as a footballer and into a crazy and exciting time in the sport.

- Ben Foster, Leamington Spa



# YouTube is 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.**

Online learning on YouTube offers an accessible and flexible way to learn, no matter when or where. Every day, people are upskilling on the platform by learning everything from professional skills to practical skills, coding to cooking, new languages, sustainability strategies and more. It's also a popular go-to for people wanting to learn DIY skills as a cost effective way to improve their homes.

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.

YouTube is also a way of providing quality learning and entertainment for children of all ages. For teachers and parents, it can be a useful addition to traditional learning in schools, helping to further explain subjects. For children, YouTube is a great way to learn and be entertained at the same time.

# 94%

94% of users report they learn how to fix practical problems on YouTube.

86% 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.

# 86%



# The astrophysicist helping millions discover new worlds



@DrBecky

Dr Becky is a creator, known to her almost 600k following simply as the “friendly neighbourhood astrophysicist.” In her daily life, she’s also Dr Rebecca Smethurst, a University of Oxford Research Fellow specialising in supermassive black holes and galaxy evolution.

A self-confessed science fanatic, Dr Becky knows that her industry can be inaccessible to a mainstream audience, tucked away in academic journals and written in complex language. So she decided to channel her vast knowledge, award-winning research and boundless enthusiasm into a YouTube channel dedicated to starting accessible conversations around astronomy. Her channel offers viewers a place to enjoy the wonders of the universe without having to have any background knowledge.

As a female academic in a male-dominated field, Dr Becky takes special pride when her videos have a more gender-balanced viewership and she’s passionate about attracting a diverse audience to science-based content. She also enjoys reconnecting people with their love of space that can often be lost after childhood.

Running a YouTube channel alongside her research at the University of Oxford gives Dr Becky a counter balance to her academic career. She credits being a YouTube creator with improving her public speaking skills and helping her engage audiences on complex subjects during talks and lectures. Since launching her channel she has also written three published books.

“

I really believe that science and space can be for everyone, no matter your background or education level. **I’m proud that my channel goes some way towards demystifying this often complex and misunderstood subject.**

- Dr Becky, Oxford

”

# Meet the clinician creators making health information accessible to all

**YouTube helps make it easier for people to find reliable health information from licensed healthcare professionals.**

The COVID-19 pandemic saw a dramatic increase in users searching for health information. Health professional creators (clinician creators) rose to the challenge and began making and sharing health content. There was also a rise in authoritative health information from public health institutions, like the NHS, intent on sharing quality health information to a wide audience. The range of healthcare channels across the UK means that there's a greater diversity of voices creating health content on YouTube.

Today, YouTube is home to many clinician creators who enjoy sharing their knowledge with the world. Clinician creators include GPs, gynaecologists, surgeons, psychologists, psychiatrists and nurses and are a growing community of YouTube creators. 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 and speaks openly and factually about common women's health problems.

YouTube raises the content from authoritative health sources and makes them more prominent in the search results. This helps to ensure that authoritative health content is accessible to viewers both in the UK and abroad.

## 3BN+ views

YouTube had over 3BN+ views on health videos in the UK in 2022.\*

69% of users agree that YouTube was helpful during the COVID-19 pandemic by providing access to timely and/or authoritative information.

## 69%

# The NHS Doctor empowering women by sharing health information

@DrSimiAdedeji



Content creator Dr Simi Adedeji is a former surgeon, current NHS GP Partner and mother of two. Dr Simi creates videos that tackle misinformation surrounding women's health and empowers women through health literacy. Also a skin health specialist, Dr Simi has a special interest in helping to educate viewers about how skin conditions affect a diverse range of skin tones.

Dr Simi started her YouTube channel after noticing that conversations with her female patients were often shrouded in shame or influenced by myths and misinformation. Increasingly, she saw an entire population of patients who couldn't communicate their needs and who were struggling to seek out necessary medical care. Dr Simi's channel is an accessible way for her to educate, myth bust and spark conversations with large global audiences.

Using her experience as a medical lecturer, Dr Simi is able to condense complicated medical concepts into engaging, accessible content which has been increasing in demand. She now has over one million subscribers and has hired two people to help her create content and manage her channel.

Dr Simi strives to put inclusivity at the heart of the content on her channel and she aims to make sure that her diverse international audience is represented in her videos. Her aim is to grow her team of two by continuing to create informative, evidenced-based content that her audience values.

**Dr Simi creates videos that tackle misinformation surrounding women's health and empowers women through health literacy.**



@DrSimiAdedeji



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

## Oxford Economics Economic Modelling Methodology Q&A

### What types of creators does the economic modelling include?

Oxford Economics' models include creators who earn money from YouTube. These creators are specifically defined as individuals or businesses with at least 10,000 subscribers to their largest channel, as well as those with fewer subscribers who either earn money directly from YouTube, earn money through their YouTube videos from other sources, or permanently employ others to support their YouTube activities. Oxford Economics also models the impact of media companies and music companies.

### How did Oxford Economics estimate the GDP contribution of YouTube's creative ecosystem?

The total pay-out from YouTube in 2022 was estimated using results from a survey of UK YouTube content creators and published information on music industry revenues. Off-platform revenues were estimated from creator and business survey responses.

Oxford Economics estimated the direct GDP contribution of creators who earn money from YouTube 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.

Oxford Economics then used an "input-output" model—in essence, a table showing who buys what, and from whom, in the economy—to estimate both the supply chain (indirect) and worker spending (induced) impacts. The model for the UK was drawn from Oxford Economics' Global Impact Model, which is in turn based on OECD data.

The 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.

### How did Oxford Economics estimate the total jobs supported by YouTube?

Full-time equivalent (FTE) jobs supported amongst creators who earn money from YouTube were estimated from survey responses relating to the weekly hours spent working on YouTube. Oxford Economics only included responses from creators who earn money from YouTube who spend at least eight hours per week working on YouTube.

Oxford Economics also estimates the FTE jobs associated with the permanent employees and partners of creators who earn money from YouTube, by drawing upon survey responses. Jobs supported by media and music companies, and through indirect and induced impacts for all types of creator, were estimated by applying productivity assumptions to the GDP results.

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

## About Oxford Economics

Founded in 1981, Oxford Economics has become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on more than 100 industries, 200 countries, and 8,000 cities and regions.

Headquartered in Oxford, England, with regional centres in New York, London, Frankfurt, and Singapore, Oxford Economics employs 450 staff, including 300 professional economists, industry experts, and business editors.

As a key adviser to corporate, financial, and government decision-makers and thought leaders, our client base comprises over 2,000 international organisations, including leading companies, financial institutions, government bodies, trade associations, top universities, consultancies, and think tanks.

