



From Opportunity to Impact

An overview of the US Creator Economy in 2023

YouTube helps create economic impact for communities across the US. From enabling existing businesses to thrive to helping content creators build audiences, launch careers and create their own ventures.



\$45B+

YouTube's creative ecosystem contributed over \$45bn to the US's GDP in 2023.

430K+

YouTube's creative ecosystem supported more than 430,000 full time equivalent (FTE) jobs in the US.

Helping Businesses Grow

Businesses can use YouTube to reach new audiences, build their brands, and train their staff, ultimately helping to boost their bottom line.



Business Growth

83% of SMBs who use YouTube agree that YouTube is essential to their business growth.



Reaching New Audiences

84% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.



YouTube has been instrumental in transforming our business by providing a dynamic platform to showcase our products and engage with a global audience.



Local Visibility

78% of businesses with a YouTube channel agree that YouTube has helped them develop a following from their local area.

⁻ Marketing Executive - Agriculture, Forestry, Fishing Industry

Turning Passion Into Profits

By sharing their interests and skills via video, creators can find an audience, earn income, and forge entirely new career paths. As their channels grow, so does their economic impact and opportunities, often leading to the launch of new businesses and the creation of jobs as they hire others to support their expanding operations.



Reaching Global Audiences

77% of creators who earn money from YouTube agree that YouTube is an essential platform to earn a global presence.



New Opportunities

75% of creators who earn money from YouTube agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.



@CowboyKentRollins

Kent Rollins and his wife Shannon have built an audience of over 3 million subscribers from his cowboy cooking videos filmed from their traditional chuck wagon. The success of their channel has inspired an e-commerce business selling sauces and seasonings, as well as three cookbooks.



[YouTube] completely changed the trajectory of our business.

— Shannon Keller Rollins



@PerkinsBuilderBrothers

Brothers Erik and Jaime Perkins grew up in construction, taking over the family construction business from their father. They decided to start sharing their custom home building experiences on YouTube, building an audience of over 1 million subscribers. Now, they earn more money from YouTube than from their construction business.



The income from YouTube exceeds what we make by building houses, which is amazing. So it's been life-changing as far as being able to do things I didn't think would be possible.

- Erik Perkins



