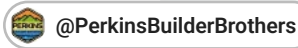




Exploring YouTube's U.S. Impact in 2024

In 2007, YouTube had a radical idea that shouldn't have been so radical — what if creators earned a real share of the value they create? By sharing more than half of advertising and subscription revenue directly with creators, YouTube broke down the traditional barriers to entry. This empowered anyone to build a business, generate an income and hire employees, establishing the creator economy and fostering the rise of next-generation media companies.

Today, YouTube provides a vibrant platform for millions of businesses and content creators to connect with Americans and the world. These creative entrepreneurs are making videos for the billions of people who turn to YouTube every month for entertaining, educational, and cultural content.



Sharing more with creators

Through the YouTube Partner Program, we pay creators a split of the revenue generated from ads, subscriptions, and other monetization features on the platform. And our personalized recommendations enable creators to find audiences and grow their channels. Over the years we've continued investing in new monetization options for creators beyond advertising, and today there are 10 ways they can earn money. This enables creators to hire teams and build their businesses.

\$55B GDP

YouTube's creative ecosystem contributed over \$55B to the U.S. GDP in 2024.*

490K FTE

YouTube's creative ecosystem supported more than 490,000 full time equivalent (FTE) jobs in the U.S.*

\$70B+

YouTube paid more than \$70 billion to creators, artists, and media companies in the 3 years prior to January 2024.**

55%

Creators earn 55% of ad and subscription revenue

*According to research by Oxford Economics

**YouTube first-party data as of December 2024



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Providing access to information in and out of the classroom

YouTube has always been a go-to for enriching content — and learning is no exception. Whether it's chemistry, chess or coding, YouTube offers high-quality videos, for learners of all ages, powered by world class creators, including many who are experienced teachers.

90%

90% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.*

Creating opportunities for small and medium-sized businesses to grow

Just as individual creators find entrepreneurial success on YouTube, businesses also leverage the platform to create content and cultivate their brands. YouTube provides an array of powerful tools that fuel business growth and expansion. Beyond the shared ad revenue, businesses benefit from increased brand awareness (aided by our recommendation systems), direct sales via YouTube Shopping, and robust fan funding options.

79%

79% of SMBs who use YouTube agree that YouTube is essential to their business growth.*

"YouTube helped grow our farm operation to where it's sustainable for me to stay home and be a full-time farmer."

Kent Rollins
Cowboy Kent Rollins

"YouTube is one of the most accessible and engaging multimedia platforms on the internet, and it acts as a bridge to build connections with my students."

Eric Cross, Middle school science & technology teacher

The epicenter of culture

From global athletic competitions and music festivals to pivotal world events, culture plays out on YouTube. Beyond these major moments, YouTube enables viewers to discover content tailored to their interests — whether that's learning a new skill through cooking tutorials, enjoying dynamic dance performances, or diving into their favorite podcasts.



@CowboyKentRollins

*According to research by Oxford Economics