

From Opportunity to Impact

Assessing the economic, societal and cultural
benefits of YouTube in Canada in 2021



Foreword

Canada has found in YouTube a valuable way for its creators, artists and entrepreneurs to gain visibility and contribute to the nation's distinct cultural identity and economy.

Oxford Economics worked closely with YouTube to develop a rigorous approach to measuring the video platform's impact across Canada, quantifying jobs created and GDP outcomes while explaining the ripple effects on adjacent industries and quality of life.

This is the second Canadian impact report produced by our ongoing research program. In addition to surveying nearly 4,000 users, creators and businesses across the country who interact with YouTube, we interviewed experts to glean insights into how the platform is changing Canadian society and culture. Our findings demonstrate YouTube's role in enabling Canadians to both discover and distribute uniquely Canadian content.

The video platform's presence has contributed

meaningfully to the nation's growth of cultural diversity by empowering more equitable distribution of content, even from groups that may be otherwise underrepresented.

Unquestionably, YouTube has helped amplify the voice of Canadian musicians and the music industry. As one creative director from a media and music company told us, "Without YouTube, our content would hit a very limited customer base and essentially make our company unviable." Across the country, ambitious entrepreneurs have the opportunity to scale their businesses by taking advantage of YouTube's professional tools and extensive reach.

Audiences turn to the platform for a broad variety of purposes, including education, training and even mental health. In our survey of YouTube users, one woman from Newfoundland and Labrador emphasized YouTube's importance for both her personal and professional needs: "It's so easy to find

just about anything you need, from recipe breakdowns and guided meditations to tutorials on relevant topics to enhance my career." How-to videos for DIY projects, educational videos to help with studying or tutoring and homemade clips of pets are part of the vast library of Canadian content available on YouTube.

Our research underscores the depth to which YouTube is embedded in the Canadian economy, society and culture as a go-to resource for information, entertainment and more.



Hamilton Galloway
Head of Consultancy,
Americas
Oxford Economics

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EXECUTIVE SUMMARY

YouTube's Impact in Canada

In 2021, millions of Canadians came to YouTube to inspire and be inspired. From hair tutorials to science experiments, YouTube is a place where users and content creators have the opportunity to find community, build brands and earn revenue. Ultimately, creators can enrich users' lives and positively impact the economy.



Economic Contribution

\$1.1B

YouTube's creative ecosystem contributed \$1.1 billion CAD to Canada's GDP in 2021.

34.6K

YouTube's creative ecosystem supported 34,600 full-time equivalent (FTE) jobs in Canada.

A Platform for Creators

35%

In Canada, the number of YouTube channels making \$100,000 or more in annual revenue (CAD) is up 35%, year over year.¹

550+

In Canada, over 550 channels have over one million subscribers, which represents growth of more than 20%, year over year.¹

¹ Source: YouTube Internal Data, Dec 2021

A Wealth of Benefits



Helping Businesses Grow

YouTube helps businesses connect with and grow their customer base in Canada and around the world. Connecting with more customers at home and abroad helps businesses increase reach, drive revenue and support jobs.



Amplifying Canadian Talent

YouTube's accessibility offers opportunities for artists and creators from across Canada to get discovered and share their content and culture with local and global audiences.



A Place to Learn

YouTube is a platform where Canadians can educate themselves and others. They can learn and develop personal and professional skills, hobbies or solve problems. It also provides an unparalleled resource for students, educators and parents.



Driving the Creator Economy

YouTube's creative entrepreneurs find opportunities and economic success while doing what they love. YouTube is a particularly powerful tool for enabling Canadian creators to access international audiences.



Driving Cultural Diversity

The diversity of Canada's population is reflected in YouTube's highly diverse content library, which provides users with a platform to create, share and experience culture with new communities across Canada and the world.

INTRODUCTION

The Creator Economy

YouTube supports an ecosystem of creators who earn revenues both on and off the YouTube platform. This ecosystem also encompasses creators' employees, including businesses and freelancers that earn a substantial portion of their revenue from creators.

WIDE-RANGING IMPACTS

YouTube is a place where creators can come together to share content, empower their communities, teach others and turn their skills into successful businesses. The platform enables Canadians from all walks of life to reach audiences around the world, providing a solid base on which to thrive and grow. This sustains jobs and income within the creative ecosystem and economic activity that reaches far outside of the YouTube platform.

YouTube's creative ecosystem contributed \$1.1 billion CAD to the Canadian economy and supported 34,600 full-time equivalent jobs in 2021. YouTube's economic impact shows up in four ways: **direct, indirect, induced** and **catalytic**.

DIRECT IMPACT

YouTube enables Canadian content creators to reach a large domestic and international audience. This supports substantial economic value for creators who receive income from the platform, for example, as they are paid a share of the revenues from advertising placed alongside their videos. YouTube's direct economic impact incorporates the GDP and jobs supported amongst creators.

INDIRECT AND INDUCED IMPACT

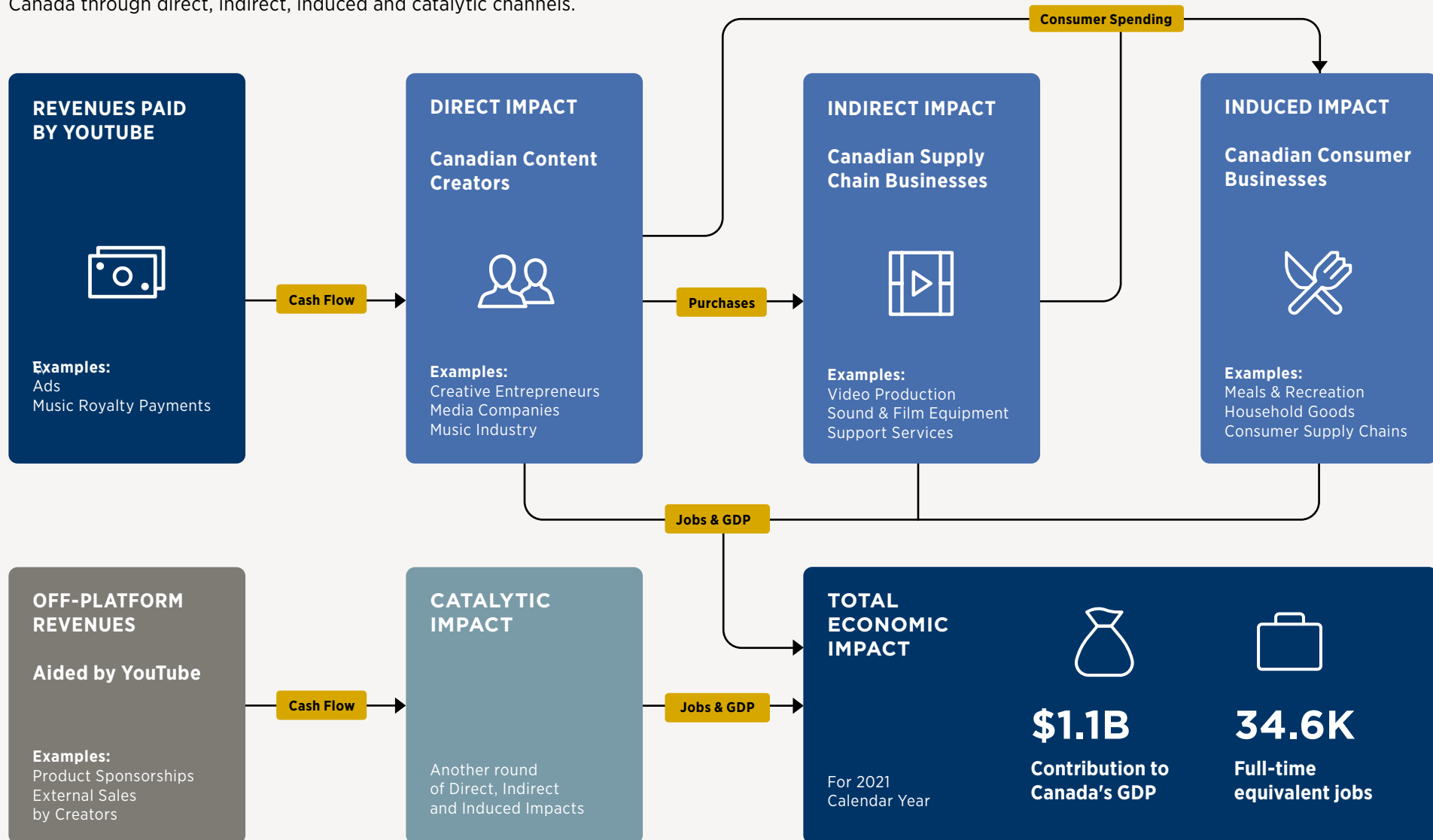
In producing content for YouTube, creators spend money on goods and services in their supply chains, which also stimulates an indirect economic impact. Creators and workers employed in YouTube's creative ecosystem or its supply chain go on to spend their earnings. This activity generates a further induced economic impact.

CATALYTIC IMPACT

YouTube creators also earn revenues from other sources that are helped by their YouTube presence, including product sales, brand partnerships or live performance engagements. These "off-platform" revenues catalyze additional impacts on the economy, stimulating further direct, indirect and induced impacts.

The Total Economic Impact of YouTube's Creative Ecosystem

A look at how YouTube's creative ecosystem makes an economic impact in Canada through direct, indirect, induced and catalytic channels.



Helping Businesses Grow

YouTube helps businesses connect with more customers at home and abroad—increasing reach, driving revenues and supporting jobs. YouTube also supports businesses in other ways. For example, YouTube provides a cost-effective source of staff training and helps businesses adapt to the challenges posed by COVID-19.

When business owners of all sizes share content that informs, educates and entertains, it helps them build an organic audience that they can then convert into customers. And rather than just read product and service reviews, YouTube users can seek out specific content, watch tutorials and hear directly from the business owner.

In addition to helping existing businesses grow, YouTube is enabling creators to launch entirely new businesses. On page 10, we will highlight how a Kitchener-based creator, James H. of Hacksmith Industries, turned his channel into a thriving company.



YouTube has helped my business reach new audiences and get our products and services out on the market.

— Creative Director, Media & Music company

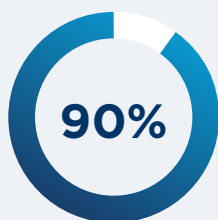
We've reached a variety of customers nationally and internationally because YouTube is one of the most used platforms.

— Head of Marketing, Professional Services company



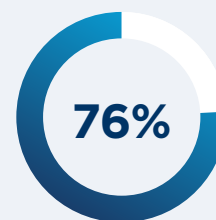
Our goal is to put out training content on YouTube to empower our users with knowledge. For us, it's a part of our communication platform, through which we are adding value to our customers.

— Social Media Team Lead, Canadian EdTech company



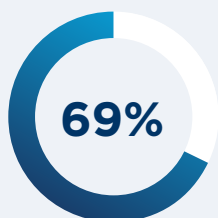
INTERNATIONAL WATCH TIME

Over 90% of watch time on content produced by Canadian channels comes from outside of Canada.¹



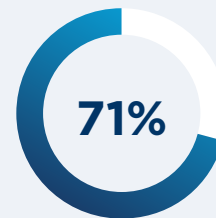
ADAPTING TO NEW NORMS

76% of SMBs who use YouTube agree that their use of YouTube during the COVID-19 pandemic has helped their organization adapt.



PROMPTING GROWTH

69% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.



TRAINING STAFF

71% of SMBs who use YouTube agree that YouTube is a cost-effective way of providing staff training

¹ Source: YouTube Internal Data, Dec 2021

 / **Hacksmith** | 12.7M+ subscribers | Kitchener, ON

Making Fictional Gadgets a Reality

Laser vision goggles, hoverboards, lightsabers—a self-proclaimed engineer, James H. has brought countless gadgets to life as a way to inspire youth around the world into STEAM fields. For over a decade, Hacksmith, through his YouTube channel, has taken fictional ideas from comics, movies and video games and turned them into working prototypes.

The videos of his process have attracted more than **12.7 million subscribers** and accumulated over **one billion views**. They have become so popular that the Hacksmith YouTube channel has evolved into Hacksmith Industries, a growing business. Now, James employs a team of **22 full-time staff** who work from a newly renovated multi-studio office space in Kitchener, Ontario. Hacksmith also has partnerships with globally-recognized brands, and a tool product line is in the works. Through YouTube, James has uncovered a unique and fulfilling career path by showing his fans across the world how technology concepts can become a reality.



“

If you told past me, five years ago, that I was going to have a 13,000 square foot facility and every piece of machinery I could desire, I would be like 'that's amazing, I can't wait.'

— James H., Creator, Kitchener, ON

Amplifying Canadian Talent

YouTube is a place where emerging and established Canadian artists can share their content and culture locally and globally. Many undiscovered artists have broken through on YouTube and it has helped increase the talent pool in the music industry.

Because YouTube allows artists and fans to connect, it can be a key part of an artist's strategy to help them get discovered. Canadian artists can share more than their art, such as lifestyle content or behind-the-scenes insights, allowing fans to discover them not just as artists, but as people too.



YouTube has allowed me to express myself as a musician, artist and entertainer. The freedom to create content helps my mental health and has improved my life in varying degrees.

— Creator aged 45-54, Ontario, 0 to 500 subscribers

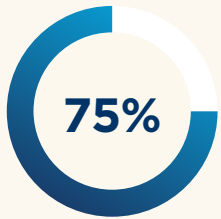
YouTube is giving a lot of Canadians a voice that they wouldn't get through the [traditional media] channels. You can actually discover an audience for yourself, or for your business, or for anything—and I think that's amazing."

— Daniel Schwanen, Vice-President of Research, C. D. Howe Institute



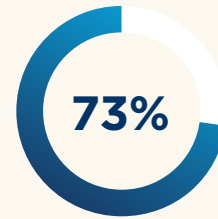
In the grand scheme of things, YouTube is a net positive for the music industry and that viewpoint has shifted dramatically over the last few years. And the labels are working in really strong partnerships now with YouTube.

— Patrick Rogers, CEO, Music Canada



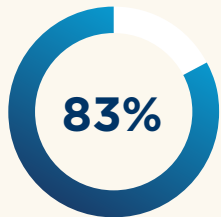
INCREASING TALENT

75% of media and music companies with a YouTube channel agree that YouTube has increased the supply of creative talent in the industry.



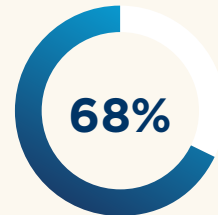
THE WORLD STAGE

73% of creators agree that YouTube is an essential platform to earn a global presence.



FINDING NEW TALENT

83% of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.



IMPROVING REACH

68% of media and music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.

 / **The Halluci Nation** | 196K+ subscribers | Ottawa, ON

Mixing Indigenous Traditions with Contemporary Music

Tim "Zoolman" H. and Ehren "Bear Witness" T. are the Ottawa-based Indigenous electronic music group known as The Halluci Nation. Since 2010, they've been using their YouTube channel to release new music, share behind-the-scenes videos and celebrate contemporary and multifaceted Indigenous culture with a growing fanbase of **196,000 subscribers**.

The Halluci Nation have won numerous awards, and their channel has received more than **46 million video views**. Their videos and music convey a positive message of self-identity, representation and acceptance.

Their content combines a range of influences, from hip-hop to pow-wow drums and vocals blended with electronic production, to digitize traditional Indigenous music and bring it to a wide audience through YouTube.



“

YouTube is enhancing Canadian culture. The emerging artists use this platform to showcase their talent by promoting local music. And as YouTube is widely available across different countries, locals are happy to project the local culture on a global stage.

— Head of Marketing, Strategy and Innovation, Canadian Music & Media company

A Place to Learn

YouTube provides unique value to millions of Canadians as an accessible, educational resource.

Every day, Canadians of all ages are empowered to develop their personal and professional skill and deepen their knowledge. Some learn a new language or teach themselves to code. Others develop hobbies and interests like tackling home projects or following a new sport.

Parents, students and teachers alike recognize YouTube's benefit as a quick, easy and useful educational resource—within the classroom and beyond.



YouTube has allowed me to learn from knowledgeable individuals around the world and it has allowed me to learn about topics I never thought would interest me.

— User aged 18-24, Québec

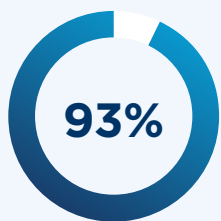
Not only is YouTube beneficial for students, but it's also beneficial for teachers to ingrain themselves with various communities, connect with other teachers and share resources.

— Resource Teacher, Québec high school



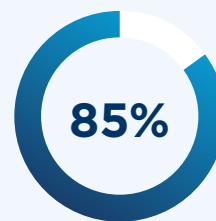
YouTube has been such a blessing for my non-verbal child with autism in his life for educational learning and now his love of music. It has also strengthened his typing skills and it is easy for him to discover what he wants to watch. In a way, it has brought a new voice to him.

— User aged 35-44, Alberta



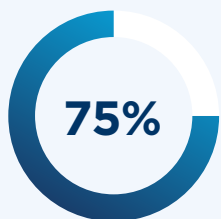
ACCESSING INFORMATION

93% of users report using YouTube to gather information and knowledge.



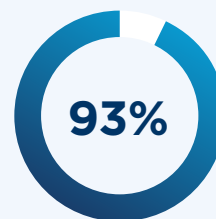
MAKING LEARNING FUN

85% of parents who use YouTube (or YouTube Kids for children under 13) agree that YouTube makes learning more fun for their children.



FACILITATING EDUCATION

75% of teachers who use YouTube agree that YouTube helps students learn.



PRACTICAL PROBLEM-SOLVING

93% of users report they learn how to fix practical problems on YouTube.

 / **NileRed** | 4.3M+ subscribers | Montréal, QC

Making Science Fun

Nigel B., a long-time science enthusiast with a Bachelor of Science degree and a minor in pharmacology, is bringing his love for chemistry to a worldwide audience through his educational YouTube channel, NileRed. Over the past eight years, Nigel has filmed hundreds of mind-bending, illuminating and entertaining experiments for the world to see—from making hot sauce out of rubber gloves, to making transparent wood.

With **4.3 million subscribers** and **505 million video views** and growing, Nigel is sparking people's interest in science using unconventional methods. What was once a hobby is now Nigel's career, and the NileRed channel has grown into a full-time business that he works on with his family. NileRed continues to grow a worldwide audience, educating viewers on the possibilities that science can unlock.



“

My business basically started when I opened my YouTube channel. Before that, I was working as a lab tech at a university. So, it is more accurate to say that YouTube started my business than it is to say it changed it.

— Nigel B., Creator, Montréal, QC

Driving the Creator Economy

YouTube provides a vehicle for Canadian creators to find opportunities and earn income by sharing their interests, skills, and passions with local and international audiences. Thousands of creative entrepreneurs in Canada earn through YouTube, from individuals supplementing their main income, to professional content creators making a living from their YouTube earnings.

The YouTube platform offers access to free support, resources and an infrastructure that supports growth. As well as earning money from YouTube directly, creators can use the platform to help them generate income from other sources, such as through brand sponsorships, live appearances or book deals. This opportunistic system enables creators to sustain viable careers and employ a network of collaborators, all while pursuing their passions.



I bet that there are a lot of people here in Canada that would not be able to both make a living and enjoy what they're doing without YouTube.

— Daniel Schwanen, Vice President of Research, C. D. Howe Institute

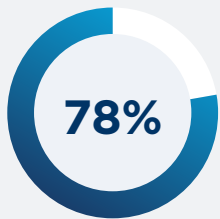
I like YouTube because there is so much variety. You never know what you'll find. It's like a bottomless pit of entertainment and information.

— User aged 65-74, British Columbia



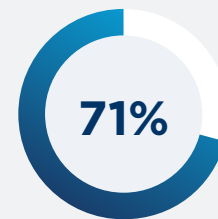
YouTube gives us a more extensive reach as our accessibility increases. I think that's great that we have reached a global audience through YouTube.

— Social Media Team Lead, Canadian EdTech company



EXPANDING REACH

78% of creative entrepreneurs agree that YouTube helps them export their content to international audiences they wouldn't otherwise have access to.



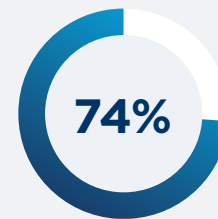
ADDITIONAL REVENUE

71% of creative entrepreneurs agree that the revenue they receive from advertisements being placed on their YouTube content is an important source of income for them.



GROWING SUBSCRIBERS

In Canada, over 4,500 channels have more than 100,000 subscribers, which grew 20%, year over year.¹



INCREASING OPPORTUNITIES

74% of creative entrepreneurs agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.

¹ Source: YouTube Internal Data, Dec 2021

 / **KREW** | 15.4M+ collective subscribers | St. Albert, AB

From Fun to Full-Time Jobs

Kat, Betty, Kim, Wenny and Allen L., the five siblings from St. Albert, Alberta who go by KREW, were just having fun role-playing characters from their favourite video games when they made their first YouTube clip nine years ago. None of them predicted what would happen in the years to follow.

KREW now has **15.4 million collective subscribers** and over **10 billion video views**. People from all over the world tune in to catch their adventures on YouTube, allowing their channel to flourish as a full-time business. They have sponsorships, their own line of seasonal merchandise and a gaming app called KREW Eats. Being on YouTube has turned a family hobby into a real business.



“

YouTube has helped us discover new business opportunities by not only supporting our channels and being a helpful resource when we need it most, but also aiding in expanding our fanbase to open the doors on business endeavors outside of just the content we create, from our extensive merch programs to creating our own gaming app.

— KREW, Creators, St. Albert, AB

Driving Cultural Diversity

The diversity of Canada's population is reflected in YouTube's diverse content. The platform provides a vehicle for local creators to reach international audiences and for Canadians overseas to stay connected with Canadian culture and experiences.

Whatever their passion or background, creators from all walks of life can use YouTube to celebrate, share and experience the richness of their culture with new communities across Canada and the world.



[YouTube provides] a chance to be seen. A chance to grow when putting out content on a regular basis. A chance to collaborate with other people in my community.

— Creator aged 25-34, British Columbia, 100,000 to 250,000 subscribers

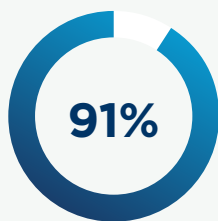
I don't travel much but YouTube has taken me all around the world to see different cultures and beautiful places.

— User aged 45-54, Ontario



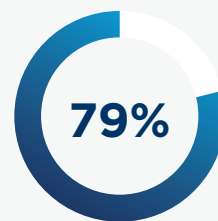
YouTube is a way to find what you need. If you're talking about innovation, about research and development, about education, about culture, well, it's all there.

— Daniel Schwanen, Vice President of Research, C. D. Howe Institute



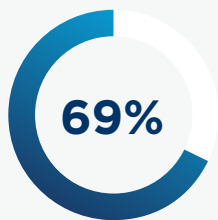
SHARING IDEAS

91% of female creators agree that YouTube helps them share their passions and ideas.



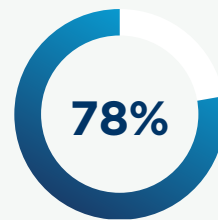
MULTIPLE LANGUAGES

79% of users agree they can easily find content on YouTube in their preferred language.



A PLACE TO BELONG

69% of creative entrepreneurs agree that they identify and feel like they have a place to belong on YouTube.



A TOOL FOR LEARNING

78% of female users agree that YouTube is a helpful platform for lifelong learning.

 / **Adanna Madueke** | 833K+ subscribers | Edmonton, AB

Teaching Viewers About Natural Hairstyling

While Adanna M.'s channel features videos about makeup and hairstyling, her impact on viewers extends beyond tutorials. Her content promotes natural beauty, builds confidence and supports the de-stigmatization of natural hair. Since coming to Canada from Nigeria more than five years ago, Adanna has translated her passion for all things beauty into natural hair styling tutorials on YouTube—protective styles, braids, twists and more. As more people began showing interest in her content, Adanna recognized a lack of representation for styling natural hair types, especially among Black women.

Adanna believed she could fill the gap and began engaging with an international audience through her educational content, empowering people of colour to feel confident with their natural selves. Her platform now reaches more than **833,000 subscribers** all over the world, sharing lifestyle content, vlogs and travel highlights. She has global partnerships with beauty brands and recently documented her visits to salons in West Africa to share her learnings about natural hair with her subscribers. With an online community behind her, Adanna is using her platform to create a safe space for people to feel included.



“

Beauty is diverse and my YouTube channel has served as a representation to every person across different ethnicities, especially Black women, to always be confident in their natural self.

— Adanna M., Creator, Edmonton, AB

By the Numbers

GDP

YouTube's creative ecosystem contributed **\$1.1 billion** CAD to Canada's GDP in 2021.

FTE

YouTube's creative ecosystem supported **34,600 full-time** equivalent (FTE) jobs in Canada.

HELPING BUSINESSES GROW

In Canada, the number of YouTube channels making \$10,000 or more in annual revenue (CAD) is **up 25%**, year over year.¹

In Canada, the number of YouTube channels making \$100,000 or more in annual revenue (CAD) is up **35%**, year over year.¹

78% of creative entrepreneurs agree that YouTube helps them export their content to international audiences they wouldn't otherwise have access to.

80% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.

76% of SMBs who use YouTube agree that YouTube has helped them sustain their business during the COVID-19 pandemic.

69% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.

67% of SMBs who advertise on YouTube agree that YouTube ads have helped them grow sales.

76% of SMBs who use YouTube agree that their use of YouTube during the COVID-19 pandemic has helped their organization adapt.

71% of SMBs who use YouTube agree that YouTube is a cost-effective way of providing staff training.

65% of SMBs who use YouTube agree that YouTube is essential to their business growth.

AMPLIFYING CANADIAN TALENT

68% of media and music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.

83% of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.

75% of media and music companies with a YouTube channel agree that YouTube has increased the supply of creative talent in the industry.

61% of media and music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.

58% of media and music companies with a YouTube channel agree that YouTube helps grow their overall revenue.

73% of creators agree that YouTube is an essential platform to earn a global presence.

A PLACE TO LEARN

93% of users report using YouTube to gather information and knowledge.

75% of teachers who use YouTube agree that YouTube helps students learn.

82% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) helps their children learn.

85% of parents who use YouTube (or YouTube Kids for children under 13) agree that YouTube makes learning more fun for their children.

93% of users report they learn how to fix practical problems on YouTube.

DRIVING THE CREATOR ECONOMY

In Canada, over **4,500** channels have over 100,000 subscribers, which grew 20%, year over year.¹

In Canada, over **550** channels have over one million subscribers, which grew 20%, year over year.¹

Over **90%** of watch time on content produced by Canadian channels comes from outside of Canada.¹

71% of creative entrepreneurs agree that the revenue they receive from advertisements being placed on their YouTube content is an important source of income for them.

74% of creative entrepreneurs agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.

77% of creative entrepreneurs agree that YouTube is an essential platform to earn a global presence.

64% of creators agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.

DRIVING CULTURAL DIVERSITY

73% of female creators agree that YouTube helps them be creative.

91% of female creators agree that YouTube helps them share their passions and ideas.

69% of creative entrepreneurs agree that they identify and feel like they have a place to belong on YouTube.

78% of female users agree that YouTube is a helpful platform for lifelong learning.

79% of users agree they can easily find content on YouTube in their preferred language.

MISCELLANEOUS

78% of users agree that YouTube has been helpful during the COVID-19 pandemic by providing access to timely and/or authoritative information.

75% of users who searched for political content on YouTube agree that YouTube is a source of diverse political content.

69% of users who searched for election information online in the last 12 months have searched YouTube for election information.

GLOSSARY OF TERMS

YouTube's Creative Ecosystem

YouTube supports an ecosystem of creators who earn revenues both on and off the YouTube platform. This ecosystem also encompasses creators' employees, as well as businesses and freelancers in their supply chains that earn a substantial portion of their revenue from creators.

Creator

Anyone who uploads one or more videos of any subject matter to YouTube, whether they earn revenue or not as a result.

Creative Entrepreneur

YouTube creators with at least 10,000 subscribers to their largest channel, and those with fewer subscribers who either earn money directly from YouTube, earn money through their YouTube videos from other sources, or permanently employ others in support of their YouTube activities.

User

Anyone who views video content on YouTube for any purpose, at least once a month.

Business

The types of businesses included in the analysis vary according to claim. Our business survey gathered insights from businesses that own a YouTube channel; those that advertise on YouTube; and those that use YouTube for other reasons, such as staff training. Note that these groups are not mutually exclusive and a business may fall into two or more of these categories.

Small and Medium Business (SMB)

A business with less than 250 employees.

METHODOLOGY

Q&A

How did we estimate the GDP contribution of YouTube's creative ecosystem?

The total pay-out from YouTube in 2021 was estimated using results from our survey of Canada-based YouTube content creators and published information on music industry revenues.

Off-platform revenues for creative entrepreneurs were estimated from the survey of Canadian creators, and off-platform revenues for music and media companies were estimated from business survey responses.

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 revenue estimates.

We then used an input-output model (in essence, a table showing who buys what, and from whom, in the Canadian economy) to

estimate both the supply chain (indirect) and worker spending (induced) impacts. The model for Canada was drawn from Oxford Economics' Global Input-Output Model, which is in turn based on OECD data. 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 activity 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 the 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 creator, were estimated by applying productivity assumptions to the GDP results.

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

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