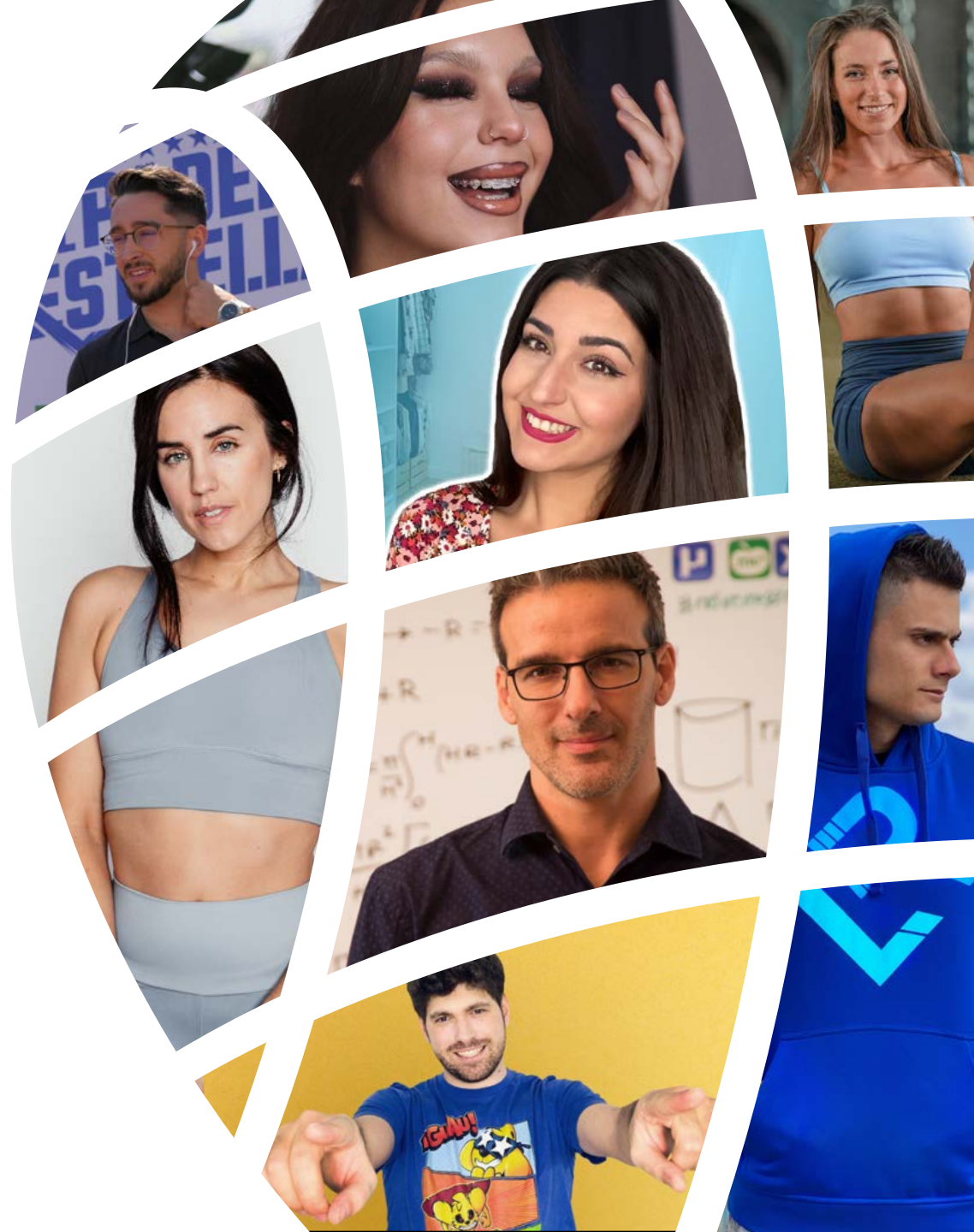


FROM OPPORTUNITY TO IMPACT

ASSESSING THE ECONOMIC,
SOCIETAL, AND CULTURAL
BENEFITS OF YOUTUBE IN SPAIN



Every day, YouTube helps people learn new skills, start businesses, create jobs, and enrich their lives. This study by Oxford Economics assesses the full economic, societal, and cultural impacts of the world's most popular video-hosting website in Spain, combining sophisticated survey techniques and economic modeling.

Around one billion hours of YouTube videos are watched every day across the world.¹ In Spain, these views generate substantial revenues for YouTube creators and other businesses—which in turn support economic activity and jobs in their supply chains, and throughout the wider economy.

In 2020, we calculate that YouTube's creative ecosystem contributed approximately:



€313 million
to Spain's GDP

OUR METHODOLOGY

Oxford Economics' economic modelling used survey results and published data to estimate the contribution of YouTube to headline economic metrics such as GDP and employment.

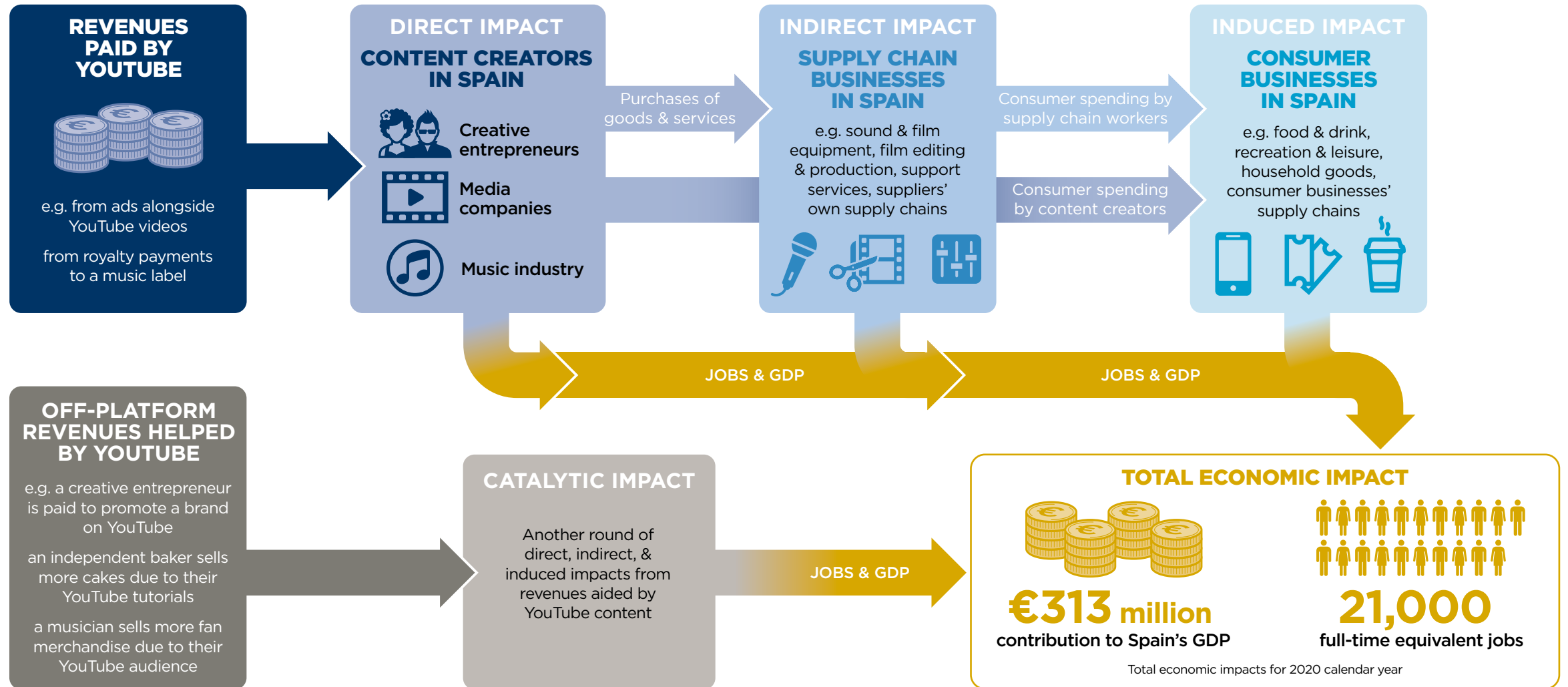
We undertook an anonymised survey of 2,000 Spain-based users. We also surveyed more than 2,000 businesses across Europe and more than 1,460 Southern European content creators (of which 570 were in Spain).

Over the following pages, we present the results of our economic modelling and other key findings from our research. We also present a series of personalised case studies of successful YouTube creators.



21,000
FTE jobs across Spain

THE TOTAL ECONOMIC IMPACT OF YOUTUBE'S CREATIVE ECOSYSTEM





THE HOME OF CREATIVE ENTREPRENEURS

YouTube's "creative entrepreneurs" find opportunities and economic success in Spain both on and off the platform.

2 in 3 creative entrepreneurs reported that YouTube has had a positive impact on their professional goals.

Over 70% of creative entrepreneurs agreed that YouTube gives them the opportunity to work in a way that suits their needs.

“YouTube opens doors like no other media.”

Creator, 18-24 years old, Castilla y León

Creative entrepreneurs comprise 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.

/ **GYMVIRTUAL**

Personal fitness trainer

Patry Jordán turned to YouTube in 2009 to expand the audience for her online exercise routines designed to be performed at home without any fitness equipment. Twelve years later, GymVirtual now has more than 15 million subscribers across 10 channels.

A key advantage of the platform for Patry has been that it enabled her to expand her audience to reach viewers outside of her home country of Spain. Income from YouTube enabled her to invest in other projects related to GymVirtual content. She has written three books, sealed long-term sponsorship deals, and employs 10 people full-time to develop her ventures away from YouTube.

She now also provides branded content on her channels – including a product, a brand, or a company name enables her to generate additional income.

GymVirtual played a valuable role during Covid-19 as new viewers found the channel a way to exercise during lockdown. She launched a daily 6pm exercise session for people working at home. Patry says participants still write to her now to thank her for those programmes.





A PLACE TO LEARN

In both their personal and professional lives, YouTube empowers users in Spain to develop a huge range of skills and knowledge—enabling them to acquire new hobbies, gain qualifications, and even jumpstart careers.

More than 90% of users reported that they use YouTube to gather information and knowledge.

69% of teachers who use YouTube agreed that YouTube helps students learn.

2 in 3 parents who use YouTube agreed that YouTube has been helpful for their kids since the start of the Covid-19 pandemic.

/ UNICOOS

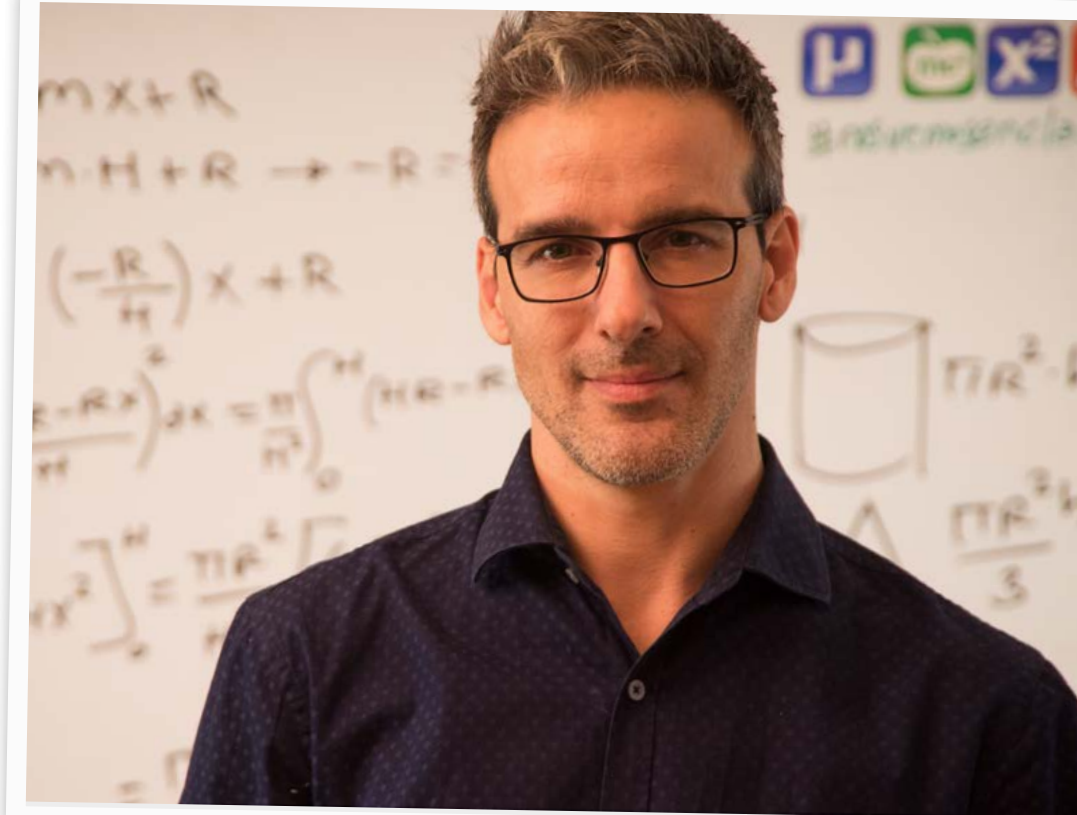
Maths and physics teacher

David Calle began uploading videos to his YouTube channel in 2011 to make it easier for his maths and physics students to watch his lessons as many times as they needed to.

Ten years later, with 235 million views and 1.4 million student subscribers, David has expanded Unicoos to subjects such as chemistry and technology. He reaches a global audience—helping students in Argentina, Mexico, Chile, and the United States with their studies.

Unicoos played a valuable role during Covid-19. Spain's Ministry of Education included some of his videos on the special programming for students, La 2, on TVE. David provided material to students without domestic internet access when live classes were suspended. Today, he is remastering all his videos to include sign language and subtitles.

David has not only created an online community but discovered a passion that complements his lessons perfectly. YouTube has helped him attract a student audience that he would otherwise have found hard to reach.





EXPORTING SPANISH TALENT

YouTube enables Spanish creators of all backgrounds to find an audience for their videos, whether locally or internationally. In turn this creates new opportunities to earn income and share Spanish culture.

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

Over 75% of watch time on content produced by channels in Spain comes from outside of Spain.²

65% of creators agreed that access to an audience outside of Spain is essential for their channel to be sustainable.

2. Source: YouTube Data, 2021

/ [MIKECRACK](#)

Videogamer and entrepreneur

As he was about to conclude a master's degree in the management and development of biomedical technologies, Miguel Bernal Montes saw an opportunity to pursue a YouTube career by uploading Minecraft videos.

Starting from scratch, he gave himself a year to hit a target of 140,000 subscribers or 2.5 million monthly views—or stick with biotechnology. Twelve months later, and he had significantly exceeded his goal—with 1.4 million subscribers and 70 million monthly views.

Now with three channels—Mikecrack, Mikecrack fans and Mikecrack Exe—boasting more than 11 billion views, Miguel has branched out into brand advertising, books, and merchandising sales. He employs more than 20 people from animators to accountants. Eighty percent of his audience is in Latin America where he has teamed up with YouTubers in Mexico, Ecuador and Colombia.

His videos aim to strengthen values such as friendship, effort, and commitment. This proved essential during Covid-19 when his videos became an escape valve for his teenage audience.

Creative entrepreneurs comprise 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.



SUPPORTING SPANIARDS DURING COVID-19

AUTHORITATIVE INFO

More than half of users agreed that YouTube has been a reliable source of information since the start of the Covid-19 pandemic.



Covid-19 info panels that appear in Covid-19-related search results and watch pages, providing links to Ministerio de Sanidad web pages with general Covid-19 guidance and vaccine information.



Covid-19 news shelf appears on the YouTube homepage to make it easy for users to get up-to-date and authoritative news on Covid-19.

HELPFULNESS

77% of users agreed that YouTube has been helpful since the start of the Covid-19 pandemic.

“It has given me a lot of peace and relaxation in the hard times of Covid.”

User, 75 years old or over, Gerona

WHAT USERS AND CREATORS TOLD US ABOUT YOUTUBE

A TOOL FOR LEARNING

“We started integrating YouTube a bit more in our classes during the Covid-19 pandemic, and we observed that the involvement of students increased.”

Primary school teacher, San Roque

“It has allowed me to learn many things for free that have helped me in my work.”

User, 25-34 years old, Catalunya

“For me it is very important. In my family, we use [YouTube] every day to entertain or to make any inquiry; it is part of our daily life.”

User, 35-44 years old, País Vasco

OPPORTUNITIES FOR CREATORS

“It is my main source of income and the one that sustains my family finances.”

Creator, 25-34 years old, Asturias

“[YouTube] not only is my job, but also my way of life. I work and live from what I like and I feel very lucky for it.”

Creator, 25-34 years old, Madrid

“I love creating content and having a vision for the future where I am able to dedicate myself to what I like, making enough monthly income with YouTube.”

Creator, 35-44 years old, Valencia

SUPPORT FOR BUSINESS

“The impact of YouTube is extraordinary, not only at the company level, but also at the user level.”

Company owner in the IT and telecoms sector, Castilla-La Mancha

“It is an indispensable tool for the company.”

Head of Marketing in the music, media and entertainment industry, Madrid

“YouTube is a great company and it has helped us a lot to reach a very widespread audience.”

Head of internal communications for a manufacturing business, Catalunya

ABOUT OXFORD ECONOMICS

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on more than 200 countries, 250 industrial sectors, and 7,000 cities and regions.

Headquartered in Oxford, England, with regional centres in New York, London, Frankfurt, and Singapore, Oxford Economics employs 400 full-time staff, including more than 250 professional economists, industry experts, and business editors. Our global team is highly skilled in a full range of research techniques and thought leadership capabilities from econometric modelling, scenario framing, and economic impact analysis to market surveys, case studies, expert panels, and web analytics.

Oxford Economics is a key adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base now comprises over 2,000 international organisations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.



METHODOLOGY Q&A

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

The total pay-out from YouTube in 2020 was estimated using survey results from YouTube content creators based in Southern Europe and published information on music industry revenues.

Off-platform revenues for creative entrepreneurs were estimated from creator survey responses. Off-platform revenues for music and media businesses were estimated from survey responses from EU businesses.

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 Spanish economy—to estimate both the supply chain (indirect) and worker spending (induced) impacts. The model for Spain was drawn from Oxford Economics' Global Impact 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 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 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 are based on information provided by YouTube.

