

Data/claims supporting our creator advocacy initiatives

Recommendations / discovery

- **70% of watch time is attributable to recommendations**
 - *Source:*
 - *Alts:*
 - Majority of watch time is attributable to recommendations
 - 80% of watch time is attributable to recommendations and search
 - *Notes:*
 - This stat may be counterproductive, as it plays into policymaker accusations that our algorithms are designed to be addictive / maximize time spent on the platform, rather than highlight "quality" content. It may be useful for communicating to creators who worry about revenue metrics, but it is probably too risky for KOF audiences.
 - *Status:* Approved (?)
 - 'Majority of watch time...' alt approved for DSA advocacy (?). Unclear if this is the approved version generally.
- **We recommend 600m videos per day (through the Watch Next and Home pages)**
 - *Source:* [HYPERLINK "[\ "slide=id.geda529d37c_0_110" \h \]](https://docs.google.com/presentation/d/1hAjDsSdyFy7oq-fmSxfr1HMjMkKH6vr6ctc5FxaxbeQ/edit)
 - *Alts:*
 - We recommend more than 200m videos per day on the home page
 - Used in 2019 [HYPERLINK "<https://blog.youtube/news-and-events/continuing-our-work-to-improve/>" \h]
 - *Status:* Semi-approved (used publicly)
- **Nearly half of the videos we recommend are from "aspiring" or "emerging" creators**
 - *Source:* Data query from Eric Bencomo Dixon
 - *Alts:*
 - 44% of the videos we recommend on the home page are from "aspiring" or "emerging" creators.
 - *Notes:*
 - The "nearly half" figure is somewhat imprecise, as we don't seem to have source data for 5-10% of those views, and there's a difference between the composition of videos through Home and Watch Next. For home, it's at least 44% "aspiring" or "emerging." For Watch Next, it's at least 31% "aspiring" or "emerging."
 - *Status:* Not submitted for approval
- **Each day, we recommend videos from X "emerging" or "aspiring" creators**

Commented [1]: Agree with this from a PR perspective!

Commented [2]: how do we define this?

- *Source:* Not yet queried
 - *Alts:*
 - Could use different subscriber thresholds for inclusion in the stat
 - *Status:* Not submitted for approval
- **For every 100 viewers, a video will be recommended to an average of 700 new viewers**
 - *Source:* [HYPERLINK
"https://docs.google.com/presentation/d/1hAjDsSdyFy7oq-fmSxfr1HMjMkKH6vr6ctc5FxaxbeQ/edit" \l "slide=id.geda529d37c_0_110" \h]
 - *Alts:*
 - For every 100 views a video receives, 700 new viewers will see a thumbnail for that video. [More literal/accurate description of the data]
 - *Notes:*
 - Creators have mixed feelings about how easy it is to find viewers on YouTube. The [HYPERLINK
"https://docs.google.com/presentation/d/15VkcYDghz2nvQ3IgYUvwqyVL5CV03bMXsxZDNCR0ouM/edit?resourcekey=0-Fk3d9bslGNbktRib45ty5w" \l "slide=id.gec1f086c0b_0_455" \h] found that 44% of surveyed creators believed it was easy for viewers to find their videos, while 37% of surveyed creators believed it was difficult for viewers to find their videos.
 - *Status:* Semi-Approved (used publicly)

Growth

- **Each year, X new creators reach X subscriber mark.**
 - *Source:* Not yet queried
 - *Alts:*
 - Each year X new creators join YPP
 - "In the US, xxx channels have hit the major milestone of 1 million subscribers, which grew xx%, year over year."
 - This general claim appears to be approved as per the [HYPERLINK "https://sites.google.com/corp/google.com/yt-kof/data-claims" \l "h.hjp6ey53h3gy" \h]
 - Could focus on revenue generation instead of subscribers to demonstrate economic growth potential
 - Ex. "In the US, the percentage of YouTube channels making 6 figures in revenue is up xx%, year over year."
 - This general claim appears to be approved as per the [HYPERLINK "https://sites.google.com/corp/google.com/yt-kof/data-claims" \l "h.hjp6ey53h3gy" \h]
 - *Status:* N/A

- **77% of creators believe that YouTube is the best place to build an audience**
 - *Source:* [HYPERLINK "https://docs.google.com/presentation/d/15VkcYDghz2nvQ3lgYUvwqyVL5CV03bMXsxZDNCR0ouM/edit?resourcekey=0-Fk3d9bslGNbktRib45ty5w" \l "slide=id.gec1f086c0b_0_447" \h]
 - *Alts:*
 - TBD
 - *Notes:*
 - Small sample, should wait for complete GCSS
 - *Status:* Not Approved

Economic Opportunity / Monetization

- **Over the last three years, we've paid more than \$30 billion to creators, artists, and media companies.**
 - *Source:* [HYPERLINK "https://blog.youtube/inside-youtube/responsibility-good-business-and-creator-economy/" \h]
 - *Alts:*
 - Over the last three years, we've paid more than \$XX to creators.
 - *Notes:*
 - Does not appear to be broken out by creators / partners
 - *Status:*
 - Approved (used publicly)
- **Now, more than two million creators participate in YPP globally, including many who might not otherwise have had a platform**
 - *Source:* [HYPERLINK "https://blog.youtube/inside-youtube/responsibility-good-business-and-creator-economy/" \h]
 - *Notes:*
 - From August 2021
 - *Status:*
 - Approved (used publicly)
- **In 2020, YouTube's creator ecosystem supported the creation of 394,000 full-time equivalent jobs in the US.**
 - *Source:* [HYPERLINK "https://www.youtube.com/howyoutubeworks/progress-impact/impact/" \l "CA" \h]
 - *Status:*
 - Approved (used publicly)
- **There are more than 2.3M monetizing creators in the YouTube Partner Program**
 - *Source:* [HYPERLINK "https://docs.google.com/document/d/1zb6J4dk_eivXXq-Adl7v5ydSkje1317HZUN-C_8yljE/edit" \h]
 - *Notes:*

- Date of this stat unclear
 - *Status:*
 - Unknown
- **The YouTube Partner Program has grown more than 100% in the past two years**
 - *Source:* [HYPERLINK "[\h](https://docs.google.com/document/d/1zb6J4dk_eivXXq-Adl7v5ydSkje1317HZUN-C_8yljE/edit)"]
 - *Notes:*
 - Date of this stat unclear
 - *Status:*
 - Unknown
- **Creators earn roughly X% of their revenue from advertising**
 - *Source:* [HYPERLINK "[\h](https://docs.google.com/document/d/1zb6J4dk_eivXXq-Adl7v5ydSkje1317HZUN-C_8yljE/edit)"]
 - *Notes:*
 - Rough estimates given in presentation for platform-wide ad revenue percentage, but the precise amount YT creators earn from ad revenue is not listed.
 - *Status:*
 - Unknown
- **Almost 60k creators are “making it” on the platform**
 - *Source:* State of the Creator Ecosystem report
 - *Notes:*
 - Actual number = 58k
 - “Making it” defined as > \$55k quarterly revenue.
 - Significant increase in this metric over the past two years.
 - *Status:*
 - Unknown (likely non-public)