

# FROM OPPORTUNITY TO IMPACT

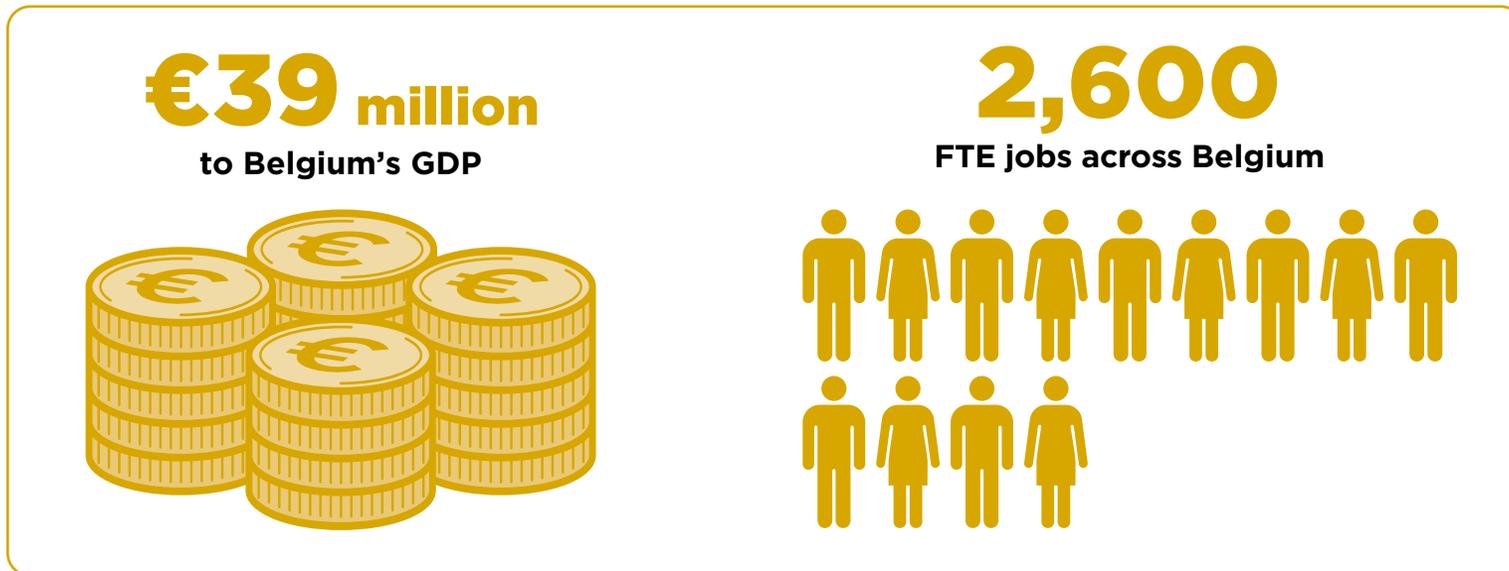
ASSESSING THE ECONOMIC, SOCIETAL,  
AND CULTURAL BENEFITS OF  
YOUTUBE IN BELGIUM



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 Belgium, combining sophisticated survey techniques and economic modelling.

Around one billion hours of YouTube videos are watched every day across the world.<sup>1</sup> In Belgium, 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:



## 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.

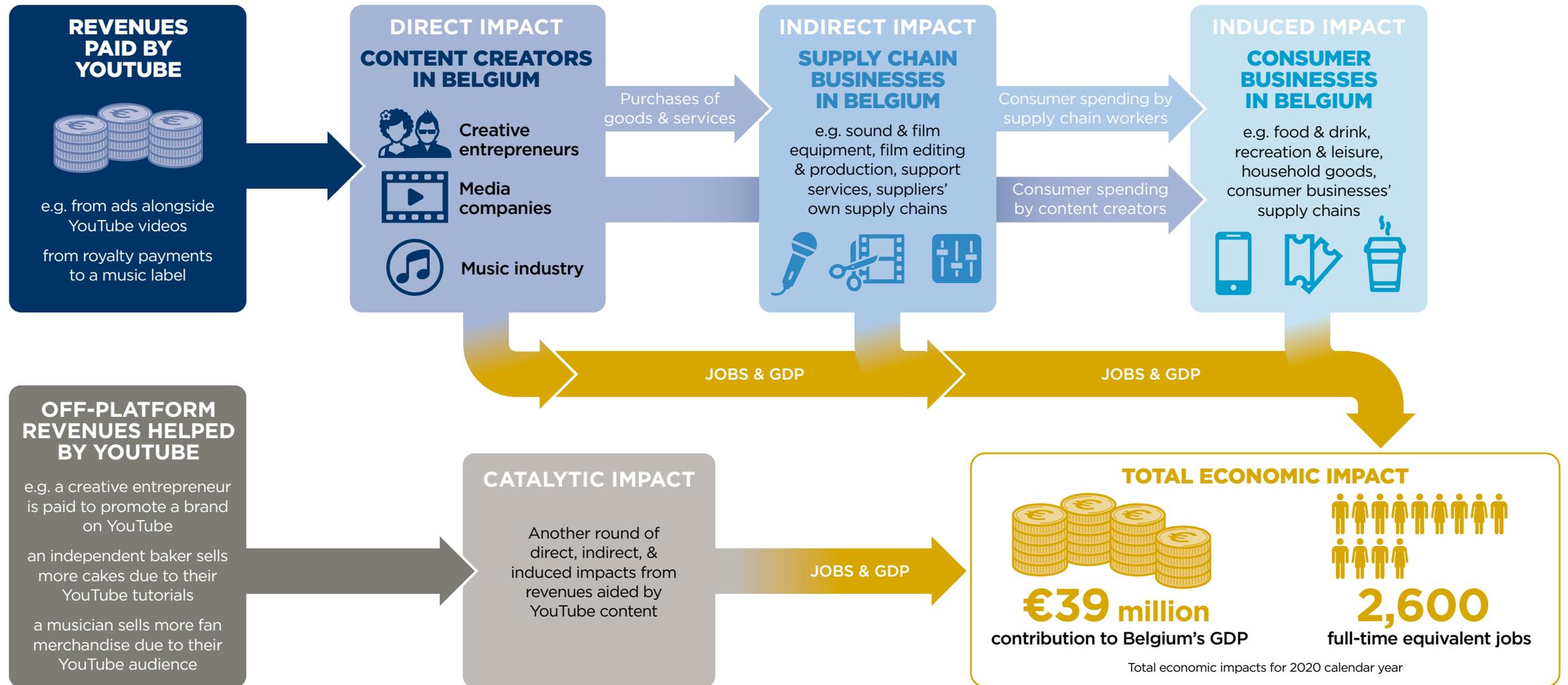
We undertook an anonymised survey of 2,000 Belgium-based YouTube users. We also surveyed 780 creators and 500 businesses across Northern Europe,<sup>2</sup> of which 147 creators and 63 businesses were in Belgium.

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.

1. Source: YouTube internal data, June 2021

2. YouTube defines *Northern Europe* to include Belgium, Denmark, Estonia, Finland, Ireland, Luxembourg, the Netherlands, and Sweden.

# THE TOTAL ECONOMIC IMPACT OF YOUTUBE'S CREATIVE ECOSYSTEM





## ENRICHING AND EXPORTING BELGIAN TALENT

YouTube's accessibility offers opportunities for Belgian creators of all backgrounds to find an audience for their videos, both locally and internationally.

**61%** of Belgian creators agreed that the YouTube community encourages them to create “diverse and innovative” content.

**71%** of Belgian creators agreed that YouTube helps them export content to international audiences they wouldn't otherwise have access to.

### / **CHUKI BEATS**

Belgian hip-hop producer Chuki Beats had dreamed of becoming a successful YouTube creator since he was a teenager watching videos of gaming clips and musicians on the platform. Seven years ago, he launched his first channel, Chuki Beats, which has attracted 650,000 subscribers and 117 million views.

In 2017, Chuki decided to start a second YouTube channel (Chuki Beats II with another 420,000 subscribers) where he makes tutorials for other producers and gives insights behind the scenes.

The success of his channels has enabled him to generate enough income from YouTube to live on, and to secure brand deals. He now employs people to help him to manage both channels. *“In my personal journey YouTube definitely played a major role in helping to achieve my goals,”* Chuki says.

Chuki and his team also founded a hip-hop label 32WORLDWIDE in 2018, developing new Belgian artists such as Yung Mavu, Lil Skid, and Alioth. Chuki took part in YouTube's European Year of Cultural Heritage in the same year, which he says enabled him to explore Europe's different cultures and meet inspiring artists in other countries.





## SUPPORTING EDUCATORS AND STUDENTS

The range of content available on YouTube means that it can be a valuable resource for teachers and students.

**74%** of teachers in Belgium who use YouTube stated they use content from YouTube in their lessons.

According to research by Oxford Economics, **62%** of teachers in the EU who use YouTube agreed that YouTube makes learning more fun.

### / **IGNACE ALEYA**

Ignace Aleya was just a teenager in 2008 when he began uploading gaming videos onto his YouTube channel. He combined this with his other passion—video editing. After he started receiving positive feedback from viewers about the professional level of his editing, he decided to start uploading educational videos to help others build their editing skills. Ignace’s channel now has 420,000 subscribers and has received 46 million video views. *“We are reaching the entire global audience with our YouTube channel, more specifically a filmmaking niche audience,”* he says.

The channel employs four people and focuses on teaching visual effects to its audience. Ignace also co-founded the Epic VFX Academy where he teaches visual effects from start to finish to better help his students.

Every two weeks, Ignace uploads a free educational video on his YouTube channel to ensure that everyone can access high-quality tutorials, including people who could not otherwise afford to. During the Covid-19 lockdowns, Ignace noticed that viewers found the channel was a place where they could catch up on and fine-tune their skills in video editing software. *“A smart thing to do during quarantine,”* he adds.





## HELPING ALL BELGIANS TO BUILD THEIR KNOWLEDGE AND SKILLS

YouTube empowers people of all ages to develop their personal and professional skills and deepen their knowledge. Belgian users turn to the platform every day to learn new hobbies, solve practical problems, and access a wealth of information.

**58%** of Belgian users regularly watch “how to” and DIY videos on YouTube.

**86%** of Belgian users reported that they use YouTube to gather information and knowledge.

### / **AMBER ANSAH**

Amber Ansah launched her YouTube hair care channel after taking the impulsive decision to cut off the damaged parts of her own naturally curly hair. She wanted to document her journey of growing out healthy, naturally curly hair but also to inspire other women to learn to take care of their kinks and curls.

Seven years later and she has 400,000 subscribers both in her native Belgium and as far away as the United States, where most of her subscribers are based. That success has enabled her to generate multiple sources of revenue, including income from Google AdSense, and from brand collaboration, consultancy, and live hands-on workshops.

Her channel was especially important during the Covid-19 crisis when hair salons had to close. Amber gave tips on how to take care of naturally curly hair at home. *“Seeing my subscribers super excited every time I post makes me really happy and motivates me to create even more relatable content,”* she said.



# INSIGHTS FROM THE YOUTUBE COMMUNITY

## HELPING USERS STAY UP TO DATE AND SOLVE PROBLEMS

*“A perfect platform to find the answer to any issue that arises. I have not had a question to which YouTube does not have the answer! Thank you YouTube!”*

User, 25-34 years old, Prov. Vlaams-Brabant

*“Very useful for current information updates.”*

User, 25-34 years old, Sint-Niklaas

*“I can find relevant information from YouTube on various theoretical and practical subjects. For me it's always fun to look at.”*

User, 65-74 years old, Prov. Vlaams-Brabant

*“If you have a technical problem, there are always solutions on YouTube.”*

User, 55-64 years old, Prov. Antwerpen

## A TOOL FOR CHARITIES AND SMALL BUSINESSES

*“The most significant advantage of our organisation's presence on YouTube has been the considerable increase in awareness regarding our goals, missions, and activities. We can capture the experiences of our volunteers, and those who have benefitted from our services, and showcase... [them] on a platform that is visible to everyone. Outreach matters, which is the most significant advantage.”*

Head of Communications and Fundraising for an international charity

*“Because of what we have posted on YouTube related to successful businesses, we are able to get customers from all over the world. We have now helped businesses deliver more than 3.5 million orders.”*

Social Media manager for an SME in the IT services industry

## 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 results from our survey of Northern European content creators and published information on music industry revenues.

Off-platform revenues for creative entrepreneurs were estimated from the survey of Northern European creators. Off-platform revenues for music and media businesses were estimated from business 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 Belgian economy—to estimate both the supply chain (indirect) and worker spending (induced) impacts. The model for Belgium 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.

