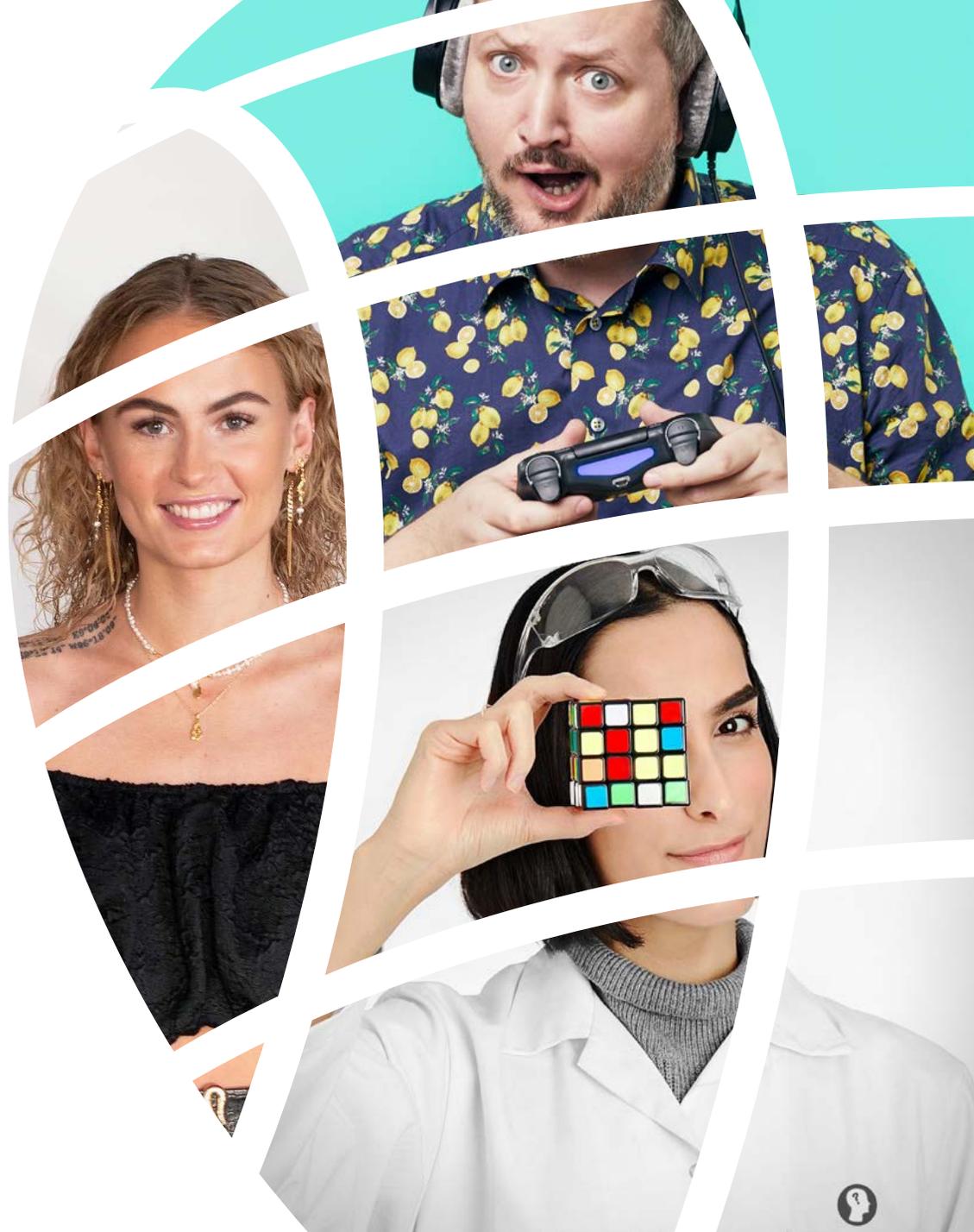


# FROM OPPORTUNITY TO IMPACT

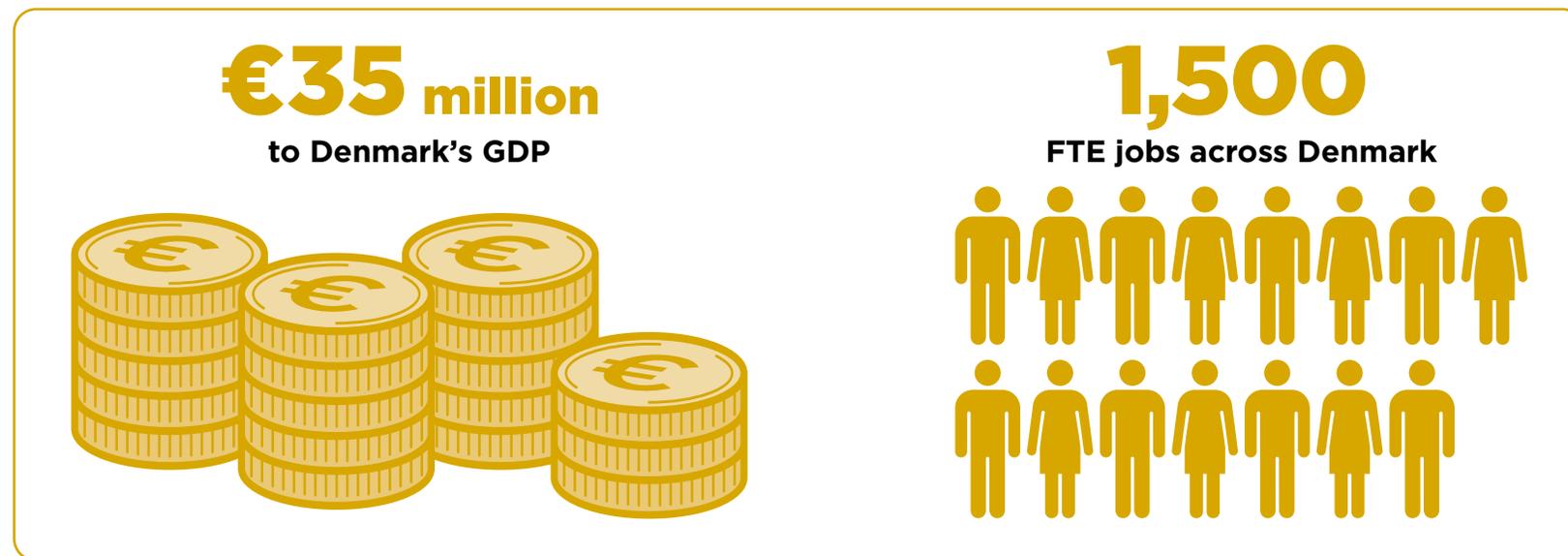
ASSESSING THE ECONOMIC, SOCIETAL,  
AND CULTURAL BENEFITS OF  
YOUTUBE IN DENMARK



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 Denmark, 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 Denmark, 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.

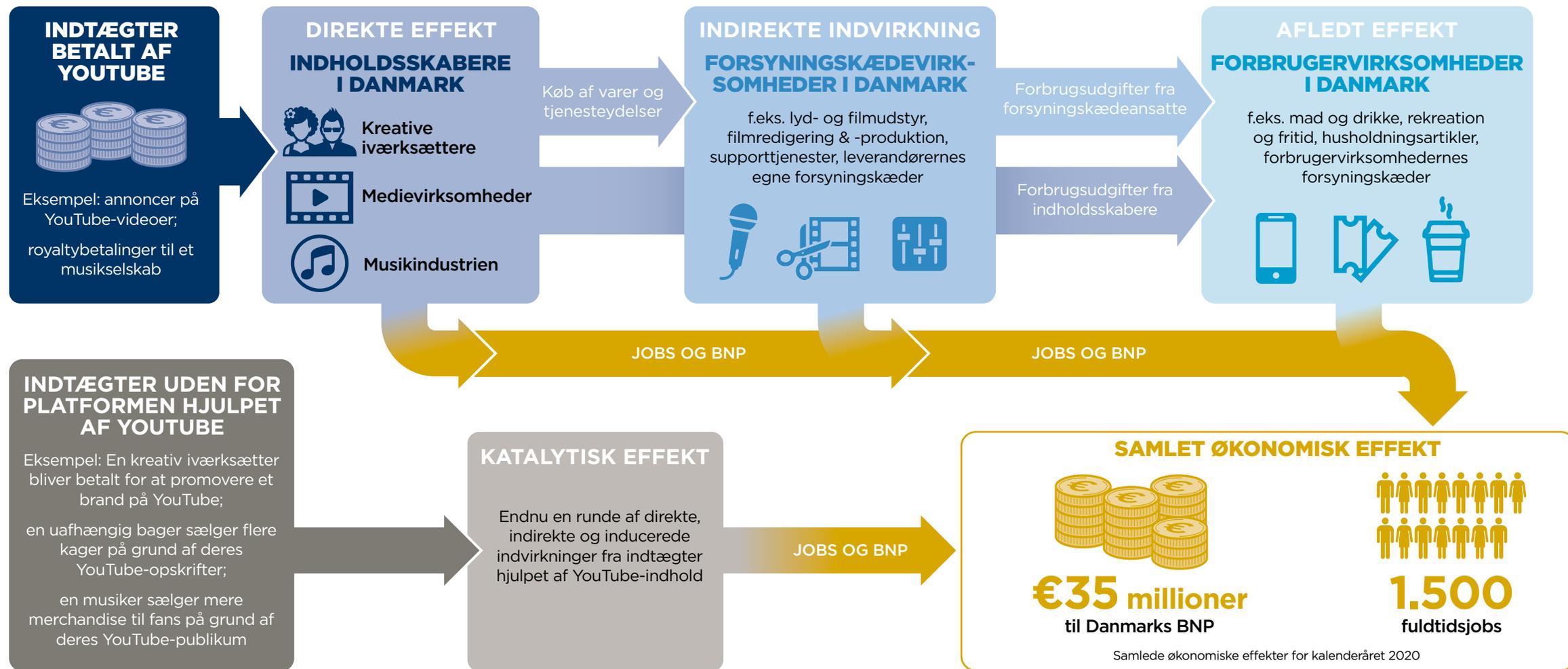
We undertook an anonymised survey of 2,000 Denmark-based YouTube users. We also surveyed 780 creators and 500 businesses across Northern Europe.<sup>2</sup>

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





## HELPING DANES IN EVERYDAY LIFE

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

**83%** of Danish users reported that they use YouTube to gather information and knowledge.

**59%** of Danish users regularly watch “how to” and DIY videos on YouTube.

“YouTube is a source of inspiration in terms of DIY and repairs of various things and for me it saves me a lot of time regarding how to do specific tasks in photoshop.”

User, 65-74 years old, København

“YouTube helped me to learn English.”

User, 25-34 years old, København

### / **SIGNE KRAGH**

When Signe Kragh started posting videos on YouTube after leaving school in 2017, she never thought that her personal hobby would become a full-time job after just 18 months. But four years later, her channel has no fewer than 127,000 subscribers.

Her videos on life challenges, product testing, fashion issues, and her own personal life experiences have been viewed more than 42 million times and her self-titled channel has made her one of Denmark’s biggest YouTube stars. She is very open about her own life and has made videos about the intestinal disease she has in order to share information with fellow sufferers and help them overcome the taboo that surrounds it.

The success of her YouTube channel has opened up many opportunities for Signe. She has started her own business, gone into partnerships with a number of major brands, and participated in several design collaborations, most recently with Danish jewellery brand Sistie.





## SUPPORTING EDUCATORS AND STUDENTS

The range of content available on YouTube means that it can be a valuable resource for teachers and students alike. This was particularly in evidence during the Covid-19 pandemic, when YouTube was able to help meet the increased need for online learning.

**71%** of Danish teachers who use YouTube stated they use content from YouTube in their lessons.

**54%** of Danish users use YouTube to study something.

*“I think it has really helped my students to learn things.”*

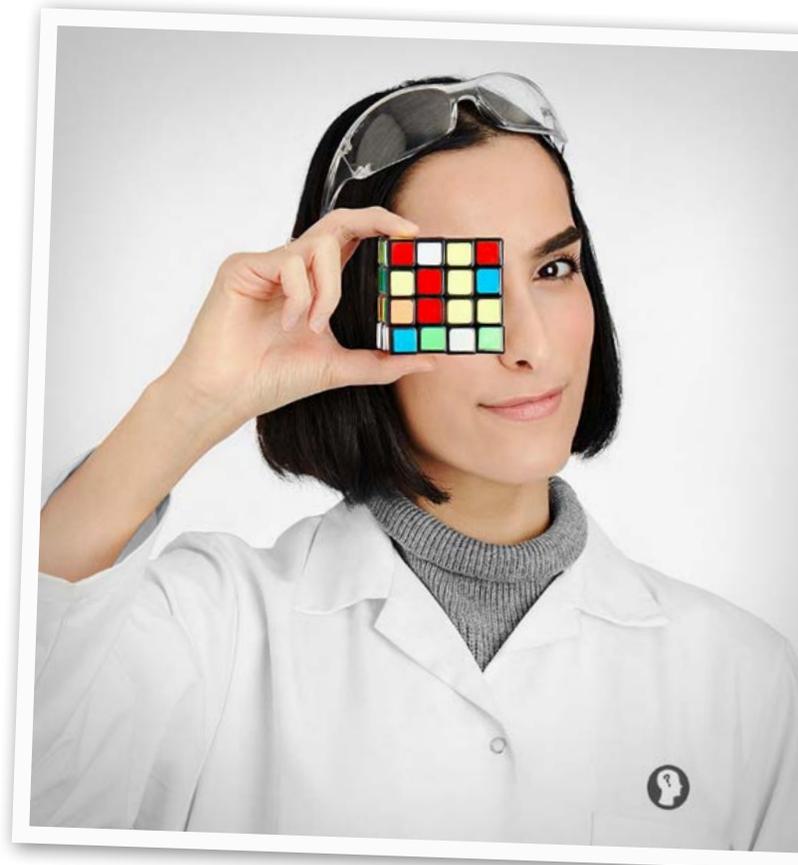
User, 25-34 years old, Rødovre

### / **MARIA JARJIS**

When she was at school in Denmark, Maria Jarjis found she was often falling behind and having trouble focusing—lessons were boring and the material hard to understand. She always felt there were probably thousands of young people who felt like she did: that’s why she started her YouTube channel.

She decided to produce her own lessons on everything from science to horror and mystery, sweetening the pill of the knowledge young people needed with light-hearted entertainment. Launched in 2016 under the title of WTF Er Det? (WTF Is It?), her YouTube channel now has 63,000 subscribers and her videos have had almost 22 million views. Even teachers now use it in their classroom to educate their students.

Maria is a full-time YouTuber and influencer, and has worked with big brands such as the Danish Government and Airforce, Netflix, the European Space Agency and many more. She holds live shows to meet her fans, who often stop her in the street for autographs and selfies. Her success has enabled her to team up with a film director, editor, and photographer/manager. Maria says her channel’s success has opened other opportunities: she has published a book and sells her own merchandise. *“Next I will be flying an F-16 fighter jet to inspire young girls to become pilots and also to study S.T.E.M subjects.”*





# ENRICHING AND EXPORTING DANISH CULTURE

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

**68%** of Danish users agreed that YouTube is home to diverse content.

In Denmark, over **350** channels have over **100,000** subscribers, an increase of over **25%**, year over year.<sup>3</sup>

Over **70%** of watch time on content produced by channels in Denmark comes from outside of Denmark.<sup>4</sup>

3. Source: YouTube internal data, June 2021

4. Source: YouTube internal data, June 2021

## / [COMKEAN](#)

Nine years ago Charly Thelin was working as a police detective when he decided to create his YouTube channel, ComKean, to turn his love of playing video games into a platform for making his own ones. He now has around 178,000 subscribers, which makes his channel one of the largest in Denmark, and his videos have attracted more than 206 million views.

He took his inspiration from a British YouTuber called FRANKIEonPC. "I don't think I would have started doing what I am doing now if YouTube had not existed or I hadn't discovered Frankie's channel," he says.

Within four years his channel was bringing in enough advertising revenue to enable him to leave his job and become a full-time YouTuber. Since then, his turnover has risen 10-fold and he now employs a part-time editor.

His business has expanded beyond the core video making. Charly performs live shows that are a mix of gaming and comedy in theatres across Denmark; he takes on three people as technicians and stagehands when he is on tour. He also sells a range of merchandise and has published two books, with two more on the way.

He has used his videos to highlight issues around bullying—both real life and online harassment. He is now an ambassador for Save The Children in Denmark and has raised money for charities that help children with serious diseases.



# 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 Danish economy—to estimate both the supply chain (indirect) and worker spending (induced) impacts. The model for Denmark 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.

