Europe's Creative Capital

What could boost Europe's creator economy? Public First and YouTube put that question to Europe's Creators, and over 20,000 across all 27 EU Member States replied.

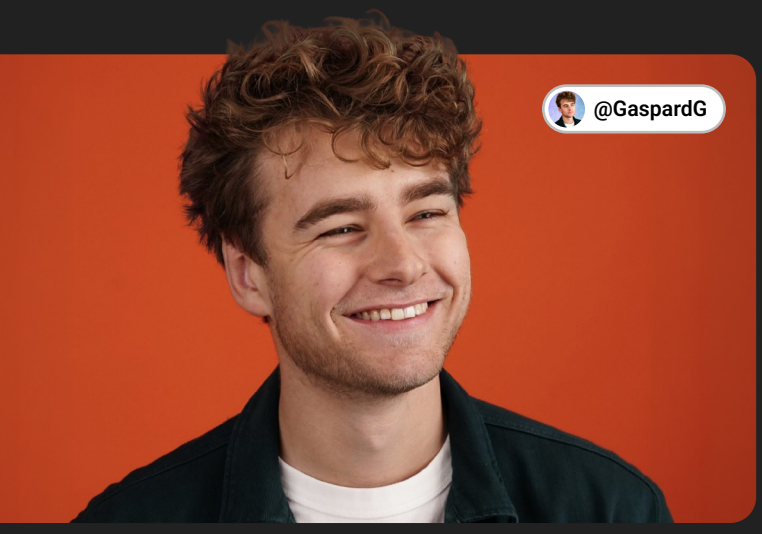
WHEN CREATORS SUCCEED, SO DOES EUROPE. Our revenue-sharing model, the YouTube Partner Program, pays Creators revenue generated from advertising on their channels – and in turn, Creators invest in building modern newsrooms, studios, and businesses. In 2025, YouTube's creative ecosystem contributed **over €8.4 billion to the EU's GDP** and supported more than **220,000 full-time equivalent jobs.**[1]

€8.4B+

YouTube's creative ecosystem contributed over €8.4 billion to EU27's GDP in 2025.

220K

YouTube's creative ecosystem supported more than 220,000 full-time equivalent (FTE) jobs in EU27 in 2025.

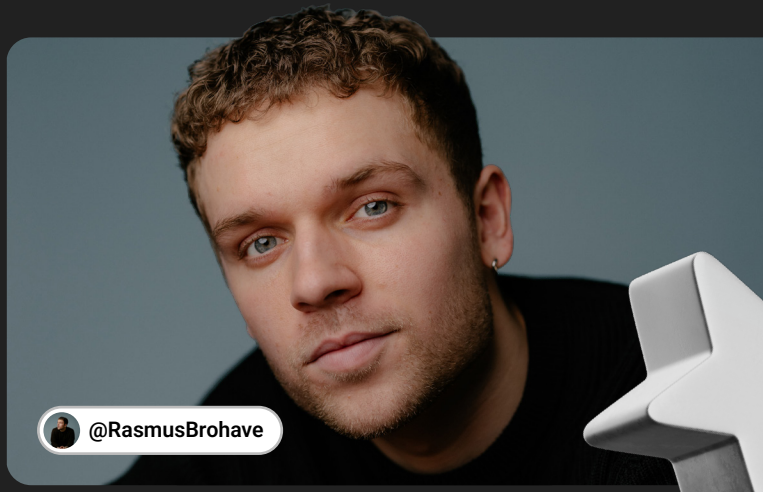


"Our institutions and Parliament should be helping to level the playing field between Creators and legacy media."

Gaspard G
@GaspardG, 1.6M subscribers, France

"There is an opportunity to strengthen the way these regulations are developed by involving people with real first-hand experience of the industry."

Rasmus Brohave
@RasmusBrohave, 292k subscribers, Denmark



But the opportunity is far greater. Creators told us that many doors remain closed to them. To reach their full potential – and in turn, Europe's – they need to be recognised: given a voice in the decisions that affect their industry; and provided access to existing support.

63% of survey respondents said they think Creators receive too little or no support with **representation when talking to Government.**[2]

64% of survey respondents said that they think **more recognition for Creators from industry** would help them thrive as a Creator.

83% of survey respondents said that **YouTube's recommendation and discovery algorithms are important for their channel's growth and revenue.**

Open discovery is also vital. For nearly 20 years, Europe's creator economy has been a success story because of one simple rule: on YouTube, viewers get to decide what they watch. Everyone gets a fair shot. In this report, Creators share how that approach has shaped their success – and the challenges moving away from it would bring for their business.

These are practical challenges, and Creators are clear about what needs to change. Read our full report to hear directly from Creators across Europe about what will help them continue to thrive.

Read the full report ↗

[1] According to research by Oxford Economics.
[2] Unless otherwise stated, all survey findings are according to an online survey of YouTube Creators conducted by Public First in the EU, June 1 – July 8 2026.

YouTube