

Why YouTube Stars Are More Influential Than Traditional Celebrities

For millennials who spend a lot of time watching online video, YouTube creators are more influential than traditional celebrities. Here, we unpack how the influence of YouTube stars compares to the influence of stars of TV, film, sports, music and more.



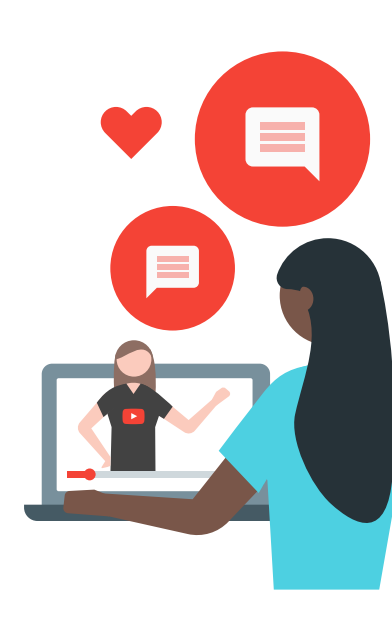
RELATABLE PERSONALITIES WHO DEVELOP RELATIONSHIPS

YouTube creators listen to and interact with their fans, resulting in communities that look more like friendships than fanships.



70%

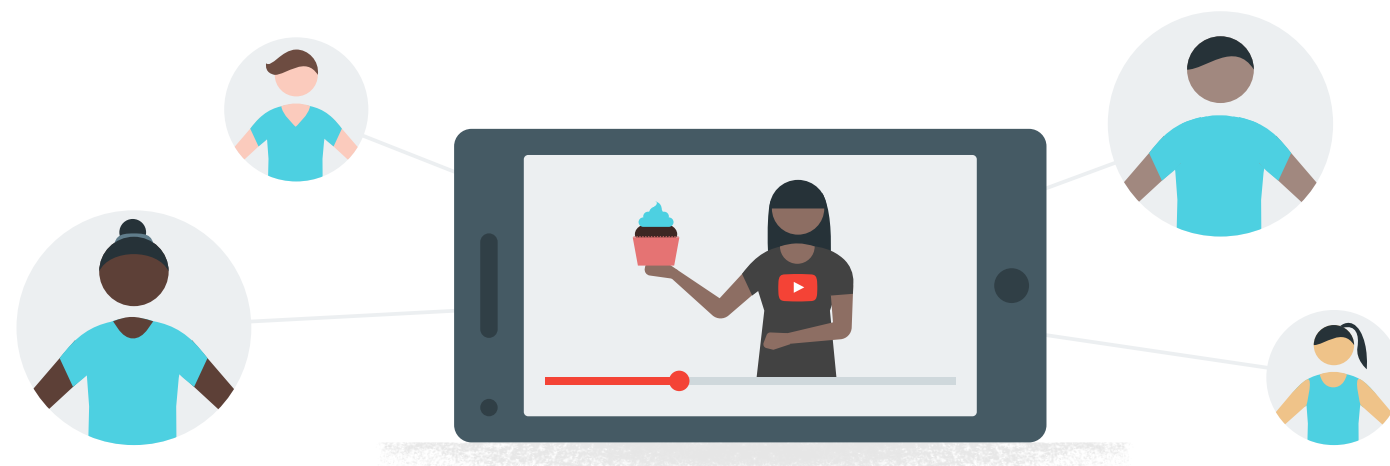
of teenage YouTube subscribers say they **relate to YouTube creators more than traditional celebrities.**¹



4 in 10

millennial subscribers say their **favourite creator understands them better than their friends.**²

COMMUNITY BUILDERS WHO DRIVE ENGAGEMENT

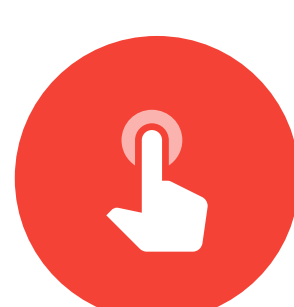


Because creators foster strong ties with fans, they have a more engaged audience. Compared to videos owned by traditional celebrities, videos created by the the top 25 YouTube stars earned:³



3X

as many views...



... and **2X**

as many actions ...

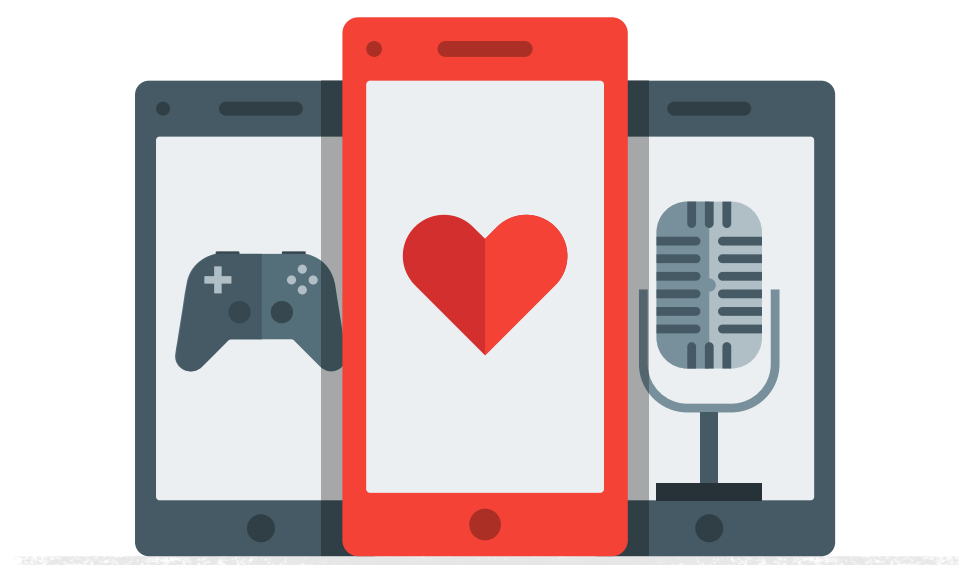


... including **12X**

as many comments.

TRENDSSETTERS WHO SHAPE CULTURE AND BRAND PERCEPTION

Creators are at the heart of the cultural zeitgeist. Fans say they shape trends and drive the culture forward.



Millennials think YouTube stars **are trendsetters** more than other celebrities.⁴



7 in 10

YouTube subscribers say that YouTube creators **change and shape culture.**⁵



6 in 10

YouTube subscribers would follow **advice on what to buy** from their favorite creator over their favorite TV or movie personality.⁶

HOW YOU CAN UNDERSTAND CREATOR INFLUENCE

It can be hard to comprehend the influence of YouTube creators without being—or knowing—a fan yourself. To get to know an influential creator, think about subscribing to some of the most popular YouTubers, like Casey Neistat, Lilly Singh, Rhett & Link, Hannah Hart, or Grace Helbig.

SOURCING

- 1 Google-commissioned Ipsos Connect, "The YouTube Generation Study," U.S., teen YouTube channel subscribers who agreed that YouTube creators are "more like one of us" than traditional celebrities, n=433, Nov. 2015.
- 2 Google-commissioned Ipsos Connect, "The YouTube Generation Study," U.S., YouTube creator channel subscribers aged 18–34, n=268, Nov. 2015.
- 3 Google/Visible Measures, "The New Influencers: How Fans Interact with Celebrity Video Online," U.S., Feb. 2016.
- 4 Google/Nielsen, "The Influence of YouTube Creators Study," U.S., Feb. 2016.
- 5 Google-commissioned Ipsos Connect, "The YouTube Generation Study," U.S., YouTube channel subscribers aged 18–49, n=352, Nov. 2015.
- 6 Google-commissioned Ipsos Connect, "The YouTube Generation Study," U.S., YouTube creator subscribers aged 13–64, n=654, Nov. 2015.