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.

CREATORS ARE AT THE HEART OF THE CULTURAL ZEITGEIST

Fans say they shape trends and drive the culture forward.

COMMUNITY BUILDERS WHO DRIVE ENGAGEMENT

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

- 3X as many views...
- 2X as many actions ...
- 12X as many comments.

TRENDSETTERS WHO SHAPE CULTURE AND BRAND PERCEPTION

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Think WITH GOOGLE

YouTube subscribers say that YouTube creators change and shape culture.

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.