

Why YouTube Stars Are More Influential in Australia Than Traditional Celebrities

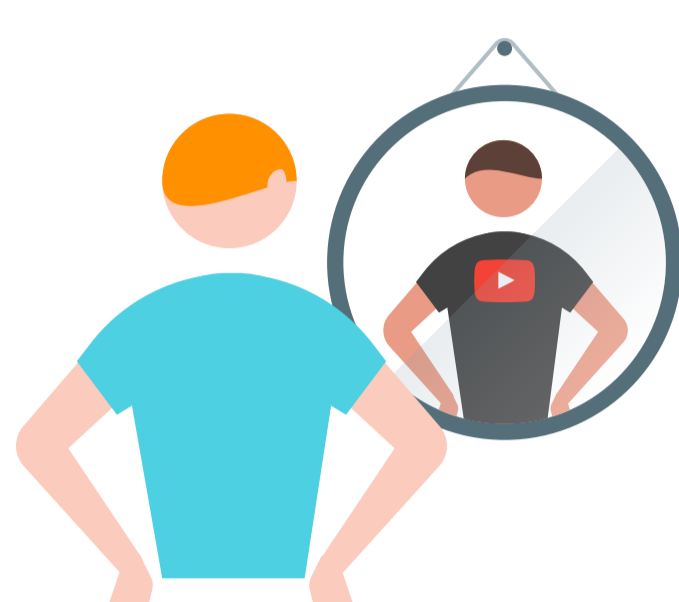
For Australians who spend a lot of time watching online videos, YouTube creators are more influential than traditional celebrities. Here we unpack how the influence of YouTube stars compares to that of TV, film, sports, music, and other stars.



RELATABLE PERSONALITIES WHO DEVELOP RELATIONSHIPS

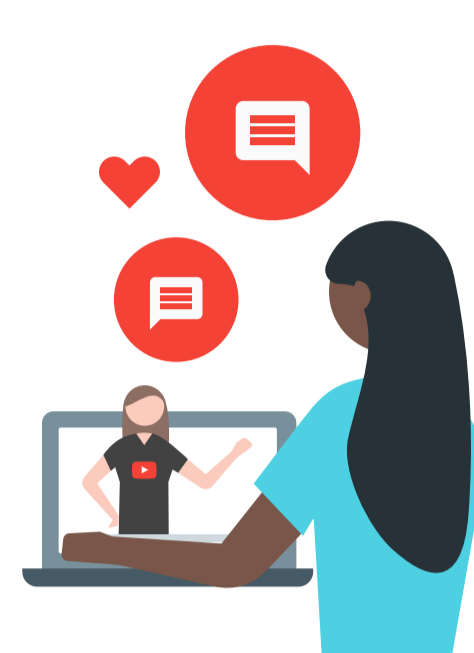
YouTube creators listen to and interact with their fans, resulting in communities that look more like friendships than fanships.

Among Australians who watch or subscribe to YouTube creators:



77%

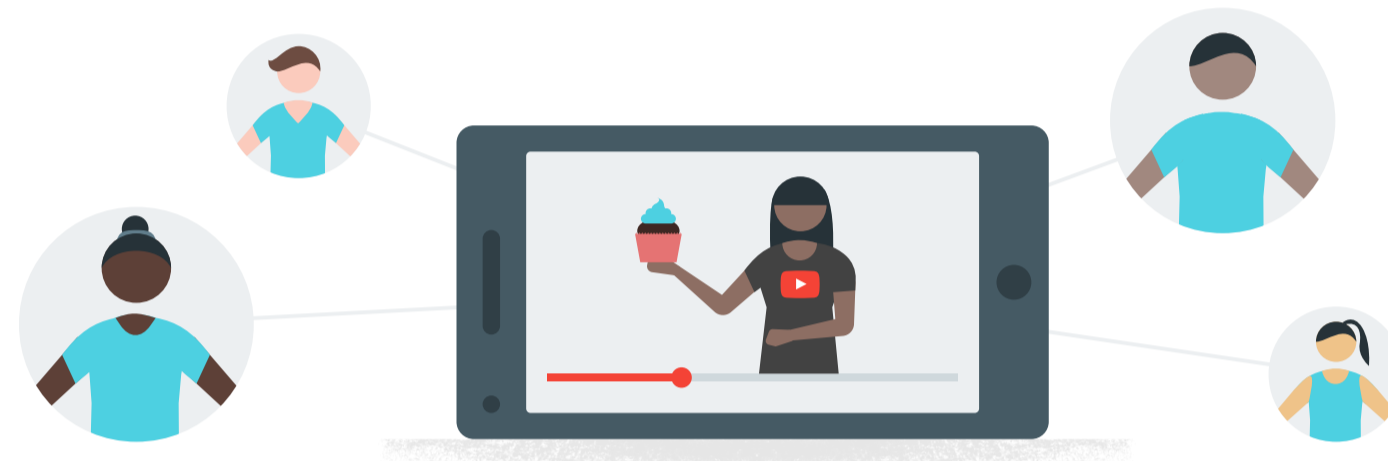
say YouTubers are **more like "one of us"** than traditional celebrities are.



34%

say their favourite YouTuber **understands them better than their friends.**¹

COMMUNITY BUILDERS WHO DRIVE ENGAGEMENT



Because creators foster strong ties with fans, they have more engaged audiences. 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.²



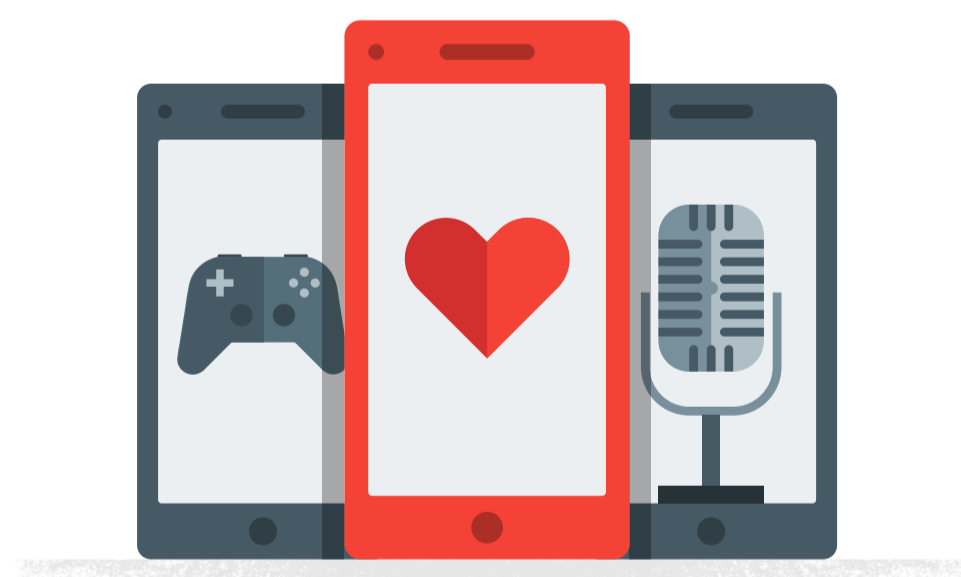
48%

of Australians who watch or subscribe to YouTube creators watch new videos by their favourite creators within 24 hours.¹

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.

Among Australians who watch or subscribe to YouTube creators:



58%

say YouTubers are **trendsetters** more often than traditional celebrities.



71%

say YouTubers **change and shape culture.**



52%

would follow **advice on what to buy from their favourite YouTuber** over their favourite TV or movie personality.¹

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 Troye Sivan, Wengie, My Cupcake Addiction, Casey Neistat, and Lilly Singh. You can also subscribe to our **YouTube Re:View newsletter** for monthly updates on trending videos and creative video ideas in Australia.

SOURCES

- 1 Google/Ipsos, "Australian Video Landscape," August 2016, Australia, n=231 who watch or subscribe to YouTube creators.
- 2 Google/Visible Measures, "The New Influencers: How Fans Interact with Celebrity Video Online," U.S., Feb. 2016.