



Francesca Mortari

Director YouTube
Southern Europe



Creators

are the new stars



YouTube

**is the original and largest creator
economy**



YouTube paid more than **\$100 Billion** to creators, artists, and media companies in the past four years (2021-2024)

Between July 2024 and June 2025, YouTube paid out over **\$8 billion** to the music industry

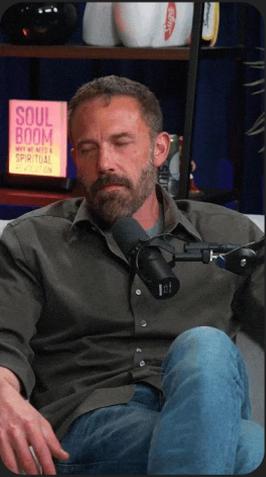




Carla Leveratto

Head of Creative Works





YouTube is
the epicenter
of culture





YouTube offers a
deeper sense of connection
than other social platforms





@elettramborghiniofficial
the queen of YouTube
Shorts views



@rai dropped 67 videos in
a dedicated playlist

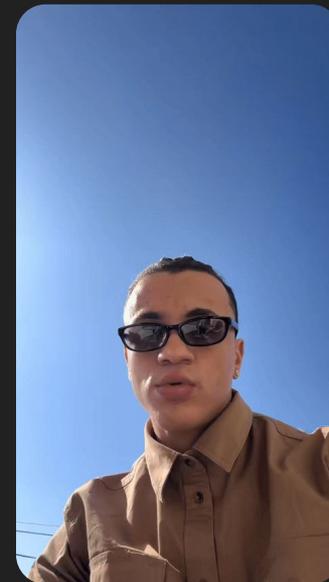
SANREMO

75M

Views of Sanremo content
watched on YouTube during
the 2026 edition, 4.5M views
only on YouTube Shorts



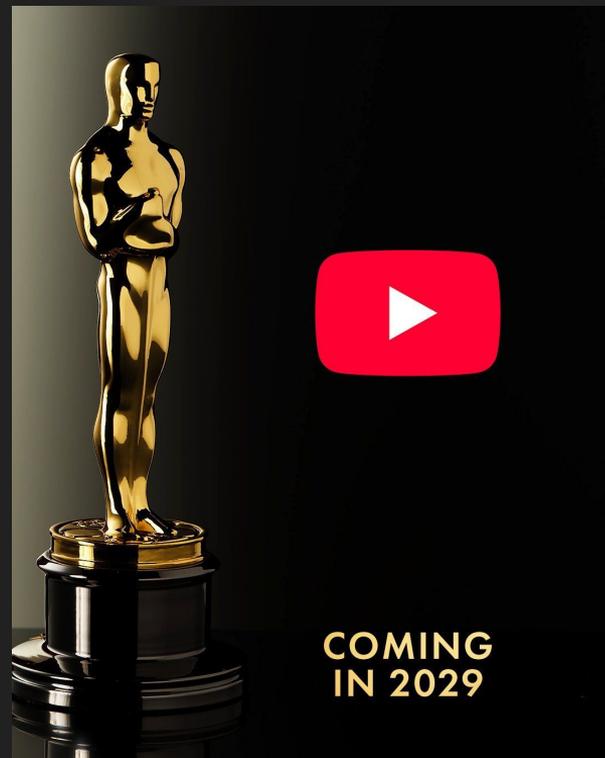
@focus showing the
technology behind the scenes



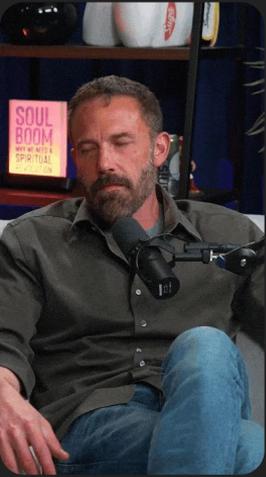
@samuraijay
Dedicated Sanremo
content



YouTube



**COMING
IN 2029**



**YouTube is
the future
of creation**



When someone creates for YouTube, they're not bound by traditional rules: their sole focus is you



#1

MOST TRUSTED

platform globally for creator product reviews

#1

MOST RELEVANT

content of any platform globally

#1

MOST LOVED

platform globally

YouTube Creators master the influence...

A.R.T. of

Attention

Unrivaled creative freedom cuts through the clutter to actually be seen and heard

Relevance

Communities of passionate fans allow you to connect with an audiences' true needs and desires

Trust

Deep engagement builds credibility that makes messages stick and inspire action





@stefinachntr



@TianaMichelle_

Get more
ATTENTION
with YouTube Brand Deals



@LiliaCortesTmE



@fredericchen



@haleybaylee

Attention

Attention

Attention

Attention

Attention

YouTube Creators express your brand story in **all the ways you want**

70%

of YouTube Creators post
both short and long form
on their channel (1P data)

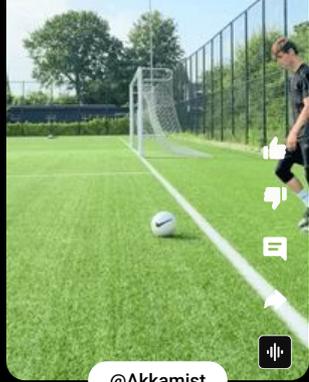
Attention

Attention

Attention

Attention

Attention



Get more

RELEVANCE

with YouTube Brand Deals



Relevance

Relevance

Relevance

Relevance

Relevance

YouTube Creators shape **community & culture**

92%

agree that YouTube has **content relevant to their needs**, outperforming social media average (Kantar)

88%

of consumers agree that YouTube allows them to **go deeper on topics they care about** (Kantar)

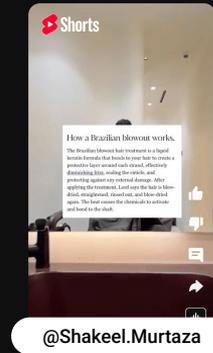
Relevance

Relevance

Relevance

Relevance

Relevance



Get more

TRUST

with YouTube Brand Deals



Trust

Trust

Trust

Trust

Trust

Trust

YouTube Creators streamline **discovery to decision**

#1

YouTube is the leading platform for product reviews and product information amongst GenZ (Kantar)

70%

Agree that YouTube Shorts helps them discover new products, brands and services (Material)

Trust

Trust

Trust

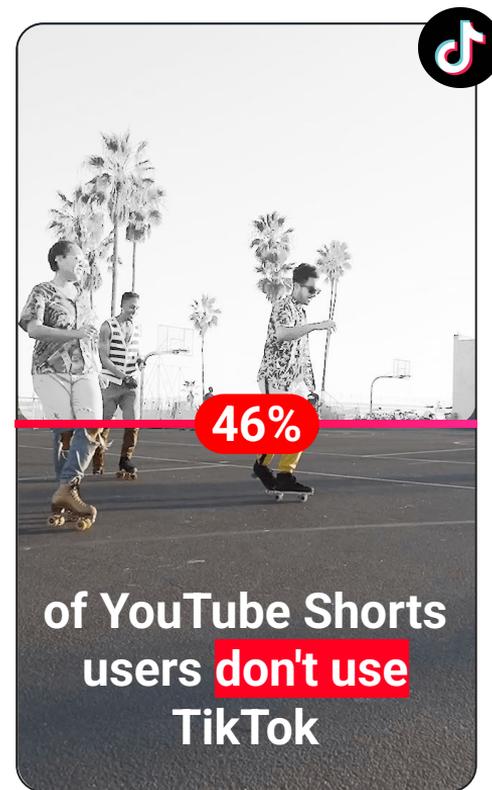
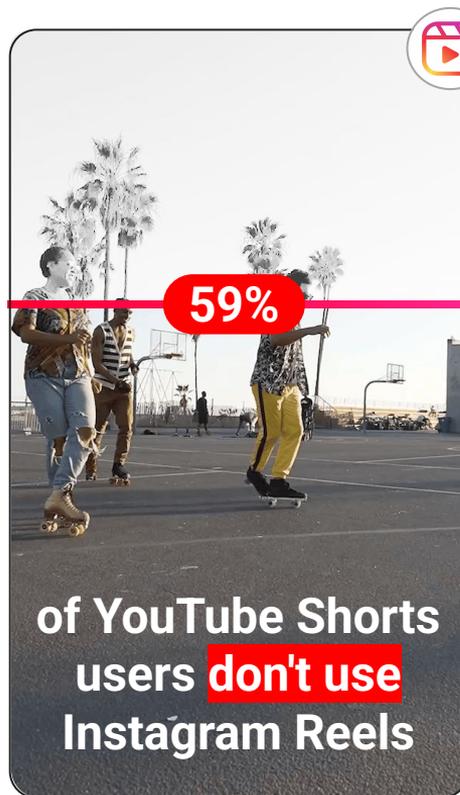
Trust

Trust

Trust

Ensure your social assets get the reach they are missing

According to a survey conducted by GWI, in Italy.





ACCORDING TO A NIELSEN CUSTOM META ANALYSIS

Unparalleled business impact

ROI for YouTube is 23% higher
than social channels

