

# US YouTubers Insights

The survey conducted by AIR Media-Tech  
at VidCon US 2022



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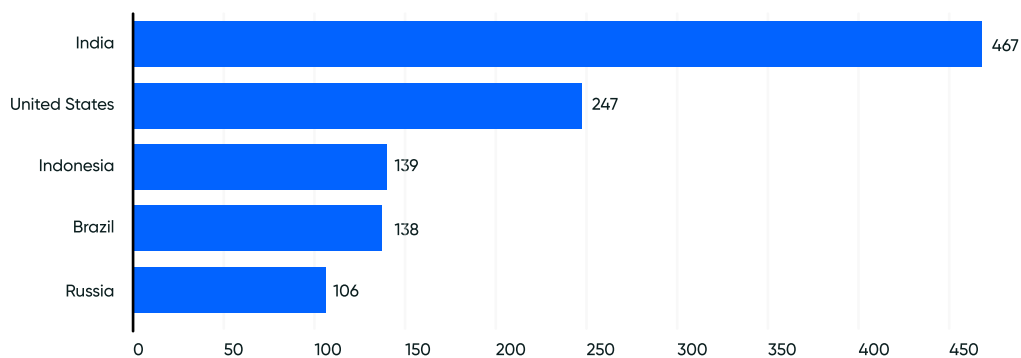
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EXECUTIVE SUMMARY

Despite the ever-increasing competition of social media platforms, YouTube remains one of the top choices among content creators and viewers. The number of platform users is constantly growing (from the first billion in 2013 to 2.5bn in 2021), and various global rankings also prove its success. Take [Data Reportal](#) that names YouTube among world’s most-used social platforms, or [Business of Apps](#) naming YouTube the most popular video streaming service in the world, and many more.

The US is a key market for YouTube. For starters, the largest number of creators on the platform are from the US – approximately 345,000\*, by our estimates. And since the platform’s development started from the US, YouTubers here are probably the most experienced. The US also makes a considerable contribution to YouTube monetization, amounting to 56%, according to AIR’s internal data. And finally, the United States is the second leading country in terms of YouTube audience size as of April 2022.

### Leading countries based on YouTube audience size as of April 2022 (in millions)



Source: Statista

In view of the above, AIR Media-Tech\*\* took advantage of VidCon, the world's largest creator event, to survey the US YouTube creators on how they feel working with the platform, their work specifics, and demands.

\*Creators with 1500+ subscribers and 10k+ views per month on YouTube.

\*\*AIR Media-Tech is an international company founded in 2010 in Canada by two Ukrainians. AIR has been a YouTube Certified partner since 2011 and has worked with TikTok since 2019. AIR is responsible for the growth of the biggest YouTubers like Kids Diana Show, Vlad and Nikki, and many others. Our portfolio of 3800+ YouTubers from 44 countries generates over 21 billion video views monthly.



## METHODOLOGY

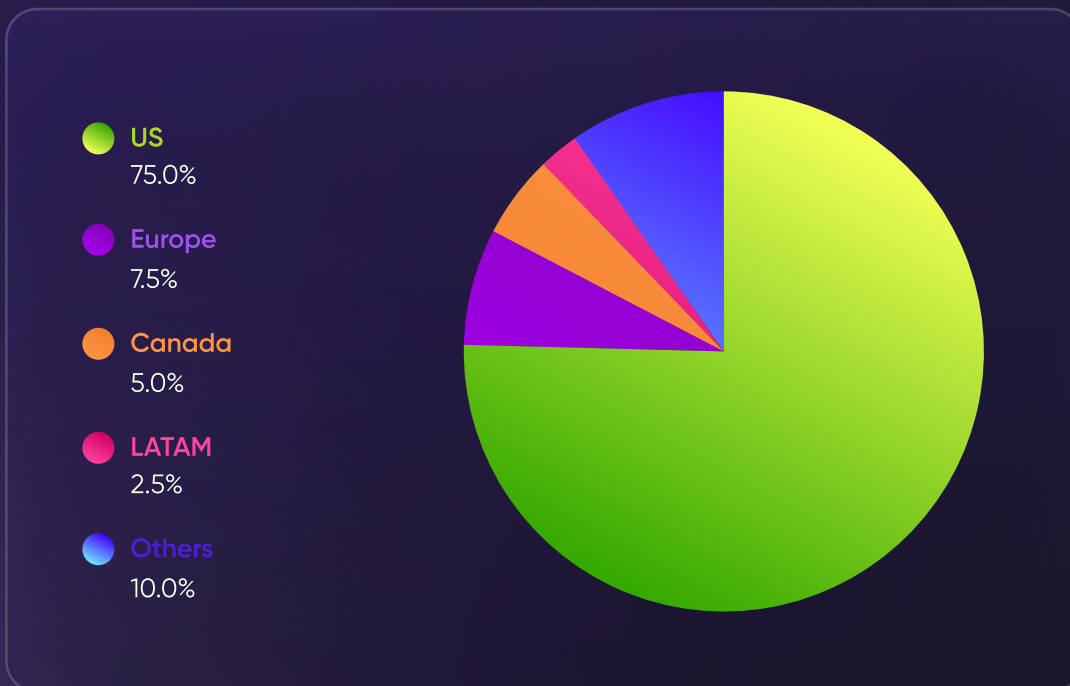
AIR Media-Tech conducted a series of in-person interviews with YouTube creators at VidCon US 2022, the largest conference for and about the online video community.

The data presented in this report was collected from 200 creators who shared insights about their work, key challenges, preferred ways of monetization, and top income sources and changes in 2022.

This is the company's second research of the industry, preceded by the [MENA YouTubers survey](#) conducted for the first time in the region during VidCon Abu Dhabi 2021.

## WHO WE TALKED TO

### Creators' geography

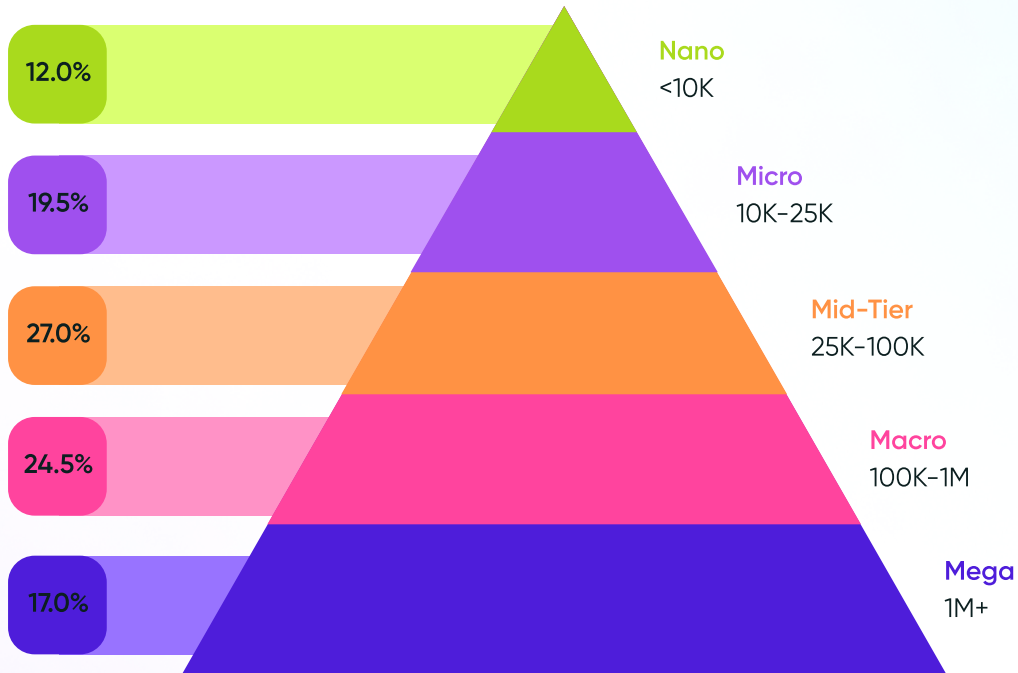


Most of the respondents (75%) were from the US, followed by Europe (7.5%), Canada (5%), Latin America (2.5%), and other countries (10%).



## Size of YouTube channels

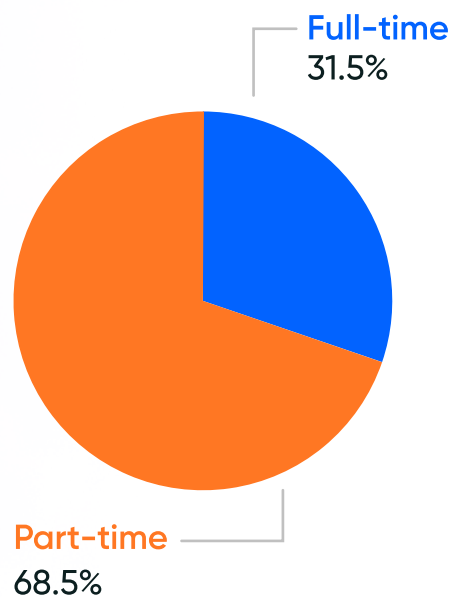
Over half of the respondents fall into the mid-tier (27%) and macro (24.5%) categories.



### SURVEY FINDINGS

## Work on YouTube: part-time vs. full-time

31.5% of the surveyed YouTubers report working as full-time creators. The majority of respondents combine content creation with other work and consider it a hobby rather than a job.

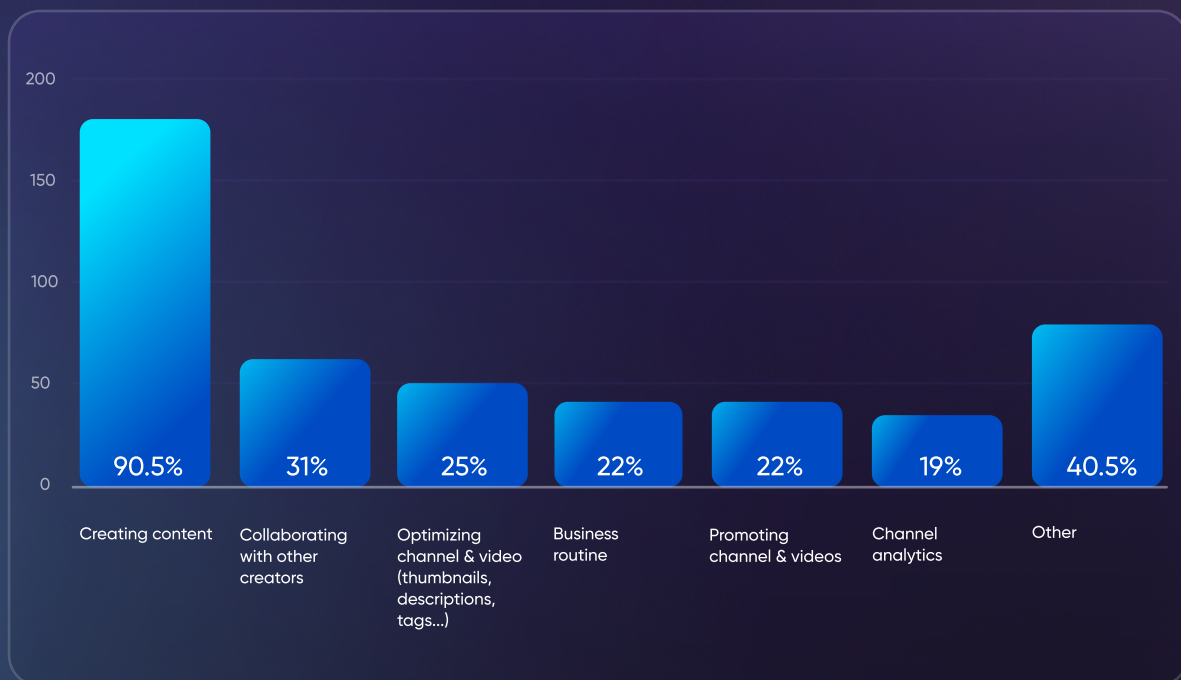


## Favorite part of working on YouTube

When asked about their favorite part of working on YouTube, creators had an opportunity to choose multiple answers. The top choice of almost all respondents was creating content (90.5%). This was followed by collaborating with other creators (31%) and optimizing channels and videos (25%). Only 22% of respondents said they enjoy handling business routines and promoting their channels and videos. Channel analytics (19%) was reported as the least liked work by the respondents.






Other favorite work creators named included connecting with fans, interacting with the chat, community, and the creative process involved in content creation.

### Which part of your work as a YouTube creator do you like the most?



## Creators' challenges

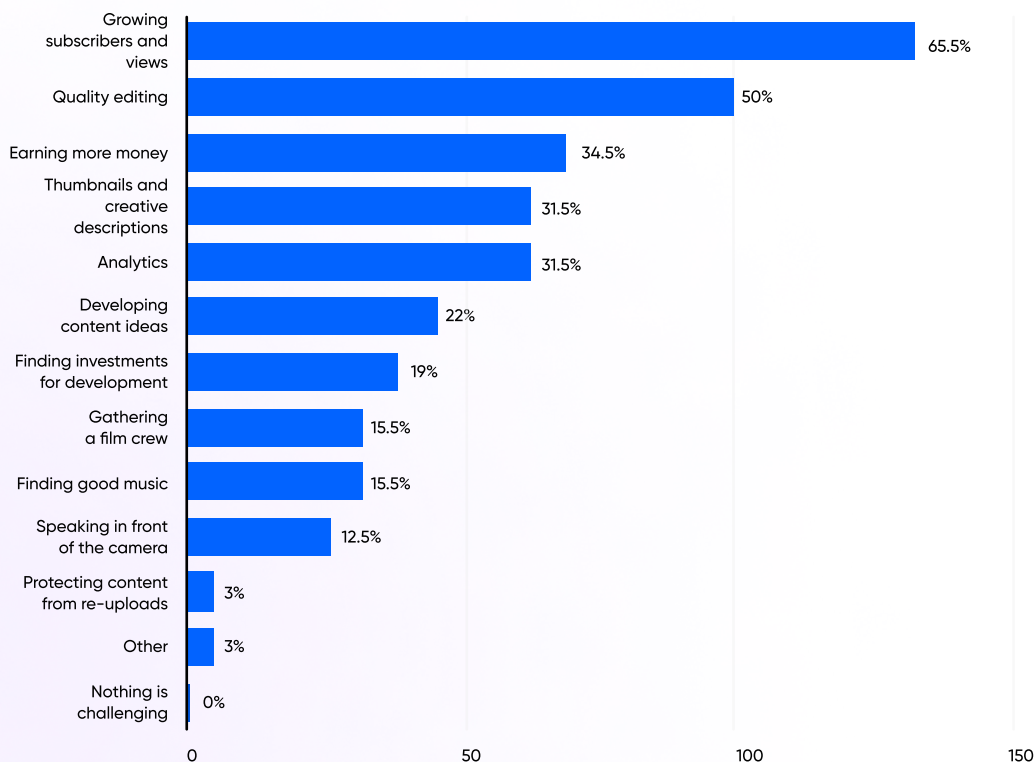
For this question, respondents also chose among multiple options. The top 5 challenges reported by the attendees are as follows:

-  Growing subscribers and views
-  Thumbnails and creative descriptions
-  Quality editing
-  Analytics
-  Earning more money

Other challenges include developing content ideas (22%), finding investments for development (19%), gathering a film crew (15.5%), finding good music (15.5%), and speaking in front of the camera (12.5%).

None of the respondents said that building a business on YouTube is easy or that they don't have any challenges.

### What are the biggest challenges for you as a creator?

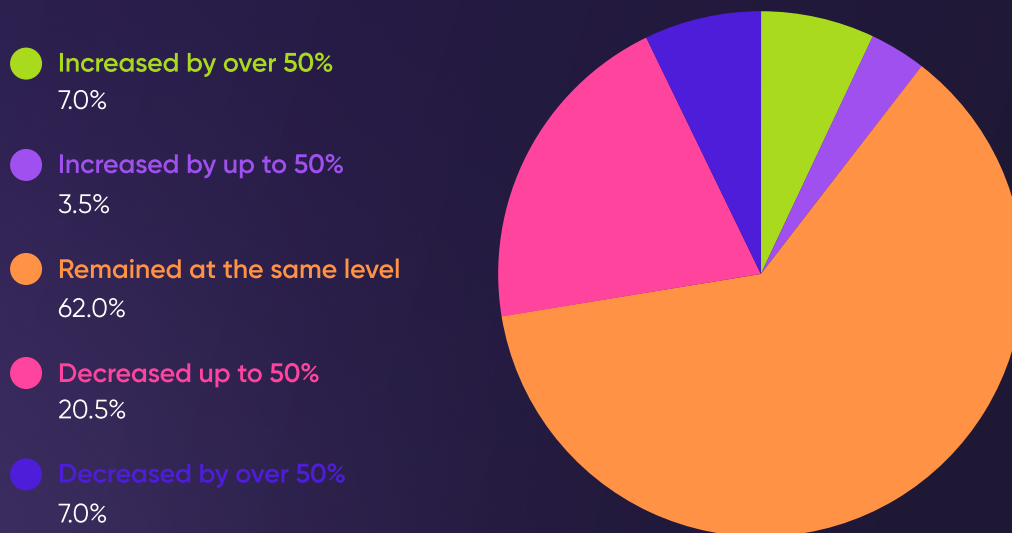




## Changes to creators' income in 2022

In 2022, the world is coming back to life after the COVID-19 pandemic. Most restrictions have lifted, and the economy is gradually recovering. However, the income situation hasn't changed for most creators that participated in the survey (62%). 20.5% of respondents said they lost up to 50% of their income during the year. 7% noted an income increase of over 50%, while another 7% noted an income decrease of over 50%.

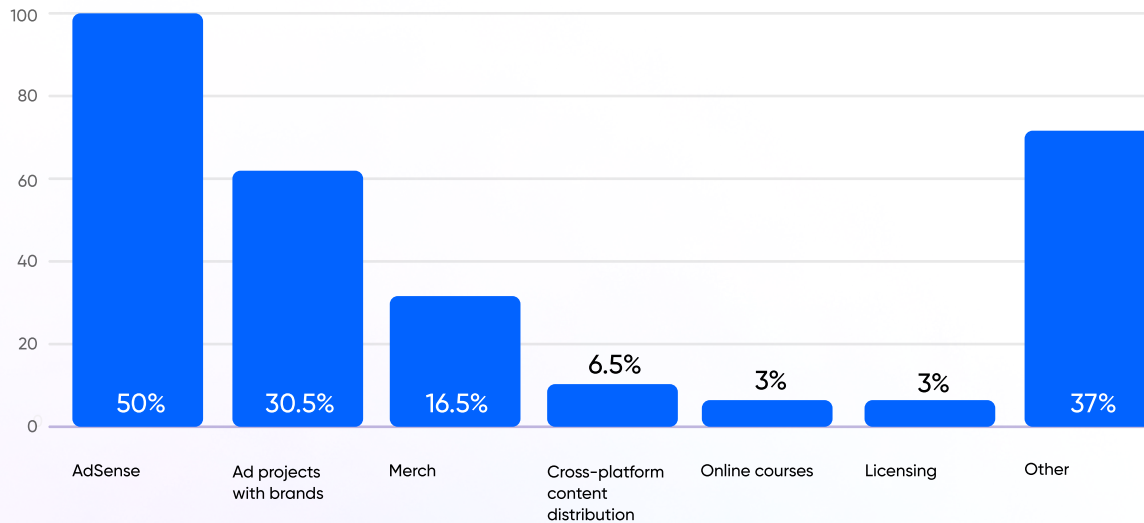
### Did your income as a creator change in 2022 compared to 2021?



## Sources of income related to YouTube

We asked creators to share what sources of income they have as YouTubers. AdSense, named by half of the respondents, tops the list. This was followed by ad projects with brands (30.5%) and merch (16.5%). The least surveyed creators reported earning with online courses and licensing (3% each). Other sources, including but not limited to donations and affiliate marketing, make up 37%.

What sources of income do you currently have as a YouTube creator?



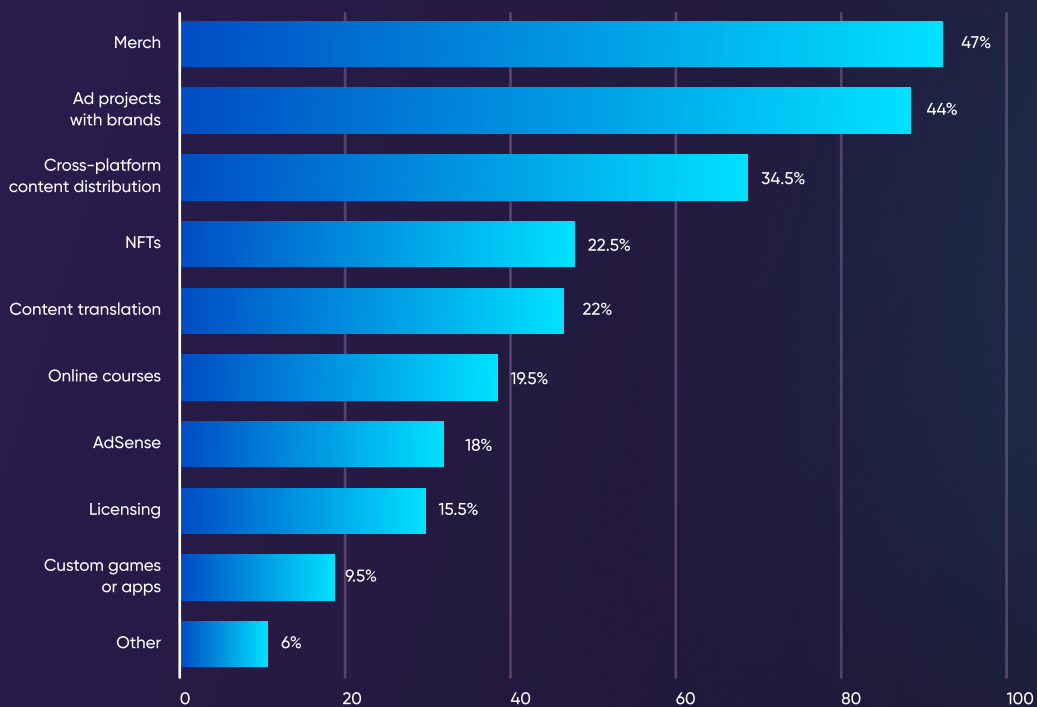
The graph reflects not the weighted indicators, but the breakdown of the most sources of income among creators

## Exploring new ways to monetize

Almost half of the respondents would like to try launching their merch or brand for additional monetization (47%) and expand their work with brands on ad projects (44%).

These preferred ways to monetize are followed by cross-platform content distribution (34.5%), NFTs (22.5%), and content translation into other languages (22%).

Do you plan to explore new ways to monetize?  
 What are they?





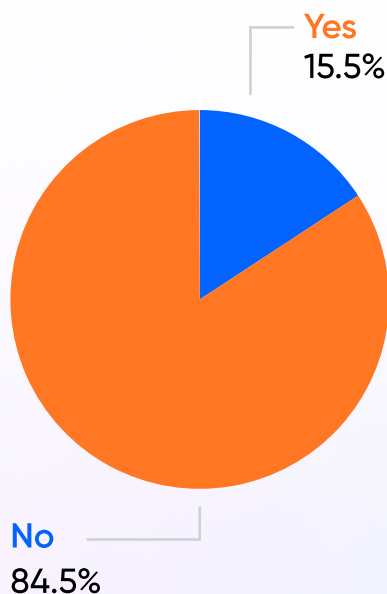
## Experience with investments

Creator funds and investments are other ways to help creators increase their income and accelerate growth. Therefore, the AIR team asked attendees if they had ever received any form of investment and would like to get them in the future.

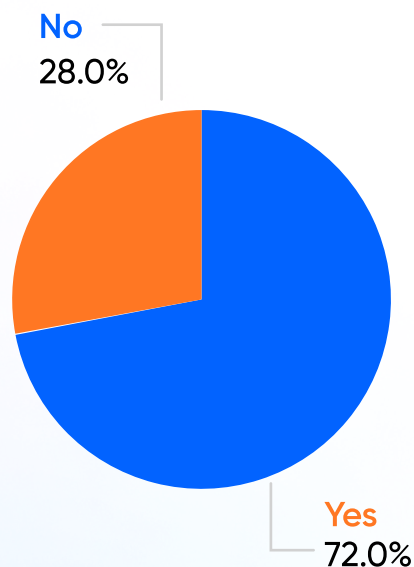
15.5% of respondents said that they have received a form of investment for their channel development; and 72% would like to get an investment.

There's a wide range of programs to choose from, starting with funds created by TOP platforms like the YouTube Shorts Fund, the TikTok Creator Fund, the Facebook and Instagram Creator Program, Snapchat Spotlight Challenges, and finally, investors and companies working with creators.

Have you ever received any form of investments for your channel development?



Would you like to receive investments?



AIR Media-Tech also has [a special fund](#) to support rising talented creators in several ways: from investing money and expertise in YouTube channels development to creating new revenue streams.

GET IN TOUCH WITH AIR MEDIA-TECH

These insights are brought to you by AIR Media-Tech, a global company that develops advanced products for creators and brands.

If you're looking to



Grow on YouTube and beyond



Increase monetization and get additional income



Build audiences in new markets



Distribute your content cross-platform



Get investments for your YouTube-related business

...don't hesitate to reach out! Visit [air.io](https://air.io) to learn more, or email us at [my@air.io](mailto:my@air.io) to get answers to your questions and assistance in choosing the most effective growth strategy.

AIR Media-Tech in brief:

