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## A STUDY ON THE HOW TO BECOME A SUCCESSFUL CONTENT CREATOR AND CONTRIBUTION OF YOUTUBE TO THE GDP

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**Abstract:** YouTube is a successful and dominating video sharing platform on the internet. It has a million viewers across the world. Not only the viewers, but also YouTube consists of a variety of content creators who are creating unique entertainment for their subscribers. "A Study on How to Become a Successful Content Creator and the Contribution of YouTube to the GDP" discusses the factors that influence building a career on YouTube. This article includes an introduction to YouTube, a literature review, how to build a career on YouTube and steps involved in commencing a career on YouTube. This article also discusses the contribution of YouTube to the Gross Domestic Product of India. This paper concludes with the pros and cons of YouTube. The aim of this paper is to suggest to the readers the basic idea of becoming a successful content creator.

**KEYWORDS -** *YouTube, Content Creation, GDP, Creative Thinking, Video Sharing Platform, Revenue Generation, Social Media*

### I. INTRODUCTION

YouTube is a leading video sharing platform on the internet and was founded by Jawed Karim, Steve Chen, and Chad Hurely in the year 2005. YouTube is a platform that helps creative-thinking people share their content through videos. YouTube also provides an opportunity for people to express their ideas and opinions at a global level. Most of its revenue comes through advertisements. Finding career opportunities and making money through YouTube is as simple as uploading a video on YouTube. Content creators have a lot of ways to generate revenue through YouTube. This includes corporate sponsorships from larger brands, selling merchandise, and fan fundraising. YouTube spends half of its revenue on the content creators, which they get from advertisements. YouTube has a significant influence on the Indian economy.

During the pandemic period, many people working in unorganised sectors lost their jobs. However, many young people and job seekers have discovered YouTube as a viable option. During the pandemic period, many people created YouTube channels to share their content. Covid-19 transferred the lives of people all over the world to work and live at home. During the pandemic, people used to spend their time on entertainment like personal blogs, reviews, cooking, adventure, sports, movies, series, and web series on YouTube. This helped emerging content creators get more views on their videos.

### II. LITERATURE REVIEW

YouTube videos are accessible to everybody on the globe. To watch videos on YouTube, you do not need to register an account. However, we needed to create a YouTube account (commonly known as a "YouTube Channel") to upload videos. Creating an account on YouTube is an immediate task. A YouTube channel includes information about the owner, details of the videos uploaded, and recent activities on the account. Videos about personal life, travelling, pet caring, live game streaming, reviews of electronic gadgets, news channels, sports videos, information videos about science and technology, and entertaining videos like web series, comedy, trolls, and prank videos are the major categories of content available on YouTube. YouTube allows the viewers of the video to subscribe to the channels of the content creators to get notification of when the video is uploaded (Tang et al., 2012).

YouTube has the potential to be used in the classroom as a teaching tool. YouTube can assist teachers in presenting lessons in video format in elementary classes, allowing students to better understand the lessons through watching videos. Because teachers can take lessons by playing a video that will grab the attention of children, similar to how they do when they watch cartoon shows (Jones & Cuthrell, 2011).

One of YouTube's most valuable features is video recommendation. We live in a technologically advanced world where the information we seek in search engines and what we want to watch on the internet is shared with other social media platforms such as YouTube. Sometimes the matter we've already searched for on Google appears as a recommendation or advertisement on YouTube. This is part of the digital marketing strategy (Davidson et al., 2010).

There was a connection between the purchase intention of the customers and the YouTube advertisement (Dehghani et al., 2016). YouTube has the potential to attract a younger audience. YouTube allows banner advertisements and pop-up ads to be displayed. Every customer must be aware of the brand that he or she is using. YouTube brand awareness is a successful strategy that has improved ads. While watching a video, some viewers become irritated by the advertisements. Viewers must subscribe to YouTube Premium in order to prevent commercials during their viewing period. Advertisements displayed while watching videos will help retailers attract a large number of customers to their product. People will also view the advertisements to learn more about it. Repeated advertisements, on the other hand, will irritate viewers (Aziza & Astuti, 2019).

YouTube is an excellent venue for businesses to launch their products. The product introduction can be seen by people from all across the world. The YouTube comments and chat boxes can also be used to collect viewer feedback and cues. Through YouTube's live streaming feature, businesses may directly obtain customer perceptions and opinions (Sukanya & Subbulakshmi, 2022).

### III. HOW TO BUILD A CAREER IN YOUTUBE?

#### 3.1 Monetizing Videos and Becoming a YouTube Partner.

The first step in establishing a YouTube career is to create a channel and gain a large number of supportive subscribers. When the creator plays advertisements before and after the videos, he or she might earn money. When a viewer sees the advertisement that has been featured in the video, the YouTube partner will earn a specified amount of money for each view ("Can You Build a Career as a Youtuber?" 2018).

#### 3.2 Collaborating with Companies and Brands.

For the marketing of their products, companies refer to successfully running YouTube channels. Brands frequently work with and partner with YouTube channels that have a significant fan base and a high net market value. For cooperating with businesses, YouTubers are paid a set amount of money. Collaborating with huge corporations allows the YouTuber's image as well as the product to be used (Sreenanda, 2021).

#### 3.3 Selling Merchandise

Relationships with luxury and emerging brands assist YouTubers in developing their own line of merchandise. Promotion of these brands includes T-shirts, electronic gadgets, beauty products, etc. Selling and promoting the merchandise is an excellent method of advertisement for the company, and it benefits the creator (Merementor, n.d.).

### IV. STEPS IN STARTING A CAREER IN YOUTUBE

#### 4.1 Decide channel's theme and motivation.

The first step involved in starting a career on YouTube is deciding the genre and motivation of the channel. Gaming, Reviews, Electronic Gadgets, Web-series, Adventurous Performance, Wildlife, Beauty & Cosmetics, Education, Kids, Travel, Personal Blog, Animation, Music, and Education are some of the categories covered.

#### 4.2 Deciding Personality

Every YouTuber should possess a unique personality and individuality. They should possess a unique style and voice to present the content to the audience. The audience will notice your expression style, clothing style, and manner of expressing your content. Even if their attitude and personality are poor, the audience will be dissatisfied with the content.

#### 4.3 Develop and Improve the Content

Content is the soul, blood, and heart of YouTube. The creator should have presentation skills. He should prepare the script that he is required to present before the viewers. Editing is an essential element in creating the content more attractive. Necessary editing can make the content more beautiful.

#### 4.4 Use right equipment for content creation

Poor video and audio clarity will dissatisfy the viewers. Creators needed DSLR cameras and GoPro to shoot video and high-quality microphones or sound systems to capture audio. Creators should learn how to use the equipment. Sometimes, some creators use tripods and mobile cameras to capture the content. This method is effective for creators who have a low budget.

#### 4.5 Learn editing techniques

Good editing might assist the creator in gaining more fans. The video's background music, moving video style, subtitles, and topics should be attractive. Creators who want to learn more about video editing can enrol in short-term video editing and photography courses to gain the skills and knowledge they need to improve their work. Creator can use Adobe Premiere Pro, Avid and Final Cut Pro editing applications to explore his creativity.

#### 4.6 Get updated with new features

YouTube keeps updating its features. A creator should be aware of the YouTube interface and get updated with the necessary changes introduced by YouTube.

#### 4.7 Customise YouTube Channel

The creator should personalise his channel and make it attractive to viewers. The layout should be attractive and catch the attention of the visitors. To make the channel a unique one, it should have a trailer, thumbnail, and artwork.

#### 4.8 Select relevant title and tags

The usage of video titles and tags helps to ensure that uploaded videos appear in searches and reach a larger audience. Relevant tags must be added to the video in order to convey the video's brief content. The video's title should correspond to the video's content. If the title does not match the content, viewers may believe they have been duped and unsubscribe from the channel. A descriptive and appealing title attracts attention and aids in the content's ranking in YouTube searches.

#### 4.9 Explore Social Media

Social media like Facebook, Instagram and Twitter are indispensable tool for the promotion of the YouTube channel. It helps to increase the reach for the content. Social media also help the creator to get in touch with the fans and followers.

#### 4.10 Stay engaged with audience

Subscribers are the supporters which help the channel to gain more popularity. Engaging with audience is essential to replying their suggestions and messages. Conversation with subscribers helps you to understand the negatives and positives about your page. This will help you make necessary changes and improvements.

### V. CONTRIBUTION OF YOUTUBE TO INDIAN GDP

According to a report published in Business Standard on March 4, 2022, "YouTube's creator ecosystem contributed Rs 6,800 crore to Indian GDP according to an independent report provided by Oxford Economics; YouTube contributed Rs 6,800 crore to GDP in India in 2020 and supported 683,900 full-time equivalent employments. The report claims that presently there are 40,000 YouTube channels with 1,00,000 Subscribers in India (Shinde, 2022).

In addition to the revenue generated on YouTube, The appearance of the content creator in the YouTube Platform can help them to get a global fan base, beyond boundaries and identifying multiple revenue streams via partnerships with brands, according to a new report released today by independent consulting firm Oxford Economics. For more than 14 years, YouTube has allowed creative entrepreneurs to pursue their professional goals by allowing them to share their passions and ideas with a big audience while simultaneously earning money.

"The country's creator economy has the potential to emerge as a soft-power influencer in terms of economic growth, job creation, and even cultural influence," said Ajay Vidyasagar, Regional Director, YouTube Partnerships, APAC. "As our innovators and artists establish the next generation of media enterprises that interact with a worldwide audience, their impact on the overall prosperity of the economy will only grow."

### VI. CONCLUSION

YouTube provides a professional option for those with creative minds. Anyone may make money on YouTube by uploading fascinating video and gaining a large number of followers if they are creative and have the ability to amuse a large audience. YouTube is a stage where you may demonstrate your abilities. YouTube also allows producers to communicate their thoughts, quotations, and ideas, which excite and inspire viewers.

Every video uploaded to YouTube, however, is subject to copyright and ban. Hate speech, discriminatory films, hostile attacks and misinformation videos directed towards a country, a well-known person, or phoney videos about an occurrence all contribute to the spread of false information around the world. These videos will be removed from the internet, and the creators will face penalties. Before uploading a video, the creator should examine the laws and regulations of the country in which he lives, and it should never endanger anyone's sentiments or personal life. YouTube is a chance for those who know how to take advantage of it.

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