



CULTURE & TRENDS

REPORT 2023

How rapid technological change in digital creation and consumption has given new tools to creators and viewers – along with the power to shape popular culture in their image.

CREATORS AND FANS

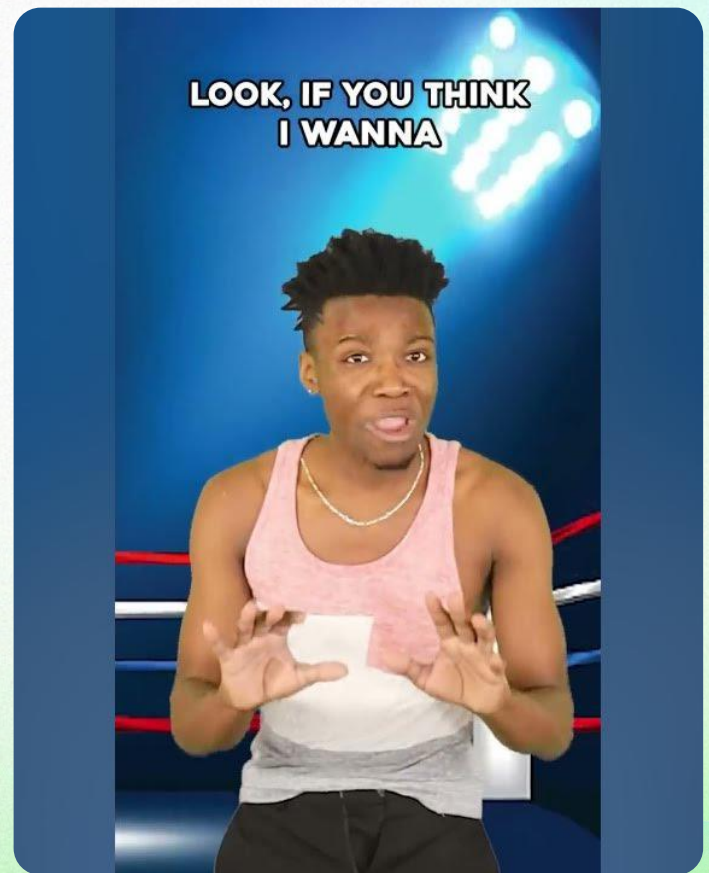
**HAVE ALWAYS HAD A HAND IN *SHAPING*
POPULAR CULTURE – BUT IN 2023 THEY’VE
BEGUN TO DEFINE IT.**

Rapid technological change in media and creativity has given viewers new expectations, and it has also generated opportunities for all of us to engage with the things we care about.

As multiformat, multi-device consumption becomes the norm, new tools and technologies are democratizing the creative process and enabling bigger, bolder ideas to become a reality. As a result, we’re seeing everything from fan-remixed content to AI-enhanced video presenters break through and get millions of views.

In online video, new tiers of fandom are driving this shift, normalizing these technologies for broad audiences.

David The Baker uses video editing and effects to take his Shorts comedy skits to the next level. This video – The Big Fight – has had over 7.8 million views.



 **@DavidTheBaker**
3.7M SUBSCRIBERS

THIS IS A MOMENT OF MAJOR CHANGE IN TECH, CREATIVITY, AND CULTURE

To better understand this changing landscape, the YouTube Culture & Trends team analyzed hundreds of trends and ran surveys with Ipsos in 14 countries, including the U.S., the U.K., Australia, Brazil, Canada, Egypt, France, Germany, India, Indonesia, Japan, Mexico, Saudi Arabia, and South Korea. Respondents were adults who are online, aged 18-44, and Gen Z who are online, aged 18-24.*

14

countries surveyed

100s

of trends analyzed

* These samples are categorized as "people" and "Gen Z," respectively.

FANS ARE EVOLVING



 **@schooleheletteletto**

93K SUBSCRIBERS

FORMATS ARE EXPANDING



 **@Coachella**

3.2M SUBSCRIBERS

AI IS HERE



 **@PiXimperfect**

4.6M SUBSCRIBERS

HERE'S WHAT WE FOUND >

CREATION IS COMMONPLACE

New creative tools are emerging daily, from features built into our favorite apps allowing casual users to remix existing content to generative AI enabling new kinds of creativity.

As we all become amateur editors and special-effects artists, and generating riffs on popular film franchises take hours rather than days, creating has become a pop-culture activity in itself.

The result? A world where the biggest trends are defined by the ways fans make them their own.

82%

of people (online 18-44-year-olds) say they've posted video content online (e.g., to Instagram Stories, TikTok, YouTube, Snapchat) over the past 12 months.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023.

Watch this fan-created trailer reimagining "Star Wars," as if directed by Wes Anderson.




 **@curiousrefuge**
77.4K SUBSCRIBERS

CONSUMPTION IS BOUNDLESS

Audience expectations are also evolving, pushing the boundaries of what entertainment can be.

Viewers increasingly expect personalized experiences, and use different formats to meet different need states – viewing long-form, short-form, live, and pre-recorded content across mobile and connected TV screens. Channels like Brazil's **CazéTV** use multiple formats to give fans what they want – and are breaking live-streaming records as a result, with CazéTV's live stream of the FIFA World Cup receiving over 6 million peak concurrent viewers.*



 **@CazéTV**
8.2M SUBSCRIBERS

*Source: YouTube Data, Global, 2022.

68%

of people surveyed say they watch videos about a specific topic that they are into in multiple different formats (e.g., short form, long form, podcasts, live streams).

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023.

44%

of people surveyed say they participated in a meme over the past 12 months.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023.

THE DIGITAL ENVIRONMENT HAS NEW DIMENSIONS

The environment in which this creativity exists has become more dynamic and personalized. Expanding content formats, the evolving ecosystem of fandoms, and even new viewing contexts – evidenced by the rise of connected TV – have led to trending phenomena that offer different entry points and levels of depth for viewers.



 **@LofiGirl**
13M SUBSCRIBERS

When launching a new synthwave stream, the popular Lofi Girl channel used VOD, Shorts, and even image posts in the Community tab to create a trending moment.

NEW LEVELS OF FANDOM HAVE EMERGED

As the digital environment evolves, fandom is becoming more stratified, with new levels of participation growing in the space between the casual fan and the super fan – thanks to both new technology and an expansion of formats.

Casual fans might have a feed that helps them passively consume more content relating to their fandom, from lore to behind-the-scenes content.

A more **active fan** might use Shorts to create memes, or interact with a brand's campaign by remixing or riffing on its content.

A level higher, some fans may create content for other fans, while **professional fans** use their expertise to create for a general audience.



 @airrack
13.6M SUBSCRIBERS

54%

of people surveyed say they would prefer to watch creators breaking down a major event rather than the event itself (e.g., Oscars, Grammys).

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023.

47%

of Gen Z (online 18-24-year-olds) have watched videos made by fans of specific content, artists, or public figures over the past 12 months.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=6,982, online Gen Z adults, age 18-24, May 2023.

MORE FORMATS MEAN MORE ... FANS, STORIES, SCALE, AND IMPACT

Video used to be defined mostly by a single content format. Today, it has dimensionalized into **long form** and **Shorts**, while also expanding to include **live streams** and **podcasts**.

As audiences seek out content across formats to fit their specific mood and need, creators are responding by diversifying their storytelling across those formats – reaching new fans and unlocking more opportunities to break through.



 **@blogilates**
8.6M SUBSCRIBERS

Alongside long-form workout videos, Blogilates creator **Cassey Ho** now offers Shorts content focused on her foray into athleisure entrepreneurship. In the process, she has gained more than half of her lifetime views, over 500 million in total, since the beginning of 2022 – despite having been a successful creator since 2009.

87%

of people surveyed say, across any streaming services, they watched at least 4 content formats YouTube offers over the past 12 months.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892 online adults, age 18-44, May 2023. Content formats include: Live-stream content on an online platform, streaming video on a TV, short-form video content, long-form content, and podcasts.

67%

of Gen Z (online 18-24-year-olds) surveyed say they like when their favorite creators are creating in different formats.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=6,982, online Gen Z adults, age 18-24, May 2023.

TOOLS MAKE VIEWING MORE PERSONAL ...

Features like **closed captions** and **multi-language audio tracks** allow audiences to tailor their viewing experience while letting creators add new layers to their storytelling *and* reach new audiences beyond cultural, geographic, or language barriers.

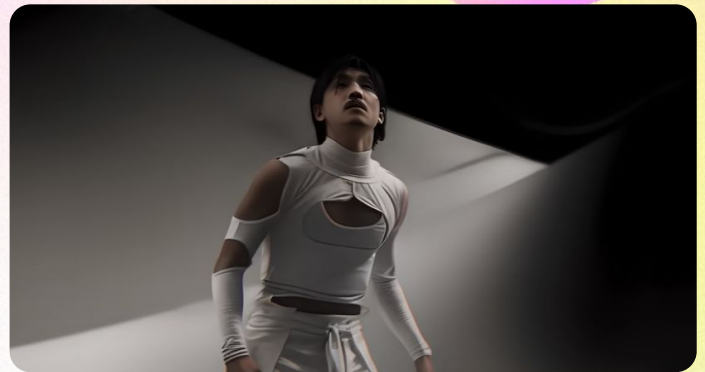
Silent vlogs use closed captions to add commentary without breaking immersiveness ...



A small stable pile of wood is laid down first

@primitivetechnology9550
10.8M SUBSCRIBERS

Other creators use captions to **add context**, deliver **inside jokes**, or provide **Easter eggs** for interested viewers.



@HYBELABELS
70.9M SUBSCRIBERS

In his hit song "[Masquerade](#)," Korean singer **MIDNATT** sings in six languages, reaching new audiences by enabling listeners to choose which language they'd like via the audio track picker tool. He also used AI to make his pronunciation sound more fluent in each language.

54%

of people surveyed agree that they follow a creator who creates content in a language other than their own.

... AND REDUCE FRICTION FOR CREATORS

The array of available video tools has exploded, enabling users to easily **clip** or **remix** video and audio, add **filters** and effects, or even turn into **virtual avatars**.

In a world where creating is so easy and fun that it can be a form of entertainment itself, the breakthrough potential for an idea is increasingly tied to how effective it is at unlocking opportunities for viewers to add their own spin.

Clipping tools, which allow viewers to quickly clip moments from longer videos, enable easier incorporation – while many podcasters and live streamers actively clip from their own content to post highlights. Clipping alone can turn a single video into a larger phenomenon.


In a video in which “House of the Dragon” stars **Emma D’Arcy** and **Olivia Cooke** [interviewed each other](#), a mention of the negroni sbagliato was quickly [remixed into other Shorts](#) by fans of the show. Crucially, HBO made those remixes simple for fans by excerpting the moment from a longer interview.

14M+

videos have been created each month in 2023 using the YouTube clipping feature.

YouTube Data, Global, Jan. 1, 2023–April 30, 2023.



 **@likeablecocktails**
1.4K SUBSCRIBERS



 **@TahvoStudio**
38K SUBSCRIBERS

Remixing, in which fans add audio or video from one video to another, was once the domain of professionals, but now happens at the tap of a button.

Remixing audio and video elements is a frictionless way for people to contribute to culture, including the memes that are now foundational to Gen Z and younger viewers – like the ubiquitous remixes of Burger King’s popular “Whopper Whopper” ad.

100M+

views of videos related to the “Whopper Whopper” song in 2023.

YouTube Data, Global, Jan. 15, 2023–April 12, 2023.

Filters and effects, which allow users to do everything from adding text to videos to changing the entire look of a clip, can be adapted to innumerable circumstances and conversations.

65%

of Gen Z surveyed say they used a filter, feature, or effect on a video app over the past 12 months.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=6,982, online Gen Z adults, age 18-24, May 2023.

Avatars, which let any viewer present themselves as a new, virtual character, allow creators to represent themselves however they want.



 **@FilmyMoji**
4.1M SUBSCRIBERS

AI IS EXPONENTIALIZING POSSIBILITY

Amid an explosion of AI-based tools, creators are adapting technologies to extend their individual creative capabilities. Ambitious and complex ideas can be executed with greater speed and higher production value than would have been possible previously.


Generative AI is democratizing complicated forms of self-expression, introducing us to a world where unique ideas are the foundation of what breaks through online.

Production studio **Corridor Crew** is creating anime-style Shorts using the power of AI – no animators required. Meanwhile, AI is giving creators advice on everything from workouts to makeup (as with French creator **Sananas**).



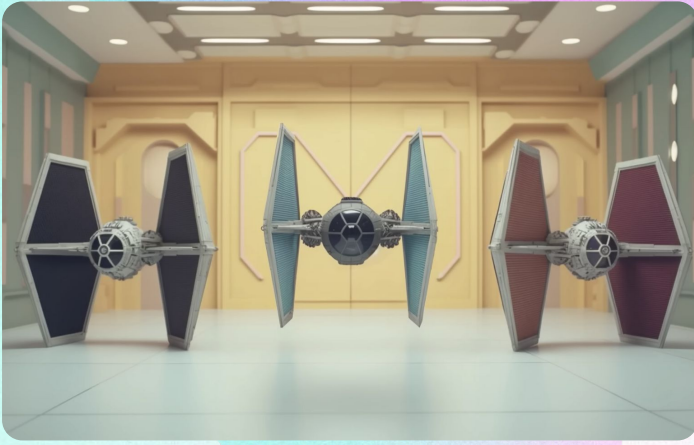
 **@Corridor**
9.8M SUBSCRIBERS



 **@Sananas**
3M SUBSCRIBERS

This has already begun reshaping the intersection of self-expression and fandom, allowing viewers to expand the meaning of cultural entities that they find resonant.

The speed and quality of AI-supported creativity can result in a diversity of executions that can be consumed alone, but really exist in dialogue with one another.



@curiousrefuge
77.4K SUBSCRIBERS

AI is expanding creativity – for instance, allowing fans to imagine popular films made by iconic directors. The way creators use it now is a window into how we might all be using it soon – and viewers are not only open to this innovation, they’re already watching a lot of videos about or made with AI.

60%

of people surveyed agree they’re open to watching content from creators who use AI to generate their content.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023.

Virtual creators and K-pop bands being debuted by Korean companies are a build on **VTubers** and hint about the places that AI-driven creations may go in the future, providing an early look at viewer interests in creativity that challenges norms of authenticity.

RuiCovery, a real person with an AI-generated face, was made by Seoul-based IT start-up Dob Studio. The studio produces song and dance covers in both long-form videos and Shorts.



@RuiCovery
120K SUBSCRIBERS

52%

of people surveyed say they watched a VTuber (virtual YouTuber or influencer) over the past 12 months.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023.

MONOCULTURE HAS FRAGMENTED

... BUT THAT CAN BE A GOOD THING

The speed, volume, and variety of all this change can be disconcerting – there are more formats to follow, more ways to express fandom, more content to consume, and more technologies adding ever more variables to the mix.

But all this “**more**” also means more opportunities to break through. In 2023, the digital landscape offers:

- 1. WIDESPREAD ONLINE PERSONALIZATION**
- 2. MAINSTREAM CASUAL CREATIVITY**
- 3. CONTENT EXPERIENCES BUILT FOR VIEWERS**
- 4. AI-ENABLED CREATIVE POSSIBILITY**

40%

of people surveyed describe themselves as video content creators.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=25,892, online adults, age 18-44, May 2023.

71%

of Gen Z surveyed like the convenience of being able to watch different video formats all on one platform.

Google/Ipsos, Global (U.S., U.K., AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), YouTube Trends Survey, n=6,982, online Gen Z adults, age 18-24, May 2023.

1.7B+

views of videos related to or using generative AI tools in 2023.

YouTube Data, Global, Jan. 1, 2023–May 27, 2023. Videos related to ChatGPT, GPT-4, Midjourney, dalle1, dalle2, d-id, elevenLabs, or videos with the following keywords in the title: voice.ai, dall-e, midjourney, gpt-4, elevenLabs, so vits svc, softvc vits, uberduck, musiclm, kaiber, amper, lensa, runway gen-1, runway gen-2, stanford alpaca, adobe firefly, autogpt, stable diffusion.