

YouTube supports African creators as Africa Creator Week kicks off

YouTube has kicked off the second edition of Africa Creator Week. The programme seeks to showcase and support content creators from across the continent and extend YouTube's commitment to nurturing black creators and artists as part of the #YouTubeBlack Voices programme.



Source: events.withgoogle.com

The YouTube Africa Creator Week 2021 kicked off on 29 November and runs until 3 December 2021 offering a variety of activities to celebrate and support creators on the continent. Highlights of the week-long programme include three motivational creator talks and a masterclass focused on teaching creators how to diversify their revenue streams and increase their income.

A storyteller video series, [Stories Behind the Storytellers](#), will spotlight the journeys of nine top African creators who are growing their fandom through inspirational storytelling and will also premiere at the event. The nine storytellers, from Kenya, Nigeria and South Africa, who will be featured are:

- [Fashion Wizardry](#) (Kenya)
- [Alex Methange](#) (Kenya)
- [Mandi Sarro](#) (Kenya)
- [Miss Techy](#) (Nigeria)
- [Sisi Yemmie](#) (Nigeria)
- [Steve Nduku](#) (Nigeria)
- [Financial Bunny](#) (South Africa)
- [Nozibele Qamngana](#) (South Africa)
- [Reggie Mohlabi](#) (South Africa)

Participating event facilitators include Taiwo Aina (Nigeria), who will be sharing her experiences as a renowned YouTube filmmaker; Kukuwa Fitness (Kenya) who will be sharing how YouTube has been instrumental in assisting her to empower communities across the world; and DEFINING Media (South Africa) who will share how they are achieving their goals of empowering people using inspiring stories.

In addition to creator-led sessions, Dr Ethel Nakimuli-Mpungu, renowned lecturer and psychiatric epidemiologist at Makerere University College of Health Sciences, will spearhead conversations on mental wellbeing.

“Africa is filled with inspiring stories and YouTube is committed to supporting the growth of the continent’s storytellers. The YouTube Africa Creator Week intends to spotlight top African creators who are focused on their YouTube journeys and stirring engaging conversations among content creators in order to drive growth on the continent”, says Adetutu Laditan, YouTube Creator Marketing Manager, EMEA

Growth in Africa

Recent YouTube statistics illustrate the significant growth of the creative community across Africa. Nigeria has over 500 channels that boast over 100 thousand subscribers, an increase of over 60% from the previous year. In Kenya, over 300 channels have over 100 thousand subscribers - an increase of over 90%, year on year; while in South Africa, over 250 channels now have over 100,000 subscribers - a year-on-year increase of over 60%.

“YouTube has been a partner to a generation of creators, from around the world, who have turned their creativity into businesses. In Africa, we are working to advance the discovery and development of the next generation of creators. We are focused on investing with an emphasis on connection, inspiration and the celebration of the uniqueness of black African voices”, Awofisayo concludes.

For more, go to <https://events.withgoogle.com/africa-creator-week/>

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