

# How Much Do You Make Per View on YouTube? Answered

Maybe you've heard of some of the top YouTube earners like MrBeast, Dude Perfect, and others who have built their net worth in millions of dollars just by producing videos on YouTube.

You must also have heard that YouTube pays per view and probably wish for a chance to ask any YouTuber, "How much do you make per view on YouTube?" Well, you're in luck because this article is dedicated to providing you with that answer.

Let's dive right in.

Picture 1 of How Much Do You Make Per View on YouTube? Answered

## How Much Do YouTubers Make on Average?

You'll most likely not get paid when you upload your first YouTube video and even a few more videos afterward. But after growing your YouTube channel and activating monetization features on the platform, you can start talking about money. You'll only get paid when your Google AdSense account reaches \$100.

But how quickly can you get to \$100?

On average, YouTubers make \$0.018 per view. So, in your early days, you may not make so much. But this adds up when you build a successful channel with millions of YouTube views on each video content.

In the U.S., the average monthly YouTube pay was approximately \$4,616. But we've also heard of YouTube stars like Jake Paul, who can make tens of thousands of dollars monthly. So, even if the average pay doesn't look like much, it adds up as your YouTube channel grows.

Additionally, there are other ways to make money on YouTube. Adding that to your ad revenue could be enough to be considered a decent side hustle.

## How Does the YouTube Partner Program Work?

The YouTube Partner Program (YPP) is an earning program that lets YouTubers make money from uploading videos on the platform. To join YouTube's partner program, you must meet certain requirements, including:

1. You must have at least 1,000 YouTube subscribers and 4,000 watch hours in the past year, or 10 million Shorts views over the past 90 days
2. You must adhere to YouTube's monetization policy

3. You should have no community guideline strike
4. You should also live in a country where YPP is available
5. You must also have an AdSense account linked to your YouTube channel

Getting the required number of views and public watch hours to qualify for the YouTube Partner Program is usually a struggle for many new creators. But you can use legitimate growth sites like Views4You to help you meet the requirements faster.

You can earn money from different revenue streams when you join the YouTube Partner Program and turn on the monetization features. Although, the most common way YouTubers make money on YouTube is through ad revenue.

YouTube usually keeps 45% of the advertiser's pay and pays the creator the remaining 55%. So, for every \$100 paid by an advertiser, a creator can expect \$55 in ad revenue.

Other monetization features of the partner program include YouTube Premium, Channel Memberships, Super Chat & Super Stickers, and Super Thanks.

## **How Much Do You Make Per View on YouTube?**

Influencer Marketing Hub estimates that advertisers pay about \$0.01 to \$0.03 per view. The actual value could be anything within the range because the cost per 1,000 views (CPM) varies from niche to niche. However, it is estimated that YouTubers get paid an average of \$0.018 per view.

It is important to state that the number of video views on your video does not equate to the number of video ad views. Your pay is calculated based on the video ad views (or, in some cases, the number of ad clicks). So, you can get many views on your YouTube video and make nothing in ad revenue if no one is watching the YouTube ads in the video.

So, how much does YouTube pay per ad view?

### **Per 1,000 Views**

If a YouTuber makes \$0.018 per view, then for every 1,000 views, the creator can expect an average of \$18. But many YouTube creators make around \$5-7 for 1,000 views.

### **Per 10,000 Views**

10,000 ad views on YouTube can get you about \$5 to \$50. Remember that YouTube pay varies from country to country, so your location can affect your earnings.

### **Per 50,000 Views**

With 50,000 views on YouTube, you can earn anywhere from \$100 to \$250. If you post frequently, you could potentially earn more.

### **Per 100,000 Views**

You can make about \$120 to \$800 per 100,000 ad views. You may have expected to see a range of at least \$500-\$700, but your ad revenue doesn't always scale linearly with the growth of your YouTube channel. Some viewers will lose interest over time or skip ads more often.

## **Per 1 Million Views**

Getting 1 million views per video is a huge milestone for many YouTubers. At this point, you can make between \$1200 to \$6000 per million ad views. You can also comfortably activate other revenue streams and make much more money.

## **Factors that Affect Your YouTube Earnings**

Making money on YouTube depends on several factors. Your niche, for example, plays a significant role in how much you can make from ad revenue. Advertisers typically pay more for video ads in popular niches so that creators can expect a higher CPM. Some of the most successful niches on YouTube include gaming, educational content, lifestyle, and funny videos.

Other than your niche, the type of ads you activate on your YouTube channel also impact how much you make on YouTube. There are different types of ads, including Bumper, skippable, non-skippable, back-to-back, and overlay ads.

The placement of these ads affects the engagement rate and, therefore, influences CPM. Generally, non-skippable ads and ads that play at the start of a video have higher CPM payouts.

Some other factors that affect your YouTube earnings include your location and the age of your audience. For instance, made-for-kids content usually has a lower CPM.

## **4 Other Ways to Make Money on YouTube**

In addition to ad views, it's possible to have multiple revenue streams on YouTube that can help you earn as much as some of the YouTube stars you know. Many Youtubers, like Ryan Kaji, who are millionaires today, employed other revenue streams to get to where they are.

Here are some of these other income streams:

### **1. Sell Your Own Merchandise**

Ryan Kaji earns a fortune from selling his own product in retail shops like Target and driving traffic to his store through YouTube. If you've built an audience on YouTube, you can make a lot of money from selling different products.

You can sell branded tote bags, mugs, hats, t-shirts, or any product you can sell to your audience. Then, you employ any print-on-demand services to handle order fulfillment.

### **2. Affiliate Marketing**

Affiliate marketing is another effective way to make extra cash on your YouTube channel. Promoting another brand's products or services and earning a commission from each sale.

The brand usually provides a unique affiliate link to track your sales easily. You can include this link in the video descriptions of your videos and add a call-to-action, encouraging viewers to click the link to get the product.

### **3. Become an Influencer**

An influencer has built a dedicated and loyal fanbase in a particular niche and can ultimately influence their audience's purchasing decisions. Many brands invest so much in influencer marketing to spread their message authentically and generate more sales.

As a YouTube influencer, you can make thousands of dollars from promoting brands. Your earnings, however, vary based on the number of subscribers you have. According to reports, an influencer with 1,000 subscribers can earn about \$20, increasing to about \$20,000 for 1 million subscribers.

## **FAQs About How Much Money You Make on YouTube**

### **Does YouTube Pay Per Video View?**

No, YouTube pays only per ad view. A creator can estimate \$0.018 for every ad view.

### **How Much Money Is 1 Million Views on YouTube?**

You can get around \$1200 to \$6000 for a million ad views on YouTube. You can earn anything within the range, depending on your category or niche.

### **How Much Is 100K Views on YouTube?**

Youtubers with 100,000 ad views on their videos can earn approximately \$120 to \$800.

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