

# Portal, a better YouTube video platform, does not advertise

Portal is an online video streaming platform with no advertising, direct confrontation with YouTube and Vimeo. With the Portal, when viewers like the content they see will pay directly to creators.

In 2007, Radiohead released the album "In Rainbows" and asked fans to "pay for what you want". Thanks to that, after only a short time after the release of Radiohead, it earned \$ 3 million in sales. And Jonathan Swerdlin to get his favorite album has to spend 50 USD.

Swerdlin, who started his career in e-commerce, was very impressed with Radiohead's approach and wanted to adopt the same way to create a better video platform than YouTube. Swerdlin also knows about audiences in China if they love online artists, streamer (collectively called creators) can donate money to them.

Combining these two things, Swerdlin and his team - now including 5 engineers and a small community group, leave the Portal, the online video streaming platform without ads, directly confronting YouTube and Vimeo. With the Portal, when viewers like the content they see will pay directly to creators.



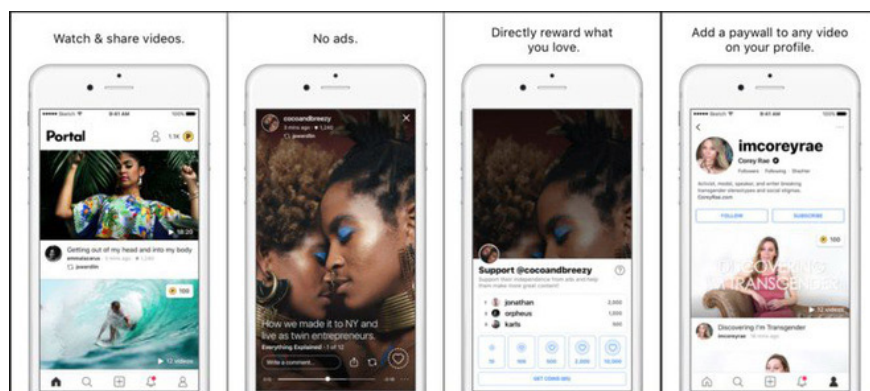
Jonathan Swerdlin.

Swerdlin is currently the co-founder and CEO of Portal. And in the recent call for investment, he raised 4.2 million USD for his platform.

### **How to make money from Portal?**

According to Swerdlin, the biggest difference of the Portal with other platforms is the creator of money. On the Portal, viewers can watch favorite videos and tips for creators that they like from 0.1 to 100 USD.

In addition, creators may also require viewers to pay for each video or monthly channel tracking.



Portal only receives a small percentage of the amount that viewers pay for creator. Instead of making money based on advertising, Portal will make money from viewers. Swerdlin hopes that this change will help improve the quality of content on the Portal and satisfy viewers.

Swerdlin also promised that, "demonetization", the policy of depriving the display rights of certain videos and YouTube channels that do not reach certain views and tracks will not appear on the Portal.

Swerdlin hopes that the model of viewers who pay directly for creator of Portal will be able to overcome platforms such as Facebook, YouTube . in the next 10 years.

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