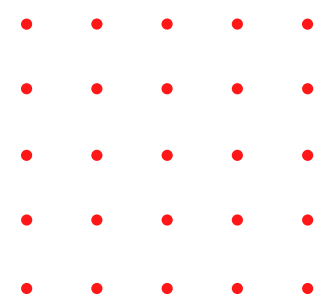
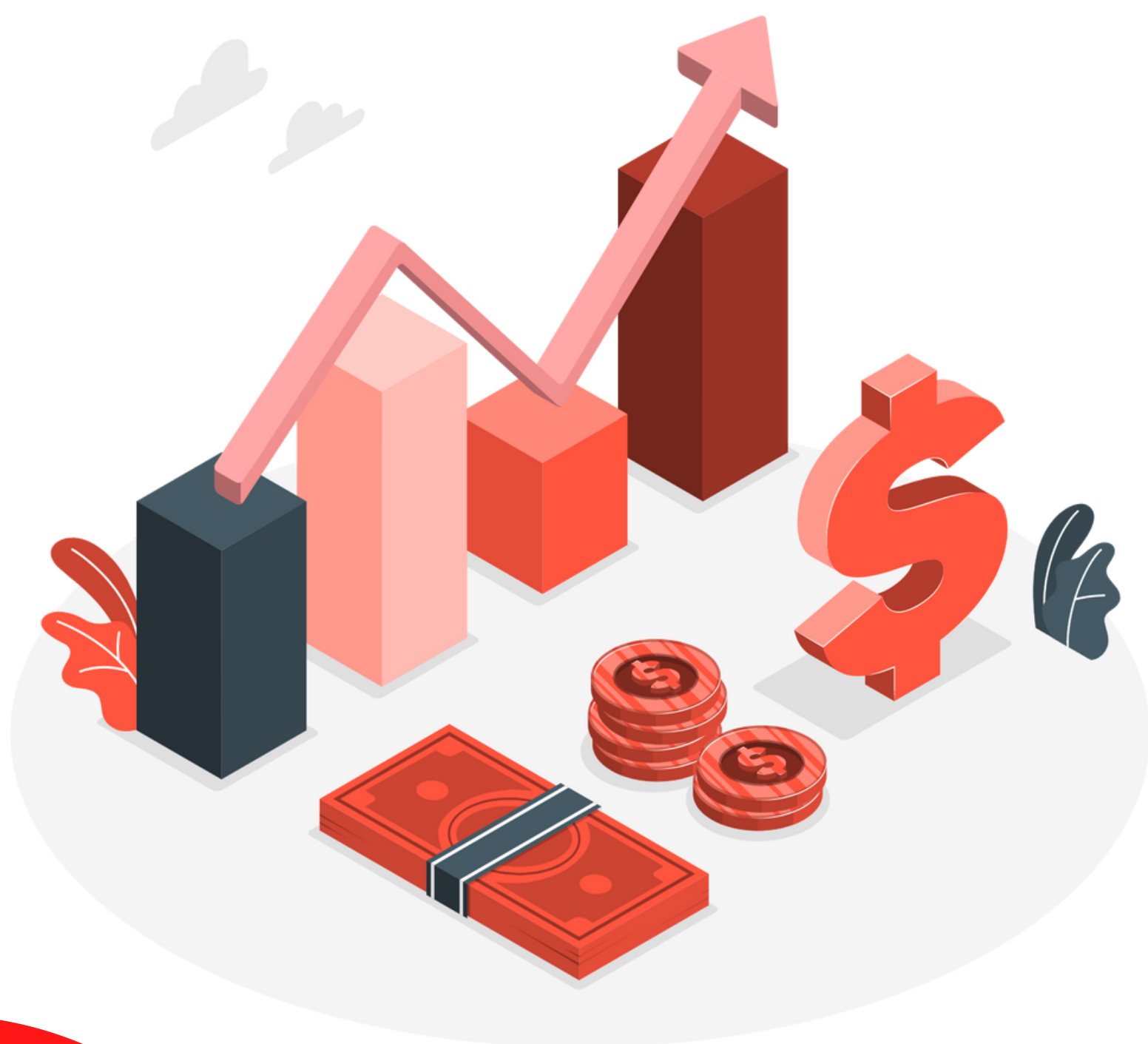




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# YOUTUBE CHANNEL MONETIZATION REQUIREMENTS IN 2021





# **YOUTUBE MONETIZATION POLICIES FOR YOUR CHANNEL**

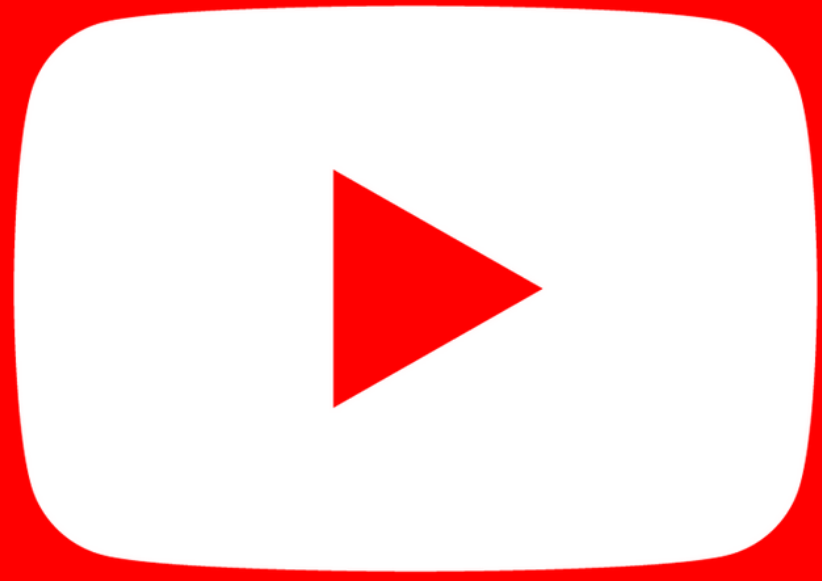


Let's go over this one by one.



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**YOUTUBE**



# **YOUTUBE TERMS OF SERVICE**

On December 10th 2019, YouTube revised its terms of service. The agreement now includes links to the policy, safety and copyright policies and advertising on YouTube policies, as well as an accepted definition of "affiliates". You'll also find a section with details about essential products, with steps to use them.



# YOUTUBE PARTNER POLICIES



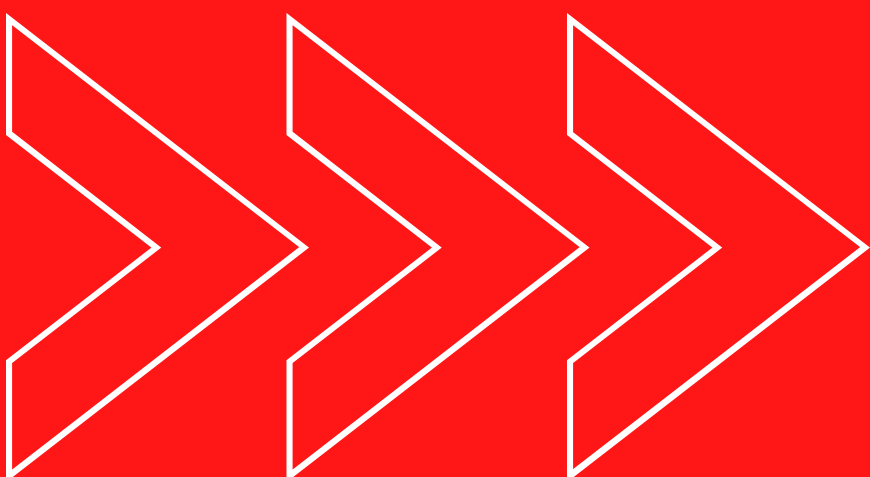
In addition to the creator support team, the copyright match tool and monetization features are available to YouTube partner program members. To be eligible for the same, you must adhere to YouTube requirements for monetization, complete 400 hours of watch time in 12 months, accumulate 1000 subscribers, link an AdSense account to it and reside in a location where the YouTube partner program is available.

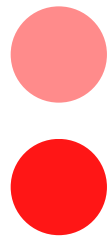
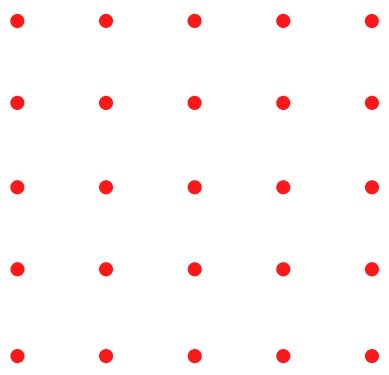




# YOUTUBE SPAM POLICIES

YouTube has a strict policy against scams, spams or any other underhanded practices. Activities like misleading metadata or thumbnails, abusing live streams and suppressing voters are all considered violations in front of YouTube spam policies.





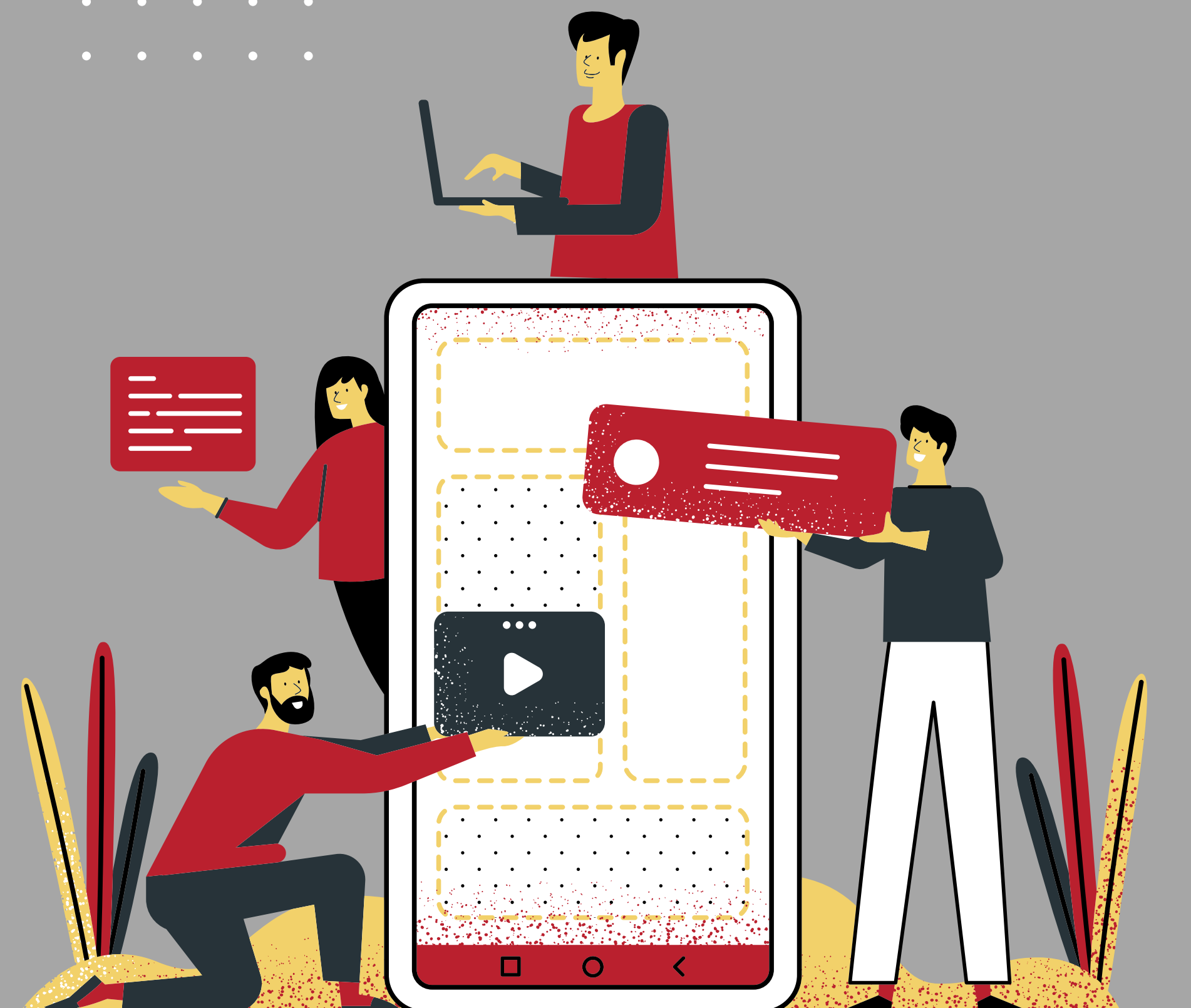
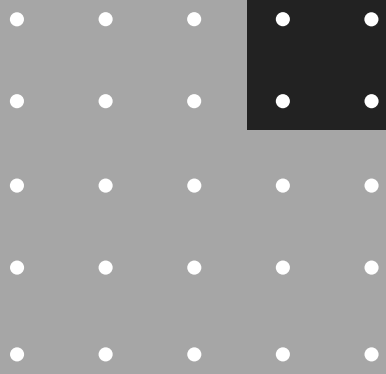
# COMMUNITY GUIDELINES

YouTube has defined a set of guidelines for YouTubers to follow about their trust-based community. Using the platform to scam, spam, mislead or defraud fellow users is prohibited. The guidelines are created to keep kids under legal age away from nudity, sex or content that depicts self-harm. The same terms are applicable for videos that encourage harmful or Life-threatening behaviour.



# COPYRIGHT POLICIES

YouTube's copyright policy states that ideas, facts and processes are not subject to copyright claims. Work must be creative or attached to a tangible conduit to come under the umbrella of copyright protection as copyright policies do not safeguard monikers and titles.



# ADSENSE PROGRAM POLICIES

The policies created for AdSense state that advertisers cannot click on their ads or use underhanded means to generate more ad clicks. Content that goes against Google publisher policies or is considered abusive is barred from using inside a YouTube ad.







# CHECKLIST FOR YOUTUBE PARTNER PROGRAM APPLICATION

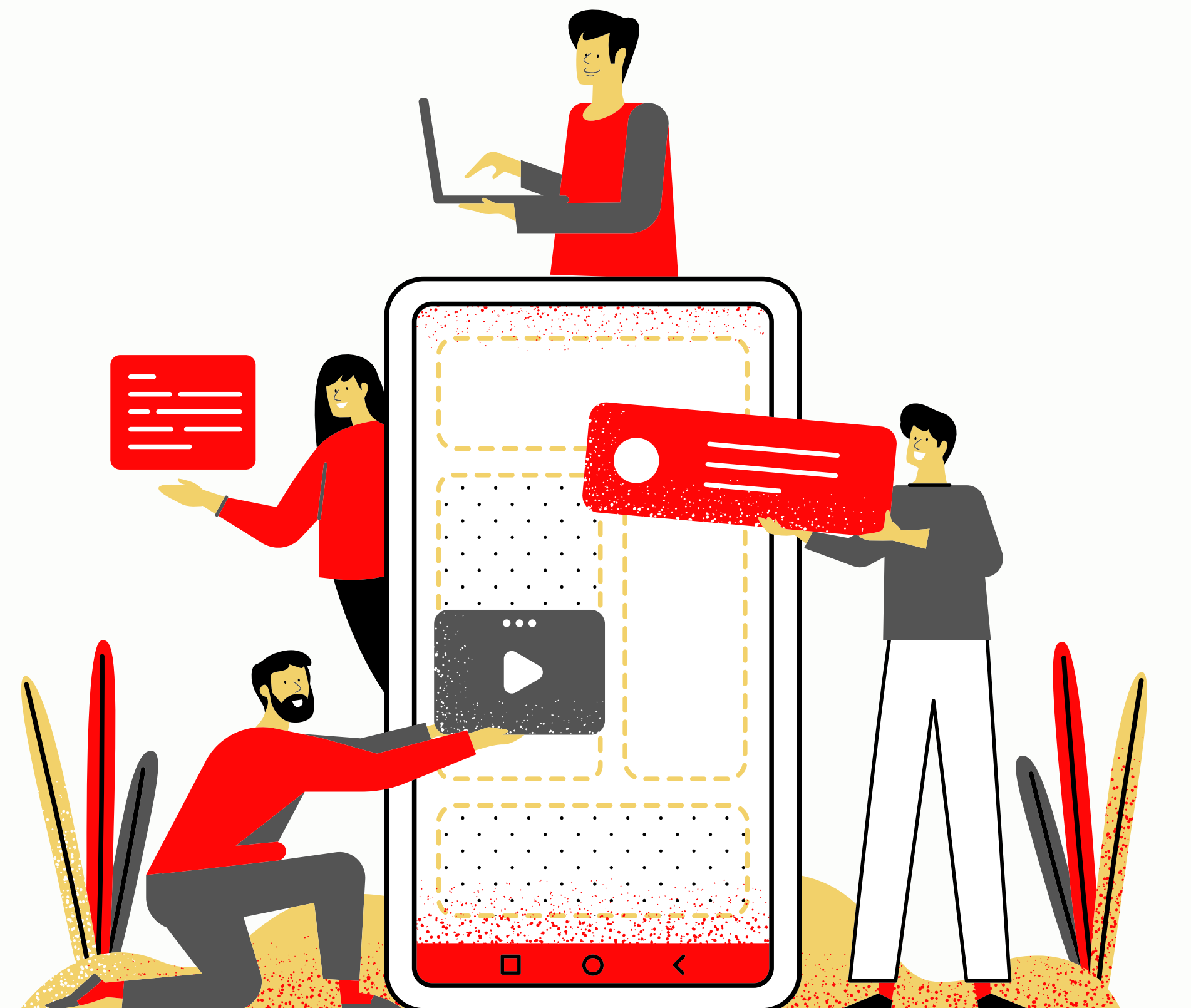
Until you can monetize your channel, you must meet certain YouTube monetization eligibility conditions for the YouTube partner program - which consists of the following:





# RESPECT YOUTUBE GUIDELINES

To be welcomed into the programme, your YouTube channel must conform to every YouTube policy and guidelines. Once you accept the condition, you are morally obliged to follow them to dot. This is because the algorithm extensively monitors if your channel complies with the policies or not.





## TOTAL SUBSCRIBERS AND WATCH TIME REQUIRED FOR YOUTUBE MONETIZATION

In the preceding 12 months, your channel must have 1000 subscribers and should complete 4000 hours of user watch-time. YouTube has set up this criterion since accomplishing them indicates that your channel holds quality content to help the search engine make calculated decisions.





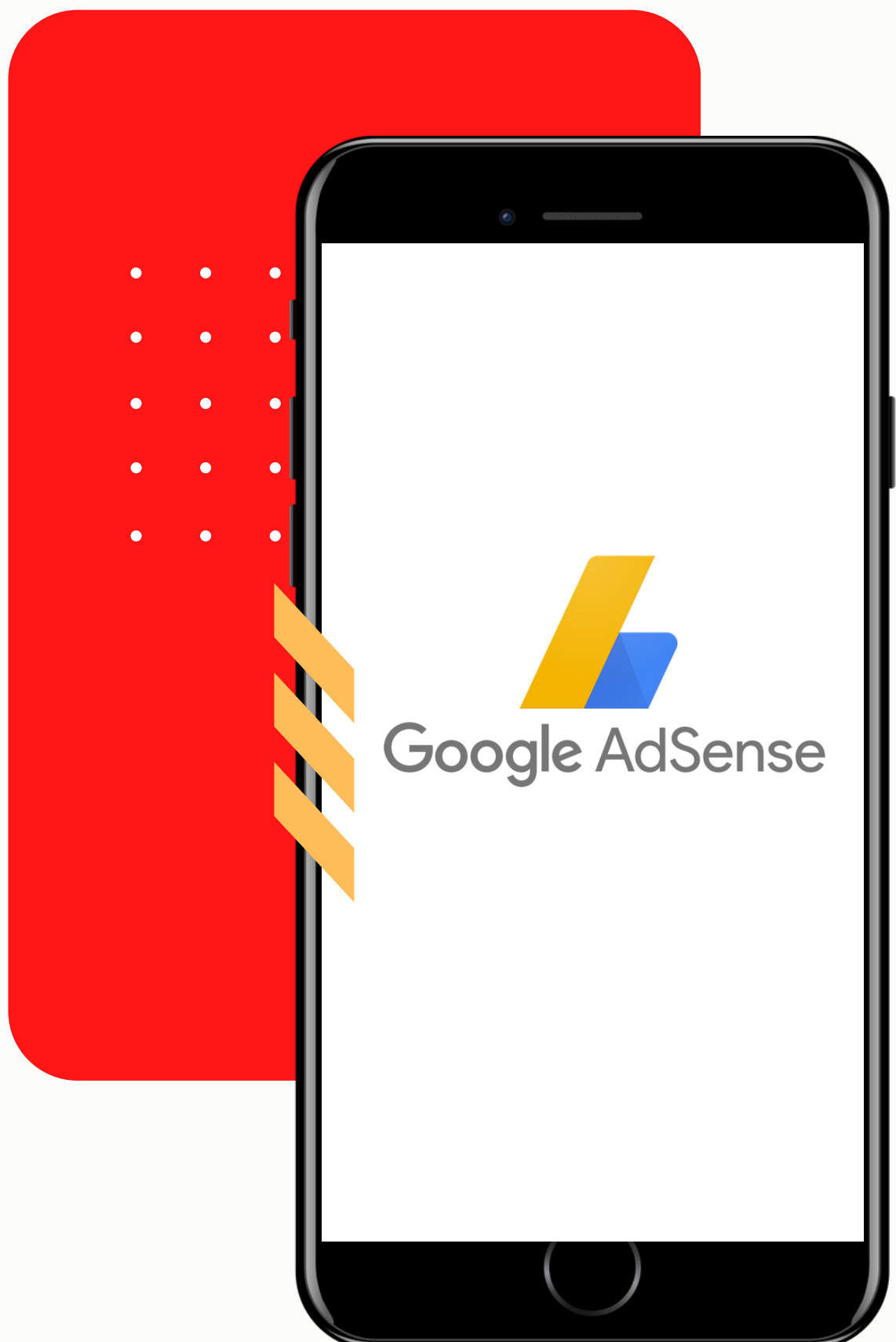
## SIGN UP FOR YPP

The following step involves registering for YPP terms. You will receive a reminder when your channel has met all requirements of YouTube monetization if you have already set a notification. Navigate to the YouTube studio dashboard and tap the moderation option in that left column when that happens. Since you're eligible, you can begin reviewing the partner program cards.



# GOOGLE ADSENSE

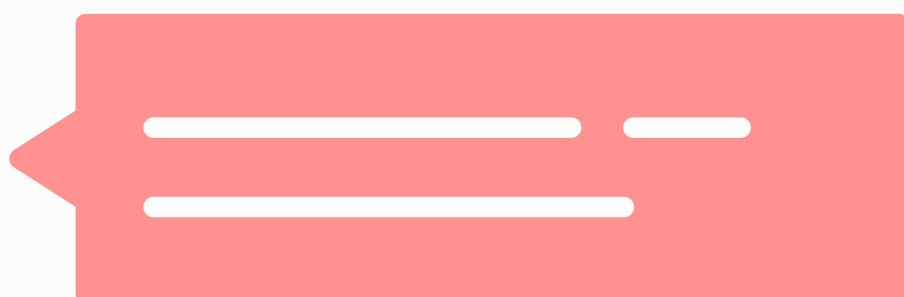
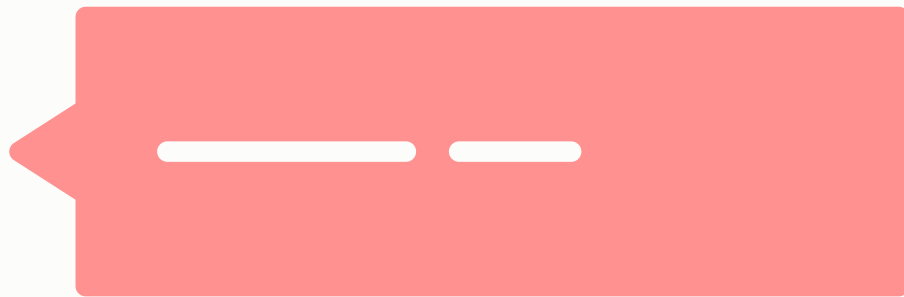
Google AdSense is the next item on the list. Even if you have many channels, you must link them to a single AdSense account since Google does not permit multiple accounts. After you sign the terms, YouTube will confirm it with "Done".





## REVIEW THE PROCESS

In this final step, most of the work is done from YouTube's end. The search engine assesses your channel, emphasizing the theme, popular/recent videos with most-watched time and metadata. Once the algorithm confirms that your channel adheres to all set policies, it gets monetized.





# THINGS TO AVOID FOR YOUTUBE CHANNEL MONETIZATION

The YouTube community is aware that the search engine requires almost a month to analyze a channel and provide its final decision. This 30-day window is crucial; hence you have to make it your top priority to keep creating high-quality videos which are SEO optimized. Don't forget to maintain healthy pacing between uploads and keep interacting with your viewers. During this window, no new content on your channel will reflect poorly on you as a creator and can potentially derail your channel's growth.





YouTube algorithm undergoes continuous revision. Each update makes it more intelligent and faster than before. Thus, it would be in your best interest to avoid outwitting YouTube with actions like asking fellow creators to subscribe to your channel in exchange for doing the same for them. YouTube is mighty - it can easily detect and flag your channel if caught.







# **WHAT SHOULD YOU DO IF YOUR YOUTUBE MONETIZATION ELIGIBILITY APPLICATION IS DENIED?**

YouTube will deny an application only if a substantial portion of a channel violates or fails to conform to their policies and guidelines. But, do not worry, you can reapply after 30 days have passed since receiving the rejection email.

Before reapplying, ensure that you present a stronger case than the previous one. You can do this by reviewing the rejection email and determining which guidelines/policies you violated on your channel. After that, you can compare your video titles, tags, thumbnails and descriptions to the YouTube monetization requirement policies and community guidelines. Edit and eliminate anything that goes against the policies.



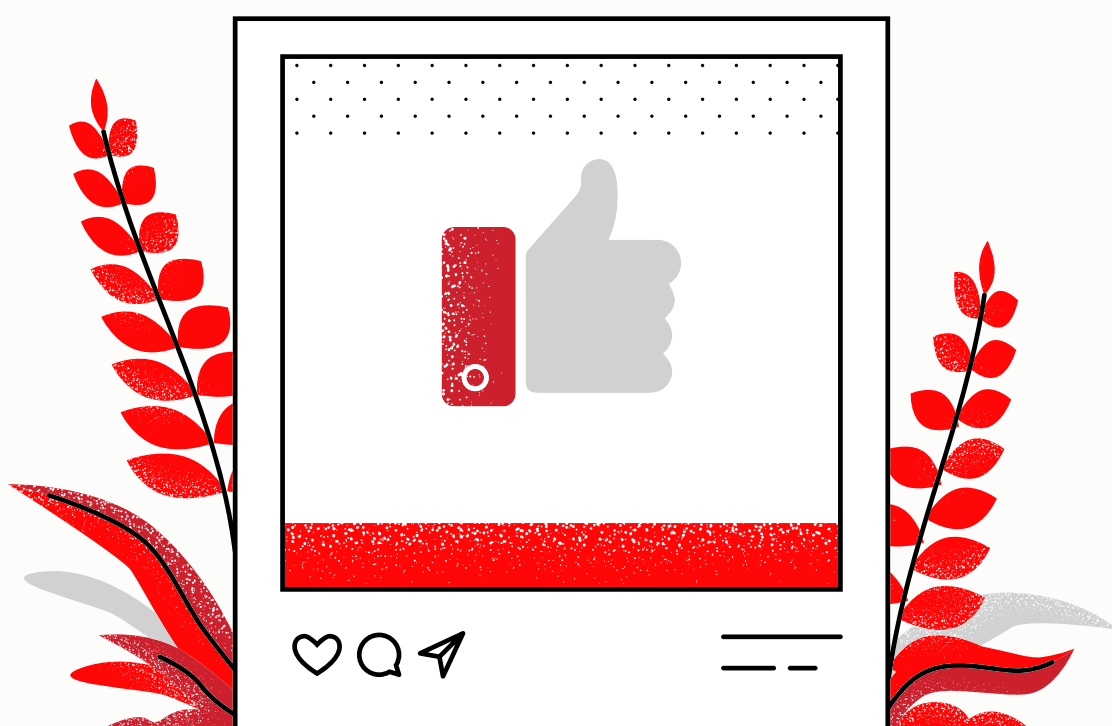
# WAYS TO MAKE MONEY IN YOUTUBE PARTNER PROGRAM

## 1. ADVERTISING REVENUE

YouTubers make most of their money from display overlay and video ads. You are compensated for each ad click. However, you have to be at least 18 years of age and create videos that meet the YouTube monetization policy and community guidelines to get paid.

## 2. CHANNEL MEMBERSHIP

When you have a loyal community on your channel, you can benefit them through channel membership. You need to be a minimum of 18 years of age and have 30000 subscribers.





## WAYS TO MAKE MONEY IN YOUTUBE PARTNER PROGRAM

### **3. EARN BY SELLING PERSONALIZED MERCHANDISE**

Another popular way of earning revenue is by selling personalized merchandise on your channel. Your viewers can shop your products on your watch page. Every YouTuber need to be 18 years old and have 10,000 subscribers to sell their merchandise.

### **4. SUPER CHAT AND SUPER STICKERS**

Super chat and the super sticker is a feature that enables viewers to get their comments displayed at the top of the chat streams by paying for them. Super chat comments stay visible for 5 hours. To earn from this method, you have to be 18 years of age and live in a location where super chat is available.



## WAYS TO MAKE MONEY IN YOUTUBE PARTNER PROGRAM

### 5. EARN VIA YOUTUBE PREMIUM

Whenever a member of the YouTube premium views one of your videos, you get a cut from the subscription fee. You have to produce content for YouTube premium subscribers to make money from this method.

