

# YouTube Monetization

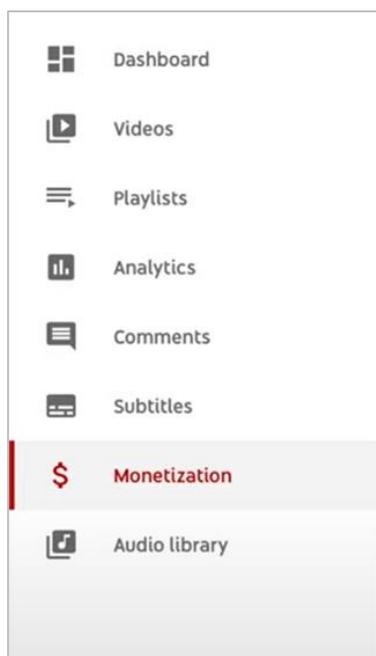
## Three steps to monetizing your content

### 1. Create videos and gain popularity

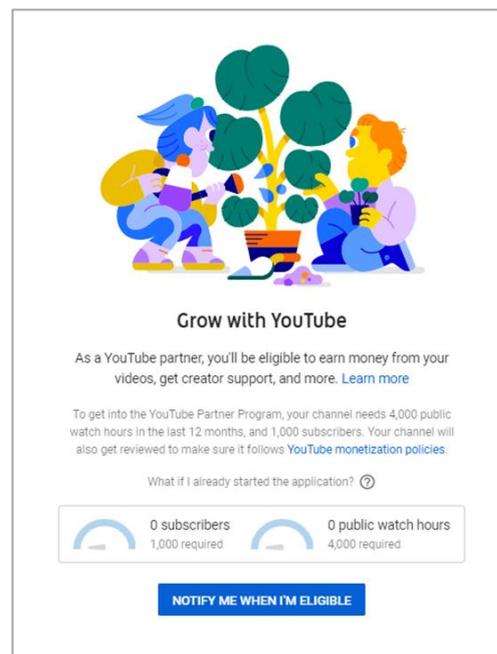
In order to monetize your videos on YouTube, your channel has to reach the set requirements of 1000 subscribers and 4000 hours of public watch time within 12 months. The term “watch time” stands for the accumulated time that viewers of your channel have spent watching your content, totaled in the last 12 months. These requirements were introduced by YouTube in 2018, in order to assure advertisers a higher standard of quality when it comes to channels’ contents.

To view your channel’s progress of reaching the requirements you can click on the monetization tab on the left of your YouTube Studio page (1) and you will find an overview (2).

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## 2. Become a YouTube Partner

soon as you have reached the aforementioned requirements, you can become a part of the YouTube Partner Program (YPP) and apply for the monetization of your videos via a Google AdSense Account. If you now click on the monetization tab in your YouTube Studio, you will find that there are three steps to be fulfilled in order to reach that goal (3).

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### Channel monetization

Step 1 Not started

#### Review Partner Program terms

Read and agree to the YouTube Partner Program terms. This is the agreement that makes it possible for you to earn money.

[START](#)



Step 2 Not started

#### Sign up for Google AdSense

Create a new AdSense account or connect an existing one to your channel. You need an AdSense account to monetize and get paid.

[START](#)



Step 3 Not started

#### Get reviewed

YouTube will review your channel to make sure it complies with the [YouTube monetization policies](#). This step will begin automatically after you complete the first two steps. Due to recent global events, please expect delays in application review. [Learn more](#)

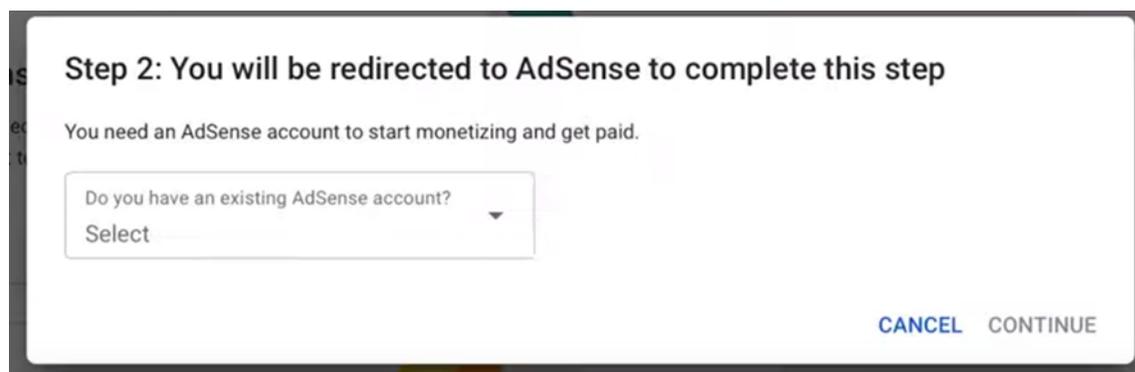


We'll help you monetize your videos after you get accepted into the YouTube Partner Program.

The first step for this is easy: Click "START" (below Step 1) to begin reading the terms and conditions of the YPP. Once you have read through them, you can check the necessary boxes at the bottom and click "ACCEPT TERMS".

Step 2 requires you to create a Google AdSense account, unless you have already created one before. For this, click "START" (below Step 2) and choose the appropriate option in the dropdown menu (4). Subsequently, you click "CONTINUE" and will be forwarded to the login page for your Google account. Here you log into the account which is connected to your YouTube channel.

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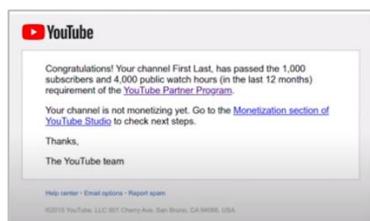


Your website, meaning the address of your channel or Channel ID, should already be entered in the form on the new page. Follow the steps and set the country you are from, then accept the terms and conditions and click "Create account". You are now on the home page of your AdSense account. Here you should check your user data so that your future income can be assigned correctly. Once you have saved your data, you will be asked to give a phone number, in order to receive a verification code. After receiving and typing in this code, you will be forwarded to your YouTube channel page. Step 2 on the monetization page should now say "in progress". The linking of your AdSense account to your channel can take a few hours.

### 3. Check and approval by YouTube

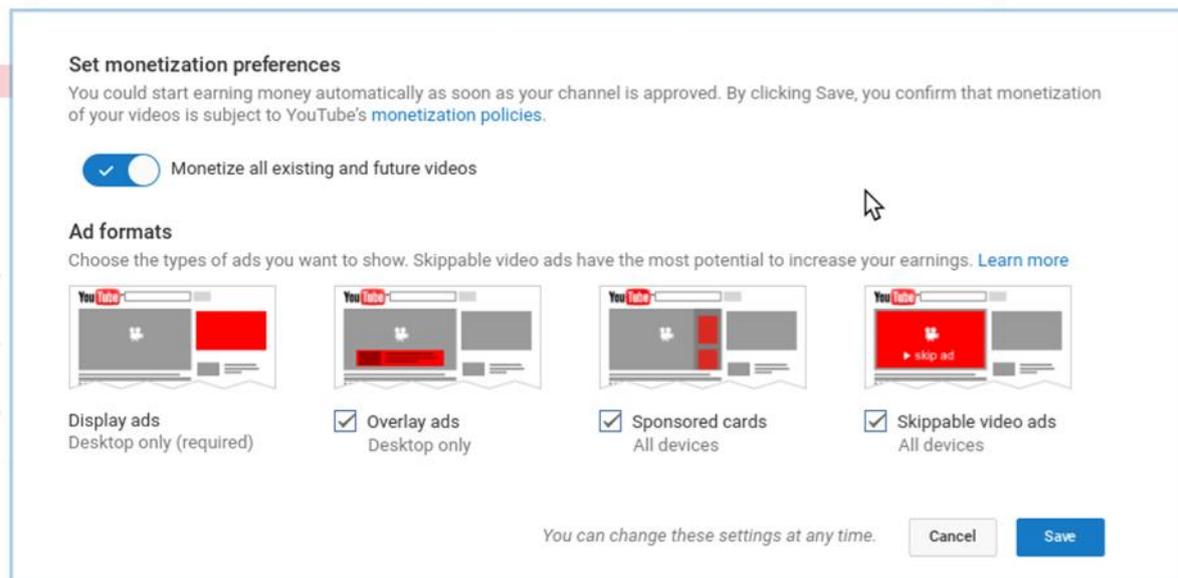
For Step 3 you do not have to do anything, since this step is being taken care of by YouTube themselves. With this step YouTube will review your channel and check whether the content you have uploaded is conforming to their guidelines. Once your channel has been reviewed and accepted for the YPP, you will get a notification at the top of your window in your YouTube Studio and an email will be sent to you (5).

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Clicking on the link in the email will lead you to the monetization section of your channel (6).

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These settings are important, since your videos are not being monetized automatically. This window will let you set the monetization for your videos and which types of ads should be shown on your videos. Alternatively, you can click on “Videos” in the left bar and choose which videos you would like to monetize by clicking on the monetization symbol (\$) there.

Below you can find a few useful links, if you are looking for more detailed information.

- Uploading videos to monetize with ads  
<https://support.google.com/youtube/answer/7561938?hl=en>
- What kind of content can I monetize?  
<https://support.google.com/youtube/answer/2490020?hl=en>
- Advertiser-friendly content guidelines  
[https://support.google.com/youtube/answer/6162278?hl=en&ref\\_topic=9285925](https://support.google.com/youtube/answer/6162278?hl=en&ref_topic=9285925)
- Monetization icon guide for YouTube Studio  
[https://support.google.com/youtube/answer/9208564?hl=en&ref\\_topic=9285925](https://support.google.com/youtube/answer/9208564?hl=en&ref_topic=9285925)