

# VIDEO: Sharing the spoils: make your movies earn as a YouTube partner

As part of Google's revenue sharing scheme, you can become a YouTube partner – but there's more to it than just making money from overlay ads...

**Y**ouTube isn't just a website where you can host your videos for free – upload the right videos and you could even make some money out of them. Google offers a number of schemes that reward the makers of the most viewed videos, but it takes a little time and significant viewing figures to get noticed in the first place.

Google's revenue sharing system operates on an invitation basis. If the videos you upload to YouTube receive enough views, you'll be invited to submit them for revenue sharing.

Just because a video has been picked as being eligible to be submitted for revenue sharing doesn't mean it will be approved. It

rights for any items in the video, it won't be accepted for revenue sharing.

If this is the first video you've been invited to submit for revenue sharing, you'll also need to either set up a Google AdSense account or link your YouTube account to an existing AdSense account. AdSense is Google's scheme that lets publishers show ads from Google on various web properties and share in the revenue they create. Any proceeds from approved YouTube videos will be added to your AdSense account.

Single videos that are selected for revenue sharing are covered by what Google calls its Individual Video Partnership (IVP) program.

Google also offers a more wide-ranging scheme called the YouTube Partner Program (YPP), which applies to an entire YouTube channel rather than just individual uploads.

YouTube partners can submit all their uploaded videos for revenue sharing – there's

no need to wait until you're invited for each one. There are additional benefits to being a YouTube partner, such as having more control over customising the layout and appearance of your YouTube channel page and greater tracking options, such as monitoring visitors to your YouTube channel with Google's Analytics website monitoring tool.

You can apply to become a YouTube partner by visiting [youtube.com/partners](http://youtube.com/partners) and

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merely means it's achieved a certain level of attention, such as a large number of views over a short period of time. This is probably automated, as 24 hours of video content is uploaded to YouTube every minute.

Once a video has been selected as being eligible, you have to fill out a form that states you own the exclusive rights to distribute the video in all countries. If your video contains any of the following, you either need to own the rights or have the permission of the rights holder: music (including cover songs, lyrics, and background music); graphics and pictures (including photographs and artwork); movie or TV visuals; video game or software visuals; and live performances (including concerts, sporting events and shows).

For each video selected for revenue sharing, you need to fill out a form and state whether it features any material listed above. If you say yes for any of the categories, you need to fill out a form stating the rights or agreements you have over this content.

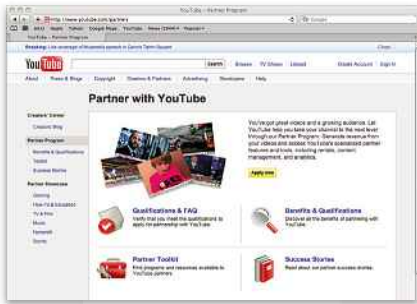
Google will then make a decision, usually within 24 hours, as to whether to allow or deny revenue sharing on the selected video. If it's approved, you see overlay ads appear every time it's played and additional banner ads on the page in question when it's watched on YouTube. If you don't hold the necessary



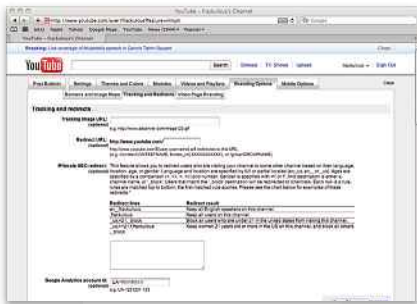
**Will Head** is co-founder and director of Fixation Video, an online video production company that specialises in making video content for the web.



YouTube partners can use Google Analytics to monitor visitors to their YouTube channel.



▲ Any YouTube members can apply to be partners, but if you're not accepted, you have to wait two months before applying again.



▲ Partner accounts have greater control over tracking options and the ability to integrate with Google

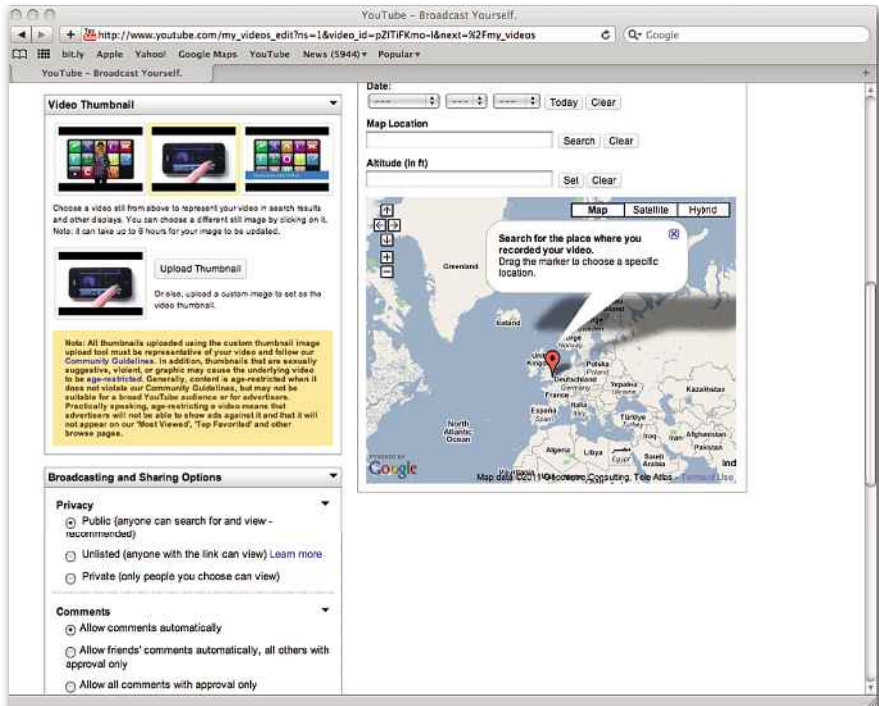
clicking the Apply Now button. You'll need to fill out a form, which asks questions such as how many videos you've produced, how long they are and how regularly you create them. At the bottom is a box where you can add additional information to help your application – the more detail you can supply about the kind of videos you create and your audience, the greater your chances of being accepted.

If you're rejected, you can't re-apply again for two months, so it's best to give as much relevant information as possible. If you've only just started out, it's probably best to wait until you've got a sizeable number of videos views on your channel before applying. There are no hard and fast rules, but the YouTube support forums suggest that before applying you should have at least around 100,000 total videos views and 500 subscribers. There's nothing to stop you applying if you don't meet those numbers, however.

The next stage is to wait. Partnership applications can take months to be approved and there's little you can do to hurry up the process. If you're successful, you'll eventually receive an email from YouTube and your existing account will be upgraded.

Partners have greater control over the look of their channel on YouTube. You can upload custom graphics and even include features such as image maps, which make certain areas of the image clickable so you can point visitors to other sites on the internet such as your Twitter or Facebook page.

You also have greater control over visitor tracking, so you can install tracking images for your own web monitoring software or integrate your YouTube account with Google's Analytics tool. This gives you far greater information about who's visiting your YouTube channel and watching your videos. YouTube will also let partners upload a custom thumbnail image



▲ YouTube partners can upload a custom video thumbnail to replace the default created automatically.

for all videos, rather than choosing from the three that are automatically created for normal accounts. The terms state that a custom thumbnail should still represent the video, however, so you can't just use images of people in various states of undress.

In addition to an upgraded YouTube account, partners also gain access to the YouTube CMS (content management system) tool. As its name implies, this gives you the facility to manage any content you've uploaded YouTube.

For example, it lets you perform changes in bulk to a large number of videos rather than editing them all individually. If you've uploaded more than around 30 videos, this can be a huge time-saver. You can use the bulk update tool to change almost all aspects of each video – from whether it's available publicly and comments are enabled, to adding or removing tags or changing its category.

The YouTube CMS also lets you manage monetising policies for the videos to which you own the rights. This covers not only videos you've uploaded, but also any of your videos that have been uploaded to YouTube by other users. If you upload a large number of videos to YouTube, you'll inevitably find that your

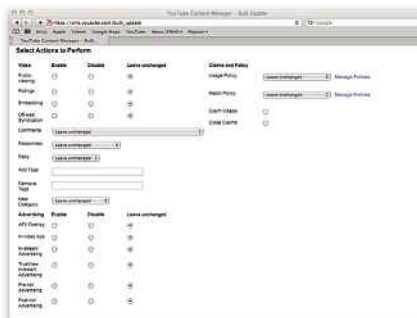
content will be re-uploaded by someone else under their own channel.

Non-partners only have the option of requesting the video to be taken down. Partners, however, can leave the video up but place adverts on it and get a cut of the revenue generated. If the person that's uploaded your content is also quite successful at promoting it, you could turn a potential loss into an income instead.

You can also use the YouTube CMS to apply revenue sharing to all your uploads – even those that weren't previously invited for revenue sharing. Furthermore, you can make sure any new uploads are also submitted, so you'll be able to take a cut of any views they get in the future.

If you're generating a significant number of views through the videos you're uploading to YouTube, it makes perfect sense to apply for a partner account. Not only do you get much greater flexibility over the look of your YouTube channel, but you can also easily gain revenue from the views your videos are creating.

If you're creating original content, not only will YouTube host it for free, it will also cut you on any revenue it makes from place adverts on your content.



▲ The bulk update tool in the YouTube CMS lets you alter attributes across many videos in one go.



▲ Claim a video you've uploaded to YouTube and you can share in any revenue Google makes by selling ads.