

## Lesson no. 20 – Ways to Make Money from YouTube

### Ways to make money in the YouTube Partner Program

The YouTube Partner Program (YPP) gives creators greater access to YouTube resources and features like direct access to our Creator Support team. It also enables revenue sharing from ads being served on your content. In this article, you can review:

You can make money on YouTube through the following features:

1. [Advertising revenue](#): Get ad revenue from display, overlay, and video ads.
2. [Super Chat & Super Stickers](#): Your fans pay to get their messages highlighted in chat streams.
3. [YouTube Premium Revenue](#): Get part of a YouTube Premium subscriber's subscription fee when they watch your content.
4. [Channel memberships](#): Your members make recurring monthly payments in exchange for special perks that you offer.
5. [Merch shelf](#): Your fans can browse and buy official branded merchandise that's showcased on your watch pages.

Each feature has its own set of eligibility requirements on top of subscriber and view count requirements. If our reviewers believe that your channel or video is not eligible, specific features may not be available. These extra thresholds exist for two main reasons. The most important one is that we have to meet legal requirements in every area where the feature is available. Then, because we want to reward good creators, we need to make sure we have enough context on your channel. Generally, this context means we need more content to look at.

### Brand Sponsorship

One lucrative form of advertising is brand sponsorship, also known in the [digital marketing](#) world as "influencer marketing." A company will pay a content creator to promote a brand or product within a video. For example, early in her YouTube career, Michelle Phan drew the attention of cosmetics brand Lancôme with her popular make-up tutorials.

As of 2019, there were more than 700 agencies that help match brands with social media influencers on platforms such as YouTube, Facebook, Instagram, Snapchat and Twitter. Famebit, which is associated with YouTube, takes 10% of any sponsorship fee it brokers.