



FREE DOWNLOAD

TikTok Pay Calculator Sheet

The qualified-view converter, a fill-in worksheet for each of the 4 ways TikTok pays, and the eligibility checklist for every one of them, so you can turn a month of analytics into a money estimate.

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|---|-------------------------------------|--|
| 1 | Qualified-view converter | public views to paid views |
| 2 | 4 worksheets | Creator Rewards, LIVE, Shop, brand deals |
| 3 | Eligibility and payout rules | before you count on any of it |
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By Gaurav Tiwari. Companion to the guide on how much TikTok pays at gauravtiwari.org. Rates are creator-reported and move; the rules are TikTok's published ones.

HOW MUCH TIKTOK PAYS

Convert the views, then run the 4 doors

TikTok pays on qualified views, not on the counter. Half to two thirds of public views usually qualify, so start by converting, then fill in the door or doors that apply to your account.

Public views x 0.5 to 0.7 = qualified views | Qualified views x rate / 1,000 = Creator Rewards pay

Door 1: Creator Rewards Program

\$0.40 to \$1 per 1,000 qualified views

Public views last month, videos over 1 minute only
Videos under a minute earn nothing; leave them out

Qualified views
public views x 0.6, or the figure from your Creator Rewards dashboard

Rate you are planning on
\$0.40 low, \$0.70 middle, \$1 for a US-heavy audience

Creator Rewards pay for the month
qualified views x rate / 1,000

Door 2: LIVE gifts

about half of gift spend reaches you

Diamonds received last month
From the LIVE balance screen

Cash value
Diamonds x \$0.005. 20,000 Diamonds = \$100, the common minimum withdrawal

Agency or LIVE program cut, if signed
Often 20% to 40% of the creator half; check the contract

LIVE pay for the month

Door 3: TikTok Shop

5% to 20%, set by the seller

Completed orders last month, after the return window

Average order value x average commission
Most open-collaboration products sit at 10% to 15%

Shop pay for the month
orders x average commission per order

Door 4: brand deals and subscriptions

priced by you

Sponsored posts x fee
Rule of thumb at the small end: about \$10 per 1,000 followers per post

Subscriptions and Series
Creator share about 70% after app store fees; web purchases avoid the store fee

Total for the month, all 4 doors

Example. 1 million public views on 1-minute-plus videos, 60% qualified, at \$0.70 = \$420. The same audience sending a coffee's worth of gifts from 200 viewers in one LIVE = about \$100 after TikTok's share. 30 Shop orders of \$30 at 12% = \$108.

BEFORE YOU COUNT ON IT

Eligibility and payout rules

Each door has its own threshold, and TikTok checks the Creator Rewards ones continuously. Tick what is true today; anything unticked is where the month's plan can fail.

Creator Rewards Program	account	Each video	to earn
☐ Personal account in good standing, no active violation		☐ Longer than 1 minute	
☐ Age 18 or more (19 in South Korea)		☐ Original: no reposts, compilations, duets or stitches of others' work	
☐ 10,000 followers		☐ Public, not age restricted	
☐ 100,000 video views in the last 30 days, rolling		☐ No paid promotion, ads or sponsored content	
☐ Resident in the US, UK, France, Germany, Brazil, Japan, South Korea or Mexico		☐ Past 1,000 qualified views	

WHAT MAKES A VIEW QUALIFIED

COUNTS	DOES NOT COUNT
Watched 5 seconds or more	Watched under 5 seconds
From the For You feed or search	From paid promotion or an external embed
From a viewer in one of the 8 program countries	From anywhere else, however many
One view per account per video	Repeat views from the same account, your own views, artificial views

LIVE gifts	to receive	TikTok Shop affiliate	to earn
☐ 1,000 followers to go LIVE; 18 or more to go LIVE and to receive gifts		☐ Shop available in your market and the affiliate program joined	
☐ Diamonds cash out at about \$0.005 each; minimum withdrawal commonly \$100		☐ Product tagged in the video or LIVE from a seller's open or targeted plan	
☐ Payment method and timing set by region; agency terms come off your half		☐ Commission confirmed only after the order completes and the return window closes	

Payout timing. Creator Rewards pays once a month, typically around the 15th, once the balance passes the minimum (\$10 in most regions). LIVE Diamonds and Shop commissions have their own balances and minimums, so a slow month in one door does not delay the others.

One rule. Plan on qualified views at the low end of the rate, and build the LIVE or Shop habit before the view program opens to you. Those 2 doors pay from a small audience; the view program never does.