

Estimate From Your RPM

Use your own YouTube Studio data for the same format and period. RPM is after YouTube's revenue share and can include ads, Premium and fan funding. Do not subtract the platform share again.

Channel, reporting period and currency

Input	Long-Form	Shorts
Views (use engaged views for Shorts RPM)		
RPM from the matching period		
Estimate: $\text{views} / 1,000 \times \text{RPM}$		

Assumed Example

100,000 long-form views at an assumed \$3 RPM give an estimate of \$300. This is arithmetic, not a typical rate for a niche or country. At an assumed \$1.50 RPM, the same views give \$150.

Keep Your Revenue Categories Clear

If your RPM already includes memberships or other fan funding, adding those amounts again double-counts revenue. Brand deals and outside affiliate income need separate records.

Other income excluded from the RPM estimate

Plan for Variation

I'd compare a cautious case with your recent results before committing to recurring expenses. Use assumptions you can explain.

Scenario	Views	RPM	Estimated Revenue
Cautious			
Recent performance			
Higher result			

Work Backward From a Target

Target revenue x 1,000 / assumed RPM = required views.

At \$3 RPM, \$100 requires about 33,334 views. That calculation does not predict whether you will receive those views or maintain that rate.

My target and the RPM assumption behind it

From Revenue to Money Received

- [] Allow for final adjustments between Studio estimates and AdSense.
- [] Check the payment threshold in your account currency and resolve any holds.
- [] Check withholding in your own payment and tax records. A treaty rate is not automatic for every creator.
- [] Subtract production and business costs when estimating profit.
- [] Keep an amount for applicable taxes; payment received is not automatically after-tax income.

YouTube earnings are normally finalized in AdSense between the 7th and 12th. Payments are generally issued between the 21st and 26th when the threshold and other conditions are met.

Check Your Monetization Access

Subscriber and view thresholds are only part of eligibility. You also need an eligible country, policy compliance, account security and the required payment setup.

Route	Threshold to Check
Expanded YPP, where available	500 subscribers, 3 public uploads in 90 days, plus 3,000 valid public watch hours in 12 months or 3 million valid public Shorts views in 90 days. Feature-specific requirements still apply.
Ad revenue through January 31, 2027	1,000 subscribers plus 4,000 valid public watch hours in 12 months or 10 million valid public Shorts views in 90 days.
New ad-revenue applicants from February 1, 2027	1,000 subscribers plus 8,000 valid public watch hours in 12 months or 20 million qualified public Shorts views in 90 days. Check the updated terms in Studio.

For Existing Partners

YouTube says the new entry thresholds do not remove existing partners. The updated terms require acceptance by January 31, 2027. From February 1, 2027, the monthly Shorts Creator Pool requirement is 10 million qualified public Shorts views in the preceding 90 days; missing it does not by itself remove YPP membership or long-form monetization.

Check your Earn tab and YouTube's current YPP guidance before relying on a future eligibility or payout plan.