



FREE DOWNLOAD

YouTube Earnings Estimator

The RPM lookup tables by niche and viewer country, a worksheet that turns your monthly views into a money estimate after YouTube's share and tax withholding, and the Partner Program thresholds you have to clear first.

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|---|---|------------------------------|
| 1 | RPM lookup tables | by niche and by country |
| 2 | Your estimate | 3 fill-in scenarios |
| 3 | Thresholds and the RPM checklist | before and after you qualify |
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By Gaurav Tiwari. Companion to the guide on how much YouTube pays at gauravtiwari.org. Ranges are creator-reported and move with the ad market; the shares and thresholds are YouTube's published ones.

HOW MUCH YOUTUBE PAYS

Look up your RPM, then do the math

RPM is what reaches you for every 1,000 views after YouTube's share. Pick the row closest to your channel from each table, take the lower number if your audience is mostly outside the US, UK, Canada and Australia, and use it in the worksheet.

TYPICAL RPM BY NICHE, REGULAR VIDEOS

NICHE	RPM RANGE
Finance and investing	\$8 to \$20
Business, software, marketing	\$5 to \$14
Technology and reviews	\$4 to \$12
Education and tutorials	\$3 to \$9
Health and fitness	\$2 to \$8
Food, travel, lifestyle	\$1.50 to \$5
Entertainment and comedy	\$0.50 to \$3
Gaming	\$0.50 to \$3
Shorts, any niche	\$0.01 to \$0.10

TYPICAL RPM BY WHERE VIEWERS ARE

VIEWER COUNTRY	RPM RANGE
United States	\$3 to \$12
Australia, UK, Canada	\$2 to \$9
Germany, France	\$1.50 to \$6
UAE	\$1.50 to \$4
Brazil, Mexico	\$0.30 to \$2
India	\$0.20 to \$2
Pakistan, Bangladesh, Philippines	\$0.20 to \$1.50

Two rules of thumb. A \$10 CPM lands at about \$3 to \$5 of RPM. Q4 runs high and January runs low, so estimate on a full year, never on December.

Monthly views x RPM / 1,000 = monthly earnings before tax

Scenario 1: the channel as it is

fill in

Monthly views, regular videos

Last 3 months averaged, from YouTube Studio

RPM you picked from the tables

Earnings before tax

views x RPM / 1,000

US withholding

0% if no US viewers; 15% of US-viewer earnings with the India treaty; 30% without a treaty; up to 24% of everything if no tax form is filed

What reaches AdSense

Scenario 2: same views, higher-value topic or audience

fill in

Monthly views

RPM after moving one row up in either table

Earnings before tax

Scenario 3: views you need for a target

fill in

Monthly income you want, before tax

Views needed

target x 1,000 / RPM. At \$3 RPM, \$100 needs 33,000 views and \$3,000 needs 1 million.

The thresholds, then what moves your RPM

Nothing on page 2 pays out until the channel is in the YouTube Partner Program. The 3 cards hold the thresholds as YouTube publishes them, including the change for new applicants from February 1, 2027.

Fan funding

500 subscribers

Plus 3 public uploads in the last 90 days, and 3,000 watch hours in the last year or 3 million Shorts views in the last 90 days. Unlocks memberships, Super Chat, Super Thanks and shopping. No ad revenue yet.

Ad revenue, until January 31, 2027

1,000 subscribers

Plus 4,000 public watch hours in the last year or 10 million Shorts views in the last 90 days. Unlocks Watch Page ads (55% to you) and Shorts Feed ads (45% of your Creator Pool share).

New applicants from February 1, 2027

1,000 subscribers

Plus 8,000 public watch hours in the last year or 20 million Shorts views in the last 90 days. Channels already in the program keep their status but must accept the updated terms in YouTube Studio by January 31, 2027.

Also required. 2-Step Verification on the Google account, no active Community Guidelines strikes, an AdSense for YouTube account, a country where the program runs, and the channel monetization policies followed. AdSense pays between the 21st and the 26th of the month once the balance crosses \$100, and mails a PIN to verify your address at \$10.

WHAT MOVES YOUR RPM, IN ORDER OF HOW MUCH

- ☐ **Where the viewers are.** A US-heavy audience earns several times what an India-heavy audience earns for the same video. Publishing time and language decide this more than anything in settings.
- ☐ **What the video is about.** Advertisers bid on the buying intent behind a topic. A video that helps someone choose insurance, software or a course sits in a different auction from a prank.
- ☐ **Videos of 8 minutes or more.** Only these can carry mid-roll ads, and mid-rolls are where a second and third impression per view come from. Place them at natural breaks, not every 3 minutes.
- ☐ **Ad suitability.** Profanity in the first 30 seconds, violence, or a misleading thumbnail limits which advertisers bid. The yellow icon in Studio is a pay cut, not a warning.
- ☐ **Every ad format switched on.** Skippable, non-skippable and bumper ads on regular videos; the mid-roll toggle checked at channel level, not video by video.
- ☐ **Watch time from Premium members.** They see no ads, but their minutes pay from the subscription pool. Longer sessions raise this line without you doing anything else.
- ☐ **Memberships, Super Thanks and Super Chat.** These count inside RPM at a 70% share, so a small paying community lifts the figure more than the same number of extra views.
- ☐ **Original content only.** Reused clips, template videos and unedited compilations lose ad eligibility under the inauthentic content policy, and a Short with 2 licensed tracks shares two thirds of its pool with the labels.
- ☐ **The tax form.** A missing W-8BEN costs up to 24% of everything, including views from your own country. Filing it takes 10 minutes.

One rule. Plan on RPM, never on CPM, and plan on the low end of your range for the first year. A channel that is viable at \$1.50 RPM stays viable when the market dips; one that only works at \$6 does not.