



# MAKING MONEY WITH YOUR MUSIC VIDEO

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The YouTube Monetization Process

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## WHERE DOES THE MONEY COME FROM?

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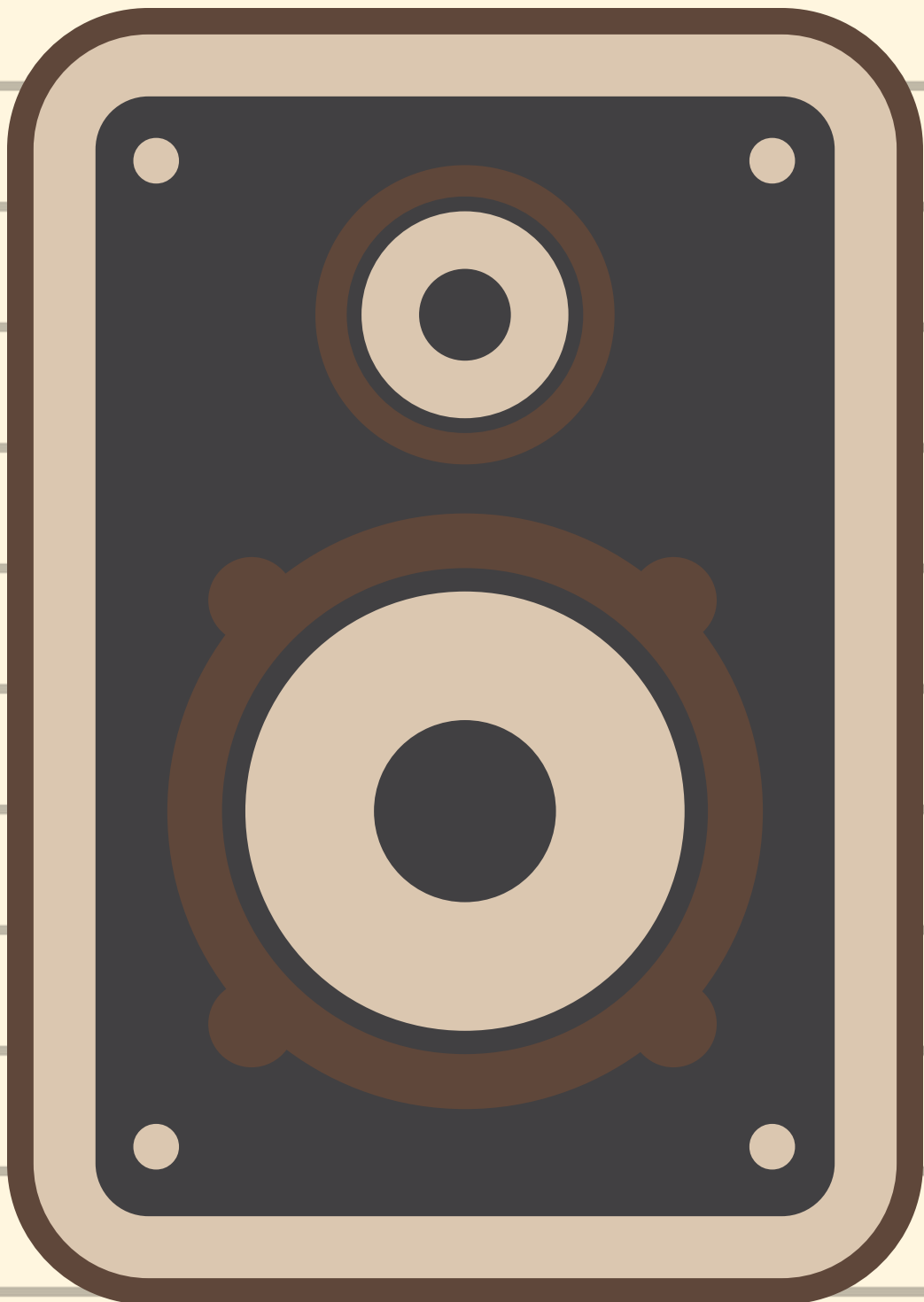
# Advertisements

Remember when you were about to show your friend that hot new music video? You called them all the way across the room and had everything geared up and ready to rock their world?

*And then you got hit with a 30-second toothpaste advertisement.*

Well that's how you'll be making your money with YouTube content.

# ADVERTISEMENT



At one point or another, we've all found ourselves screaming at our phone screens, annoyed with an invasive ad tactic.

**But Now It's Time  
To Take Advantage!**

**You can start bringin'  
in the cash in a few  
different ways:**

audio compositions

audio sound recordings

visual content

or

# **The Music Video**

*The combination of text, image and audio to stimulate and engage a given audience*

With music videos you'll need to be sure to upload them separately. This is so you can be eligible for Content ID.

# But Wait!

Add a little bit of body text

# What's That?

**Content ID** is the method YouTube uses to identify copyrighted material amongst everything that is posted. They will work to ensure that content is claimed by rights holders.

**There are dozens of YouTube Content ID Services that can help you monetize your music video**

(Insert Pics)

When you know your video is within the regulations specified in the YouTube Community-Guidelines for Advertiser friendly content, it's time to set up an

# AdSense

Account

This will allow advertisers to connect with your content and let you make some cash from the fee they pay to place ads on your video.

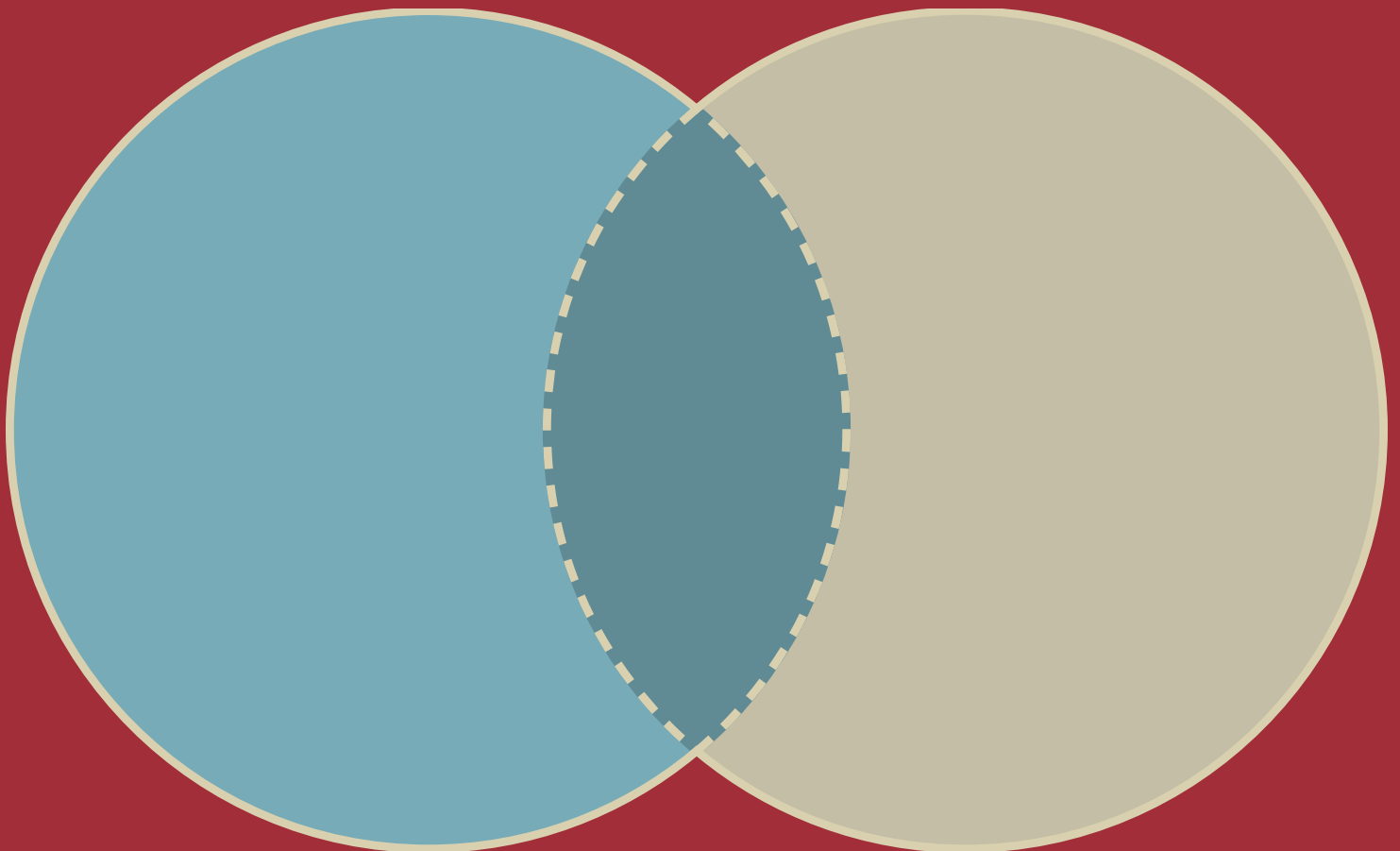


They'll connect with you via ...

# AdSense

Auction

This is where they take into account you number of views, demographics, channel engagement etc.



# The Golden Rule



**ALWAYS** be sure to claim ownership of any material you post! If you don't own it, you can't monetize!