

Could salary of being a Hong Kong Youtuber sustain a living?



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Background

In recent years, youngsters become more connected to the Internet than ever. They stay tuned with every social platforms, such as YouTube, Instagram and Facebook. Therefore, jobs related to these platforms start to be concerned by the teenagers, especially being a “Youtuber”. In this research, we would like to discuss whether it is a good choice of being a Youtuber in Hong Kong.

Methodology

1. Hit-rate revenue:

Use Socialblade to search the total hit-rate of Youtubers and divided by the operation
(Count the time of posting first video as the first operation year)

2. Advertising revenue:

From the video posted by Jason in Youtube, the average revenue per advertisement is \$15,000

We calculate the sum of hit-rate revenue and advertising revenue as the total revenue of a Youtuber per year. Then, we compare the total revenue and the median income: 18,000.

Results

1. Hit-rate revenue:

Average hit-rate revenue : around \$12000/year.
We only have around \$1,000/month generated by hit-rate. The top 3 youtubers could also only earn about \$80000 per year.

Youtuber	Total Hit-Rate	Average Revenue per month	Average Revenue per year
笑波子	557,152,578	6871	82450
大J	374,180,814	6236	74836
蛇仔明	297,607,966	6200	74402
mingjai14	67,733,159	706	8467
gingerlemoncola	57,322,310	682	8189
Auman	9,108,154	167	2000
Shangrila 香格拉	6,002,416	108	1301

2. Advertising revenue:

From the video posted by Jason, he could earn \$500,000 (about 33 advertisment) per year as the advertisement revenue

Assumption

Assume Changes on hit-rate and advertising are the only variable of calculating revenue, holding other factors constant.

Conclusion

As we are lack of data, we could not provide the exact figures for the Youtubers' Advertising. After all, we just recognise that Hong Kong Youtubers **could not sustain** a living. As a Youtuber, you need to develop different kinds of skills to diversify the sources of income.