

YouTuber

Make videos and Shorts for an audience and earn from ads, sponsors and fans. Most channels never get paid.

TYPICAL INCOME

\$0

a year, varies widely

INCOME RANGE

\$0 to \$135k

most to the successful few

TIME TO QUALIFY

2 to 5 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Home, a small studio, on location, anywhere with a camera

How you get there

- 1 Pick a topic you can make 100 videos about**
A narrow subject you know well beats general vlogging. Check that people search for it. A few weeks
- 2 Make and publish, a lot**
Your first 50 videos are practice. Study which ones held viewers and why. 6 to 18 months
- 3 Reach the first threshold**
500 subscribers, 3 uploads in 90 days and 3,000 watch hours or 3 million Shorts views opens fan funding. Often 1 to 2 years
- 4 Join the YPP (YouTube Partner Program) for ad money**
1,000 subscribers plus 4,000 watch hours in 12 months, or 10 million Shorts views in 90 days. Review takes about a month. Often 1 to 3 years
- 5 Add sponsors and your own products**
This turns a paid channel into an income. Many keep a job until it reliably covers rent. 2 to 5 years in

Pros and cons

- + Anyone can start for almost nothing
- + Your audience can be worldwide from day one
- + Videos can earn for years after you post them
- Most channels never earn a living
- Income swings with the algorithm and ad seasons
- No employer pension, benefits or paid time off

Good to know

Canadian channels are mostly watched abroad

Google says more than 90% of the views on Canadian channels come from outside Canada. A Canadian YouTuber is competing for, and earning from, a worldwide audience.

35,000 jobs, counted generously

Oxford Economics estimated YouTube's ecosystem added about \$2 billion to Canada's economy and supported more than 35,000 full-time equivalent jobs. That counts people working 8 or more hour...

Optional boosts

Scriptwriting and hooks. Thumbnail and title design. Selling sponsorships. Editing.

Where these numbers come from

YouTube Help: YouTube Partner Program overview and eligibility

YouTube Help: expanded YouTube Partner Program, available in Canada

YouTube Help: Shorts monetization policies

Mathias Bärtil, YouTube channels, uploads and views: a statistical analysis of the past 10 years (2018)

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/youtuber>



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