

## Europeans need THIS many views to quit their job to become a YouTuber

- Citizens of Liechtenstein who aspire to be full-time YouTubers are the Europeans who would need the most amount of views at 16,692,251 to equal the average net average annual salary of €58,644 in their country
- Switzerland (15,421,983), Luxembourg (12,204,612) and Denmark (12,174,375) are among the other European countries where budding YouTubers would need to surpass over 12 million YouTube views to accumulate the same sum as the net average yearly income in their respective countries
- Interestingly, there are an average 85,500 global Google searches per month for '*How to make money on YouTube?*' whilst there are an average 34,600 worldwide Google searches a month for '*how to monetize YouTube videos?*'

Long gone are the days where people feel they need to rely on a 9 to 5 job to make a living. The internet has opened a realm of possibilities and one of the biggest online attractions is becoming a full-time YouTuber.

### The Research

Interested in content platforms, [Reboot Online Marketing](#) utilised data from [lickd.co](#) to establish how many YouTube views citizens in 44 European countries would need to earn the same amount as the net average yearly salary in their respective country if they were considering quitting their job to become a full-time YouTuber.

Before considering the amount of YouTube views needed, it should be established that the prerequisites needed to be eligible for '*YouTube's Partner Programme*' (the programme which enables an individual to make ad revenue from their YouTube videos) is a minimum 1,000 genuine subscribers and over 4,000 valid watch hours from the public in the last 12 months.

### The Findings

Full-Time Job to Full-Time YouTuber: How many views Europeans need to make their YouTube dreams a reality!							
Rank	European Country	New Average Annual Salary in European Country	No. of YouTube Views Needed to Equal Net Average Yearly Salary	Rank	Country	New Average Annual Salary in European Country	No. of YouTube Views Needed to Equal Net Average Yearly Salary
1	Liechtenstein	€58,644	16,692,251	22	Greece	€13,392	3,812,799
2	Switzerland	€54,144	15,421,983	23	Malta	€12,252	3,487,507
3	Luxembourg	€42,876	12,204,612	24	Portugal	€12,048	3,430,024
4	Denmark	€42,744	12,174,375	25	Lithuania	€11,604	3,303,761
5	Norway	€39,756	11,318,448	26	Croatia	€11,580	3,297,448
6	Sweden	€33,624	9,572,701	27	Latvia	€11,184	3,184,809
7	Ireland	€32,976	9,388,291	28	Poland	€11,136	3,170,189
8	Austria	€32,880	9,361,377	29	Slovakia	€10,308	2,935,938
9	United Kingdom	€31,968	9,102,206	30	Hungary	€10,284	2,927,964
10	Germany	€30,708	8,742,358	31	Romania	€8,916	2,538,876
11	Finland	€30,108	8,571,903	32	Bulgaria	€7,140	2,032,496
12	San Marino	€28,680	8,162,547	33	Serbia	€6,744	1,920,189
13	Belgium	€27,144	7,730,595	34	Montenegro	€6,324	1,800,239
14	Netherlands	€26,880	7,656,167	35	Russia	€6,000	1,707,536
15	France	€26,700	7,598,684	36	Bosnia and Herzegovina	€5,904	1,681,619
16	Spain	€21,408	6,093,169	37	North Macedonia	€5,472	1,557,682
17	Andorra	€21,360	6,079,878	38	Belarus	€4,296	1,223,086
18	Italy	€20,748	5,907,430	39	Moldova	€4,068	1,158,626
19	Cyprus	€19,896	5,663,211	40	Ukraine	€3,804	1,082,536
20	Slovenia	€15,480	4,406,566	41	Turkey	€3,684	1,048,644
21	Estonia	€14,568	4,150,053	42	Georgia	€3,000	853,934
22	Czech Republic	€13,392	3,812,799	43	Armenia	€2,988	850,611

Reboot Online Marketing found that **Liechtensteiners** would need to amass **16,692,251 views** on their YouTube channel to generate ad income that is equal to the net average annual salary of €58,644 in their country.

In second place is **Switzerland** as those Swiss citizens with ambitions to become full-time YouTubers would need to accumulate **15,421,983 views** on their YouTube videos to make the same amount as the net average yearly salary (€54,144) in the country.

**Luxembourg** is in third position, with citizens in the country needing to gain **12,204,612 views** on their YouTube channel to earn enough ad revenue to match the €42,876 net average annual salary in the country.

**Denmark (12,174,375)** and **Norway (11,318,448)** are among the other European countries where aspiring YouTubers would need to surpass over 10 million views on their YouTube channel to accumulate ad revenue that is the same as the net average yearly income in their respective countries – Denmark (€42,744) and Norway (€39,756), respectively ranking fourth and fifth.

At the other end in the 43rd spot is **Armenia** as Armenians with dreams of being a YouTube star would need to attract **850,611 views** to earn enough ad revenue for it to be equivalent to the net average yearly salary of €2,988 in the country.

Online search data from online analytics tool [Ahrefs](#) also reveals that there is a strong appetite from individuals to explore and make YouTube a viable career option, the following Google searches indicate that:

- '**How to create a YouTube channel?**' – 182,900 average global online searches per month
- '**How to make money on YouTube?**' – 85,500 average global online searches per month
- '**How to monetize YouTube videos?**' – 34,600 average global online searches per month
- '**How much money can you make on YouTube?**' – 19,100 average global online searches per month

### Reboot Online Marketing's Top Tips for Aspiring YouTubers

#### 1) Understand the 'why'?

It is important to ask yourself why you want to become a YouTuber. Simply trying to become wealthy from it is not a good enough reason. You ideally want to create a channel which showcases your opinions, passions, and expertise on a subject area(s) you enjoy and are wholeheartedly invested in. By doing so, you give your channel a clear focus and ensure some form of consistency – because you're more likely to upload regularly if it's something you have a genuine interest in.

#### 2) Keep Up

Once you have identified the type of content you want to specialise in, it is your responsibility to stay ahead of the curve. Look out for the latest developments or trends going on in your niche and provide your 'expert' opinion on them. Likewise, create fun and engaging content where you can integrate the likes of infographics, question and answer formats and collaborations with other YouTubers into your videos to add more depth and discussion around your views/opinions/predictions.

### 3) Show Gratitude

Building up a following on YouTube will undoubtedly take time but if you upload regularly and try to make each video better than the last, you are on the right path. Any followers you do gain in your early stages, engage with them in the comments by thanking them for their support. Likewise, use any of their constructive criticism as feedback to improve your channel and don't be afraid to ask them what sort of videos/content they would like you to do more of – try to cater to their wants/needs.

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### Methodology for the Research

- 1) [Reboot Online Marketing](#) wanted to identify how many YouTube views citizens in 44 European countries would need to earn the exact net average annual salary in their respective country.
  - 2) Reboot Online Marketing identified the net average yearly salary (income after deductions such as tax have been made) in each included European country from [this source](#). The source presented the net earnings figures for each country as net average monthly salary, so Reboot Online Marketing multiplied the net average net monthly salary figure for each country by twelve to get an average net yearly salary sum for each included country.
  - 3) Once this was done, Reboot Online Marketing used the [lickd.co](#) tool by inserting the net average yearly salary figures for each included European country into their database to establish how many YouTube views citizens would precisely need to make ad revenue that is equivalent to the net average yearly salary in their respective country.
  - 4) Reboot Online Marketing worked on the notion that the number of views needed is after citizens have already established a minimum 1,000 genuine subscribers and over 4,000 valid watch hours from the public in the last 12 months for their YouTube channel (the criteria's needed to qualify for YouTube's partner programme).
  - 5) For additional data to showcase individuals desire to become YouTubers, Reboot Online Marketing utilised online analytics tool [Ahrefs](#) to see which online searches most represent this intention. The identified key online searches are all global online searches and monthly averages.
  - 6) Reboot Online Marketing did also consider and account for the different ways in which people search for the same thing online e.g. '*How to make money on YouTube?*' has the same search intent as '*How to earn money on YouTube?*'.
  - 7) All key online searches made on the Ahrefs database were assessed in English as well each European country's respective primary language (where applicable).
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### Notes to Editors:

If you do use the provided stock image of YouTube, then please make sure to use it with the appropriate credit which is as follows: ***Sutipond Somnam / Shutterstock***.

We really hope you find this data useful. If you do end up using it, we would very much appreciate a link to <https://www.rebootonline.com/> who commissioned the data. A link credit allows us to keep supplying you with future content that you may find useful.

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