

# YouTube users in SA join partner program

South African [YouTube](#) users were invited yesterday, Thursday 15 July, to apply to join the YouTube Partner Program (YPP), becoming the 16th country to join the program. Through YPP, original content creators in South Africa will now have the chance to reap rewards from their work and share revenue from ads, which can be placed within or alongside their videos.



## Requirements

Any South African will be able to apply to become a partner but will have to meet three key requirements:

- Create original videos suitable for online streaming;
- Have express permission to use and monetize all audio and video content that they upload
- Regularly upload videos that are viewed by thousands of YouTube users

Once accepted into the program, partners will be able to decide which of their videos they would like to generate revenue on YouTube, and in turn, receive a portion of the revenue generated from ads that run within or next to those videos.

## South African users

A couple of South Africa's most popular and prolific original content creators within the community have already been accepted into the program.

Thierry Cassuto, co-creator and executive producer of South Africa's first political satire channel, ZANews, said, "We've been a member of the community since December 2009. We've seen and read about some of the benefits of the program, and are pleased that South African video content creators such as us now have the opportunity to earn revenue from videos, which now reach an international audience."

Petrus Cilliers, who developed a fitness channel on YouTube in 2006, added, "Sixpack Factory, which provides workout tips and routines, has subscribers from all around the world, even countries I have never heard of before. I see YPP as the company's way of saying thank you to content creators for making the effort in producing good, quality videos for their viewers."

Ben Novick, communication manager for YouTube, EMEA said, "The program is good for users and advertisers in South Africa. By enabling our users to earn revenue from their content we hope to inspire South Africans to continue to create compelling, engaging and viral content for our community. And as more and more individual content creators enrol in the program, advertisers are capable of reaching more qualified consumers by targeting their campaigns to user-generated partner videos, tailored to the unique interests and tastes of their target audiences."

Go to [www.youtube.com/partners](http://www.youtube.com/partners) for more information.

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