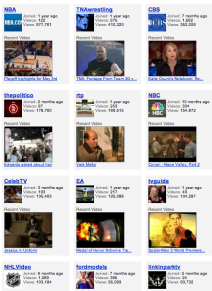


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Some of the YouTube users

By: Bogdan Popa, Security and Search Engines Editor

[YouTube Starts Paying Its Users](#)

Using a new partnership program

The online video sharing service YouTube is now starting to pay its customers using a new partnership program that will surely encourage users to upload their stuff. As usual, the parent company Google wants more homemade content and announced today that a new special program is about to start and that it will bring some considerable revenues for the uploaders. At this time, Google selected only some of the most popular YouTube uploaders, but the campaign will be expanded soon. The procedure is quite simple: the online video sharing service selects some of the uploaders and sends their clips to be published on the YouTube partners' channels. After the company introduces some adverts, the revenue will be shared with the user depending on the clip's settings. "Participating user-partners will be treated as other content partners and will have the ability to control the monetization of the videos they create. Once they've selected a video to be monetized, we'll place advertising adjacent to their content so participating user-partners can reap the rewards from their work," the YouTube team announced today. At this time, the new program is available only to the selected users but the company plans to expand the offer very soon. However, this is another sign that YouTube wants more user-generated content and encourages the members to upload their own clips. In the past, the YouTubers helped Google survive just after the Viacom removal was confirmed when the search giant removed no more than 100.000 clips from the database. At that time, the Mountain View company sustained its number of visitors was boosted by the homemade content that attracts the majority of users. So, if you want to make some money with your uploaded clips, stay tuned on YouTube and hope to be among the selected users.