

Dutch YouTubers - Last 12 months since March 2017

Denis Doeland

Management, Consultancy & Advies

+31 6 13520250

DENIS.DOELAND@DDMCA.COM

[LINKEDIN.COM/IN/DENISDOELAND](https://www.linkedin.com/in/denisdoeland)

[@DENISDOELAND](https://www.instagram.com/denisdoeland)

[DENISDOELAND.COM](https://www.denisdoeland.com)

[DDMCA.COM](https://www.ddmca.com)

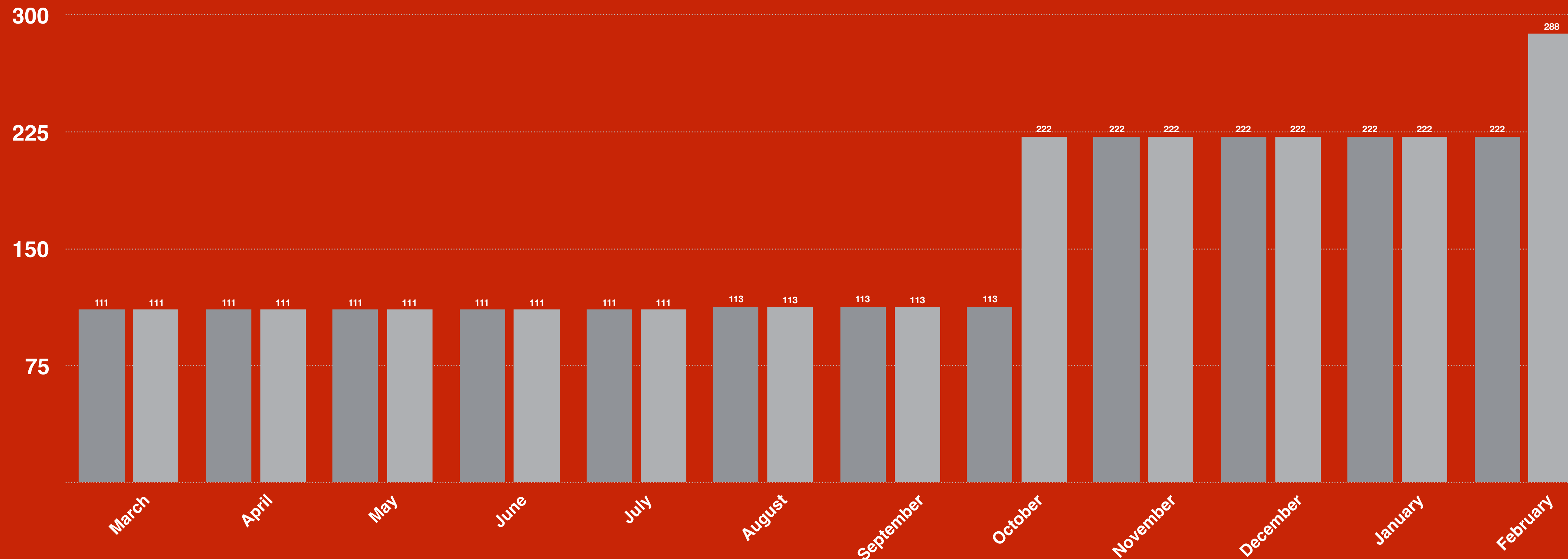
Key findings

- ◎ **111 - 222 CHANNELS MONITORED**
- ◎ **616 M NETT VIEWS AVERAGE**
- ◎ **4.42 M EURO GROSS INCOME (HIGH AV)**
- ◎ **0.83 M EURO GROSS INCOME (LOW AV)**
- ◎ **1.96 M EURO CHANNEL INCOME (HIGH AV)**
- ◎ **0.37 M EURO CHANNEL INCOME (LOW AV)**

Key findings

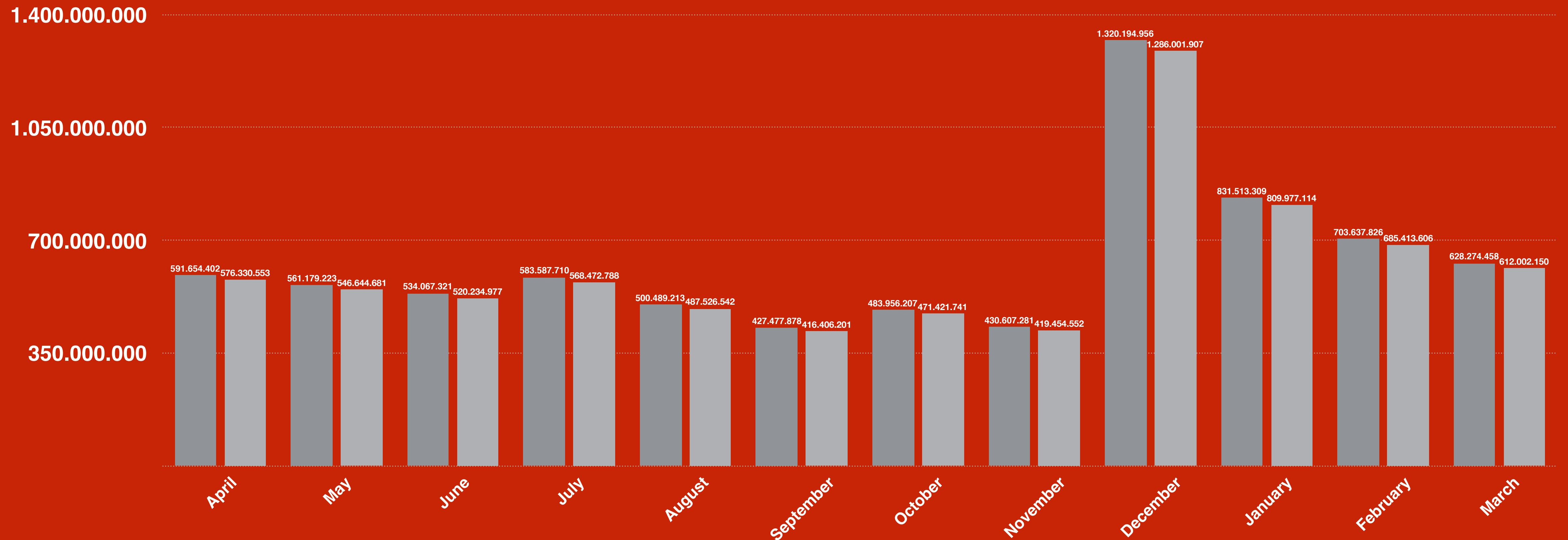
- ◎ **63.4 M SUBSCRIBERS IN TOTAL**
- ◎ **7.6 B TOTAL CHANNEL VIEWS**
- ◎ **126 K IN TOTAL VIDEOS PRODUCED**
- ◎ **2.2 K VIDEOS AVERAGE PER MONTH**

Channels - April 2016 till March 2017



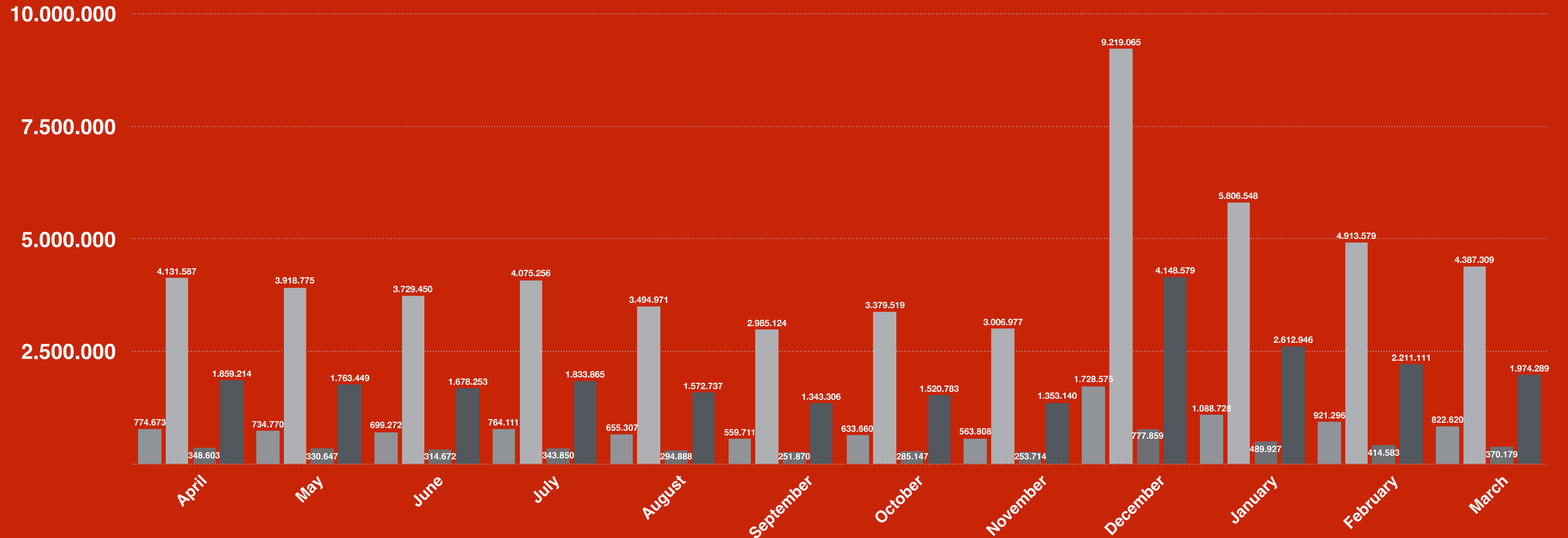
■ Channels based on Earnings ■ Monitored

Views - April 2016 till March 2017



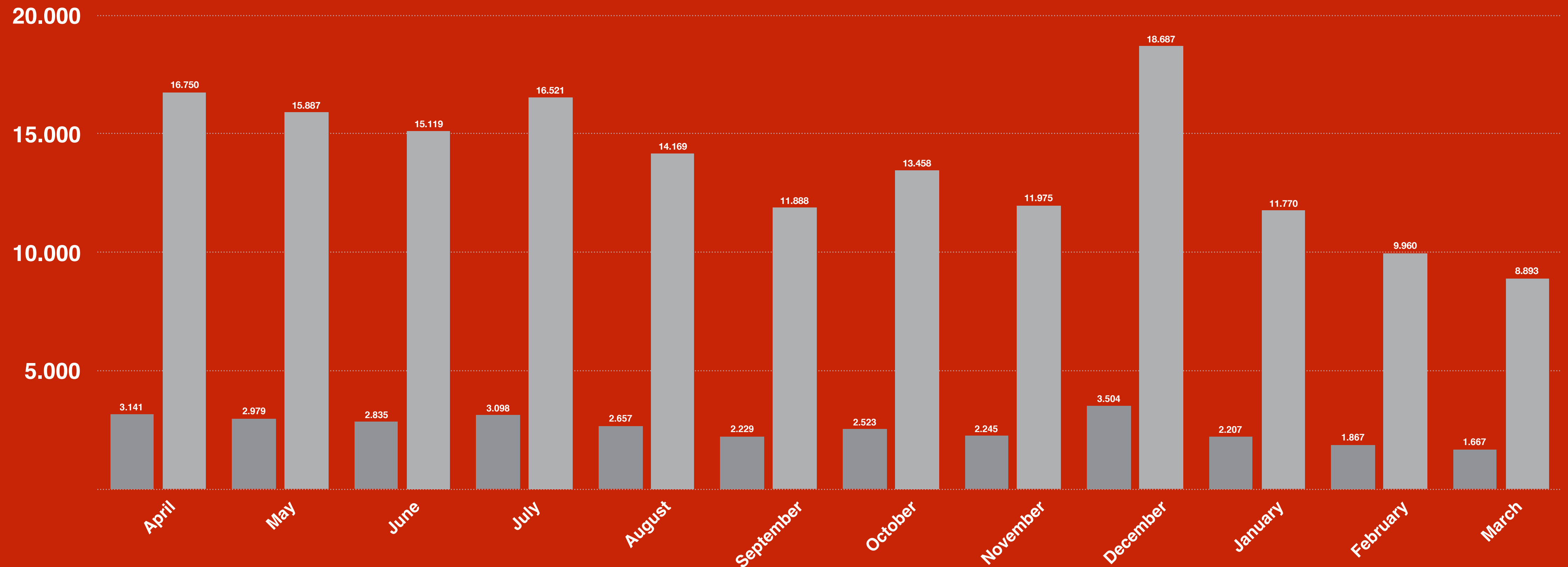
■ Gross Views ■ Nett Views

Total Earnings - April 2016 till March 2017



Gross Low (Euro)
 Gross High (Euro)
 Estimated Channel Earnings Low (Euro)
 Estimated Channel Earnings High (Euro)

Average monthly income - April 2016 till March 2017



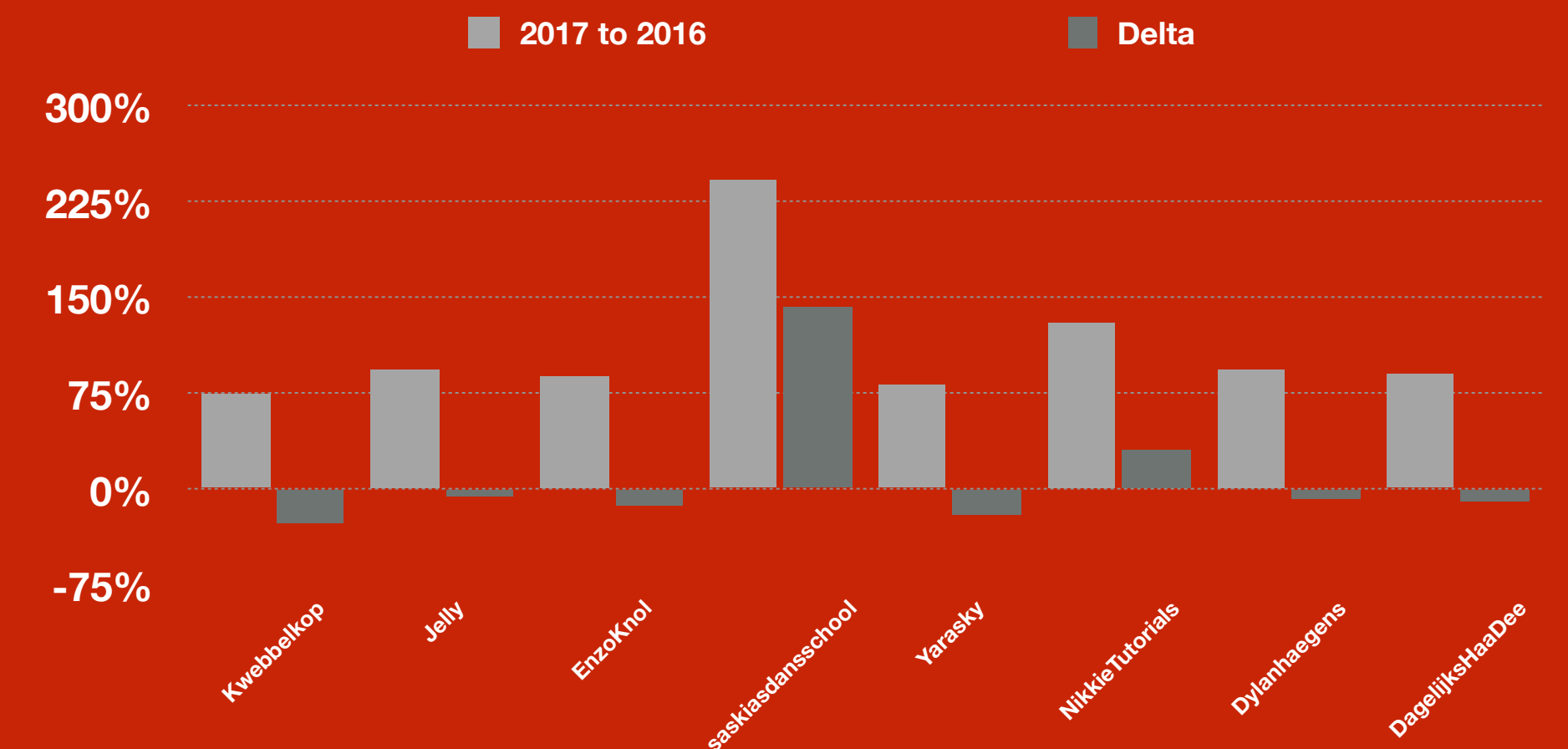
■ Estimated Channel Average Earnings Low (Euro)
■ Estimated Channel Average Earnings High (Euro)

Top 10 Earners - March 2017 vs March 2016

2017	Channel	Views	Views (Nett)	Gross Low (Euro)	Gross High (Euro)	Estimated Channel Earnings Low	Estimated Channel Earnings High
1	Jelly	88.316.852	86.029.446	115.636	616.726	52.036	277.527
2	Kwebbelkop	81.122.296	79.021.229	106.216	566.486	47.797	254.919
3	Heroes TEAM	42.430.348	41.331.402	55.555	296.296	25.000	133.333
4	saskiasdansschool	41.390.265	40.318.257	54.194	289.033	24.387	130.065
5	EnzoKnol	37.468.242	36.497.815	49.058	261.645	22.076	117.740
6	NikkieTutorials	20.241.117	19.716.872	26.502	141.346	11.926	63.606
7	Dylanhaegens	13.535.877	13.185.298	17.723	94.522	7.975	42.535
8	Yarasky	12.825.970	12.493.777	16.793	89.565	7.557	40.304
9	DagelijksHaaDee	12.623.510	12.296.561	16.528	88.151	7.438	39.668
10	MeisjeDjamila	11.771.099	11.466.228	15.412	82.199	6.936	36.989

#	Channel	2017 to 2016	Delta
1	Kwebbelkop	73,46%	-26,54%
2	Jelly	93,59%	-6,41%
3	EnzoKnol	87,27%	-12,73%
4	saskiasdansschool	241,69%	141,69%
5	Yarasky	80,73%	-19,27%
6	NikkieTutorials	130,14%	30,14%
7	Dylanhaegens	92,53%	-7,47%
8	DagelijksHaaDee	90,60%	-9,40%

2016	Channel	Views	Views (Nett)	Gross Low (Euro)	Gross High (Euro)	Estimated Channel Earnings Low	Estimated Channel Earnings High
1	Kwebbelkop	110.425.212	107.565.199	144.583	771.111	65.063	347.000
2	Jelly	94.363.101	91.919.097	123.553	658.948	55.599	296.527
3	EnzoKnol	42.935.915	41.823.875	56.217	299.826	25.298	134.922
4	saskiasdansschool	17.125.183	16.681.641	22.423	119.587	10.090	53.814
5	Yarasky	15.887.342	15.475.860	20.802	110.943	9.361	49.924
6	NikkieTutorials	15.552.888	15.150.068	20.364	108.608	9.164	48.873
7	Dylanhaegens	14.629.423	14.250.521	19.155	102.159	8.620	45.971
8	DagelijksHaaDee	13.933.378	13.572.504	18.243	97.298	8.210	43.784
9	StukTV	12.998.478	12.661.817	17.019	90.770	7.659	40.846
10	GameplayWorldXL	10.676.749	10.400.221	13.979	74.557	6.291	33.551



12 months - channel metrics

Year	Month	Channels	Total number of subscribers	Subscriber Growth (absolute)	Subscriber Growth (in %)	Total number of channel views	Channel Views Growth (absolute)	Total number of videos	Number of videos	Number of total Video Views	Views per Video	Likes / Dislikes	Likes	Likes per video	Dislikes	Dislikes per video	Comments	Comments per video
2016	April	111	33.328.419	2.085.789	6,26%	7.222.820.090	474.242.948	77.009	1.980	281.294.910	14.093.859	98,53%	11.771.807	683.730	666.011	38.189	1.715.889	105.544
2016	May	111	35.395.785	2.047.443	5,78%	7.783.999.313	563.085.229	78.999	2.028	299.258.478	15.353.760	96,81%	11.359.588	629.344	639.497	41.422	1.859.397	114.771
2016	June	111	37.066.215	1.665.160	4,49%	8.318.066.634	530.829.771	80.584	1.909	269.187.038	14.038.237	95,18%	10.694.876	650.628	489.539	30.233	1.586.742	102.827
2016	July	111	39.592.686	2.554.547	6,45%	8.901.654.344	585.715.877	82.587	1.912	286.749.169	15.029.936	97,57%	11.223.732	669.111	673.335	29.768	1.884.910	97.642
2016	August	111	41.285.205	1.664.325	4,03%	9.402.143.557	474.130.416	84.504	1.833	250.481.384	14.222.976	97,75%	10.179.081	652.332	466.490	27.955	1.511.191	95.373
2016	September	113	42.209.518	1.194.169	2,83%	9.799.269.395	463.566.204	83.350	1.811	240.516.766	16.725.062	96,40%	8.915.658	642.402	322.381	22.735	1.099.995	76.925
2016	October	113	43.894.750	1.302.303	2,97%	10.280.748.676	464.308.387	85.440	1.776	211.120.459	12.324.312	96,15%	8.414.705	538.840	257.005	16.261	1.318.086	74.273
2016	November	222	51.734.966	1.204.926	2,33%	12.151.997.266	474.331.137	104.820	2.608	365.113.156	29.507.134	94,98%	10.339.377	912.963	384.436	30.331	1.432.734	117.583
2016	December	222	56.065.815	1.772.779	3,16%	13.472.192.222	633.637.430	113.422	2.978	387.960.230	21.701.202	81,77%	12.797.312	785.403	444.308	24.586	2.211.051	111.035
2017	January	222	59.038.348	1.693.045	2,87%	14.303.705.531	627.389.847	122.323	2.691	326.723.584	22.701.026	77,45%	11.552.483	839.446	376.041	27.760	1.649.253	110.801
2017	February	222	62.089.684	1.546.261	2,49%	15.007.343.357	535.668.993	126.673	2.350	230.818.612	16.415.376	77,49%	9.999.302	770.133	273.849	20.288	1.425.682	102.559
2017	March	288	63.433.588	1.324.590	2,09%	15.635.617.815	617.893.103	126.886	2.836	255.895.568	20.074.692	77,29%	10.222.442	843.313	310.499	27.971	1.499.370	113.850
	Average		47.094.582	1.671.278	3,81%	11.023.296.517	537.066.612	97.216	2.226	283.759.946	17.682.298	90,61%	10.622.530	718.137	441.949	28.125	1.599.525	101.932

12 months - cumulated earnings of channels

Year	Month	Channels	Views	Views (Nett)	Gross Low (Euro)	Gross High (Euro)	Estimated Channel Earnings Low (Euro)	Estimated Channel Earnings High (Euro)	Estimated Channel Average Earnings Low (Euro)	Estimated Channel Average Earnings High (Euro)
2016	April	111	591.654.402	576.330.553	774.673	4.131.587	348.603	1.859.214	3.141	16.750
2016	May	111	561.179.223	546.644.681	734.770	3.918.775	330.647	1.763.449	2.979	15.887
2016	June	111	534.067.321	520.234.977	699.272	3.729.450	314.672	1.678.253	2.835	15.119
2016	July	111	583.587.710	568.472.788	764.111	4.075.256	343.850	1.833.865	3.098	16.521
2016	August	111	500.489.213	487.526.542	655.307	3.494.971	294.888	1.572.737	2.657	14.169
2016	September	113	427.477.878	416.406.201	559.711	2.985.124	251.870	1.343.306	2.229	11.888
2016	October	113	483.956.207	471.421.741	633.660	3.379.519	285.147	1.520.783	2.523	13.458
2016	November	113	430.607.281	419.454.552	563.808	3.006.977	253.714	1.353.140	2.245	11.975
2016	December	222	1.320.194.956	1.286.001.907	1.728.575	9.219.065	777.859	4.148.579	3.504	18.687
2017	January	222	831.513.309	809.977.114	1.088.728	5.806.548	489.927	2.612.946	2.207	11.770
2017	February	222	703.637.826	685.413.606	921.296	4.913.579	414.583	2.211.111	1.867	9.960
2017	March	222	628.274.458	612.002.150	822.620	4.387.309	370.179	1.974.289	1.667	8.893
	Average		633.053.315	616.657.234	828.878	4.420.680	372.995	1.989.306	2.579	13.756
	Cumulative		7.596.639.784	7.399.886.814	9.946.530	53.048.160	4.475.939	23.871.672		

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