

Press Kit: Earnings from Cover Songs on YouTube

NB! Images, press-release and spreadsheet with full data access are available for view or download here:

https://drive.google.com/drive/folders/1lzMFHPLBdwblpFty4MWWRVQqGhD2MIF0?usp=drive_link

Overview

YouTube has become a platform for artists to showcase their musical talents and reach a global audience. Among these artists are individuals and groups who perform cover songs. This press kit provides an in-depth look at the estimated earnings of the top musicians and YouTube content creators specializing in cover songs.

Top 10 YouTube Content Creators Focused on Cover Songs by Estimated Ad Earnings

Selection Criteria:

- Have monetization enabled.
- They are exclusively or predominantly focused on producing cover songs.

Estimation Method:








- Earnings were estimated based on verified revenues of channels with similar content and audience.
- Adjustments were made based on the specific target audience of the channel in question.

Findings

TOP 10 YOUTUBE MUSIC COVER CHANNELS

Content creators making covers of popular songs, ranked by earnings

OCTOBER 2023

RANK	CHANNEL NAME	YOUTUBE EARNINGS 12 MONTHS ESTIMATED	YOUTUBE VIEWS 12 MONTHS	SUBSCRIBERS	LOCATION
1	 El Estepario Siberiano @ElEsteparioSiberiano	\$504K	545M	3.05M	Spain
2	 Music Travel Love @MusicTravelLove	\$445K	326M	4.47M	United States
3	 Kurt Hugo Schneider @KurtHugoSchneider	\$267K	72M	13.3M	United States
4	 Rousseau @Rousseau	\$230K	249M	20.7M	United States
5	 Larissa Liveir @LarissaLiveir	\$201K	217M	18.08M	Brazil
6	 Melle Baby Music @Mellebabymusic	\$187K	202M	16.84M	Canada
7	 JFlaMusic @JFlaMusic	\$102K	149M	12.38M	South Korea
8	 Shania Yan @ShaniaYan	\$98K	102M	8.47M	Indonesia
9	 Frog Leap Studios @leolego	\$85K	92M	7.67M	Norway
10	 Kfir Ochaion @KfirOchaion	\$85K	92M	6.82M	Israel

Source: sonarworks.com

All earnings mentioned are estimations based on a standardized research method. Actual earnings may vary.

Download this image: <https://i.imgur.com/V2JvoUg.png>

Noteworthy Point

Despite earning from YouTube ads, cover artists typically have a lower RPM (revenue per mile) because copyright claims require them to share revenue with the original copyright owners. To offset this, many turn to alternative revenue streams, such as selling merchandise, Patreon subscribers, donations, and digital goods like music tabs.

Top 10 YouTube Cover Artists with Overall Earnings (YouTube + Spotify)

Selection Criteria:

- Must be an independent artist or a cover band.
- The majority of their music videos released in the last 12 months must be cover songs.

Estimation Method:

- Earnings were estimated based on verified revenues of channels with similar content and audience.
- Adjustments were made based on the specific target audience of the channel in question.
- Spotify revenues were included in the estimated 12 months earnings column











Findings

TOP 10 YOUTUBE COVER ARTISTS

Artists who carved their niche in the music industry by performing cover songs on YouTube

OCTOBER 2023

Ranked by earnings

RANK	CHANNEL NAME	EARNINGS YOUTUBE AND SPOTIFY 12 MONTHS	INCOME SOURCES IN ADDITION TO YT AND SF
1	 Boyce Avenue @boyceavenue 16.4M subscribers	\$750K	Live shows, Original Music, Merchandise
2	 Our Last Night @OurLastNightBand 2.56M subscribers	\$324K	Live shows, Merchandise
3	 PostmodernJukebox @postmodernjukebox 16.06M subscribers	\$284K	Live shows, Merchandise
4	 PomplamooseMusic @Pomplamoose 1.68M subscribers	\$210K	Merchandise
5	 REYNE @REYNEOFFICIAL 859K subscribers	\$160K	Original Music
6	 First To Eleven @boyceavenue 1.71M subscribers	\$156K	Merchandise, Patreon
7	 Halocene @Halocene 875K subscribers	\$99K	Live show, Merchandise, Patreon, Endorsements
8	 Arthur Miguel @ArthurMiguelq 1.09M subscribers	\$85K	Original Music
9	 Lucy Thomas Music @LucyThomasMusic 796K subscribers	\$83K	Original Music
10	 Cole Rolland @ColeRolland 1.42M subscribers	\$66K	Original Music, Merchandise, Patreon, Digital Goods

All earnings mentioned are estimations based on a standardized research method. Actual earnings may vary.

Download this image: <https://i.imgur.com/nymaz04.png>

Noteworthy Point

Many of these artists started their journey with covers on YouTube but have since expanded their earnings through platforms like Spotify and live shows. This broader exposure has allowed many to launch original music, granting them a more significant revenue pie on platforms like YouTube and Spotify.

Brief Analysis:

- Cover songs have proven to be a viable means for artists to gain recognition on platforms like YouTube.
- The monetization challenge due to copyright issues has led many to diversify their income streams.
- The success on YouTube for many cover artists has acted as a springboard, allowing them to capitalize on other platforms and even move towards producing original content.

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This study was conducted by Sonarworks, a sound referencing technology company. Journalists, editors and bloggers are welcome to utilize the findings presented in this press kit for their own articles, provided they attribute the source and include a link to www.sonarworks.com.

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