

eTube Creator Partner Program (eCPP)

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The eTube Creator Partner Program (eCPP) is a comprehensive monetization platform for creators, offering competitive revenue-sharing opportunities, privacy-centric policies, and advanced tools to support content creation and audience engagement.

Key Goals of the eCPP

Maximize Creator Earnings: Offering one of the highest revenue shares in the industry and supporting diverse income streams for creators of all sizes. **Encourage High-Quality, Innovative Content:** Incentivizing creators to explore unique formats and storytelling approaches. **Ensure a Privacy-First Experience:** Pioneering contextual advertising and protecting user data. **Foster a Global, Inclusive Creator Community:** Providing resources, support, and revenue opportunities for creators in underserved regions.

Monetization Opportunities in Detail

Ad Revenue: Long-Form Content: Creators earn 60% of net ad revenue for traditional ads (pre-roll, mid-roll, and post-roll). Ad targeting prioritizes content relevance over intrusive user data. **Shorts Feed Revenue:** Creators earn 50% from the eTube Shorts Creator Pool, calculated based on their share of Shorts views.

Fan Funding Features: Creators can activate the following fan-funded options: **Channel Memberships:** Fans subscribe for exclusive perks, such as badges, emojis, or early access to videos.

Super Chats & Super Stickers: Fans pay to highlight their comments or add fun stickers during live streams. **Super Thanks:** Fans can tip creators on regular videos. **Revenue Share:** Creators keep 75% of all earnings, providing a lucrative option compared to competitors.

eTube Premium Revenue Pool: Premium subscription earnings are divided based on watch time. If a Premium subscriber spends 30% of their viewing time on a creator's videos, that creator receives 30% of their watch-based allocation. 65% share goes directly to creators, making eTube Premium a major revenue source.

Affiliate Earnings Program: eTube integrates with eFind's ecosystem and partnered brands. Creators can earn commissions for referring users to products, services, or subscriptions.

Custom Merchandise Store: Creators can link their own e-commerce store or use eTube's integrated merch feature. 85% profit margin ensures that creators benefit directly from their brand.

Unique Features of eCPP

Creator Growth Fund: A \$10 million annual fund rewards creators for launching unique, high-quality content, reaching significant milestones in new markets or niches, and creating content that aligns with eTube's mission (e.g., education, sustainability, community building).

Monetization Accessibility: Lower thresholds make monetization accessible to smaller creators. Starter Tier provides access to fan funding and affiliate earnings even without meeting full eligibility.

Enhanced Analytics & AI Tools: Creators gain access to AI-powered insights, predictive analytics for content trends, automated keyword suggestions for SEO, and AI-driven thumbnail generation.

Privacy and Transparency First: Unlike competitors, eTube does not sell user data or use invasive tracking. Advertisers target content based on keywords, video categories, and contextual relevance, creating a safer environment for creators and audiences.

Local Creator Support: Regional creator support hubs provide language localization, on-ground workshops for growth and skill development, and access to grants for creators in developing countries.

eCPP Tiers

Starter Tier: Eligibility: 500+ subscribers and 1,000 watch hours (or 5M Shorts views). Access: Fan funding, affiliate earnings, and basic analytics.

Growth Tier: Eligibility: 1,000+ subscribers and 4,000 watch hours (or 10M Shorts views). Access: Full monetization features, advanced analytics, and premium revenue sharing.

Pro Tier: Eligibility: 100,000+ subscribers. Access: Priority support, higher revenue share (up to 70%), and invitations to exclusive eTube campaigns.

Creator Benefits

Higher Revenue Shares: Competitive shares ensure creators maximize their earnings. eTube takes a smaller cut compared to industry norms.

No Platform Fees in the First Year: New creators receive 100% of fan funding and merch profits (excluding ad revenue) in their first year.

Global Language and Accessibility Support: Tools and monetization features are available in over 40 languages, ensuring global inclusivity.

Flexible Payout Options: Payments via traditional banking, cryptocurrency, or eFind's ePay service.

Dedicated Support: A 24/7 creator helpline and an online portal for resources, tutorials, and troubleshooting.

How eCPP Supports eTube's Mission

The eCPP aligns with eFind's overarching goals by fostering Creator Empowerment: Tools, resources, and fair revenue sharing build trust and loyalty. Audience-Centric Approach: Contextual ads and privacy-focused policies create a safer, more enjoyable platform. Global Community: Localization and incentives expand eTube's reach across borders.

Next Steps for Creators

Sign up at eTube.com/eCPP. Review eligibility requirements and submit an application. Once approved, access eCPP features and start earning with eTube.

By offering competitive earnings, cutting-edge tools, and a focus on privacy, the eCPP positions eTube as a creator-first platform ready to challenge industry giants while empowering the next generation of creators.

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