**YouTube Video Creators Have New Monetization Tools**

Offerings include animated stickers that individuals can purchase from channel owners during pre-recorded videos and livestreams, paid Channel Memberships that YouTube Partner Program participants with 100,000 or more subscribers can sell for $4.99 per month, and merchandising programs for US businesses through new partners, including DFTBA, Crowdmade, Fanjoy, Rooster Teeth and Represent.

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[***https://marketingland.com/youtube-offers-creators-more-revenue-opportunities-263701***](https://marketingland.com/youtube-offers-creators-more-revenue-opportunities-263701)