

Payout Target Countries

Enhanced for Strategic Growth and Monetisation

1. United States (US)

Earning Potential: 5 stars (Extremely High)

Audience Size: 250M+

Top Categories: Finance, Tech, Gaming, Lifestyle, Beauty, Comedy

Strategy:

- * Diversify platform presence: YouTube, TikTok, Facebook Reels, Instagram.
- * Leverage monetisation tools: Meta Bonuses, YouTube Partner, TikTok Creativity, Snapchat Spotlight, Amazon Influencer.
- * Focus on high-trust storytelling in niche sectors.
- * Produce evergreen content (e.g., tutorials, explainers).
- * Build community via email lists, Substack, Patreon.

2. United Kingdom (UK)

Earning Potential: 4.5 stars (Very High)

Audience Size: 60M+

Top Categories: Finance, Education, Commentary, Fashion, Wellness

Strategy:

- * Prioritise high-CPM content (finance, education).
- * Embrace British humour, trending topics, regional accents.
- * Use X (Twitter) to lead opinion, redirect to YouTube or courses.
- * Partner with UK micro-influencers.
- * Sell themed resources (budgeting, wellness, study tools).

3. Canada (CA)

Earning Potential: 4.5 stars (Very High)

Audience Size: 35M+

Top Categories: Tech Reviews, Lifestyle, DIY, Comedy

Strategy:

- * Build bilingual (EN/FR) YouTube channel.
- * Monetise tutorials via Amazon CA.
- * Use Reels and Spotlight for relatable content.
- * Sell niche printables and DIY kits via Gumroad or Shopify.

4. Australia (AU)

Earning Potential: 4.5 stars (Very High)

Audience Size: 25M+

Top Categories: Outdoor, Parenting, Fitness, Productivity

Strategy:

- * Develop series content (Aussie Dad Hacks, Bush Survival).
- * Leverage natural landscapes for shareable visuals.
- * Monetise with online coaching and digital products.
- * Build email funnels from short-form to paid offerings.

5. Germany (DE)

Earning Potential: 4 stars (High)

Audience Size: 70M+

Top Categories: Engineering, Tech, Gaming, Tutorials

Strategy:

- * Produce high-detail, native-language tutorials.
- * Monetise tools via Amazon DE.
- * Grow through Reddit DE and Telegram groups.
- * Sell Notion databases, paid toolkits, or study packs.

6. France (FR)

Earning Potential: 4 stars (High)

Audience Size: 65M+

Top Categories: Fashion, Food, Beauty, Commentary

Strategy:

- * Focus on visual/aesthetic TikToks and Reels.
- * Create themed series (e.g., French Beauty Mythbusters).
- * Include subtitles for reach.
- * Monetise via Amazon FR, workshops, and brand deals.

7. Japan (JP)

Earning Potential: 4 stars (High)

Audience Size: 100M+

Top Categories: Anime, Gadgets, Vlogs, Gaming

Strategy:

- * Create bilingual content for international appeal.
- * Tap into cosplay/gadget trends on TikTok Japan.
- * Monetise using Amazon JP and themed merchandise.
- * Foster community on LINE or Discord for exclusives.

8. Italy (IT)

Earning Potential: 4 stars (High)

Audience Size: 50M+

Top Categories: Travel, Food, Comedy, Culture

Strategy:

- * Use local storytelling and humour to stand out.
- * Focus on TikToks/Reels around food and travel.
- * Monetise via digital guides and tourism partnerships.

9. Spain (ES)

Earning Potential: 4 stars (High)

Audience Size: 45M+

Top Categories: Music, Sports, Lifestyle, Vlogs

Strategy:

- * Produce Spanish-language content to tap LATAM.
- * Use remix trends, interviews, reaction content.
- * Monetise with YouTube, merch, affiliate links.
- * Use livestreaming to deepen engagement.

10. Singapore (SG)

Earning Potential: 3 stars (Moderate)

Audience Size: 5M+

Top Categories: Education, Productivity, Tech, Food

Strategy:

- * Position as expert via YouTube and LinkedIn.
- * Use TikTok trends with local context (#StudyWithMeSG).
- * Sell productivity dashboards and niche blogs.
- * Expand to nearby countries using English content.

11. New Zealand (NZ)

Earning Potential: 3 stars (Moderate)

Audience Size: 4M+

Top Categories: Nature, Adventure, Fitness, Lifestyle

Strategy:

- * Focus on scenic storytelling in vlogs and Reels.
- * Embed personal narratives for global appeal.
- * Monetise via brand deals and eco-products.
- * Sell travel eBooks and fitness printables.