

Boost YouTube Shorts Revenue with Custom Music

Nextwave Music Record



01 Common concerns of YouTubers

**"We can exactly
help you with that!"**



"Using background music is now very common on YouTube.

I have been using the same music that everyone else uses for a long time...

I need some special music that perfectly matches to my contents."

"Now, everyone watches Shorts instead of long-form videos.

But, the ad revenue from Shorts is extremely low...

I really need something to boost my Shorts revenue."



Working Process

02 Working Process between Creator and Nextwave Music



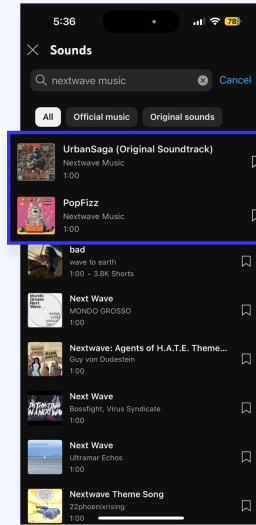
YouTuber

Share your music preferences with Nextwave Music that you wish to use in your YouTube Shorts videos.

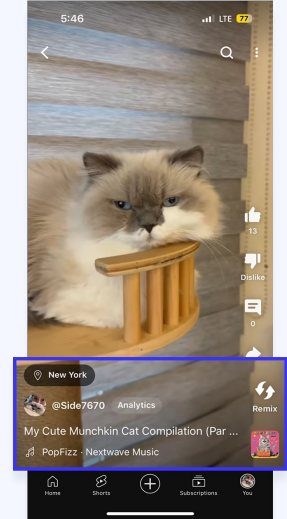


Nextwave Music

Based on your preferences, we will create custom music for you and register it on YouTube Music.



Search for my custom music when uploading Shorts videos.



Music revenue will be automatically generated by including my custom music as background music.

03 How is the music revenue generated?



- The count of music plays in your videos will be automatically aggregated, and music revenue will be generated based on your Shorts views. Music revenue is generated from YouTube Premium viewership.
- Currently, we observe that music revenue on Shorts videos is **significantly higher than its ad revenue.**
- Don't miss out on the opportunity to earn additional music revenue. You can start generating extra music revenue income right away by partnering with Nextwave Music.

	Shorts Ad Revenue	Additional Music Revenue
Revenue per 1 Shorts view	\$0.00001~\$0.00008	\$0.0033 ~ \$0.0051 (YouTube Premium viewership rate)
Revenue per 1 million Shorts views	\$10~\$80	\$3,300 ~ \$5,100 (100% YouTube Premium viewership rate)

*Music revenue can vary based on the ratio of YouTube Premium viewers of your channel, country, and YouTube's policies.



70% of music revenue is distributed to the creator.

- Nextwave Music covers 100% of all music composition, production, and distribution costs.

- **Music revenue is completely separate from YouTube ad revenue.**

You will continue to earn ad revenue, and this collaboration will not impact your ad revenue at all.



Check point 1

70% of the revenue
generated from your custom music will be provided to you.

Q1. Is there a cap on how much Nextwave Music could pay for views?

➔ Technically, there's no cap at all. For example, if you generate 1 billion Shorts views with your custom music, all of them will be counted.

Q2. Does this collaboration include exclusivity if we enter into a partnership? Can I choose which videos to include music at my discretion?

➔ This collaboration is non-exclusive, meaning you can freely use songs from other artists or sound effects entirely at your discretion.

However, music revenue will be generated when your custom music is used in your videos.

Q3. Is there any review or approval process needed for content upload?

➔ There is no need for separate reporting to Nextwave Music. However, please follow the guidelines on pages 5-1 and 5-2.

4-2 Collaboration FAQ



Check point 1

70% of the revenue
generated from your custom music will be provided to you.

Q4. What are the key benefits of collaborating with Nextwave Music?

- ➔ **Own my signature background music:** We create new customized music for you that has never been used before. This allows you to have your own unique music that perfectly matches the identity of your channel and content.
- ➔ **Earn extra music revenue for viral:** We fully distribute the music revenue, whether you use it directly or [if it goes viral and is used by others as well](#). Just imagine your customized music is used globally and the corresponding revenue that will be generated and distributed to you.
- ➔ **Competitive rate:** Many creators are migrating to Nextwave Music due to additional music revenue that they never experienced before. We highly encourage you to test with us to see the outcomes for yourself.

4-3 Collaboration FAQ



Check point 2

Payment terms are set at D60

JAN	FEB	MAR	APR	MAY
Jan Revenue	Jan Report	★ Jan PAYMENT		
	Feb Revenue	Feb Report	★ Feb PAYMENT	

- Every month, Nextwave Music provides a report on the projected music revenue.
- For payment, Nextwave Music pays revenue in USD, and 'wire transfer' is the default method.

4-4 Collaboration FAQ



Check point 3

**We will initially produce up to 2 songs
of customized music tailored for you.**

No.	Title of song	Music reference URL	Comments
Example	We can publish the song on YouTube Music with the title you choose.	TBD	I'd like to request some chill and relaxing music with acoustic guitar. I hope the background music perfectly fits my lifestyle or travel videos.

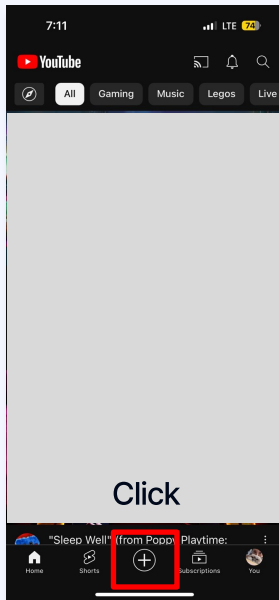
- We're always open to discussing the creation of additional custom music for you based on conditions.
- We will share a [Google Form](#) for a music production request with you separately.

*You can also check out one of the music samples we have created, [here](#).

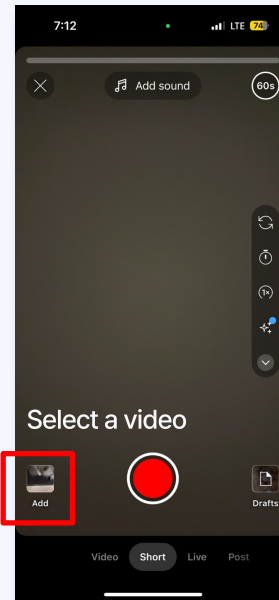
5-1 Content Upload Guidelines

- To be eligible for music revenue on YouTube, the music volume must be at a minimum of 12% or higher.
- Music must be played for at least 12 seconds for proper claim.

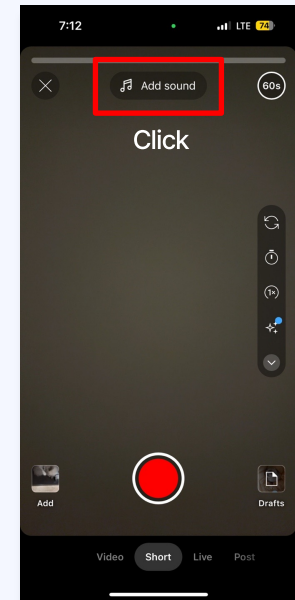
*YouTube significantly reduces the music revenue rate for shorter playtimes. Ideally, **it is highly recommended that music be played for 33 seconds or longer.**



[Step 1]



[Step 2]

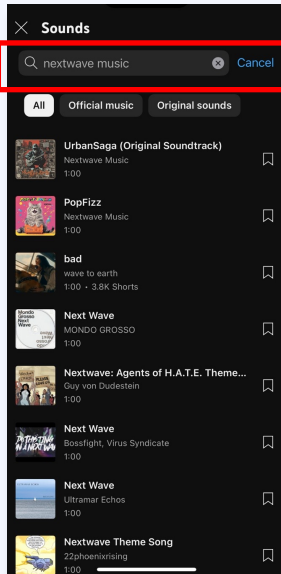


[Step 3]

5-2 Content Upload Guidelines

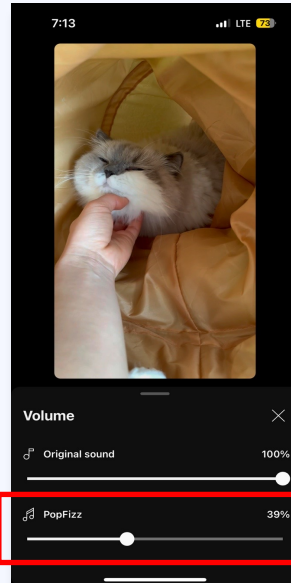
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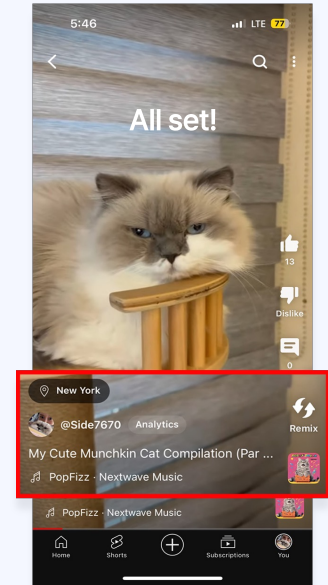
[Step 4]

Search for
my custom music title



[Step 5]

Set the music volume to
at least 12% or higher



[Step 6]



Business inquiry
music@nextwavelab.io