

# DJ's on YouTube - 2015

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## Denis Doeland

Management, Consultancy & Advies

+31 6 13520250

[DENIS.DOELAND@DDMCA.COM](mailto:DENIS.DOELAND@DDMCA.COM)

[LINKEDIN.COM/IN/DENISDOELAND](https://www.linkedin.com/in/denisdoeland)

[@DENISDOELAND](https://www.instagram.com/denisdoeland)

[DENISDOELAND.COM](https://www.denisdoeland.com)

[DDMCA.COM](https://www.ddmca.com)

# Key findings - 2015

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- ◎ **147 CHANNELS MONITORED**
- ◎ **OVER 22 B VIEWS**
- ◎ **157 M EURO GROSS TURN OVER (HIGH)**
- ◎ **29 M EURO GROSS TURN OVER (LOW)**
- ◎ **70 M EURO NETT INCOME (HIGH)**
- ◎ **13 M EURO NETT INCOME (LOW)**

# Key findings - 2015

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- ◎ **78 M SUBSCRIBERS IN TOTAL**
- ◎ **22.5 B TOTAL CHANNEL VIEWS**
- ◎ **21 K IN TOTAL VIDEOS PRODUCED**
- ◎ **VEVO CHANNELS UPCOMING**
- ◎ **NO SIGNIFICANT RELEASE STRATEGY**
- ◎ **OPPORTUNITY SERIOUS REVENUE STREAM**

# Top 10 by estimated earnings since start of channel

	Channel	Total number of subscribers	Total number of channel views	Total number of videos	Views	Views (Nett)	Gross Low (Euro)	Gross High (Euro)	Estimated Channel Earnings Low (Euro)	Estimated Channel Earnings High (Euro)
1	David Guetta	10.097.258	4.484.680.326	132	4.484.680.326	4.368.527.106	5.871.939	31.317.010	2.642.373	14.092.654
2	CalvinHarrisVEVO	6.183.020	3.030.087.112	64	3.030.087.112	2.951.607.856	3.967.393	21.159.427	1.785.327	9.521.742
3	AviciiOfficialVEVO	8.494.867	2.776.633.103	93	2.776.633.103	2.704.718.306	3.635.537	19.389.530	1.635.992	8.725.289
4	Skrillex	11.919.775	2.639.987.546	157	2.639.987.546	2.571.611.869	3.456.622	18.435.320	1.555.480	8.295.894
5	MajorLazer	2.540.580	1.338.967.840	107	1.338.967.840	1.304.288.573	1.753.155	9.350.158	788.920	4.207.571
6	Robin Schulz	1.086.940	676.972.377	90	676.972.377	659.438.792	886.382	4.727.372	398.872	2.127.317
7	Tiësto	1.910.518	602.575.642	497	602.575.642	586.968.933	788.972	4.207.851	355.037	1.893.533
8	ZEDDVEVO	2.089.066	577.663.380	29	577.663.380	562.701.898	756.354	4.033.886	340.359	1.815.249
9	Hardwell	2.935.422	493.561.619	407	493.561.619	480.778.373	646.236	3.446.594	290.806	1.550.967
10	DJSnakeVEVO	1.556.865	469.793.367	6	469.793.367	457.625.719	615.116	3.280.618	276.802	1.476.278