

Forum:[Hack Forums](#)

Thread: ["A portion of this video was sponsored" - what...](#)

Mr. Robot - January 30, 2020, 9:05 pm

So came across a video.

<https://www.youtube.com/watch?v=QN6BTetUm7g>

Kinda interesting every now and again but never heard 'a portion of this video was sponsored'

Are we starting to get back to back sponsors soon? What has youtube become.

Stork - January 30, 2020, 10:56 pm

People have been using sponsors and patreon for awhile now because youtube is too sketchy for them to depend on for stable income.

Rsynced - January 30, 2020, 10:58 pm

(Jan 30, 2020 11:56 PM)Stork Wrote: [\[CITE\]](#) People have been using sponsors and patreon for awhile now because youtube is too sketchy for them to depend on for stable income.

Totally agreed. Seems they only cater to big celebs these days.

Stork - January 30, 2020, 11:00 pm

(Jan 30, 2020 11:58 PM)Rsynced Wrote: [\[CITE\]](#) Totally agreed. Seems they only cater to big celebs these days.

Give this a watch:

[Video: <https://youtu.be/fDqBeXJ8Zx8>]

Pewdiepie has never been on the trending page in the usa it's insane.

Edit: He's trended 1 time in the USA

Popstar - January 30, 2020, 11:10 pm

A lot of people on youtube do sponsored ads nowadays. They are monetizing the shit out of videos. At least we can skip through stuff like that

Mr. Robot - January 30, 2020, 11:16 pm

(Jan 31, 2020 12:10 AM)ViZioN Wrote: [\[CITE\]](#) A lot of people on youtube do sponsored ads nowadays. They are monetizing the Clay Davis out of videos. At least we can skip through stuff like that

Yeah but who tf does multiple sponsors per video. That's hard core marketing.

Cooligan - January 30, 2020, 11:27 pm

Soon? Bro literally everyone uses sponsors on YouTube. It's almost hard to find a semi-large (as in 50k~+ subs) that doesn't use a sponsor.

All the big channels, forget about it, they're all using numerous ones.

> Loot Crate

> A million and one VPN services

- > Every type of mobile game you could think of
- > Honey App <-- LITERALLY EVERYWHERE OMG
- > Quid (I think that's how you spell it, Mr. Beast used to use it all the time)

Just to name off a few very popular types. Then there's so many smaller sponsors as well that will pay you thousands.

Mr. Robot - January 30, 2020, 11:30 pm

(Jan 31, 2020 12:27 AM)Cooligan Wrote: [\[CITE\]](#) Soon? Bro literally everyone uses sponsors on YouTube. It's almost hard to find a semi-large (as in 50k~+ subs) that doesn't use a sponsor.

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Just to name off a few very popular types. Then there's so many smaller sponsors as well that will pay you thousands.

I'm not calling out sponsored videos, i'm not completely moronic that i've never seen it before - i'm talking about "a portion of this video" - sponsorships are normally the entire video.

Cooligan - January 30, 2020, 11:34 pm

(Jan 31, 2020 12:30 AM)Mr. Robot Wrote: [\[CITE\]](#) I'm not calling out sponsored videos, i'm not completely moronic that i've never seen it before - i'm talking about "a portion of this video" - sponsorships are normally the entire video.

Ohhhhh, you're totally right I didn't realize that part.

Hm, I honestly never knew there was even a difference. What is the difference lol?
Maybe creators are able to use multiple sponsors in one video that way?

Mr. Robot - January 30, 2020, 11:35 pm

(Jan 31, 2020 12:34 AM)Cooligan Wrote: [\[CITE\]](#) Ohhhhhh, you're totally right I didn't realize that part.

Hm, I honestly never knew there was even a difference. What is the difference lol?
Splitting sponsorships in a video is something i've never really seen before - companies are pretty smart about it.

Dafuq - January 30, 2020, 11:38 pm

(Jan 31, 2020 12:00 AM)Stork Wrote: [\[CITE\]](#) Give this a watch:

[Video: <https://youtu.be/fDqBeXJ8Zx8>]

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Edit: He's trended 1 time in the USA

That's just how the world works. If you're rich, people will help you become richer. If you're powerful, people will help you become more powerful. If you are a hardworking individual trying to crack the code and make it to the top, they'll make it impossible for you.

Cooligan - January 30, 2020, 11:54 pm

(Jan 31, 2020 12:35 AM)Mr. Robot Wrote: [\[CITE\]](#) Splitting sponsorships in a video is something i've never really seen before - companies are pretty smart about it.

They could be smart about it sure, but seeing creators only say "part of this video" instead of "this video" makes me believe there's some form of incentive to only sponsor part of the video instead of its full run-time. I wonder if the ad-pocalypse had anything to do with it, or the fact that you can put SO many ads throughout a video, not sure.

Nate - January 31, 2020, 12:06 am

Its like companies for example a microphone company might sponsor a podcast giving them better equipment

Citoa - January 31, 2020, 7:17 am

It seems crazy to me. Youtube makes everything worse. Makes it harder for creators to get paid, includes double ads, algorithms are failing a lot of the time. And still youtube is the biggest platform for sharing videos. Why don't we just migrate to another platform that doesn't get worse by the day?

V?rt - January 31, 2020, 7:26 am

(Jan 30, 2020 10:05 PM)Mr. Robot Wrote: [\[CITE\]](#) So came across a video.

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Kinda interesting every now and again but never heard 'a portion of this video was sponsored'

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I feel like sponsorships on Youtube are a common thing now. I would think that the portion sponsors is that he broke up his video into segments so that he can get multiple sponsors on a single video.

Stork - January 31, 2020, 8:28 am

(Jan 31, 2020 12:38 AM)Dafuq Wrote: [\[CITE\]](#) That's just how the world works. If you're rich, people will help you become richer. If you're powerful, people will help you become more powerful. If you are a hardworking individual trying to crack the code and make it to the top, they'll make it impossible for you.

Yeah it's no longer "you"-tube it's basically just corporate media.

funtela - January 31, 2020, 8:32 am

Every channel I'm subscribed to has some sort of sponsorship in their videos these days.

Geralt - January 31, 2020, 8:35 am

Linus has been doing theses sponsorships since forever

Or look at alpha m. - he promotes 3+ products in every single video

Prawnster - January 31, 2020, 8:38 am

I've heard of sponsored introductions to videos before, so its only that intro that they want you to put into the video and dont care about the rest of the video's contents - That might be what he's on about?

SIM-4577611 - February 6, 2020, 10:28 am

Soon it will be like "A quarter of this video was sponsored by ... but 75% was sponsored by ..."