

Insanely High Royalties of ASMRtists on YouTube

Show me the money!



WHAT'S ASMR?

Autonomous Sensory Meridian Response or ASMR is the physical tingling experienced by **81.3%** of the population, triggered by soft sounds or audiovisuals, with tingling starting at the scalp and going down the base of the spine.



This biohacking technique reduces anxiety and lowers heart rates by

3.14 beats per minute.

LEADING ASMR TRIGGERS

- Whispering • Blowing • Page Turning • Eating, a.k.a. "Mukbang" • Haircuts • Long Fingernails Scratching/Tapping a Microphone • Paint Brush on Canvas or Illustration Board • Bob Ross Videos for Voice & Painting • Water Sounds • Typing • Cat Purring • Box Opening

One of YouTube's **Fastest-Growing Genres**

3,000%

growth in ASMR searches in 12 months

11 Million

global searches for ASMR monthly

10K+

ASMRtists

50M+

ASMR videos

200 NEW

ASMR videos posted daily

MOST POPULAR ASMR VIDEO OF ALL TIME

Yummy Nummies-Mini Slush Maker ASMR

Video

112,816,861

Views

JerryPop

YouTube Channel

1.46M

Subscribers

TOP 10

ASMRtist YouTube Earners (2020)

YouTube Channel	Country	Yearly Earnings	Subscribers
Jane ASMR	South Korea	\$6.0 M	7.0M
Hongyu ASMR	South Korea	\$3.8M	3.4M
Zach Choi ASMR	USA	\$3.5M	8.1M
Pelangi Warna	Indonesia	\$2.9M	2.8M
HunniBee ASMR	Canada	\$2.9M	3.5M
Ice Cream Rolls	Germany	\$1.4M	8.3M
Gibi ASMR	USA	\$1.1M	2.6M
SIO ASMR	USA	\$758.2K	2.2M
959mariASMR	Vietnam	\$723.8K	1.1M
Tingting ASMR	USA	\$612.9K	1.3M



Tracking royalties with volumes like this, Excel spreadsheets need not apply

The ceiling on **ASMR growth and royalties** is not yet in sight. With ReStream.io, ASMRtists are simulcasting on up to 30 channels at a time—Instagram, Twitch, Rumble, Vimeo, Facebook Live, YouTube, Steam, LinkedIn, and more. Relying on these channels for **transparency** and **accuracy** in their royalty payments is risky at best.

How are they keeping track?

[READ BLOG](#)

Sources: NY Times, Online Mattress Review and Science Daily