THE VISTEX WEIRD ROYALTY SERIES

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 of the population, triggered by soft sounds or audiovisuals, with tingling starting at the scalp and going down the base of the spine.





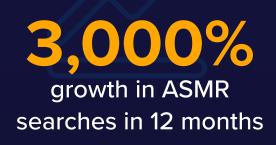
This biohacking technique reduces anxiety and lowers heart rates by

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



11 Million global searches for ASMR monthly



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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



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