

YouTube Highest Earning Influencers

| Ranking | Name | Channel | Category | Subscribers | Total views | Earnings Per Video (\$) | Age |
|---------|---|---|------------------------|-------------|-------------|-------------------------|----------------|
| 1 | JoJo Siwa (Its JoJo Siwa) | n/channel/UCeV2O | Life / Vlogging | 10.6M | 2.8Bn | 569112 | 16 |
| 2 | Liaisa Radzinskaya (Like Nastya) | om/channel/UCJlp5 | Children's channel | 48.6M | 26.9Bn | 546549 | 6 |
| 3 | Coby Cotton; Cory Cotton; Garrett Hilbert; Cody Jones; Tyler Toney. (Dude Perfect) | https://www.youtube.com/user/corycotton | Sports | 49.4M | 10Bn | 186783 | 30,30,30,33,28 |
| 4 | FunToys Collector Disney Toys ReviewToys Review (FunToys Collector Disney Toys ReviewToys Review) | utube.com/user/Disn | Children's channel | 11.6M | 14.9Bn | 184506 | Unknown |
| 5 | Jake Paul (Jake Paul) | n/channel/UCcgVEC | Comedy / Entertainment | 19.8M | 6.4Bn | 180090 | 23 |
| 6 | Logan Paul (Logan Paul) | om/channel/UCG8rbf | Comedy / Entertainment | 20.5M | 4.9Bn | 171396 | 24 |
| 7 | Ryan Kaji (Ryan's World) | 4DOO_w | Children's channel | 24.1M | 36.7Bn | 133377 | 8 |
| 8 | Andro Garmendia Aranis (German) | m/channel/UCZJ7m7 | Comedy / Entertainment | 40.4M | 4.2Bn | 81489 | 29 |
| 9 | Felix Kjellberg (PewDiePie) | w.youtube.com/user/f | Comedy / Entertainment | 103M | 24.7Bn | 80178 | 30 |
| 10 | Tony Padilla and Ian Hecox (Smosh) | w.youtube.com/use | Comedy / Entertainment | 25.1M | 9.3Bn | 72243 | 32,32 |
| 11 | Olajide William Olatunji (KSI) | .youtube.com/user/K | Comedy / Entertainment | 21M | 5.2Bn | 76383 | 26 |
| 12 | David Dobrik (David Dobrik) | m/channel/UCmh5gq | Comedy / Entertainment | 16M | 6.8Bn | 42297 | 23 |
| 13 | James Charles (James Charles) | om/channel/UCuCo | Cosmetics | 16.8M | 1.9Bn | 33879 | 20 |
| 14 | Shane Dawson (Shane) | om/channel/UCV9_K | Life / Vlogging | 23.2M | 5.5Bn | 32775 | 31 |
| 15 | Tyler Blevins (Ninja) | n/channel/UCAW-Np | Gaming | 22.8M | 2.1Bn | 29463 | 28 |
| 16 | Evan Fong (VanossGaming) | youtube.com/user/Va | Gaming | 24.9M | 12.2Bn | 28428 | 27 |
| 17 | Lilly Singh (Lilly Singh) | om/channel/UCfm4y4 | Comedy | 14.9M | 3.2Bn | 26634 | 31 |
| 18 | Jeffree Star (JeffreeStar) | w.youtube.com/user/ | Cosmetics | 17.5M | 2.2Bn | 26,289 | 34 |
| 19 | Roman Atwood (Roman Atwood Vlogs) | tube.com/user/Rom | Life / Vlogging | 15.3M | 5.2Bn | 24219 | 36 |
| 20 | Mark Edward Fischbach (Markiplier) | om/channel/UC7_Yx | Gaming | 25M | 12.6Bn | 23115 | 30 |
| 21 | Daniel Middleton (DanTDM) | tube.com/user/TheD | Gaming | 22.4M | 16.2Bn | 22977 | 28 |
| 22 | Matt and Link (Good Mythical Morning) | .youtube.com/user/rf | Comedy / Entertainment | 16.2M | 6.2Bn | 19,113 | 42,41 |
| 23 | Preston Arsement (Preston) | .youtube.com/user/P | Comedy / Entertainment | 11.6M | 3.7Bn | 15939 | 25 |
| 24 | John Green (Vlog Brothers) | ww.youtube.com/vloc | Educational | 3.3M | 812.1M | 11247 | 39 |
| 25 | Tyler Oakley (Tyler Oakley) | ww.youtube.com/tyl | Comedy / Entertainment | 7.29M | 683M | 7866 | 30 |

Tik Tok Highest Earning Influencers

| Ranking | Name | Channel | Category | Followers | Total likes | Earnings Per Video (\$) | Age |
|---------|----------------------------------|--|---------------------|-----------|-------------|-------------------------|-----|
| 1 | Loren Gray (lorengray) | .tiktok.com/@lorengr | Lip Syncing / music | 39500000 | Unknown | 197500 | 17 |
| 2 | Ariel Rebecca Martin (BabyAriel) | .tiktok.com/@babyar | Lip Syncing / music | 30300000 | 1.7B | 151500 | 19 |
| 3 | Charli D'Amelio (charlidamelio) | ktok.com/@charlidan | Dancing | 29800000 | 1.6B | 149000 | 15 |
| 4 | Riyaz Aly (riyaz.14) | v.tiktok.com/@riyaz.1 | Lip Syncing / music | 29000000 | 1.3B | 145000 | 16 |
| 5 | Kristen Hancher (kristenhancher) | tok.com/@kristenhar | Lip Syncing / music | 23400000 | 1.7B | 117000 | 20 |
| 6 | Gilmher Croes (gilmhercroes) | ktok.com/@gilmherc | Lip Syncing / music | 23400000 | 613.2M | 117000 | 26 |
| 7 | Awez Darbar (awezdarbar) | tok.com/@awezdarba | Dancing | 22500000 | 865.8M | 112500 | 26 |
| 8 | Spencer Knight (spencerx) | .tiktok.com/@spence | Lip Syncing / music | 22500000 | 476.8M | 112500 | 27 |
| 9 | Jacob Sartorius (jacobsartorius) | tok.com/@jacobsart | Lip Syncing / music | 22200000 | 1.4B | 111000 | 17 |
| 10 | Arishfa Khan (_arishfakhan_) | tok.com/@_arishfak | Acting | 21800000 | 819M | 109000 | 16 |
| 11 | Nisha Guragain (nishaguragain) | tok.com/@nishagur | Lip Syncing / music | 21600000 | 554.2M | 108000 | 22 |

| | | | | | | | |
|----|---|---|------------------------|----------|--------|--------|----|
| 12 | jiffpom (Jiffpom) | w.tiktok.com/@jiffpom | Life / Family | 20800000 | 501.7M | 104000 | 9 |
| 13 | Jannat Zubair Rahmani (Jannat_zubair29) | tok.com/@jannat_zubair29 | Acting | 20500000 | 483.8M | 102500 | 18 |
| 14 | and Marcus Dobre-Mofid (dobre) | tiktok.com/@dobre | Comedy / Entertainment | 20100000 | 579.7M | 100500 | 20 |
| 15 | Jayden Croes (Jaydencroes) | tiktok.com/@jaydencroes | Comedy / Entertainment | 20000000 | 912.5M | 100000 | 20 |
| 16 | Avneet Kaur (avneetkaur_13) | tok.com/@avneetkaur_13 | Acting | 19300000 | 444.1M | 96500 | 18 |
| 17 | Sameeksha Sud (sameeksha_sud) | ok.com/@sameeksha_sud | Lip syncing /music | 18800000 | 748.2M | 94000 | 26 |
| 18 | lauren godwin (laurengodwin) | ktok.com/@laurengodwin | Comedy / Entertainment | 18400000 | 1.7B | 92000 | 18 |
| 19 | Garima Chaurasia | www.tiktok.com/@gimichaurasia | Dancing | 18100000 | 499.5M | 90500 | 25 |
| 20 | nnah LaBrant & family (savv.laibrant) | tiktok.com/@savv.laibrant | Life / Family | 17500000 | 1.2B | 87500 | 26 |
| 21 | Holly H (hollyh) | w.tiktok.com/@hollyh | Lip syncing /music | 16400000 | 351.7M | 82000 | 23 |
| 22 | Danielle Cohn (daniellecohn) | tiktok.com/@daniellecohn | Dancing | 16200000 | 2B | 81000 | 15 |
| 23 | Jason Coffee & family (jasoncoffee) | tiktok.com/@jasoncoffee | Life / Family | 15400000 | 791M | 77000 | 39 |
| 24 | Arhan Khan | ok.com/@luckydance | Dancing | 15300000 | 633.4M | 76500 | 31 |
| 25 | Annie LeBlanc (annieleblanc) | ww.tiktok.com/@annieleblanc | Dancing | 15300000 | 20.8M | 76500 | 15 |

Categories

YouTube

| | Children's Channel | Cosmetics | Comedy / Entertainment | Gaming | Life / Vlogging | Educational | Sport |
|---|--------------------------|---------------|-----------------------------|--------------|-------------------|---------------|--------------|
| | Ryan's World | Jeffreestar | Good Mythical Morning | PewDiePie | Ryan Atwood Vlogs | Vlog Brothers | Dude Perfect |
| | Like Nastya Vlog | James Charles | Preston | DanTDM | Its JoJo Siwa | | |
| | FunToys Collector Disney | | German Garmendia | Markiplier | Shane | | |
| | Toys ReviewToys Review | | Lilly Singh | VanossGaming | | | |
| | | | David Dobrik | Ninja | | | |
| | | | Smosh | | | | |
| | | | KSI | | | | |
| | | | Jake Paul | | | | |
| | | | Logan Paul | | | | |
| | | | Tyler Oakley (Tyler Oakley) | | | | |
| Combined Amount of Their Earnings Per Video (\$) | 864432 | 60168 | 674994 | 103983 | 626106 | 11247 | 186783 |

TikTok

| | Lip Syncing / Music | Dancing | Comedy / Entertainment | Life / Family | Acting |
|---|---------------------|-----------------|------------------------|---------------|-----------------|
| | lorenggray | luckydancer5454 | dobretwins | Jiffpom | Jannat_zubair29 |
| | BabyAriel | annieleblanc | jaydencroes | savv.laibrant | _arishfakhan_ |
| | riyaz.14 | daniellecohn | laurengodwin | jasoncoffee | Avneet Kaur |
| | kristenhancher | gima_ashi | | | |
| | gilmhcroes | awezdarbar | | | |
| | spencerx | charlidamelio | | | |
| | jacobsartorius | | | | |
| | nishaguragain | | | | |
| | sameeksha_sud | | | | |
| | hollyh | | | | |
| Combined Amount of Their Earnings Per Video (\$) | 1235500 | 586000 | 292500 | 268,500 | 308000 |

Sources

- 1 <https://www.businessinsider.com/tiktok-most-popular-stars-gen-z-influencers-social-media-app-2019-6#1-loren-gray-386-million-38>
- 2 <https://www.forbes.com/sites/maddieberg/2019/12/18/the-highest-paid-youtube-stars-of-2019-the-kids-are-killing-it/#7b394b3538cd>
- 3 <https://www.topixstars.com/article/20686/s1>
- 4 <https://realtimetiktok.com/top/>
- 5 <https://www.digitalmusicnews.com/2018/12/25/streaming-music-services-pay-2019/>