

# Top 15 highest Paid Youtubers In the World: Their journey & Net worth

YouTube is the most popular video streaming and social media platform in the world. There is plenty of good content on the forum, no matter your interest area. When YouTube was launched in 2005, no one could have anticipated that it would become such an essential part of everyone's life for entertainment purposes.

As of 2022, there are over 51 million YouTube channels on Youtube. The number of channels is constantly increasing; Last year it increased by 36%.

Here the world's highest-paid YouTubers have all one thing in common. These YouTubers made their money through video content on the platform.

## Top 15 highest Paid Youtubers In the World

### 1) [Jeffree Star](#)

Net worth: More than USD 200 million dollars.

Jeffree Star is one of the industry's most influential makeup artists and beauty influencers and the highest-paid Youtuber in the world. When he joined the streaming platform in 2013, he created a multimillion-dollar empire using his online fame. Apart from YouTube, Jeffree also has a Cosmetics line that earns him more than \$100 million every year.

Back then in 2006, he was the most followed person on the MySpace app and a few years later he released his first studio

album. He was signed to the same label name as Lady Gaga. Today, he has around 15 million subscribers on YouTube.

He built up his fan base by blogging about his life while also establishing himself as a thought leader and expert on self-image and confidence, fame and beauty. He decided to move to YouTube as it was originally meant to promote his e-commerce makeup brand.

The exposure he got turned Jeffree Star Cosmetics into a global makeup brand. In 2018, he earned \$18 million from his YouTube channel and amassed a following of just below 17 million subscribers.

## 2) [Dude Perfect](#)

Net worth: \$ 30 million.

Dude Perfect is the second-most subscribed sports channel on YouTube overall for all sports and comedy enthusiasts out there. He started his YouTube channel in 2009 and now has 58 million subscribers and 15 billion total views. Their content involves videos depicting varied trick shots, numbers, and friendly competitions between the group of 5 former college roommates.

In 2021 the group published 101 Tricks, Tips, and Cool Stuff – a 250- page book filled with photos and step-by-step instructions for some of these tricks.

They're presently headquartered in Frisco, Texas, and have assembled a following of over 55 million subscribers.

## 3) [PewDiePie](#)

Net worth :\$ 55 million

Felix Arvid Ulf Kjellberg is a Swedish YouTuber famous for his Let's Play videos and comic shows. He started his YouTube

journey in 2010 with gameplay videos of horror and action video games.

In 2013, his channel became the most subscribed on youtube. In 2021 the channel had over 109 million subscribers and took over 27 billion views. While his content has still basically aimed at gaming, his content style has diversified to include vlogs, comedy documentaries, formatted shows, and music videos.

#### 4) [Rhett & Link](#) ( Comedy Talk Show)

Net worth: \$ 25 million

Rhett & Link are known for creating and hosting the YouTube series Good Mythical Morning which got famous on Youtube. Their talk show-style channels have been filled with comedic-kindred content that involves charged ways to test out-of-the-box ideas. Rhett & Link began their rise in 2006 when the duo posted comedy videos on YouTube for the first time.

The duo created a family-friendly entertainment channel in which everyone can participate. They make a huge variety of content, including videos of them throwing personalities at a map to guess international cuisine to ranking foods from different price ranges and locations.

In October 2021, they eventually gave in to fan requests to drop their family-friendly act. rather than their usual shows, they hosted a two- hour R- rated live stream, an event to which they sold,000 tickets for up to\$ 50 per ticket.

Rhett & Link and their expanded company fabulous Entertainment have gathered around 17 million subscribers.

#### 5) [Lilly Singh](#) ( Comedy & Vlogs)

Net worth: \$ 22 million

Lilly Singh started her YouTube journey in 2010, and by 2017, she had ranked number ten on the Forbes list of the world's highest-paid YouTube stars. Along with maintaining her channels, she has also released her first short film describing her world tour and her first book, which reached number one on the New York Times best-seller list and also became the highest-paid youtubers list.

In 2019, Singh changed her channel name from her late pseudonym Superwoman to her legal name " Lilly Singh. " She had formerly a following of around 18 million through both her primary and vlog channel on Youtube.

## **6) Paul Brothers (Jake Paul & Logan Paul)**

Net worth: \$36 million

Both brothers started their social media careers on the now-defunct application, Vine. By the time Vine turned extinct, Jake Paul had garnered 5.3 million followers, and his brother Logan was ranked as the 10th most influential media figure.

Paul began his YouTube channel on May 15, 2014. His channel is known for pranks, controversies, and hip-hop music Jake used pranks on his brother Logan. Both brothers have amassed a combined following of 42 million and continue engaging in unsafe action.

Jake Paul owes a lot of his success to his YouTube channel throughout his boxing career. He uses the platform substantially to market his career as a boxer. In fact, he won 3 fights last year against big names in MMA.

Logan Paul recently hit the news as the owner of one of the first celebrity NFT releases with a\$ 5 million sale in 2021. His YouTube podcast, Impulsive, has also got over 100 million views in the last year.

## 7) [Liza Koshy](#)

Net worth: \$ 6 million

Liza Koshy started her career on Vine in 2013 before starting a YouTube channel today she is the highest-paid YouTuber. When Vine closed in 2017, she had around 7 million followers. Her celebrity status as an “ Internetainer ” helped her ease her way into Hollywood. She interviewed former President Barack Obama and other celebrities at star-studded events.

She stopped recording videos full-time when she turned to full-time acting and hosting. In 2021, her main channel had over 17 million subscribers, and her second one had more than 8 million.

## 8) [Beast](#) ( **Jimmy Donaldson**)

Net worth: \$ 16 million

Jimmy Donaldson, known as MrBeast, is a YouTuber who started his career by creating gaming content. His content style has diversified to include expensive challenge videos that award the winner thousands of dollars, donation videos, videos with tasks, and original vlogging videos.

In 2021, he had further than 51 million subscribers on YouTube. In 2019, he won the Breakout Creator by Streamy Awards. He was also one of the top 10 highest-paid YouTubers of 2020, along with Markiplier and Ryan’s World. His renowned 2021 video, “,000 Squid Game in Real Life, ” attracted 202 million views within less than two months of its release. He earned an estimated\$ 54 million in 2020. He also led the 2021#TeamSeas fundraiser, which raised over\$ 30 million to clean up the ocean.

By January 2022, Forbes had ranked MrBeast the highest-earning YouTube creator. The team at Forbes also stated that his 2021 income would’ve earned him a spot at no. 40 on the 2020 Forbes

Celebrity 100 list. This ranking would've put him on the same level as Vin Diesel and Lewis Hamilton.

## 9) [David Dobrik](#)

Net worth: \$ 15 million

David found early success on Vine's video-participating platform before being his vlog channel in 2015. He's best known for The Vlog Squad, which features his friends and his daily life. By February 2021, his vlog channel had gathered about 18.8 million subscribers and 8.2 billion views.

## 10) [Mark Edward Fischbach](#)

Net worth :\$ 28 million

With 31 million subscribers, Mark Edward Fischbach, r to his fans, is a YouTuber who has honed his talent for playing video games. He originally made a name for himself by playing games like Five Nights at Freddy's, a video game about a haunted pizza place.

While he specialises in " Let's Play " videos, substantially featuring survival horror video games, his channel's original focus was sketch comedy. In 2014, the MarkiplierGAME channel was listed on NewMediaRockstar's Top 100 Channels. At that same time, he moved to Los Angeles to be closer to other resources. After taking a break from YouTube, he returned and reached 10 million subscribers.

As of 2021, Fischbach had a loyal following of around 28.5 million and he continues to make gaming videos and sketch comedy content. In 2021, he also created a made-for-television adaptation of The Edge of Sleep, a post-apocalyptic suspense thriller that he originally produced as a podcast in 2019. He hopes to sell the series to a streaming company like Netflix or Hulu this time.

## 11) [Ryan Kaji](#)

Net worth: \$ 32 million

Ryan's World, formerly Ryan Toy Reviews, is a children's YouTube channel that revolves around 9 years old Ryan Kaji and his family. Reviewers have described the channel as a mash-up of personal vlogs and unboxing/ review videos.

According to Forbes, the channel earned\$ 11 million between 2016 and 2017 and Kaji was the eighth highest-paid YouTuber. In 2018 and 2019, he earned\$ 22 million and\$ 26 million from his video and product line.

In 2021, Ryan Kaji had 28.5 million subscribers and 45 billion views on his channel. In 2022, his parents and other people who manage his online presence had to develop new strategies to keep his brand alive, especially since he's getting a bit too old for playtime.

## 12) [Fine Bros Entertainment](#)

Net worth: \$ 12 million

FBE was begun by content creators and media entrepreneurs, brothers Benny and Rafi Fine, and encompasses numerous different content types, including the React video series, narrative web series, and a " transmedia " sitcom called MyMusic.

While they've been creating content since 2004, FBE jumped on the chance to target new cults when they started their YouTube channel in 2007. They're one of the many companies on the platform with over 10 million subscribers on two Youtube channels. At the moment, they've 44 million subscribers across all platforms and have entered over 12.5 billion views on their video content.

### 13) [Zalfie](#)

Net worth: \$ 12 million

YouTube power couple Zoe Sugg and Alfie Deyes have been making waves on the video platform since they started their channels in 2009. Zoe began posting content about culture and beauty, and her expertise in the field and attractive posture gave her a following of over 10 million subscribers.

With her success, she launched her brand of beauty products and a range of complimentary homeware products, which was reported to earn her 3.8 million British pounds per year. Sugg presently has about 17 million loyal fans who look to her for anything life and beauty- related.

Creating content and collaborating with other influential YouTubers to achieve a following of around 10 million subscribers across all his platforms.

### 14) [Emma Chamberlain](#)

Net worth: \$ 12 million

Emma Chamberlain originally launched her channel as a DIY channel, but she shifted her content style to further relatable content. Also her boisterous presence and ability to relate with her audience, numerous influential media outlets have chased her as “ the funniest person on YouTube, ” and Tim Magazine named her one of The 25 Most Influential People On The Internet in 2019.

Her collaborations included working with Teen Vogue for their Generation Next event at New York Fashion Week and other fashion brands. She has also collaborated with high fashion brands like Louis Vuitton and Calvin Klein for a series of videos and photoshoots. As of 2021, she had a following of around 10 million, but she earns her income through other means.



## 15) [TrapNation](#)

Net worth: \$ 30 million

TrapNation was innovated in 2012 by Andre Willem Benz and is a music promoter known for releasing electronic music for listeners ' enjoyment. Since also, he and his other curator have expanded into creating other channels showcasing different music stripes.

Presently, all channels that fall under TrapNation have a combined following of 29.1 million and a viewership of 11.24 billion.

## Summary

YouTube is an American online video-sharing and social media platform headquartered in California. It was launched on February 14, 2005, by 3 people: Steve Chen, Chad Hurley, and Jawed Karim.

It is owned by Google, and is the second most visited website, after the Google Search engine. YouTube has more than 2.5 billion monthly users. In this article, we have mentioned the highest-paid YouTubers in the world. Who makes fun and entertaining content for their audience.

## FAQ's:

Must read the articles:

- [Top 10 Youtubers In India 2022/2023](#)
- [Why Choose Youtube For Advertisement?](#)
- [8 Ways to optimize your social media partnership](#)