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BILIBILI  
MONETIZATION**

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# LEARN BILIBILI MONETIZATION

## Page 1: Introduction to Bilibili Monetization

### 1. Introduction

Bilibili is a Chinese video-sharing and online entertainment platform where users can watch, upload, share, and discuss videos. It is particularly popular for anime, gaming, technology, education, music, lifestyle, animation, and other forms of creative content. The platform has developed a strong community culture in which viewers interact through comments, bullet-screen messages, live chats, and fan communities. Bilibili monetization refers to the different methods creators use to earn money from their content, audience, skills, and commercial partnerships. Instead of relying on a single income source, creators can combine platform-based earnings, fan support, livestreaming, sponsorships, paid content, and other business opportunities. Bilibili's 2025 annual reporting indicates that nearly three million creators earned income through various monetization channels during 2025. The company also reported that its fan-charging program generated twice as much revenue as in the previous year. These figures demonstrate the importance of creator monetization within Bilibili's business ecosystem.

### 2. What Is Bilibili Monetization?

Bilibili monetization is the process of converting video views, audience engagement, creative skills, and community influence into financial income. Creators publish useful or entertaining content, build a loyal audience, and then use available monetization features or external business opportunities to generate revenue.

For example, a gaming creator may upload gameplay tutorials, livestream gaming sessions, receive fan contributions,

and promote relevant products through sponsorships. An educational creator may publish tutorials, sell specialized courses where permitted, and collaborate with educational brands.

The amount of money earned depends on several factors, including content quality, audience size, viewer engagement,

eligibility for monetization programs, advertiser demand, and the creator's ability to develop a sustainable business.

### 3. Why Is Bilibili Monetization Important?

Bilibili monetization provides creators with opportunities to turn their interests and knowledge into potential income. It

can help independent video creators, educators, entertainers, artists, gamers, and other professionals develop digital businesses.

- Income generation: creators can earn through different monetization methods.
- Creative independence: successful creators may gradually establish their own brands and businesses.
- Audience development: regular publishing helps creators build relationships with viewers who share their interests.
- Business opportunities: popular creators may attract sponsors, advertisers, and commercial partners.
- Long-term growth: a library of useful videos can continue attracting viewers after publication.

However, monetization is not guaranteed. New creators often need time to develop their skills, understand their audience, and qualify for available programs. The most effective strategy is to focus first on creating valuable content

and then introduce suitable revenue streams.

# PAGE 2: MAIN METHODS OF BILIBILI MONETIZATION

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Page 2: Main Methods of Bilibili Monetization

## 4. Advertising and Creator Incentive Programs

Advertising is one of the important ways content platforms generate revenue. Bilibili earns advertising income through different formats, including brand advertising, performance-based advertising, and native advertising.

Creators may be able to earn money through eligible platform programs, advertising arrangements, or direct commercial collaborations. The exact opportunities available depend on their account status, content category, program rules, and eligibility.

A creator should not assume that every video view automatically produces income. Advertising revenue and creator payouts are subject to the relevant program's requirements and payment arrangements.

To improve the potential for advertising-related income, creators should:

- Produce original, high-quality videos.
- Select a clear content niche.
- Publish consistently.
- Improve titles, thumbnails, and video presentation.
- Monitor viewer retention and audience engagement.
- Review the monetization features available in the creator account.

## 5. Fan Charging and Audience Support

Fan charging is a monetization method through which viewers financially support creators whose content they enjoy.

This method is particularly useful for creators who have built a loyal community.

For example, an educational creator may receive support from viewers who appreciate detailed lessons. An artist may receive contributions from fans who enjoy original illustrations or animation. A gaming creator may receive support from viewers who regularly watch tutorials and livestreams.

Fan support can be valuable because it creates a direct financial relationship between creators and their audiences.

However, contributions depend on viewers' willingness to pay and are not guaranteed.

Creators can encourage legitimate audience support by providing consistent value, interacting respectfully with viewers, explaining how support helps their work, and avoiding misleading promises.

## 6. Livestreaming and Virtual Gifts

Livestreaming allows creators to interact with audiences in real time. Bilibili supports livestreaming as part of its broader value-added services business.

During a livestream, viewers can participate in discussions, ask questions, watch demonstrations, and interact with the host. Depending on the features available to the account, viewers may also send virtual gifts or use other paid interaction options.

Common livestreaming categories include gaming and esports, music and entertainment, art and creative demonstrations, educational lessons and question-and-answer sessions, and lifestyle discussions.

Livestreaming can help creators develop stronger relationships with their audiences. However, it requires preparation, reliable equipment, communication skills, and consistent scheduling. Creators should understand the platform's rules and any revenue-sharing arrangements before relying on livestreaming as a source of income.

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Page 3: Additional Monetization Opportunities

## 7. Brand Sponsorships and Commercial Collaborations

Brand sponsorships involve companies paying creators to introduce, demonstrate, review, or discuss products and services. These arrangements can be useful for creators who have a focused and engaged audience.

For example, a technology creator may collaborate with a company that sells computer accessories. A gaming creator may promote a relevant game or gaming product. An educational creator may work with a learning platform.

The value of a sponsorship depends on audience demographics, engagement, content quality, brand suitability, campaign requirements, and the creator's reputation.

To attract potential sponsors, creators should prepare a professional portfolio that includes:

- A short introduction to the channel.
- The main content categories.
- Audience and engagement statistics.
- Examples of successful videos.
- Previous collaboration experience, if any.
- Contact information and proposed collaboration options.

Creators should disclose paid partnerships clearly and follow Bilibili's commercial-content policies and applicable advertising laws. They should avoid promoting products they cannot reasonably evaluate or claims they cannot substantiate.

## 8. Paid Content and Educational Courses

Creators with specialized knowledge may be able to earn money by offering premium content, paid courses, or other educational products through supported channels. Examples include programming tutorials, language learning, design instruction, professional skills, exam preparation, and advanced creative techniques.

A successful paid course generally solves a specific problem. It should have clear learning objectives, organized lessons, practical examples, and a suitable level of difficulty.

For instance, a creator who publishes free beginner programming videos might develop a more detailed course covering complete projects, exercises, and advanced techniques. Free content can establish credibility, while a premium product offers additional value to learners willing to pay.

Creators should check the current availability, eligibility requirements, pricing rules, and revenue-sharing terms for paid-content features before launching a course.

## 9. Affiliate Marketing and Product Promotion

Affiliate marketing is a business model in which a creator earns a commission when an eligible purchase or other specified action occurs through a tracked referral link or code.

For example, a technology creator might recommend a computer accessory and receive a commission on qualifying sales. A creator focused on art could recommend drawing tools relevant to their tutorials.

Creators need to confirm that intended links, products, and promotional methods are permitted on Bilibili. Some external links or commercial activities may be restricted or require approval.

Effective affiliate marketing involves recommending relevant products, explaining their benefits and limitations honestly, disclosing financial relationships, and prioritizing trust over short-term sales.

## 10. Merchandise and Intellectual Property

Creators with recognizable characters, original artwork, or distinctive brands may develop merchandise such as clothing, accessories, stationery, or digital products, where permitted. This can create income beyond regular videos, but it requires attention to production costs, customer service, delivery, and intellectual property rights.

Creators must ensure they own or have permission to use artwork, music, characters, trademarks, and other intellectual property included in their products. Unauthorized use of protected material may lead to complaints, account penalties,

# PAGE 3: ADDITIONAL MONETIZATION OPPORTUNITIES

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# PAGE 4: HOW TO START MONETIZING ON BILIBILI

## 11. Step One: Create and Set Up an Account

The first step is to establish a Bilibili account and become familiar with the platform. New creators should review the registration process, identity requirements, community guidelines, and available creator tools.

Some services may require additional verification or eligibility checks. Registration and monetization access can differ according to location, account type, and current platform policies.

International creators should confirm whether they can register, publish content, access specific monetization features, and receive payments in their country before investing substantial time or money.

## 12. Step Two: Choose a Profitable Content Niche

A content niche is the main subject around which a creator builds a channel. Selecting a focused niche makes it easier to identify a target audience and develop a recognizable identity. Potential niches include gaming, technology, education, animation, lifestyle, music, travel, and product reviews.

A good niche should satisfy three conditions:

- The creator has enough interest or knowledge to produce content consistently.
- There is an identifiable audience interested in the subject.
- The subject offers reasonable opportunities for future monetization.

Creators should not choose a niche based only on its apparent profitability. They should also consider competition, production difficulty, audience demand, and whether they can contribute something original.

## 13. Step Three: Produce High-Quality Videos

High-quality content does not necessarily require expensive equipment. A smartphone, a suitable microphone, basic lighting, and accessible editing software can be sufficient for many types of videos.

Creators should pay attention to topic selection, clear and accurate titles, relevant thumbnails, concise editing, good audio, and originality. Add personal explanations, analysis, demonstrations, or creative ideas to make the content distinct.

Creators should use music, footage, and images they have the rights to use. Repeatedly uploading copied material can undermine audience trust and create copyright or monetization problems.

## 14. Step Four: Publish Consistently

Consistency helps viewers understand what to expect from a channel. A new creator might begin by publishing one or two well-prepared videos per week, then adjust the schedule according to production capacity and audience response.

A simple content calendar can include the video topic, research date, recording date, editing deadline, publication date, and planned follow-up. Creators should avoid sacrificing quality merely to increase upload frequency.

## 15. Step Five: Build an Engaged Audience

Audience development requires more than collecting followers. Creators should aim to attract viewers who regularly watch, comment on, share, and return to their content.

Practical methods include responding to appropriate comments, asking useful questions, creating videos based on audience feedback, developing related video series, and participating constructively in relevant communities.

Creators should study available analytics. Views, watch time, audience retention, follower growth, and engagement can help identify which topics and formats work best. Once the account has an established audience, creators can evaluate which monetization methods best match their content and viewers.

# PAGE 5: REQUIREMENTS, CHALLENGES, AND BEST PRACTICES

## 16. Monetization Eligibility and Payment Considerations

Not every creator can immediately access every monetization feature. Some programs may require identity verification, minimum performance levels, account standing, original content, or other conditions. Requirements can change, so creators should check Bilibili's official creator center and the specific terms of each program rather than relying on outdated tutorials.

Payment eligibility is also important. Creators should verify accepted payment methods, supported countries, withdrawal requirements, applicable fees, revenue-sharing arrangements, and tax obligations.

For creators based outside mainland China, access to particular features and the ability to receive payouts may be more limited than for eligible local creators. A creator in Pakistan, for example, should independently confirm regional availability and payment support before building a business around a particular Bilibili feature.

## 17. Common Challenges in Bilibili Monetization

**High competition:** Popular content categories attract many creators. Developing a distinctive style and providing genuine value can help a channel stand out.

**Unpredictable views:** Video performance can vary significantly. One successful upload does not guarantee future results.

**Limited monetization access:** Some programs may not be available to every account or country. Alternative revenue sources should be considered where appropriate and permitted.

**Copyright issues:** Unauthorized music, video clips, images, or other protected material can result in restrictions or claims. Creators should use original or properly licensed material.

**Changing platform rules:** Monetization requirements, content policies, and payment arrangements may change.

**Checking official announcements** helps reduce uncertainty.

**Unstable earnings:** Advertising, sponsorships, and audience contributions can fluctuate. A diversified business model can reduce dependence on any single source.

## 18. Best Practices for Long-Term Success

- Focus on audience needs and content quality.
- Use analytics to guide decisions rather than relying entirely on guesswork.
- Maintain a consistent but realistic publishing schedule.
- Develop scripting, recording, editing, and communication skills.
- Follow community rules, advertising requirements, and copyright law.
- Keep records of revenue, expenses, contracts, and payments.
- Diversify income sources when practical and permitted.
- Build trust by being honest about sponsorships and product recommendations.
- Avoid purchasing fake followers, views, or engagement.
- Review monetization performance regularly and adjust the strategy.

The central principle is that a loyal audience and a credible creator brand are valuable long-term assets. Monetization methods work best when they support the quality of the content instead of damaging the viewer experience.

# PAGE 6: CONCLUSION AND ACTION PLAN

## 19. A Practical 90-Day Bilibili Monetization Plan

A beginner can use the following three-month plan to develop a channel and investigate realistic monetization opportunities.

### Days 1–30: Research and Foundation

Choose a niche, study successful creators in that category, set up the account, and plan the first group of videos.

Publish consistently and learn the platform's content rules. During this stage, focus on developing basic production skills rather than expecting substantial earnings.

### Days 31–60: Audience Growth

Continue publishing and review performance data. Identify which subjects attract the most relevant viewers and which videos maintain attention. Improve titles, thumbnails, audio, and editing. Respond to audience feedback and develop related content based on what viewers find useful.

### Days 61–90: Monetization Preparation

Review the monetization features available to the account and verify the applicable requirements. If eligible, consider suitable platform programs, fan support, livestreaming, or paid-content opportunities. Prepare a sponsorship portfolio if the channel has an audience that could be relevant to brands.

At the end of the 90 days, evaluate follower growth, audience engagement, production costs, and any actual revenue.

Use these results to set realistic goals for the next three months. This plan is a framework, not a guarantee of eligibility, audience growth, or earnings.

## 20. Conclusion

Bilibili monetization offers multiple ways for creators to turn their creative work into potential income. Important methods include platform advertising opportunities, fan charging, livestreaming, sponsorships, paid courses, affiliate marketing where permitted, and merchandise based on original intellectual property.

The best approach is to begin with a clear niche, publish useful and original content, build a loyal audience, and investigate monetization options that are available to the account. Creators should understand the platform's requirements, protect their intellectual property, and plan for changing revenue and operating costs.

Ultimately, successful monetization depends on more than video views. It requires creativity, audience understanding, consistency, business planning, and compliance with platform rules. By developing these skills gradually, creators can build a stronger foundation for long-term growth on Bilibili.

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<https://www.sec.gov/Archives/edgar/data/1723690/000119312526158001/d432119dex991.pdf>

2. Bilibili Inc., 2025 Annual Report, Hong Kong Exchanges and Clearing Limited:

<https://www1.hkexnews.hk/listedco/listconews/sehk/2026/0416/2026041601346.pdf>

3. Bilibili official website and creator resources: <https://www.bilibili.com/>

Note: Monetization features, eligibility requirements, and payment availability may change. Consult Bilibili's current official terms before making financial or business decisions