

## Monetisation

Published: January 15, 2026, 1:31 am

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As from today it is likely that if you see an advert when watching one of our videos on YouTube that we will benefit from part of the revenues paid to YouTube for the placement of that advert. We have, in other words, chosen to monetise our YouTube channel.

I am aware that YouTube adverts can be irritating. Because I use YouTube a lot, I pay for YouTube Premium so that I avoid adverts, altogether, but I am aware that this would not be everyone's choice or option.

This decision was taken after some agonising. I am not a big fan of advertising, in general. However, whilst both blog and YouTube traffic have grown significantly since we began putting out videos again in April, the level of donations made has hardly changed, and for the last few months the blog has been running at a loss as a consequence. Just the cost of keeping the blog going, including web hosting, mailing, tech support, all the software fees, and the hardware costs (which are not inconsiderable, as I need access wherever I am) comes to quite a lot each year. Employing Thomas as a videographer has tipped that over into a potential lossmaking scenario, at present.

I admit that we have already found at least one other source of income for his services, and another may be on its way. He is already becoming a bit of a professional perfectionist in what he does (as I know from the number of times he makes me redo things until he is happy), and is learning rapidly, and as a consequence is becoming quite good at this whole game, whilst also developing his skills in related areas like drone photography.

But, that means he and I need to earn income to cover these costs and as a consequence we have decided that if YouTube is going to play ads around our videos, and it appears that it does based upon questions that we have raised on the channel to which viewers have responded, then we might as well take a share of that revenue from them. In the interest of full disclosure, I thought I should mention that fact.