

Kick (streaming platform)

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Kick (Streaming Platform)

Revenue split and payout figures below are carried over from the source page and are not verified current terms. Check the platform before relying on any of them.

Earning money on Kick is built on a straightforward, creator-friendly model. The platform is known for its generous **95/5 subscription split**, meaning you keep 95% of your subscription revenue.

There are three main ways to earn: **Subscriptions**, the **Partner Program (hourly pay)**, and **Direct Support** (tips/donations). Unlike other platforms, **ad revenue is not a significant factor** on Kick .

Here is the breakdown of how to start earning.

Pathway 1: Affiliate (Subscriptions)

This is the first official monetization milestone. It unlocks paid subscriptions for your channel.

- **The Requirement:** It is very low. You only need to have streamed for a total of **5 hours** .
- **How to Activate:** Once you hit 5 hours, an **"Enable Subscriptions"** button will appear in your Streamer Dashboard. Click it to set up your payment method .
- **What You Earn:** You keep **95%** of the subscription price. If someone pays \$4.99, you keep \$4.74 .

Pathway 2: Partner Program (Hourly Pay)

This is the "big leagues" for serious creators. Formerly known as KCIP, this program pays you an **hourly wage** on top of your subscription income .

- **The Requirements** (approximate):
 - **75** Average Viewers
 - **250** Followers
 - **Unique Chatters:** Your chat must be active and engaged (not just bots or lurkers) .
 - *Note: You must also be verified and follow Kick's policies strictly to stay in the program .*
- **What You Earn:** You can earn a stable "salary" ranging from **\$16 to \$32 per hour** streamed, depending on your engagement levels .

Pathway 3: Direct Support (Tips & Donations)

You can start receiving money the moment you go live, even before Affiliate status.

- **How it works:** You do not need a "button" from Kick. Use third-party tip services like **Streamlabs**, **Ko-fi** , or **Stripe**.
- **Your Cut:** Nearly 100% (minus the payment processor's small fee).
- **Strategy:** Display these on stream with alerts or overlays to encourage contributions .

A Note on Ads (Don't Rely on This)

Unlike YouTube or Twitch, **Kick does not pay significant ad revenue** in 2026. They have not announced fixed CPM rates. For most creators, ads represent 0% of their income. Treat ad revenue as a tiny bonus, not a business plan .

How to Grow and Succeed

To actually make money, you need viewers who want to subscribe. Here is how to build that community:

1. **Engage, Don't Just Play:** Kick rewards "chat velocity." Talk to your viewers, say their names, and ask questions .
2. **Consistency is Key:** Set a schedule and stick to it. Viewers subscribe to creators they can rely on .
3. **Use External Platforms:** Kick is not great at discovery. You have to bring your own audience. Use **TikTok**, **YouTube Shorts**, or **Twitter** to clip your best moments and drive traffic to your Kick channel .

4. **Offer Perks:** Give people a reason to hit that subscribe button. Offer custom emotes, sub-only chat sessions, or Discord roles .

Bottom Line: On Kick, **subscriptions and hourly pay are your gold mines**. Focus on building a loyal, chatty community to unlock those Partner hours, and ignore the ad revenue.

Are you planning to stream games, IRL content, or a specific niche? Knowing your category might help with specific growth tips.