

Auditor Funding — UK Far-Right Content Creators

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Last updated: 2026-06-14

Overview

UK "auditors" are content creators who film in public places — police stations, government buildings, migrant hotels — and post the footage to YouTube, Rumble, and other platforms. The term "auditing" is a misnomer (they're not official auditors); it's a content genre built on confrontation, sovereign-citizen-style legal arguments, and targeting vulnerable people for clicks.

The core funding insight: Auditors are primarily funded by **platform monetisation** (YouTube AdSense, Rumble) tied directly to video view counts. More provocative content generates more views, which generates more revenue. This creates a direct financial incentive to escalate — targeting asylum hotels, confronting staff, and manufacturing outrage.

1. YouTube AdSense (Primary Revenue)

This is the main income source for most auditors. YouTube pays creators a share of ad revenue based on video views.

Known Earnings Data

Auditor	Earnings	Source	Notes
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Laine Audits (LB Audits)	~£3.50 per 1,000 views	Reuters, Dec 2025	Self-reported. At ~100k views/video, that's ~£350/video
Auditing Britain	~\$5,590/month (vidIQ est.)	vidIQ estimate	Rough estimate based on channel stats
DJE Media (Daniel Edwards)	£10k-£20k/month	Channel 4 investigation	Before 34-month prison sentence for fraud/voyeurism/indecent images
Laine Audits	~£3.50 RPM	Reuters	RPM = Revenue Per Mille (per 1,000 monetised views)

How It Works

- **RPM (Revenue Per Mille):** UK YouTube RPM averages £2-£5 for news/politics content
- **Auditor RPM:** ~£3.50 per 1,000 views (Laine Audits figure, consistent with UK norms)
- **View counts:** Popular auditor videos get 100k-500k+ views
- **Per-video earnings:** £350-£1,750 for a popular video
- **Monthly earnings (top tier):** £10k-£20k (DJE Media level)
- **Monthly earnings (mid tier):** £1k-£5k

The Escalation Incentive

"More combative videos often generate more views and more income" — Reuters, Dec 2025.

- Confrontation drives engagement
- Asylum hotel content is the most lucrative niche
- Targeting vulnerable people = higher view counts = more ad revenue
- The business model rewards escalation

2. Discord Paywalls (Recurring Subscriptions)

Auditor	Platform	Price	Details
BBA (Scott Chesterman)	Discord	£4.99/month	Exclusive content for subscribers
Various auditors	Discord	Various	Private servers for loyal fans

Discord servers provide:

- Exclusive/premium content not on YouTube
 - Direct interaction with the creator
 - Community for like-minded followers
 - Recurring monthly revenue (unpredictable ad revenue)
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3. Direct Fan Donations (Low Friction)

Platform	Auditors Using It	Typical Revenue
Buy Me a Coffee	Laine Audits, others	Small/tip-sized donations
Ko-fi	Various	Small/tip-sized
PayPal	Many (via link in bio)	Variable
SubscribeStar	Deplatformed creators	Subscription (\$5-\$15/month)
Patreon	Some	Subscription, but stricter TOS

These platforms are used as backup income streams, especially if YouTube demonetises the channel.

4. Platform Diversification

Many auditors maintain presences on multiple platforms to hedge against demonetisation:

- **YouTube:** Primary, highest reach, best monetisation
 - **Rumble:** Less strict content moderation, lower reach but more stable monetisation
 - **Odysee:** Decentralised (LBRY protocol), censorship-resistant
 - **DLive:** Live streaming with crypto tipping
 - **BitChute:** Far-right-friendly alternative
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5. Merchandise

- T-shirts, hoodies, hats with channel branding
- Print-on-demand services (lower overhead, no inventory risk)
- Sold via links in video descriptions
- Revenue: Unknown, likely a small supplement

6. Advertiser Complicity (Unwitting Funding)

Channel 4's investigation found **mainstream brand ads appearing on auditor videos**:

- **EasyJet**: Ads appeared on anti-migrant hotel content
- **Ocado**: Ads appeared on auditor videos
- **General pattern**: Programmatic advertising places brand ads on controversial content automatically

This means mainstream companies are indirectly funding auditor content through YouTube's ad network. When called out, brands typically suspend campaigns, but the ads return through automated systems.

7. The Auditor Economy — Full Summary

Revenue Streams

Stream	Reliability	Scale	Primary / Secondary
YouTube AdSense	Unstable (demonetisation risk)	£1k-£20k/month (top tier)	PRIMARY
Discord paywalls	Stable (recurring)	£4.99/month per sub	Secondary
Buy Me a Coffee	Low	Tips	Secondary
Rumble/Odysee	Lower but stable	Unknown	Backup
Merchandise	Low	Small	Tertiary

Top-Tier Auditors (Estimated £10k+/month)

- **DJE Media** (Daniel Edwards) — £10k-£20k/month before conviction/sentence
- **Auditing Britain** (~\$5.6k/month estimated)
- **Charlie Veitch** (845k subs — significant earner)

Mid-Tier Auditors (Estimated £1k-£5k/month)

- **BBA** (Scott Chesterman) — Discord paywall + AdSense
- **Laine Audits** — £3.50 RPM, mid-range views
- **AY Audits** (Anthony Barnes) — 134k subs
- **UK Auditor** — established channel

Lower Tier

- Most auditors with <50k subs earn minimal AdSense
- Supplemented by Buy Me a Coffee / PayPal donations
- Some are effectively loss-leading for political influence

8. The Business Model Problem

The auditor funding model has a structural flaw that actively drives harm:

Few views → Low revenue
↓
More provocative content → More views → More revenue
↓
Target vulnerable people (asylum seekers, hotel staff)
↓
More outrage → Even more views → Even more revenue

Dr William Allchorn (Anglia Ruskin University): "The more provocative they are on their platform, they are going to have more views. With these views comes monetisation from ad revenue and donors."

This means:

- **No billionaire funders needed** — the YouTube algorithm IS the funder
- **Democratised hate funding** — anyone with a phone can start earning
- **Hard to disrupt** — deplatforming one channel creates two more
- **Advertiser-funded** — legitimate brands unwittingly pay for far-right content

9. Regulatory Gaps

1. **YouTube's enforcement gap:** YouTube TOS prohibit hate speech, but enforcement is reactive — videos stay up until reported
 2. **Advertiser controls:** Programmatic ad placement means brands can't easily avoid funding this content
 3. **No disclosure requirements:** Unlike political donations, YouTuber earnings are private
 4. **Platform hopping:** Demonetisation on YouTube pushes creators to Rumble/Odysee where moderation is weaker
 5. **Discord servers:** Private, unmoderated, recurring revenue with zero oversight
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11. Links to the Wider Far-Right Network

The auditor phenomenon does not exist in isolation. Below are the documented structural connections to the billionaire-funded, media, and political networks.

11.1 The Paul Marshall Media Ecosystem ? Auditor Narrative

Paul Marshall (£1.8bn fossil fuel, Marshall Wace hedge fund)

- GB News (£60m+ invested)
 - Covers Farage's "send in the auditors" pledge
 - Darren Grimes (GB News presenter → Reform UK councillor)
 - Normalises "auditor" language for mass audience
- UnHerd (fully owned)
 - Publishes "The YouTubers shaping anti-migrant politics" (Aug 2025)
 - Gives sympathetic intellectual framing to auditors
- The Spectator (£100m purchase)
 - Covers Darren Grimes winning council seat
 - Legitimises Reform UK's local government presence

Key links:

- **Darren Grimes:** Former GB News presenter → Reform UK councillor → Deputy Leader of Durham County Council. Direct personnel link. He repeatedly uses "send in the auditors" language.
- **GB News coverage:** Headlines include "REVEALED: Nigel Farage prepares to send in 'Doge auditors'", "Nigel Farage pledges to be UK's Elon Musk as 'Reform audit' reveals councils are 'taking taxpayers for mugs'"

- **UnHerd article** (Aug 2025): "The YouTubers shaping anti-migrant politics" — published by Paul Marshall's own outlet, covering the auditor phenomenon with sympathetic framing

11.2 Reform UK's "UK DOGE" — Political Adoption of Auditor Branding

Nigel Farage explicitly adopted "auditor" language for his political project:

- Created a "UK DOGE" taskforce (echoing Elon Musk's DOGE)
- Sent teams of "world-class software engineers, data analysts and forensic auditors" into councils
- Repeatedly promises to "send in the auditors" to every council Reform UK wins
- The Independent (2025): "Reform UK would 'get the auditors in' to councils over DEI and ergonomic chairs"
- NPR (June 2025): "British politician Nigel Farage launches DOGE-like team to audit local authorities"

This is NOT the same as YouTube auditors — but the language convergence is deliberate. Reform UK is capitalising on the public familiarity with "auditor" content.

11.3 The Self-Reinforcing Content Pipeline

YouTube auditors film migrant hotel content (driven by AdSense revenue)

- Content goes viral on YouTube/Rumble/X
- GB News covers the "migrant hotel scandal"
- Reform UK uses footage in campaigning
- Farage promises to "send in the auditors"
- Legitimises the auditor model
- More people start auditor channels
- More migrant hotel content

This creates a closed loop: the YouTube algorithm, the billionaire-funded news channel, and the populist political party all reinforce each other without any central coordination.

11.4 Organised Auditor Networks

Hope not Hate and Searchlight have documented auditors organising collectively:

- **Doxxing operations:** Auditors coordinate to collect and publish personal information on left-wing activists and pro-Palestine supporters

- **Stop The Hate UK:** Far-right Zionist group working with auditors to target activists (per The Canary)
- **Searchlight investigation** (Mar 2026): "Do not feed the animals" profiles named auditors: Anthony Barnes (AY Audits), Ben Mills (Ginger Patriot), Chris Messenger (EnglishNed), Lee Scheres, Thomas Moffitt, Young Bob

11.5 Tommy Robinson Connection

- Tommy Robinson has directly benefited from the same US funding pipeline (Shillman \$100k, Andy Miller \$200k)
- His "Unite the Kingdom" rally featured auditor-style content and monetisation (QR codes, UTK crypto coin)
- Robinson's legal defence crowdfunding overlaps with auditor fundraising channels (GiveSendGo, crypto)
- The "IF IN DOUBT, KICK IT OUT" slogan was used at both Tommy Robinson rallies AND asylum hotel protests where auditors film (Guardian investigation, Mar 2026)

11.6 Patriotic Alternative ? Reform UK Infiltration

- Mark Collett (PA leader) and David Clews called on supporters to "infiltrate" Reform UK (May 2025)
- PA members have been encouraged to seek Reform UK candidacy
- This creates a pipeline from explicitly neo-Nazi organising → auditor content → Reform UK politics

11.7 Summary of Connections

Link	Type	Significance
Paul Marshall → GB News → Reform UK	Media ownership + personnel	£60m media empire directly feeds Reform UK
GB News → "send in the auditors"	Messaging amplification	Billionaire-funded channel normalises auditor language
Darren Grimes (GB News → Reform UK)	Personnel	Former presenter now Deputy Leader Durham Council
UnHerd → auditor article	Media framing	Marshall-owned outlet covers auditors sympathetically
Reform UK "UK DOGE"	Political branding	Farage deliberately echoes auditor language
YouTube algorithm → AdSense	Financial incentive	Drives migrant hotel content creation
Tommy Robinson → US funders → rallies	Shared funding	Same US donors funding street events + auditor content

Link	Type	Significance
PA/Collett → infiltrate Reform UK	Political infiltration	Neo-Nazis seeking influence via Reform UK
Searchlight/HnH → organised doxxing	Coordinated activity	Auditors work together to target activists
GB News → Reform UK propaganda pipeline	Media capture	Byline Times: Reform councillors told to speak ONLY to GB News; GB News hosts Reform politicians posing as "ordinary voters"
Tommy Robinson → Advance UK → Musk	Political party + billionaire	Robinson joined Advance UK (Ben Habib). Musk allegedly backs both (socialistworker). Musk's X platform amplifies auditor/Robinson content
"IF IN DOUBT, KICK IT OUT" slogan	Shared messaging	Used at Robinson rallies AND asylum hotel protests where auditors film (Guardian)
Reform UK media blackout	Political strategy	Byline Times (May 2026): Reform party chair instructed councillors to only speak to GB News, shun local press
UK DOGE → Elon Musk	Branding inspiration	Farage's "UK DOGE" explicitly modelled on Musk's DOGE. Farage cultivating Musk relationship
Criminal crossover	Personnel	Multiple auditors have criminal records (DJE Media: voyeurism/indecent images; ST Audits: aggressive confrontations; various theft/violence convictions per Byline Times/Searchlight)

11.8 What This Means

The auditor phenomenon is **not separate from the main funding network** — it's the bottom layer of the same ecosystem. The YouTube algorithm provides the financial incentive (AdSense), GB News provides the media amplification (Marshall's billions), Reform UK provides the political legitimacy (Farage's "send in the auditors"), and US donors fund the top-down element (Miller, Shillman → Robinson rallies).

No single person orchestrated this. It emerged because the incentives align across every layer — algorithmic, financial, media, and political.

41 profiles in the Right-Wing YouTubers BookStack book covering:

- 15+ dedicated auditor channels
- Commentary channels (Charlie Veitch, Jermaine Unfiltered, BasedWelshman)
- Protest coverage channels (EnglishNed, Marti Blagborough)

- Individual figures (Tommy Robinson's media network)

Key profiles for funding research:

- **DJE Media** (Daniel Edwards) — highest known earner (£10k-£20k/month), convicted
 - **Laine Audits** — self-reported £3.50 RPM (Reuters)
 - **Auditing Britain** — ~\$5.6k/month vidIQ estimate
 - **BBA** — Discord £4.99/month paywall model
 - **Charlie Veitch** — 845k subs, significant earner
 - **Sam (First Hotel Auditor)** — pioneered the asylum hotel audit format
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Priority Actions

High Priority

- ☐ vidIQ/ SocialBlade earnings analysis for top 10 auditor channels
- ☐ Channel 4 News investigation — full breakdown of DJE Media earnings
- ☐ Cross-reference advertisers appearing on auditor content (brand safety gap)
- ☐ Rumble monetisation analysis — how much do deplatformed auditors earn there?

Medium Priority

- ☐ Discord paywall revenue estimates for BBA and similar
- ☐ Buy Me a Coffee/Ko-fi analytics scraping for known auditor pages
- ☐ SubscribeStar creator earnings for UK far-right figures
- ☐ Compare auditor earnings before/after asylum hotel pivot

Lower Priority

- ☐ Merchandise storefront analysis (Shopify, Teespring, etc.)
 - ☐ Odysee/LBRY earnings for far-right creators
 - ☐ Tax transparency — HMRC data sharing requirements (since Jan 2025) should theoretically capture UK creator earnings
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Sources

- Reuters (17 Dec 2025): "How combative videographers fire up Britain's asylum hotel protests"
 - Channel 4 News (2025): "Inside the lucrative industry of online 'auditors' targeting migrant hotels in the UK"
 - East Anglia Bylines (30 Sep 2025): "Lucrative hate: YouTubers target migrant hotels for clicks"
 - Novara Media (18 Dec 2025): "Meet the YouTubers Terrorising Britain for Clicks"
 - Byline Times (17 Apr 2026): "The Criminal Past of the Far-Right Anti-Migrant 'Auditors' Going Viral on YouTube"
 - UnHerd (Aug 2025): "The YouTubers shaping anti-migrant politics"
 - Right-Wing YouTubers book (BookStack, ID 1325) — 41 channel profiles
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Revision #1

Created 2026-08-21 11:56:33 UTC by Admin

Updated 2026-08-21 11:56:33 UTC by Admin