

# YouTube

## WHAT IS IT?

YouTube is the world's largest video-sharing website in which users can upload, view, share, and comment on videos. YouTube was created by three former PayPal employees in February 2005 and was bought by Google in 2006.

- It is accessible in 61 countries around the world
- On YouTube 6 billion hours of video is watched each month

Source: YouTube Statistics, 2013

## COMPETITORS



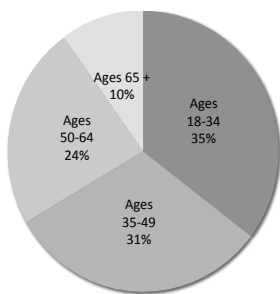
## WHO WATCHES YOUTUBE VIDEOS?

Students, parents, seniors, kids, sports fans, wanna-be handy men, procrastinators, cat lovers, talent searchers, music lovers, tech geeks, school teachers, dancers, dog lovers, politicians/voters, outdoors-people, YOU... the list could go on forever!

## WHO PUBLISHES YOUTUBE VIDEOS?

Businesses, marketers, journalists, comedians, news networks, students, lobbyists, professors, athletes, hobbyists, bloggers, musicians/artists, politicians, makeup artists, aspiring talent, protestors, cat lovers, dog lovers....Again, the list could go on forever!

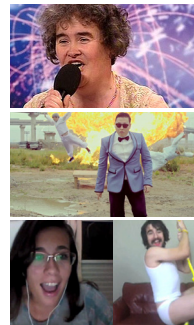
## Viewership Demographics



- ▶ More than 1 billion unique users visit each month
- ▶ 100 hours of video are uploaded to every minute
- ▶ 80% of traffic comes from outside the US
- ▶ Millions of subscribe to channels each day

Sources: YouTube Statistics, 2012  
Reel SEO - YouTube Demographics, 2013

Think of all those videos...



## YouTube Partner Program:

Allows eligible videos may earn money from ads and/or fees. Benefits of the

- ▶ Expand your earning potential
- ▶ Gain flexibility through a non-exclusive agreement
- ▶ Track/manage your performance

Source: YouTube Creators Hub, 2014

## How Marketers use YouTube?

- ▶ They post videos of events they sponsor
- ▶ They post ads or buy ad space
- ▶ Press releases / announcements
- ▶ Monitor their competitors and the reactions of consumers
- ▶ Ex. Red Bull Stratos Free Fall



## How Journalists use YouTube?

- ▶ Get story ideas
- ▶ Get information of gain context for stories
- ▶ Citizen journalists who post videos of news or opinion peices
- ▶ News media agree-ments with YouTube
- ▶ Ex. 2008 Presidential Debate Stream



## YOUTUBE & IT'S FRIENDS

The growth of Facebook, Twitter, and other social networks has dramatically accelerated the growth of YouTube! YouTube's integration with other plat-formsoptimizes user compatibility.

- ▶ 500 years of YouTube video are watched every day on Facebook
- ▶ 500 tweets every minute containing a link to a YouTube video
- ▶ 50% of videos on YouTube have been rated or include comments
- ▶ Millions subscribe to YouTube channels daily

Source: Jeff Bullas - YouTube Infographic, 2014

## STRENGTHS:

- Large viewership
- Search and SEO advancements
- Video recommendations
- Conversions
- Social aspect / integration
- Keyword Search
- Free!
- Few video length restrictions
- Unlimited uploads
- Revenue sharing
- Real-Time sharing with SyncTube

## WEAKNESSES:

- Mobile Compatibility
- "Gigantic content repository"
- Profane comments.
- Branding of videos
- Real-Time sharing rep
- Google+ for commenting

## CLASS PRESENTATION HANDOUT

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