



## Client profile

Owners of the YouTube kids channel "Manon & Antoine"



## Insights

- Development strategy
- Content suggestions



## Analysis

- YouTube global data in 2023 - Top 1000 YouTubers
- Top 20 YouTubers - 2023
- Top 5 YouTubers - Entertainment category
- Top 5 Kids channels exploration
- Toys and Colors vs. Vlad and Niki



## Sources

- <https://www.kaggle.com>
- <https://us.youtubers.me/>
- <https://vidiq.com/>
- <https://socialblade.com/>



## Time dimension

- Year 2018 - 2024 (case study)
- Year 2023
- Year 2024 until 12/12/24
- Worldwide scale

## Tools



## Dupont family

**Parents:** Carole (33, mom) and Bruno (35, dad)

**Child:** Manon (8 years old), Antoine (3 years old)



### Channel name: "Manon & Antoine"

**Subscribers:** 500,000

**Category:** Kids' entertainment

**Content Style:** Family-oriented videos



### Pain points

- **Stagnant** at 500,000 subscribers for six months
- Unsure how to reach a **broader audience**
- Revenue from YouTube ads is **inconsistent**
- Limited sponsorship due to **lack of visibility**



### Objectifs

- Reach **1 million subscribers** in the next 12 months
- Tap into **new markets and demographics**
- Improve **engagement**
- Stimulate **interactions** with content



## Subscriptions worldwide

Total subscriptions

17.4B

Subscriptions US

6.6B

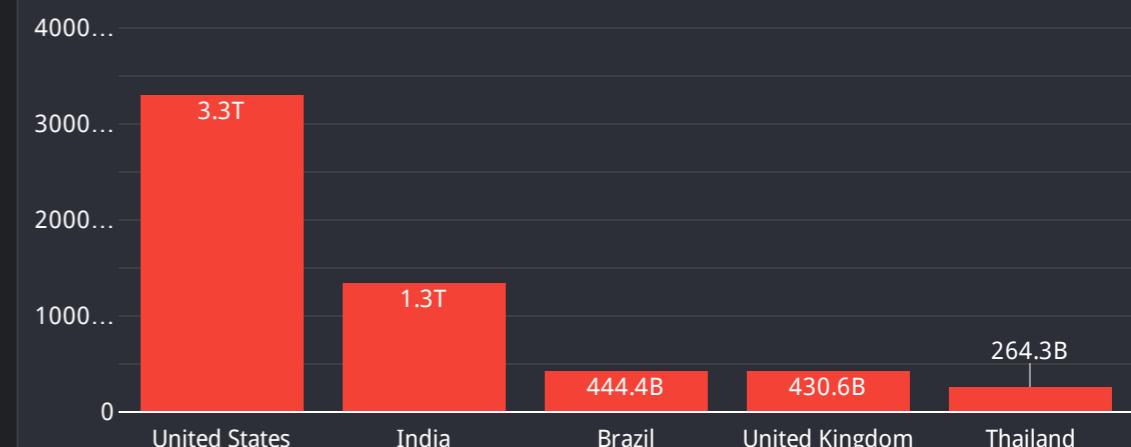
Total video views

8.2T



## Total views (Bn) and uploads per country

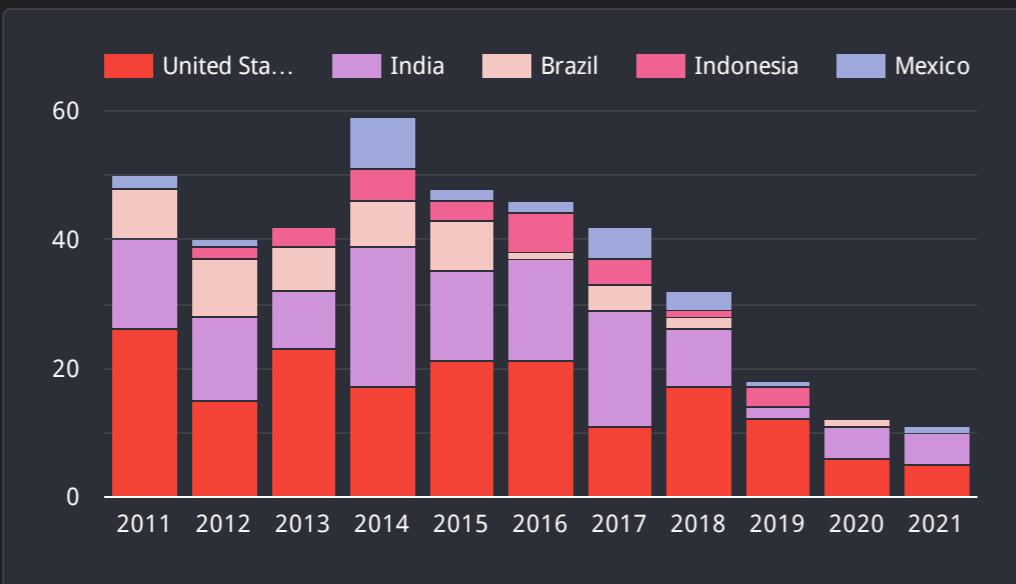
video\_views



## New channels per year and per country

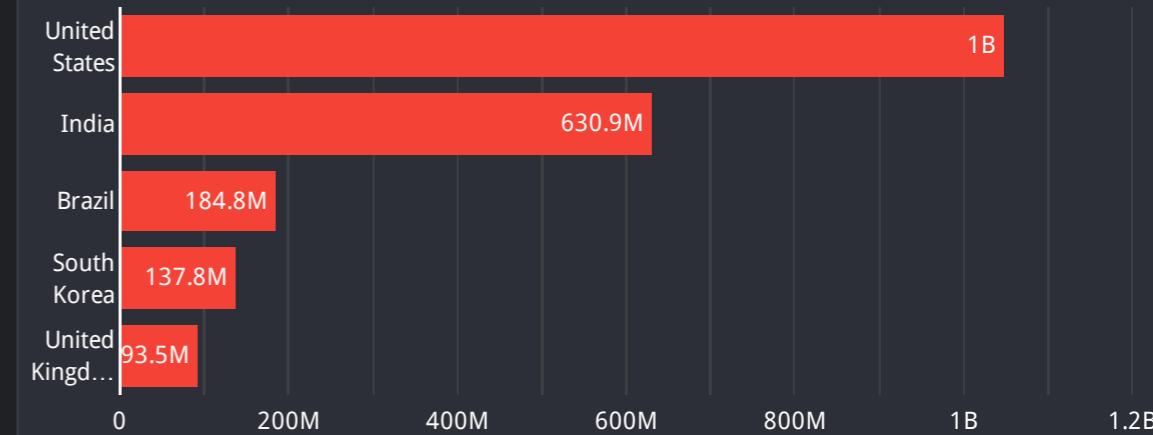
Est. avg income(\$) 2023

3.6M

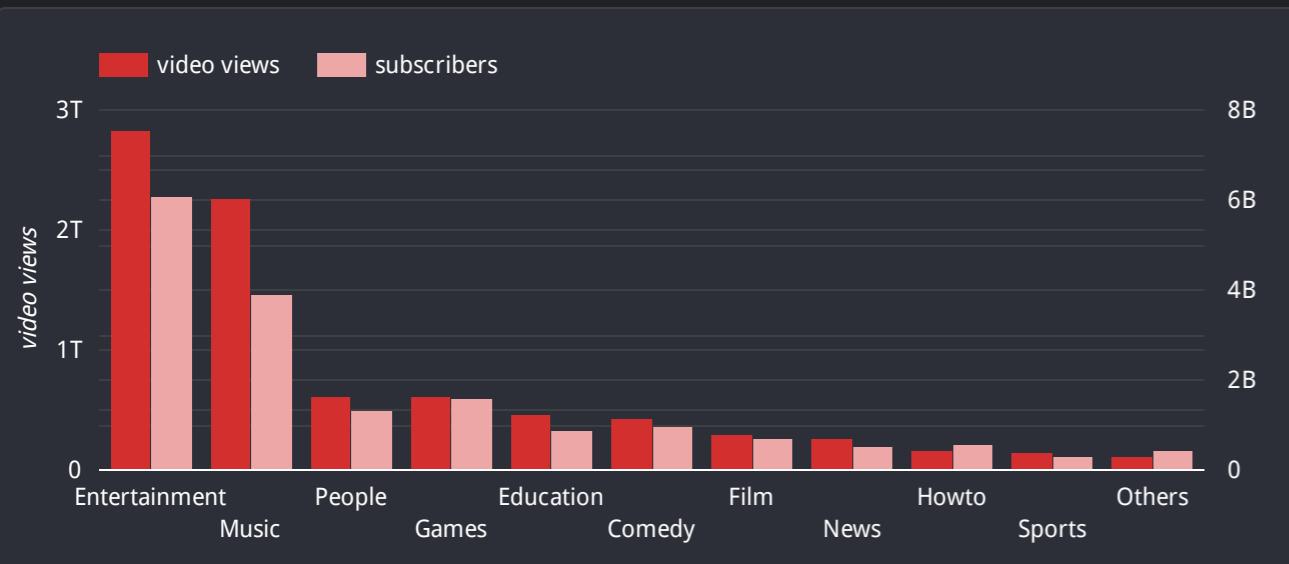


## Est. cumulated earnings per country

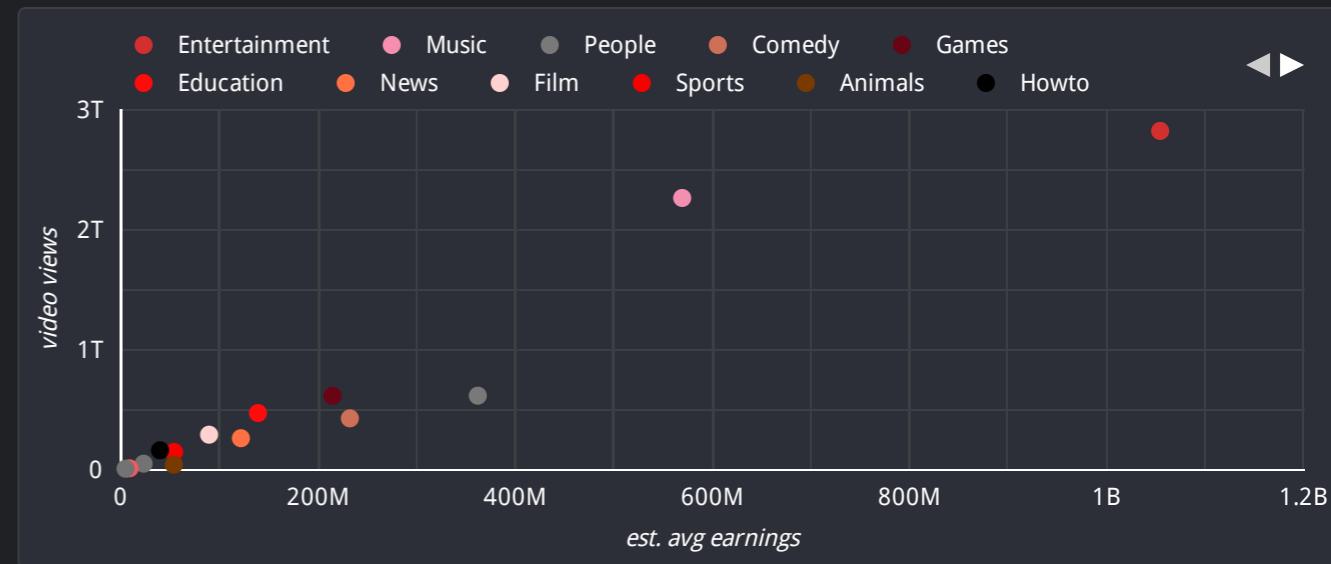
est. cumulated earnings



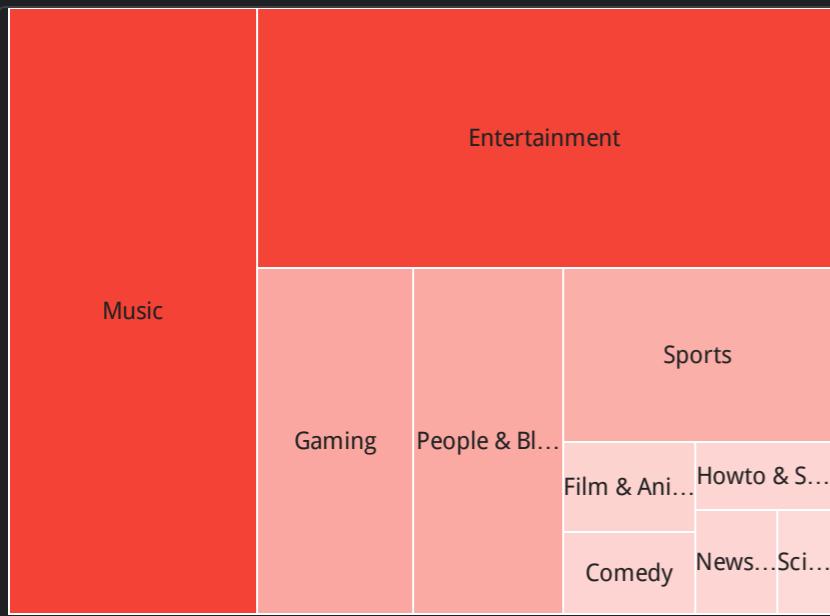
Video views and subscribers by channel type - Top 1000 - 2023



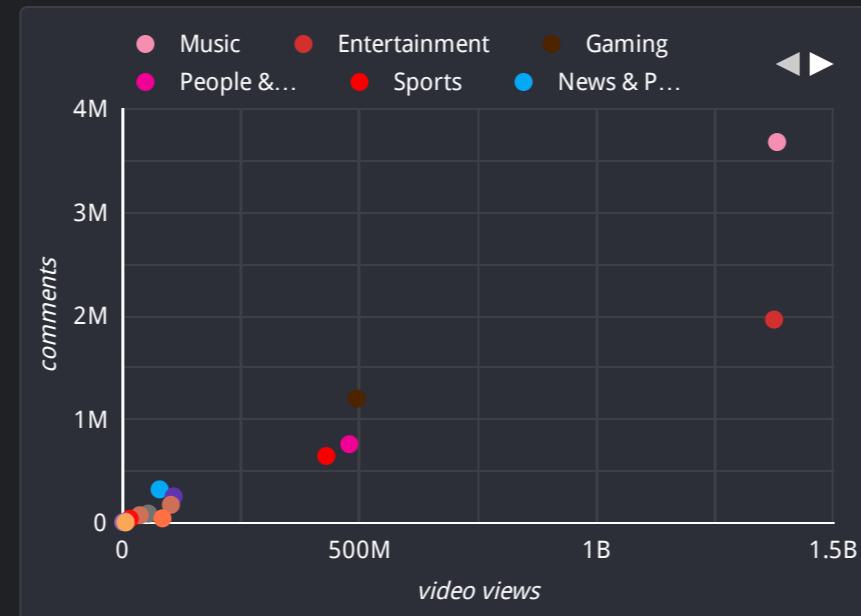
Estimated avg earnings by video views - Top 1000 - 2023



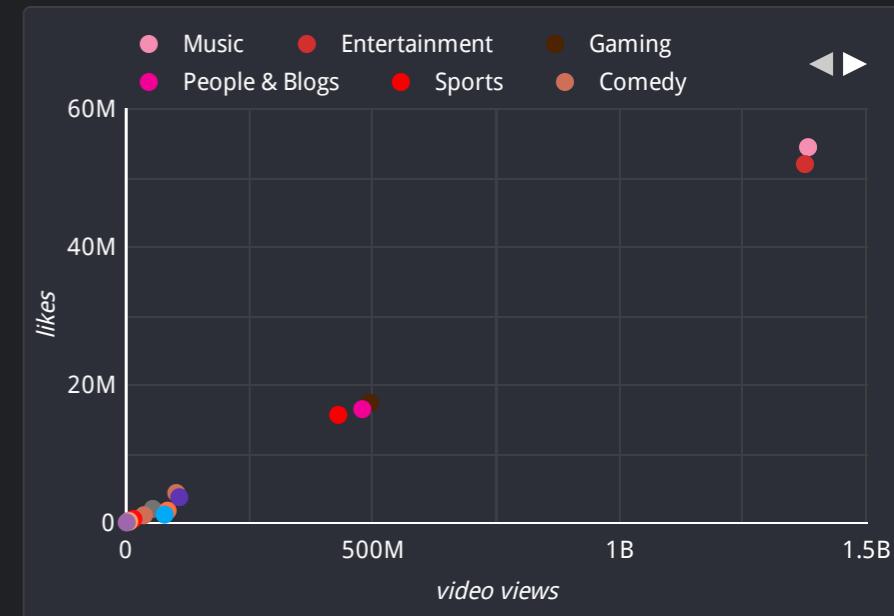
Views by channel type - 2024



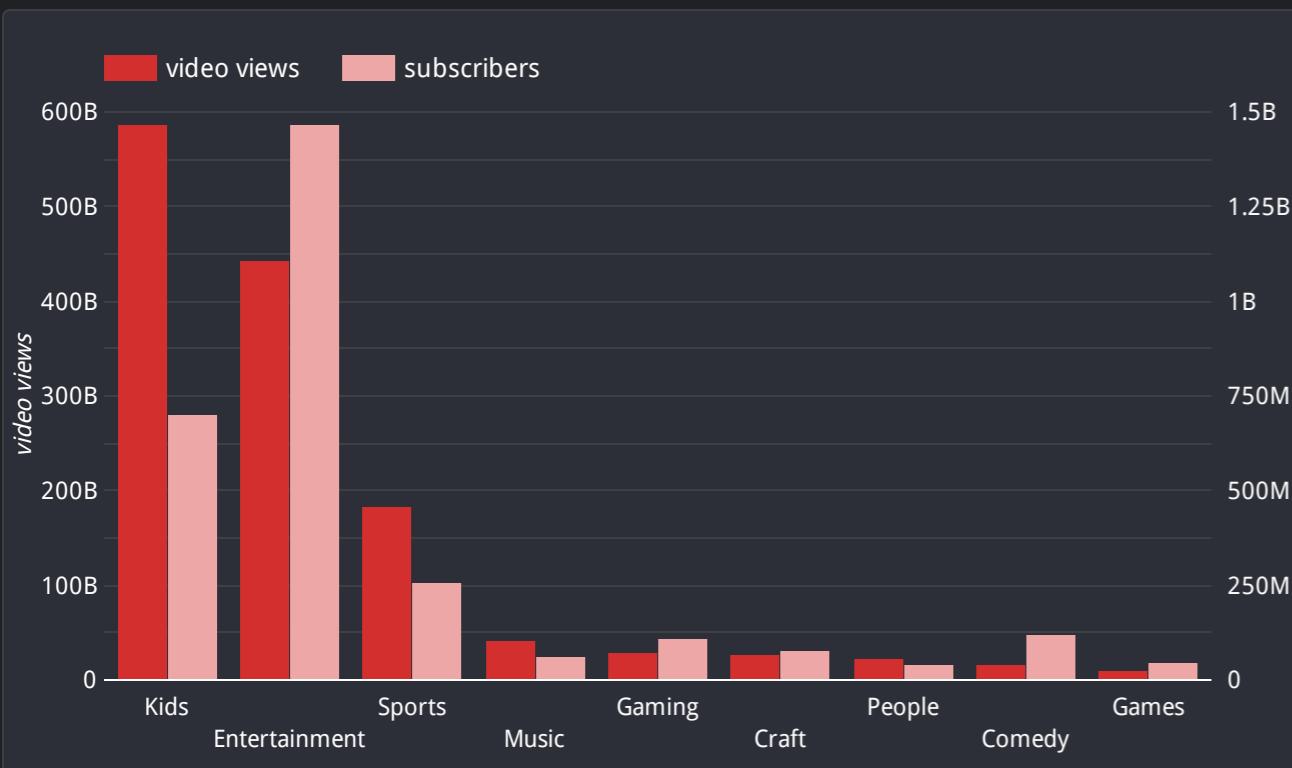
Views and comments by channel type - 2024



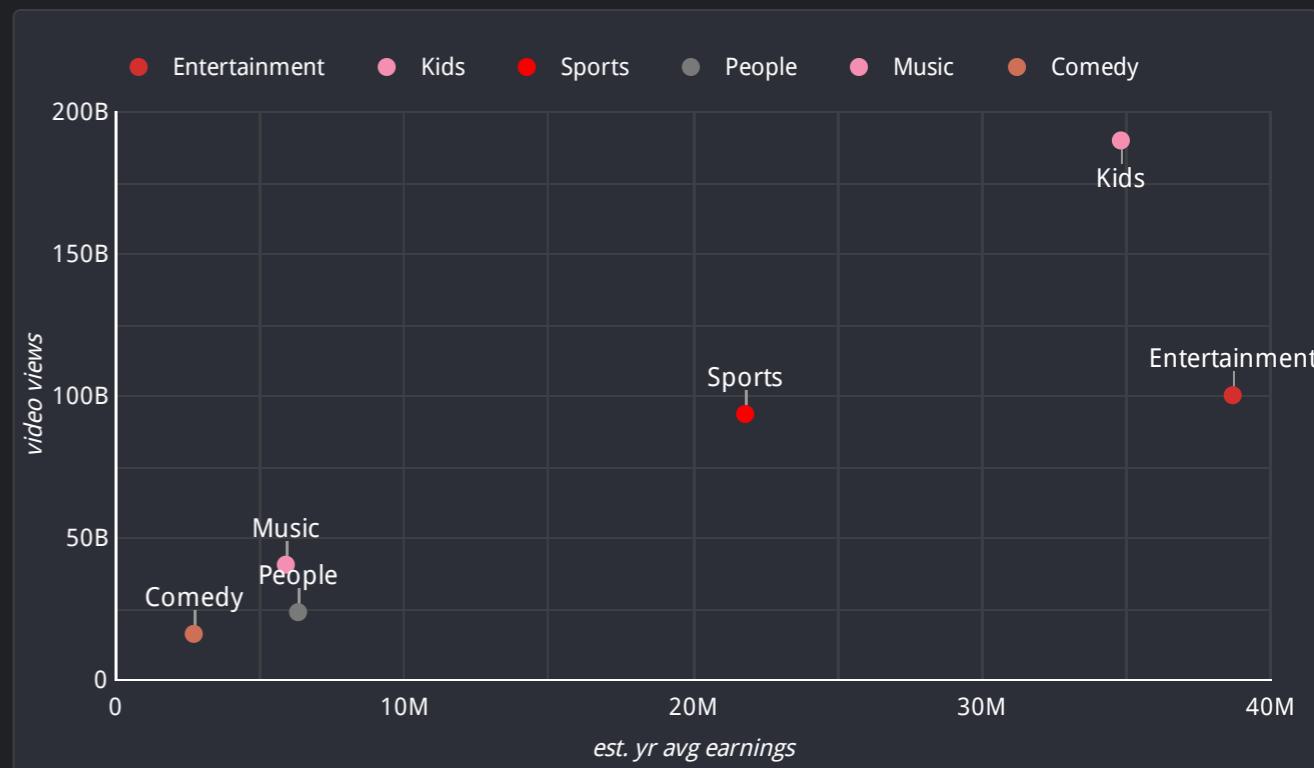
Views and likes by channel - 2024



## Top 20 - Video views and subscribers by channel type

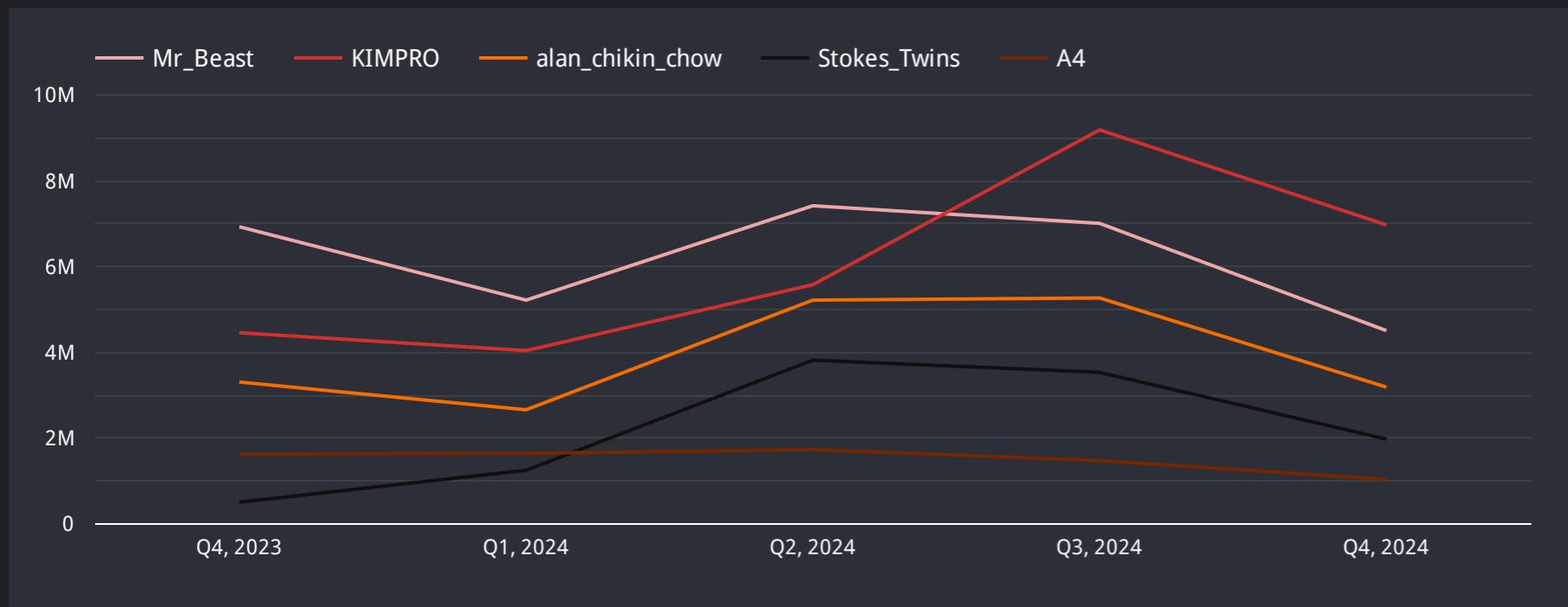
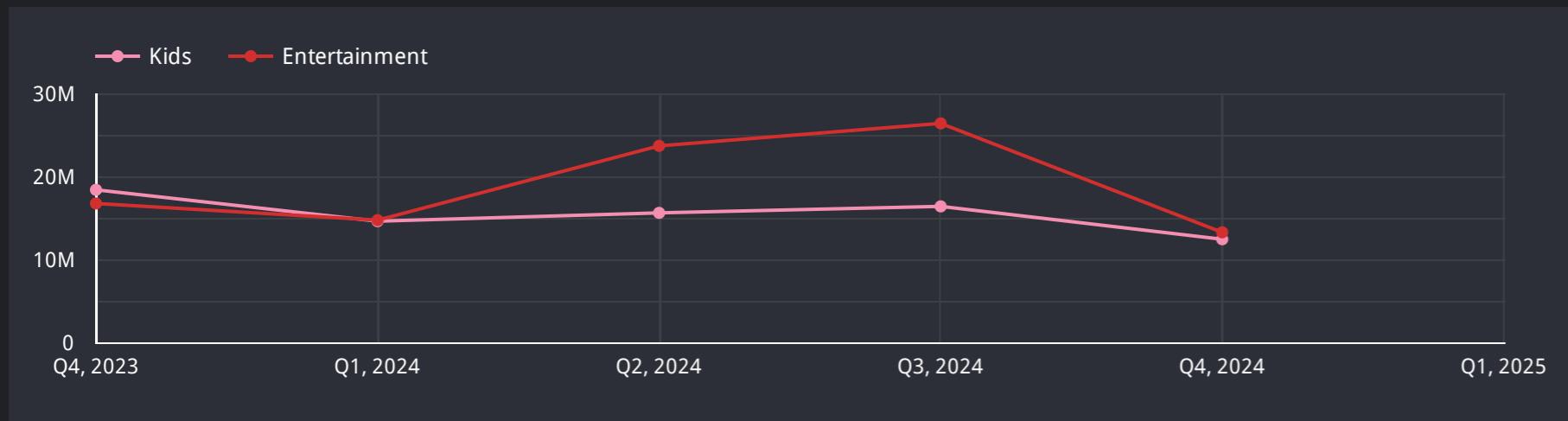


## Top 20 - Est. avg earnings by video views



## Top 20 - Total views by channel type and country

channel type	country	video views	views dec 2023
1. Kids	US	190B	1.4B
2. Entertainment	US	28.4B	1.3B
3. Sports	US	93.7B	855.8M
4. People	UAE	23.9B	247.7M
5. Music	India	40.6B	232M

**Top 5 - Earnings estimations****Top 5 - Total earnings**

Avg video duration (mn)

11.9

Likes

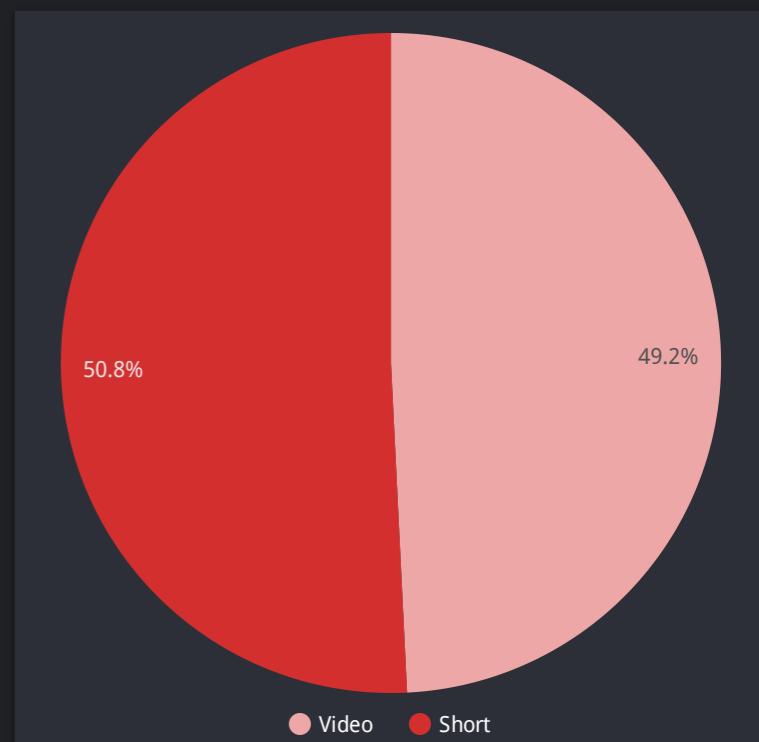
4.3B

Subscribers

No data

Views

No data

**Top 5 - Videos vs Short**

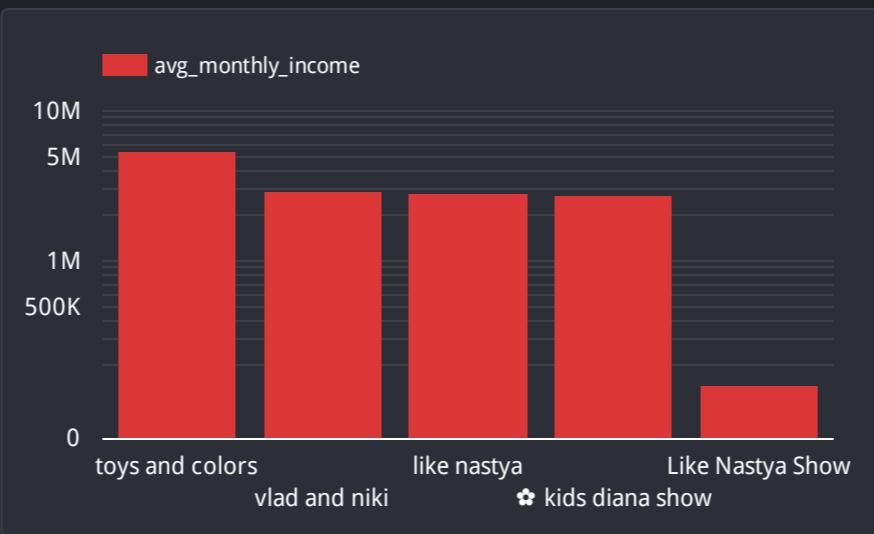
## Top 5 Kids Channels Exploration

\*the comments are disabled on kids' channels

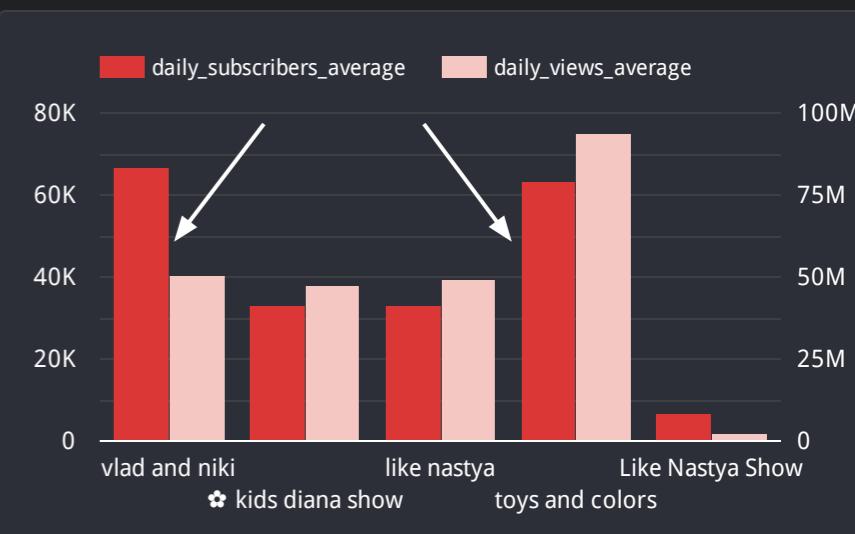
## Top 5 channels by subscribers



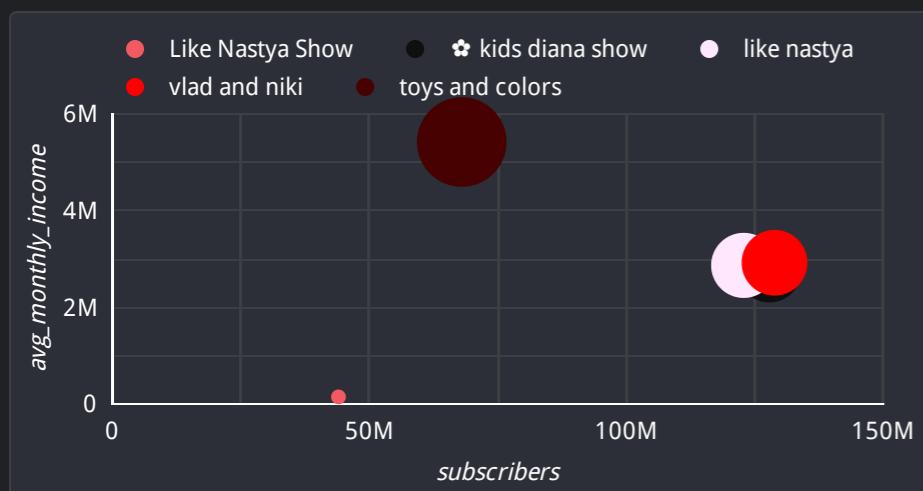
## Average monthly earnings



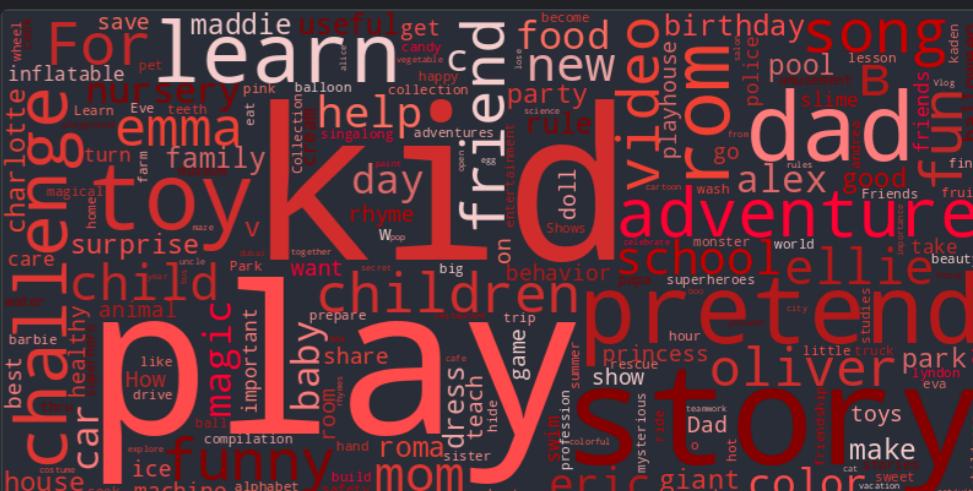
## Daily subs vs daily views 11/11/2024 - 11/12/2024



## Correlation between avg monthly Income and subs



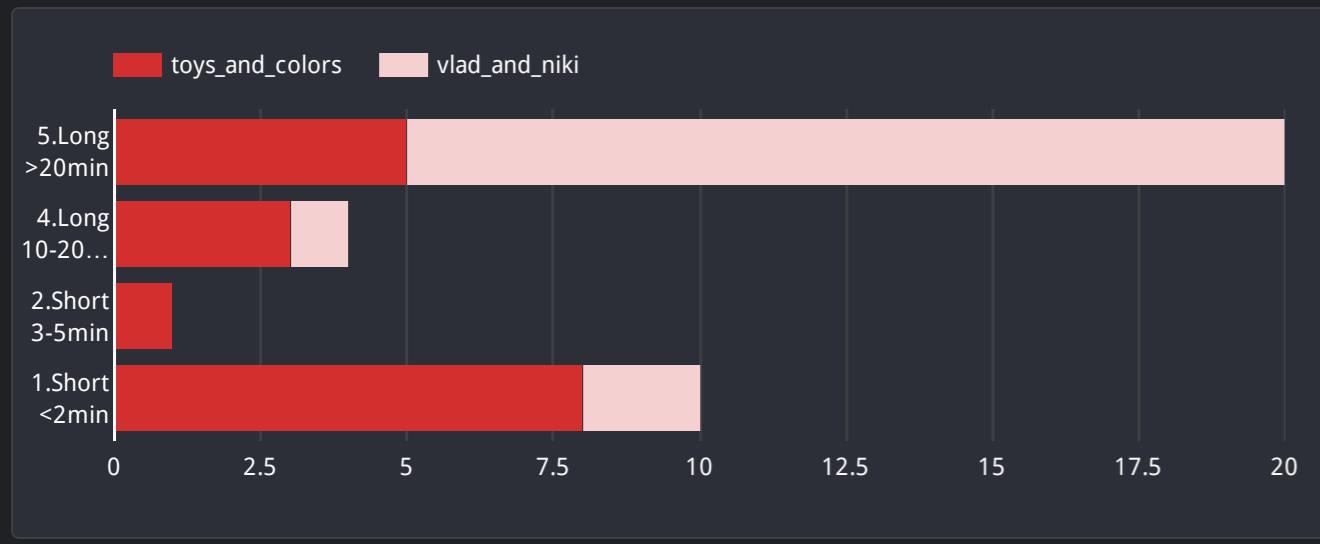
## Titles most used words



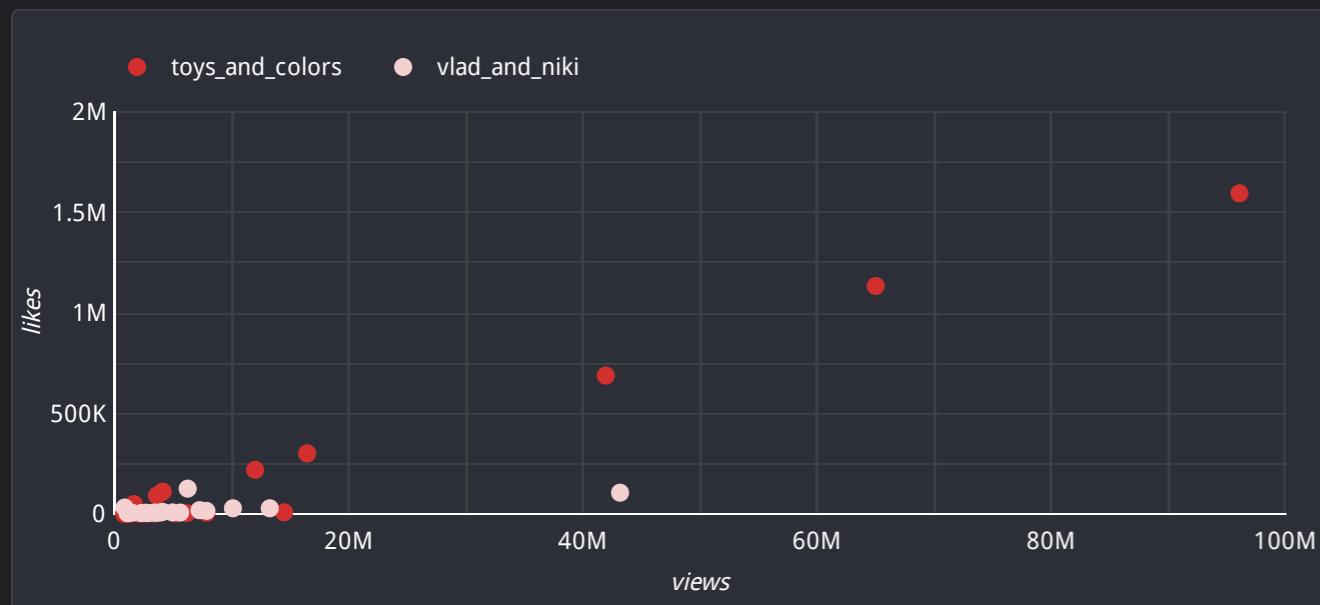
# Toys and Colors vs. Vlad and Niki

\*data for last 500 videos per channel ( 2018-2024)

Video duration comparasion Oct/Nov2024



Engagement comparison. Likes and Views correlation. Oct/Nov 2024



Most viewed videos. Toys and colors

title	duration	views
Going To The Dentist Song   Alex Pretend Play Sing-Along to...	02:02	1.8M
ABC Song   Wendy Pretend Play Learning Alphabet w/ Toys ...	06:33	1.5M
Johny Johny Yes Papa   Emma Pretend Play Wash Your Han...	05:12	1.2M
Alex and Eric Pretend Play Pizza Drive Thru Restaurant   Fu...	03:02	1.0M
Emma Jannie & Wendy Pretend Play Halloween Trick Or Tre...	06:07	800K



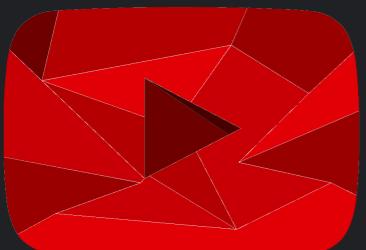
Most viewed videos. Vlad and niki

title	duration	views
Vlad and Niki - new Funny stories about Toys for children	21:34	2.5M
Vlad and Nikita - funny stories with Toys	12:04	1.8M
Vlad and Nikita kids play with balloons	03:31	1.5M
Vlad and Niki Four Colors Playhouse Challenge	08:05	1.2M
Vlad and Nikita Ride On The Bus	02:52	1.0M
Vlad and Nikita Pretend Play Selling Ice Cream	13:05	800K



## Priorities :

- Launch an **English-speaking channel**
- Concentrate on balancing **short and long videos** (max 20 minutes).
- Build **partnerships** with toy and educational brands.
- Maintain a regular upload schedule **~2 videos per week**.



## Content Strategy Ideas :

- Create **non-speaking videos** to appeal to a global audience.
- Incorporate appropriate **keywords in titles** and tags to improve searchability.
- Produce **music-based content** to engage viewers and enhance entertainment value.
- Explore the implementation of **Call-to-Actions** to encourage viewers to like.