



# YouTube

PRODUCT BENDERS (GROUP 2)

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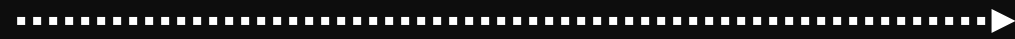


Uberization



Critical Appreciation

Feb 2005



2006

\$1.65M



"Broadcast Yourself." 2M+ views/day

No user-friendly platforms

Halftime show controversy

"Tune in, Hook Up"



YouTube

## PRODUCT ROADMAP



2006

2011

2012

2018

2018

2024

### Features

- Video Uploading
- Video Discovery and Interaction
- Partner Program
- Monetization
- Added "Related Videos"
- YouTube Live
- YouTube Algorithm

- Creator Studio
- Kids App
- Super Chat
- Premium Launch
- Story
- VR
- YouTube TV
- YouTube Music

- Shorts
- Sound Video & Creative Effects
- 360-Degree Video Support
- VR Rooms
- Parental Control functions
- Native 4K HDR
- Hyper Smart Device Integration

### Milestones

- Signs contracts for original content
- Next news network
- acquisition

- Vidmaker, subarctic band page acquisition
- 4k video support
- Spaces launched
- 1B monthly users

- Additional 50 B daily views
- SimSim acquisition for E-commerce in India
- 230.6M active monthly users
- 5.5 M paid subscribers

### Impacts

- 48 hrs of videos uploaded/minute
- 5.2 hrs per viewer/month

- Creator award
- Creator academy
- Algorithm
- revised for stricter policies
- Reaches \$15B revenue

- \$8B revenue
- Increased parental supervision
- Realtime user interactions
- 34% market share in vMVPDS market

SUBSCRIBE 

YouTube TV

YouTube YouTube YouTube YouTube YouTube

2005

2011

2013

2015

2017

 Premium

 YouTube Music



## INNOVATION



User-generated Content



Location & globalization



Native advertising platform



New business model

## DISRUPTIVE INNOVATION



Disruption of traditional way of television broadcasting

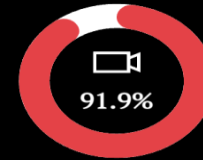


Monetization

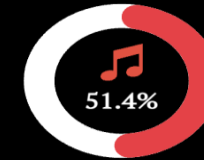


Democratization of media

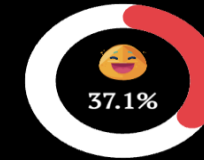
## Plethora of Video Categories



Generalized



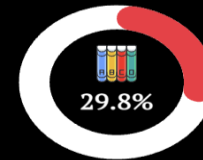
Music



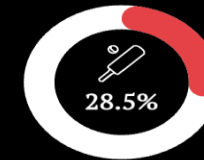
Comedy/Meme



Tutorials on How to do things



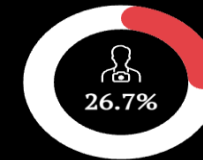
Education



Sports



Product Review

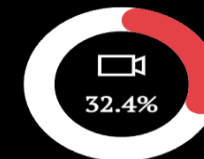


Influencer

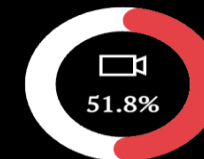
## Ad Reach of YouTube

Potential Ad Reach of Youtube

2.56  
Billion Users



Youtube Ad Reach VS Total Population



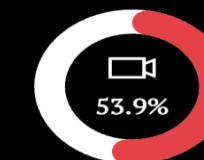
Youtube Ad Reach VS Total Internet Users

Year on Year Change in Youtube Ad Reach

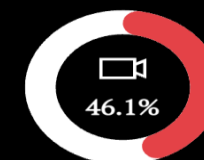
11.9



+271M Users



Male Youtubers Ad Reach



Female Youtubers Ad Reach



Viral Marketing



Search Engine Optimization



Influencer Marketing

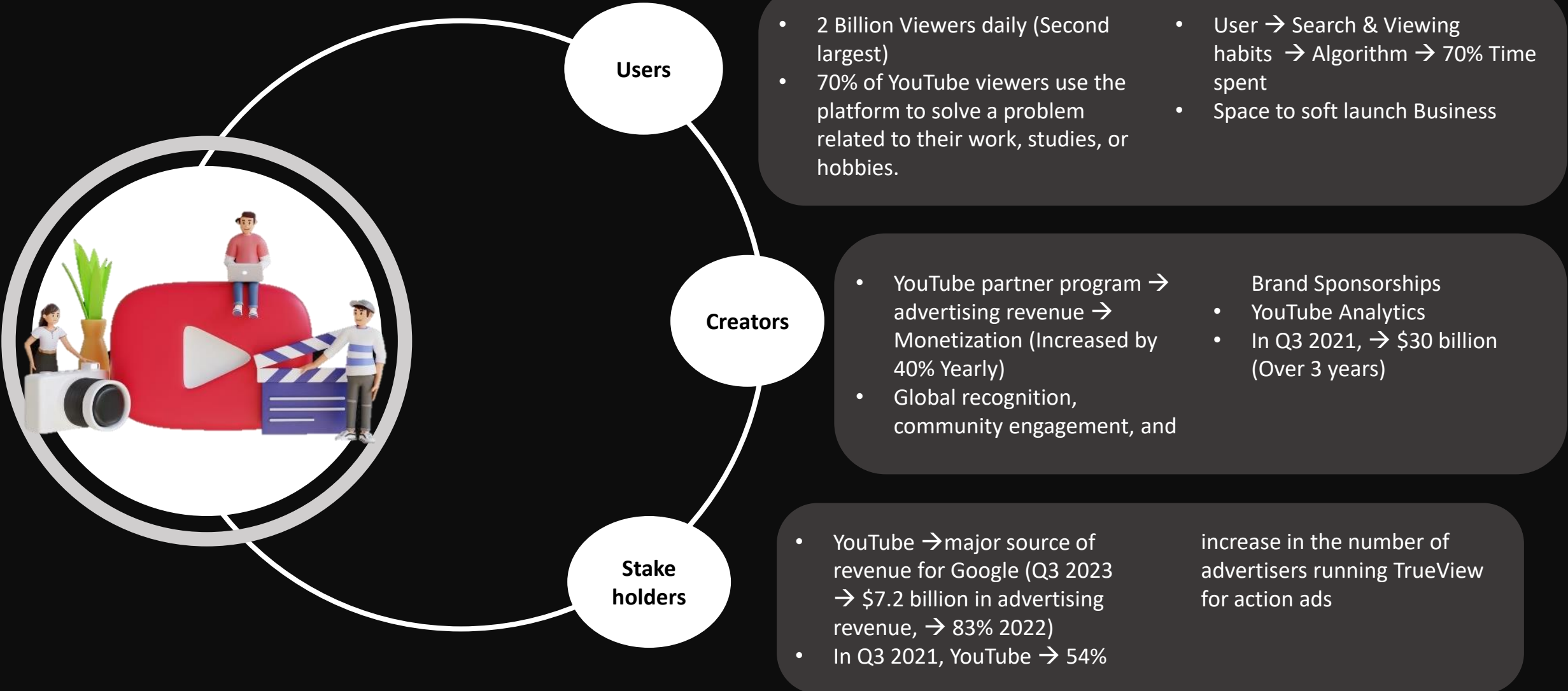


Innovations



Marketing by Brands







I would never use YouTube

I only use YouTube

YouTube vids go viral (2006)



No platform compares to how user-friendly it is

YouTube's Market Share Is **20 Times** Its Nearest Competitor (Richmond, 2011)

You find out there's a semi-famous content creator at a neighboring school



**\$4B** revenue (2014)

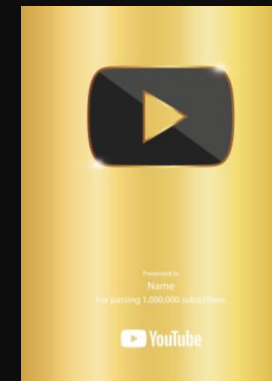
This is how much the top earning channel makes: **\$4.9M** (2014)

Integration into every part of life!

- Upload school projects
- Tutorials
- TV shows & dramas
- Trends
- Music playlists
- Live stream
- Short videos

1.8B users by 2018 ("YouTube Usage Statistics")

YouTube awards => competitive market
































Attached sentiment leads to lifetime customer loyalty





# MARKET TYPES

## Horizontal Competition

 Video Sharing	 YouTube					
 Live Stream						
 TV	 					
 Short Videos						
 Social Media E-Commerce						
 Audio Streaming			 			





# YouTube

## UBERIZATION



### FUNDAMENTAL NEEDS

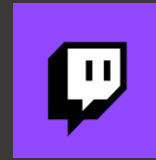
- Entertainment
- Education
- Information
- Connection
- Inspiration and Problem Solving

### FULFILLING SECONDARY NEEDS

- Search Functionality and Recommendation Algorithm aids in convenience and personalization
- Community Features for Engagement and Connection
- Advertising Revenue Model helps with monetization and revenue generation

### COMPETITORS

- Twitch
- Vimeo
- TikTok
- Dailymotion
- Podcasts
- Instagram



### ACCESSIBILITY AND COST





YouTube

## CRITICAL APPRECIATION



### Strengths

#### New Job Market

- 2,800 employees (2023)
- Hobbies can become a small business

#### Free Content Library

- Diverse niches catering to every audience
- Disrupted paid learning platforms

#### Consumer Transformation

- Recognize YouTube's role in transforming consumer behavior

### Weakness

#### Content Regulation

- Arbitrary enforcement of certain rules
- Opaque regulation guidelines

#### Freedom of Speech/Hateful Content

- Automated algorithm to flag hateful content
- High False positives
- Opaque regulation guidelines

#### Fair Compensation

- Monetizing based on minimum viewership numbers
- Anti-hate speech and supremacist message policy

#### Copyright Regulation

- Favors Media corporations heavily
- Ambiguous fair use policy

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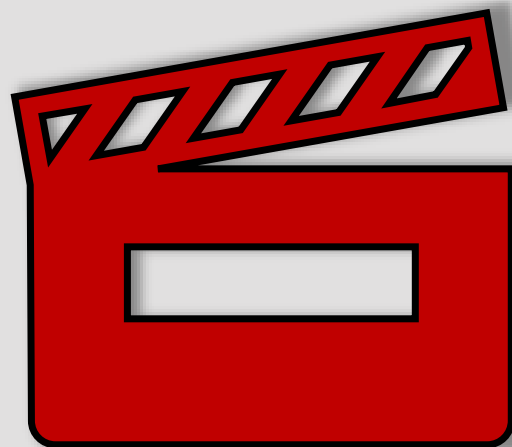


Product Benders



YouTube

The End



THANK  
YOU