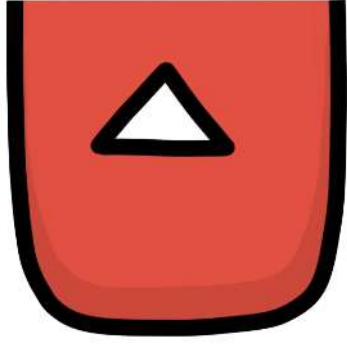
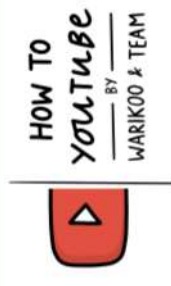


HOW TO youtube

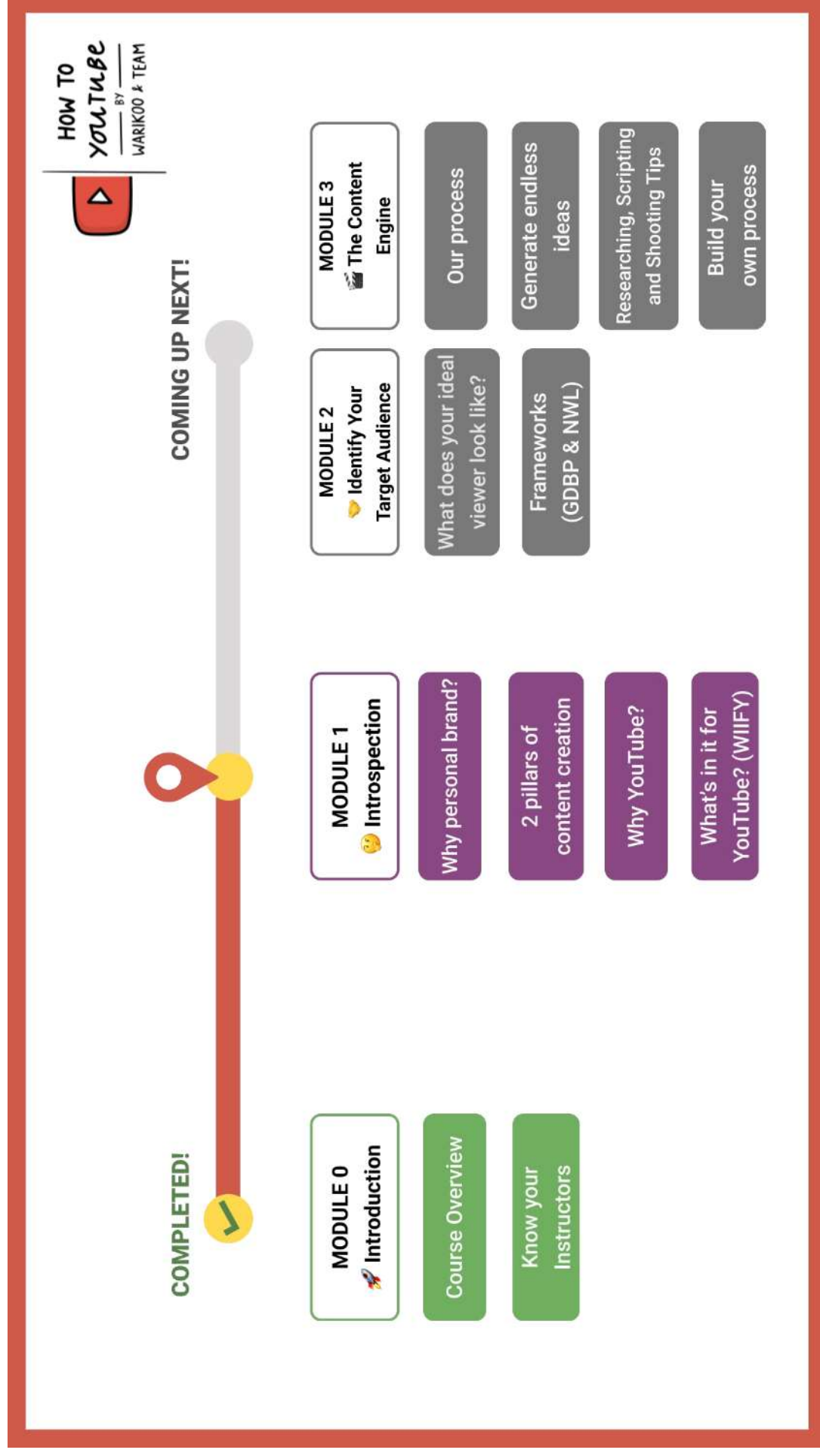
— BY —
WARIKOO & TEAM





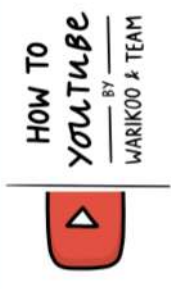
Module 1

Introspection



Module 1

1. Outcomes from prep content
2. What's in it for YouTube (WIIFY)
3. Introduction to Watch-time
4. Module 1 Recap





Why do most YouTubers fail?

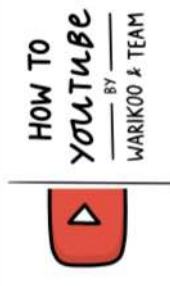


Outcomes of Prep Content

Things you should have figured after watching the prep content:

- What is your “Why”?
- What is your niche? (Built your very own 2x2 Matrix)
- You understand the basics of YouTube Analytics

Start with “Why”



Why do you want to create a personal brand?

1. Why am I doing this?
2. What is my purpose?
3. What do I aim to get out of this?

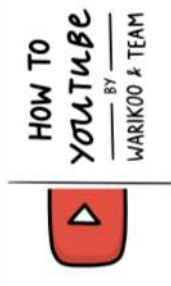
Figuring out your “why” is a journey - feel free to keep modifying it as you go :)

Let's discuss our "Why am I doing this?"

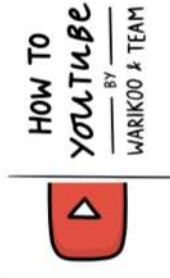
Break out room prompt -

1. What is my purpose behind creating content?
2. What do I aim to get out of my YouTube journey?

(5 Minutes)

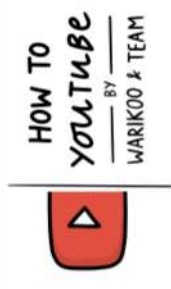


Time to reflect :)



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Why YouTube?

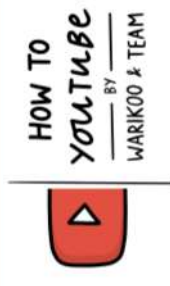
51 million+ channels

800 million+ videos

2 Billion Users

694,000+ Hours of Video streaming each minute

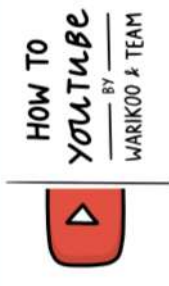
Should YouTube even be your platform of choice, as a creator?



Why YouTube?



| | Twitter | Instagram | LinkedIn | YouTube |
|---------------|------------------|-----------|------------|-----------|
| Half-life | 15 mins | 45 mins | 1 hour | 12 hours |
| Consumption | Instant | Instant | Short-term | Long-term |
| Format | Short, text-only | Short | Variable | Long |
| Searchability | Average | Low | Low | High |



We discussed how YouTube is a TV...

If you are the owner of YouTube, what would be the 3 things you would care about the most?

One word answers only

YouTube is a sentimental, selfish platform.

Takes everything you do, dil pe.

Viewers dropping off your video too soon?

Let me mess with your reach.

A thumbnail engaging more and more people to watch your video?

Let me reward you with more viewers.

Your motivational video was so motivational, that it inspired users to stop wasting their time and start studying immediately?

Sorry. Better luck on another platform :)



YouTube is a sentimental, selfish platform.

The watch time should always be at the center of what you do.

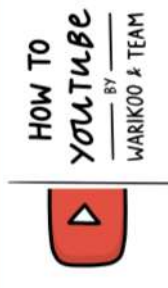


The algorithm pays
you back –

INCENTIVE – REACH

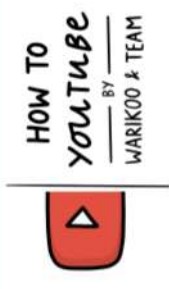
YOUR GOAL

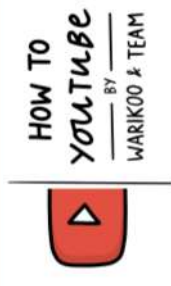
capitalise on this reach
& keep the cycle running
by posting consistently



Module 1

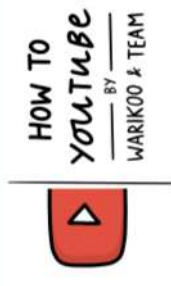
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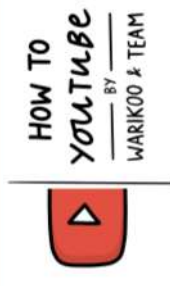
So, what exactly is “Watch Time”?

- The total amount of “Real World” time in aggregate that viewers have spend watching videos
- **Watch-time** of a video is calculated as:
 - Total **Views** on the Video **x AVD** (Average View Duration) per View



Playback speed affects Watch Time:

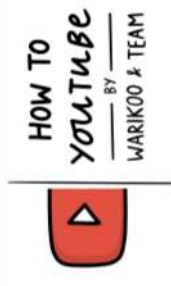
- Playing a Video at 2x does cut the watchtime in half.
- Playing a Video at 0.5x doubles the watchtime.
- Watchtime is the actual real-world time spent on the video.



Some other things to note:

- Watch Time for “Unlisted” or “Private” Videos still counts.
- How YouTube is balancing Watch Time on Short-form content a.k.a Shorts?

(YouTube is currently giving a higher push to shorts to balance the total watchtime)

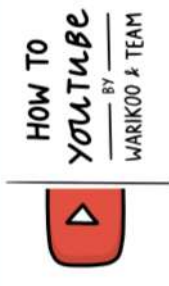


Watch Time as a “Currency”

- Think of Watch-time as a “Currency” in exchange for which YT promotes our channels.
- Higher the Watch-Time, higher the potential of your videos being recommended.

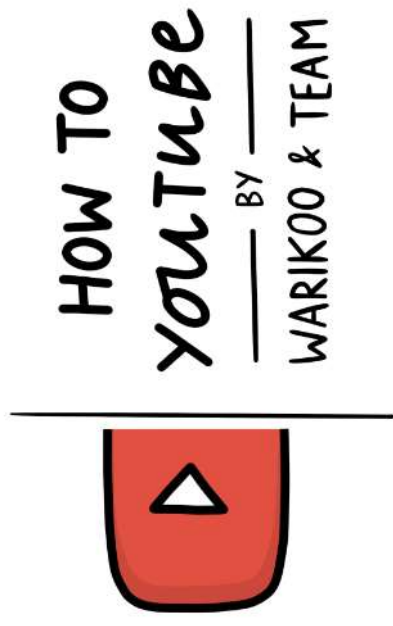
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<https://webveda.ankurwarikoo.com/path-player?courseid=how-to-youtube-premium&unit=632071235ca9183f37597a8aUnit>



For any queries or questions, please drop us a mail at

howtoyoutube@ankurwarikoo.com