



reddit

PM SCHOOL CHALLENGE

Launching Short Videos On Reddit

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ABOUT REDDIT

- Reddit is an American social news aggregation, content rating, and forum social network. Redditors submit content to the site such as links, text posts, images, and videos, which other members then vote up or down.
- Reddit hosts user-created boards called "communities" or "subreddits" for almost any interest or hobby, making it a diverse and expansive platform.

KEY FEATURES



Subreddits

Diverse individually moderated topic-specific communities



Avatars

Personalise profiles with customised avatar with signature looks and gears



Comments

Users discuss by posting and nesting comments, creating a threaded conversation



Reddit Premium

Offers ad-free browsing, customizations, and Reddit Coins awarding quality contributions



Upvotes

Users approve/disapprove posts, with top posts by popularity potentially reaching the front page



Karma

Reflects user contributions, earned through upvoted posts or comments

USP

- Each Subreddit is individually moderated
- Fosters diverse open and honest discussions through anonymous participation

MISSION STATEMENT

"To bring communities together and provide a platform for people to share their ideas, opinions, and experience."

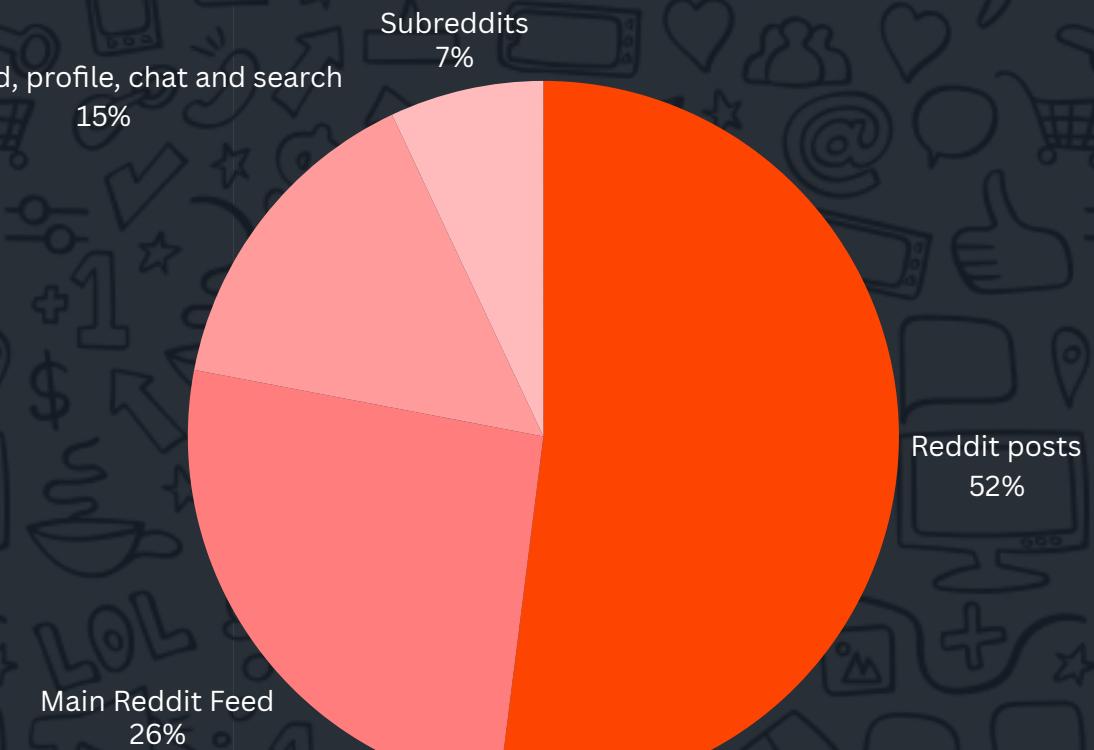
REVENUE STREAMS

- Advertising
- Reddit Premium Services
- Company Sponsored Content

CHANNELS

- Website
- Mobile App
- Social Networks

ACTIVITY-WISE USAGE



800M +

Annual Revenue '23

73M +

Daily Active Users

850M +

Monthly Active Users

10 min

Avg User Time / Day

\$ 10B+

Total Valuation

\$ 1.3B+

Total Funding

MARKET OVERVIEW

COMPETITOR ANALYSIS

	Reddit	Instagram	TikTok	X (Twitter)	Quora
Total Visits Per Month	2.4 B	7 B	2.3 B	1.6 B	0.8 B
Bounce Rate	44 %	36 %	35.5 %	46.5 %	63.8 %
Pages Per Visit	5.44	11.83	6.83	7.07	2.16
Average Visit Duration	7 mins	8 mins	3 mins	6 mins	2 mins

SOCIAL MEDIA MARKET OVERVIEW

\$ 190B

Projected Market Volume By 2027

7.3 %

Total Revenue CAGR 2022-2027

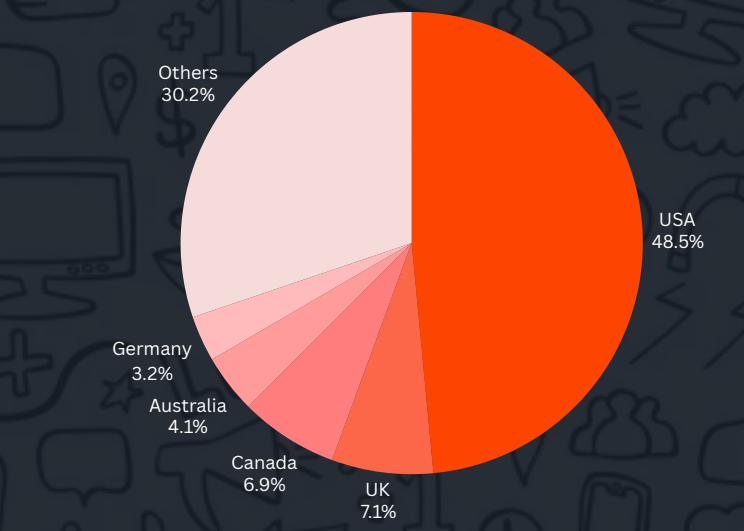
Reddit | Traffic Region-wise



Reddit | Worldwide Traffic



Reddit | Age Demographic



PROBLEM STATEMENT

- Reddit's popularity has been declining over the past few years due to intense competition from other social media platforms like Instagram, X (formerly Twitter), and TikTok. Recognizing that short video formats are the future, you want to adopt this trend before it's too late.
- You aim to introduce this as a mini-product on your current platform, but you don't want to simply mimic Instagram. Instead, you wish to include unique features that differentiate your offering from Instagram and similar apps, while maintaining Reddit's core essence.

USER PERSONAS



Sam | 25 yrs Young Professional

Tech-savvy and frequently visits tech and gaming forums, engaging in discussions and watching videos. He also follows subreddits related to his interests and hobbies

Pain Points

- Struggles to find video content that matches his interests on Reddit among irrelevant content.
- Finds it challenging to keep up with multiple subreddits.

Needs

He needs an organized way to view content from multiple communities that align with his interests, and a streamlined experience that makes it easy to discover and watch videos.



Sara | 19 yrs Student

She spends most of her time online on social media scrolling, liking, and sharing videos frequently. She also uses Reddit to find answers to study-related doubts

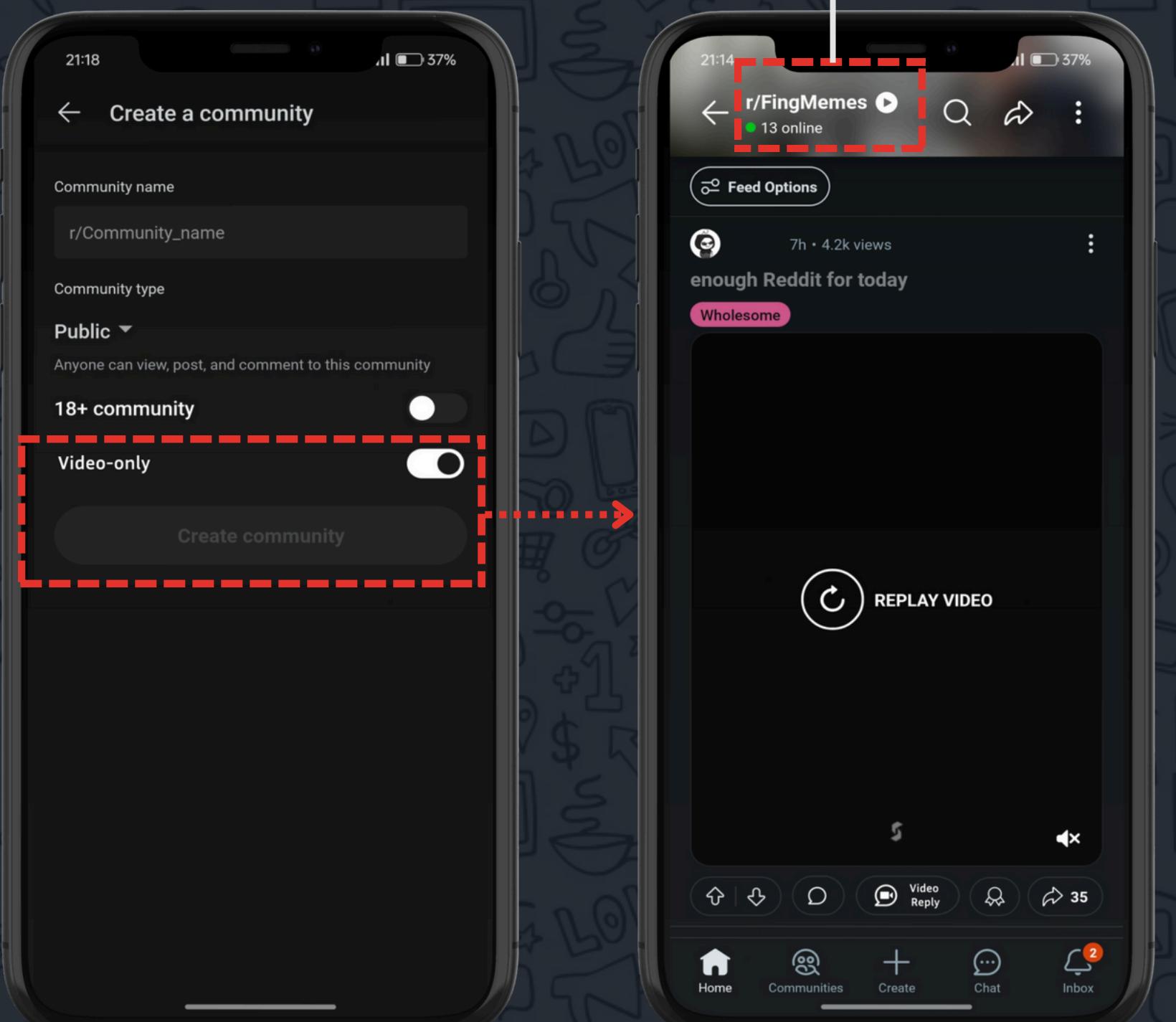
Pain Points

- Struggles to find video content that matches her interests and inconsistent content discovery across different subreddits.
- Tedious sorting through text posts to find videos.

Needs

She prefers short, engaging video content over text posts and values quick navigation for easy access to videos. Interested in trending topics and educational videos, she seeks personalized and curated collections.

Feature #1: Video-Only Subreddits



The “Play” icon denotes video-only subreddits

Target User: Sara, Sam

User Pain Point

Users who prefer video content may want to engage with video-only communities
Users may find it difficult to discover video content on platforms primarily designed for text/image posts.

Feature Insights

- Only Videos:** Users can opt for a video-only format, with custom moderation while creating a new community, ensuring that all posts within the community are videos.
- Enhanced User Experience:** Subreddits can have tools and features optimized for video content, such as improved video playback, video editing tools, and video reactions.

Value to User

- Users interested in video content can easily find subreddits that cater exclusively to their consumption preferences.
- Creators will have a dedicated space for their video content, potentially leading to higher engagement rates and community growth.
- Custom moderation tools for video content will allow moderators to handle issues specific to video posts more effectively.

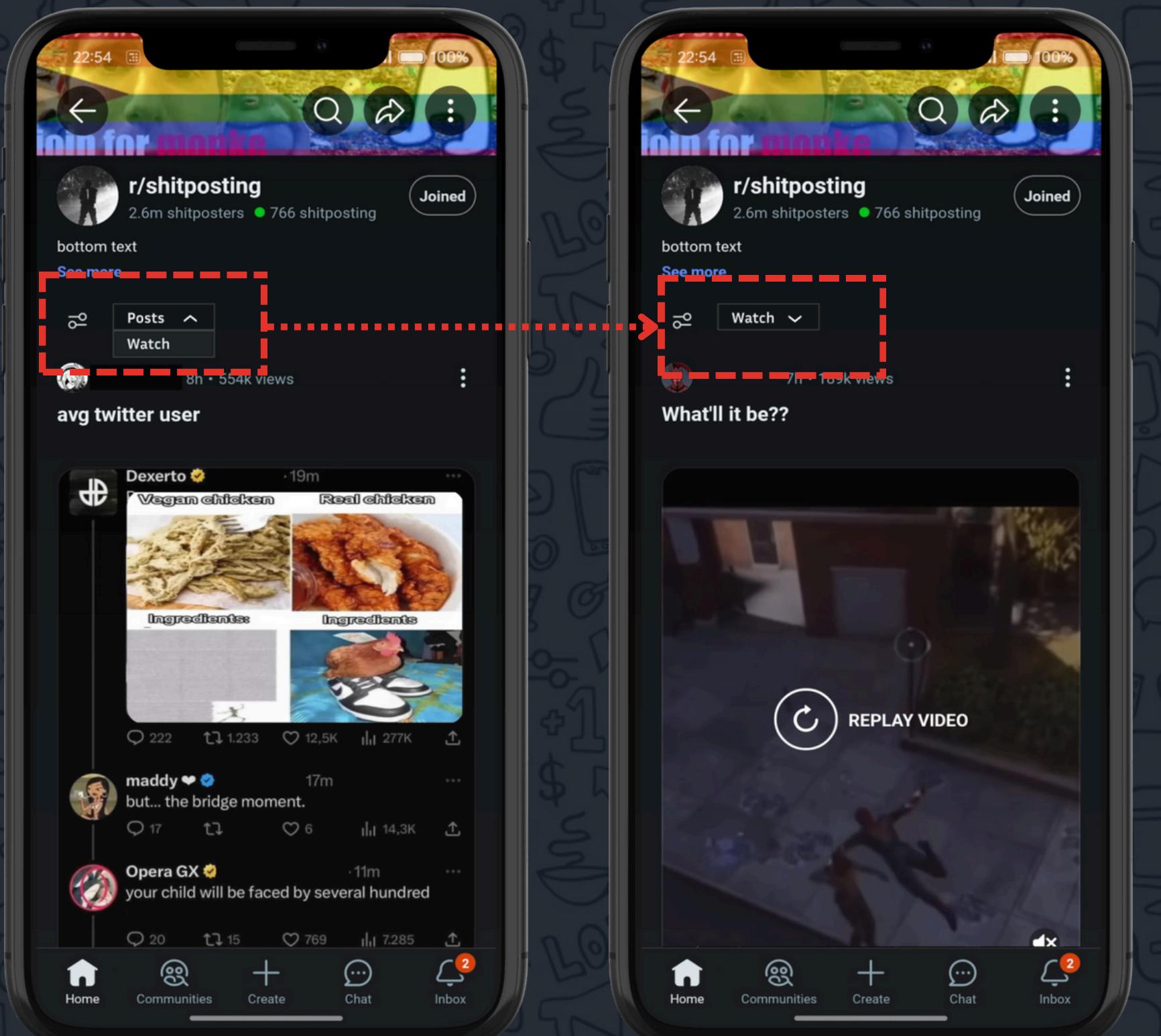
Value to Reddit

- This feature can attract users from competing platforms like TikTok and Instagram who prefer video content, expanding Reddit's user base.
- Video content will provide more opportunities for video ads and sponsored content, increasing potential ad revenue.

Potential Pitfalls

- The risk of fragmenting the user base if video-only subreddits become too isolated from traditional text/image-based communities, potentially diluting Reddit's core essence.
- Higher moderation difficulties and significant investment in video hosting, streaming, and moderation infrastructure.

Feature #2: "Watch" Dropdown in Subreddits



Target User: Sara, Sam

User Pain Point

Users often have to sift through mixed content types (text, image, video) to find what they prefer and may want to quickly switch between text/image posts and videos

Feature Insights

- Toggle Option:** Within each subreddit, users can toggle between a traditional "Posts" feed and a "Watch" feed dedicated to video content.
- Swipe Option:** Once a video opens, users can swipe right to come back to the subreddit main page.

Value to User

- Users can tailor their browsing experience based on their current preference, enhancing their satisfaction and engagement.
- Users will easily find video content without scrolling through non-video posts, making content discovery more efficient.
- A simple unified interface provides an easy switch within the existing subreddit layout rather than creating a separate section.

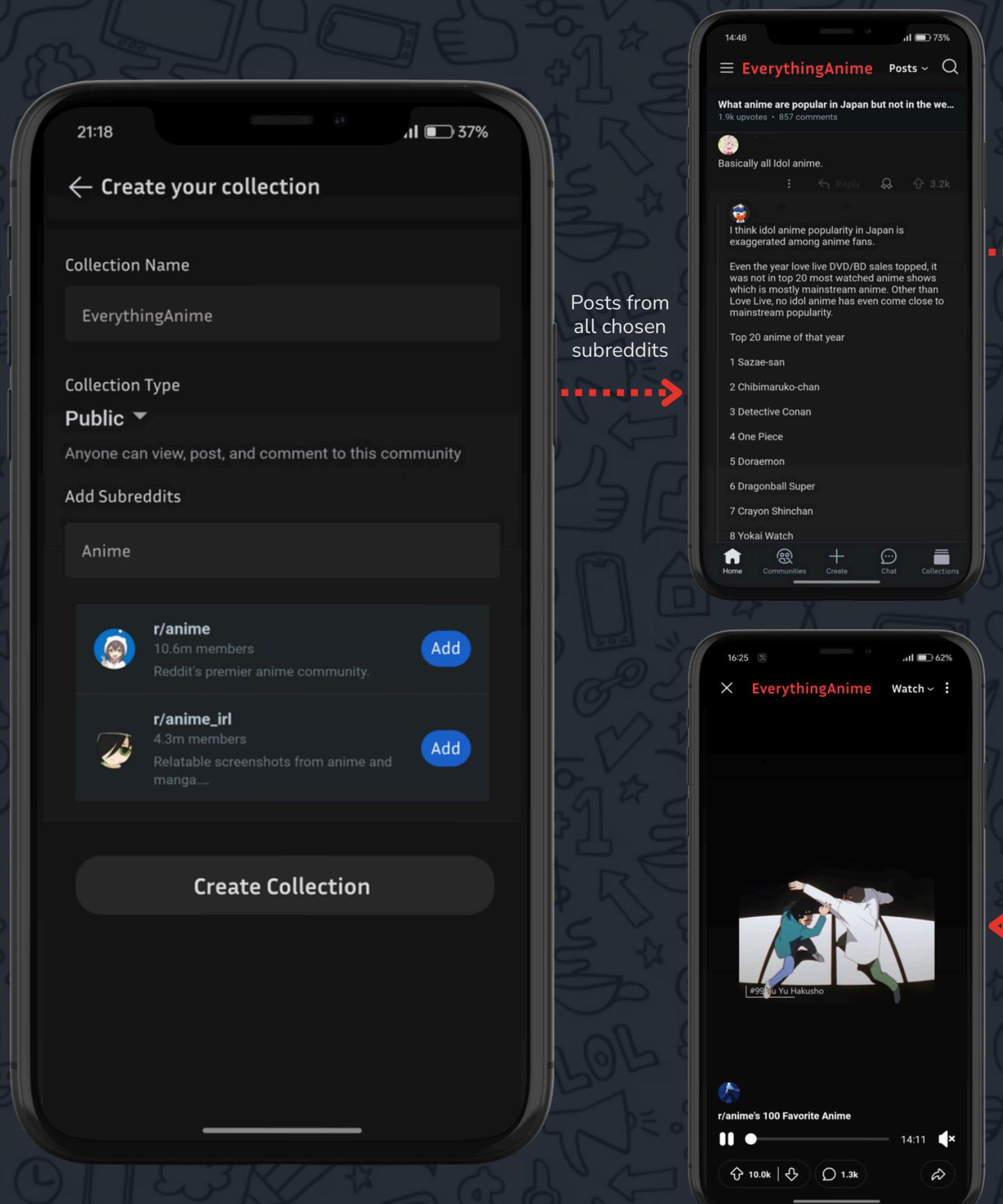
Value to Reddit

- More video content can lead to increased opportunities for video ads, which generally have higher CPM rates compared to text or image ads.
- Providing a versatile and engaging content experience can help retain users who might otherwise migrate to video-centric platforms.

Potential Pitfalls

- Users who prefer the traditional text and image posts might find the new feature unnecessary, decreasing their user experience and engagement.
- Splitting content types into separate views might fragment content, discussions and community engagement.

Feature #3: Reddit Collections



Target User: Sara, Sam

User Pain Point

Users often follow multiple subreddits (posts and videos) on similar topics and want a way to group them for easier navigation and consumption.

Feature Insights

- Personalized Collections:** Users can add related subreddits, complete with a name, caption, and cover image.
- Swipe Navigation:** Within these collections, users can swipe left to view the video section and right to return to the posts section
- Privacy Options:** Collections can be public, private, or shared with specific users.

Value to User

- Users can organize their favorite subreddits into themed collections, making it easier to keep track of and access related content.
- Users can swipe between videos and posts within a collection providing a smoother and enjoyable user experience.
- Shared collections can help users discover new subreddits and connect with like-minded individuals.

Value to Reddit

- Users likely to spend more time due to the simplified content discovery and navigation, increasing the overall engagement metrics.
- Collections and swipeable sections offer new opportunities for targeted advertising and sponsored content within them.

Potential Pitfalls

- Developing and maintaining a system for user-created collections may be resource-intensive.
- Additional moderation efforts may be required to ensure that all content within the collections adheres to community guidelines and does not promote harmful or inappropriate content.

PRIORITISATION

Feature	Reach (Out of 10)	Impact (Out of 10)	Confidence (Out of 10)	Effort (Out of 10)	Rice Score (R*I*C/E)
Video-Only Subreddits	8	9	8	7	82.29
"Watch" Dropdown in Subreddits	9	9	9	8	91.13
Reddit Collections	7	7	8	6	65.30

Prioritisation : "Watch" Dropdown in Subreddits > Video-Only Subreddits > Reddit Collections

SUCCESS METRICS

Feature-Level Metrics		High-Level Metrics	
Feature	Success Metrics	Type	Success Metrics
Video-Only Subreddits	<ul style="list-style-type: none"># views within video-only subredditsAverage Session Duration# new video-only subredditsIncrease in subscribers to video-only subreddits# Video Ad ImpressionsCPM (Cost Per Thousand Impressions)	User Growth	<ul style="list-style-type: none">Monthly Active Users (MAU)Daily Active Users (DAU)Stickiness
"Watch" Dropdown in Subreddits	<ul style="list-style-type: none"># times users switch between "Posts" and "Watch" within subreddits% of active users using "Watch" feature at least onceFrequency of return visits to subredditsPercentage increase in DAU and MAU	Engagement	<ul style="list-style-type: none">Average session duration per user# sessions per user per monthAverage # pages viewed per session
Reddit Collections	<ul style="list-style-type: none"># new collections of subreddits created by users# swipes between video and post sections within collectionsAverage Time Spent on exploring collections and consuming contentIncrease in subscribers and activity within subreddits featured in popular collections	Retention	<ul style="list-style-type: none">Monthly retention rateChurn rate
		Monetization	<ul style="list-style-type: none">Revenue from advertising and premium featuresAverage revenue per user (ARPU)Conversion rate from free to paid services
		User Satisfaction	<ul style="list-style-type: none">Net Promoter Score (NPS)Customer lifetime value (CLV)

GTM STRATEGY

Market Research

- Conduct surveys and focus groups with existing Indian Reddit users.
- Analyze competitor features (e.g., Instagram Reels, TikTok) to identify gaps and opportunities.
- Use analytics to identify user behavior and preferences on Reddit.

Positioning

- Video-only Subreddits as a community-driven short video platform that promotes authentic content.
- “Watch” option as a seamless way to switch between text and video, enhancing the browsing experience.
- “Reddit Collections” as a personalized content discovery tool that allows users to curate and share their interests.

Targeting

- Young users (18-24) who prefer video content and are active on platforms like Instagram and TikTok.
- Reddit users who engage with both text and video content.

Pre-Launch

- Select active community members and top contributors to participate in beta testing. Use in-app messages to invite them.
- Use in-app surveys and feedback forms to gather insights from beta testers.

Launch

Announcements

- Highlight the new features prominently in the app update notes on the Google Play Store and Apple App Store.

Feature Walkthroughs

- Implement interactive tutorials within the app to guide users through the new features.

Post-Launch

Feedback

- Use the feedback to refine and improve the features

Monitor Usage Metrics

- Continuously monitor usage metrics such as feature adoption rates, engagement levels, and user feedback.

Iterative Updates

- Roll out iterative updates based on user feedback and usage data to improve the features. Use in-app messages to inform users about updates and enhancements.

THANK YOU