

BBC Arabic Channel Analysis Report

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July 28, 2018

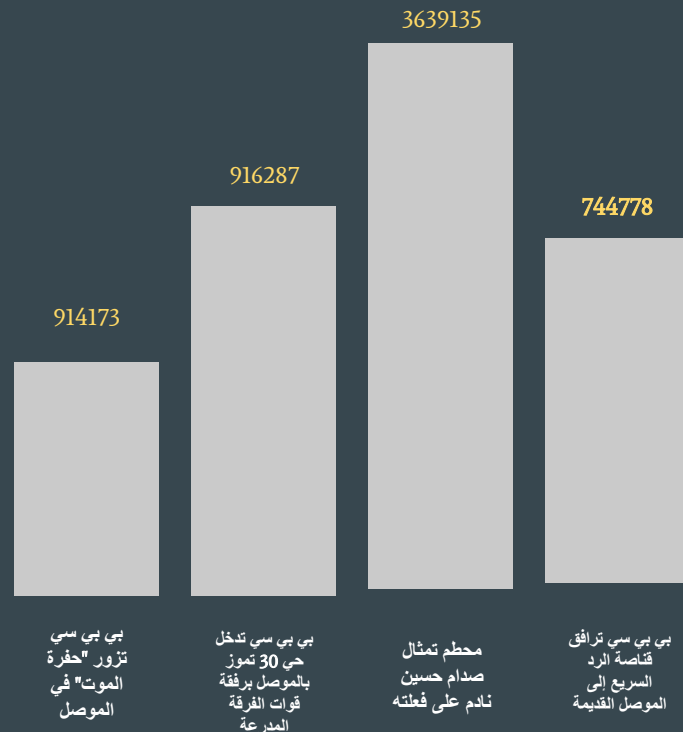
Overview

This report shows the results of analyzing 279 video of BBC Arabic channel with some statistics to show top videos and what values can be added to enhance the activity on the channel.

Top videos Analysis

Findings

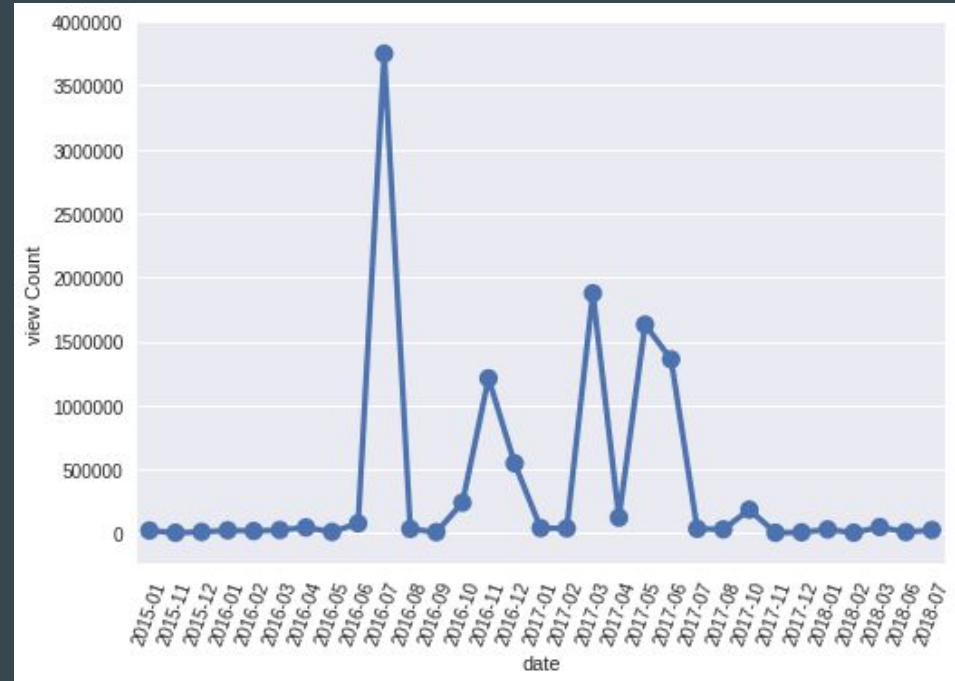
- This are the top 4 view videos
- Videos that have topic “الموصل” got more views than other with percentage of 35% of the total views and 29% of total comments
- With only 18 video of them from the 279 which is big percentage.



Top videos Analysis

Findings

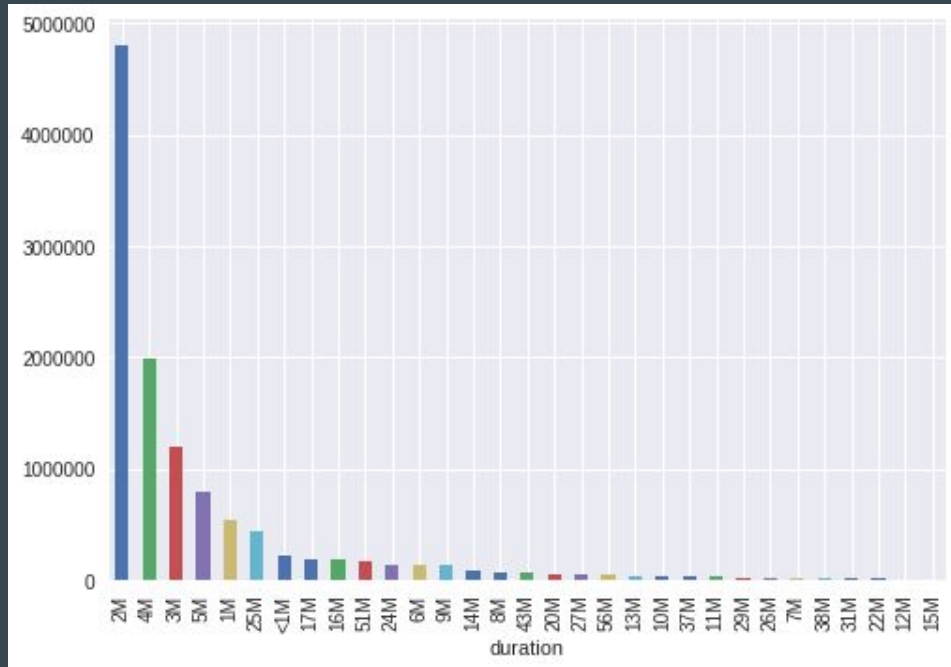
- This graph show the performance of the channel with respect to the last 4 years.
- away from the fact that this video about "محطم تمثال صدام حسين" having very big views, we can see that at start of 2017 the channel got very good activity.



Attributes affect activity

duration

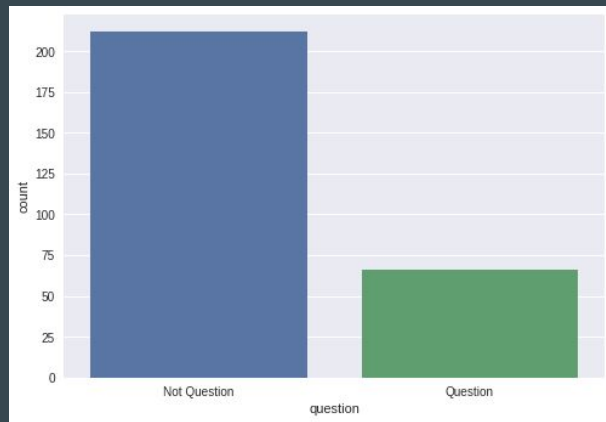
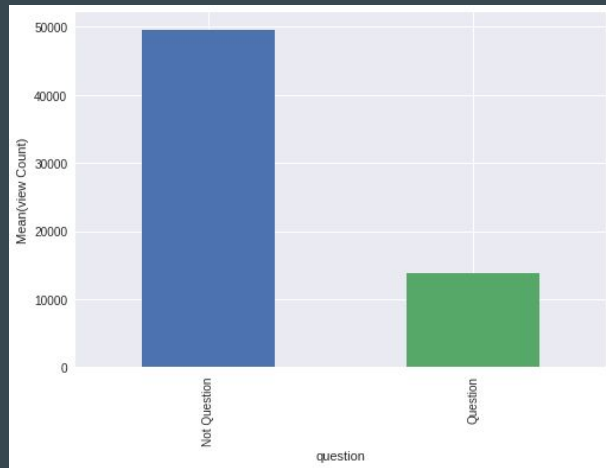
- this graph shows the relation between the duration of the video and the number of views as we can see and as expected the less the duration the more views it got we see videos from range(1M~5M) got the most views



Attributes affect activity

Title writing style

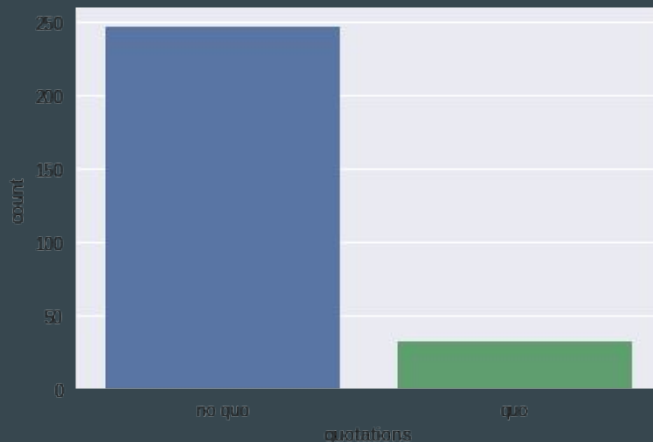
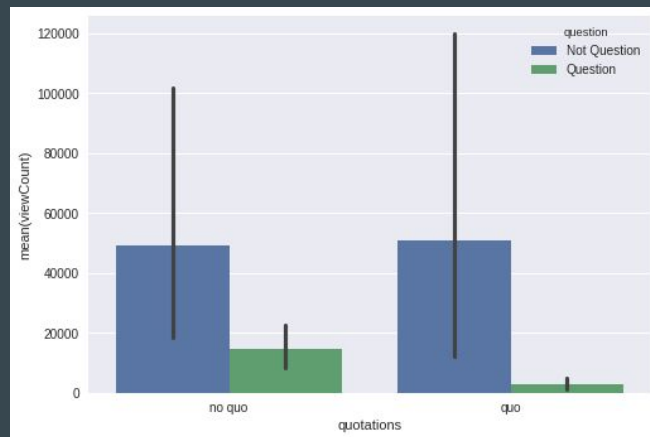
- we see from the two graphs above that videos with question style does not improve the views count it actually might be bad for it (user might feel boring)



Attributes affect activity

Title writing style

→ from this two graphs we can see that with the low number of videos that have title with Analogy(تشبيه) it have number of views more than the title with ordinary style



Conclusion

To improve the activity on the channel

- Try to make videos short in range of (1~10M)
- The title that have question style is not efficient
- Title with Analogy(تشبيه) have a big effect to attract viewers more than other one
