|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * Large user base * Global reach * Large pool of content * Strong user engagement * Easy to navigate interface * Strong community * Brand is strong | * Copyright infringement issues * Monetization issues * Algorithm can sometimes prioritise random content * Censorship issues – banning political vids * Privacy concerns |
| Opportunities | Threats |
| * Expansion into merging markets like Movie streaming * Subscription models: youtube music – movie streaming sevices | * Competitors * Ad-Blockers * Creator poaching * Hackers |

Strategic Plan

|  |  |  |  |
| --- | --- | --- | --- |
| Purpose | | | |
| “Our mission is to give everyone a voice and show them the world.”  “We believe that everyone deserves to have a voice, and that the world is a better place when we listen, share and build community through our stories.” | | | |
| Key Objectives | | | |
| Content Development | User Experience Improvement | Monetization | Community Building |
| INITIATIVES | | | |
| Invest in original content and creator partnerships  Expand support for diverse and inclusive content  Enhance content discovery algorithms  User Experience Improvement | Improve recommendation engine with AI enhancements  Streamline user interface across devices  Enhance accessibility features | Introduce new ad formats and revenue streams for creators  Expand YouTube Premium and other subscription models  Develop tools for better ad targeting and analytics | Foster community engagement through interactive features  Implement stronger moderation and content policies  Support community initiatives and creator collaborations |
| Key Performance Indicators | | | |
| Number of original content hours produced  Viewer engagement metrics (likes, comments, shares) | User satisfaction scores  Average session duration  Accessibility compliance metrics | Ad revenue growth  Subscription growth rate  Average revenue per user (ARPU) | Community engagement metrics  Policy compliance rates  Growth in creator partnerships |

**KEY OBJECTIVES:**

* Content Development
* User Experience Improvement
* Monetization
* Community Building

**INITIATIVES:**

**Content Development**

Invest in original content and creator partnerships

Expand support for diverse and inclusive content

Enhance content discovery algorithms

User Experience Improvement

**Improve recommendation engine with AI enhancements**

Streamline user interface across devices

Enhance accessibility features

**Monetization**

Introduce new ad formats and revenue streams for creators

Expand YouTube Premium and other subscription models

Develop tools for better ad targeting and analytics

**Community Building**

Foster community engagement through interactive features

Implement stronger moderation and content policies

Support community initiatives and creator collaborations

**KEY PERFORMANCE INDICATORS**

**Content Development**

Number of original content hours produced

Viewer engagement metrics (likes, comments, shares)

**User Experience Improvement**

User satisfaction scores

Average session duration

Accessibility compliance metrics

**Monetization**

Ad revenue growth

Subscription growth rate

Average revenue per user (ARPU)

**Community Building**

Community engagement metrics

Policy compliance rates

Growth in creator partnerships