Data Insights:

 **Mentions of Singers Impact Views:**

* Across all channels, the percentage of singer mentions in **titles and tags** is higher in **top-performing videos** compared to lower-performing ones.
* The impact is especially **strong in GMJ**, where **100% of top videos mention the singer in the title**.
* In **Tarang, Sidharth, and Amara Muzik**, top-performing videos also have a higher percentage of singer mentions.

 **Mentioning Video Directors, Music Directors & Lyricists Has Mixed Results:**

* **Video Directors & Music Directors** are mentioned more in the **bottom and center categories** than in the **top category**. This suggests they don’t contribute significantly to higher views.
* **Lyricists are mentioned more frequently in lower-performing videos**, implying that their names do not have a strong pull in attracting views.

 **Shorter Titles Matter:**

* When analyzing **only the first 70 characters** of the titles, singer mentions drop significantly compared to the full title. This suggests that videos where the singer is **mentioned early in the title** may perform better.

 **Changing Trends (2020 vs. 2024):**

* In **2024 data, singer mentions in tags increased significantly** compared to 2020. This means platforms are adapting and optimizing based on past performance.
* **For newer content (2024), mentions of Video Directors and Music Directors have dropped in most channels**, further reinforcing that they have a weaker impact on views.

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EXCEL – 1 page

**Proof Points & Insights**

1. **Higher Singer Mentions in Titles Correlate with Higher Views**
   * In **Sidharth (2020)**, **Top-ranked videos had 92.52% singer mentions in titles**, while **bottom-ranked ones had 89%**—a strong consistency.
   * **GMJ (2020, 2024)** had **100% singer mentions in titles**, showing a clear correlation with ranking stability.
2. **Tags Play a Lesser Role Compared to Titles**
   * In **Amara Muzik (2020)**, **top-ranked videos had only 15.64% singer mentions in tags**, while **bottom-ranked ones had 19.55%**, showing no direct correlation.
   * **GMJ (2024) had 100% mentions in tags across all rankings**, but title strength seemed to matter more.
3. **First 70 Characters in Title Matter Less but Still Have an Impact**
   * In **Tarang (2024)**, the **first 70 characters saw increasing mentions for the bottom category (75%)**, suggesting its role in **engagement but not ranking dominance**.
   * **GMJ (2024) maintained high rates (90-100%)**, showing a **reinforcement effect** rather than a primary driver.

**Actionable Insights**

1. **Prioritize Singer Mentions in Titles for Higher Views**
   * Ensure **titles always mention the singer**, ideally in the **first 70 characters** for better engagement.
2. **Optimize Tag Strategy, but Don't Over-Rely on It**
   * While **tags help with discoverability**, they don't strongly impact rankings.
   * Focus on **consistent keyword optimization** with **high-ranked artist names**.
3. **Include Other Key Contributors, But Strategically**
   * **Music Directors and Lyricists** should be included in **titles occasionally**, particularly for **niche audiences**.
   * **Video Directors** may matter for **specific audiences** but have less impact overall.

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**Key Findings: Does Overloading Artist Names Affect Ranking?**

**1. More Artist Names in Titles Can Reduce Click-through Rate (CTR)**

* In **Amara Muzik (2024)**, the **Top category had 62.75% of videos mentioning a single singer**, whereas **the Bottom category had 75% mentioning multiple artists (singer + lyricist + composer)**.
* **GMJ (2024) had 100% singer mentions in Top, Center & Bottom**, but **Bottom-ranked videos often included additional names like lyricists & directors**, showing potential dilution.
* **Insight:** Users **prefer simpler titles focusing on the singer** over overloaded ones.

**2. Too Many Names in Tags Reduces Discoverability Efficiency**

* **Tarang (2020):** **Top videos had 64% artist mentions in tags, while Bottom videos had 57.89%.**
* **Tarang (2024):** **Top videos increased to 78.57%, while Bottom videos had 75%.**
* **GMJ (2024) had 100% mentions across all categories**, making it inconclusive, but Tarang & Amara Muzik showed **better results when tags weren’t overloaded with multiple artist names**.
* **Insight:** Overloading tags with artist names doesn’t significantly impact rankings and may even reduce YouTube’s ability to recommend the video properly.

**3. More Artist Names in First 70 Characters of Title May Reduce Engagement**

* **Sidharth (2020 & 2024)** consistently showed **higher engagement for videos where the first 70 characters focused on the song name + singer**, rather than listing multiple artists.
* In **Amara Muzik (2024), Top-ranked videos had 37.25% of first 70 characters mentioning a singer, while Bottom-ranked ones had 34.38%**, showing a **marginal but noticeable correlation**.
* **Insight:** The **first 70 characters should primarily focus on the song title and singer name**, avoiding excess mentions of lyricists or directors.

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* **Mentions in Titles & First 70 Characters Matter More Than Tags:**
  + **Higher mentions of Singers, Music Directors, and Lyricists in Titles & First 70 Characters** correlate with better rankings.
  + **Tags alone don’t significantly impact ranking**—they help in discoverability but should not be overloaded.
* **Balance the Number of Artist Mentions in Titles:**
  + **Top-ranked videos** include only **1-2 key names (Singer + sometimes Composer)** for clarity.
  + **Bottom-ranked videos** overload titles with **3+ names (Singer + Lyricist + Composer + Director)**, making them cluttered and less engaging.
  + **Optimal Strategy:** Prioritize **Song Name + Singer**, and if needed, **add Music Director or Lyricist sparingly**.
* **First 70 Characters Should Be Focused:**
  + **Top-ranked videos** keep them clean and focused on the **song name & main artist**.
  + **Bottom-ranked videos** often add too many names, reducing clarity.
  + **Optimal Strategy:** Keep the **first 70 characters concise, featuring the song & key artist(s)**.

**Final Answer (No Contradictions)**

✅ **Titles & First 70 Characters should have well-placed artist mentions.**  
❌ **Do NOT overload names—clarity & engagement matter more.**  
✅ **Tags help but do NOT determine ranking alone—avoid excessive names.**