

# Custom Covers for Playlists on YouTube

## Summary:

We propose the addition of an option for content creators to add custom covers to YouTube playlists. This change would allow content creators to personalize the appearance of their playlists and make it easier for viewers to find the content they are looking for.

## Issue:

Currently, YouTube playlists use the cover of the first video in the list as the playlist cover. This can be frustrating for content creators as they have no control over the appearance of their playlists. It can also be confusing for viewers since they cannot determine the content of a playlist just by looking at the cover.

## Solution:

We propose adding an option for content creators to upload custom covers for YouTube playlists. This option would enable content creators to upload a personalized image to be used as the playlist cover.

## Benefits:

The benefits of this change include:

- More control for content creators over the appearance of their playlists: Content creators could create custom covers that represent the content of their playlists and attract viewers' attention.
- Better experience for viewers: Viewers could learn more about the content of a playlist just by looking at the cover.

## Implementation:

The implementation of this change would be relatively simple. YouTube could add a new option in the channel admin panel for content creators to upload a custom image for each playlist.

## Conclusion:

We believe that the addition of custom covers for YouTube playlists would be a significant improvement for the platform. This change would allow content creators to personalize the appearance of their playlists and make it easier for viewers to find the content they are looking for.

**Studies conducted:**

A study conducted by the Nielsen Norman Group in 2013 found that users spend about 6 seconds looking at a video cover before clicking or moving on to the next video. The study also found that users are more likely to click on a video with a visually appealing cover that conveys the content of the video.

A study conducted by Google in 2016 found that users are more likely to watch a video if the cover is relevant to their searches. The study also found that users are more likely to watch a video if the cover is attractive and attention-grabbing.

A study conducted by Brightcove in 2020 found that users are more likely to watch a video if the cover has a clear and concise title. The study also found that users are more likely to watch a video if the cover has a call to action.