



video case

chapter 10 Online Content and Media

case 10.1 **YouTube: Secrets of Successful YouTube Content Creators**

watch the video at

https://www.youtube.com/watch?v=6R6UO_a34FM

summary

Content creators on YouTube have more options than ever before to establish a thriving channel and attract subscribers. YouTuber Matt Koval describes the ten fundamentals that nearly all top YouTube content creators have mastered to find success. L: 20:04

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Today's digital media companies are locked in an arms race to generate original, high-quality content that can only be seen on their proprietary platforms. Netflix, Amazon, and Hulu have all been developing their own TV shows to lure users to their services, for example. Although most people don't think of it in the same way as those sites, YouTube is no different. For much of its existence, YouTube has been synonymous with "home videos" and other less professional offerings. More recently, YouTube has struck agreements with other media companies to offer paid streams of television shows and movies. However, many completely original, high-quality content creators on YouTube have developed fan bases consisting of millions of subscribers, forging lucrative careers for themselves in the process.

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YouTubers earn money primarily from the advertising associated with their videos. However, these numbers are deceptively large. Becoming a YouTube Partner allows content creators to earn 55% of the ad revenue generated by their videos, which means that high-flying YouTube stars keep only a little more than half of their sizable earnings right from the get-go, even before taxes.

Even so, there are now plenty of content creators making a living simply by posting videos to YouTube, and once users have built a brand, they can monetize it in many other ways beyond YouTube, such as live events or concerts for musicians or comedians, TV appearances, product lines, and so on. YouTube wants these users to be successful, since it enriches their platform as a source for original content on practically any topic of interest to people. In 2014, YouTube launched its YouTube Red service, which will offer original, premium content to paying subscribers and allows users to watch videos on YouTube without advertisements. YouTube hopes that YouTube Red will allow it to compete more directly with Netflix, Amazon, Hulu, and other similar platforms.

In this video, Matt Koval, a YouTuber with well over 100,000 subscribers of his own, breaks down some of the important components of a successful YouTube channel. He lists “ten fundamentals” of the top YouTube creators, and describes each of them in turn. The top creators on YouTube have all mastered the platform and understand how to balance engaging content, the unique relationship creators can have with fans, and using technology like analytics and optimization to improve channel performance.

video case questions

1. What are Koval’s “ten fundamentals” of top YouTube creators?
2. List some ways that YouTube content differs from traditional TV and movie content using the ten fundamentals.
3. What three levels of targeting does Koval describe and how are they different?
4. What is the difference between “trending topics” and “evergreen topics?” Which fundamental deals with these ideas?