



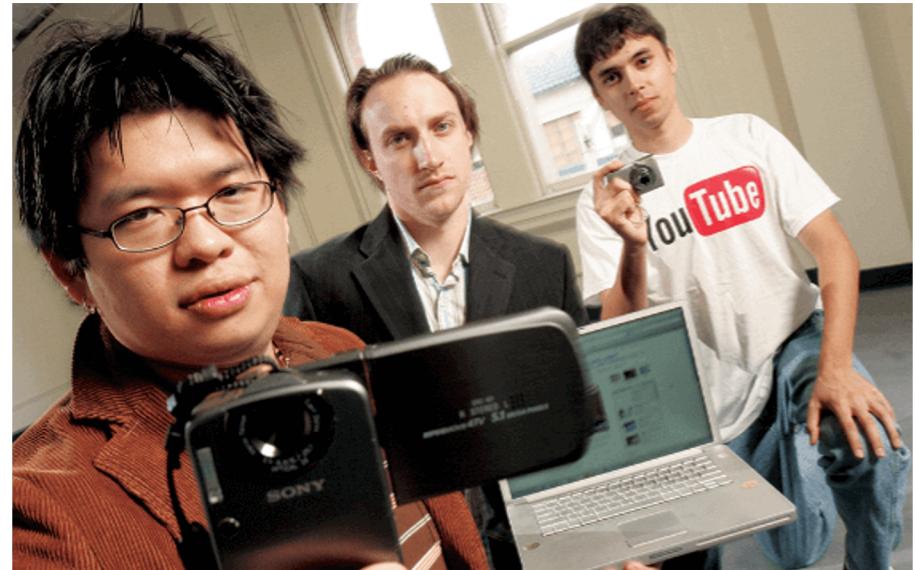
YouTube

Lenon Adam
Weizhen Kong
Mariam Khan



History

- Founded by Steve Chen, Chad Hurley & Jawed Karim
- Registered on February 14th, 2005
- Began as a dating website but was unable to attract a “single” user
- 2006, purchased by Google for \$1.65 Billion



Source: Dailymail, 2016

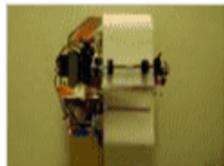


Broadcast Yourself™

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Toilet Paper Folder & Dispenser Prototype



[Toilet Paper Folder & Dispenser Prototype](#)

From: [dayammerkid](#)

This is a project that me and my friends built for school (UC Berkeley). Its made of lego mindstorms, scissors, and some scrap metal. With all things considered, I think it turned out alright. Not onl ([more](#))

Video Responses



[Re: Toilet Paper Folder & Dispenser Prototype](#)

01:22

From: [k6tpl](#)

Views: 231

Response #: 12



[CD / DVD changer top view. misloading](#)

00:24

From: [Gunstick](#)

Views: 1,376

Response #: 11



[Re: Toilet Paper Folder & Dispenser Prototype](#)

00:41

From: [MotorcadeFilms](#)

Views: 393

Response #: 10



[Re: Toilet Paper Folder & Dispenser Prototype](#)

00:29

From: [Felixp157](#)

Views: 421

Response #: 9



[Re: Toilet Paper Folder & Dispenser Prototype](#)

00:08

From: [tootpop](#)

Views: 1,354

Response #: 8



[Re: Toilet Paper Folder & Dispenser Prototype](#)

00:46

From: [squiz1966](#)

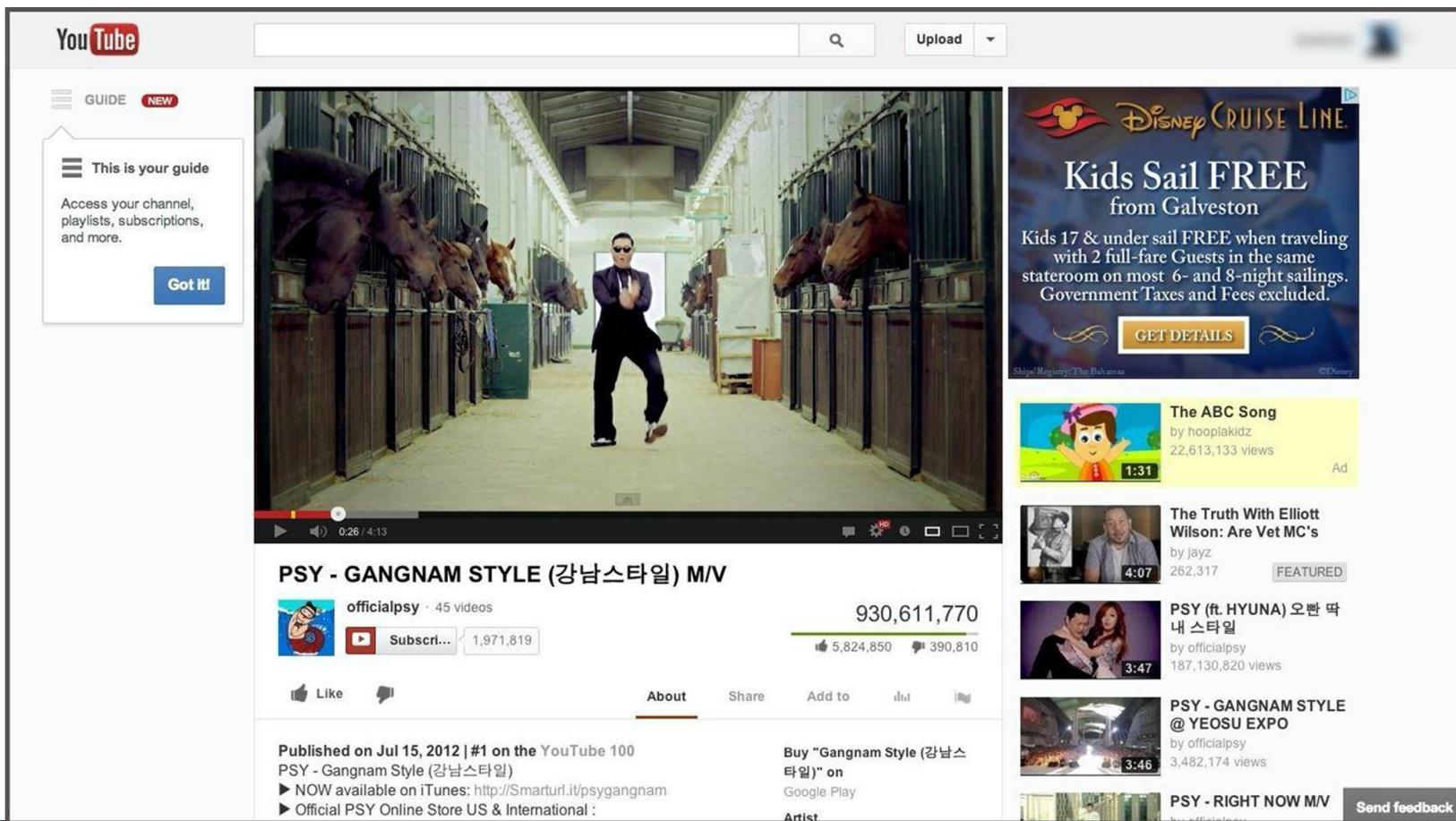
Views: 4,167

Response #: 7

12 Responses

Layout - 2006





Current Layout – 2019



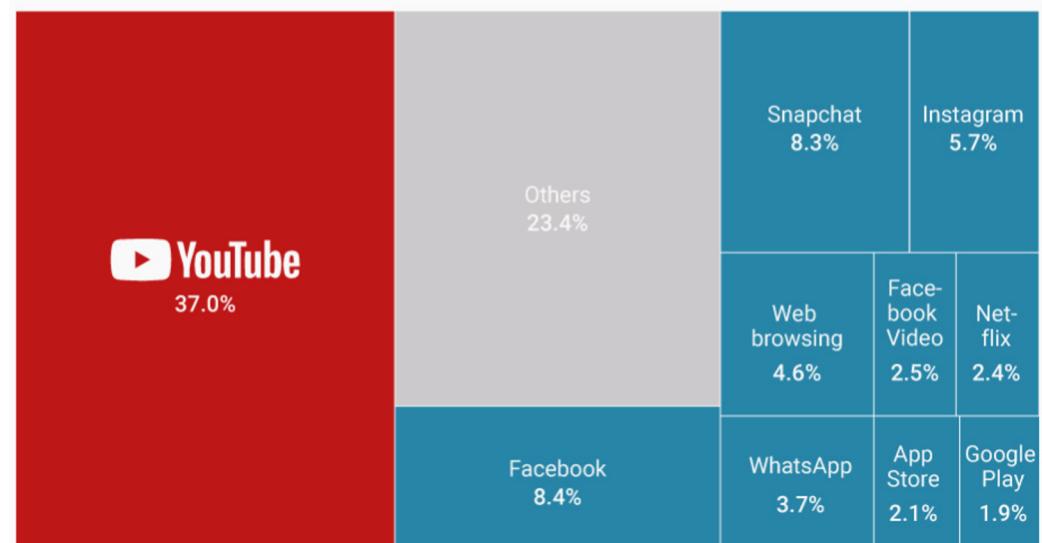


Traffic Analysis

- 2nd Most Visited Website Worldwide
- Total Visits: 23.35 Billion (Monthly)
- Average Visit Duration: 8.25 Minutes
- Pages Per Visit: 4.95 Pages
- Bounce Rate: 27.30%
- Top Traffic Source: Direct (71.12%)

YouTube Is Responsible for 37% of All Mobile Internet Traffic

Share of global downstream mobile traffic, by app

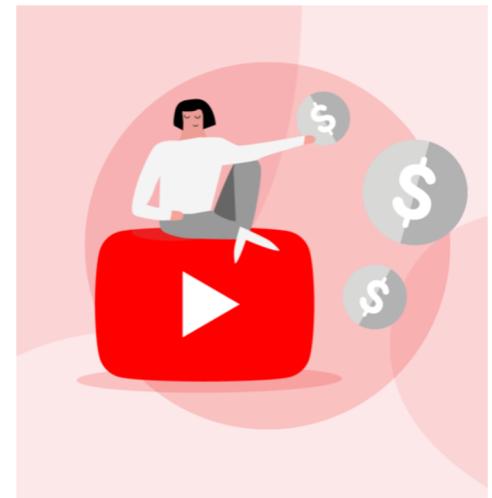


Source: The Mobile Internet Phenomena Report (February 2019)



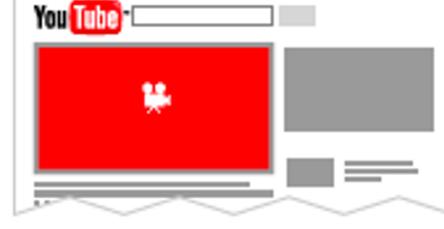
Types of Advertisement Revenue

- YouTube generates 6% of Google's ad sales revenue
- **Video Creators** make money by providing content which acts as platforms for companies to advertise their product on.
- YouTube makes money by providing **businesses** advertisement space.
 - **CPV** bidding
 - View: 30 seconds of your video OR interacts with ad.





Advertisements on Youtube

Display ads 	Overlay ads 	Skippable video ads 
Non-skippable video ads 	Bumper ads 	Sponsored cards 

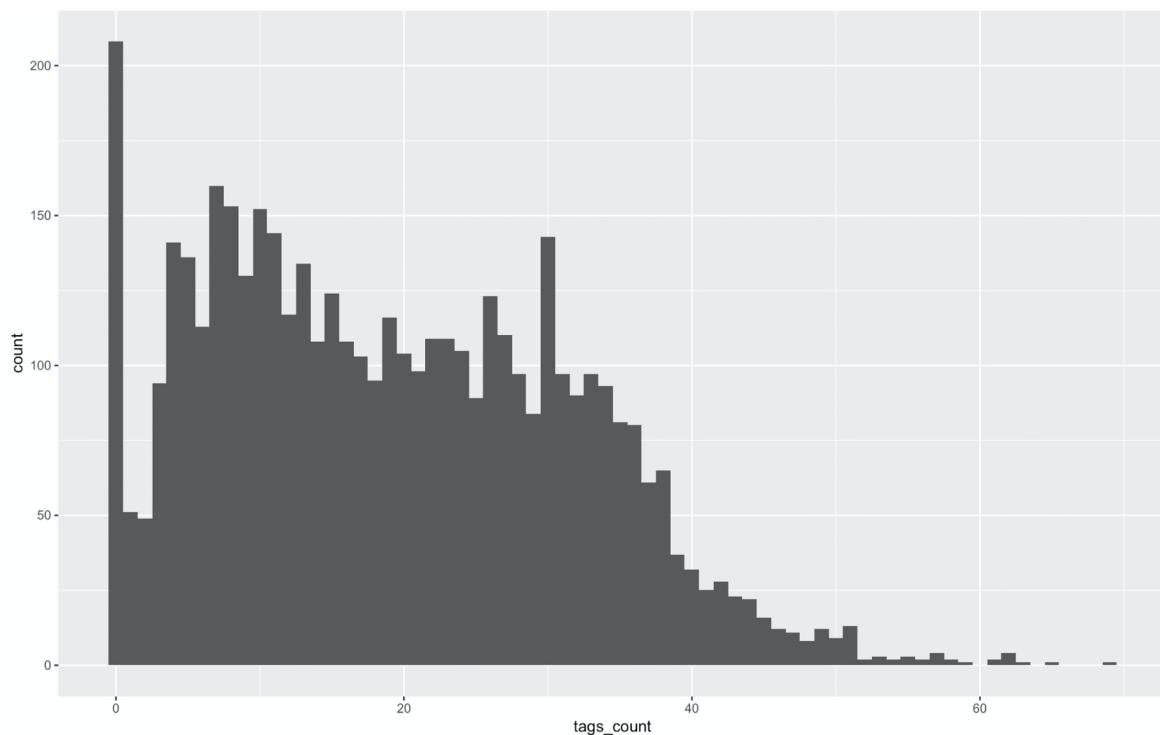


Key Performance Indicators

- Conversion Rate
- Cost Per Mille (**CPM**) or Cost Per Thousand Impressions
 - Popular Videos → \$0.30 to \$2.50
 - Example:
 - 1 million views
 - Earn between \$300 to \$2500 in ad revenue



Video Data Analysis--Features of trending videos

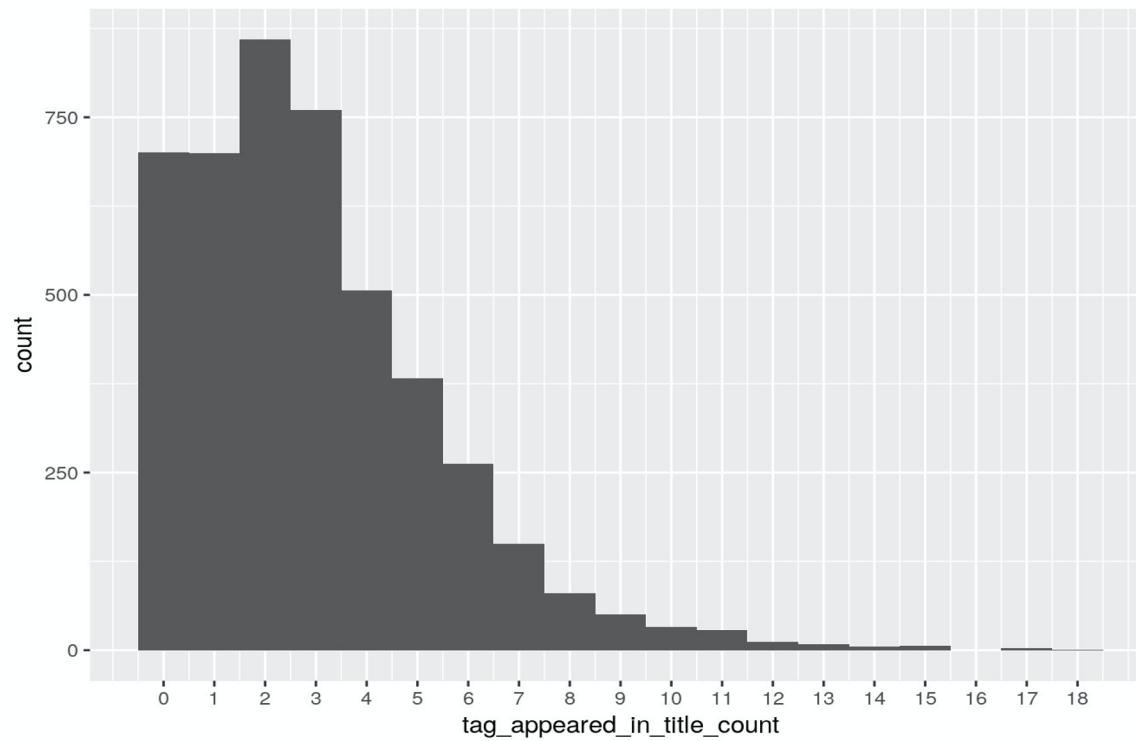


Total 4571 videos

209/4571 ---- No tag

95% ---- At least one tag

Video Data Analysis--Features of trending videos

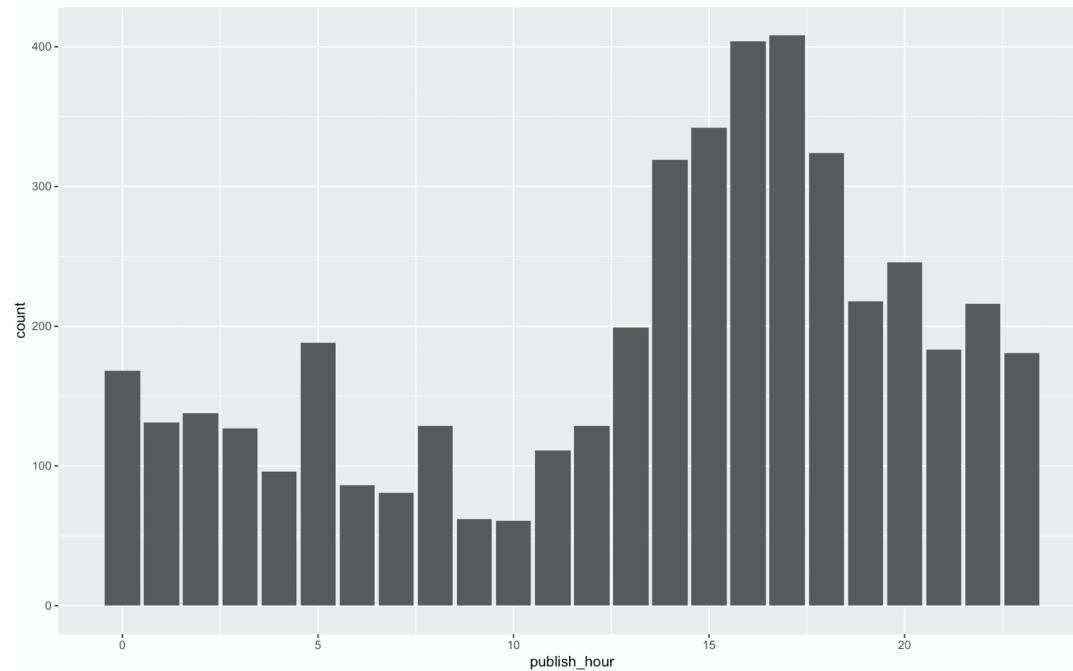


Total 4571 videos

724/4571---No tags in title

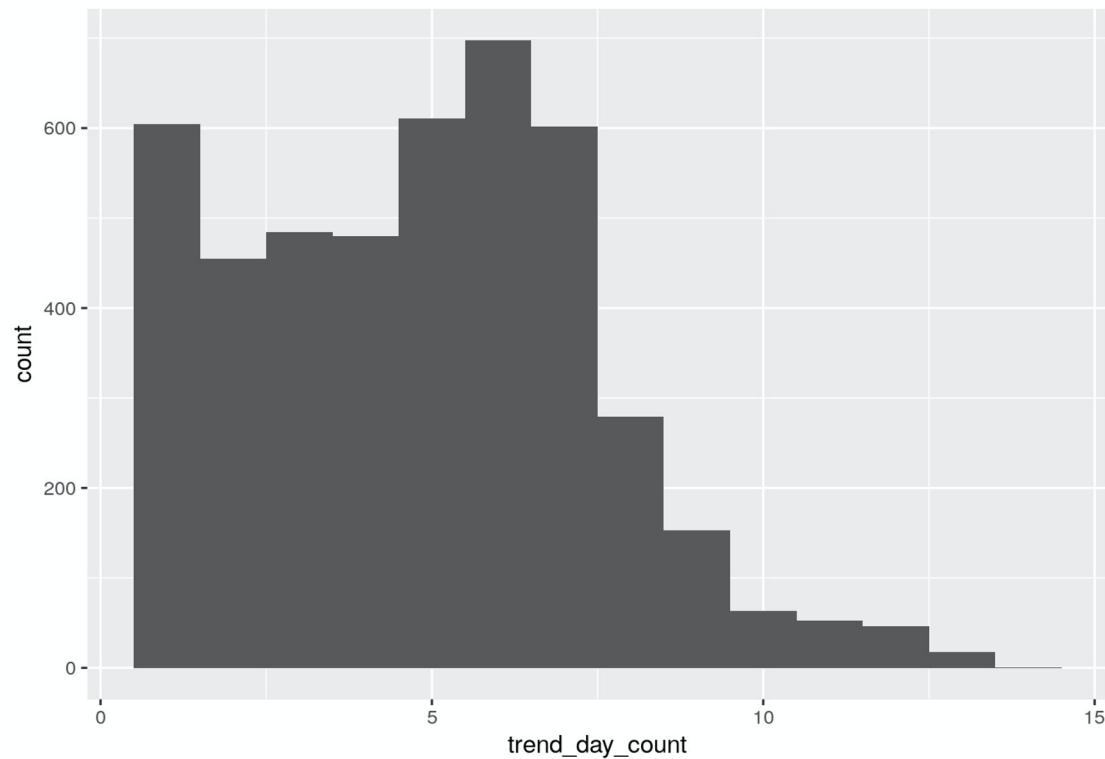
84% ---- At least one tag in title

Video Data Analysis--Features of trending videos



Vary from 0-24

Video Data Analysis--Features of trending videos

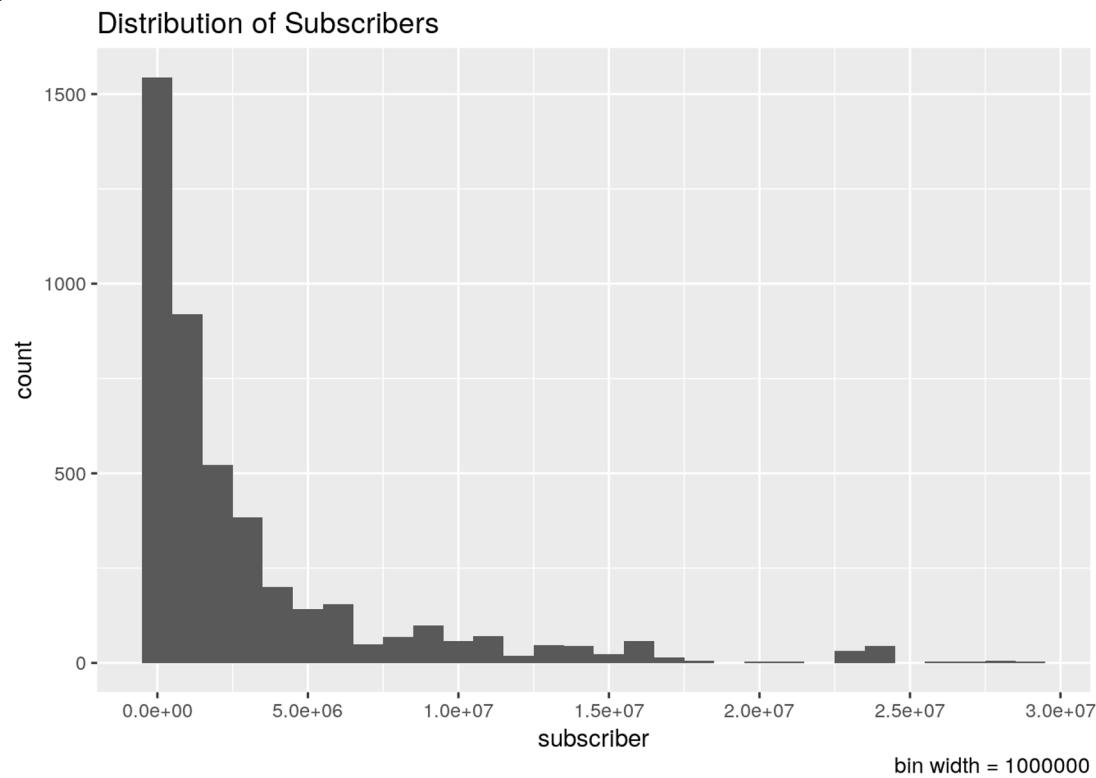


Total 4571 videos

604/4571 ---- One day

86% ---- More than one day

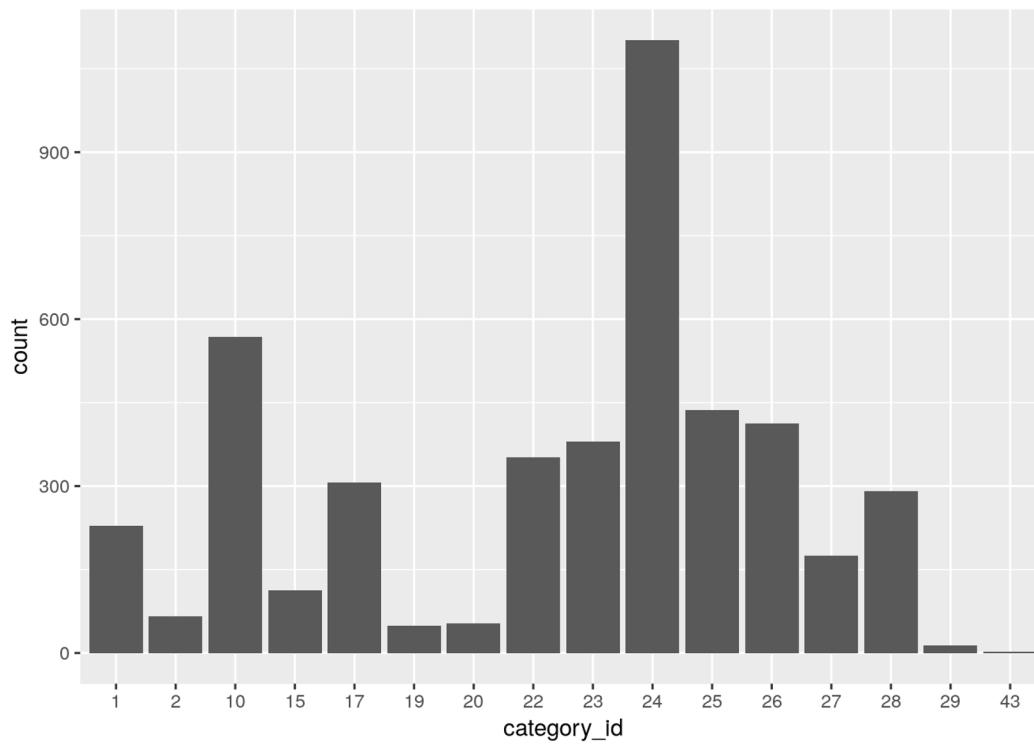
Video Data Analysis--Features of trending videos



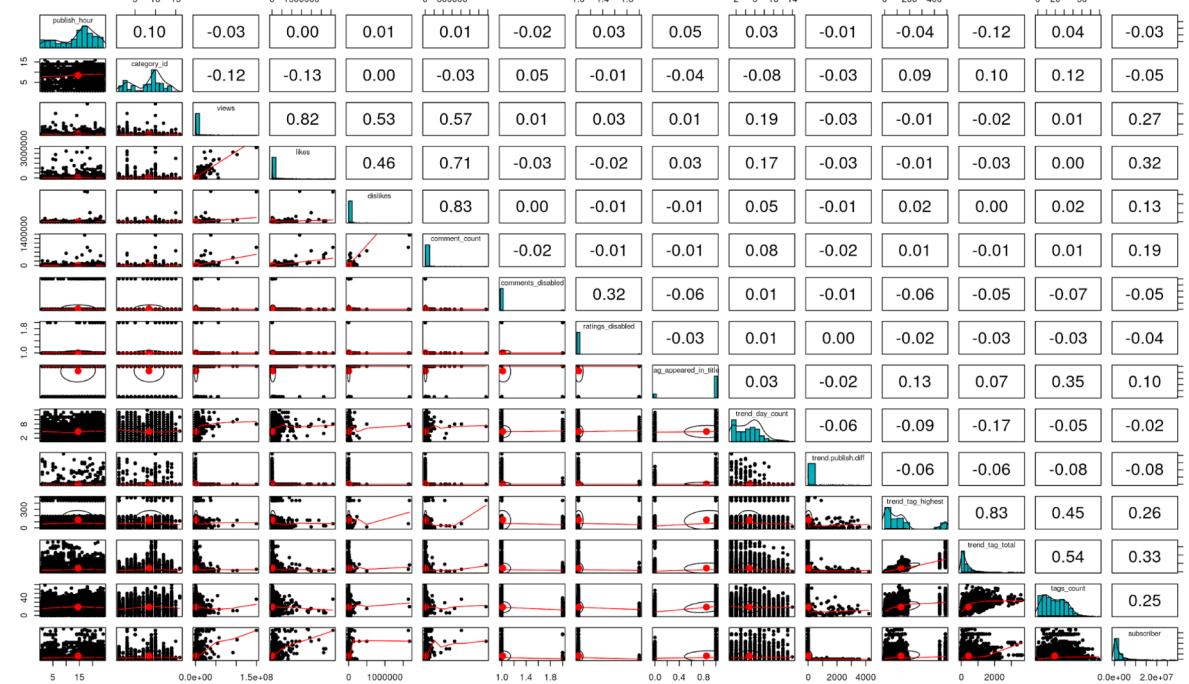
Total 4571 videos

72/4571 ---- No subscribers

Video Data Analysis--Features of trending videos



Video Data Analysis-- Detect the relations



Video Data Analysis--Detect the relations

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	-214.02928714	510.68981135	-0.419	0.67516
category_id	64.70067897	22.86377968	2.830	0.00468 **
dislikes	0.60236241	0.00532799	113.056	< 2e-16 ***
likes	0.15242913	0.00207610	73.421	< 2e-16 ***
subscriber	-0.00017413	0.00003614	-4.818	0.00000149 ***
views	-0.00250233	0.00006691	-37.397	< 2e-16 ***

Comments more when users dislike the videos

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	5.174944074495	0.123390315397	41.940	< 2e-16 ***
category_id	-0.021235421704	0.005204988947	-4.080	4.58e-05 ***
dislikes	-0.000004825582	0.000001198503	-4.026	5.76e-05 ***
tags_count	0.010295214929	0.003563415394	2.889	0.00388 **
trend_tag_highest	0.002876409448	0.000442651290	6.498	9.01e-11 ***
trend_tag_total	-0.001376015554	0.000114659486	-12.001	< 2e-16 ***
trend.publish.diff	-0.000672944160	0.000150793016	-4.463	8.29e-06 ***
views	0.000000122477	0.000000009772	12.534	< 2e-16 ***

Longer the videos are published, shorter the time on the list

Video Data Analysis--Detect the relations

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	16433.7096	100591.6286	0.163	0.870234	
comment_count	-93.5639	2.4929	-37.532	< 2e-16	***
dislikes	74.9388	1.6709	44.851	< 2e-16	***
likes	31.6187	0.3432	92.131	< 2e-16	***
publish_hour	-12973.0226	4912.1179	-2.641	0.008294	**
trend_day_count	97407.2719	12537.9524	7.769	9.72e-15	***
trend_tag_highest	-1211.9197	382.0308	-3.172	0.001522	**
trend_tag_total	316.1576	94.7608	3.336	0.000856	***

Advertisement Data Analysis -- video labeling

The screenshot shows a YouTube channel page for 'with confidence | Personality Development'. At the top, there's a SEMrush promotional banner. Below it, the channel stats are displayed: 14.7M Views, 415K Subscribers, and 128 Videos. A 'Channelystics' button is also present. Under 'BEST PRACTICES', there are several items with checkmarks and X marks: ✓ High Res. Thumbnail, ✓ Info Cards Added, ✓ End Screen Added; ✓ Shared on Twitter, ✓ Liked on Facebook, ✓ Captions Added; X Comment Pinned, X Comment Hearted. The 'TAGS' section lists numerous keywords related to public speaking and confidence. A red arrow points from the text 'Categorize videos' to the 'TAGS' section.

out more from your SEMrush subscription. Try now! (U) X

SEMRUSH

CHANNEL

14.7M Views 415K Subscribers 128 Videos

Channelystics

BEST PRACTICES

- ✓ High Res. Thumbnail
- ✓ Info Cards Added
- ✓ End Screen Added
- ✓ Shared on Twitter
- ✓ Liked on Facebook
- ✓ Captions Added
- X Comment Pinned
- X Comment Hearted

TAGS

public speaking tips public speaking speaking publicly
speaking in public speak confidently talking confidently
public speaking training public speaking english
public speaking fear personality development first impression
ted talks public speaking skillopedia soft skills
corporate training michelle videos marie forleo

SUBSCRIBE 414K

Show Search Rankings Copy To...

- Categorize videos

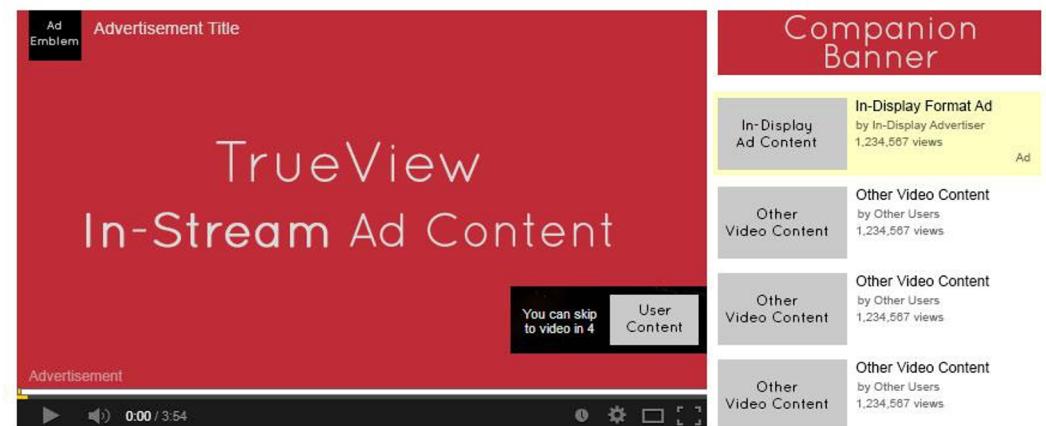
- Watching history

Advertisement Data Analysis -- Channel recommendation



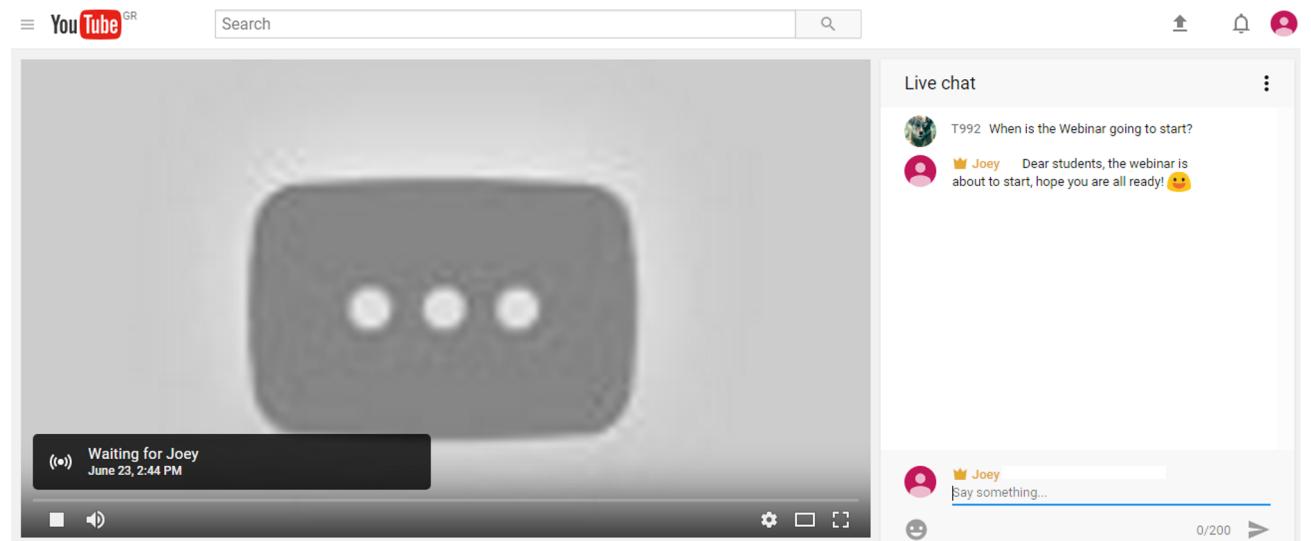
Advertisement Data Analysis -- Advertisement cost

- Trending videos not require high subscribers
- The rewards of Youtubers will be less

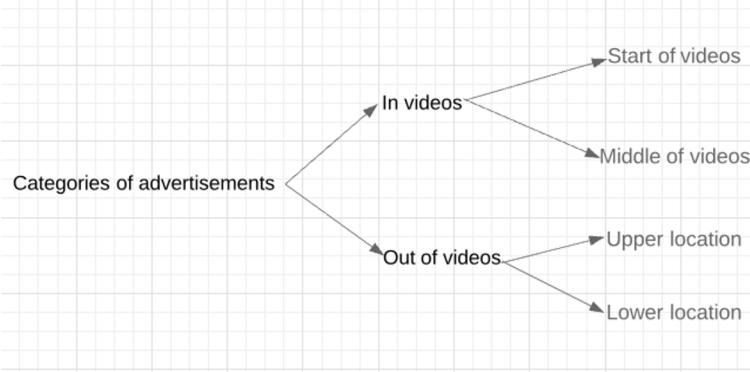


Advertisement Data Analysis--Video Engagement

- Chatting box
- Living chat
- Interesting games

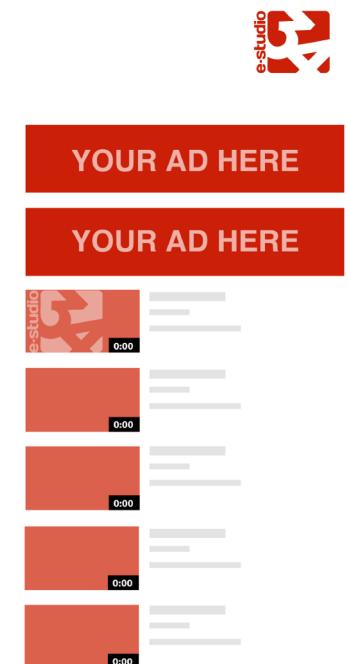
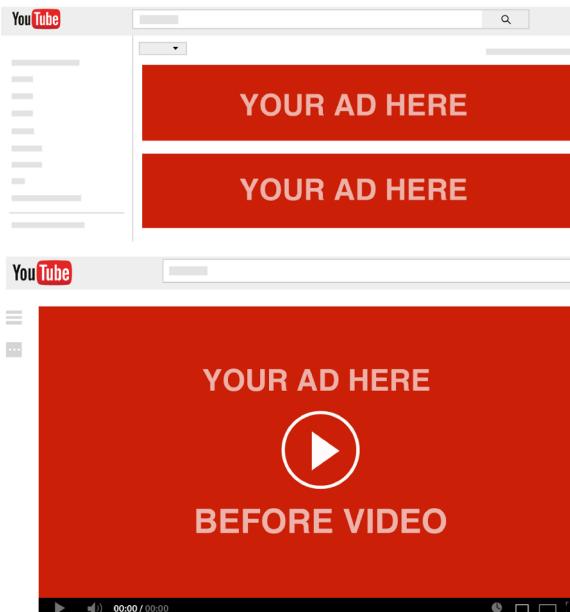


Financial Projections--Revenue Model



- Longer ads → higher price
- Skippable → lower price

YouTube Ad Types



Financial Projections--Cash Flow Analysis

Unit: Billion	2019	2020	2021	2022	2023
Youtube					
Beginning Balance	0	2.3	4.97	8.13	12.75
Cash Inflows					
Advertisement Sales	2.6	2.99	3.5	4.16	5
New advertisement strategy	1.3	1.69	2.2	2.86	3.7
Traditional advertisement	1	1	1	1	1
Premium	0.3	0.3	0.3	0.3	0.3
Total Cash Inflows	2.6	2.99	3.5	4.16	5
Cash Outflows					
Operating Activities	0.2	0.22	0.24	0.26	0.28
Financing Activities	0.1	0.1	0.1	0.1	0.1
Total Cash Outflows	0.2	0.32	0.34	0.36	0.38
Net Cash Flows	2.3	2.67	3.16	3.8	4.62

Competitor Analysis



American video streaming service and world's 7th biggest internet corporation by revenue

Exists in 75% of US Wi-Fi households

Revenues: \$15.794B in 2018, \$11.693B in 2017, and \$8.831B in 2016.

148M subscribers



American live-streaming service for video gaming and 4th most visited website for video-streaming services

Acquired by Amazon for 970M

2.2M daily live-streaming content creators and 15M daily viewers

20% of users from the US

80% of their users are male



American advertisement-free video service that has high quality video streaming and editing tools

Membership fee from \$7 to \$900

Revenues: 160M in 2018, 952K in 2017

Projected to grow 20-30% within the next year.

Managing AdBlock Software



AdBlock

Decrease in video advertising
KPIs = Decrease in profit
generation



YouTube Premium

YouTube and YouTube Music ad-free.
Plus access to all YouTube Originals.

TRY IT FREE

Paid-Subscriber Acquisition Recommendations

Youtube Music Premium:

- Cancel this feature
- Released to compete with streaming music services

Youtube Premium:

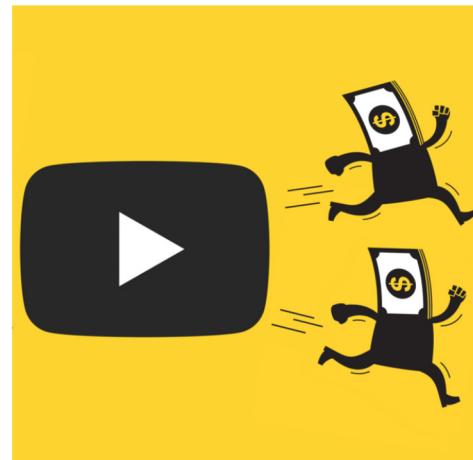
- Lower price from \$11.99 to \$10.99
- Include both Youtube Premium and Youtube Music Premium advantages.

Compare purchase options

	YouTube Premium \$11.99*	YouTube Music Premium \$9.99*
● Music		
Ad-free music	✓	✓
Listen in the background	✓	✓
Downloads	✓	✓
● YouTube		
Ad-free video	✓	
Play in the background	✓	
Downloads	✓	
All YouTube Originals	✓	
	TRY IT NOW	TRY IT NOW

Monitoring Negative Content

- Increased creativity for all content creators allows a platform for inappropriate content
- High # of comments associated with high # of dislikes in videos



- Ad-Pocalypse= When advertisers pull their advertisements from the platform at a fast rate because they do not want to be associated with bad press

Advertisement Engagement Recommendation

YouTube should use its analytics to audit negative content on its platform

- **Earned Likes:** Videos with more than 30% dislikes
- **Earned Views and Shares:** Inappropriate Tags and Comments with suggestive keywords (i.e. racist, hateful, intolerant, anti-Semitic)
- **Earned Subscribers:** Channels with more than 50k subscribers

