

YouTube Board of Directors

Thomas Jefferson Model United Nations Conference

TechMUN XXVI



Middle School Crisis

Director: Daniel Li

Co-Chair: Angeli Mittal

Co-Chair: Brian Park

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Letter from the Chairs

Hello delegates,

We will be your chairs for the YouTube Board of Directors committee at TechMUN 2018! As you research and prepare for this committee, keep in mind the powers of your person, as well as the others in committee, as that will dictate what you can and cannot do in terms of public and private directives.

Position papers are a **requirement** for all delegates in order to be considered for awards. We want to see that you did research beyond what is provided in the background guide. Please read the position paper guidelines at the end of the background guide for more details.

In terms of expectations for this crisis committee, we will be looking for delegates who demonstrate their knowledge regarding the history and powers of the individuals affiliated with the YouTube Board of Directors, as well as the organization as a whole. While this is a very fun committee, we expect serious and focused discussion. We also want to see quick responses to the updates, cooperation and diplomacy with other delegates, as well as innovative private directives. If you have any questions about research or committee, don't hesitate to reach out to us at ytdirectorstechmun2018@gmail.com. We are looking forward to meeting all of you and seeing how the committee will progress!

Angeli Mittal & Brian Park

Chairs

YouTube Board of Directors



Letter from the Director

Delegates,

Welcome to the YouTube Board of Directors! As one of the foremost groups in the video sharing industry, the board faces the most pressing challenges to the company and platform YouTube. This committee will have to focus on the issues of content censorship in collaboration with the creators as well as outside business competition with other media outlets such as Netflix. The board will have to work as a unified body in order to make the best decisions for YouTube however this does not mean that delegates should limit themselves in their individual actions. The weight of the company lies on this committee's shoulder and I expect only the best in business and media solutions. Delegates should remember that though some issues may be contentious, it is crucial for delegates to come and work together in order to take effective action.

In terms of committee, I am extremely excited to be directing and I look forward to all of your solution for the problems you are tasked to solve. I hope to see well thought out, specific, private directives that will effectively shape committee. If you have any questions about this committee or Model UN in general you can send an email to ytdirectorstechmun2018@gmail.com. I look forward to seeing you all in committee in April!

Daniel Li

Crisis Director



Guide to Crisis Committees

Crisis is a form of Model United Nations in which delegates represent members of small councils, boards, and committees rather than large Assemblies. Typical parliamentary procedure is given flexibility to accommodate for the unique fast-paced debate in which crisis delegates partake. Crisis committees receive “crisis updates” presenting issues to be discussed, and delegates follow by quickly drafting and voting on punctual and effective “public directives” meant to deal with the update. For example, a United Nations Security Council committee may receive an update about an oil spill in the South China Sea, and public directives drafted by delegates might contain measures to reroute trade in the region. Simultaneously, delegates use the unique personal powers of their position to take private action in “private directives,” which are submitted to the crisis staff who then include private actions in their updates. The oil spill may have been caused, for example, by the US in a secret effort to disrupt Chinese trade routes, hashed out in a detailed private directive approved by crisis staff. Be sure to check out the MUN 101 section on the TechMUN website for more information on the structure of crisis committees.

TechMUN will use the double notepad system for private directives, in which delegates are given two large legal notepads at the beginning of committee. Rather than tearing off private directives, delegates will submit notepads with their directives attached, always keeping one notepad with them to write while their other is being processed by staff. Delegates will be able to review their own submission history through their intact notepads. In addition to the two large legal pads, small notepads will be distributed for in-committee use, including writing public directives. Crisis Chairs and Directors look forward to seeing delegates’ private schemes and public solutions at TechMUN 2018!



Topic 1: Content Censorship

Introduction

As the YouTube Board of Directors, along with a small group of influential creators, the role of this committee is to ensure that YouTube as a platform stays as the premier streaming and video service.¹ Through various policy changes and plans, this committee must work both individually and as a team to establish dominance over other competitors such as Netflix. Recently, YouTube has been unable to ensure that videos are appropriate for its viewers or give a



definite definition to what is allowed on the platform. The board must decide where to draw the line between expressive content and harmful media in the light of many creators complaining

over unnecessary demonetization. As the board of directors, it's your job to establish a definition for censorship, as well as guidelines for creators that allows for safe viewing without infringing upon the freedom of speech. In addition, this committee must determine the balance of power between both the board as



well as the creators who bring business to YouTube. In recent years, YouTube has also slowly lost its prominence as the most dominant video sharing service.¹ Currently, many competitors

¹ Pressman, Aaron. "YouTube's Pay Video Service Is Already Storming Past Other New Offerings." *Fortune*, Time, 31 Aug. 2016, fortune.com/2016/08/31/youtube-red-streaming-video/.



are developing better platforms, with better user guidelines which has heightened the video streaming industry and drastically increased competition.² Netflix is now seen as the number one video streaming service, and it's up to the committee to make changes in order to elevate YouTube above its competitors.²

YouTube Guidelines

Currently many creators believe that the policies for advertiser friendly content are too stringent.

Currently YouTube does not allow creators to be part of their YouTube Partner Program if their content includes controversial issues and sensitive events, drugs and dangerous products or substances, harmful or dangerous acts, hateful content, inappropriate language,

inappropriate use of family entertainment characters, incendiary and demeaning content, sexually suggestive content, and graphic violence.³ These guidelines have left creators complaining that these restrictions are a infringement on their right to express content to their followers. On the other end of things, YouTube business leaders argue that YouTube reserves the right to take down videos and restrict ads because some ad companies do not want their ads represented by certain types of content.⁴ This has left the dilemma of what balance of power to strike between the board and creators on the platform.



²Tracy, Abigail. "How YouTube Red Compares To Netflix, Hulu And More." Forbes, Forbes Magazine, 22 Oct. 2015, www.forbes.com/sites/abigailtracy/2015/10/21/how-youtube-red-compares-to-netflix-hulu-and-more.

³ "Policies and Safety." YouTube, YouTube, www.youtube.com/yt/about/policies/#community-guidelines.

⁴ "Advertiser-Friendly Content Guidelines - YouTube Help." Google, Google, support.google.com/youtube/answer/6162278?hl=en.



Demonitization



YouTube has used demonetization as a method of punishment for its YouTubers. They take away ad revenue away from the creators in order to try and incentives proper content for its viewers.⁵ However YouTube has run into problems with the system. The system of

demonetization has sometimes took away ad revenue from creators who were not supposed to have it taken away. In addition there have been concerns about the leniency of the board toward it's YouTubers. There is currently a 3 strike rule in which creators get 3 warnings before being banned forever as a YouTuber. Logan

Paul is a prime example of this, when his actions have shown his lack of immaturity and inability to have high ethical standards.⁶

Another issue of demonetization is that it targets lesser-known creators since they have



less of a platform. The committee must figure out a way to fix the corruption of the system.⁷

Striking a balance between extreme and minuscule punishment to find the perfect system for any sort of content will an important part of this committee. Currently the system works by the users reporting inappropriate content to the youtube "reviewers" who then checks the content

⁵ Kain, Erik. "YouTube Is Demonetizing Small Channels, And That's A Good Thing." *Forbes*, Forbes Magazine, 18 Jan. 2018, www.forbes.com/sites/erikkain/2018/01/18/YouTube-is-demonetizing-small-channels-and-why-thats-a-good-thing/#67153a853d8e.

⁶ Wagner, Kurt. "Here's Why YouTube Hasn't Banned Logan Paul for Good." *Recode*, Recode, 13 Feb. 2018, www.recode.net/2018/2/13/17006792/YouTube-why-logan-paul-suspended-ads-susan-wijcicki-banned-content-creator.

⁷ Alexander, Julia. "Lesser-Known YouTubers Band Together on 'Demonetization Day.'" *Polygon*, Polygon, 20 Feb. 2018, www.polygon.com/2018/2/20/17032900/demonetization-creators-youtube-subscribers-small-youtuber-army.



of the videos with the Youtube guidelines. Then the creator is given a strike for this violation and if they are given 3 strikes then their channel will be discontinued.⁸ The issue with this policy is that most viewers of content that is considered inappropriate, actually support the content. Again the system is also considered corrupt since the “reviewers” are often biased.⁹

Questions to Consider

1. Should the Board be able to restrict creator content? Where will you draw the line in allowing for specific content and what is defined as harmful media?
2. What system will you use to check the creator content and report them? Will you maintain the current system?
3. What new system can be in place to ban creators?
4. What type of roles will viewers play in creating policies and having input in the creator punishment process.

Helpful Links

<https://support.google.com/youtube/answer/6162278?hl=en>

<https://www.youtube.com/yt/about/policies/#community-guidelines>

⁸ “Community Guidelines Strike Basics - YouTube Help.” *Google*, Google, support.google.com/youtube/answer/2802032?hl=en.

⁹ Laumeister, Maximillian. “Google Is Deleting Your Favorite YouTube Channels, And They Won't Say Why.” *Maximillian Laumeister*, 11 May 2016, www.maxlaumeister.com/blog/google-is-deleting-your-favorite-youtube-videos/.



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“Advertiser-Friendly Content Guidelines - YouTube Help.” *Google*, Google,

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Alexander, Julia. “Lesser-Known YouTubers Band Together on ‘Demonetization Day.’” *Polygon*,

Polygon, 20 Feb. 2018, www.polygon.com/2018/2/20/17032900/demonetization-creators-youtube-subscribers-small-youtuber-army.

“Community Guidelines Strike Basics - YouTube Help.” *Google*, Google,

support.google.com/youtube/answer/2802032?hl=en.

Kain, Erik. “YouTube Is Demonetizing Small Channels, And That's A Good Thing.” *Forbes*,

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Won't Say Why.” *Maximillian Laumeister*, 11 May 2016,

www.maxlaumeister.com/blog/google-is-deleting-your-favorite-youtube-videos/.

“Policies and Safety.” YouTube, YouTube, www.youtube.com/yt/about/policies/#community-guidelines.

Pressman, Aaron. “YouTube's Pay Video Service Is Already Storming Past Other New

Offerings.” *Fortune*, Time, 31 Aug. 2016, fortune.com/2016/08/31/youtube-red-streaming-video/.

Tracy, Abigail. “How YouTube Red Compares To Netflix, Hulu And More.” *Forbes*, *Forbes*

Magazine, 22 Oct. 2015, www.forbes.com/sites/abigailtracy/2015/10/21/how-youtube-red-compares-to-netflix-hulu-and-more.



Wagner, Kurt. "Here's Why YouTube Hasn't Banned Logan Paul for Good." Recode, Recode, 13 Feb. 2018, www.recode.net/2018/2/13/17006792/YouTube-why-logan-paul-suspended-ads-susan-wijcicki-banned-content-creator.



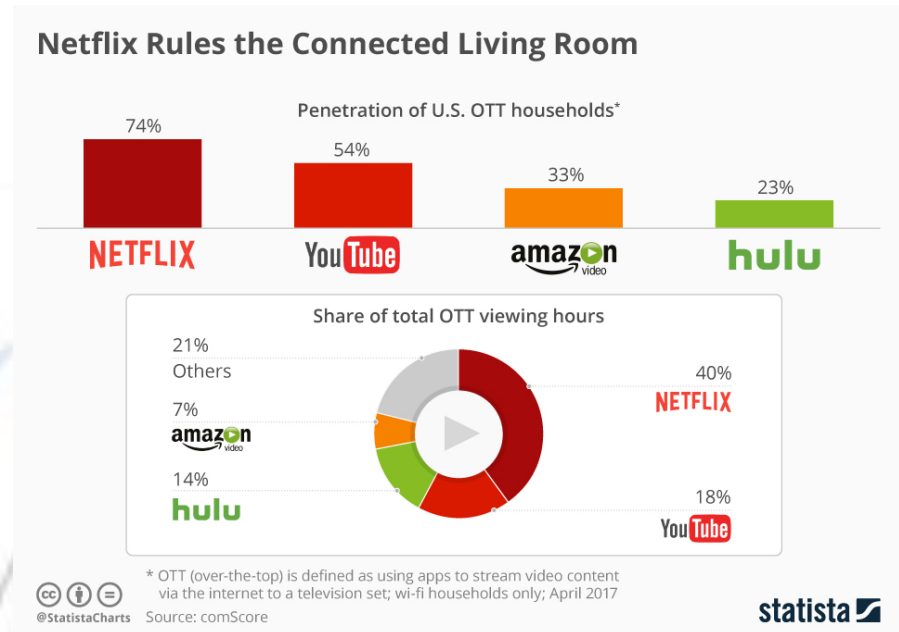


Topic 2: Business Competition

Introduction

People of all ages have been investing in streaming services such as Netflix, Amazon Video, and Hulu as traditional cable network prices seemed to be expensive and inconvenient in comparison.¹⁰ In 2015,

Google launched YouTube Red, adding a new video streaming service in the market. It showcases exclusive content of some of the most famous YouTube stars, including PewDiePie, Logan Paul, and Lilly Singh, with the benefit of ad-free music and video streaming on YouTube in addition to much of the movie and TV content that Netflix shows.¹¹ With the introduction of streaming cable networks and live recording on YouTube TV in 2017, Google has certainly added some business tension in both the video and music streaming industries.¹²



¹⁰ Pressman, Aaron. "YouTube's Pay Video Service Is Already Storming Past Other New Offerings." *Fortune*, Time, 31 Aug. 2016, fortune.com/2016/08/31/youtube-red-streaming-video/.

¹¹ Tracy, Abigail. "How YouTube Red Compares To Netflix, Hulu And More." *Forbes*, *Forbes Magazine*, 22 Oct. 2015, www.forbes.com/sites/abigailtracy/2015/10/21/how-youtube-red-compares-to-netflix-hulu-and-more.

¹² Boorstin, Julia. "YouTube officially launches YouTube TV in select markets." *CNBC*, *CNBC*, 5 Apr. 2017, www.cnbc.com/2017/04/05/YouTube-officially-launches-YouTube-tv-in-select-markets.html.



Per 2016, out of the 53% of households that utilize a streaming service in the United States, 75% subscribed to Netflix with YouTube following behind at 54%. Thirty-three percent of the households surveyed utilize Amazon Video and 17% subscribed to Hulu.¹³

Netflix

In the last decade, Netflix rose to the top in the video streaming industry. Netflix provides users unlimited viewing of movies and TV shows in the comfort of their own home at a minimal monthly subscription cost. Not only does this service allow multiple users to simultaneously stream on the same account, but in the past year, it released a new video download feature.¹⁴

Amazon Video

Amazon Video functions similar to Netflix, for it displays a wide variety of genres in films and TV shows in addition to its original content only available with the subscription. One of the added perks of this platform is the use in conjunction with Amazon Prime. Thus, not only do customers get free two-day shipping, but also a free subscription with Amazon Video, Music, and more, allowing them to enjoy a plethora of benefits in a bundle. Google has implemented a similar idea with YouTube Red in which members get exclusive content, a free subscription to Google Play Music, and ad-free viewing on YouTube.¹⁵

Hulu

Hulu streams cable networks in such a way that is accessible on several devices, including phones, gaming systems, and laptops. It also offers various subscription packages to better suit

¹³ Calfas, Jennifer. "Netflix Has a Surprising New Streaming Rival." *Fortune*, Time, 11 Apr. 2017, fortune.com/2017/04/11/netflix-streaming-YouTube/.

¹⁴ Rodriguez, Ashley. "Ten years ago, Netflix launched streaming video and changed the way we watch everything." *Quartz*, Quartz, 17 Jan. 2017, qz.com/887010/netflix-nflx-launched-streaming-video-10-years-ago-and-changed-the-way-we-watch-everything/.

¹⁵ Pullen, John Patrick. "Streaming: YouTube Red vs. Netflix vs. Amazon Prime Video." *Time*, Time, 26 Oct. 2015, time.com/4087307/youtube-red/.



its consumers. It is different from Netflix in which it streams TV shows soon after they appear on TV.¹⁶

Facebook

Netflix, Amazon Video, and Hulu are not the least of YouTube's competition. In fact, YouTube garners competition from many other services, including social media platforms like Facebook. In November 2017, the company launched Facebook Creator, an app that allows users to stream live videos and comments from friends and family to liked pages and people. Facebook aimed to make the environment more welcoming and connective by integrating aspects of social media with video streaming.¹⁷

Objectives

Though it is important to recognize the myriad of competitors YouTube has with its extensions in the video and music streaming industries (YouTube competes with other music streaming services, such as Spotify and Pandora), the YouTube Board of Directors must focus on business strategies to compete in the ever-evolving technologies. It is up to you to be up-to-date on what your competitors are currently working on to promote their business in order to develop better features for YouTube. Not only should you look at what others are doing in the various industries mentioned previously, but also what innovative technologies you all can create to stand out in the competition. One thing to keep in mind, however, is if you decide to expand YouTube's horizons, not to go overboard with its multipurpose platform. Thus, you, the YouTube Board of Directors, must strategically play your cards to ensure that our company reigns superior over all other streaming services while being careful to keep its current fan base.

¹⁶ Pullen, John Patrick. "Streaming: YouTube Red vs. Netflix vs. Amazon Prime Video." *Time*, Time, 26 Oct. 2015, time.com/4087307/youtube-red/.

¹⁷ Constine, Josh. "Facebook launches Creator app for influencers to build video communities." *TechCrunch*, TechCrunch, 16 Nov. 2017, techcrunch.com/2017/11/16/facebook-creator-app/.



The Massive YouTube Beauty Ecosystem

\$111 Billion¹
Combined value of top 50 beauty brands

\$265 Billion²
Expected value of beauty business

\$5.6 Billion³
YouTube video advertising spending in 2013

14.9 Billion
YouTube beauty-related video views

3%

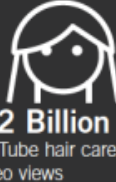
Percentage of YouTube beauty video views belonging to major brands



9.8 Billion
YouTube makeup video views



1.2 Billion
YouTube hair care video views



959 Million
YouTube nails video views



700 Million
Monthly YouTube beauty video views



20%

Percentage of views resulting from channel subscribers for top 10 beauty vloggers

2%

Percentage of views resulting from channel subscribers for major beauty brands



2.1 Million

Average number of channel subscribers for YouTube's top 15 YouTube beauty vloggers



45,000

Non-brand-affiliated YouTube channels specializing in beauty topics



1. http://brandirectory.com/league_tables/table/top-50-cosmetics-brands-2012-2012

2. <http://www.cosmeticsdesign.com/Market-Trends/Global-beauty-market-to-reach-265-billion-in-2017-due-to-an-increase-in-GDP>

3. <http://www.forbes.com/sites/bimworstall/2013/12/12/googles-youtube-ad-revenues-may-hit-5-6-billion-in-2013/>

Questions to Consider

1. What features make the other video streaming services so successful? How can YouTube compete?
2. What are some strategies to suppress (if not permanently, temporarily) competitors?
3. How can YouTube benefit by vying for control over the video streaming industry?
4. How can the individual members of the YouTube Board of Directors utilize their powers to help YouTube get to the top?



Helpful Links

<https://www.forbes.com/sites/greatspeculations/2017/02/10/live-streaming-on-youtube-to-spark-competition-with-facebook/#5b2056b13823>

<http://www.businessinsider.com/youtube-and-netflix-are-the-top-streaming-video-apps-2017-9>

<https://techcrunch.com/2017/06/27/facebook-2-billion-users/>

<http://fortune.com/2015/10/22/youtube-red-netflix-spotify/>

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Tracy, Abigail. “How YouTube Red Compares To Netflix, Hulu And More.” *Forbes*, Forbes Magazine, 22 Oct. 2015, www.forbes.com/sites/abigailtracy/2015/10/21/how-youtube-red-compares-to-netflix-hulu-and-more.

Committee Dossier

This is a list of positions that will be in the committee organized by their general roles within the YouTube managerial world. There are representatives from Google, YouTube, VEVO, and the YouTube creators themselves. This list is not ranked by importance in the committee.

Remember that while you are all in a committee of directors as a whole for one company, you each represent individuals with different portfolio powers, interests, and agendas. Do your research and prepare accordingly!

1. Ruth Porat, CFO of Google
2. Todd Blacmann, Chief AdSense Engineer
3. Sir He, Product Partnerships Manager
4. Suzie Park, Software Engineer, YouTube Trust and Safety Data Engineering
5. Susan D. Wojcicki, Chief Executive Officer
6. Ms. Julie Supan, Senior Director of Marketing
7. Robert Kyncl, Head of Content & Business Operations
8. Kevin Donahue, Vice President of Content
9. Susanne Daniels, Vice President of Originals



10. Chad Hurley, Co-founder of YouTube and former CEO
11. Steve Chen, Co-founder of YouTube and former CTO
12. Jawed Karim, Co-founder of YouTube
13. Huno A. L. Vaep, Chief YouTube News Correspondent
14. Jared Donitadibus, Head of the Board of Rules and Regulations
15. Nicky Das, Head of YouTube International Relations
16. Alan Price, Interim VEVO CEO & Chief Financial Officer
17. Jake Paul
18. Ryan Higa
19. DramaAlert
20. Lilly Singh
21. Bryan Le (Ricegum)
22. Pewdiepie
23. KSI
24. Logan Paul
25. Casey Neistat
26. Anthony Fantano
27. Dude Perfect
28. Lele Pons
29. FineBros
30. BuzzFeed



Position Paper Requirements

Overview

The Position Paper that delegates will be writing is a culmination of the most important pre-conference research that they have done, acting as a summary of research and the representative view of their state on the issues presented to their respective organ. Position Papers are due, in hard-copy format, before the first committee session on Friday. Any delegate without a Position Paper will be deemed ineligible for awards, so remember to bring a copy for collection, and a copy for personal use! Remember to not plagiarize any aspect of the paper - our chairs and directors will be checking every paper for plagiarism and we expect a full MLA works cited for each. Failure to do so might result in delegate or school delegation disqualification!

Basic Structure

- Times New Roman, 12pt font, single spaced
- A cover page with delegate name, nation, council, school
 - Delegates can add additional details, including national flags, seals, or any symbolic edits to Model United Nations, to demonstrate thoughtful presentation and attention to details.
- One page per topic with titled sections: background, position policy and possible solutions
 - Background: This section should include an overview of the topic. What is the current situation, and what are the main parties affected? This should be the shortest section on the paper.



- Position Policy: What past actions has your position taken to address the issue at hand? What does your person think about the topic? This section should take up a majority of your paper, as delegates should remain representative of their position's view throughout committee
- Possible Solutions: This should be the most interesting part of a delegate's position paper. Solutions should incorporate both research and creativity, with a focus on improving past actions conducted by their respective council. Feel free to come up with unique solutions to the dilemmas at hand which you plan to bring up during committee. Also include any personal or private agendas you may have for committee.
- Complete MLA bibliography and in-text citations for all statistics and sources used

Helpful Hints

- Remember to avoid first person pronouns! Staying in character is always important at Model United Nations conferences!
- Always use the active voice!
- Avoid fancy language which can distract your chairs from the true meaning of your paper!
- Remember to remain formal when writing your position paper and try to show all the research that you have done for committee, as this is the first impression that your chairs will have of you!