



Analyzing BBC Arabic News Youtube Channel

HELLO!

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What is this study?

- This study is concerned on how to increase the performance of the BBC Arabic News Youtube channel. Namely, how to increase it's views as that's what brings revenue.
- All of the channel's videos, 24k videos, have been analyzed since 2009





When should they publish?

Which hour, day, month?

1

According to statistics

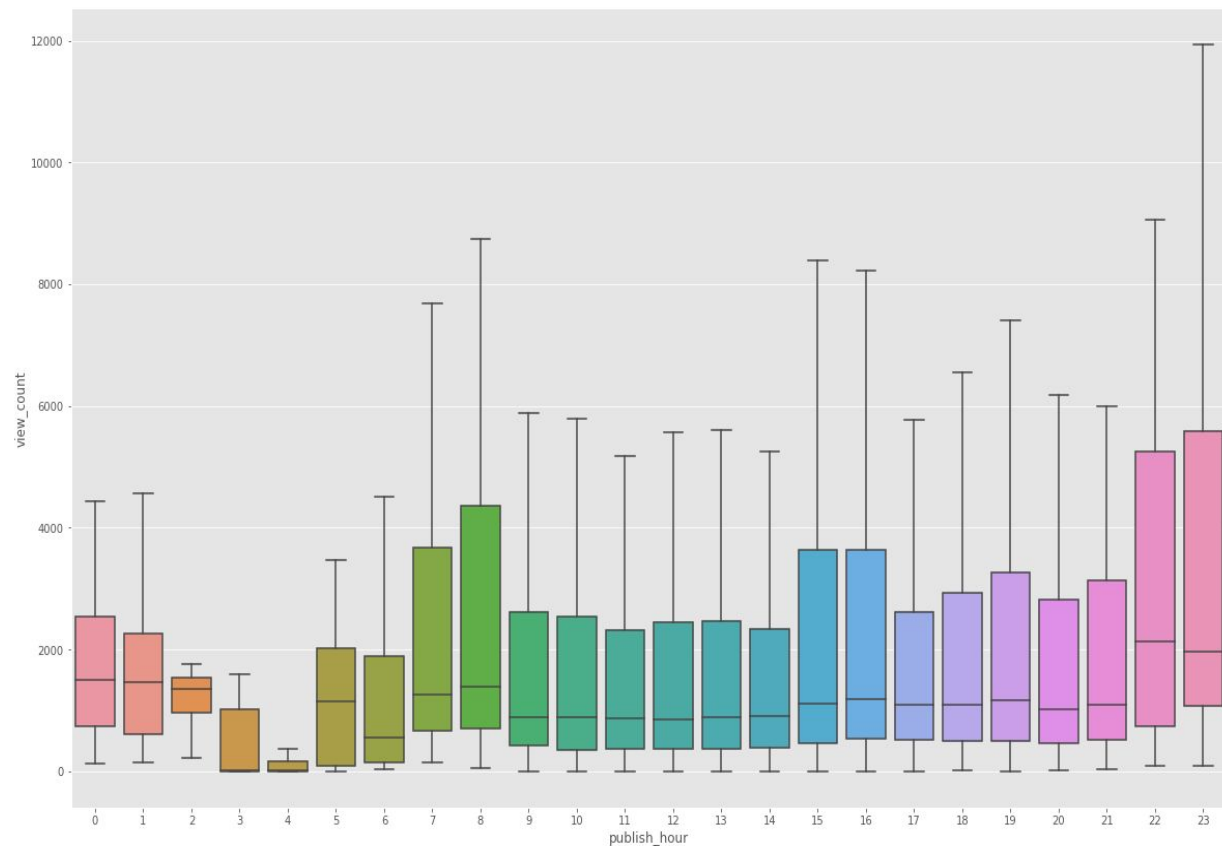
- The preferred hours are:
 - From 6 to 9 am
 - From 2 to 7 pm
 - 10 and 11 pm
- Month doesn't affect the number of views much
- Days don't either, but Sunday looks like not the best day

I will now demonstrate why



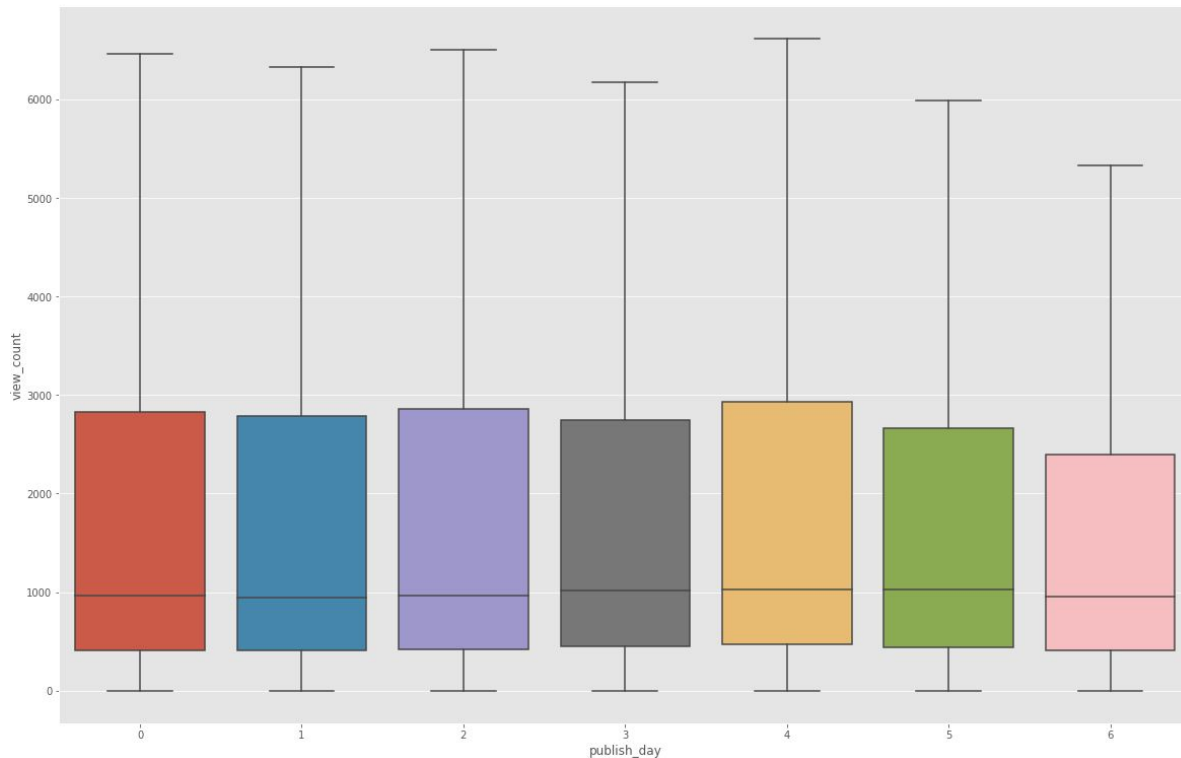
The publish hour looks significant!

(Number of views of video vs In which hour it was published starting from 12am)



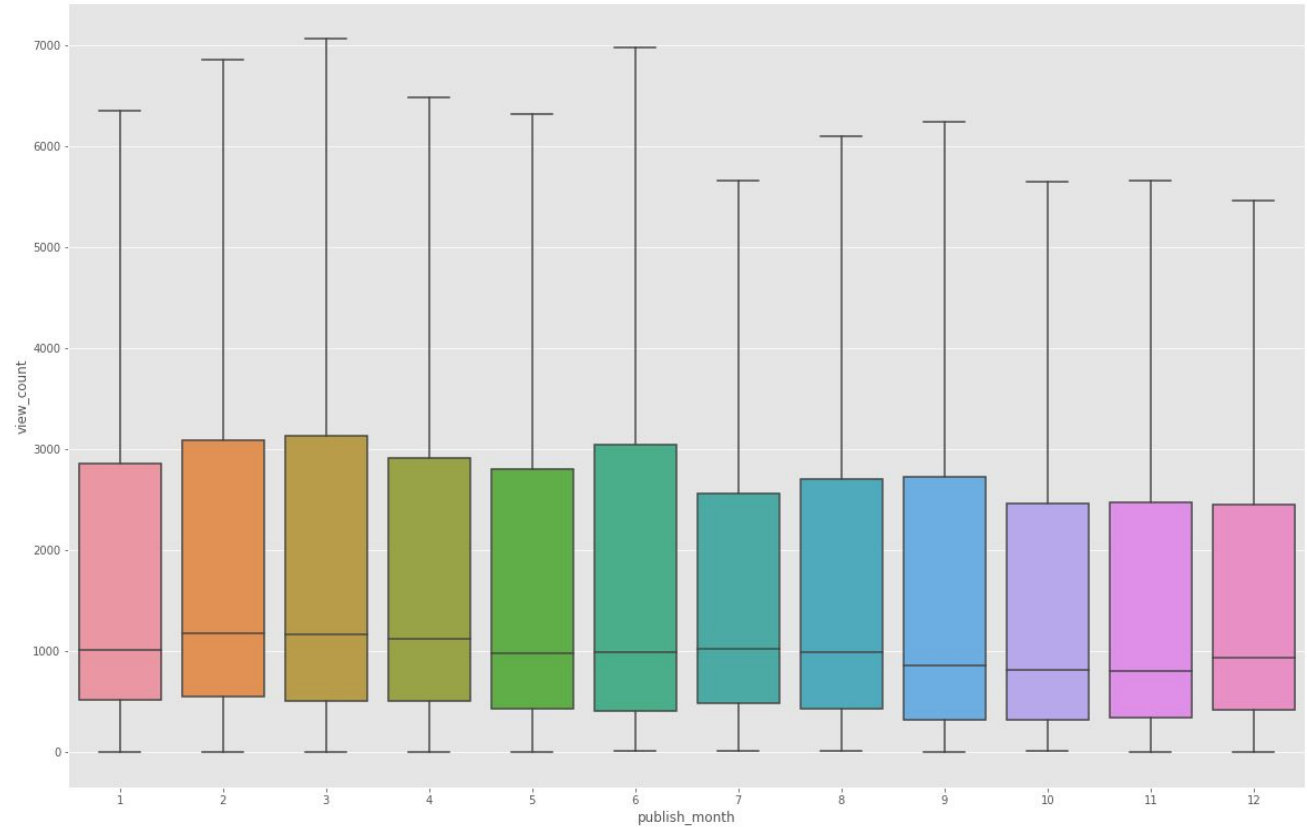
The publish day
doesn't matter

(Number of views of
video vs In which day
it was published
starting with
Monday)



Same for month

(Number of views of
video vs In which
month it was
published starting
with January)





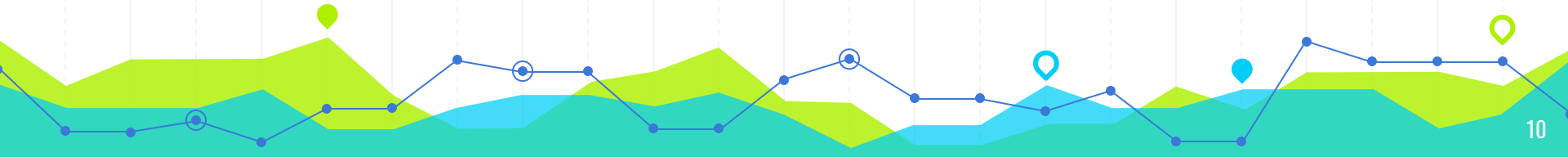
What should they publish?

Category

2

According to statistics

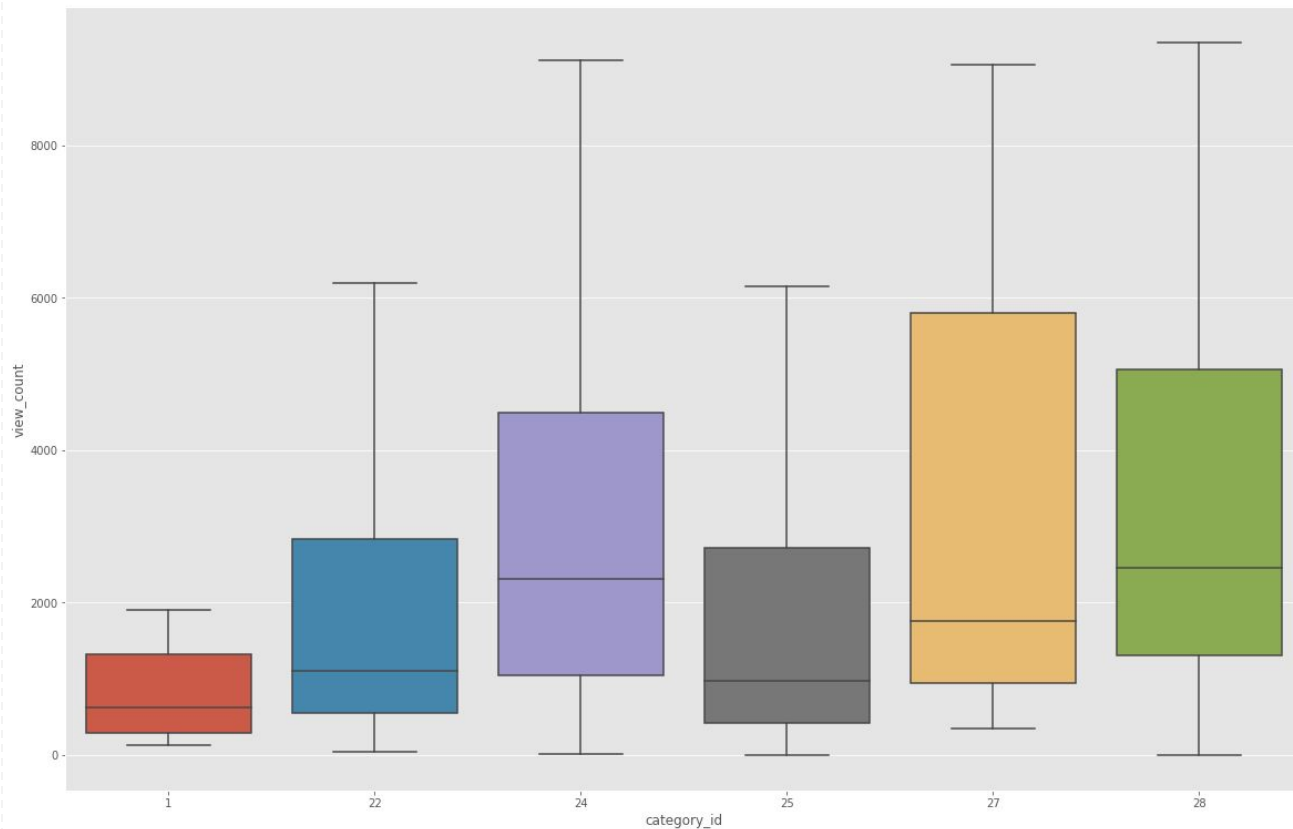
- People are more interested in entertainment, education, and science & technology than other topics like politics

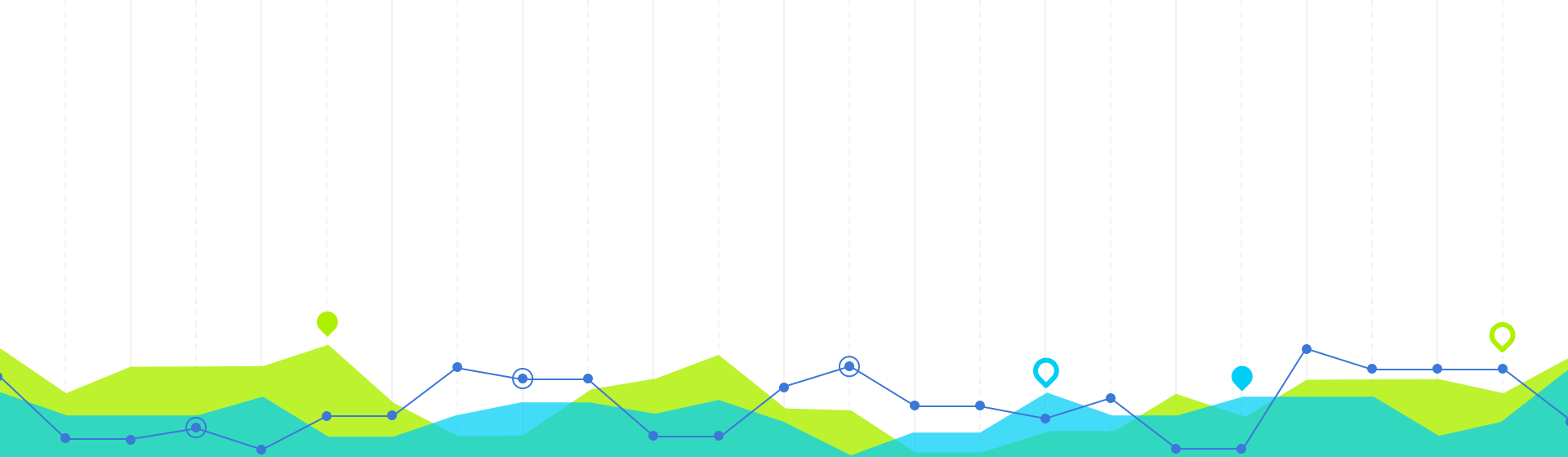


What might have thought that news & politics are the top category, but it isn't!

(Number of views of video vs category in the following order:

Film & Animation, People & Blogs, Entertainment, News & Politics, Education, Science & Technology)





Quantity vs Quality

Duration and Number of Videos per day

3

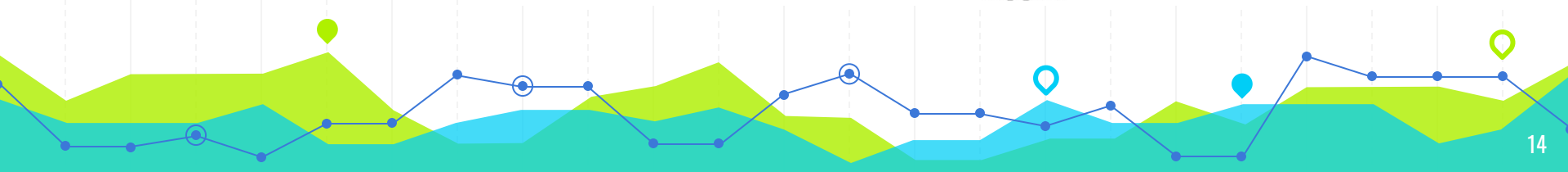
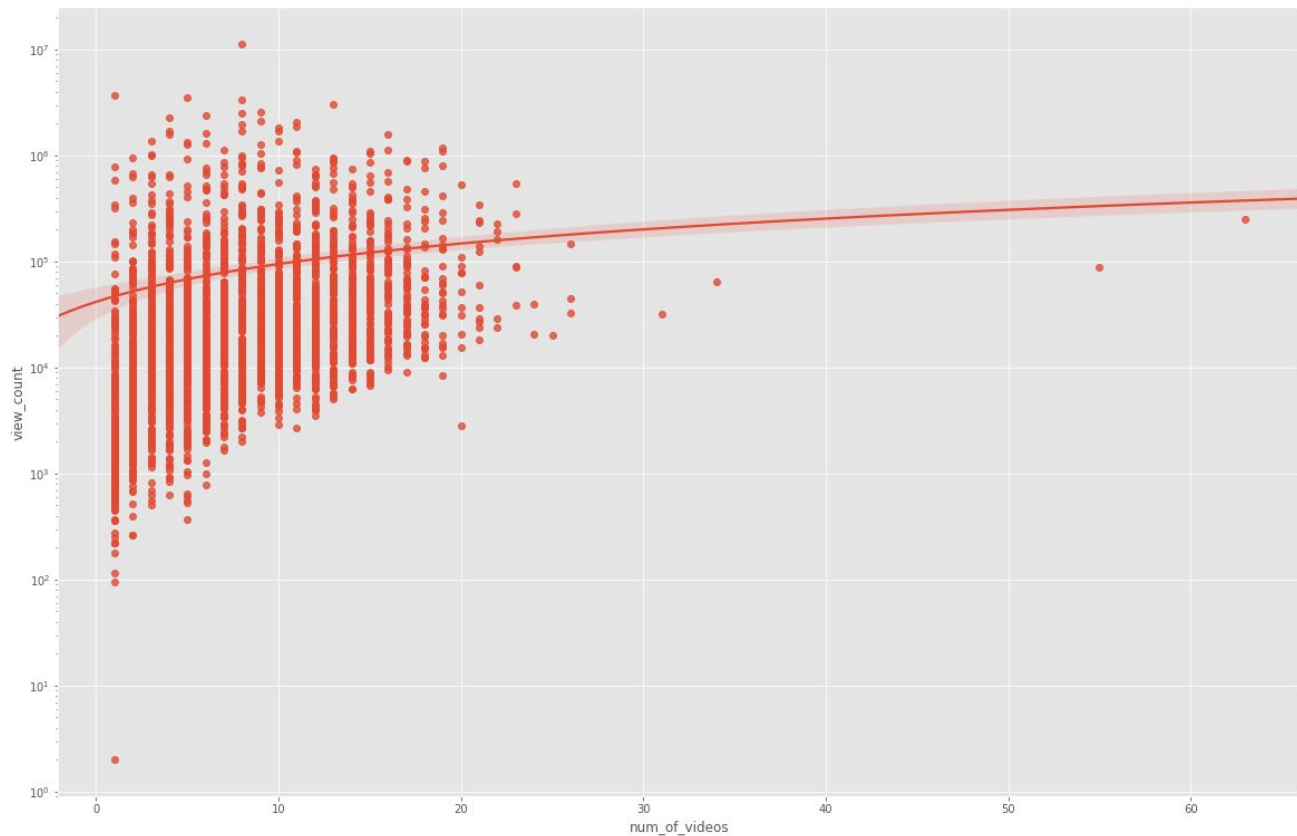
According to statistics

- More videos per day leads to more views even if you dramatically increase it which is sad for quality producers
- There is a sort of strange behavior of people with respect to video duration as will demonstrate, so we need to invest more time in that



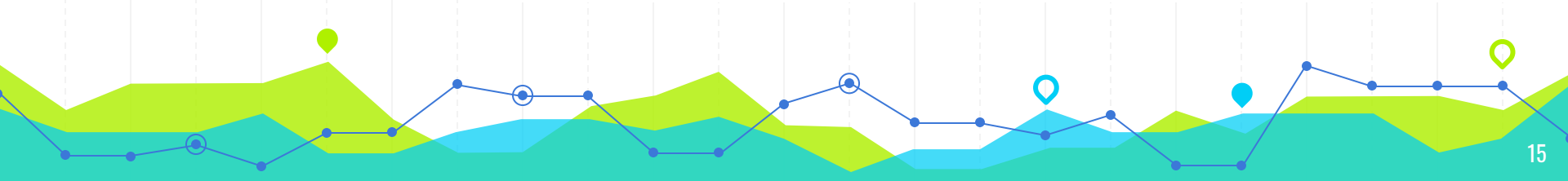
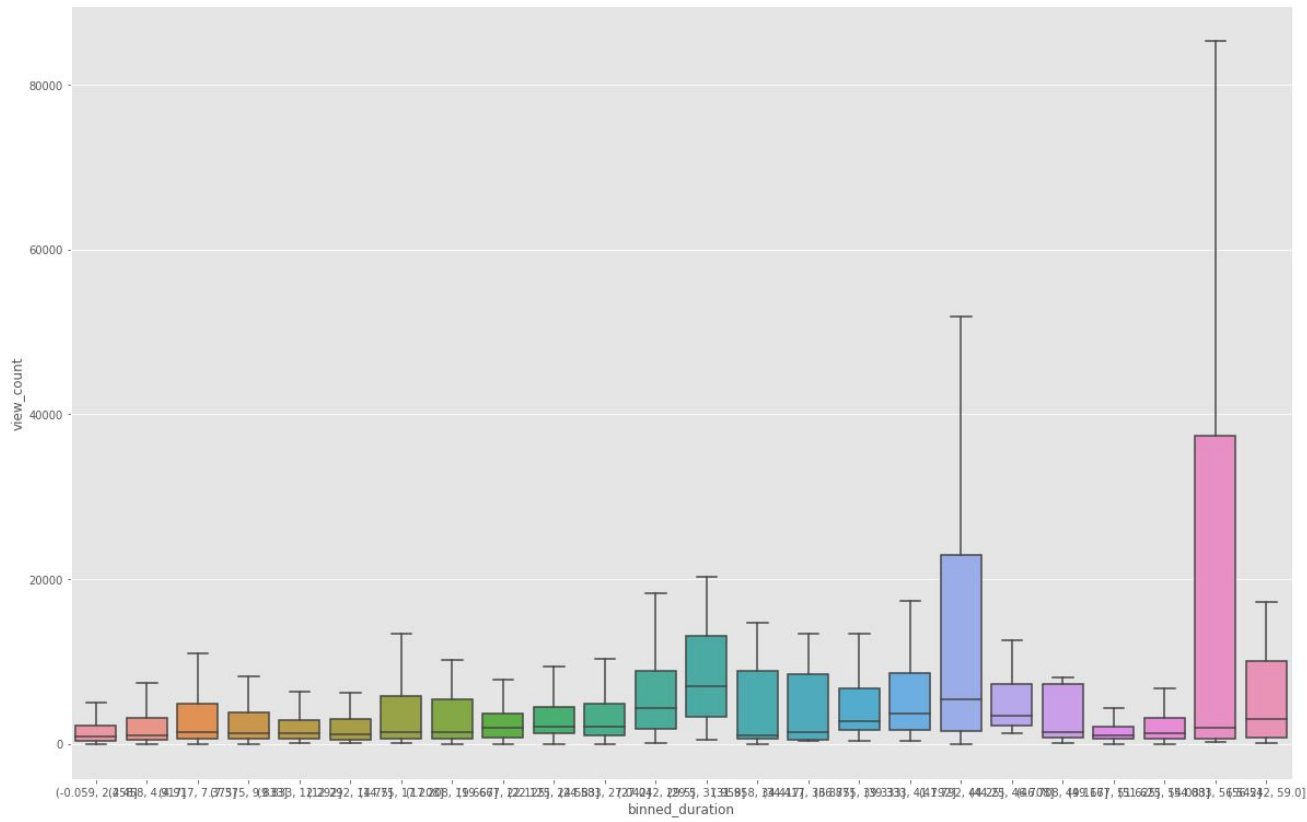
More videos per day =
more views per day

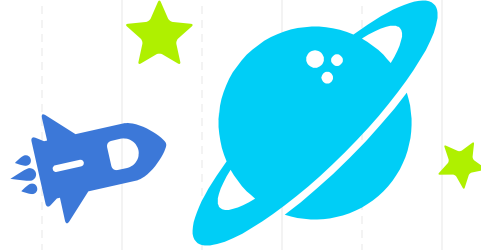
(Total number of views
per day '**in logarithmic
scale**' vs number of
videos per day)



Video duration
means??

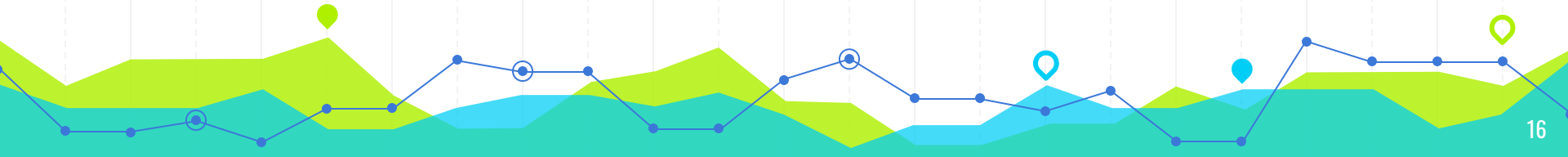
(Number of views of
video vs its duration
**‘binned into 2 mins
bins’**)





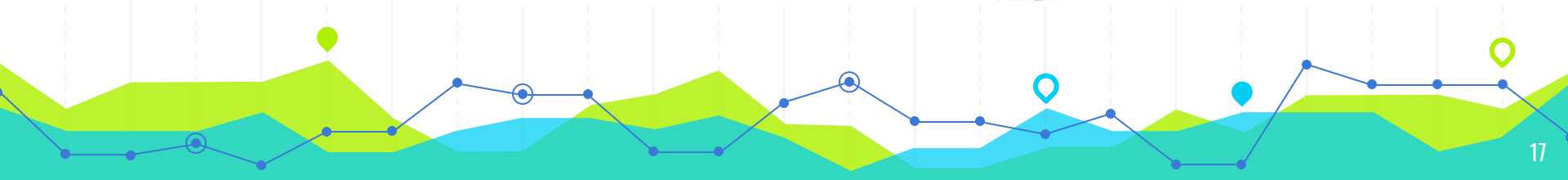
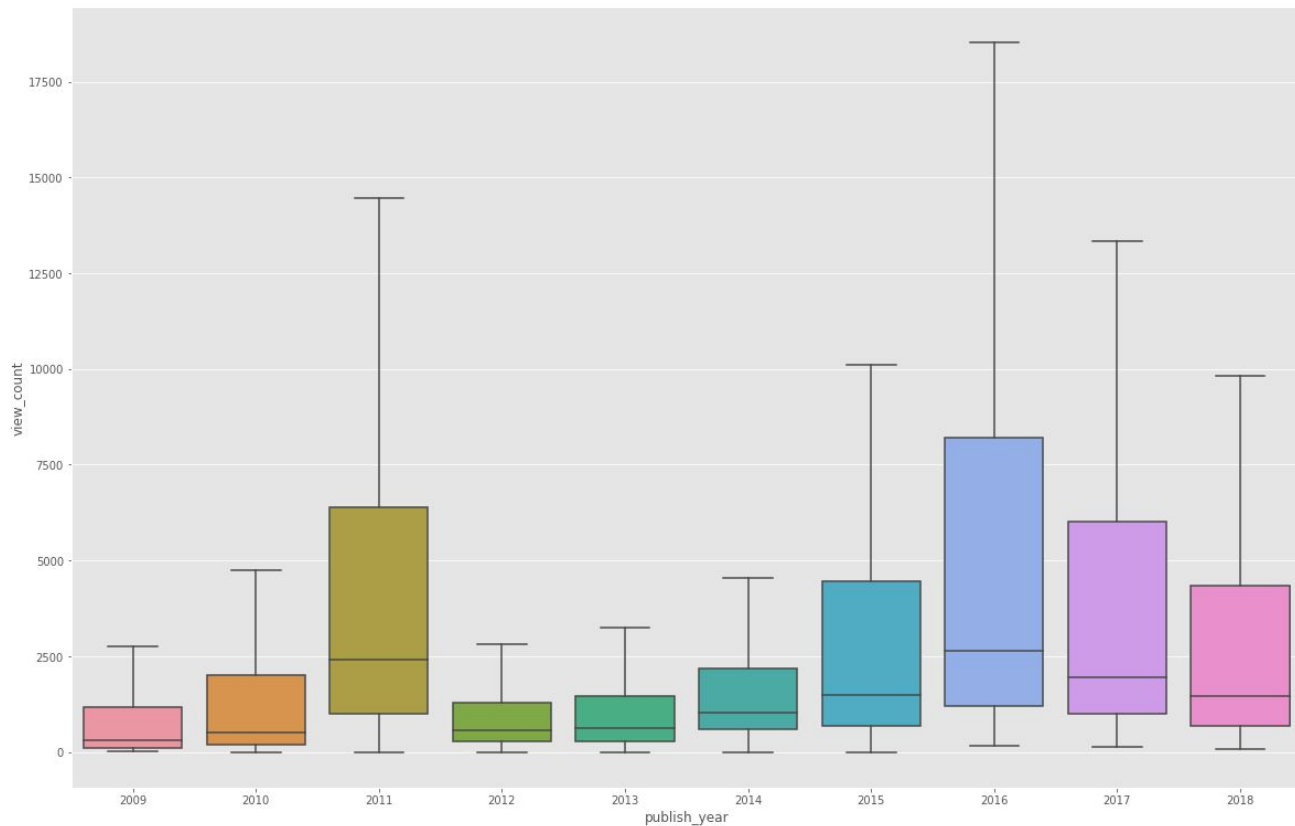
Important Fact

Major events extremely impacts views!



Years like 2011 & 2016
that had a lot of news
clearly stand out

(Number of views of
video vs when it was
published)



THANKS!

**Your feedback will be greatly
appreciated**

You can view the code to know how I tried to evade bias

