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| **Design Brief** |

**Project Title:**  How has YouTube’s new paid subscription service, YouTube Red, impacted the average revenue of YouTube channels with 100,000 subscribers or less?

**Client:** Justin Alinas and Jake Hofferbert

**Designer(s):** Kamryn Arreguin and Kamran Ghandhy

**Problem Statement:**

YouTube Red, YouTube's new paid subscription, has created a large controversy on how the revenue of smaller YouTube channels, channels with about 100,000 subscribers or less, will be affected by this new service. This new service is unfair to smaller YouTube channels since it would largely affect their revenue compared to much larger channels.The fee from the subscription is split between content creators and YouTube itself based on views accumulated from videos. This happens to be a split of 55% for creators and 45% for YouTube as specified in Geoff Weiss’ Article “Will People Pay for YouTube? After 1 Month, 'Red' Seems to Prove They Will,” while other platforms like Spotify and iTunes have a split more like 70% to 30%. This creates a situation that is harmful for smaller channels due to their lower subscriber count and consequential lower view count. Now, for a large YouTube channel, Jordan Maron, or CaptainSparklez’s channel for example, there is no problem with this change in the source of income since his large fan base equates to a large, average amount of views. George Weiss says that Jordan came to the conclusion that, “the percentage of his revenue coming from Red, he says, is outpacing the percentage of total YouTube users he estimates have signed up for the service thus far -- a figure he currently pegs at less than one percent.” But, this was during YouTube Red’s infancy and may have already caused severe damage to smaller channels by now.

Weiss, G. (2015, December 3). Will People Pay for YouTube? After 1 Month, 'Red' Seems to Prove They Will. Retrieved February 01, 2017, from <https://www.entrepreneur.com/article/253511/>

**Design Statement:**

A simplistic format of a line chart will analyze the distribution that will be created. By using a line chart, they are able to create a clean and sleek design that showcases the data well. The designers will show how Youtube’s new subscription service has impacted channels with 100,000 subscribers or less is the desired knowledge to be displayed. The line chart will show the growth or decrease in the amount of views that each channel has received since YouTube Red became available. The data for 12 different randomly selected channels that have under 100,000 subscribers will be used to create a line to show the differences in the amount of views each channel has gotten in the past year and a half. As part of the design, different colors will be incorporated to represent different YouTubers so that way the design is cleaner and easier to interpret. The distribution will represent data from the lifestyle of youth and it shows how the paid subscription may or may not impact a YouTube channel’s growth in terms of views.

**Constraints:**

* **One constraint given is the amount of time to do the project.**
* **The source of data used was limited because there was little data available for the given question.**
* **Limited coding capabilities and programs that were available.**

**Conclusion Statement:**

The question that was asked was, “How has YouTube’s new paid subscription service, YouTube Red, impacted the average revenue of YouTube channels with 100,000 subscribers or less?” but it was changed due to lack of data that was available. The new question asked became “How has YouTube Red affected the view growth rate of channels under 100,000 subscribers?”. The results of the distribution showed that since YouTube Red has launched (October 2015), channels with fewer than 100,000 subscribers exhibited a positive correlation between time and view count, and some channels displayed more or less growth than others. There were a couple erroneous results when trying to find the data because certain websites produced false or inaccurate data caused by third party websites giving data they thought would be accurate but it was only used to generate traffic for their website. The data had to be inputted manually due to there not being any actual raw data, so it had to input from the websites distributions. In some random samples it was noticed that the view count would plummet to zero. This may be caused by inactivity or lack of data provided by the website, when in fact there was still view growth.