

Lab 6 : YouTube Metrics

Group : Naël Meter, Marwa Chiguer

After generating a YouTube API key, we have used the Webometric Analyst that generates a script to gather the information from the YouTube API.

Considering information that would be useful for our analysis (and the fact that we don't have access to all the features of the API, it seems like), we have decided to gather information from the **statistics** and **topicDetails** scripts : **statistics** provide a few quantitative metrics about the YouTube channel (namely viewCount, subscriberCount, hiddenSubscriberCount and videoCount), and **TopicDetails** provides information about the topics associated with the channel based on the content that the channel publishes.

Here are the results

Channel	viewCount	subscriberCount	hiddenSubscriberCount	videoCount	topicCategories
Apple	1'138'542'239	19'900'000	false	191	"Technology", "Lifestyle_(sociology)"
Samsung	2'307'416'139	7'250'000	false	2199	"Lifestyle_(sociology)", "Technology"
Huawei	460'154'822	1'390'000	false	3121	"Lifestyle_(sociology)", "Society", "Technology", "Business"
Xiaomi	743'524'327	6'050'000	false	1878	"Lifestyle_(sociology)", "Technology"
Google (Pixel)	784'384'600	1'700'000	false	774	"Lifestyle_(sociology)", "Technology"
OnePlus	565'004'941	1'430'000	false	874	"Technology", "Lifestyle_(sociology)"
Sony	236'951'829	662'000	false	2108	"Technology", "Entertainment", "Lifestyle_(sociology)"
Nokia	25'127'910	409'000	false	2638	"Business", "Technology", "Society", "Knowledge", "Lifestyle_(sociology)"
Motorola	13'800'875	361'000	false	326	"Technology", "Lifestyle_(sociology)"
Oppo	53'508'085	478'000	false	413	"Technology", "Lifestyle_(sociology)"

Here is the analysis of the results :

[View and Subscriber Analysis](#)

Google (Pixel) and **Xiaomi** stand out with the highest view counts by far, each having more than one billion views. This is probably linked to the fact that they have the biggest market shares, but could also suggest a stronger content strategy that attracts viewers compared to the other brands (for example, we know that Apple ads are creative and unique). Google's Pixel channel has fewer videos than Xiaomi but still maintains a high number of views. Oppo, despite having a low trust flow on its other social media platforms, has a higher number of views than more established brands like Motorola and Nokia. This suggests a strong content strategy for Oppo on YouTube more than on other platforms.

Samsung has the highest subscriber count, which showcases its strong brand loyalty and market presence. Despite fewer total views compared to Google Pixel, its higher subscriber count reflects a potentially more engaged audience over the long term.

Huawei, while having fewer subscribers than Samsung and Xiaomi, has a remarkably high video count, which may contribute to its total view count being robust, showing its commitment to content delivery.

Video Content and Engagement

Sony, despite its lower subscriber and view count, has a high number of videos, which may be explained by the fact that the range of products of Samsung is enormous compared to other brands in our comparison.

OnePlus shows a balanced approach with a moderate number of videos and relatively high views and subscribers, suggesting effective content that resonates well with its audience.

Nokia and **Motorola** show lower numbers in views and subscribers, indicating that the brands may not be growing that much but rather keep their current market share and public (this is particularly true considering that both of these brands are pretty old).

Topic Categories and Their Implications

The topic categories reveal the focus areas of these channels. Most channels feature "Technology" and "Lifestyle (sociology)", indicating a blend of tech-focused content with lifestyle elements, which appeals to a broad audience.

Channels like **Sony** and **Nokia** include categories like "Entertainment" and "Knowledge", possibly suggesting more content diversification and a different image of the brand perceived by the users.