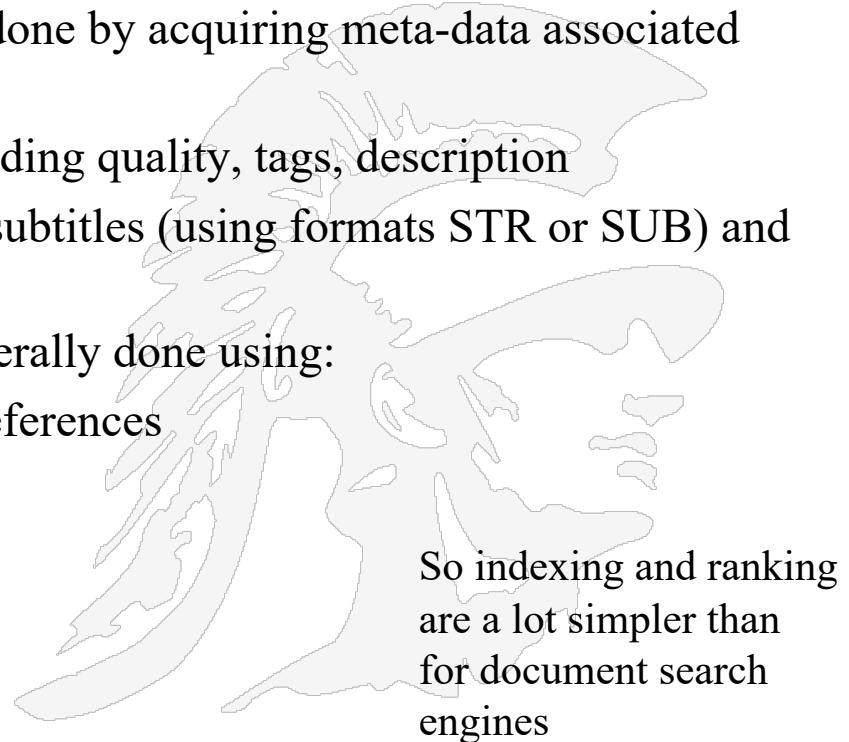


Video Search Engines YouTube et al



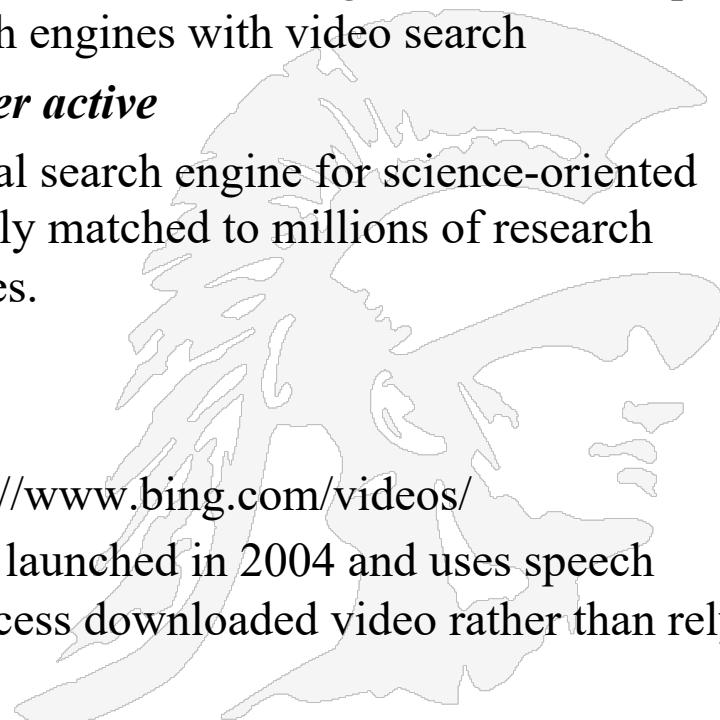
Video Search Engines – Quick Summary

- A **video search engine** is a web-based search engine which crawls the web primarily for video content.
 - YouTube is not strictly a video search engine as it does not crawl the web looking for video content
- The **indexing** of video content is normally done by acquiring meta-data associated with the video, e.g.
 - Author, title, creation date, duration, coding quality, tags, description
 - Other aspects of video recognition are subtitles (using formats STR or SUB) and transcription (using format TTXT)
- The **ranking** of videos under a query is generally done using:
 - Relevance: using metadata and user preferences
 - Ordered by date of upload
 - Ordered by number of views
 - Ordered by duration
 - Ordered by user rating



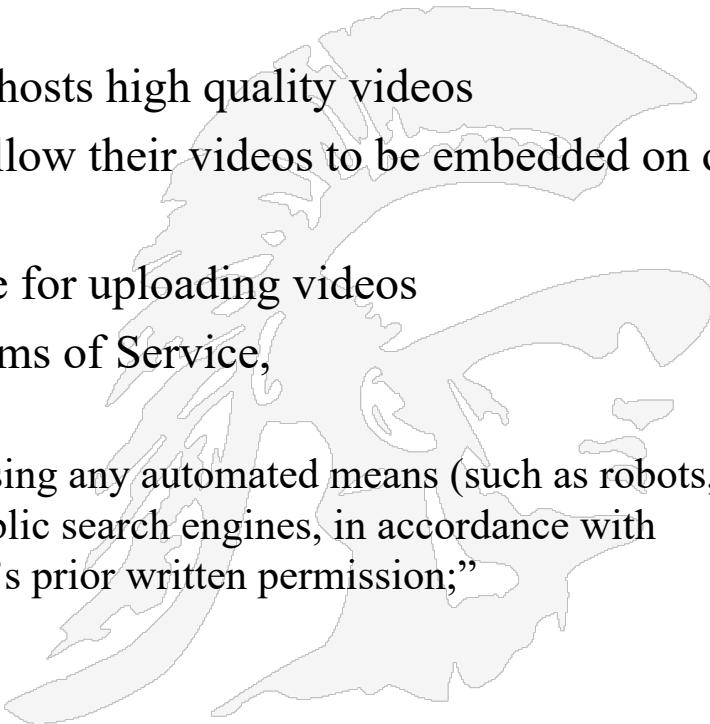
Video Search Engines That *Crawl* for Content

- *Those no longer existing*
 - *CastTV* was a Web-wide video search engine that was founded in 2006
 - *No longer active*
 - *Munax* released their first version all-content search engine in 2005 and powers both nationwide and worldwide search engines with video search
 - <http://www.munax.com/> *no longer active*
 - *ScienceStage* is an integrated universal search engine for science-oriented videos. All videos are also semantically matched to millions of research documents from open-access databases.
 - *No longer active*
- *A few remain*
 - *Bing* does crawl for videos, see <https://www.bing.com/videos/>
 - *blinkx* (renamed as RhythmOne) was launched in 2004 and uses speech recognition and visual analysis to process downloaded video rather than rely on metadata alone
 - <http://www.blinkxtv.com/> *now redirects to 360Daily.com*



Video Search Engines That Host

- Largely because of the large file sizes involved, video hosting is highly concentrated on a fairly small number of websites
 - **vimeo.com**, first to support HD video, focuses on short, arty, films
 - **vevo.com**, a joint venture of Universal Music Group, Sony Music Entertainment and Warner Music Group
 - **dailymotion.com**, owned by Vivendi, hosts high quality videos
- Most of these websites which host video allow their videos to be embedded on other websites
- **YouTube.com** has become the defacto site for uploading videos
- It is legal to crawl YouTube, see their Terms of Service,
www.youtube.com/static?template=terms
- “3. You are not allowed to access the Service using any automated means (such as robots, botnets or scrapers) except (a) in the case of public search engines, in accordance with YouTube’s robots.txt file; or (b) with YouTube’s prior written permission;”



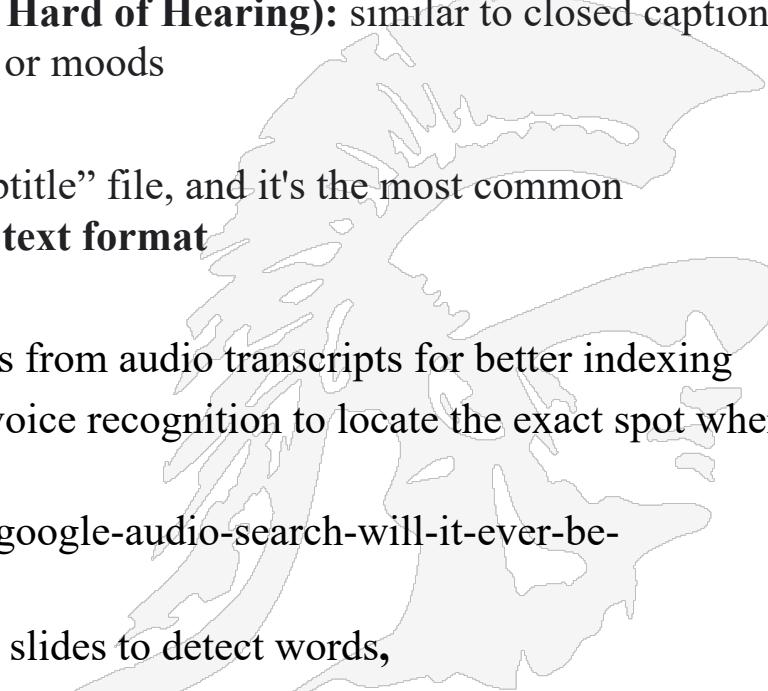
Video Search Engines That Stream Entertainment

- **Hulu** is an America subscription video on demand service jointly owned by Walt Disney, 21st Century Fox, Comcast, and Time Warner
 - In December 2017, Disney acquired Fox's partial ownership, giving it a majority stake; other owners include Comcast
- **Netflix** is an American subscription video on demand service, that originally delivered DVDs;
 - They develop their own content as well as offering content from major film distributors
- **Amazon Prime** is an American subscription video on demand service offering television and file shows for rent or purchase
- **Disney+** a recent entry
- There are many others: XtremeHD, Sling TV, Apple TV+, HBO Max, Acorn TV, etc

- **Entertainment**

Some Technologies Supporting Video Content

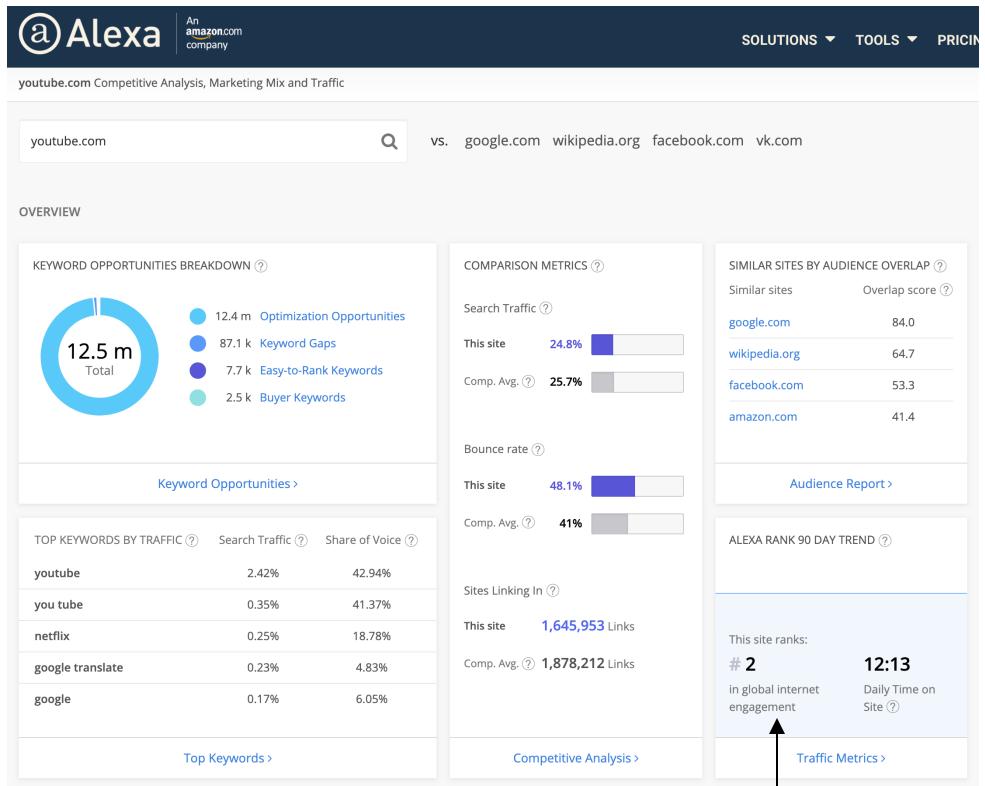
- **Subtitles:** there are two formats, one for subtitles and one for transcripts
 - There are three main types of video subtitling services:
 1. **open caption:** burned into the video
 2. **closed caption:** can be turned on/off, generally at the bottom of the screen
 3. **SDH (Subtitles for the Deaf and Hard of Hearing):** similar to closed caption, but includes words describing actions or moods
 - **SRT or SUB for subtitles**
 - SRT (. srt) stands for “SubRip Subtitle” file, and it's the most common subtitle/caption file format. It is **a text format**
 - **TTXT for transcripts**
- **Speech Recognition**, used to extract phrases from audio transcripts for better indexing
 - **Gaudi, Google Audio Indexing** uses voice recognition to locate the exact spot where words are spoken
 - <https://www.searchenginejournal.com/google-audio-search-will-it-ever-be-possible/397129/>
 - **Text Recognition:** uses OCR on video slides to detect words,
 - e.g. **TalkMiner System**, see https://www.youtube.com/watch?v=7N6I_m9LywM



YouTube Background

- YouTube is an American video hosting website headquartered in San Bruno, California, created by three former PayPal employees: Chad Hurley, Steve Chen, Jawed Karim in February 2005.
- In November 2006, it was bought by Google for US\$1.65 billion
- In 2020 Google announced that YouTube generated revenue of \$19.8 billion
- The site allows users to upload, view, rate, share, add to favorites, report and comment on videos
- In January 2022, the website was ranked as the second most popular site by Alexa Internet, a web traffic analysis company (now owned by Amazon)

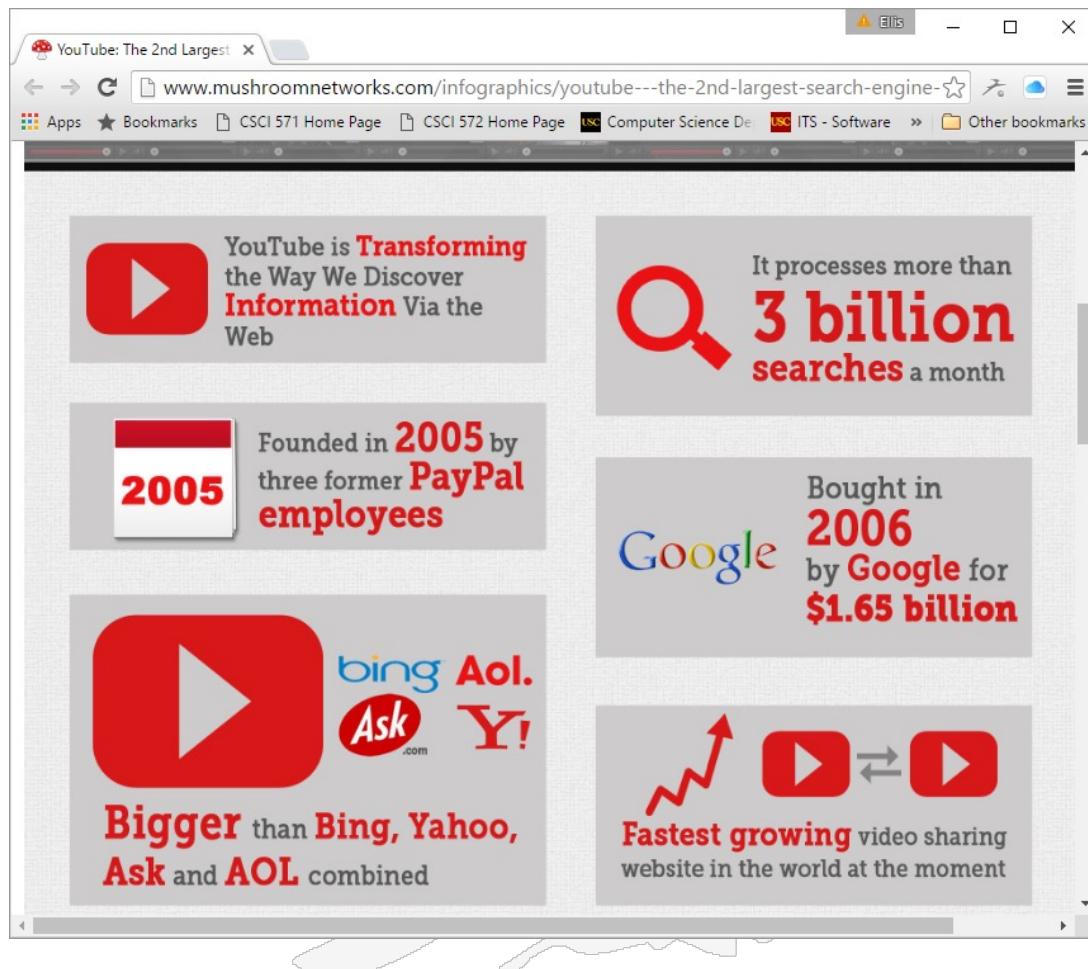
– See also
https://en.wikipedia.org/wiki/List_of_most_popular_websites



For details see Related Articles page, Mar 2020

YouTube as a Search Engine

- YouTube - The 2nd Largest Search Engine (cite:Infographic)
- YouTube processes more than 3 billion searches a month.
- It's bigger than Bing, Yahoo!, Ask and AOL combined!
- <http://www.mushroomnetworks.com/infographics/youtube---the-2nd-largest-search-engine-infographic>



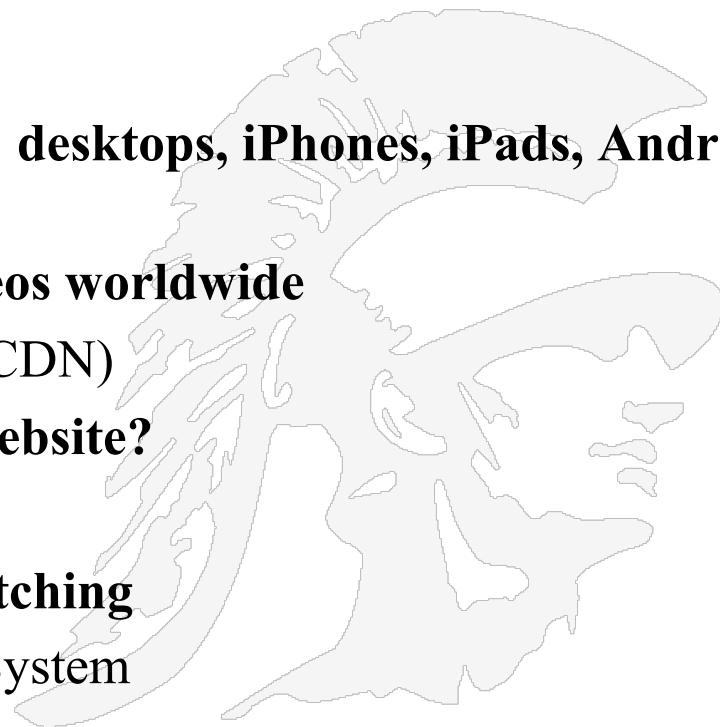
YouTube Traffic - Some Facts

- **As of 2021:**
 - **60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second.**
 - **Over 4 billion videos are viewed a day**
 - **Over 800 million unique users visit YouTube each month**
 - **Over 3 billion hours of video are watched each month on YouTube**
 - **More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years**
 - **70% of YouTube traffic comes from outside the US**
 - **YouTube is localized in 39 countries and across 54 languages**
 - **It is estimated that YouTube holds 1 sextillion gigabytes of data**
 - <https://www.quora.com/What-is-the-total-size-storage-capacity-of-YouTube-and-at-what-rate-is-it-increasing-How-is-Google-keeping-up-with-the-increasing-demands-of-Youtube%E2%80%99s-capacity-given-that-thousands-of-videos-are-uploaded-every-day>



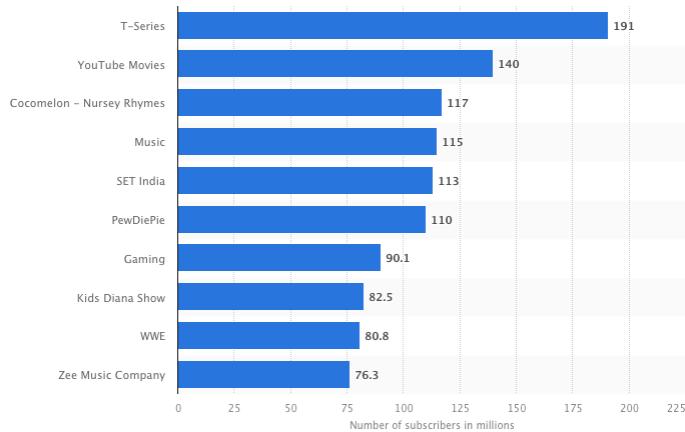
YouTube Search Engine Issues to Consider

- Since crawling, indexing and ranking are not big challenges for YouTube, what are the major hurdles
 - 1. **What video formats are acceptable**
 - For uploading
 - For downloading
 - 2. **How are videos to be displayed on: desktops, iPhones, iPads, Android devices, etc**
 - 3. **How does YouTube distribute videos worldwide**
 - A content distribution network (CDN)
 - 4. **How does YouTube monetize its website?**
 - YouTube's ContentID system
 - 5. **How does YouTube keep users watching**
 - The YouTube Recommendation System



YouTube Channels

- In order to upload a video you must be a registered user
- In addition YouTube offers a special type of account called a *channel*; channels include
 - thumbnails of videos you've uploaded,
 - members to whom you've subscribed,
 - videos from other members you've picked as favorites,
 - lists of members who are your friends,
 - your subscribers, and
- Biggest YouTube Channels as of 2021



<https://www.statista.com/statistics/277758/most-popular-youtube-channels-ranked-by-subscribers/>



With 1 million subscribers, a YouTuber will make between \$300,000 – \$2 million To be in the top 1000 YouTubers you must have ~1.8 million subscribers As of 09/2020, there are more than 2000 YouTubers with over a million subscribers

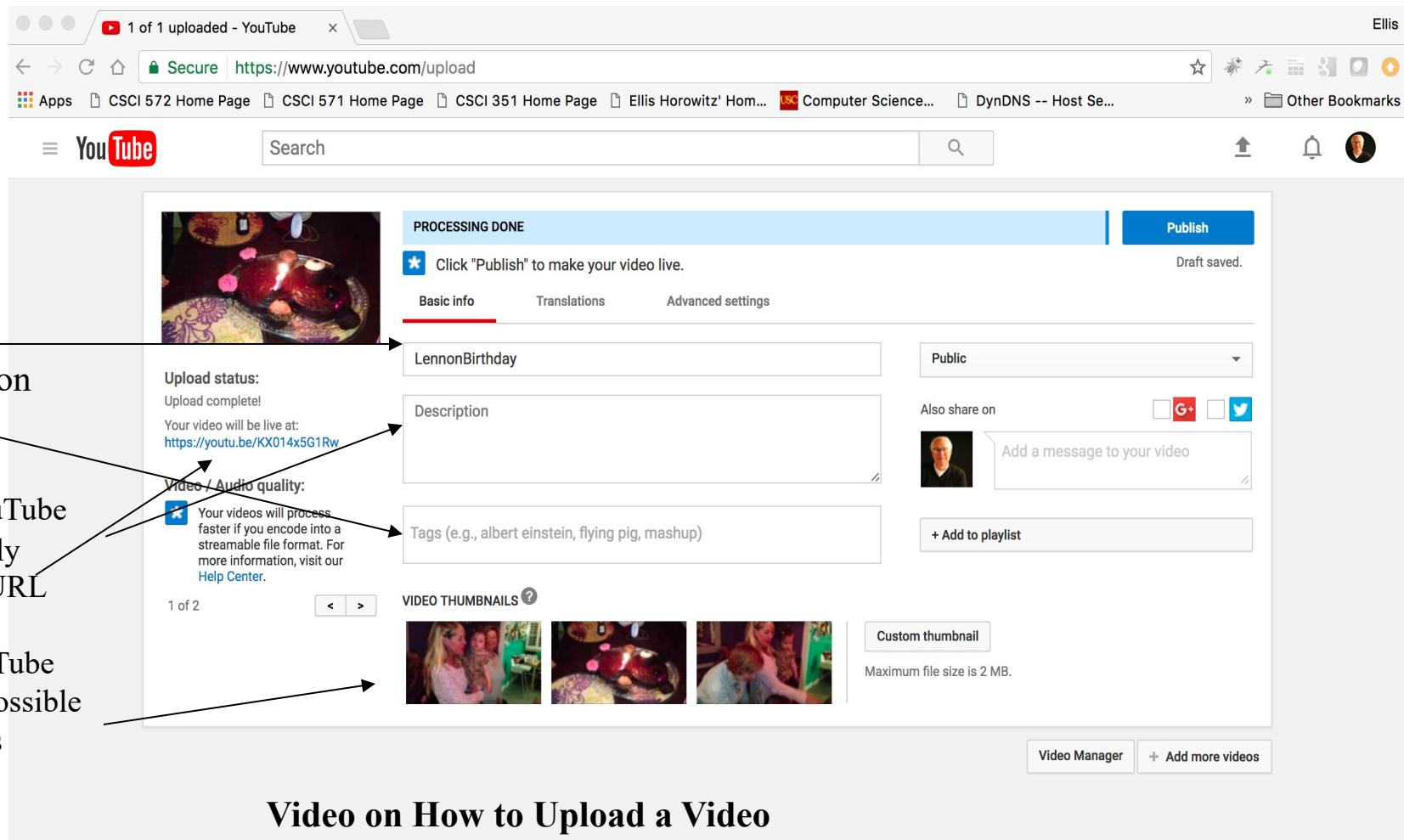
YouTube Gathers Information When Videos are Uploaded

YouTube captures:

Name _____
Description _____
Tags _____

Note: YouTube immediately assigns a URL

Note: YouTube suggests possible thumbnails



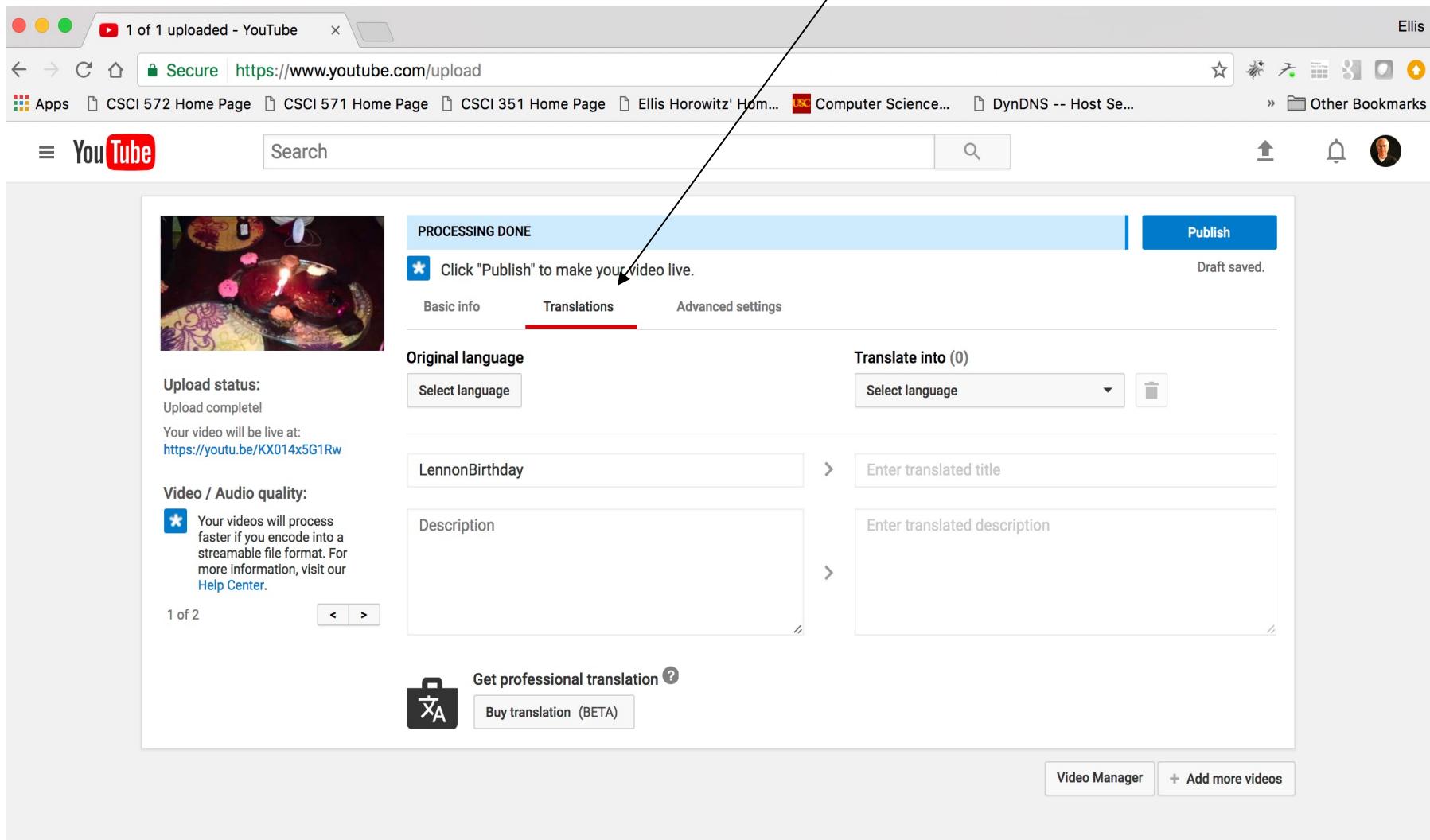
The screenshot shows the YouTube upload interface. At the top, it says "1 of 1 uploaded - YouTube". The URL in the address bar is <https://www.youtube.com/upload>. Below the address bar are various browser tabs and icons.

The main area shows a video thumbnail of a birthday cake with lit candles. To the right of the thumbnail, the status is "PROCESSING DONE" with a note to "Click 'Publish' to make your video live." Below this, there are tabs for "Basic info", "Translations", and "Advanced settings", with "Basic info" being the active tab. The "Basic info" section contains fields for "Name" (LennonBirthday), "Description", and "Tags (e.g., albert einstein, flying pig, mashup)". To the right of these fields are dropdown menus for "Visibility" (set to "Public") and "Share on" (with options for Google+ and Twitter). There is also a "Custom thumbnail" section with a maximum file size of 2 MB.

On the left side of the interface, there is a sidebar with sections for "Upload status" (showing "Upload complete!" and a generated URL: <https://youtu.be/KX014x5G1Rw>), "Video / Audio quality" (with a note about encoding for faster processing), and "VIDEO THUMBNAILS" (which shows three suggested thumbnail images from the uploaded video).

Video on How to Upload a Video
<https://support.google.com/youtube/answer/57407>

Uploading to YouTube Second Input Screen



The screenshot shows the YouTube upload interface after a video has been processed. A large blue bar at the top says "PROCESSING DONE". Below it, a message says "Click "Publish" to make your video live." A red arrow points from the text "Click "Publish" to make your video live." to the "Translations" tab, which is highlighted with a red underline.

Basic info **Translations** **Advanced settings**

Original language: Select language

Translate into (0): Select language

LennonBirthday > Enter translated title

Description > Enter translated description

Upload status:
Upload complete!
Your video will be live at:
<https://youtu.be/KX014x5G1Rw>

Video / Audio quality:
Your videos will process faster if you encode into a streamable file format. For more information, visit our [Help Center](#).

1 of 2 < >

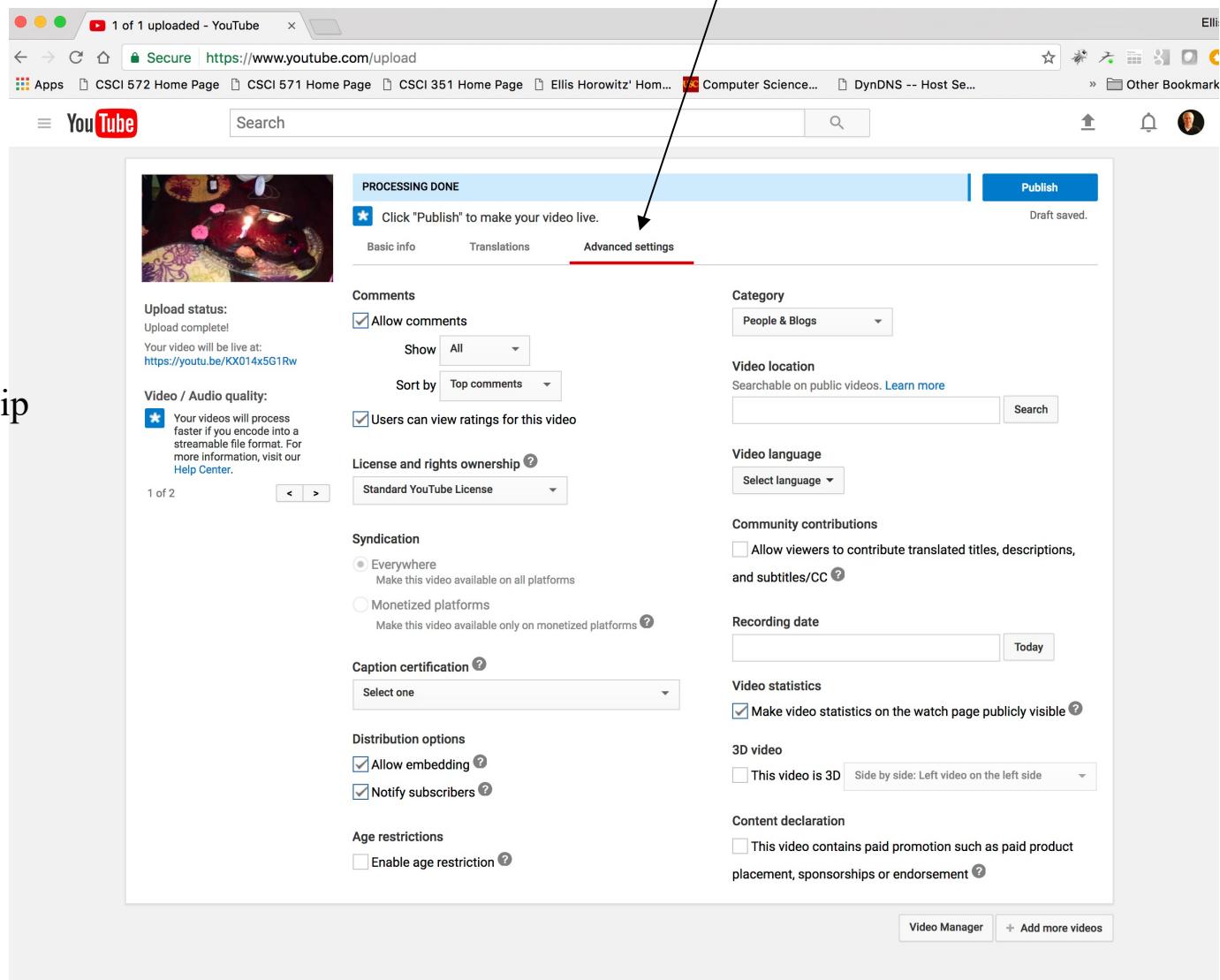
Get professional translation ?
 Buy translation (BETA)

Video Manager + Add more videos

Uploading to YouTube Third Input Screen

YouTube allows
the creator to
specify:

License and ownership
Syndication
Caption
Embedding
Age restrictions
Categories
• • •



The screenshot shows the YouTube upload interface after processing is done. A blue bar at the top says "PROCESSING DONE" with a star icon and the text "Click 'Publish' to make your video live." Below this, tabs for "Basic info", "Translations", and "Advanced settings" are visible, with "Advanced settings" being the active tab. The main area contains several sections: "Comments" (checkbox for "Allow comments" with dropdowns for "Show" and "Sort by"), "Category" (dropdown set to "People & Blogs"), "Video location" (text input field and search button), "Video language" (dropdown "Select language"), "Community contributions" (checkbox for "Allow viewers to contribute translated titles, descriptions, and subtitles/CC"), "Recording date" (text input field with "Today" button), "Video statistics" (checkbox for "Make video statistics on the watch page publicly visible"), "3D video" (checkbox for "This video is 3D" with dropdown for "Side by side: Left video on the left side"), and "Content declaration" (checkbox for "This video contains paid promotion such as paid product placement, sponsorships or endorsement"). At the bottom are buttons for "Video Manager" and "+ Add more videos".

Business Model: Ads, Ads, Ads

Sample YouTube Search Results for Katy Perry

First result is an Ad

2nd and 4th results are stored at Vevo

3rd and 5th results are links to a Katy Perry channel with 106 videos

To the right is a mix of Katy Perry songs and some “related” artists

YouTube katy perry

About 17,000,000 results

Lipstick By Katy Perry
Ad COVERGIRL
 3,094,672 views
 Get Exclusive Katy Kat Lipstick For Pillow Soft, Rich Matte Lips Now!

Katy Perry - Chained To The Rhythm (Lyric Video) ft. Skip Marley
 KatyPerryVEVO
 2 days ago • 10,827,898 views
 Get "Chained to the Rhythm": <http://katy.to/cttr> Directed by: Aya Tanimura Executive Producer: Danny Lockwood Produced by: ...
 NEW

KatyPerryVEVO
 106 videos
 CHANNEL Subscribe 20,804,904

Katy Perry - Roar (Official)
 KatyPerryVEVO
 3 years ago • 1,790,071,602 views
 Get "Roar" from Katy Perry's 'PRISM': <http://smarturl.it/PRISM> Official music video for Katy Perry's "Roar" brought to you in ...
 CC

Katy Perry - Topic
 433 videos
 Katheryn Elizabeth Hudson, known professionally as Katy Perry, is an American singer and songwriter. After singing in church ...
 CHANNEL Subscribe 297,603

Katy Perry
 Music

Top Tracks Albums

- Roar 4:30
- Dark Horse 3:46
- Last Friday Night (T.G.I.F.) 8:11
- Firework 3:54
- Hot n Cold 4:44
- Part of Me 4:12
- Wide Awake 4:37
- The One That Got Away 4:51
- Unconditionally 3:57
- This Is How We Do 3:30
- [View all](#)

Related Artists

-  Taylor Swift
-  Lady Gaga
-  Russell Brand

Ranking: Ads, Views, Age YouTube Search Results

Begins with an ad

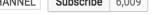
The next 4 results are ordered by the number of views: 420,004, 369,979, 228,004

Subsequent listings are a mixture of highly viewed videos, but older, e.g. Lec 1 MIT has 3 million+ views but is 7 years old

It is not obvious how the ranking was determined

YouTube computer science

About 18,600,000 results

 Technology For Students Ad Best Buy 41,606 views Check Out Best Buy's Student Device Management Programs For Schools!	 Lecture 0 - Introduction to Computer Science I Asim Ali 2 years ago • 420,004 views This is first lecture from the series of course "Introduction to Computer Science I", Harvard OpenCourseWare with Instructor David ... CC	 Computer science education: why does it suck so much and what if it didn't? Ashley Gavin ... TEDx Talks 1 year ago • 220,105 views Ashley's talk shines a light on the major problem that is American Computer Science education. In 2020, 1.4 million new jobs will ...
 Computer Science a good major? ENGINEERED TRUTH 3 years ago • 369,979 views You should ask a lot of people for advice. In my opinion, most people in the world should get their bachelors in CS before working ...	 Lec 1 MIT 6.00 Introduction to Computer Science and Programming, Fall 2008 MIT OpenCourseWare 7 years ago • 3,423,564 views Lecture 1: Goals of the course; what is computation; introduction to data types, operators, and variables Instructors: Prof. ... CC	 Question: How Important is Math in a Computer Science Degree? Eli the Computer Guy Live 1 year ago • 119,331 views I would like to know how hard it is the mathematics part in the computer science undergraduate course. I love computers and ...
 Computer science is for everyone Hadi Partovi TEDxRainier TEDx Talks 2 years ago • 228,044 views This talk was given at a local TEDx event, produced independently of the TED Conferences. This persuasive talk shows how ...	 Computer Science Explained in less than 3 minutes shaun diem-lane 2 years ago • 257,833 views Computer Programming is an amazing field of complication, amazement, difficulty, but above all, fun. Computer Programming ...	 Computer Science Tutor 77 videos CHANNEL  6,009
 Computer Science vs Self-Taught vs Coding Bootcamp (ft. Quincy Larson) ENGINEERED TRUTH 4 months ago • 155,464 views Quincy Larson is the creator of FreeCodeCamp.com, the #1 way to learn code for free. FreeCodeCamp is also the most starred ...	 Vlog: What to expect in a Computer Science course lcc0612 1 year ago • 25,738 views Being pretty near graduation now, I decide that, by reflecting upon my own experience, answer some of the most commonly asked ...	
 Computer science education: why does it suck so much and what if it didn't? Ashley Gavin ... TEDx Talks 1 year ago • 220,105 views Ashley's talk shines a light on the major problem that is American Computer Science education. In 2020, 1.4 million new jobs will ...		

- During a search YouTube provides filters for users to refine their search:
 - UPLOAD DATE
 - TYPE
 - DURATION
 - FEATURES
 - SORT BY

YouTube Advanced Search Ranking Filters

About 1,690,000 results FILTER

UPLOAD DATE	TYPE	DURATION	FEATURES	SORT BY
Last hour	Video	Short (< 4 minutes)	4K	Relevance
Today	Channel	Long (> 20 minutes)	HD	Upload date
This week	Playlist		Subtitles/CC	View count
This month	Movie		Creative Commons	Rating
This year	Show		3D	
			Live	
			Purchased	
			360°	

Intro to Algorithms: Crash Course Computer Science #13
 CrashCourse • 173K views • 4 months ago
 Algorithms are the sets of steps necessary to complete computation - they are at the heart of what our devices actually do. And this ...
 CC

MIT 6.006 Introduction to Algorithms, Fall 2011
 MIT OpenCourseWare
 1. Algorithmic Thinking, Peak Finding • 53:22
 2. Models of Computation, Document Distance • 48:52
[VIEW FULL PLAYLIST \(47 VIDEOS\)](#)

John MacCormick's Nine Algorithms That Changed the Future
 Princeton University Press • 5.4K views • 5 years ago
 Every day, we use our computers to perform remarkable feats. A simple web search picks out a handful of relevant needles from ...

YouTube Ranking Factors

- YouTube uses the following metrics for ranking search results:

1. Meta Data

- video titles, descriptions and tags are core ranking factors
- include links to a website and social profiles

2. Video Quality

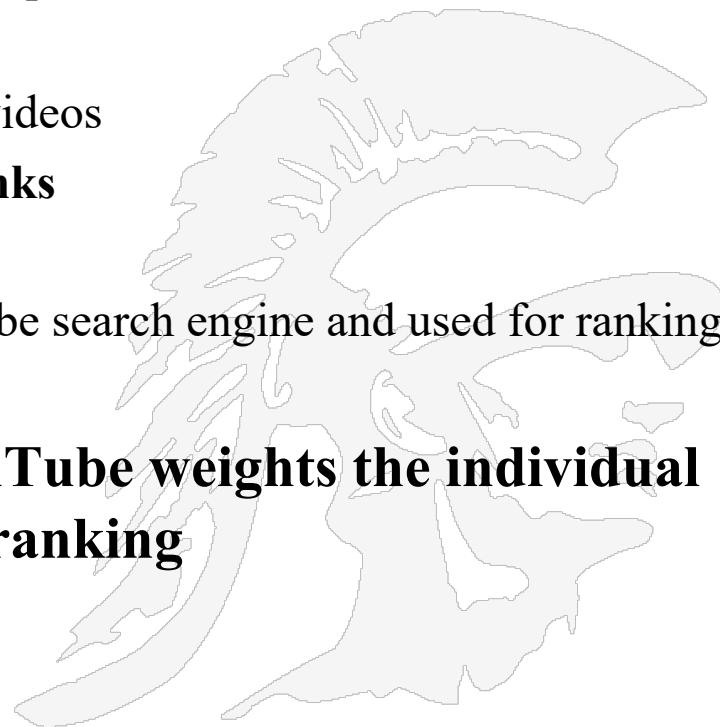
- HD ranks higher than low quality videos

3. Number of views, likes, shares and links

4. Subtitles and Closed Captions

- captions are crawled by the YouTube search engine and used for ranking

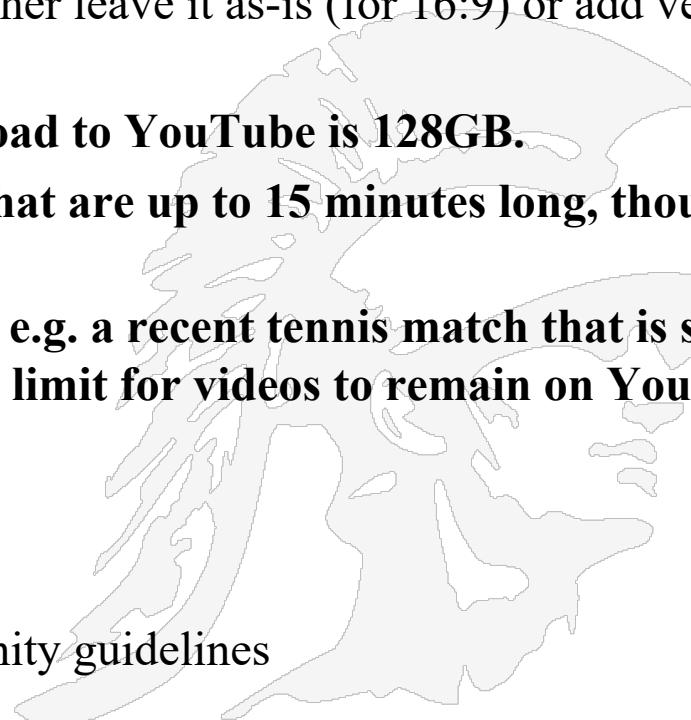
- **What is not known is how YouTube weights the individual factors to make up their final ranking**



YouTube Upload Characteristics

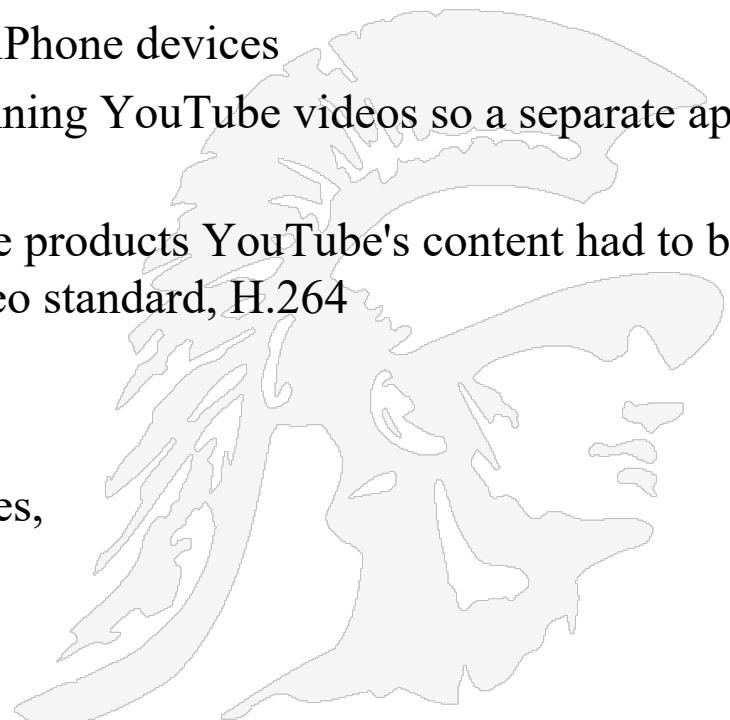
- **YouTube Upload Characteristics**

- **YouTube** supports 8 video formats for uploading: MOV, MP4 (MPEG4), AVI, WMV, FLV, 3GP, MPEGPS, WebM
- **Aspect Ratio:** the standard aspect ratios are: 4:3 or 16:9. When the video is uploaded to the site, YouTube will either leave it as-is (for 16:9) or add vertical black bars (for 4:3)
- **The maximum file size you can upload to YouTube is 128GB.**
- **By default, you can upload videos that are up to 15 minutes long, though that can be extended**
- **Many videos have a short life cycle, e.g. a recent tennis match that is soon forgotten, however, there is no time limit for videos to remain on YouTube, unless**
 - You delete the video.
 - You delete your account.
 - You violate copyright or community guidelines



YouTube Videos Run On Multiple Platforms

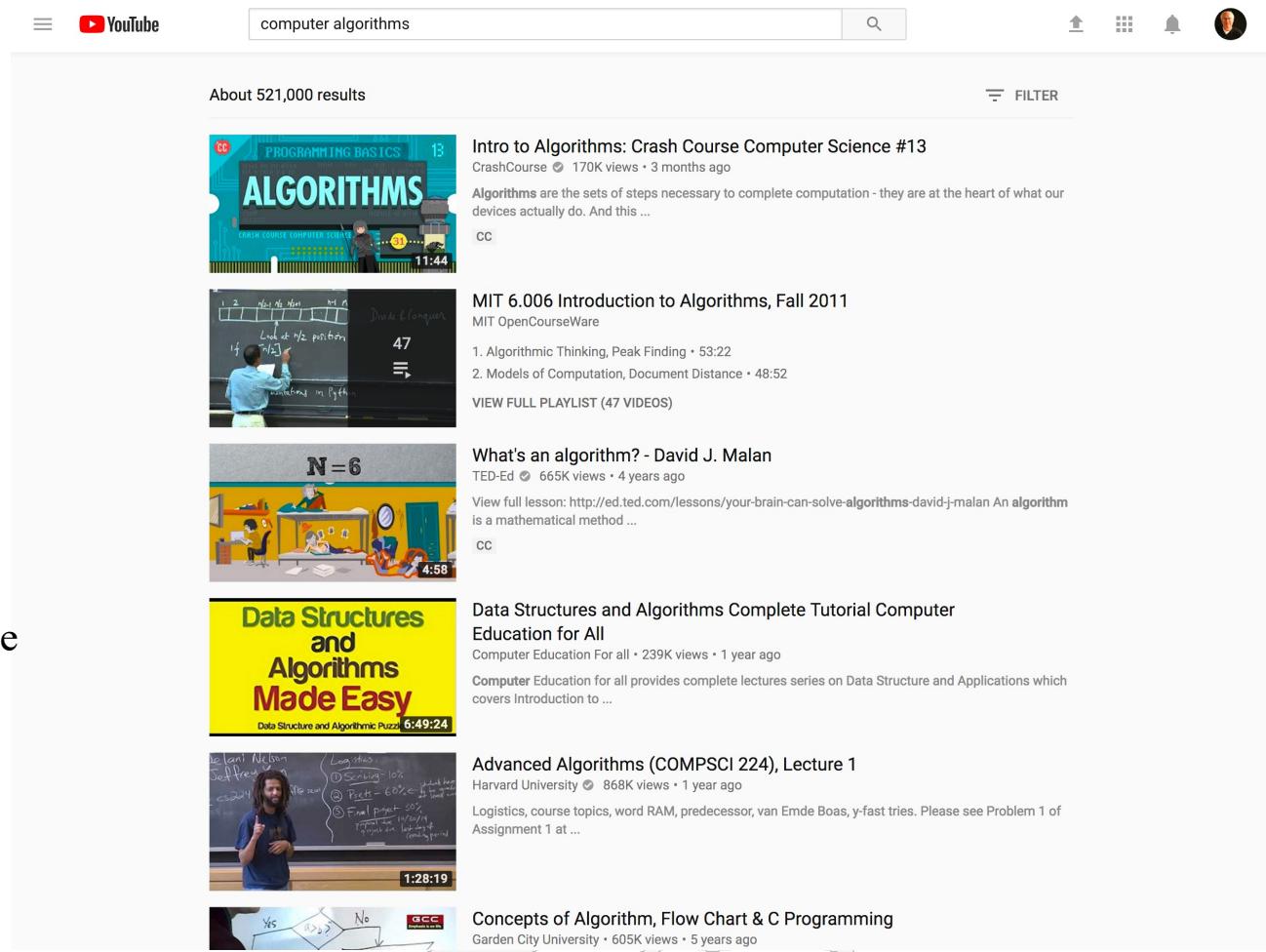
- **Desktops/laptops**
 - Videos are played in your browser assuming it supports HTML5
 - This avoided the need to use Adobe Flash Player
- **Smartphones**
 - YouTube apps exist for Android and iPhone devices
 - There is no native support for running YouTube videos so a separate app is required
 - For YouTube's videos to run on Apple products YouTube's content had to be transcoded into Apple's preferred video standard, H.264
- **Other Devices**
 - Apple TV, Fire TV, iPod Touch,
 - TiVo, PlayStation, Wii Game consoles,
 - Xbox Live, Roku Players
 - Google Chromecast



YouTube Makes Recommendations to Retain Viewers

- YouTube Search Results Example for query “computer algorithms”**
- Assume we choose the first result**

Recommendations are made to maximize watch time



The screenshot shows a YouTube search results page for the query "computer algorithms". The search bar at the top contains the text "computer algorithms". Below the search bar, there is a button labeled "FILTER". The results section starts with a card for "Intro to Algorithms: Crash Course Computer Science #13" by CrashCourse, which has 170K views and was posted 3 months ago. The thumbnail shows a person in a hoodie standing in front of a computer screen displaying the word "ALGORITHMS". Below this, there is a card for "MIT 6.006 Introduction to Algorithms, Fall 2011" by MIT OpenCourseWare, which has 170K views and was posted 3 months ago. The thumbnail shows a person writing on a chalkboard with the word "ALGORITHMS" written on it. Further down, there is a card for "What's an algorithm? - David J. Malan" by TED-Ed, which has 665K views and was posted 4 years ago. The thumbnail shows a cartoon character sitting at a desk. Next is a card for "Data Structures and Algorithms Made Easy" by Data Structure and Algorithmic Puzzles, which has 6.4M views and was posted 1 year ago. The thumbnail shows a person in a blue shirt standing in front of a chalkboard with the title "Data Structures and Algorithms Made Easy" written on it. Below this, there is a card for "Advanced Algorithms (COMPSCI 224), Lecture 1" by Harvard University, which has 868K views and was posted 1 year ago. The thumbnail shows a person with long hair standing in front of a chalkboard. At the bottom, there is a card for "Concepts of Algorithm, Flow Chart & C Programming" by Garden City University, which has 605K views and was posted 5 years ago. The thumbnail shows a flowchart with the words "Yes" and "No".

<https://www.nbcnews.com/tech/social-media/algorithms-take-over-youtube-s-recommendations-highlight-human-problem-n867596>

YouTube Recommendation Algorithm

- Given the query “computer algorithms” followed by a selection, YouTube makes recommendations for subsequent videos
- Recommendations account for 60% of all video clicks



YouTube Recommendation System Uses Graph Properties

- Association Rule Mining

- For each pair of videos v_i, v_j compute co-visitation counts, i.e. they count how often they were co-watched; if $c_{i,j}$ is the co-visitation count, then relatedness is defined as

$$r(v_i, v_j) = \frac{c_{ij}}{f(v_i, v_j)}$$

where c_i and c_j are the total occurrence counts across all sessions for videos v_i and v_j . $f(v_i, v_j)$ is a normalization function that takes the global popularity of both the seed video and the candidate video into account; e.g. $f(v_i, v_j) = c_i * c_j$

The set of related videos, R_i for a given seed video v_i is determined by taking the top N candidate videos ranked by their scores $r(v_i, v_j)$

Related videos induce a directed graph over the set of videos, namely:

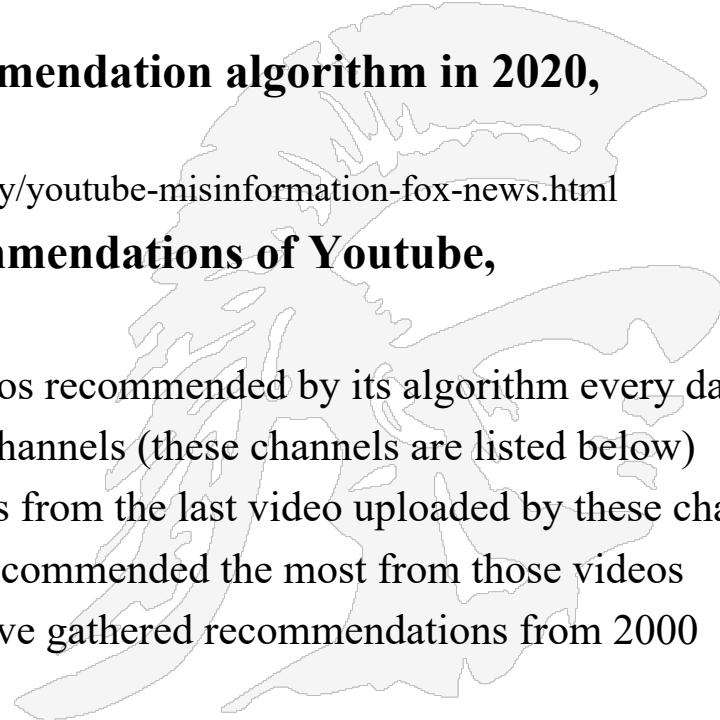
For each pair of videos (v_i, v_j) , there is an edge e_{ij} from v_i to v_j iff v_j is in R_i

For details see: *The YouTube Recommendation System*

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.434.9301&rep=rep1&type=pdf>

Media Sites (including YouTube) Move Away from False Information

- **YouTube's recommendation algorithm used to send people to misinformation, e.g. see**
 - <https://www.youtube.com/watch?v=FI8tFmBIPak> (3 min)
 - <https://www.wsj.com/articles/how-youtube-drives-viewers-to-the-internets-darkest-corners-1518020478>
- **As a result YouTube changed its recommendation algorithm in 2020, eliminating so-called “fringe” sites**
 - <https://www.nytimes.com/2020/11/03/technology/youtube-misinformation-fox-news.html>
- **There is a website that tracks the recommendations of Youtube,**
- **<https://algotransparency.org/>**
- “We used a multi-step program to analyze videos recommended by its algorithm every day”
 - Step 1: We start from a list of 1000+ US channels (these channels are listed below)
 - Step 2: We gather all recommended videos from the last video uploaded by these channels
 - Step 3: We compute which channel was recommended the most from those videos
 - Step 4: We repeat step 2 and 3 until we have gathered recommendations from 2000 channels
 - Step 5: For each video that was observed, we count and display from how many channels it was recommended



A **video rich snippet** means that when someone searches for something on Google, you can have a small tiny **video** show up next to your result to let the user know that particular result (yours) has a **video** to help

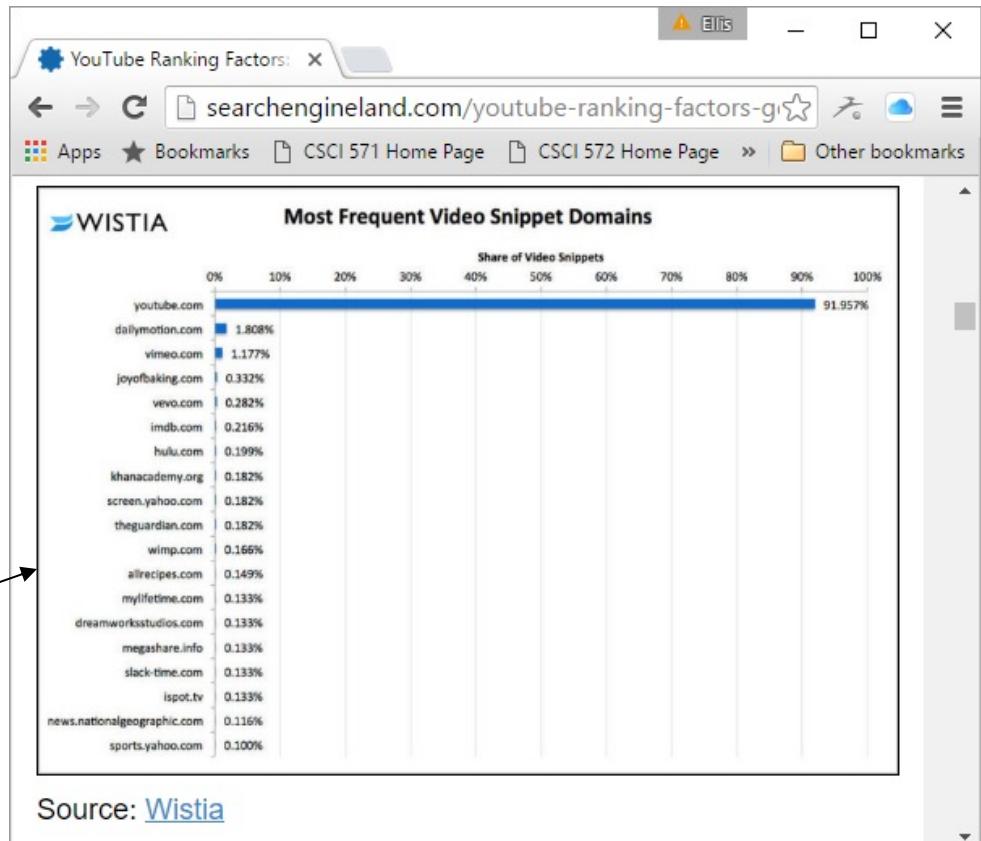
Google weeded out the video competition in Web search by predominantly displaying **only video-rich snippets** for YouTube videos back in 2014.

Here is a graph outlining the percentage share of video-rich snippets in Google; 91% are from YouTube

see

<https://wistia.com/blog/where-did-my-video-snippets-go>

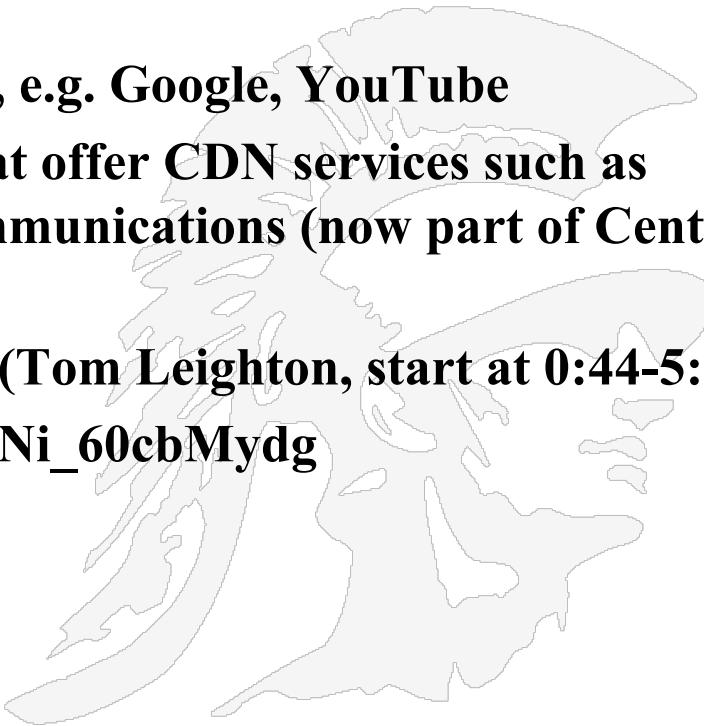
Google Search is Biased Towards YouTube Videos



e.g. try “tutorial on bitcoin”

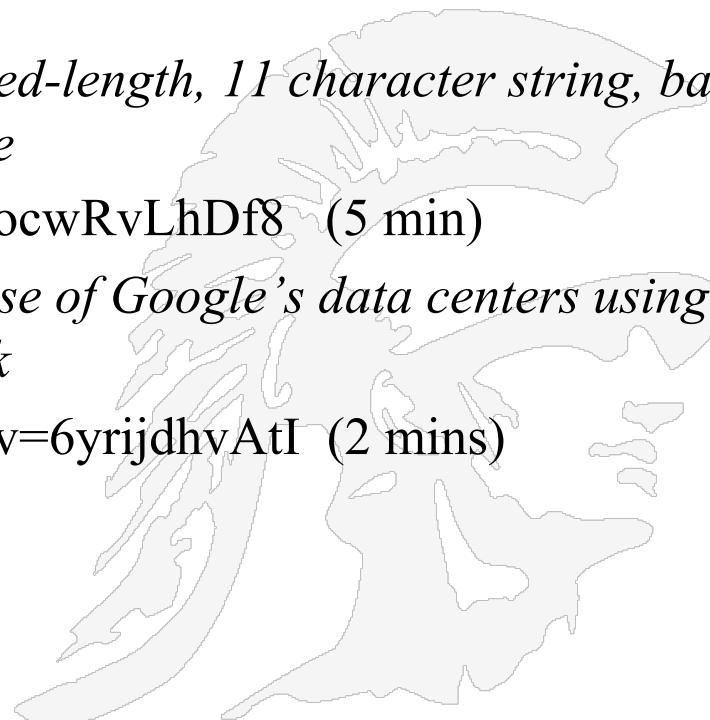
Content Delivery Networks

- A content distribution network (CDN) consists of a large set of content servers and a means for dynamically selecting servers based on knowledge of the location of the user and possibly the content being requested
- Some sights operate their own CDN, e.g. Google, YouTube
- There are third party companies that offer CDN services such as Akamai, Limelight and Level 3 Communications (now part of Century Link)
- See the Akamai video for 5 minutes (Tom Leighton, start at 0:44-5:00),
- https://www.youtube.com/watch?v=Ni_60cbMydg



YouTube Video Delivery System

- **Two Critical Technology Challenges for YouTube:**
 - *how to identify billions of videos*
 - *How to efficiently deliver the video to the desktop/mobile device*
- **The Solutions:**
- **Identification:** *YouTube assigns a fixed-length, 11 character string, base 64, unique identifier to each video, see*
- <https://www.youtube.com/watch?v=gocwRvLhDf8> (5 min)
- **Efficient Delivery:** *YouTube makes use of Google's data centers using them as a content distribution network*
 - <https://www.youtube.com/watch?v=6yrijdhvAtI> (2 mins)



YouTube (Google's) Content Delivery Datacenters

- A map of Google's data centers, see
- <https://www.google.com/about/datacenters/inside/locations/index.html>

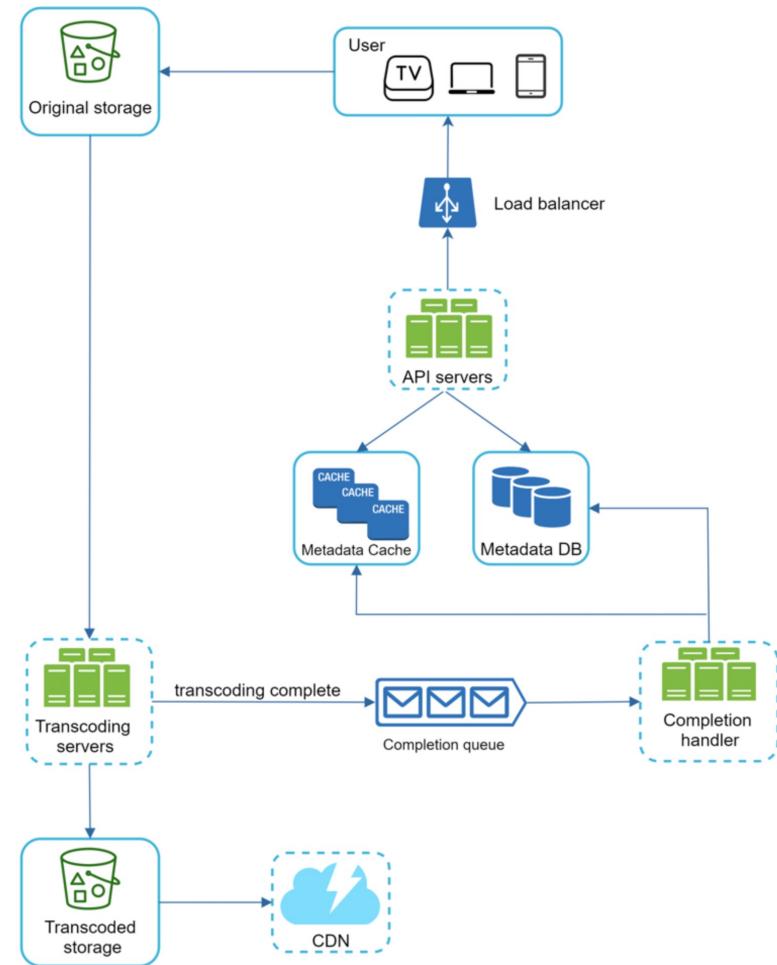


Figure 4: Geographical distribution of YouTube Video Cache Locations.

Uploading a YouTube Video

1. videos are uploaded from a desktop to a central Data Center
2. the video is then transcoded into multiple formats
3. transcoded copies are sent to the Content Distribution Network

Video transcoding is a technique of converting a video into multiple different formats and resolutions to make it playable across different devices and bandwidths. The technique is also known as *video encoding*. This enables YouTube to stream videos in different resolutions such as *144p, 240p, 360p, 480p, 720p, 1080p & 4K*.



YouTube's Content Distribution Network Downloading a YouTube Video

A local DNS server resolves www.youtube.com and is redirected to a YouTube server which downloads the page information and a pointer to a YouTube server that can deliver the video, e.g.
v23.lscache5.c.youtube.com
The request to v23.lscache5

...
may be further resolved



4 steps describing the delivery of a YouTube video

<http://www-users.cs.umn.edu/~zhzhang/Papers/youtube-tech-report.pdf>

YouTube Delivery System

- The design of the YouTube video delivery system consists of three components:
 - a “flat” video id space,
 - a multi-layered logical server organization consisting of five anycast namespaces (and two unicast namespaces), and
 - a 3-tiered physical cache hierarchy with (at least) 38 primary locations, 8 secondary and 5 tertiary locations.

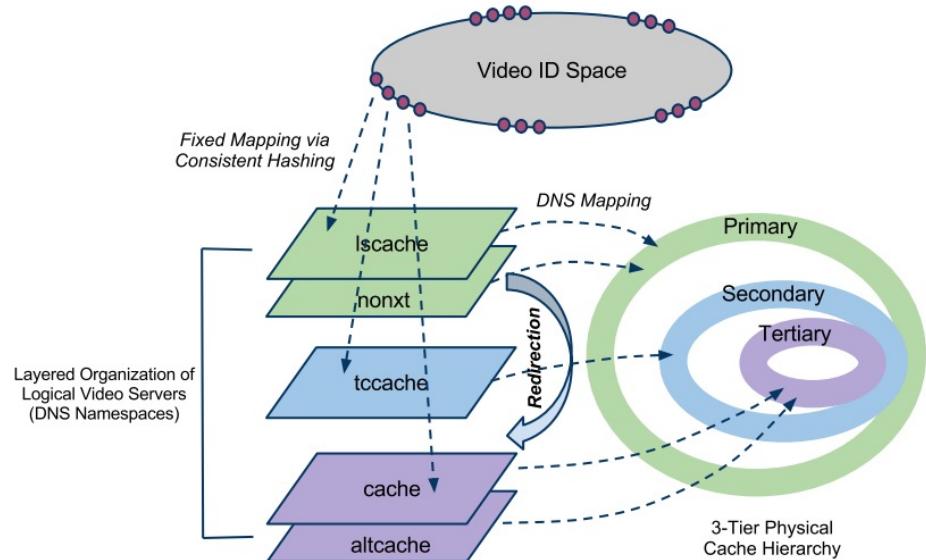


Figure 3: YouTube Architectural Design.

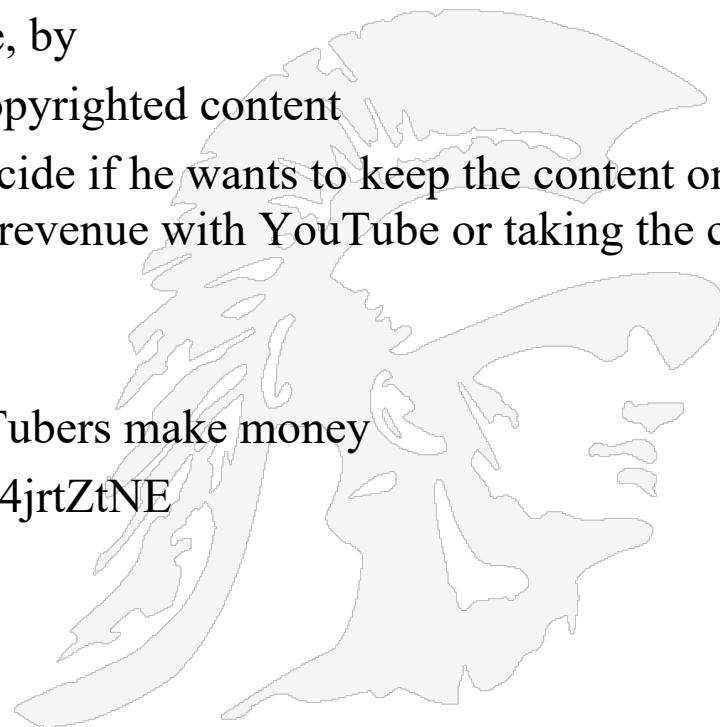
<https://www-users.cse.umn.edu/~zhang089/Papers/youtube-tech-report.pdf>

References to YouTube's CDN

- There are four research papers that investigated and discussed the YouTube CDN, they are:
 1. *Vivisecting YouTube: An Active Measurement Study*, 2012, cited by Jefay
 2. *Dissecting Video Server Selection Strategies in the YouTube CDN*, 2011, cited by Jefay
 3. *YouTube Traffic Dynamics and Its InterPlay with a Tier-1 ISP*, 2010
 4. <https://www-users.cse.umn.edu/~zhang089/Papers/youtube-tech-report.pdf>
- All of the papers describe a complicated re-direction scheme to find the nearest data center to serve the video; they attempt to minimize Round Trip Time or RTT
- For rarely-called-for videos the “*Dissecting*” paper did a study requesting in California a rare video and observed that the first request came from the Netherlands, but future requests were served from California
- - Conclusion: videos are constantly being moved around to be closer to the place that is requesting them

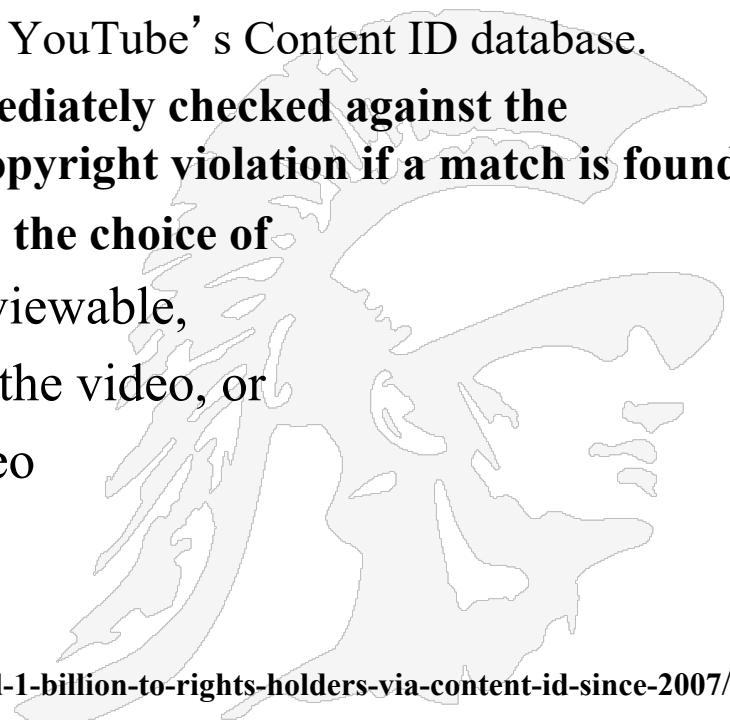
Monetizing YouTube

- **YouTube challenges in the early days**
 - YouTube had no way of making money and its infrastructure is very expensive
 - YouTube was being sued by content creators as many of YouTube's videos were uploaded illegally
 - YouTube **solved both problems** at once, by
 - Developing a system for spotting copyrighted content
 - Allowing the copyright owner to decide if he wants to keep the content on the site and let ads appear, splitting the revenue with YouTube or taking the content down
- Here is a video that describes how YouTubers make money
- <https://www.youtube.com/watch?v=v8F4jrtZtNE>
- (8 min)



ContentID

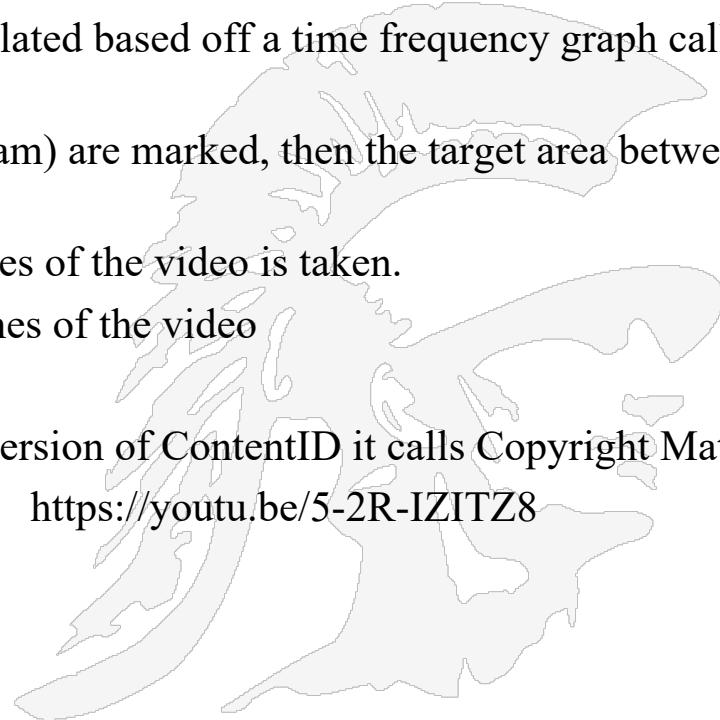
- YouTube's solution was to create a fingerprint database of copyrighted content, called Content ID
- YouTube solicited cooperation from content owners asking them to submit copies of their content so YouTube could fingerprint them
 - There are millions of reference files in YouTube's Content ID database.
- When a new video is uploaded, it is immediately checked against the database, and the video is flagged as a copyright violation if a match is found.
- When this occurs, the content owner has the choice of
 1. blocking the video to make it unviewable,
 2. tracking the viewing statistics of the video, or
 3. adding advertisements to the video



<https://arstechnica.com/tech-policy-policy/2014/10/youtube-has-paid-1-billion-to-rights-holders-via-content-id-since-2007/>

More Details on ContentID

1. Content ID is based off audio and video samples that rights holders have uploaded to YouTube
 2. User uploads a video.
 3. YouTube then queues up the video to be processed i.e. it is transcoded into multiple formats including:
 - HTML5, H.264, WebM VP8, HD, non-HD, and others
 4. *If the video contains audio*, a hash is then calculated based off a time frequency graph called a spectrogram.
 - Target zones (peak points in the spectrogram) are marked, then the target area between them is also taken and hashed
 5. *For the video portion*, a sample section of frames of the video is taken.
 - A hash is created from those sampled frames of the video
-
- **Note** recently YouTube has introduced a new version of ContentID it calls Copyright Match
 - See the following videos for details, (2 min). <https://youtu.be/5-2R-IZITZ8>

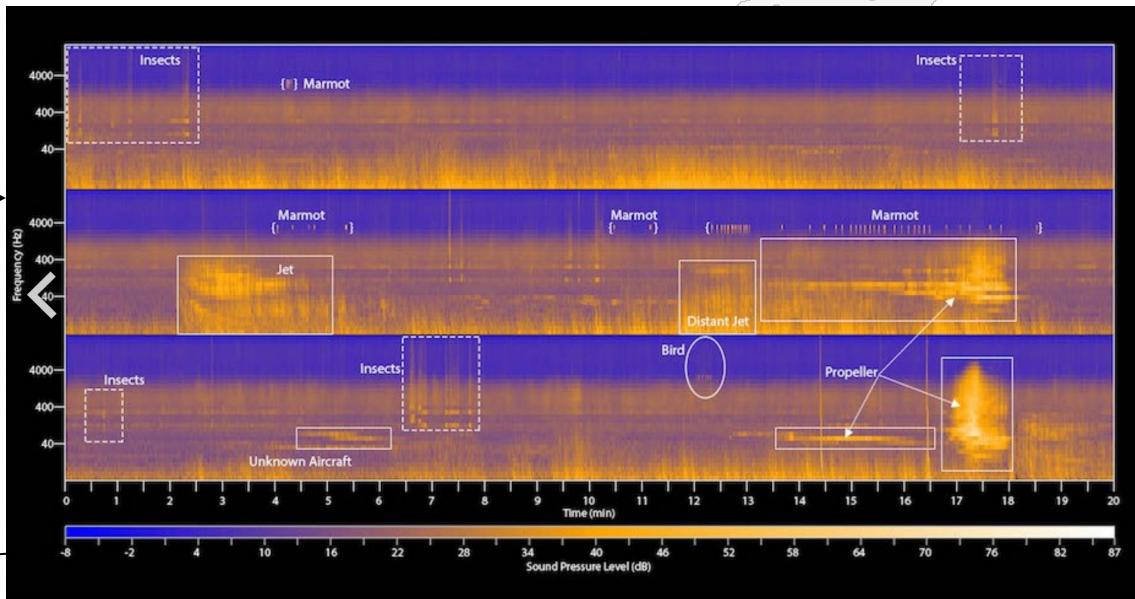


Creating an Acoustic Fingerprint

- The audio signal is digitized and converted to a spectrogram – a time-frequency graph
 - The graph below plots three dimensions of audio: frequency versus amplitude versus time
 - A common format is a graph with two dimensions: one axis represents time, and the other axis represents frequency; a third dimension indicating the amplitude of a particular frequency at a particular time is represented by the intensity or color of each point in the image.

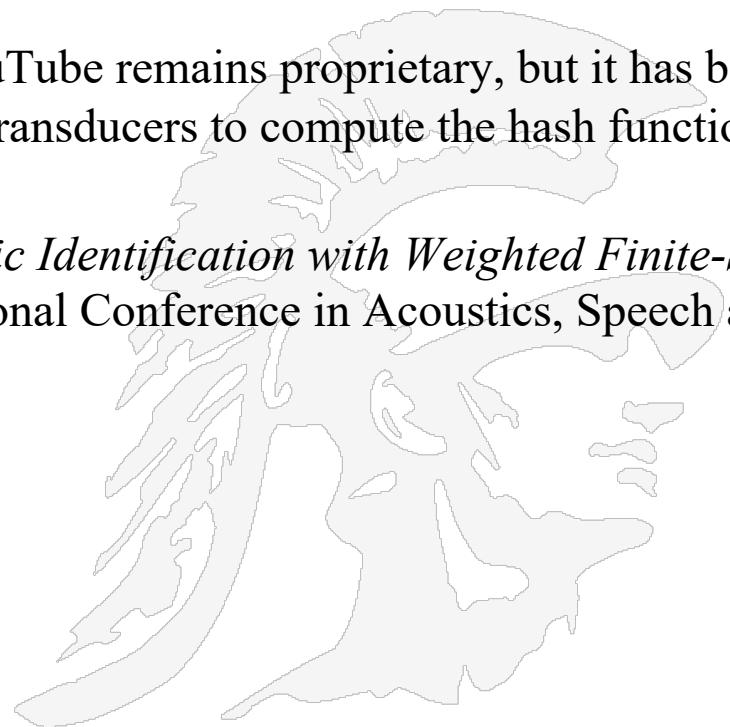
frequency →

Time axis →



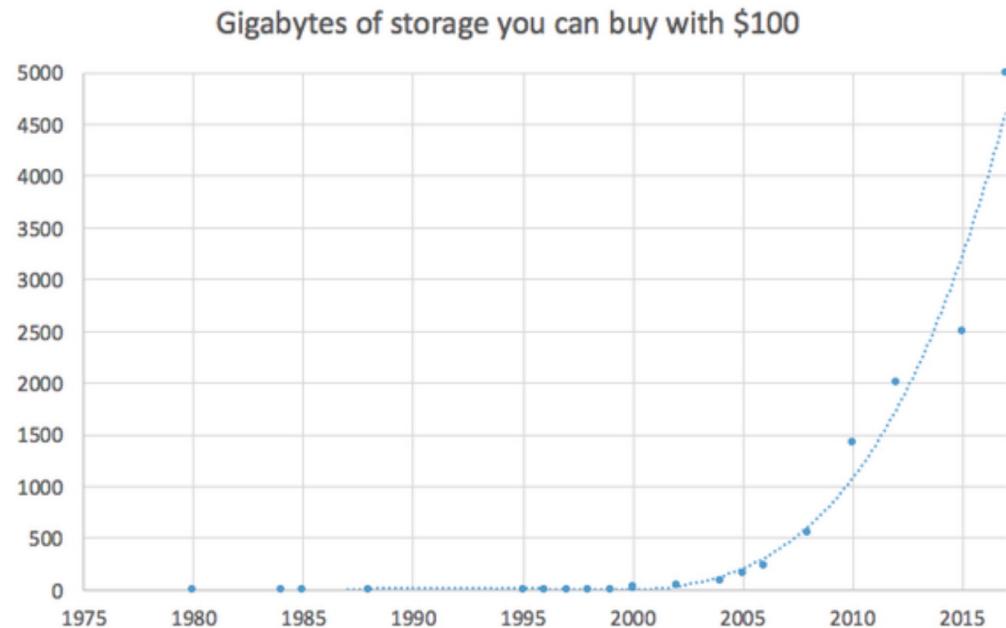
How Good is Content ID

- According to stats released by YouTube **99.5 percent** of all copyright issues specifically related to sound recordings are automatically resolved by Content ID
- In addition to music, Content ID also identifies 98% of copyright claims, including those tied to film, TV, gaming
- The actual hashing algorithm used by YouTube remains proprietary, but it has been suggested that YouTube uses finite-state transducers to compute the hash function, e.g. see
- Eugene Weinstein, Pedro J. Moreno; *Music Identification with Weighted Finite-State Transducers*, Proceedings of the International Conference in Acoustics, Speech and Signal Processing (ICASSP), 2007



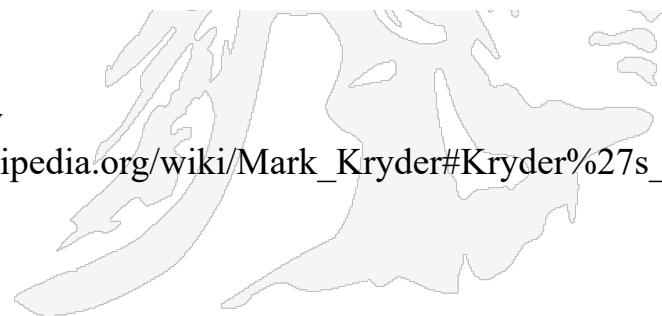
- The storage you can buy with \$100 has grown exponentially — or equivalently, the cost of storing 1GB of videos has decreased exponentially

Will YouTube Ever Run Out of Storage



Kryder's Law

https://en.wikipedia.org/wiki/Mark_Kryder#Kryder%27s_law_projection



- An answer by Rasty Turek from Quora
- There is roughly 24TB of new videos uploaded daily
- Each video is re-encoded based on pre-selected profiles and each is stored as a separate file
- Here is his computation:

 1280x720	mp4	 download - 59.01 MB
 640x360	mp4	 download - 15.34 MB
 640x360	webm	 download - 19.07 MB
 400x240	flv	 download - 8.51 MB
 320x240	3gp	 download - 5.94 MB
 176x144	3gp	 download - 2.12 MB
 4k (no audio)	mp4	 download - 297.69 MB

$$24\text{TB} * 4 \text{ (for profiles)} * 365 \text{ days} = 35\text{PB/year}$$

So YouTube needs to store roughly 35PB of new data every year.

From multiple sources we know that there is roughly 1Billion videos that have been uploaded to YouTube to date. Assuming each video has on average size of 86MB we can compute their total storage needs as:

$$86\text{MB} * 4 \text{ (for profiles)} * 1,000,000,000 = 320\text{PB}$$

So it is estimated that YouTube needs to have at least 320PB of storage currently and that the storage needs are growing each year by 35 PetaBytes

