

Introduction:

YouTube, an online video sharing platform and a social media platform is changing the world with more than 2 billion users watching more than one billion hours of videos each day. For many it is the only source of income. Many success stories of you tubers are popular. Hence an advertisement on YouTube is an easy way to reach a vast number of customers. Along with proper customer target algorithms the YouTube ad campaign will definitely be a huge success in terms of revenue. But all this is from the point of view of companies. Here for YouTube the most important thing is the user experience of these 2 billion users.

This huge number includes several types of people. A student who is here to learn something new, a person working in corporate office trying to understand or revise something, a chef trying out a new recipe in the restaurant kitchen or an housewife trying a complicated dish for the festival at home, a consumer about to buy something is looking for the product review, an entrepreneur is gaining the right skill, a dad is here to watch the news or sports after the busy day at work ...

YouTube has an important role in the lives of these people. YouTube does not create the content on YouTube. Since it cannot control the quality of the content it can only control the quality in which this content is received by the consumer. That is the user experience of customer surfing through YouTube videos. Although it does not create or edit the content, YouTube puts ads in between the content just like any other television channel. These ads are a major source of income for YouTube. But putting more and more ads will lead to customer dissatisfaction and will be a bad experience for users. There is a right time or a way in which these ads should be controlled for a user. Hence ad management is a good challenge to maximize the user interaction with these ads or products without hampering the user experience. As of now the user can skip some of the ads and then there are those ads which a user cannot skip.

Goals and objective:

In the daily schedule of all these people there is a time when the user cannot afford to watch the non-skippable YouTube ads at that specific time. So, making him/her watch these ads at that time is a terrible idea for many reasons. For one the user at the moment is not interested in any product details (advertisement) and forcefully making him watch the ad will neither be beneficial for the advertiser nor for the user. Secondly the user will remember it as a bad service by YouTube. Hence this problem needs to be looked at since YouTube does not know about these times of all its customers. The user needs to be provided with some sort of tool to either disable or skip these ads for the moment without severely affecting the revenue of YouTube. Some of the possible explanations are discussed here.

User Persona:

Some of the common users which were kept in mind are tabulated below-

Persona theme	Freelancer	Professional	Self employed
Persona name	Jack	Mary	Kiran
Age	16-30	24-50	3-75
Online presence	5-8 hrs.	1-3 hrs.	3-8 hrs.
Personality	Nerd, lonely, team player	Workaholic, obedient, Team worker	Phone-addict, Lazy
Bio	Jack is actively looking for job and so he spends lot of time on YouTube to improve skills and knowledge	Mary is working 9-5 or has a business firm and spends daily calculated time on YouTube	Kiran is either a kid, housewife, retired person, lazy person, idler, loafer who sits and watch YouTube all the time
Goals	<ul style="list-style-type: none">-Rapid career growth-Earn money-Watch content without disturbance-learn skills without disturbance	<ul style="list-style-type: none">-opens YouTube to learn new concepts-improve presentation, communication skills-learn business and share market	<ul style="list-style-type: none">-entertainment-watch kitchen and art hacks, recipes-motivational speeches
frustration	<ul style="list-style-type: none">-To many recommendations of products-disturbing adds while watching important content-distraction due to non-skippable adds	<ul style="list-style-type: none">-irrelevant adds-ad disturbance in working time-not understandable ad language-biased and controversial surveys	<ul style="list-style-type: none">-disturbance in entertainment-reluctance to watch adds and fill surveys
motivation	<ul style="list-style-type: none">-free relevant content-no timeline-easy to access	<ul style="list-style-type: none">-free content-concise content-updated information-news	<ul style="list-style-type: none">-free of cost entertainment-diverse options
Brands and influencers	NPTEL, Made easy, khan academy	Business insider, trading Chanakya,	Abhi and nivu, Carryminati, Madhura recipe

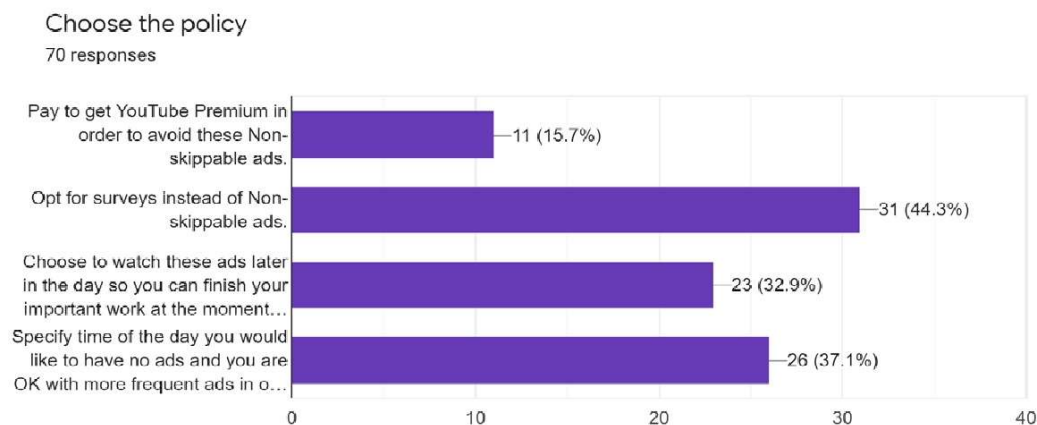
Strategies available:

The three strategies along with their pros and cons are given in table below-

Available option	pros	cons
At a cost	1.Suitable for users who feel add is trouble	1.Very less users prefers this option 2. Users might miss on very good adds introducing new products
Filling surveys	1.Less time for attempt 2.choice of language 3.choice of survey topic 4. survey topic related to video content	1.Not comfortable users to share personal choices or data 2.User might fill vague options in hurry 3.Not best for controversial topics (eg. elections) 4. biased survey questions
Seeing more adds in the future	1.Add free content for some time 2. User satisfaction 3. User engagement	1.compulsory adds after limited no of skips 2. add gets boring with time and frequency 3.not relevant (to the video content he watched earlier) adds later

According to above table we can see that none of the option available in problem statement is con free. So we conducted one survey by circulating a Google form.

This form was designed in such a way that people attempting this were allowed to fill more than one option. Users are preferring option 2 or 4 and that we can see in stats. Also according to pros mentioned in table it is more convenient for users to go for combined solution which includes option 2 and 4.



Conclusion: people want specified add free time and they are comfortable to fill surveys otherwise. So we decided to go with this combined solution.

Our Strategy:

After analysing the pros and cons of each solution and understanding diversified personas we realized that the single strategy mentioned above will not work properly keeping in mind that YouTube has such a large no. of users which are different in a variety of aspects like age , gender ,demographic ,likes ,dislikes etc.

We decided to go for following strategy which is combination of survey and providing skip option depending on type of user:

- As YouTube already includes the feature “**Time watched**” in user profile which tells how much time user did spend on YouTube so this point gave the base for our strategy.
- Considering the average time spent by users last week on YouTube, we can give ad free time proportional to time spent on YouTube in the last week.
- For this we are targeting the user in two ways

1. Users who will specify ad free time

2. Users who won't specify ad free time

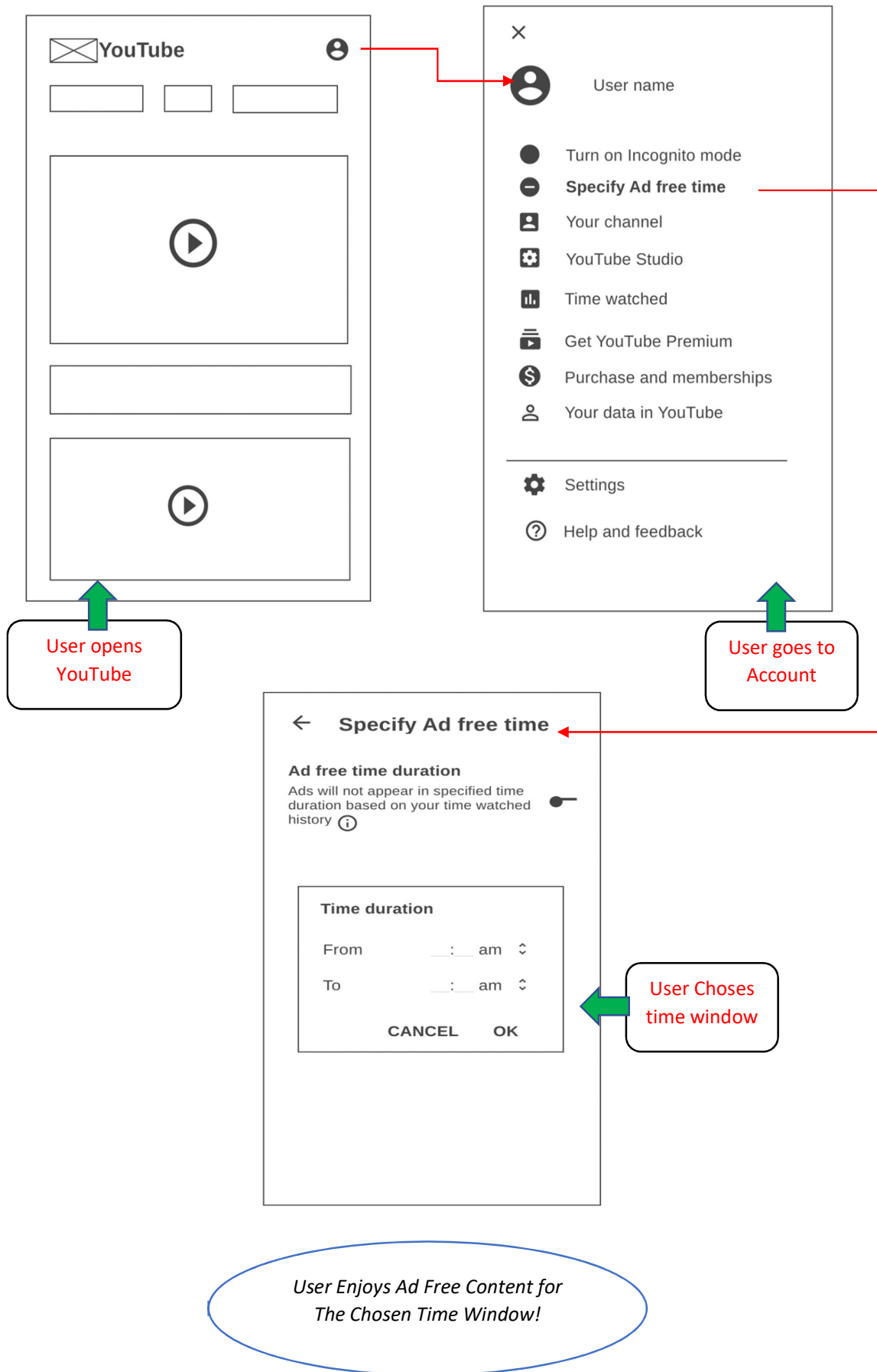
1. for users who will specify ad free time to get ad free content

- In the YouTube setting we will provide a feature **Specify Ad free time**
If user clicks on this option, user will be asked at what time you need ad free content and it will take a time span from the user.
- It is possible that sometimes time span provided by user exceeds his average watch history time per day. To avoid this conflict YouTube will calculate no. of hours a customer actually can have add free content and will provide mathematics behind it if somebody is eager to know it via the “i” button.
- When user has completed his/her add free time then to compensate for ads which were skipped earlier, YouTube will increase the frequency of ads or surveys, and these will be compulsory.

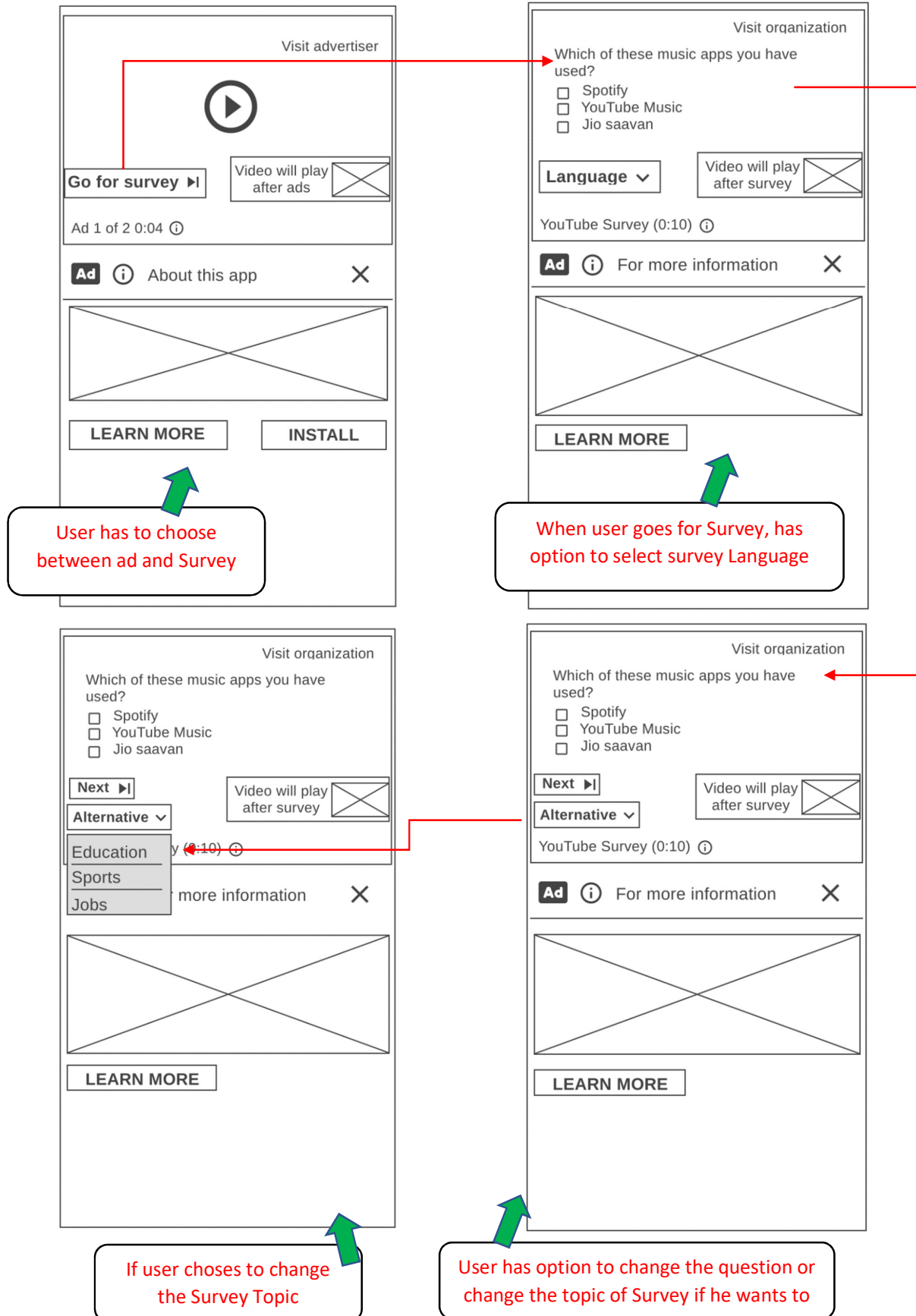
Survey option:

- **Language:** By clicking on this option user can select any language to attempt the survey. Regional languages will also be included. Providing this we are increasing comfort of user to opt for survey. User will understand questions clearly and we will be able to collect right data from the survey.
- **After choosing the language question will appear on screen and on the place of language 2 options will appear 1. Alternative 2.Next**

For user to provide a time window for ad free content



When Ad Free Time Window is Over



1. Alternative:

When user sees a question then he might feel that topic of survey is controversial (eg. Political) then he will hesitate to answer questions. Also it might happen that user is getting survey on a product or service he has never used in this case he will feel that particular survey is irrelevant. For this if user clicks on alternative option he will get a dropdown list of 3 topics based on his watch history for last week (like sports, food, education, and job). These topics will be different each time so it will cover total user history and indirectly all interests and we can get diverse and accurate data. User can choose any topic from this list and opt for survey.

2. Next :

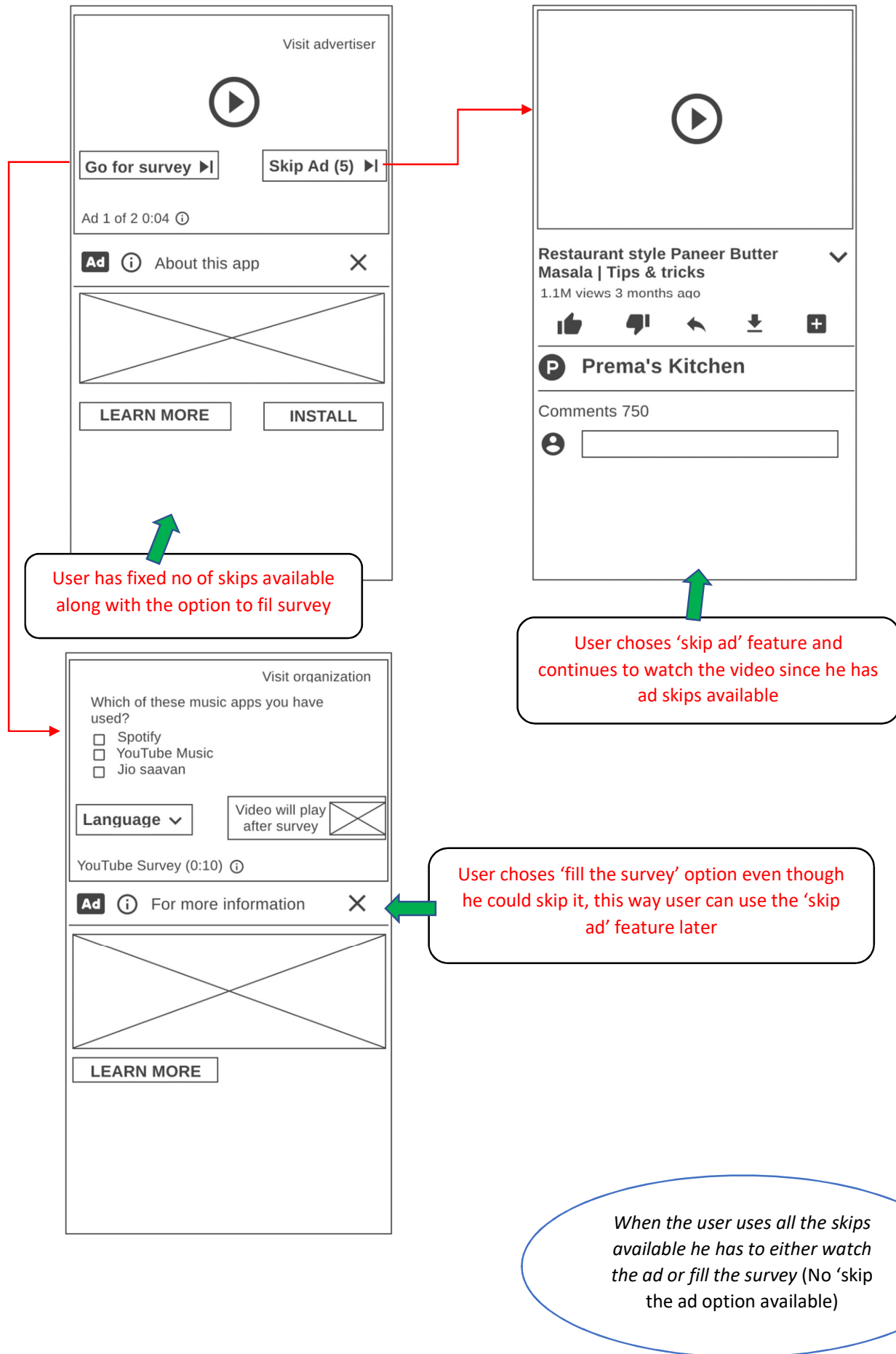
Organization conducting surveys might form biased questions sometimes or user might find them irrelevant then by clicking on this option they will get other question on same topic.

Above option of specifying ad free time will mostly opted by users:

- working professionals
- users knowing exactly when they use YouTube
- Students and freelancers using YouTube as platform for gaining skills and follow specified timetable daily

So the above feature will help us to target such users and it will enhance user experience and people will not feel YouTube ads annoying as ads are not disturbing them in their important time.

For user who doesn't provide ad free time window



2. for users who won't specify ad free time to get ad free content

These are the users who-

- Don't know exactly when he/she is going to use YouTube
- Illiterate users
- Students and freelancers who study according to their mood and as per requirement of knowledge they need to get from YouTube
- A large population who uses YouTube for entertainment

So to enhance their YouTube experience and to engage them more frequently we can provide them the option of **skipping the non-skippable ad**.

The no. of skips that YouTube will provide will depend on the average time spent daily by the user on YouTube. When the user finishes the no of skips offered to him daily then afterwards either he/she has to watch the ad or fill the survey. Frequency of ad or survey will be increased.

As of now we are providing following no. of skips for user depending on average watch history last week-

Average time spent last week (hrs.)	0-1	1-3	3-5	5-7	7-10	>10
No of skips daily	1	2	4	6	8	No.of hrs. -1

All the surveys to be filled by user are conducted as per guidelines given above in the 1st option. Above option gives flexibility to the users that whenever he/she wants to use skips can use it so at important times it's very useful for the user. It's very useful when a student is watching some important lecture, someone is cooking a new recipe etc so for them ads will not be painful.

Overall advantages of our solution:

1. Considering all demography, literacy rate, mind-set of people we thought “**skip Ad**” option will also enhance the user experience.
2. option of specifying add free time
3. disturbance free important working hours
4. content related surveys
5. option for not attempting controversial surveys and biased questions
6. choice of survey topic
7. survey topic related to content
8. choice of survey language

Success metrics:

This ad control system introduced some new input options from users such as the **specify ad free time**, **Survey Language**. The success of this solution can be judged by involvement of users in the new options and settings. Greater number of users choose their schedule to get “**ad free time**” more successful this tool is. The success of the survey tool can be decided by number of users opting to fill survey instead of watching ad and also number of users choosing the language in which they want to fill the survey. These indices are a clear picture of how successful this new feature is or how widely this feature has been accepted among users.

To conclude,

- The number of users choosing the **ad free time**, bigger the number more is the success
- Number of people choosing **go for Survey**, bigger number indicates success
- The watch time of users will also be a metric to measure success of the feature
- Legit data will lead to revenue increment of advertising companies

Risks:

- Since many options are made available and more control over ads is given to users, suddenly some users may not be able to grasp it and it would take time for all users to get familiar with the new proposed ad control system.
- The deciding numbers stated above need more user data to be optimum. As of now due to lack of data these numbers do not promise on the YouTube revenue. For that more data is needed then these numbers will be more precise and promising towards profit.

Future scope:

1. Although the parameters such as number of skips and ad free time provided for a user has been decided logically it is still these numbers are random and need to be modified with time. These time slots need to be reduced further to improve the accuracy.
2. No of skips given to user daily can be optimized.
3. Ask organizations and companies to design surveys based on video content user is watching, so YouTube will fetch same accordingly. For ex. Feedback survey, Public interest survey, surveys for kids, Surveys introducing new products.
4. Fuzzy logic is employed with large time slot categories such as users with watch time 7 to 10 hrs. And so on to reduce the confusions.
5. The user target method can be optimized in terms of language of the survey, ad topic, survey topic, etc. in order to target more precise users and avoid false feedback.