Package 'YTAnalytics'

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Author Jake Davis [aut, cre, cph]			
Maintainer Jake Davis <jacobrdavis95@gmail.com></jacobrdavis95@gmail.com>			
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Description

This is the function to make API calls to the YouTube Analytics API. Most other functions in this package are wrappers for this function with some arguments already populated. If none of the other prebuilt functions work for your use case, this is the function to turn to.

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Usage

```
analytics_request(
  dimensions = NULL,
  metrics = "views,estimatedMinutesWatched",
  sort = NULL,
  maxResults = 10,
  filters = NULL,
  startDate = "2000-01-01",
  endDate = as.character(Sys.Date()),
  ids = "channel==MINE",
  currency = NULL,
  startIndex = NULL,
  includeHistoricalChannelData = NULL,
  token = getOption("YouTube_Token")
)
```

Arguments

dimensions String. See https://developers.google.com/youtube/analytics/dimensions

for valid arguments.

metrics String. See https://developers.google.com/youtube/analytics/metrics

for valid arguments.

sort String. Specify by which metric/dimensions to sort output if applicable.

maxResults Integer. Specify the number of results to return. Maximum is 200.

filters String. Specify dimension to filter on if applicable. Ex: video==dQw4w9WgXcQ

startDate Required. String specifying start date.
endDate Required. String specifying end date.

ids Required. Specify the channel. By default the function will specify "channel==MINE"

currency String. Specify currency if applicable

startIndex Integer. Specify index of first entity to retrieve, if applicable.

includeHistoricalChannelData

String. Indicates whether the API response should include channels' watch time and view data from the time period prior to when the channels were linked to the content owner. Only applies to content owner reports. Either 'true' or 'false'.

token Required.

Value

data.frame

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```
## End(Not run)
```

channel_cities

Channel City Data

Description

Returns top cities by views. Data is only available after January 1, 2022.

Usage

```
channel_cities(...)
```

Arguments

... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
channel_cities()
## End(Not run)
```

channel_countries

Channel Country Data

Description

Returns top countries by views

Usage

```
channel\_countries(...)
```

Arguments

... Addt. arguments passed to analytics_request

Value

data.frame

5 channel_demographics

Examples

```
## Not run:
channel_countries()
## End(Not run)
```

channel_demographics Channel Demographic Data

Description

Returns age and gender demographics

Usage

```
channel_demographics(...)
```

Arguments

Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
channel_demographics()
## End(Not run)
```

channel_devices

Channel Device Data

Description

Returns top devices by views

Usage

```
channel_devices(...)
```

Arguments

Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
channel_devices()
## End(Not run)
```

 ${\tt channel_live_onDemand}\ \ \textit{Channel Live \& OnDemand Data}$

Description

Return channel data split by live & on demand.

Usage

```
channel_live_onDemand(...)
```

Arguments

... Addt. arguments passed to analytics_request

Value

```
data.frame()
```

```
## Not run:
channel_live_onDemand()
## End(Not run)
```

```
channel_playback_location
```

Channel Playback Location

Description

Returns the type of page or application where video playbacks occurred.

Usage

```
channel_playback_location(...)
```

Arguments

... Addt. arguments passed to analytics_request

Details

 $For more information, refer to \verb|https://developers.google.com/youtube/analytics/dimensions # Playback_Location_Dimensions$

Value

data.frame

Examples

```
## Not run:
channel_playlist_location()
## End(Not run)
```

channel_playlists

Channel Playlists

Description

Returns all playlists in channel.

Usage

```
channel_playlists(...)
```

Arguments

... Addt. arguments passed to data_playlist_request

Value

data.frame

Examples

```
## Not run:
channel_playlists()
## End(Not run)
```

channel_sharing_services

Channel Sharing Services Data

Description

Returns top sharing services by views

Usage

```
channel_sharing_services(...)
```

Arguments

... Addt. arguments passed to analytics_request

Value

data.frame

```
## Not run:
channel_sharing_services()
## End(Not run)
```

channel_stats 9

channel_stats

Channel Statistics

Description

#' @description Returns high level video stats.

Usage

```
channel_stats(...)
```

Arguments

... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
channel_stats()
## End(Not run)
```

channel_subscription_status

Channel Subscription Status

Description

#' @description Returns the subscription status of channel views.

Usage

```
channel_subscription_status(...)
```

Arguments

... Addt. arguments passed to analytics_request

Value

data.frame

channel_time_period

Examples

```
## Not run:
channel_subscription_status()
## End(Not run)
```

channel_time_period

Channel Time Period Views

Description

Returns channel views by day or month.

Usage

```
channel_time_period(
  period = "day",
  endDate = as.character(format(Sys.Date(), "%Y-%m-01")),
   ...
)
```

Arguments

period Required. Time period to breakdown data by. Supported values are day and month

endDate Required. String. Data returned up until the last day specified, so for monthly period the end date must end with a day of 01

Addt. arguments passed to analytics_request

Value

data.frame

```
## Not run:
channel_time_period()
## End(Not run)
```

channel_top_videos 11

channel_top_videos

Channel Top Videos

Description

Returns top videos by views

Usage

```
channel_top_videos(...)
```

Arguments

... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
channel_top_videos()
## End(Not run)
```

channel_traffic_details

Channel Traffic Sources Data

Description

Returns top traffic sources by views. Check out https://developers.google.com/youtube/analytics/dimensions#Traffic_Source_Dimensions for more information.

Usage

```
channel_traffic_details(trafficType = "EXT_URL", ...)
```

Arguments

```
trafficType Required. String. Type of traffic source.
... Addt. arguments passed to analytics_request
```

Value

data.frame

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Examples

```
## Not run:
channel_traffic_sources()
## End(Not run)
```

channel_traffic_sources

Channel Traffic Sources Data

Description

Returns top traffic sources by views

Usage

```
channel_traffic_sources(...)
```

Arguments

... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
channel_traffic_sources()
## End(Not run)
```

channel_videos

Channel Videos List

Description

Returns all videos in channel. Note: As of July 2023, the YouTube Data API fails to return ALL videos on a channel by getting all videos from the "uploads" playlist for large YouTube channels. As a result this function's work-around is to pull all additional playlists from the channel, pull all video lists from all playlists, and append the result to the uploads return.

```
channel_videos(token = getOption("YouTube_Token"))
```

data_channel_request 13

Arguments

token YouTube token

Value

data.frame

Examples

```
## Not run:
channel_videos()
## End(Not run)
```

data_channel_request

Channel Data Requests - YouTube Data API

Description

This is a function to make API calls to the YouTube Data API for channel specific data. While it can be called directly, it is primarily intended to help get lists of videos within a channel. For more in-depth use of the Data API, please refer to tuber. For more details on the following arguments, please refer to https://developers.google.com/youtube/v3/docs/channels/list

Usage

```
data_channel_request(
  part = NULL,
  categoryId = NULL,
  forUsername = NULL,
  hl = NULL,
  id = NULL,
  managedByMe = NULL,
  maxResults = 5,
  mine = NULL,
  onBehalfOfContentOwner = NULL,
  pageToken = NULL,
  token = getOption("YouTube_Token"))
```

Arguments

```
part Required. String.
categoryId String.
forUsername String.
hl String.
```

Value

data.frame

Examples

data_playlistItem_request

Playlist Item Data Requests - YouTube Data API

Description

This is a function to make API calls to the YouTube Data API for playlist item data. While it can be called directly, it is primarily intended to help get lists of videos within a playlist. For more in-depth use of the Data API, please refer to tuber. For more details on the following arguments, please refer to https://developers.google.com/youtube/v3/docs/playlistItems/list

```
data_playlistItem_request(
  part = NULL,
  id = NULL,
  maxResults = 5,
  onBehalfOfContentOwner = NULL,
  pageToken = NULL,
  playlistId = NULL,
  videoId = NULL,
  token = getOption("YouTube_Token")
)
```

data_playlist_request 15

Arguments

```
Required. String.
part
id
                 String.
                 Integer.
maxResults
onBehalfOfContentOwner
                 String.
pageToken
                 String.
playlistId
                 String.
videoId
                 String.
token
                 Required.
```

Value

data.frame

Examples

Description

This is a function to make API calls to the YouTube Data API for playlist specific data. While it can be called directly, it is primarily intended to help get lists of videos within a playlist. For more in-depth use of the Data API, please refer to tuber. For more details on the following arguments, please refer to https://developers.google.com/youtube/v3/docs/playlists/list

```
data_playlist_request(
  part = NULL,
  channelId = NULL,
  hl = NULL,
  id = NULL,
  maxResults = 5,
  mine = NULL,
  onBehalfOfContentOwner = NULL,
  onBehalfOfContentOwnerChannel = NULL,
  pageToken = NULL,
  token = getOption("YouTube_Token")
)
```

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Arguments

Required. String. part channelId String. hl String. id String. maxResults Integer. mine String onBehalfOfContentOwner String. onBehalfOfContentOwnerChannel String. pageToken String. Required. token

Value

data.frame

Examples

data_video_request

Video Data Requests - YouTube Data API

Description

This is a function to make API calls to the YouTube Data API for video data. While it can be called directly, it is primarily inteded to help get metadata about videos such as title or description. For more in-depth use of the Data API, please refer to tuber. For more details on the following arguments, please refer to https://developers.google.com/youtube/v3/docs/videos/list

```
data_video_request(
  part = NULL,
  chart = NULL,
  hl = NULL,
  id = NULL,
  locale = NULL,
```

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```
maxHeight = NULL,
maxResults = NULL,
maxWidth = NULL,
myRating = NULL,
onBehalfOfContentOwner = NULL,
pageToken = NULL,
regionCode = NULL,
videoCategoryId = NULL,
token = getOption("YouTube_Token")
)
```

Arguments

part Required. String chart String. hl String. id String. locale String. maxHeight Integer. maxResults Integer. maxWidth Integer. myRating String. onBehalfOfContentOwner String. pageToken String. regionCode String. videoCategoryId String. Required. token

Value

data.frame()

playlist_countries

Playlist Country Data

Description

Returns top countries by views

Usage

```
playlist_countries(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. String. Id of YouTube playlist.
... Addt. arguments passed to analytics_request
```

Value

data.frame

Examples

```
## Not run:
playlist_countries(playlistId = "PL2MI040U_GXq1L5JUxNOulWCyXn-7QyZK")
## End(Not run)
```

 ${\tt playlist_demographic} \ \ \textit{Playlist Demographic Data}$

Description

Returns age and gender demographics

Usage

```
playlist_demographics(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. String. Id of YouTube playlist.
... Addt. arguments passed to analytics_request
```

Value

data.frame

playlist_devices 19

Examples

```
## Not run:
playlist_demographics(playlistId = "PL2MI040U_GXq1L5JUxNOulWCyXn-7QyZK")
## End(Not run)
```

playlist_devices

Playlist Device Data

Description

Returns top devices by views

Usage

```
playlist_devices(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. String. Id of YouTube playlist.
... Addt. arguments passed to analytics_request
```

Value

data.frame

Examples

```
## Not run:
playlist_devices(playlistId = "PL2MI040U_GXq1L5JUxNOulWCyXn-7QyZK")
## End(Not run)
```

```
playlist_live_onDemand
```

Playlist Live & OnDemand Data

Description

Return playlist data split by live & on demand.

```
playlist_live_onDemand(playlistId = NULL, ...)
```

20 playlist_metadata

Arguments

```
playlistId Required. String. Id of YouTube playlist.
... Addt. arguments passed to analytics_request
```

Value

data.frame

Examples

```
## Not run:
playlist_live_onDemand(playlistId = "PL2MI040U_GXq1L5JUxNOu1WCyXn-7QyZK")
## End(Not run)
```

playlist_metadata

Playlist Metadata

Description

Playlist Metadata

Usage

```
playlist_metadata(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. String. Id of YouTube Video.
... Addt. arguments passed to data_video_request
```

Value

data.frame

```
## Not run:
playlist_metadata(playlistId = "dQw4w9WgXcQ")
## End(Not run)
```

```
playlist_playback_location

Playlist Playback Location
```

Description

Returns the type of page or application where video playbacks occurred.

Usage

```
playlist_playback_location(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. String. Id of YouTube playlist.
... Addt. arguments passed to analytics_request
```

Details

For more information, refer to https://developers.google.com/youtube/analytics/dimensions#Playback_Location_Dimensions

Value

data.frame

Examples

```
## Not run:
playlist_playback_location(playlistId = "PL2MI040U_GXq1L5JUxNOulWCyXn-7QyZK")
## End(Not run)
```

playlist_stats

Playlist Statistics

Description

#' @description Returns high level video stats.

```
playlist_stats(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. Strings. Id of YouTube Playlist
... Addt. arguments passed to analytics_request
```

Value

data.frame

Examples

```
## Not run:
playlist_stats(playlistId = "PL2MI040U_GXq1L5JUxNOulWCyXn-7QyZK")
## End(Not run)
```

```
playlist_subscription_status
```

Playlist Subscription Status

Description

#' @description Returns the subscription status of playlist views.

Usage

```
playlist_subscription_status(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. String. Id of YouTube Playlist
... Addt. arguments passed to analytics_request
```

Value

data.frame

```
## Not run:
playlist_subscription_status(playlistId = "PL2MI040U_GXq1L5JUxNOulWCyXn-7QyZK")
## End(Not run)
```

playlist_top_videos 23

Description

Returns top videos by views.

Usage

```
playlist_top_videos(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. String. Id of YouTube playlist.
... Addt. arguments passed to analytics_request
```

Value

data.frame

Examples

```
## Not run:
playlist_top_videos(playlistId = "PL2MI040U_GXq1L5JUxNOulWCyXn-7QyZK")
## End(Not run)
```

```
playlist_traffic_details
```

Playlist Traffic Sources Data

Description

Returns top traffic sources by views. Check out https://developers.google.com/youtube/analytics/dimensions#Traffic_Source_Dimensions for more information.

Usage

```
playlist_traffic_details(playlistId = NULL, trafficType = "EXT_URL", ...)
```

Arguments

```
playlistId Required. String. Id of YouTube playlist.
trafficType Required. String. Type of traffic source.
... Addt. arguments passed to analytics_request
```

Value

data.frame

Examples

```
## Not run:
playlist_traffic_sources(playlistId = "PL2MI040U_GXq1L5JUxNOu1WCyXn-7QyZK")
## End(Not run)
```

```
playlist_traffic_sources
```

Playlist Traffic Sources Data

Description

Returns top traffic sources by views

Usage

```
playlist_traffic_sources(playlistId = NULL, ...)
```

Arguments

```
playlistId Required. String. Id of YouTube playlist.
... Addt. arguments passed to analytics_request
```

Value

data.frame

```
## Not run:
playlist_traffic_sources(playlistId = "PL2MI040U_GXq1L5JUxNOu1WCyXn-7QyZK")
## End(Not run)
```

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playlist_videos

Playlist Videos List

Description

Returns all videos in playlist

Usage

```
playlist_videos(playlistId = NULL, ...)
```

Arguments

playlistId Required. String. Id of YouTube playlist.
... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
playlist_videos(playlistId = "PL2MI040U_GXq1L5JUxNOu1WCyXn-7QyZK")
## End(Not run)
```

video_audience_retention

Video Audience Retention

Description

Returns audience retention percentages for a video. By default this function will return audience retention rates for organic views.

Usage

```
video_audience_retention(videoId = NULL, audienceType = "ORGANIC", ...)
```

Arguments

```
videoId Required. String. Id of YouTube video.

audienceType Required. String. Supported values are ORGANIC, AD_INSTREAM, and AD_INDISPLAY

Addt. arguments passed to analytics_request
```

video_cities

Value

data.frame

Examples

```
## Not run:
video_audience_retention(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_cities

Video City Data

Description

Returns top cities by views. Data is only available after January 1, 2022.

Usage

```
video_cities(videoId = NULL, ...)
```

Arguments

videoId Required. String. Id of YouTube video.
... Addt. arguments passed to analytics_request

Value

data.frame

```
## Not run:
video_cities(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_countries 27

video_countries

Video Country Data

Description

Returns top countries by views

Usage

```
video_countries(videoId = NULL, ...)
```

Arguments

videoId Required. String. Id of YouTube video.

... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
video_countries(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_demographics

Video Demographic Data

Description

Returns age and gender demographics

Usage

```
video_demographics(videoId = NULL, ...)
```

Arguments

videoId Required. String. Id of YouTube video.

... Addt. arguments passed to analytics_request

Value

data.frame

video_live_onDemand

Examples

```
## Not run:
video_demographics(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_devices

Video Device Data

Description

Returns top devices by views

Usage

```
video_devices(videoId = NULL, ...)
```

Arguments

videoId Required. String. Id of YouTube video.
... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
video_devices(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_live_onDemand

Video Live & OnDemand Data

Description

Return video data split by live & on demand.

```
video_live_onDemand(videoId = NULL, ...)
```

video_metadata 29

Arguments

videoId Required.String. Id of YouTube video.

... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
video_live_onDemand(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_metadata

Video Metadata

Description

Video Metadata

Usage

```
video_metadata(videoId = NULL, ...)
```

Arguments

videoId Required. String. Id of YouTube Video.

... Addt. arguments passed to data_video_request

Value

data.frame

```
## Not run:
video_metadata(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

```
video_playback_location
```

Video Playback Location

Description

Returns the type of page or application where video playbacks occurred.

Usage

```
video_playback_location(videoId = NULL, ...)
```

Arguments

```
videoId Required. String. Id of YouTube video.
... Addt. arguments passed to analytics_request
```

Details

For more information, refer to https://developers.google.com/youtube/analytics/dimensions# Playback_Location_Dimensions

Value

data.frame

Examples

```
## Not run:
video_playback_location(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_sharing_services

Video Sharing Services Data

Description

Returns top sharing services by views

```
video_sharing_services(videoId = NULL, ...)
```

video_stats 31

Arguments

videoId Required. String. Id of YouTube video.

... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
video_sharing_services(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_stats

Video Statistics

Description

Returns high level video stats.

Usage

```
video_stats(videoId = NULL, ...)
```

Arguments

videoId Required. String. Id of YouTube video.

... Addt. arguments passed to analytics_request

Value

data.frame

```
## Not run:
video_stats(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

32 video_time_period

```
video_subscription_status
```

Video Subscription Status

Description

Returns the subscription status of video views.

Usage

```
video_subscription_status(videoId = NULL, ...)
```

Arguments

```
videoId Required. String. Id of YouTube video.
... Addt. arguments passed to analytics_request
```

Value

data.frame

Examples

```
## Not run:
video_subscription_status(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

video_time_period

Video Time Period Views

Description

Returns video views by day or month.

```
video_time_period(
  videoId = NULL,
  period = "day",
  endDate = as.character(format(Sys.Date(), "%Y-%m-01")),
  ...
)
```

video_traffic_details 33

Arguments

videoId Required. String. Id of YouTube video.

period Required. Time period to breakdown data by. Supported values are day and

month

endDate Required. String. Data returned up until the last day specified, so for monthly

period the end date must end with a day of 01

... Addt. arguments passed to analytics_request

Value

data.frame

Examples

```
## Not run:
video_time_period(videoId = "dQw4w9WgXcQ", period = "month")
## End(Not run)
```

Description

Returns traffic details by views. Check out https://developers.google.com/youtube/analytics/dimensions#Traffic_Source_Dimensions for more information.

Usage

```
video_traffic_details(videoId = NULL, trafficType = "EXT_URL", ...)
```

Arguments

videoId Required. String. Id of YouTube video. trafficType Required. String. Type of traffic source.

... Addt. arguments passed to analytics_request

Value

data.frame

```
## Not run:
video_traffic_sources(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

34 youtube_oauth

Description

Returns top traffic sources by views

Usage

```
video_traffic_sources(videoId = NULL, ...)
```

Arguments

```
videoId Required. String. Id of YouTube video.
... Addt. arguments passed to analytics_request
```

Value

data.frame

Examples

```
## Not run:
video_traffic_sources(videoId = "dQw4w9WgXcQ")
## End(Not run)
```

youtube_oauth

YouTube API OAuth

Description

This creates or grabs a token to authorize API requests

```
youtube_oauth(
  clientId = NULL,
  clientSecret = NULL,
  tokenFile = ".httr-oauth",
  use00B = FALSE,
  setEnvVar = FALSE,
  scopes = c("https://www.googleapis.com/auth/youtube.readonly",
        "https://www.googleapis.com/auth/yt-analytics.readonly"),
    reAuthOnFail = FALSE
)
```

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Arguments

clientId Required. Client Id obtained from console.cloud.google.com.

clientSecret Required. Client Secret obtained from console.cloud.google.com

tokenFile The name of the token httr-oauth file to read the token from. If the file does not

exist then one will be created with the provided name.

use00B If TRUE, use oob method to copy/paste token into R.

setEnvVar If TRUE, create an environment variable called "YouTube_Token" to store token. scopes Scopes that must be passed when authenticating. See https://developers.

google.com/youtube/analytics/reference for more information.

reAuthOnFail If TRUE, will automatically begin authentication process if provided token is

expired.

Value

token environment

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