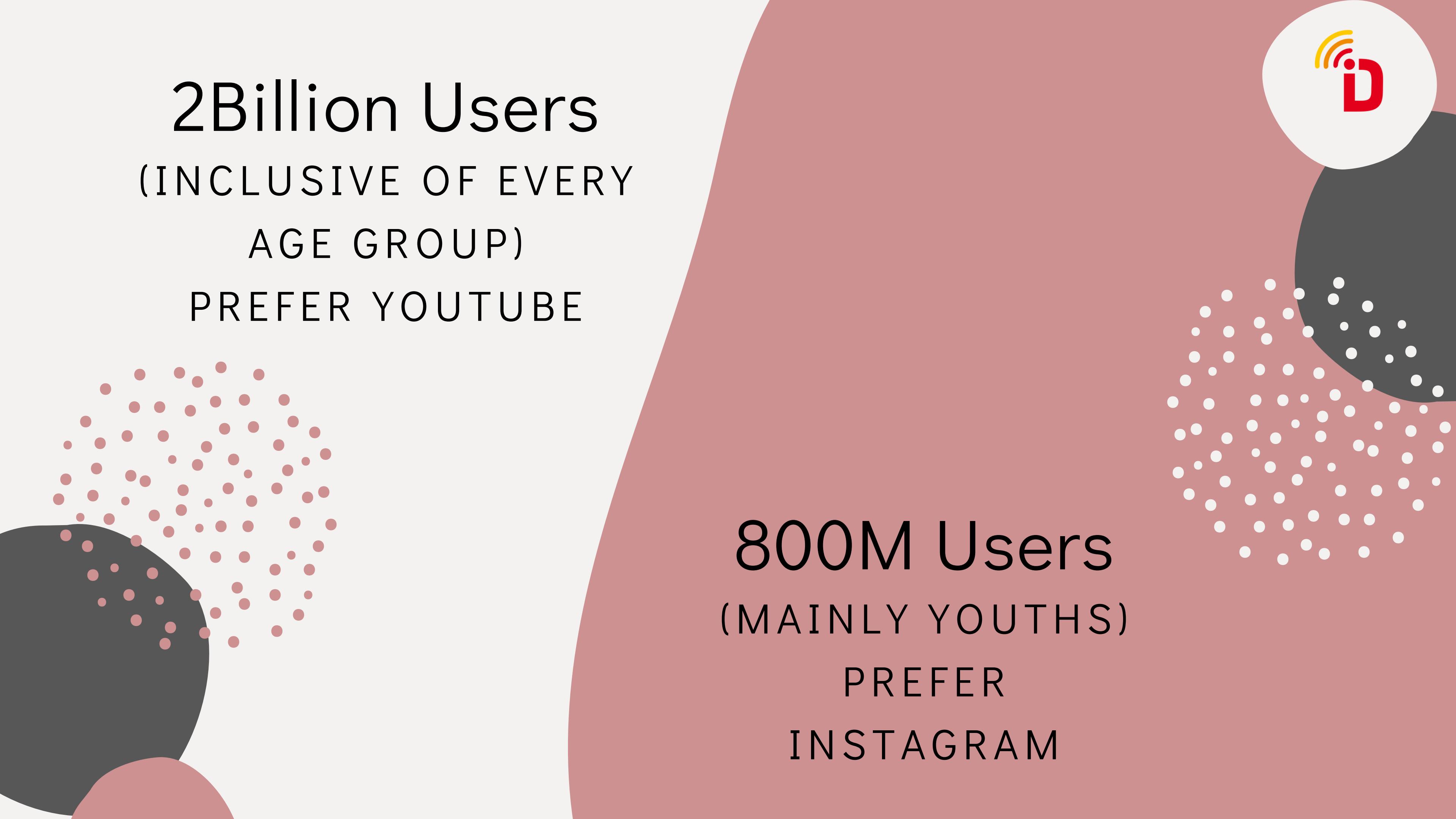




WHO WINS?

YOUTUBE VS IGTV



2Billion Users
(INCLUSIVE OF EVERY
AGE GROUP)
PREFER YOUTUBE

800M Users
(MAINLY YOUTHS)
PREFER
INSTAGRAM



Factors for comparison

1. Search engine visibility
2. Organic views
3. Desktop view
4. Mobile view
5. Editing before uploading
6. Monetization
7. Insights
8. User loyalty





SEARCH ENGINE VISIBILITY



- Youtube lets you enhance title and video description according to the keywords
- IGTV does not support optimizing the same
- As a result, Youtube videos appear on search results, IGTV videos don't appear on search results



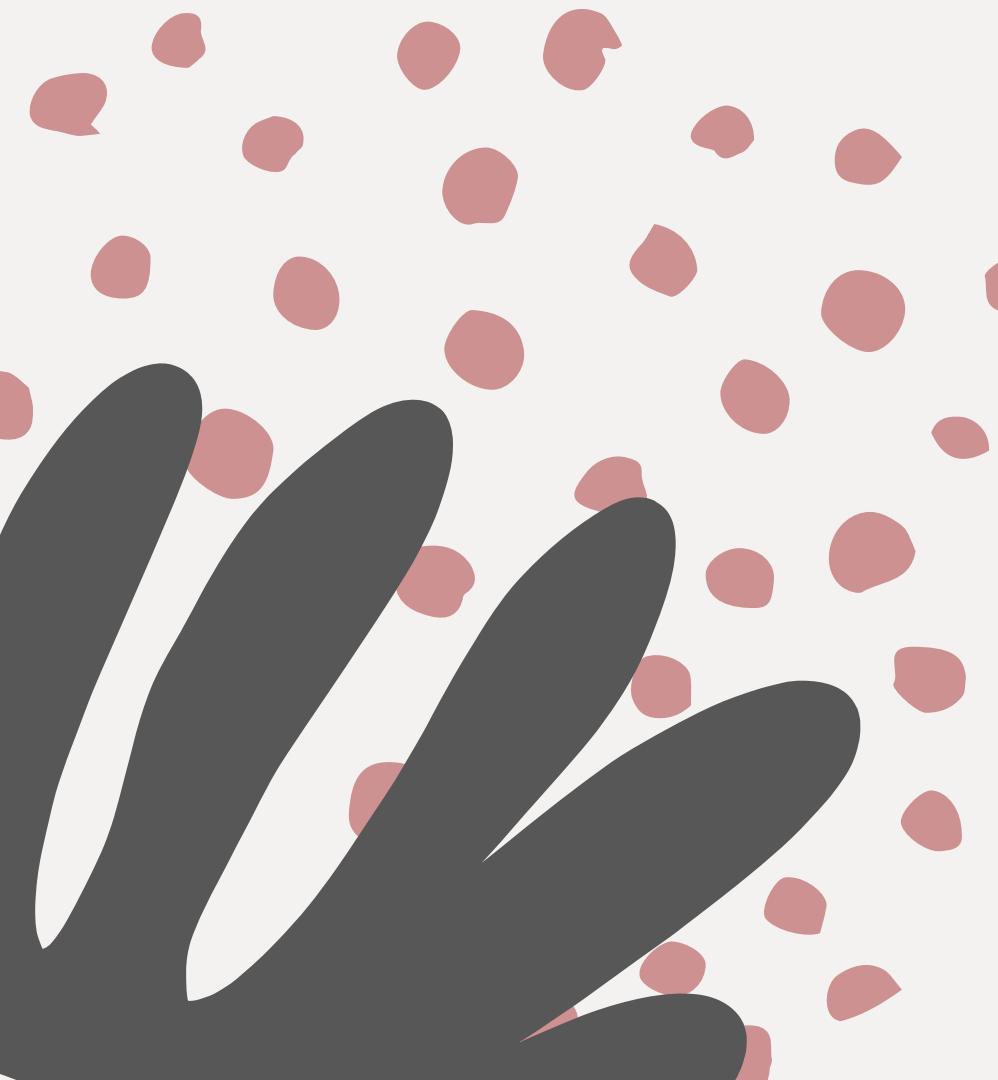
ORGANIC VIEWS



- IGTV is the best platform to get the organic views through reposting and writing trendy hashtags
- However, YouTube platform needs promotion
- Thus, for organic views, IGTV is the best platform compared to youtube



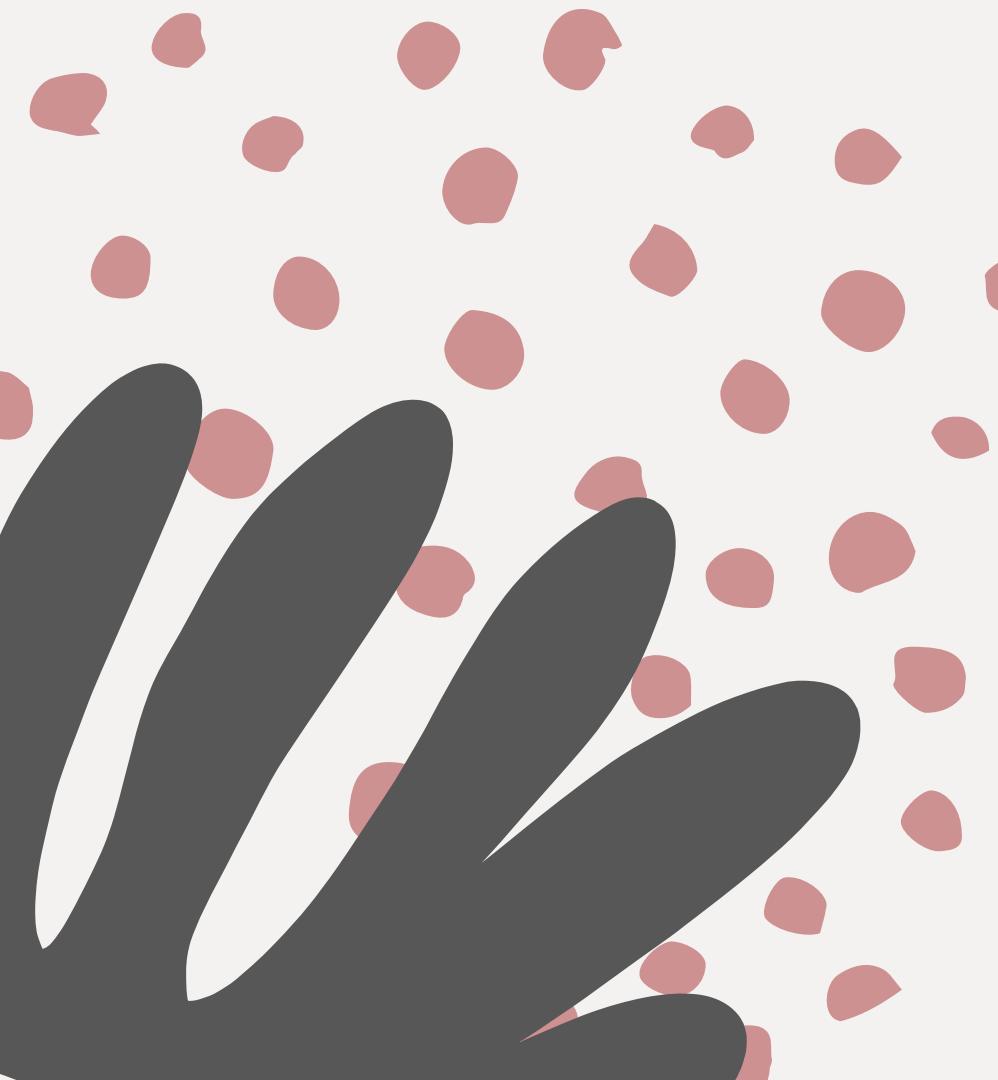
DESKTOP VIEW



- YouTube is supported by desktop screen and gives you the control of speed and quality of the video as well
- IGTV feature is supported by mobile screen only
- Thus, YouTube offers the user a better streaming experience through desktop screen



MOBILE VIEW



- IGTV gives user a better experience through mobile screen
- The video size is enhanced according to the mobile screen
- IGTV allows you to upload a video maximum of 10 minutes



EDITING BEFORE UPLOADING



- Youtube has a unique feature, where in, the platform allows you to edit a video before you upload
- IGTV doesn't support editing and hence it has to be made according to the mobile screen
- IGTV leads to cutdown if not edited according to the size, while youtube doesn't lead to any cut down



MONETIZATION



- The ultimate purpose behind making videos is generating revenue
- YouTube is connected to google adsense and let people run an ad on your video and helps you earn out of it
- IGTV doesn't allow you to do that as it is completely organic



INSIGHTS

- Google analytics is a tool to study your users well and it can be accessed through Youtube
- Instagram has its own insights portal inbuilt on their app
- Youtube having accurate insights helps you for remarketing



USER LOYALTY



- YouTube being in the market for a long period of time has an user loyalty advantage
- However, content is important for both the platforms
- YouTube has a feature of subscribing and hence could get user loyalty, IGTV has a long road to travel.



Conclusion

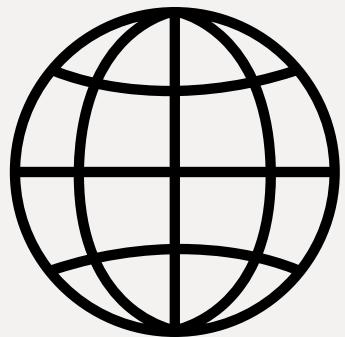
IGTV is more in context with entertainment

Youtube is more generic in nature where you get everything what you look for

We conclude that choice of a video streaming platform is subjective and depends on an individual's requirements



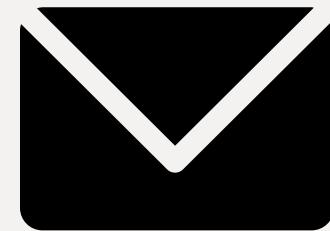
Connect with us socially



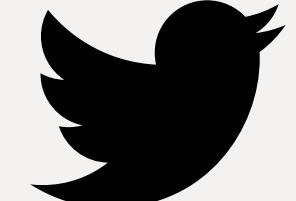
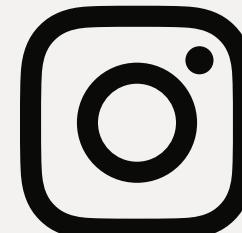
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THANK YOU