

**YOUTUBE**

## OUR AGENDA FOR TODAY

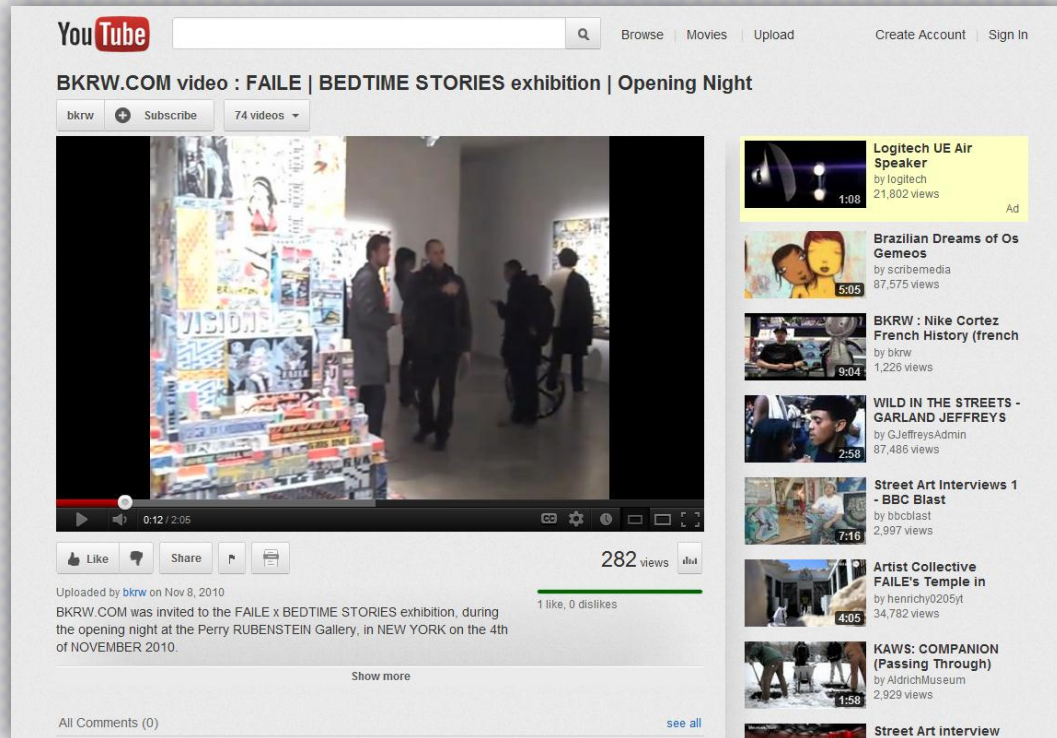
1. YouTube
2. Demographics
3. Key Features
4. Brand Channel Analytics

# WHY USE YOUTUBE?

## PURPOSES

Video is one of the most engaging types of online content and YouTube is where the vast majority of it is hosted and shared. Any brand that wants to invest in video marketing should strive to have a strong presence on YouTube.

Video marketing is best used for **brand building**, **educating consumers** and **enhancing other marketing efforts**.



The screenshot shows a YouTube video player interface. The video title is "BKRW.COM video : FAILE | BEDTIME STORIES exhibition | Opening Night". The video is from the channel "bkrw" and has 74 videos. The video content shows an art gallery with a large, colorful, and complex artwork titled "VISIONS" by FAILE. Several people are seen in the gallery, some looking at the artwork. The video player shows a progress bar at 0:12 / 2:05, 282 views, and 1 like, 0 dislikes. Below the video, there is a description: "Uploaded by bkrw on Nov 8, 2010. BKRW.COM was invited to the FAILE x BEDTIME STORIES exhibition, during the opening night at the Perry RUBENSTEIN Gallery, in NEW YORK on the 4th of NOVEMBER 2010." To the right of the video player, there is a list of recommended videos, including "Logitech UE Air Speaker", "Brazilian Dreams of Os Gemeos", "BKRW : Nike Cortez French History (french)", "WILD IN THE STREETS - GARLAND JEFFREYS", "Street Art Interviews 1 - BBC Blast", "Artist Collective FAILE's Temple in", and "KAWS: COMPANION (Passing Through)".

*Pictured Above: YouTube art gallery videos*

# DEMOGRAPHICS



## Adult Men

Audience 27.9 million men, ages 18-54

Reach 62% of all men ages 18-24 are on YouTube

[See What Adult Men Are Watching](#) | [Download Profile](#)



## Teens

Audience 21.6 million teens

Reach 54% of all teens are on YouTube

[See What Teens Are Watching](#) | [Download Profile](#)



## Adult Women

Audience 34.7 million women ages 18-54

Reach 55% of all women ages 18-54 are on YouTube

[See What Adult Women Are Watching](#) | [Download Profile](#)



## Hispanics

Audience 8.6 million Hispanics

Reach 59% of all Hispanics are on YouTube

[See What Hispanics Are Watching](#) | [Download Profile](#)

# KEY FEATURES

## EMBEDDING VIDEOS

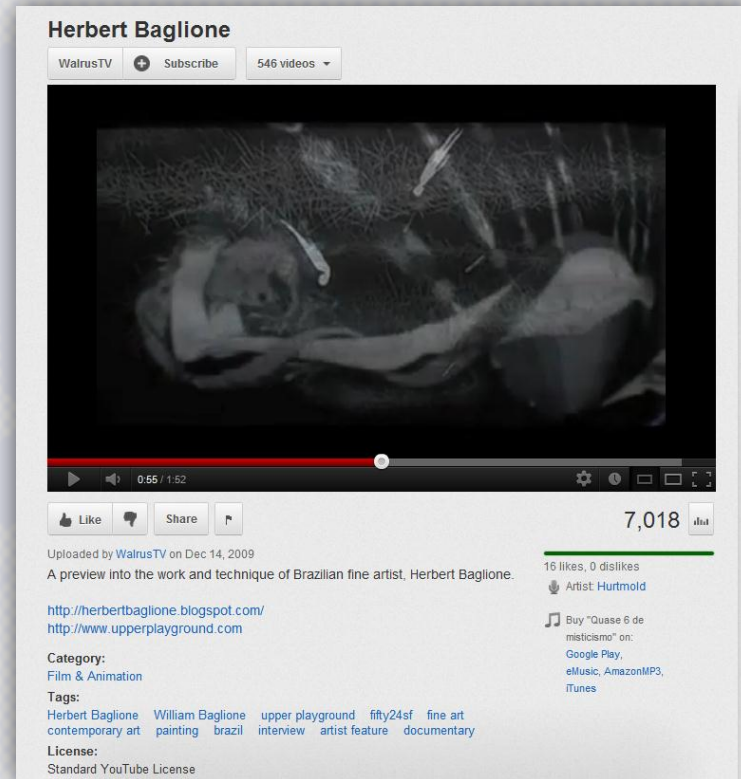
YouTube makes it easy to host videos and embed them on a website. This gives brands all the benefits of YouTube as a marketing channel, plus the added benefit of not having to host large video files on their website.

## OPTIMIZING VIDEOS

Videos need to be optimized for YouTube search. It's important to have descriptive, keyword-rich titles, descriptions and tags. They should also be assigned to accurate categories.

## BRAND CHANNEL BENEFITS

- Higher level of branding customization
- Content playback and accessibility
- Tracking capabilities



*Pictured Above: YouTube video tags and categories*



# BRAND CHANNEL ANALYTICS

## 1. VIEWS

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Number of times a video has been viewed.

## 2. DEMOGRAPHICS

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The age range and gender distribution of a channel's audience.

## 3. PLAYBACK LOCATIONS

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What sources videos are being played from: embedded player, YouTube watch page, YouTube channel page or mobile devices.

## 4. TRAFFIC SOURCES

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The sites and YouTube features that led people to a brand's content.

## 5. AUDIENCE RETENTION

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A measure of a video's ability to retain its audience.

## 6. SUBSCRIBERS

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Gains and losses in subscribers.

## 7. LIKES & DISLIKES

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How many likes and dislikes a brand's videos received.

## 8. FAVORITES

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A summary of how many users favorited a brand's content.

# BRAND CHANNEL ANALYTICS

## **9. COMMENTS**

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How many users are commenting on a video.

## **10. SHARING**

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A summary of how many times video content has been shared through the YouTube “share” button.

## **11. ESTIMATED EARNINGS**

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A report of estimated earnings for YouTube partners.

## **12. AD PERFORMANCE REPORT**

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Ad performance data for YouTube advertisers.

## **13. DOWNLOADABLE WATCH TIME**

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Amount of time a video is being watched.

## **14. CALL TO ACTION**

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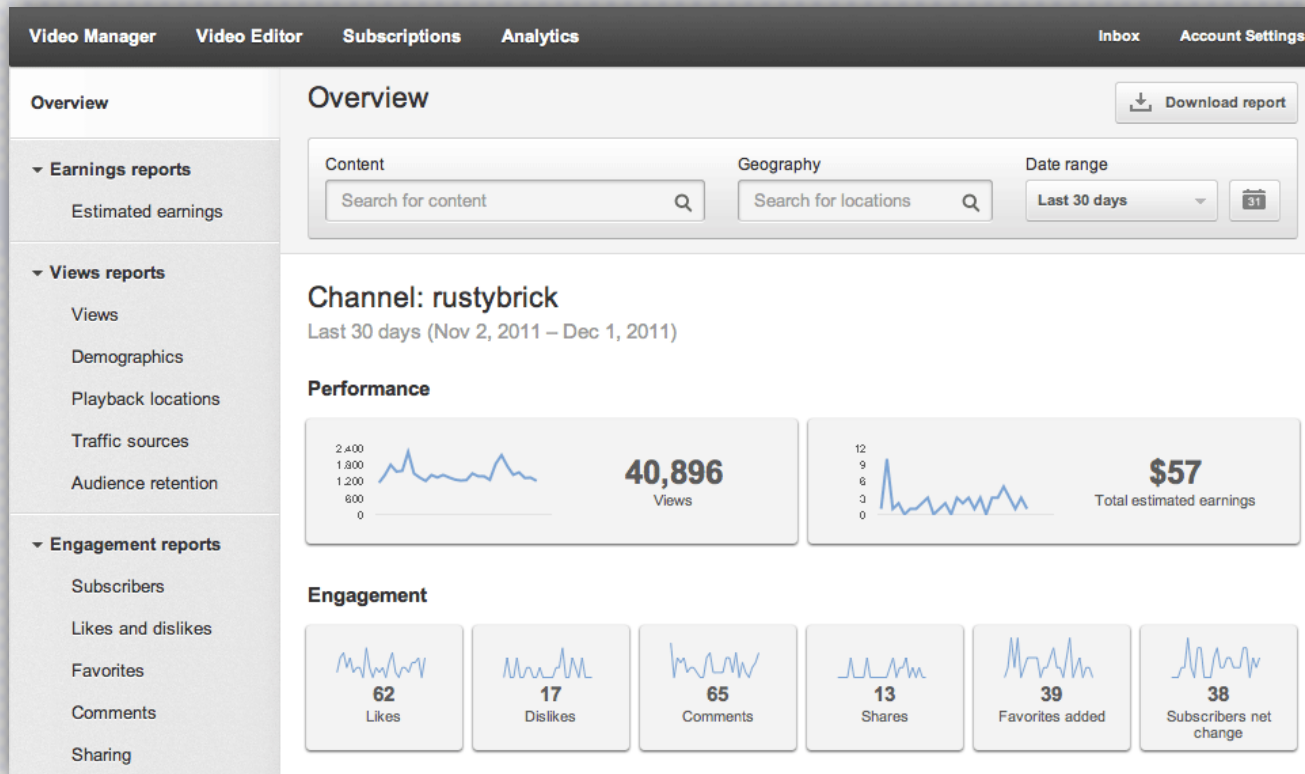
Measures the performance of [Call-to-Action overlays](#).

## **15. LIVE EVENTS**

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Shows data on live events such as concurrent streams, total playbacks and error reports.

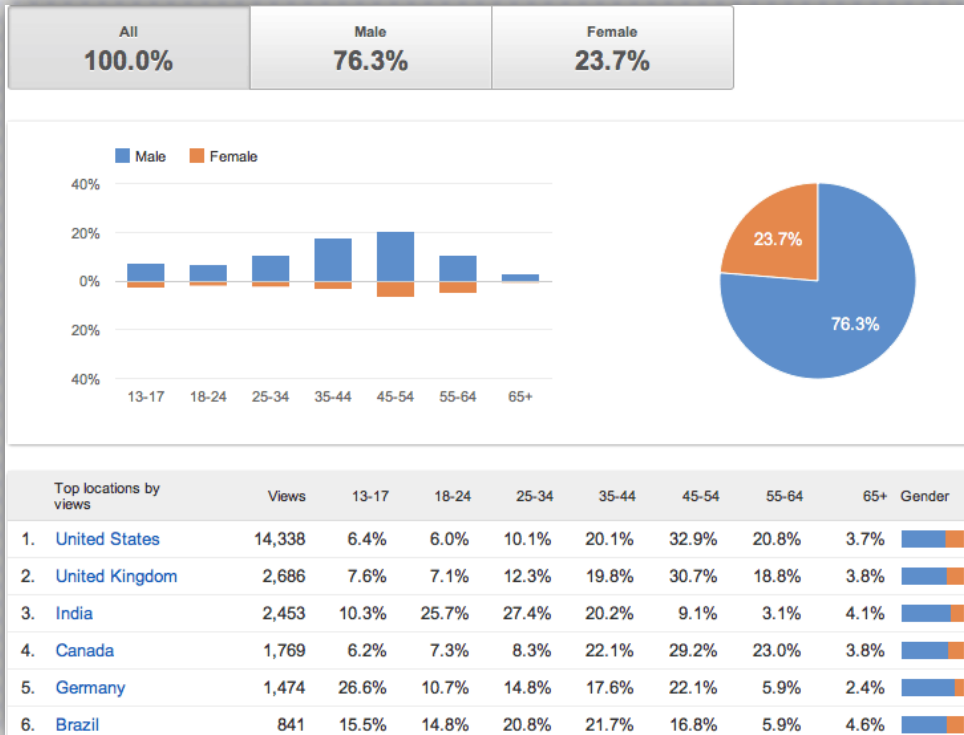
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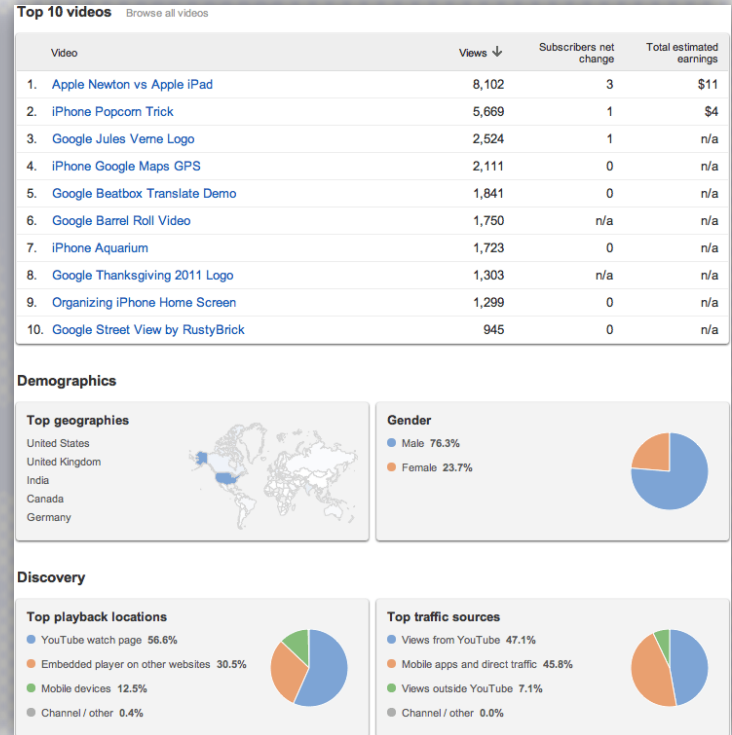
*Pictured Above: YouTube Insights/ Analytics Dashboard*



# BRAND CHANNEL ANALYTICS

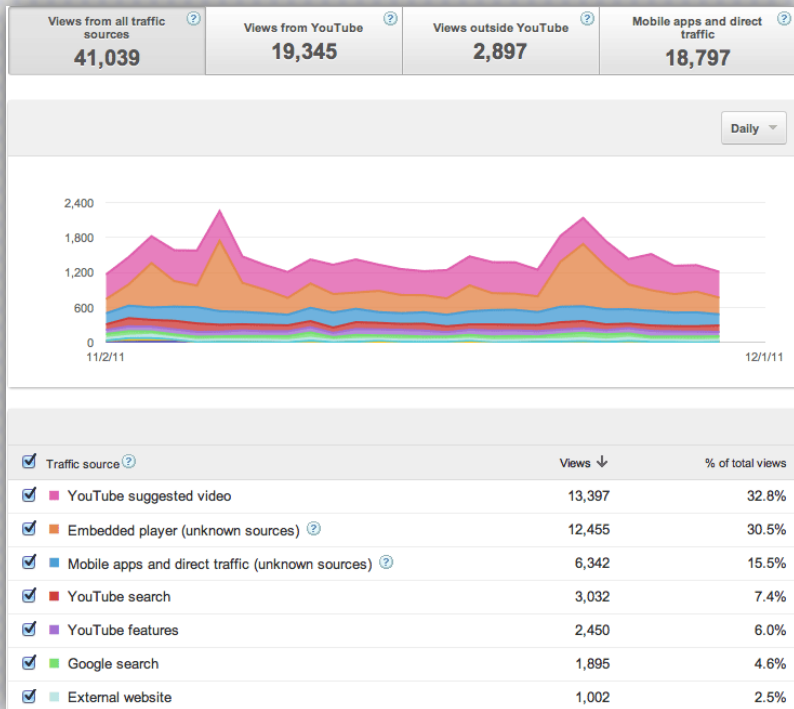


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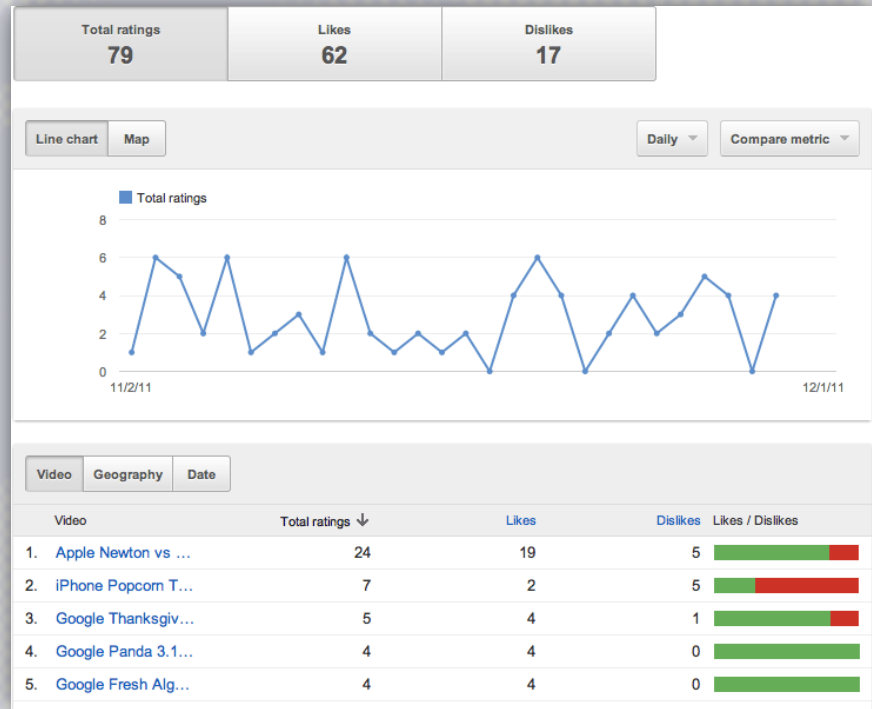


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# BRAND CHANNEL ANALYTICS



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**THANK YOU.**