Insight Data of YouTube from a Partner's View

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Outline

- Background

- Data collection

- Analysis of data - views

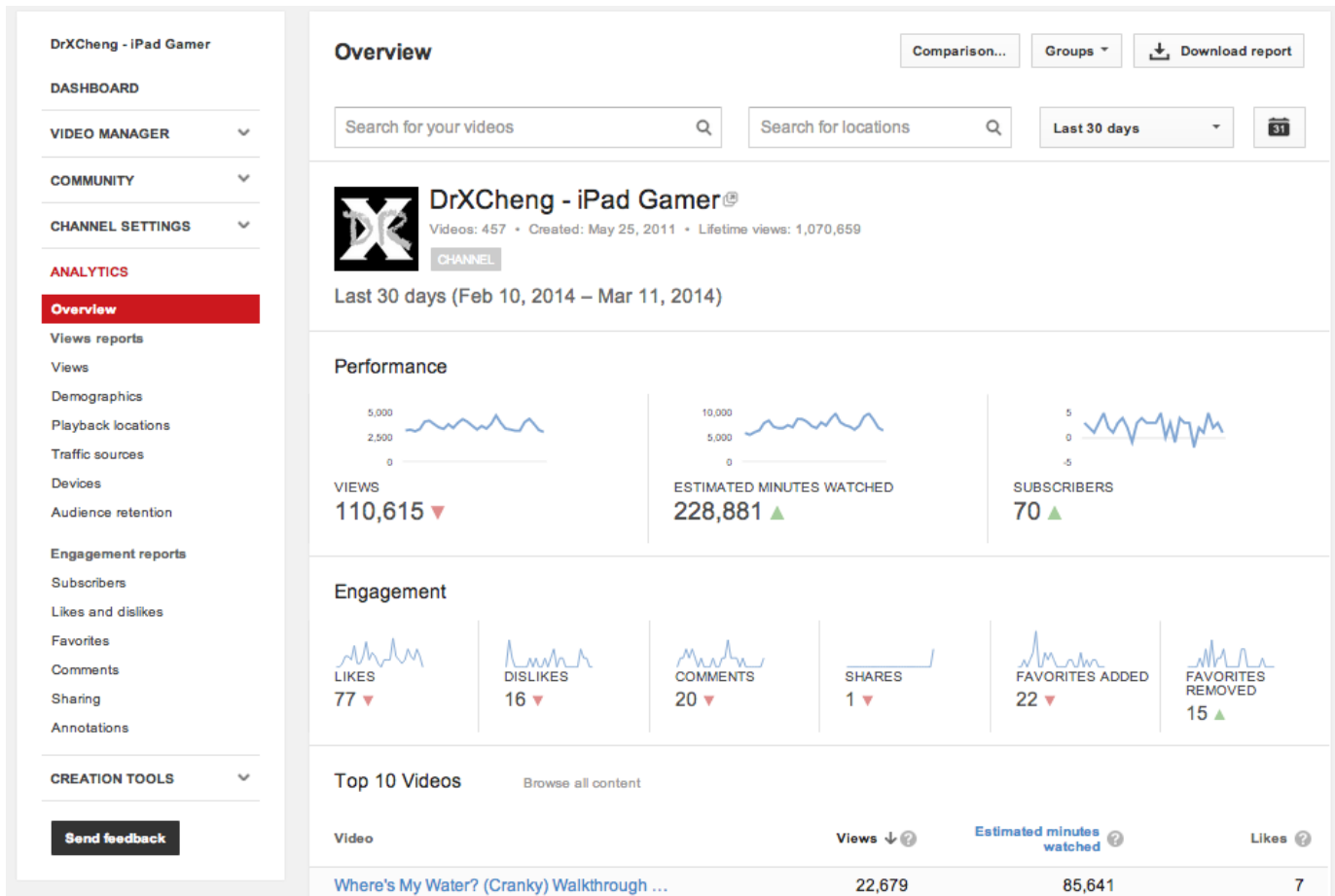- Analysis of data - referrers

- Conclusion

Background

- YouTube partner

  - Video monetization

  - 1+ million partners
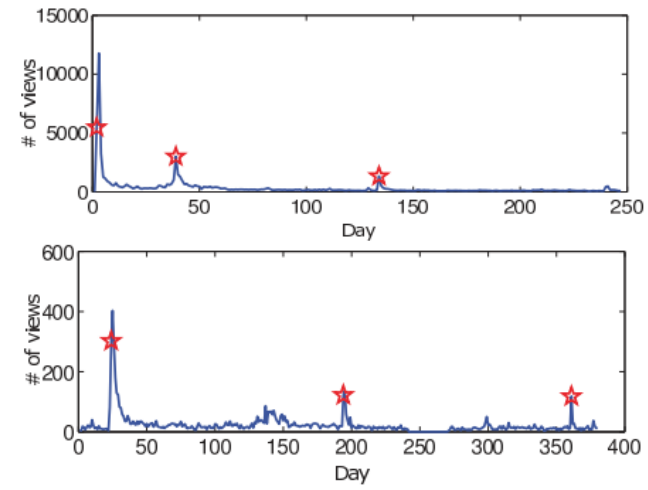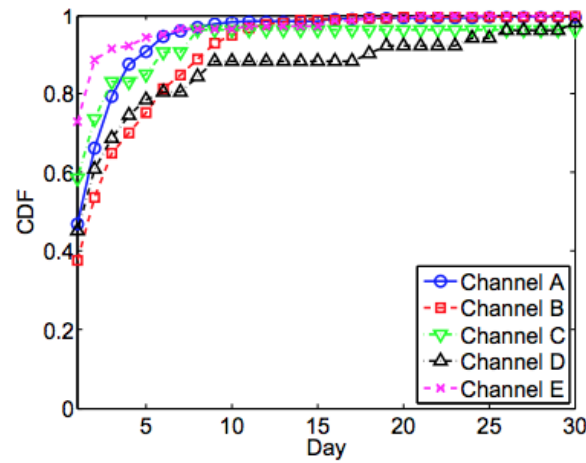
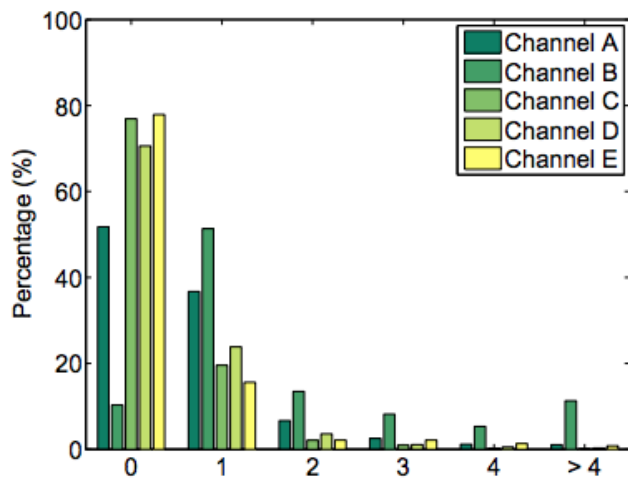# Background

YouTube insight data

Data Collection

- Authenticated crawler

- YouTube API

- Five channels - from BroadbandTV's partner network

- Three years of data
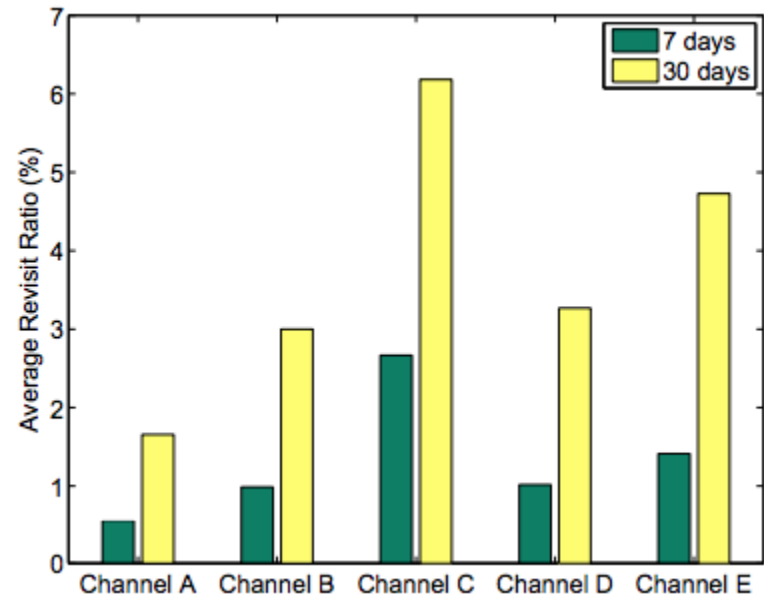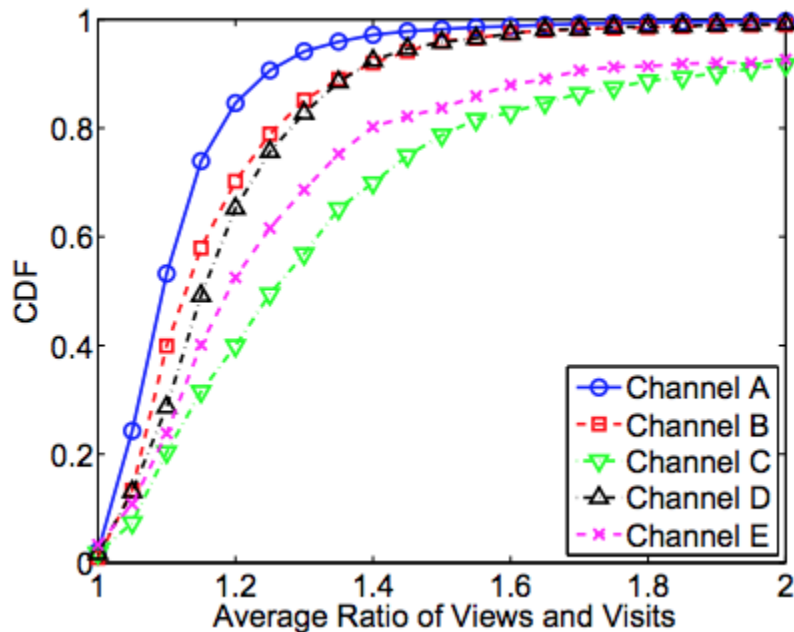
- Two reports: views, referrers

Analysis of Data - views

- Viewing surge

  - Difficult to predict growth trend using generalized models

  - Simple time series analysis
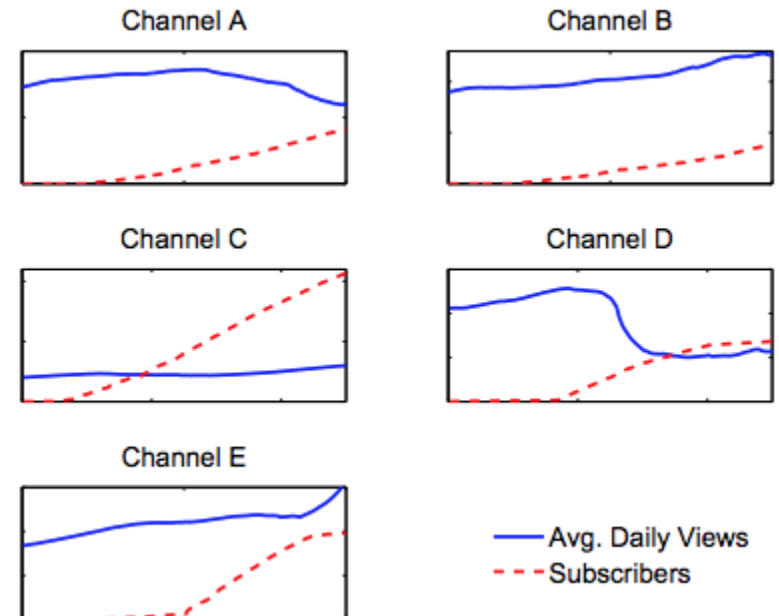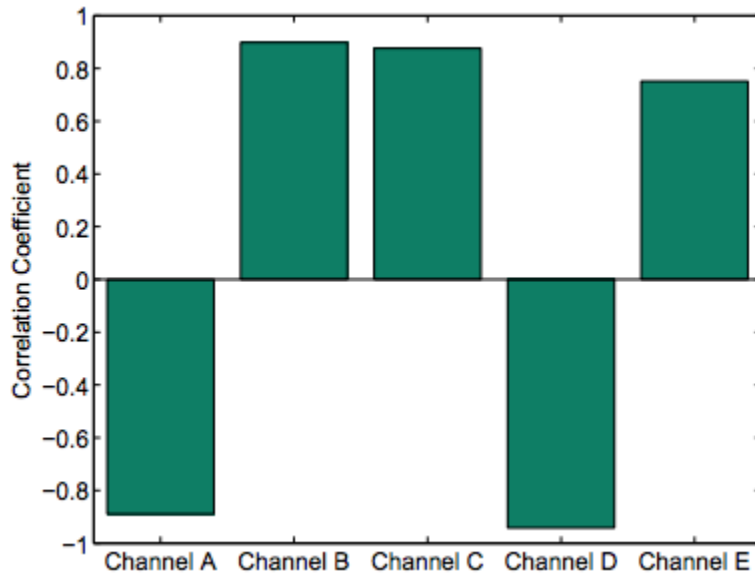
Analysis of Data - views

- Visiting behaviour
  - Views per visit
  - Revisit rate

Analysis of Data - views

- Subscription
  - Reflect the popularity of the channel
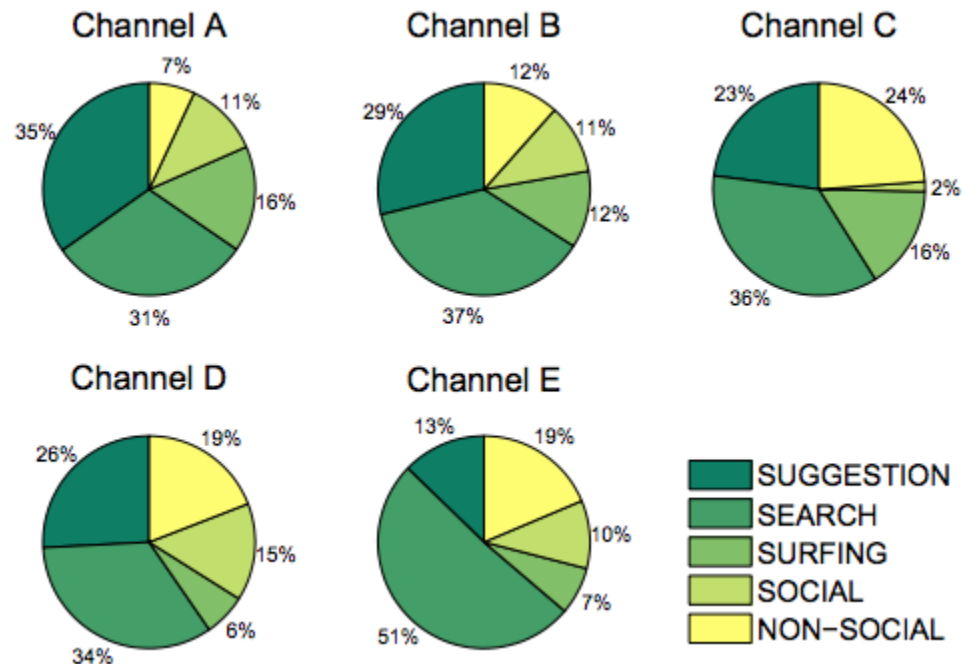 - Impact on video views along time
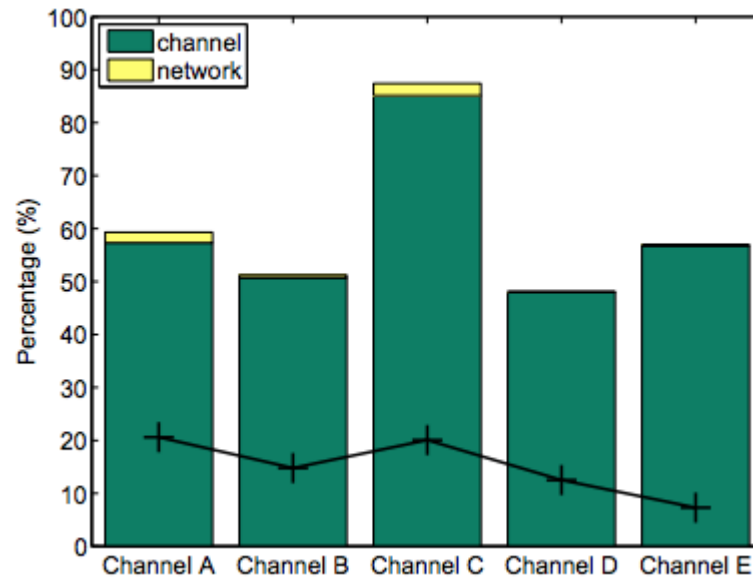
Analysis of Data - referrers

- Source breakdown

  - Suggestion

  - Video Search

  - YouTube Surfing

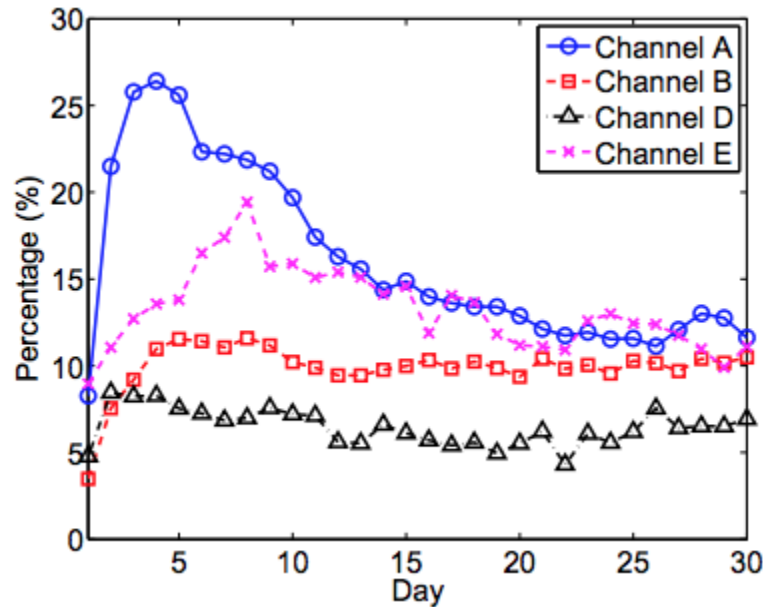 - Social Referral

  - Non-social Direct

Analysis of Data - referrers

- Impact from suggestion

Analysis of Data - referrers

- Impact from social referral

Conclusion

- YouTube partner and YouTube insight analytics

- Up to three years of insight data of five large YouTube partners' channels

- Unique features of YouTube partners

  - Statistics of viewing surges, visiting behaviour

  - Impact of user subscription and engagement on video views

  - Breakdown of referral sources

  - Impact of video suggestion and social referral on video views

- Valuable to YouTUbe partners for attracting more views and generating more revenue

Thank You!