Preferred
"Platform for all. Success for all."

Why did we need to develop a new model?

CHANNEL OWNERS'
PROBLEMS

YOUTUBE'S
PROBLEMS

Videos not getting enough views

Sponsored section is expensive

Need for a Sustainable Model

Need to increase Revenue

The Solution is: "You**Tube** Preferred"

WHAT IS THE MODEL 'YOUTUBE PREFERRED'?

A CONTRACTUAL invite :

Our Offer to Clients :

➤ **Individual invites**

➤ **Lower cost of enrollment**

➤ **Overall higher total earnings**

➤ **Higher and faster views**

➤ **Lower percentage of total earnings**

YouTube **Preferred**

"Platform for all. Success for all."

Video and Channel Owners

Objective: **Increase Owners' earnings by 30-40%**

$ $ $

How do we realize the returns?...

You Tube

WHAT IS THE MODEL 'YOUTUBE PREFERRED'?

A CONTRACTUAL invite :

- ➤ **Higher earnings per video**
- ➤ **Higher total revenues**
- ➤ **Increased subscriptions**
- ➤ **Improved website portfolio**

You Tube Preferred

"Platform for all. Success for all."

: Our Benefits from Clients

Video and Channel Owners

Objective: **Increase our Revenue by 15-20%**

$ $ $

What does the model look like in Real-time?...

You Tube

'YOUTUBE PREFERRED' ILLUSTRATION

Original Website

Re-modelled Website
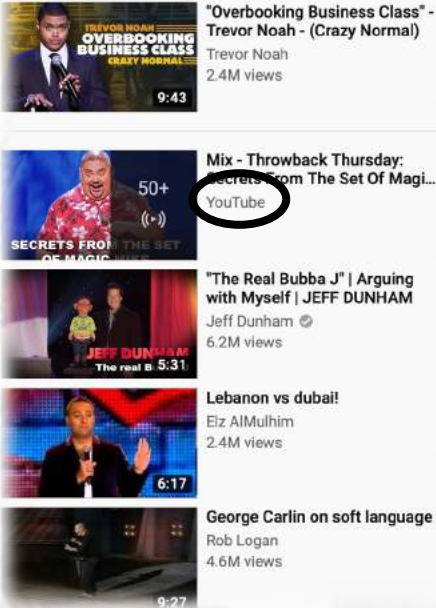
Recommended

Preferred for you

House Relax 2019 (New and Best Deep House Music | Chill...
Chill House Mix
706K views · 8 months ago

Throwback Thursday: Secrets From The Set Of Magic Mike |...
Gabriel Iglesias
2M views · 2 months ago

HEART TOUCHING JUKEBOX 2019 💕 BEST SONGS...
BOLLYWOOD ROMANTIC SON...
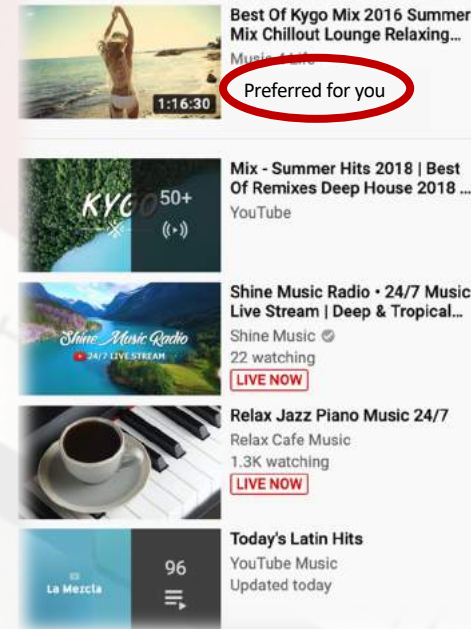6.6M views · 4 months ago

Summer Hits 2018 | Best Of Remixes Deep House 2018 |...
Shine Music
8.4M views · 2 years ago

Tesla's BIGGEST Software Update Ever: V10 Review!
Andy Slye
324K views · 4 days ago

Teri Mitti Female Version (Lyrics) - Kesari | Arko feat....
Game CHANGER
3.6M views · 5 months ago

Up next   AUTOPLAY

"Overbooking Business Class" - Trevor Noah - (Crazy Normal)
Trevor Noah
2.4M views

Mix - Throwback Thursday: Secrets From The Set Of Magi...
YouTube

"The Real Bubba J" | Arguing with Myself | JEFF DUNHAM
Jeff Dunham
6.2M views

Lebanon vs dubai!
Elz AlMulhim
2.4M views

George Carlin on soft language
Rob Logan
4.6M views

▶ YouTube

🏠 Home

🔥 Trending

▣ Subscriptions

Up next   AUTOPLAY

Best Of Kygo Mix 2016 Summer Mix Chillout Lounge Relaxing...
Preferred for you

Mix - Summer Hits 2018 | Best Of Remixes Deep House 2018 ...
YouTube

Shine Music Radio · 24/7 Music Live Stream | Deep & Tropical...
Shine Music
22 watching
LIVE NOW

Relax Jazz Piano Music 24/7
Relax Cafe Music
1.3K watching
LIVE NOW

Today's Latin Hits
YouTube Music
Updated today

▶ YouTube

🏠 Home

🔥 Trending

▣ Preferred

Implementation of the new Model

'YOUTUBE PREFERRED' TEAM

Team of 14 people, including me, worked for a week

3 x Data Scientists

8 hours a day, 5 days

4 x Genre Experts

4 hours a day, 5 days

4 x Sentiment Analysis Experts

4 hours a day, 5 days

2 x Web Design Professionals

8 hours a day, 3 days

1-5 years

YouTube Preferred

Increased Revenue, sustainable model for YouTube

Increased Earnings, profitable option for Channel Owners

The **projected costed** around a total of **$10,360** including my commitment which was from my regular office hours.
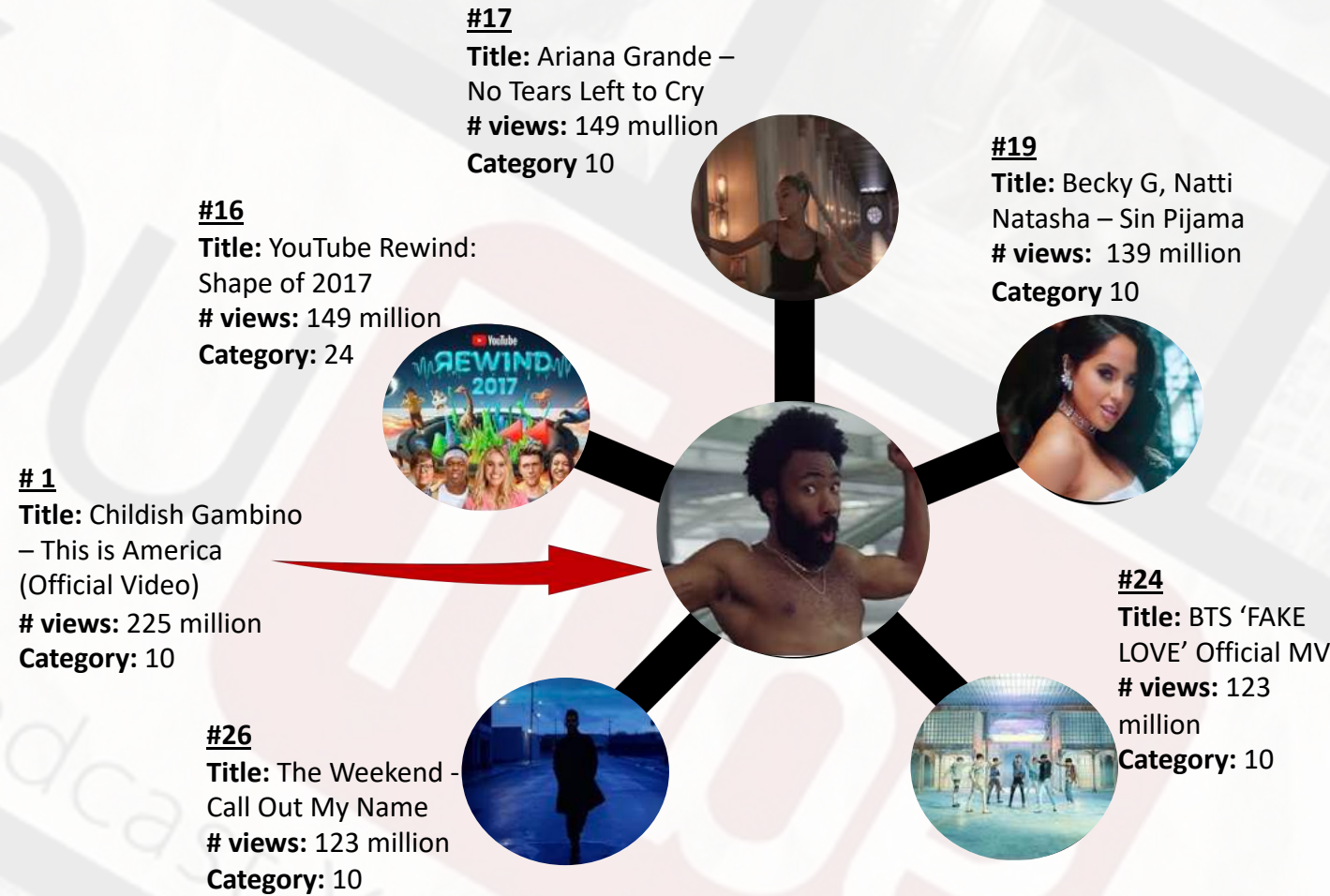
'YOUTUBE PREFERRED' ANALYSIS

What did we do?

❑ Curated a list of **highest viewed videos** *(US market only)*

❑ Identified their **Title**, No. of Views and Genre

❑ Regression Analysis - which **metrics** are important

❑ Sentiment Analysis - determine important **characteristics**

What were the results?...

#17
Title: Ariana Grande – No Tears Left to Cry
 # views: 149 mullion
Category 10

#19
Title: Becky G, Natti Natasha – Sin Pijama
 # views: 139 million
Category 10

#16
Title: YouTube Rewind: Shape of 2017
 # views: 149 million
Category: 24

 # 1
Title: Childish Gambino – This is America (Official Video)
 # views: 225 million
Category: 10

#24
Title: BTS 'FAKE LOVE' Official MV
 # views: 123 million
Category: 10

#26
Title: The Weekend - Call Out My Name
 # views: 123 million
Category: 10

Historic data and past trends analysis

You Tube

'YOUTUBE PREFERRED' ANALYSIS

What did we do?

- ❑ Leveraged analytics - mined **specific attributes**

- ❑ Proposed a **new contractual earnings model**

Enlist Good Video Metrics

Identified Metrics

Contractual Offer

How did we Implement?...

Quality: 1080p & 2160p

Title: 40-70 characters

Time of upload: late evening

Time of upload: early morning

Description: Long

Sentiments: Contains emotional language

Recording through: VEVO

Name: Both video and artist name

Category: 10 and 24

'YOUTUBE PREFERRED' MARKET IMPLEMENTATION

Rolled out a 'beta test campaign'.

Roll-out of Campaign

Evaluated initial responses, for the campaign and the financial aspects.

Launch full-fledged final campaign.
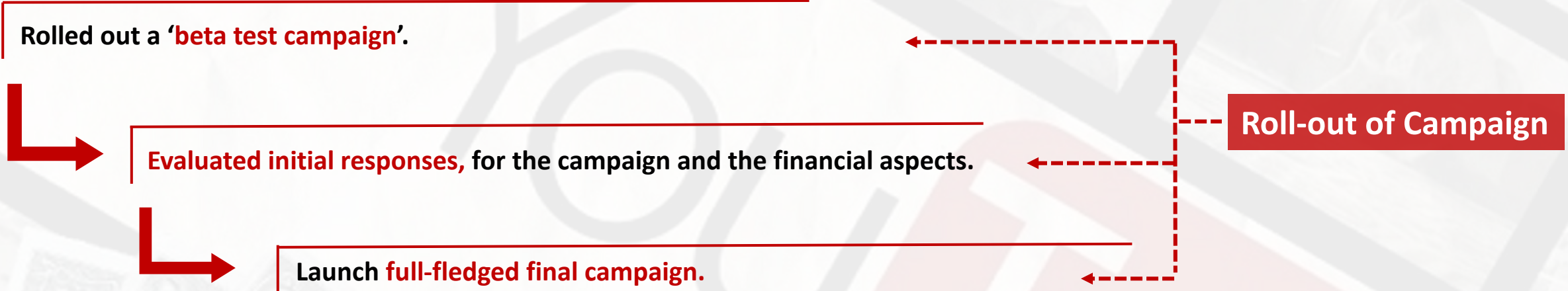
Determined change in revenue
– YouTube increased revenues 15-20% overtime.

Performance Evaluation

Reviewed if videos received higher views because of successful metrics

Leveraged analytics. Built a new model. Improved the new model. Increased revenue.

You Tube

THANK YOU FOR YOUR ATTENTION

Questions?

Harsh Dhanuka
Junior Analyst