



YOUTUBE EXERCISE

NIIT ASSIGNMENT I

PROBLEM STATEMENT

- Currently, average watch time per video of YouTube is low.
- You're Product Manager of YouTube India, given a goal to Increase Watch time per video of user from **1 min to 1.5 mins**.

GOAL

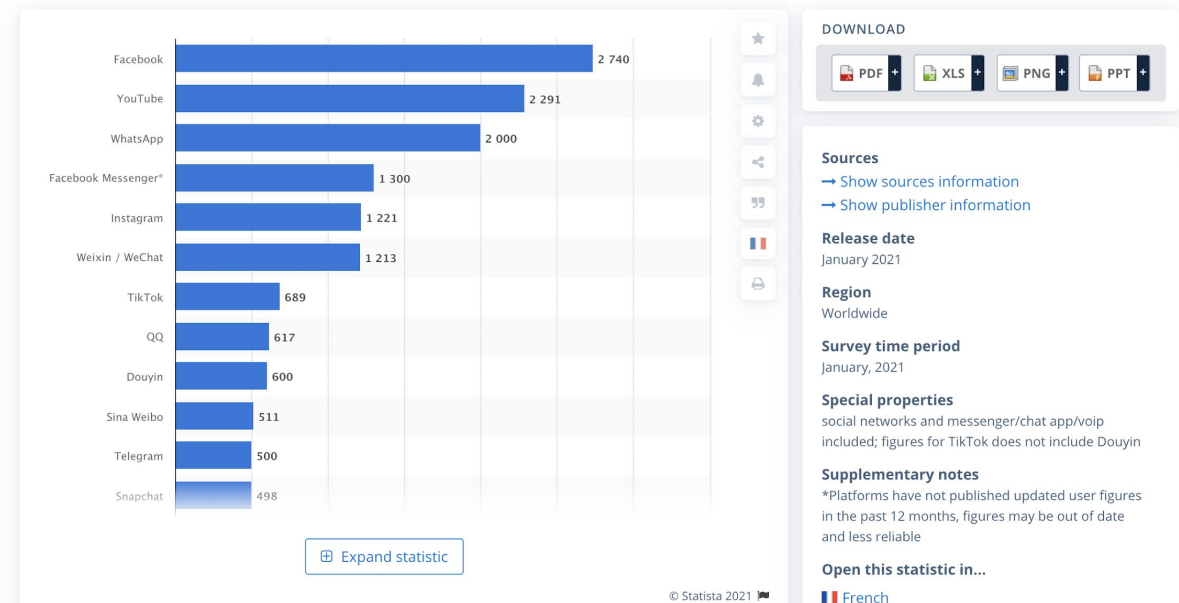
- Analyze what is working and what is not for current users
- Analyze Data points and note down pain point of users
- Provide suggestion for improvements
- Success matrix to track the progress

WHAT IS WORKING

- YouTube's recommendation engine curates personalized feeds to the user which increases the engagement/ time spent.
- Source : It is one of the platforms with highest viewership, only behind facebook in terms of active users

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Most popular social networks worldwide as of January 2021, ranked by number of active users
(in millions)



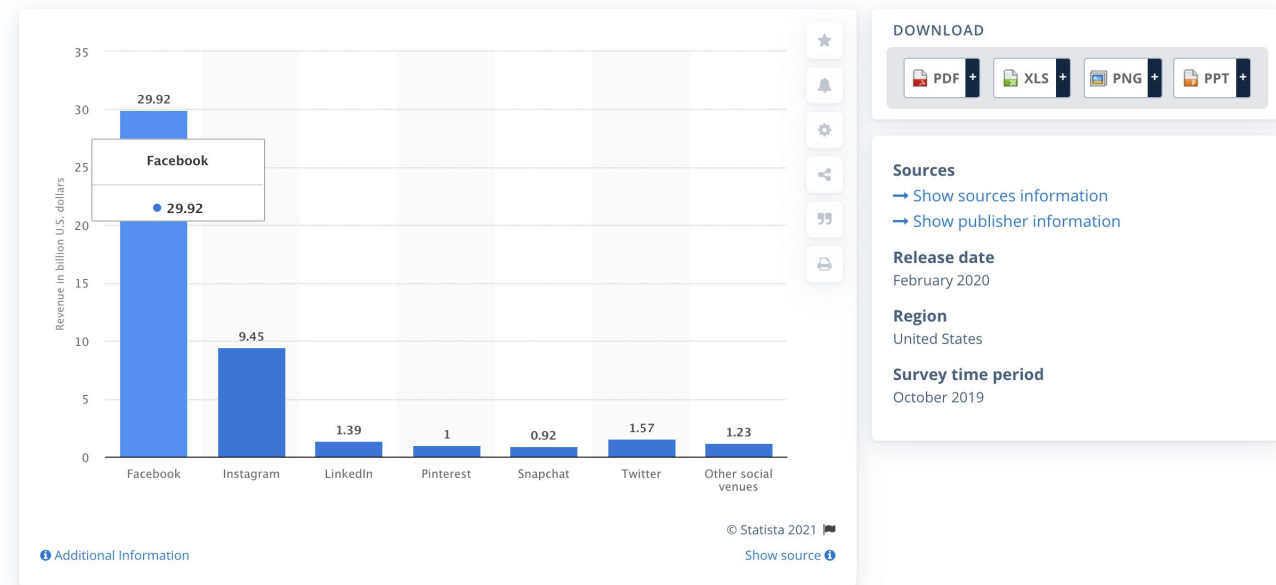
WHAT IS WORKING

- It is easy to discover content on the YouTube
- Seamless experience of YouTube player
- Lot of YouTube features like playlists , offline, watch later etc. have been inspired from it by music apps like Spotify, Gaana, etc.

WHAT IS WORKING

- YouTube is one of the preferred platforms for the advertisers to generate revenues
- Source : YouTube generated close to \$15 billion from Ads in 2019 (more than top social platforms like Instagram, Twitter, LinkedIn ,etc.)
- <https://www.theverge.com/2020/2/3/21121207/youtube-google-alphabet-earnings-revenue-first-time-reveal-q4-2019>
- <https://www.statista.com/statistics/1103339/social-media-ad-revenue-platform/#:~:text=Indisputably%2C%20among%20other%20popular%20social,in%20revenue%20that%20same%20year.>

Social network advertising revenue in the United States in 2019, by company
(in billion U.S. dollars)



SUGGESTIONS

In the next few slides, we will discuss suggestions with all four parameters of the problem statement , i.e.,

- **Data Points** that we will investigate in our analytics
- **Pain points** of our customers
- Our **Proposed solution**
- Followed by **Key metrics** that we will use to track our progress

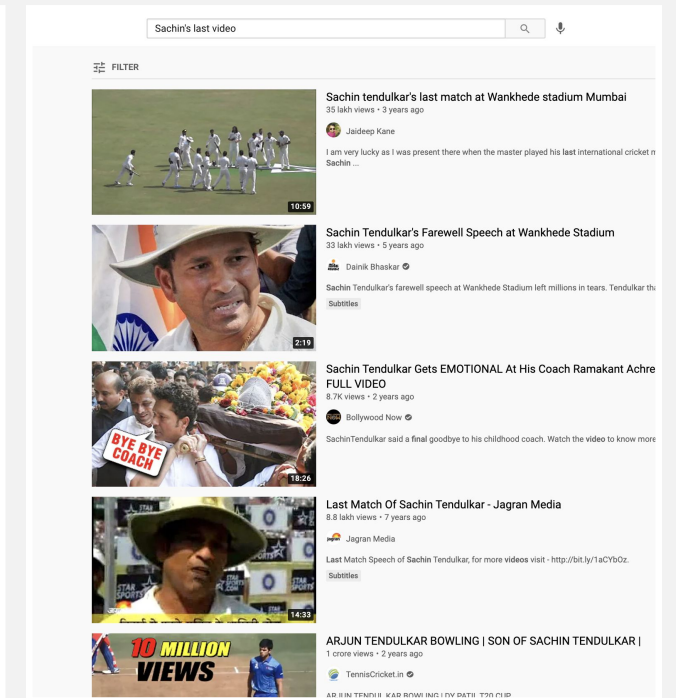
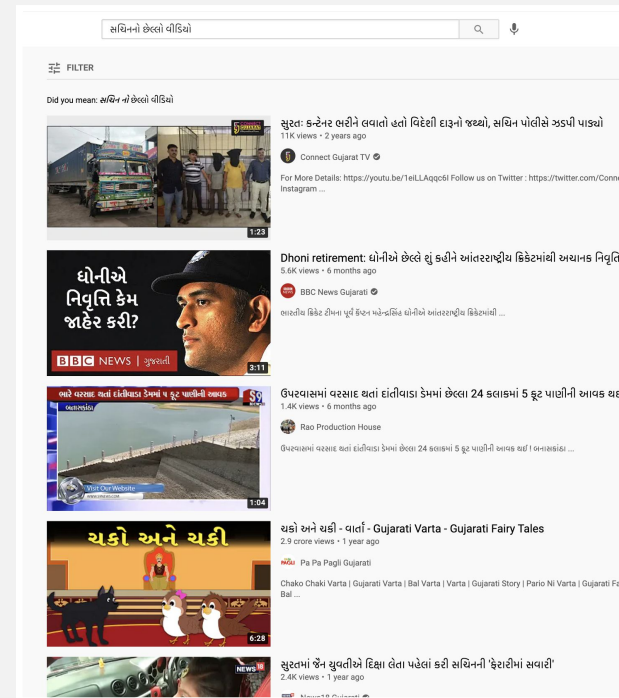
Data Point

- Number of users searching in keywords other than English
- Time taken to display the search result
- Where does the user go next
- % of video views driven from Search results (English vs Other language)
- Top 20 keywords that people are searching on Youtube

Pain point

- Search in regional languages doesn't display accurate results
- Example : સચિનનો છેલ્લો વીડિયો in Gujarati fetches me less relevant results compared to "Sachin's last video"

I. SEARCH EXPERIENCE



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Proposed Solution



English Search algorithm can be applied to regional languages as well



The search keywords should appear in title description



Key Metrics



Number of video views driven from Search Result (Before & After)

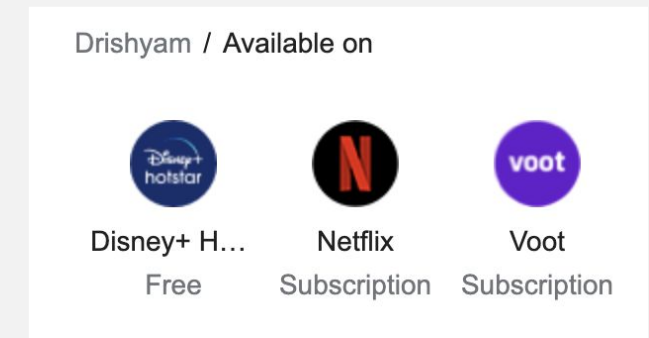
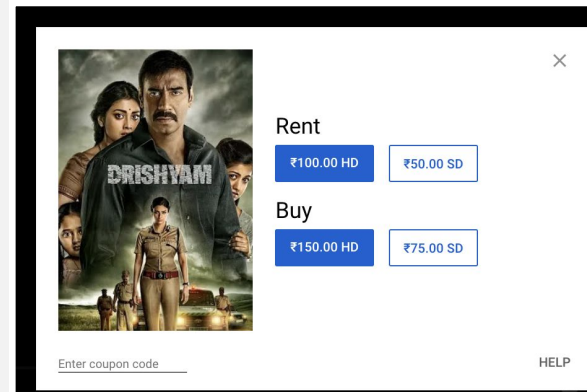
Data Point

- Number of users arriving on YouTube via Movies search & clicking on the movie
- Users dropping off after checking price

Pain Point

- Movie lovers now must pay Rental amount which was not the case earlier.
- For now, User is only shown option to Buy/Rent individual movie.
- Eg : Movie on YouTube Rent for Rs 100. User will prefer for OTT platform subscription of 99 Rs (say Voot) given he has options to see more movies.

2.YOUTUBE MOVIES



2.YOUTUBE MOVIES

Proposed Solution :

- Rental or Purchase subscription plan so user can derive more value out of it.
- Show YouTube movies with Ads for free with an option to convert into subscription for Ad free experience.

Key Metrics :

- Number of users opting for subscription/ watching other movies in subscription
- Ad revenue for movies vs Rental / Purchase revenue

3. EXCLUSIVE CONTENT

Data Point :

Exclusive content drive a lot of users to the OTT platforms

<https://www.thehindubusinessline.com/news/original-content-is-key-differentiator-for-ott-players/article30327122.ece>

Pain point :

Lack of distinct/ niche/ premium content on YouTube just like other OTT platforms .Example like Web series on other OTT platforms like Prime Exclusive, Hotstar Specials, Zee, Netflix Originals



3. EXCLUSIVE CONTENT

Proposed Solution :

- YouTube can form their own community of content creators who could create distinct/ niche/ premium content just like other OTT platforms.

Key Metrics :

- Performance of Exclusive contents vs that of other categories

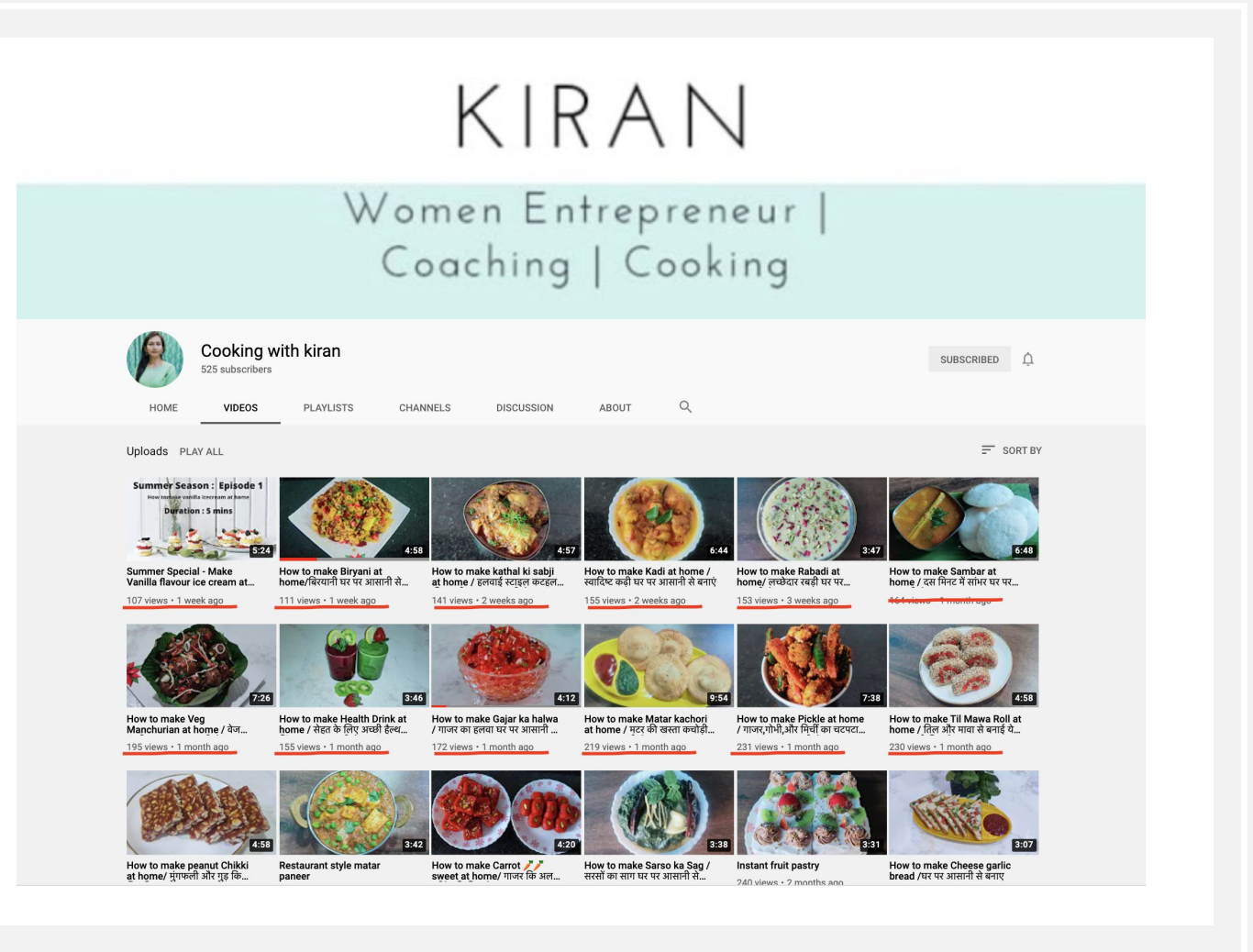
4. CONTENT CREATORS

Data Point :

- User who are active creators but with consistent low video views/ subscriber's growth

Pain Point :

- New budding content creators find it difficult to reach out to their target audience.
- Here, Kiran is a housewife, creates content related to cooking on YouTube. She spends lot of time creating contents, posting frequently, but with a stagnant growth.
- <https://www.youtube.com/channel/UCP5L58HoQjZz9T4AUx1i0KQ/featured>



4. CONTENT CREATORS

Proposed Solution :

- Educated content creators through Tutorials and Campaign on how to monetize the video and increase the video views, content discovery, create awareness about his profile

Key Metrics :

- Performance of videos before vs after campaign
- Performance of video views post training/ tutorials