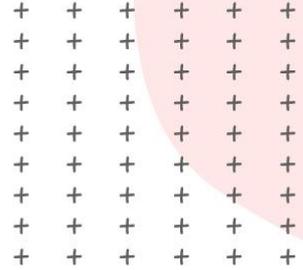
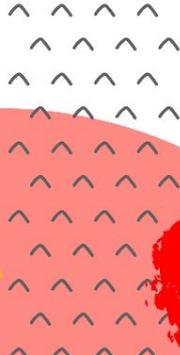
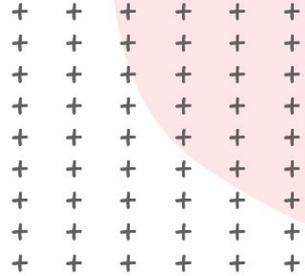


# News Creator

WORKSHOPS 2022



# WORKSHOP 5: YouTube Studio and Analytics



## WORKSHOP 5: YOUTUBE STUDIO

# Program overview

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# Agenda

01

Walkthrough of  
YouTube Studio

02

YouTube Analytics

03

Q&A



## WORKSHOP 5: YOUTUBE STUDIO

# The Studio Dashboard

This is the central hub for your YouTube presence, providing platform, news, and channel updates!

If the platform is experiencing an ongoing issue, it will be surfaced via the **Known YouTube Issues** card seen here.

**The latest post and upload cards** provide information on your recent content's performance and allow you to quickly jump into analytics or other surfaces for more in-depth review.

**The Recent Subscribers card** highlights new subscribers to your channel.

The screenshot shows the YouTube Studio Dashboard with several key sections highlighted by red boxes and callout lines:

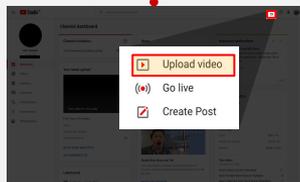
- Left Navigation Menu:** Includes Dashboard (selected), Videos, Playlists, Analytics, Comments, Subtitles, Monetization, Audio library, Settings, and Send feedback.
- Your latest upload:** A card showing performance metrics for the first 4 days (8 hours) compared to typical performance. Metrics include:
  - Ranking by views: 3 of 10
  - Views: 3.4K ↑ 80%
  - Average view duration: 2:06 ↑ 22%
  - Watch time (min): 8.7K ↑ 4%
 Links for "GO TO VIDEO ANALYTICS" and "VIEW COMMENTS (18)" are provided.
- Latest post:** A card for a video titled "Thanks for the camera recommendations folks, they were awesome!". It shows 1.2K likes and 126 comments, with an "Add a comment" button.
- Recent subscribers:** A card showing new subscribers over the last 28 days, with two profile picture placeholders.
- News:** A card titled "Meet up with Creators in Zurich! Youtube is hosting a meetup" with a "WATCH THE VIDEO" link.
- Channel analytics:** A card showing "Current subscribers: 87,654" (+321 in last 28 days) and a summary table:
 

Summary	
Last 28 days	
Views	23.4K ↑ 9%
Watch time (min)	23.4K ↑ 9%
Revenue	\$987

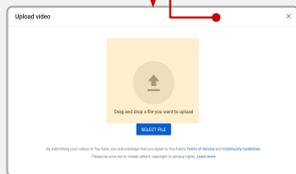
 Includes a "Top videos" section and a "GO TO CHANNEL ANALYTICS" link.
- What's new:** A card with the message "Revert to original" now in Studio.
- Creator Insider:** A card titled "Top 5 New Features in Live Control Room [Sneak Peek]" with a "WATCH VIDEO" link.
- Known YouTube issues:** A card listing two issues: "Existing channel deleted when converting to a brand account" and "Video preview not showing when customizing midroll ads".

## WORKSHOP 5: YOUTUBE STUDIO

# Uploading a video



**1. From the Studio Dashboard, hit the create icon in the top right corner of screen and then choose 'Upload video'.**

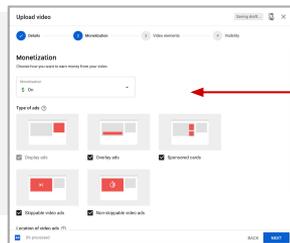


**2. Select or drag and drop the file you'd like to upload.** If you close the upload experience before you finish choosing your settings, your video will be saved as a draft on your 'Videos' page.

**3. Add the required information for your video, including the title, description, thumbnail and potentially add the video to a playlist (optional).**

**4. Once that's done, you're also legally required to designate whether or not the content being posted is made for kids.**

**5. Next, those monetizing via the YouTube Partner Program will have the option to set their monetization status and ad settings.**



**6. From there, once the video is done processing, you'll be able to add and edit end screens and cards to your video.**

Upload video
Saving draft...

Details
2 Monetization
3 Video elements
4 Visibility

### Details

**Title (required)**  
Add title 0/100

**Description (required)** ⓘ  
Add description

**Thumbnail**  
Select or upload a picture that shows what's in your video. A good thumbnail shows viewers' attention. [Learn more](#)

Upload thumbnail

**Playlists**  
Add your video to one or more playlists. Playlists can help viewers discover your content. [Learn more](#)

Playlists  
Select

**Audience**  
**Is this video made for kids? (required)**  
Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether or not your content is made for kids. [What's content made for kids?](#)

Yes, it's made for kids

No, it's not made for kids

▼ **Age restriction (advanced)**

**7. Lastly, you'll choose your visibility settings, including whether or not you want to schedule your video for a specific release date and time. Once you're set, simply hit publish!**

Upload video Save draft

Details
Right management
Video elements
Visibility

**Visibility**  
Choose who can publish and who can see your video

**Public**  **Private**  **Unlisted**

**Schedule**  
Schedule when and where to publish your video

Before you publish, check the following:

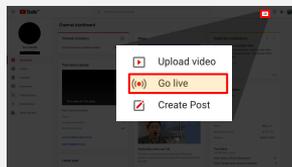
**Do not appear in the search**  
This video will not appear in search results until it has been published.

**Linking to small content player?**  
Our Community Guidelines require you to provide a small content player that is accessible to all users.

**Content ID claim**  
This video may be subject to a Content ID claim.

## WORKSHOP 5: YOUTUBE STUDIO

## Starting a Live Stream



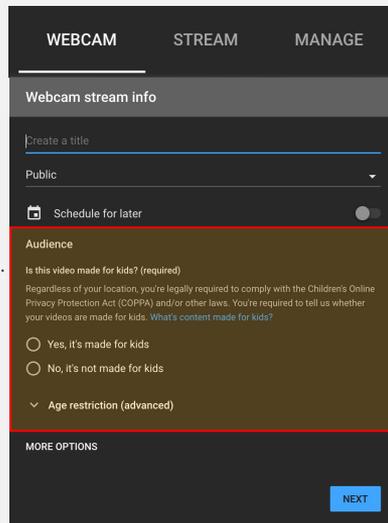
**1. From the Studio Dashboard, hit the create icon in the top right corner of screen and then choose 'Go live'.**

**2b. Meanwhile, those using stream software like OBS should start by clicking "stream" in the middle of the page**

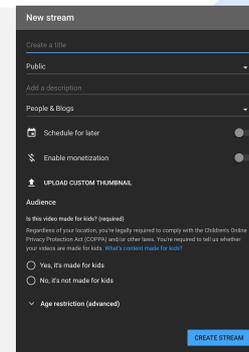
WEBCAM **STREAM** MANAGE

**2a. Those using a webcam should click "webcam" on the left side of the page and, from there, will be able to edit their metadata and audio / visual sources.**

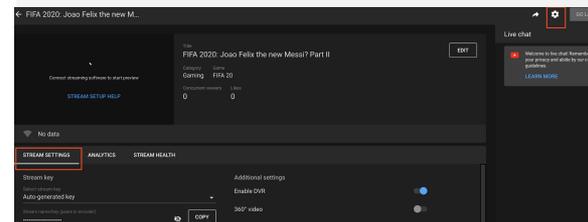
Once set, you'll then need to designate whether the content being streamed is made for kids or not and review your age restriction settings before going live.



**3. From there, input title, description, privacy settings, and category of your new stream. You can also schedule your stream for a later date and, if you're a regular streamer, you will have option to copy previous stream settings. Before going live, you'll need to also designate whether the content being streamed is made for kids or not and review your age restriction settings as well.**



**4. From there you'll reach the Live Dashboard, where you'll be able to finalize your settings, preview your camera feed, and, when you're ready, go live!**



## WORKSHOP 5: YOUTUBE STUDIO

# Manage your video library

The Videos tab allows you to review all the videos on your channel and provides a handful of metrics and customization options.

**Jump between content types or filter your uploads** by a handful of metrics and dimensions!

Check your **video's visibility settings** and make relevant changes here!

Check a **video's monetization status** here and quickly jump into more in-depth settings by clicking through!

**Hovering over a video** will reveal four **clickable icons**, these will allow you to **edit video details, access video-level analytics, review video comments, and more!**

Check for any **restrictions that might've been placed on a video** here; this includes copyright claims, age-restrictions, or takedowns.

Review the **total number of comments** for each video and **click in for a more in-depth breakdown!**

The screenshot shows the YouTube Studio interface for the 'Videos' tab. The left sidebar contains navigation options: Channel, Dashboard, Videos (selected), Analytics, and Comments. The main content area displays a table of videos with columns for Video, Visibility, Monetization, Restrictions, Published, Views, and Comments. A 'Filter' button is located above the table. A 'Details' tooltip is shown hovering over a video, displaying icons for edit, analytics, comments, and a menu. Three callout boxes provide additional context: one points to the 'Uploads' and 'Live' tabs and the 'Filter' button; another points to the 'Restrictions' column, specifically a 'Copyright claim + 1 more' entry; and a third points to the 'Comments' column header.

Video	Visibility	Monetization	Restrictions	Published	Views	Comments
[Video Thumbnail]	Blocked	Ineligible	Copyright claim + 1 more	Jun 22, 2019	[Progress Bar]	[Progress Bar]
[Video Thumbnail]	Public	On	None	Jun 19, 2019	[Progress Bar]	[Progress Bar]
[Video Thumbnail]	Public	Ineligible	Age restriction	May 1, 2019	[Progress Bar]	[Progress Bar]
[Video Thumbnail]	Public	On	None	Apr 10, 2019	[Progress Bar]	[Progress Bar]

## WORKSHOP 5: YOUTUBE STUDIO

# Manage your video library

Make changes to video information like title, description, or custom thumbnails

Go over video performance data via YouTube Analytics

Trim footage, add end screens, cards, midrolls, and more!

Review video comments and filter by criteria including Member / Subscriber status!

Check video subtitles and community submitted captions

Analyze your video's monetization status and ad enablement settings

Set your Content ID policies and review any existing content matches

## The Video Details Page

The screenshot shows the 'Video details' page in YouTube Studio. The left sidebar contains a menu with the following items: 'Details' (highlighted with a red dot), 'Analytics', 'Editor', 'Comments', 'Subtitles', 'Monetization', and 'Rights management'. The main content area is titled 'Video details' and has two tabs: 'Basic' (selected) and 'Advanced'. The 'Basic' tab includes fields for 'Title (required)', 'Description', 'Video link', 'Filename', 'Visibility' (set to 'Public'), 'Playlists' (set to 'Select'), 'Cards', and 'End screen'. There is also a 'Thumbnail' section with a placeholder image and a 'Tags' field. The right side of the page has 'UNDO CHANGES' and 'SAVE' buttons. Red lines connect the workshop tasks to specific elements on the page: 'Make changes to video information' points to the title and description fields; 'Go over video performance data' points to the 'Analytics' menu item; 'Trim footage, add end screens, cards, midrolls, and more!' points to the 'Editor' menu item; 'Review video comments and filter by criteria...' points to the 'Comments' menu item; 'Check video subtitles and community submitted captions' points to the 'Subtitles' menu item; 'Analyze your video's monetization status and ad enablement settings' points to the 'Monetization' menu item; and 'Set your Content ID policies and review any existing content matches' points to the 'Rights management' menu item.

## WORKSHOP 5: YOUTUBE STUDIO

# Manage your comments

The Comments tab is your central hub for managing comments across all of your videos!

**'Public comments'** are those visible to everyone.

Comments can be **'held for review'** based on your own settings (ex. blocked words list)

**'Likely spam'** is where you'll find any comments that our systems have automatically identified and blocked.

**The Comments search filter** allows you to sort comments by a variety of criteria including subscriber status or whether you've previously responded to the comment.

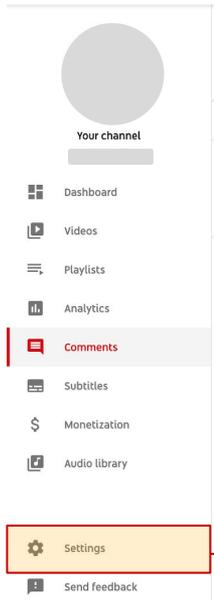
**Selecting the video thumbnail attached to each comment** will reveal all comments for that video!

The screenshot shows the YouTube Studio interface for managing comments. At the top, there are three tabs: **Public** (selected), **Held for review** (0), and **Likely spam** (0). Below the tabs is a **Filter** dropdown menu. The main content area displays a list of comments with their respective video thumbnails, reply counts, and interaction icons (like, dislike, heart). A search filter is open on the right, showing options: **Contains questions**, **Subscriber status**, **Channel member status**, **Subscriber count**, and **Response status**. A sidebar on the left contains navigation options: **Dashboard**, **Videos**, **Playlists**, **Analytics**, **Comments** (highlighted), **Subtitles**, **Monetization**, **Audio library**, **Settings**, and **Send feedback**. A **Post** button is visible in the top right corner of the comment list.

## WORKSHOP 5: YOUTUBE STUDIO

# Manage your comments

You can edit comment settings by clicking into the 'settings tile' and then selecting 'Community' from the submenu. Here you'll be able to **review comment defaults, set blocked words and/or users, add channel moderators, and turn comments on or off** across your entire channel.



The 'Settings' page is shown with the 'Community' tab selected. The 'Automated Filters' section is active, showing options for 'Hidden users' and 'Blocked words'. The 'Blocked words' section shows 'rugs', 'pizza', and 'san bruno' as blocked terms. The 'Block links' option is checked.

**Settings**

General

Channel

Upload defaults

Community

**Automated Filters** Defaults

Paste the channel URL of a user to add as an approved user.

Hidden users ?  
Add hidden user

Paste the channel URL of a user to add as a hidden user.

Blocked words ?  
rugs x pizza x san bruno x

Enter comma-separated values

Block links

If you select this option, new comments with hashtags and URLs will be held for review. Live chat messages with URLs will be blocked. This setting doesn't apply to you, moderators, or approved users.

CANCEL SAVE

## WORKSHOP 5: YOUTUBE STUDIO

# Manage your subtitles

The Subtitles tab is where you'll find information related to any closed captioning or "subtitles" that you or your audience have provided for your videos.

'Drafts' is where you'll find unpublished subtitles that you have uploaded to the channel.

'Community' filters for fan-contributed subtitles and allows you to review and accept said submissions.

'Published' filters for those subtitle tracks that are live across your videos.

**Channel subtitles**

All Drafts Community Published

Video	Languages	Upload date	Modified on	Title & description	Subtitles
[Video thumbnail]	1 ^	Nov 12, 2019	Nov 12, 2019	-	-
English (United Kingdom) (title and description language)					
[Video thumbnail]	1 v	Nov 5, 2019	Nov 5, 2019	-	-
[Video thumbnail]	2 v	Nov 1, 2019	Nov 12, 2019	-	-
[Video thumbnail]	1 v	Oct 29, 2019	Oct 29, 2019	-	-
[Video thumbnail]	1 v	Oct 18, 2019	Oct 18, 2019	-	-

Published by Creator Options ADD

'All' subtitles will give you a view of every video with at least one subtitles track.

## WORKSHOP 5: YOUTUBE STUDIO

# Manage your subtitles

Clicking on individual videos will allow you to view and configure individual subtitle settings.

Clicking on the gear icon will open a settings sub-menu where you can choose to enable community contributed subtitles across your videos.

Clicking into the 'languages' drop down will allow you to view a list of each video's subtitle tracks.

Under 'title & description' you'll find a three-dot menu allowing you make edits to the title and description of each subtitle track.

Clicking 'add' will open up a sub-menu allowing you to either upload pre-made subtitle files or manually create new subtitle tracks.

## Add captions

- Upload subtitles / CC file with timing
- Upload subtitles / CC file without timing  
Only available for video original language
- Manually create new subtitles or CC

CANCEL CONTINUE

Video	Languages	Upload date	Modified on	Title & description	Subtitles
	1 ^	Nov 12, 2019	Nov 12, 2019	-	-
	English (United Kingdom) (title and description language)				
	1 v	Nov 5, 2019	Nov 5, 2019	-	-
	2 v	Nov 1, 2019	Nov 12, 2019	-	-
	1 v	Oct 29, 2019	Oct 29, 2019	-	-
	1 v	Oct 18, 2019	Oct 18, 2019	-	-

## WORKSHOP 5: YOUTUBE STUDIO

# The Copyright match tool

If you're eligible for our Copyright Match Tool, you'll see the Copyright tab listed on the left side of the Studio interface. Here you'll be able to review the matches flagged by the tool and take action related to reuploads of your content.

The screenshot shows the YouTube Studio interface with the Copyright Match tool. The top navigation bar includes 'Matches', 'Removal requests', 'Messages', and 'Archive'. The 'Matches' tab is selected, showing a list of channel subtitles. The left sidebar contains navigation options: Dashboard, Videos, Playlists, Analytics, Comments, Subtitles (highlighted), Monetization, and Audio library.

Four callout boxes provide additional information:

- 'Matches'** will provide a list of reuploads of your content
- If you request a video removal, the relevant video(s) will show up under **'Removal requests'**
- 'Messages'** is the communication hub for contact between yourself and any reuploading channels
- 'Archive'** lists any videos you've flagged as such (you can still choose to take action on them at a later time)

The 'Channel subtitles' table is as follows:

Video	Languages	Upload date	Modified on	Title & description	Subtitles
[Redacted]	1 ^	Nov 12, 2019	Nov 12, 2019	-	-
English (United Kingdom) (title and description language)					Published by Creator <a href="#">ADD</a>
[Redacted]	1 v	Nov 5, 2019	Nov 5, 2019	-	-
[Redacted]	2 v	Nov 1, 2019	Nov 12, 2019	-	-
[Redacted]	1 v	Oct 29, 2019	Oct 29, 2019	-	-
[Redacted]	1 v	Oct 18, 2019	Oct 18, 2019	-	-

## WORKSHOP 5: YOUTUBE STUDIO

# The Copyright match tool

**Archive:** Move the match to your Archive tab without taking action on the video. You can still take action later if you choose

**You can reveal the action menu** by hovering over a video or, if you'd like to select multiple videos, by using the checkboxes to the left of each title.

**Message:** Start a conversation with the uploading channel notifying them that the reupload has been identified





Your channel

Channel subtitles

All
Drafts
Community
Published

Video	Languages	Upload date	Modified on	Title & description	Subtitles
	1 ^	Nov 12, 2019	Nov 12, 2019	-	-
English (United Kingdom) (title and description language)				Published by Creator <span style="float: right;">ADD</span>	
	1 v	Nov 5, 2019	Nov 5, 2019	-	-
	2 v	Nov 1, 2019	Nov 12, 2019	-	-
	1 v	Oct 29, 2019	Oct 29, 2019	-	-
	1 v	Oct 18, 2019	Oct 18, 2019	-	-

**Request removal:** Submit a legal request for YouTube to remove the matched video from the site. You have two options when choosing this action:

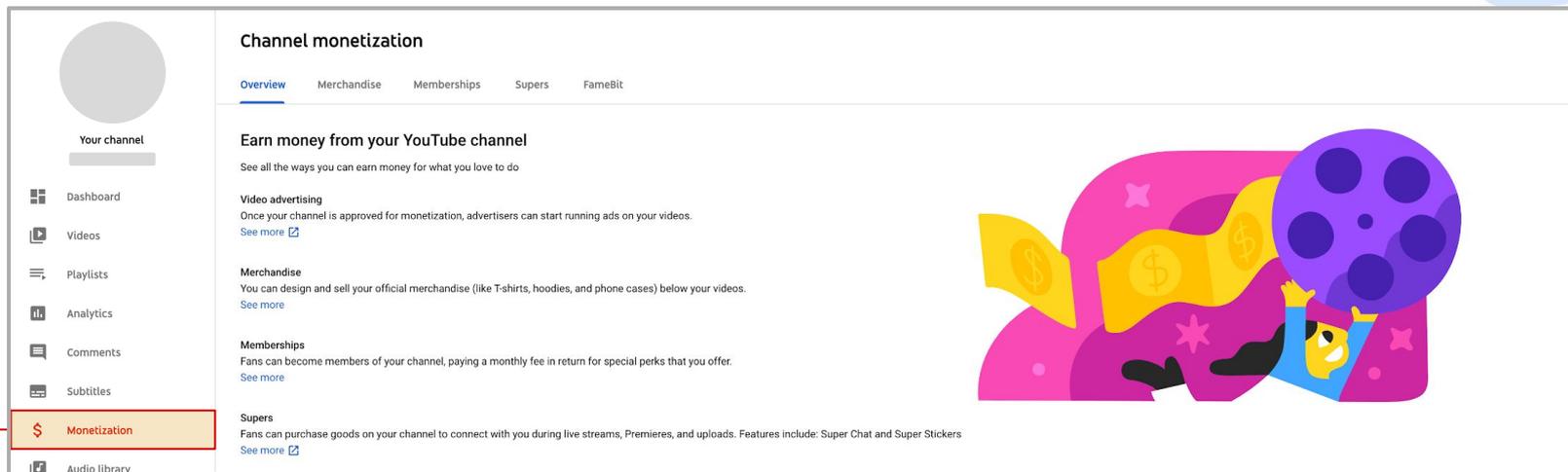
- **Scheduled:** This will send the channel a notice and give them seven days to remove the video. If they haven't removed the video within this time, it will be taken down and they may get a copyright strike
- **Standard:** Your removal request will be submitted directly to YouTube for immediate removal. After removal, the uploading channel may get a copyright strike.

**NOTE: YouTube will review all takedown requests to ensure they are accurate and valid before making a video removal.**

## WORKSHOP 5: YOUTUBE STUDIO

# The Monetization tab

If you're monetizing, the **Monetization tab** will provide you with a monetization overview, along with individual tabs allowing you to deep dive into specific revenue sources.



The screenshot displays the YouTube Studio interface for channel monetization. On the left is a navigation sidebar with icons and labels for Dashboard, Videos, Playlists, Analytics, Comments, Subtitles, **Monetization** (highlighted with a red border and a dollar sign icon), and Audio library. The main content area is titled "Channel monetization" and includes sub-tabs for Overview, Merchandise, Memberships, Supers, and FameBit. Below the sub-tabs, the heading "Earn money from your YouTube channel" is followed by the instruction "See all the ways you can earn money for what you love to do". The interface lists four revenue sources: Video advertising (with a "See more" link), Merchandise (with a "See more" link), Memberships (with a "See more" link), and Supers (with a "See more" link). To the right of the text is a colorful illustration of a character holding a large purple coin, surrounded by other coins and stars.

## WORKSHOP 5: YOUTUBE STUDIO

# The Monetization tab

If you're currently not monetizing, you'll instead see a landing page detailing your **eligibility status** and, if applicable, **your progress towards the YouTube Partner Program requirements**.

**Channel monetization**

Your channel

- Dashboard
- Videos
- Playlists
- Analytics
- Comments
- Subtitles
- Monetization**
- Audio library

### Grow with YouTube

As a YouTube partner, you'll be eligible to earn money from your videos, get creator support, and more. [Learn more](#)

To get into the YouTube Partner Program, your channel needs 4,000 public watch hours in the last 12 months, and 1,000 subscribers. Your channel will also get reviewed to make sure it follows [YouTube monetization policies](#).

What if I already started the application? [?](#)

 <b>0 subscribers</b> 1,000 needed	 <b>0 public watch hours</b> 4,000 needed
--	---

[NOTIFY ME WHEN I'M ELIGIBLE](#)

## WORKSHOP 5: YOUTUBE STUDIO

# Changing settings and defaults

To access your channel settings, start by searching the bottom left of the screen for the gear icon; clicking here will open up the settings sub-menu.

The screenshot shows the YouTube Studio Channel dashboard. On the left, a navigation sidebar contains icons for Dashboard, Videos, Analytics, Comments, Thumbnails, Copyright, and Monetization. The 'Settings' option, represented by a gear icon, is highlighted with a red box. A white settings menu is overlaid on the dashboard, displaying the gear icon and the word 'Settings'. The dashboard background shows a 'Your latest upload' section for a video titled 'MUSIC and COPYRIGHT', a 'News' section with a 'ROUNDUP' card, and a 'Network relationship' section showing a connection to Google. A table in the center provides performance metrics for the video, and a 'Latest post' section is visible at the bottom.

Metric	Value	Change
Views	15.4K	+ 30%
Average view duration	1:50	+ 30%
Watch time (minutes)	25.1K	+ 30%

## WORKSHOP 5: YOUTUBE STUDIO

# Changing settings and defaults

**Choose the default currency** you'd like used across the platform, including analytics.

**Make edits to basic info like channel tags**, as well as changes things like your **linked adsense account**

**Set your upload defaults**, including title, description, tags, as well as your ad settings (if monetizing)

**Invite new accounts to manage your channel** and review existing managers

**Review your comments and live chat settings**, including blocked words, community moderators, and hidden users

**Settings**

General **Basic info** Advanced settings Branding

Channel

Name

Keywords

Enter comma-separated values

Country  
United States

CUSTOMIZE CHANNEL

CANCEL SAVE

## WORKSHOP 5: YOUTUBE STUDIO

# How do I place midrolls?

Please note that midrolls are only available for videos with a runtime of 10 minutes or more.

**1. From the video details page,** select the monetization tab and below that, click-into the 'place manually' hyperlink.

Channel videos

### Video monetization

UNDO CHANGES SAVE

Monetization  
\$ On

**Your video**  
bulk m10n interaction A v2

- Details
- Analytics
- Editor
- Comments
- Subtitles
- \$ Monetization**
- Other features
- Settings
- What's new
- Send feedback
- Creator Studio Classic

**Type of ads**

- Display ads
- Overlay ads
- Sponsored cards
- Skippable video ads
- Non-skippable video ads

**Location of video ads**

- Before video
- During video  
By default, we optimize ad breaks to match natural gaps in your video.
- After video

## WORKSHOP 5: YOUTUBE STUDIO

# How do I place midrolls?

2. This will open the Studio Editor, where you'll be able to make specific changes to your mid-video ad breaks (aka midrolls):

Click here to **insert ad breaks** to your content; each new addition will populate in the list below.

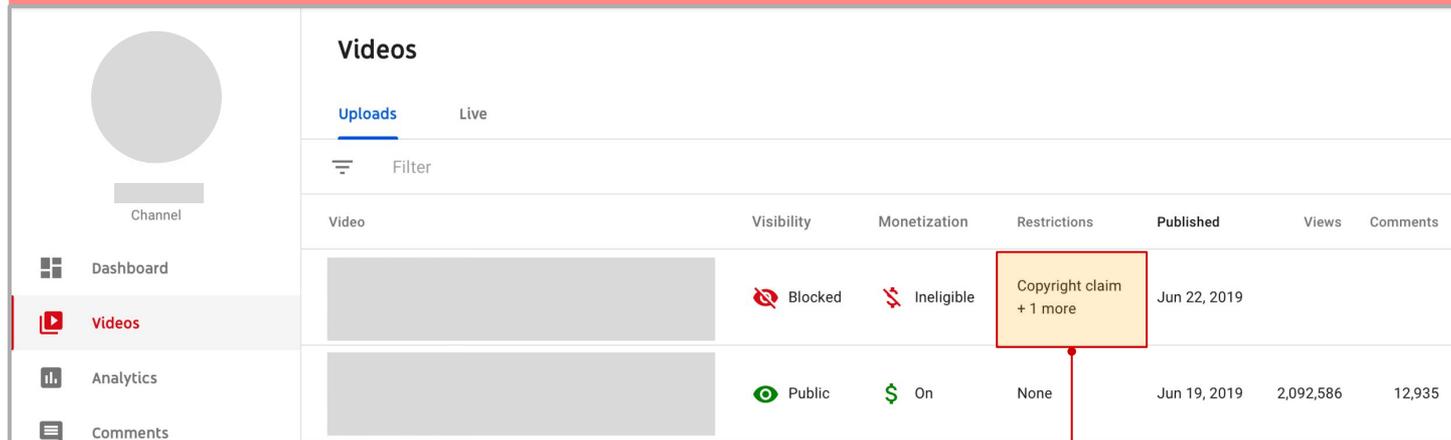
When editing placement of your ad breaks, you can either enter specific timecodes at the top of the page or use the timeline below to drag and drop as necessary.

The screenshot shows the YouTube Studio 'Ad breaks' editor. At the top, there's a '\$ Ad breaks' header with 'DISCARD CHANGES' and 'CONTINUE' buttons. Below this is a '+ AD BREAK' button and a 'PLACE AUTOMATICALLY' option. A list of ad breaks is shown, with two entries: 'Ad break' with a trash icon and 'Ad start time: 01:13', and another 'Ad break' with a trash icon and 'Ad start time: 02:25'. A video player preview is visible on the right, showing a blue square on a black background. At the bottom, there's a timeline with a playhead at 04:10:15, and a bar chart showing ad break placements. A red box highlights the '+ AD BREAK' button, and another red box highlights the 'Ad start time' input fields. A third red box highlights the timeline bar chart.

## WORKSHOP 5: YOUTUBE STUDIO

# How do I address copyright claims?

1. Starting in the video library, navigate to the video that's been claimed and then click into the restrictions column.



The screenshot shows the YouTube Studio interface. On the left is a navigation sidebar with 'Videos' selected. The main area displays a table of videos. The first video in the table has a yellow highlight in the 'Restrictions' column, indicating a copyright claim. A red line points from this highlight down towards the bottom of the slide.

Video	Visibility	Monetization	Restrictions	Published	Views	Comments
[Redacted]	Blocked	Ineligible	Copyright claim + 1 more	Jun 22, 2019		
[Redacted]	Public	On	None	Jun 19, 2019	2,092,586	12,935

## WORKSHOP 5: YOUTUBE STUDIO

# How do I address copyright claims?

Review the claim's impact on your channel and the video itself, including visibility and monetization status.

Get more information on the content being claimed for, including the timecode it appears in and the type of claim that's been placed on your video.

Here you'll be able to take relevant actions, including disputing the claim or trimming out the claimed content via the Studio Video Editor!

2. This will open up the **copyright info submenu**, where you can:

The screenshot shows the 'Copyright summary and status' page in YouTube Studio. At the top, it states: 'Video cannot be monetized. The Content ID claim on your video doesn't affect your channel. This is not a copyright strike.' Below this, there are three columns of information:

Channel impact	Visibility	Monetization
<p><b>Not affected</b></p> <p>The Content ID claim on your video doesn't affect your channel. This is not ...</p>	<p><b>Draft</b></p> <p>Only people with whom you've shared this video can view it.</p>	<p><b>Ineligible</b></p> <p>Video cannot be monetized.</p> <p><a href="#">Learn more</a></p>

Below this table, it says: 'The content identified in your video is listed below, along with details and actions.'

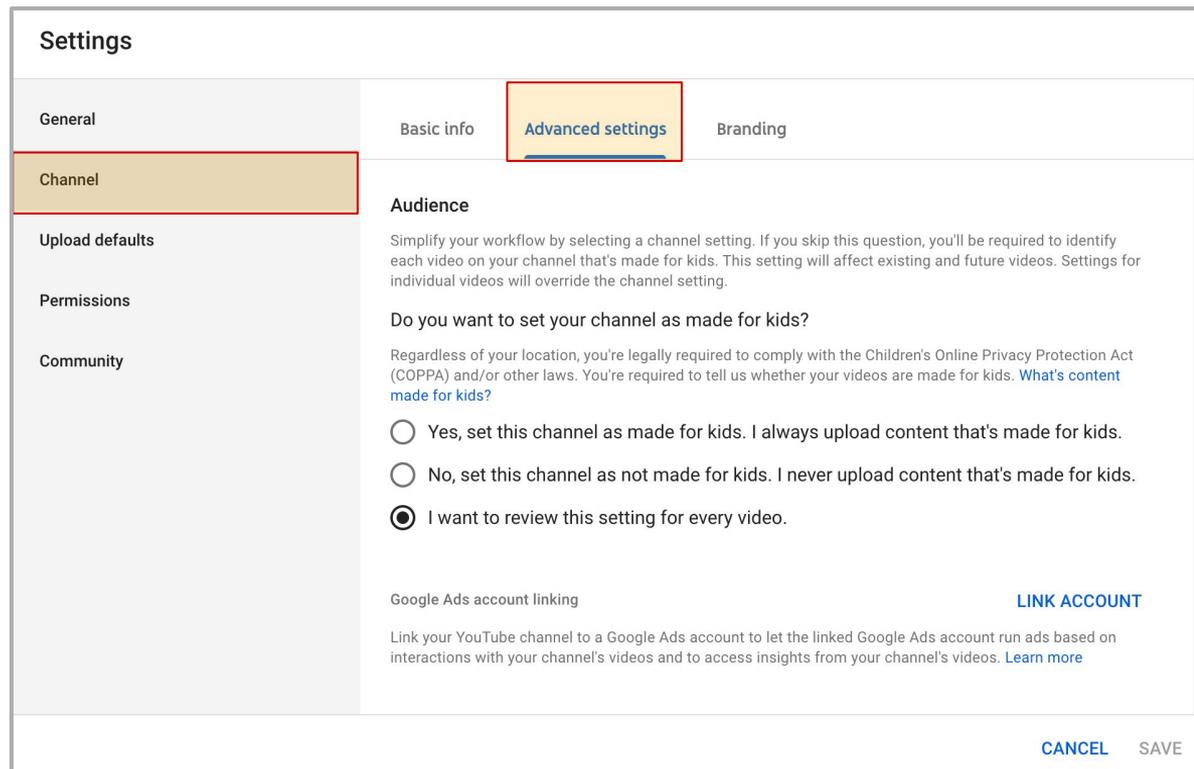
Content used	Claim type	Impact on the video	Actions
<p>Big Circle Coalhouse Walker</p>	<p>Copyright owner's policy Tracked in some territories</p>	<p>Video cannot be monetized</p> <p>Content found during 0:00 - 0:56</p>	<p><b>SELECT ACTION</b> ▾</p> <p>Copyright owners YTamatsonTestLabel, ytcohenh</p>

The 'Content used' column includes a video player showing a blue screen with the text: 'This is a video with the song "Big Circle" in it.' The video player has a progress bar at 0:00 / 0:57.

## WORKSHOP 5: YOUTUBE STUDIO

# How do I designate my channel as "Made for Kids?"

From the channel settings page, select the channel tab and then click into the advanced settings submenu. Here you'll be able to designate your channel's made for kids status. Please be aware that if you do not designate at the channel level, you will need to review and identify every video uploaded to your channel.



The screenshot shows the YouTube Studio Settings interface. The 'Settings' title is at the top. On the left, there are tabs for 'General', 'Channel', 'Upload defaults', 'Permissions', and 'Community'. The 'Channel' tab is selected and highlighted in a light brown color. Within the 'Channel' tab, there are sub-tabs for 'Basic info', 'Advanced settings', and 'Branding'. The 'Advanced settings' sub-tab is selected and highlighted with a red border. The main content area is titled 'Audience' and contains the following text: 'Simplify your workflow by selecting a channel setting. If you skip this question, you'll be required to identify each video on your channel that's made for kids. This setting will affect existing and future videos. Settings for individual videos will override the channel setting.' Below this is the question 'Do you want to set your channel as made for kids?' followed by three radio button options: 'Yes, set this channel as made for kids. I always upload content that's made for kids.', 'No, set this channel as not made for kids. I never upload content that's made for kids.', and 'I want to review this setting for every video.' The third option is selected. At the bottom right of the main content area, there is a 'LINK ACCOUNT' link. At the very bottom of the settings panel, there are 'CANCEL' and 'SAVE' buttons.

**Settings**

General Basic info **Advanced settings** Branding

**Channel**

Upload defaults

Permissions

Community

**Audience**

Simplify your workflow by selecting a channel setting. If you skip this question, you'll be required to identify each video on your channel that's made for kids. This setting will affect existing and future videos. Settings for individual videos will override the channel setting.

Do you want to set your channel as made for kids?

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

Yes, set this channel as made for kids. I always upload content that's made for kids.

No, set this channel as not made for kids. I never upload content that's made for kids.

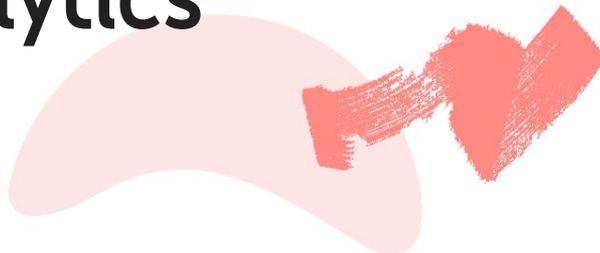
I want to review this setting for every video.

Google Ads account linking [LINK ACCOUNT](#)

Link your YouTube channel to a Google Ads account to let the linked Google Ads account run ads based on interactions with your channel's videos and to access insights from your channel's videos. [Learn more](#)

[CANCEL](#) [SAVE](#)

# YouTube Analytics



# Agenda

01

Recapping the basics

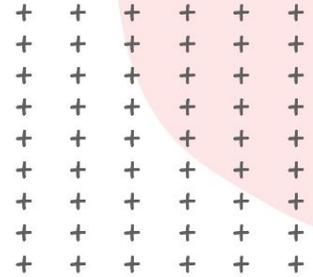
02

Audience insight cards

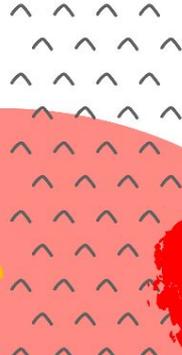
03

Video comparisons





# Recapping the basics



## WORKSHOP 5: YOUTUBE STUDIO

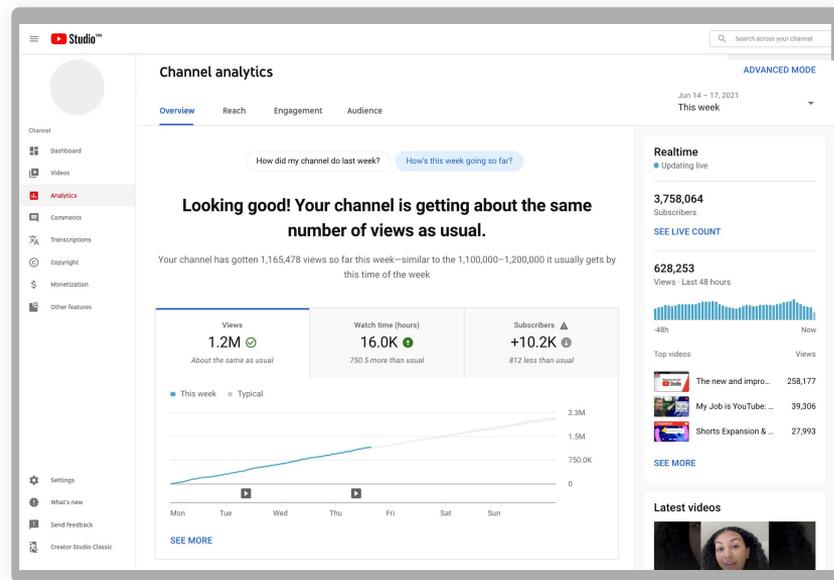
# Overview

## Review your watch time, view, subscriber and revenue numbers

Use the Overview tab to review your watch time, view, subscriber, revenue, and real time data numbers, clicking on each in order to update the chart below.

Alongside the Overview tab, you can dive deeper into each of the following Analytics sections:

- **Reach:** Impressions, CTR, Views, Unique Viewers, and Traffic Sources
- **Engagement:** Watch Time, Average View Duration
- **Audience:** Returning Viewers, Unique Viewers, Subscribers, Demographics, Audience Overlap
- **Revenue:** Estimated Revenue, RPM, Playback-based CPM



## WORKSHOP 5: YOUTUBE STUDIO

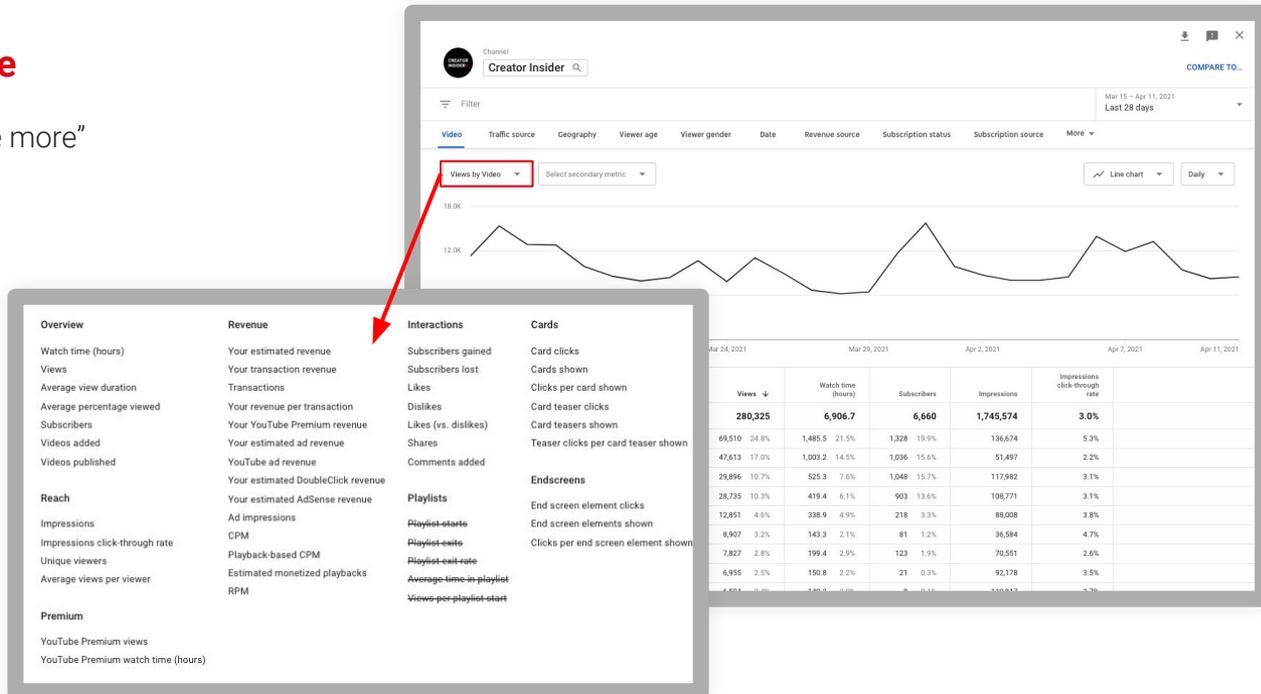
# Overview

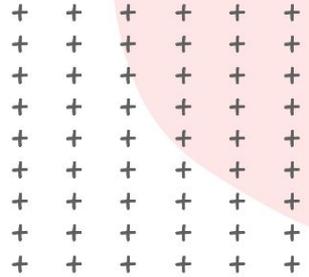
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## Dive deeper with advanced mode

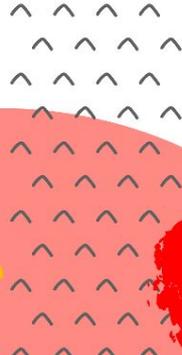
When clicking into advanced mode or “see more” you will be given the ability to access:

- Comparisons
- Groups
- Filters





# Audience insight cards



## WORKSHOP 5: YOUTUBE STUDIO

# Audience insights

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## Help make understanding video and channel performance easier for you

Use audience insights cards to help source new video ideas or contextualize performance trends on your own channel.

- **Other channels your audience watches:** Results ordered by number of viewers who watched both channels regularly in last 28 days
- **Other videos your audience watched:** Ranked by the number of your viewers who watched these videos in last 7 days
- **Videos people are looking for:** Top searches related to your channel where people found the content unsatisfying, outdated or unavailable

### Other videos your audience watched

Last 7 days



**Wear a mask. Help slow the spread of**  
Google • 313.8k views • 5 days ago



**Meet Google Arts & Culture | #GoogleArts.**  
Google Arts & Culture • 327.6k views • 5 days ago



**Israel Kamakawiwo'ole's 61st Birthday**  
Google Doodles • 515.6k views • 6 days ago



**Celebrating Selena Quintanilla**  
Google Doodles • 190.6k views • 1 day ago



**Langston Hughes' 113th Birthday**  
Google Doodles • 271.9k views • 3 days ago

[Experimental](#) [Send us feedback](#)

< 1/3 >

## WORKSHOP 5: YOUTUBE STUDIO

# Audience insights

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## See when your viewers are on YouTube

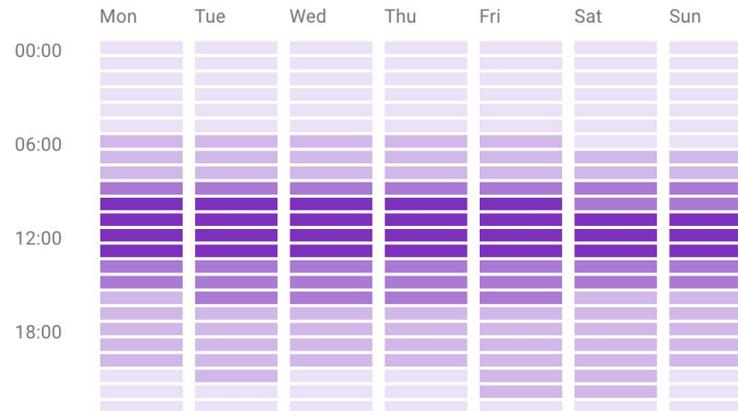
This insight card lets you see when your audience is online.

**Consider using these insights to schedule live streams and video Premieres.**

Note that publish time is not known to directly affect the long-term performance of a video.

### When your viewers are on YouTube

Your local time (GMT -0400) · Last 28 days

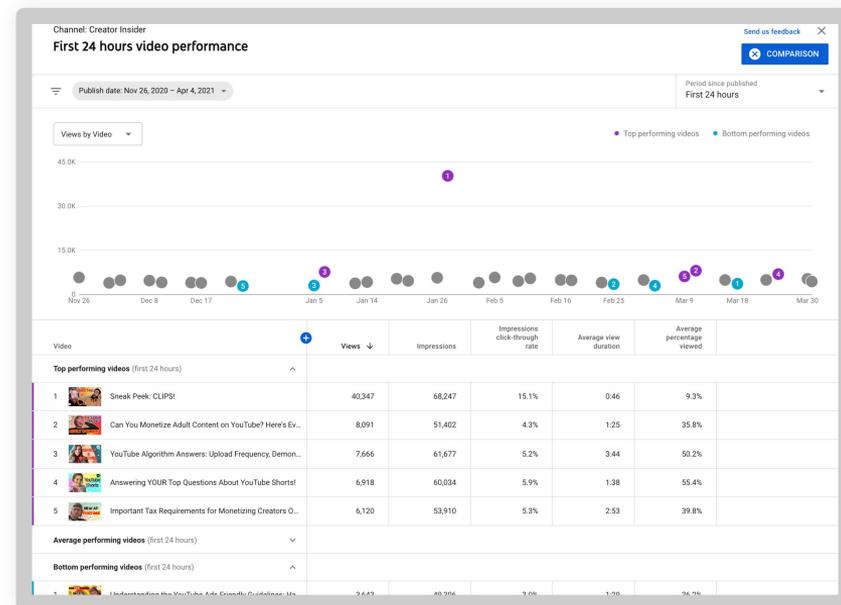


## WORKSHOP 5: YOUTUBE STUDIO

## Audience insights

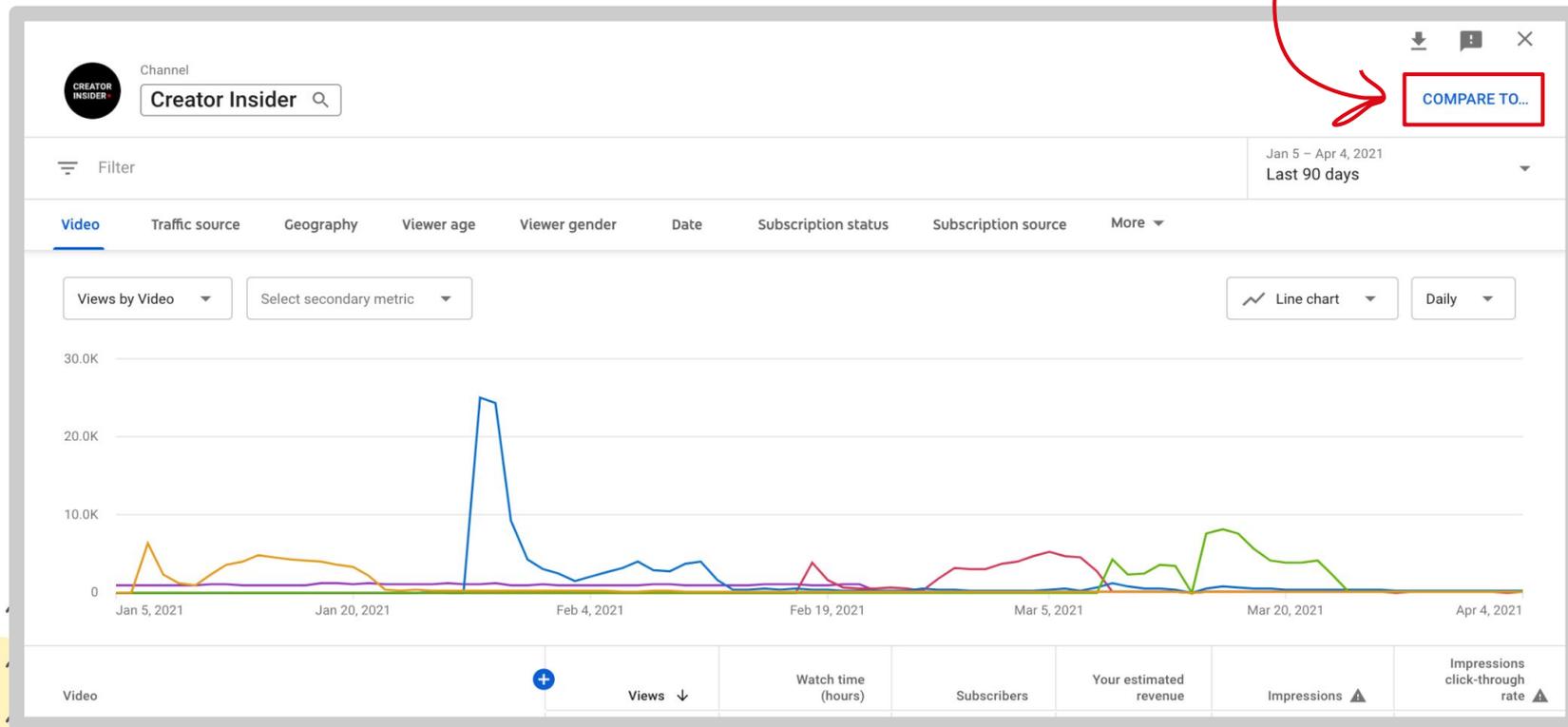
## Advanced Mode

The new comparison tool lets you see **how well your video performed within a specific time frame after upload.**



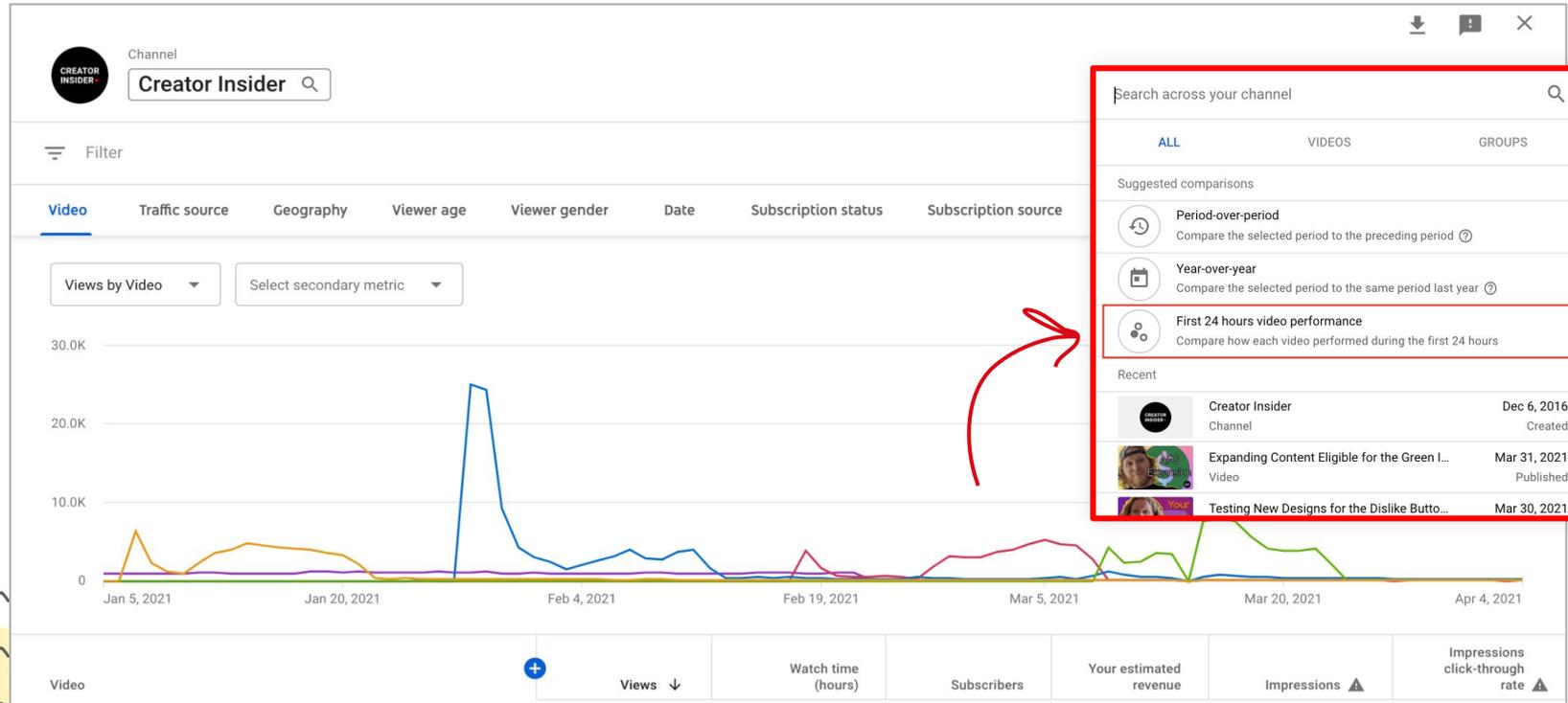
## WORKSHOP 5: YOUTUBE STUDIO

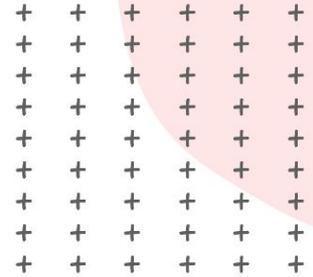
## Audience insights



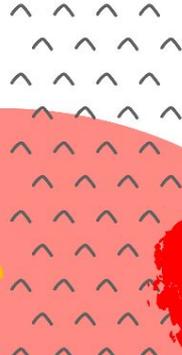
## WORKSHOP 5: YOUTUBE STUDIO

## Audience insights



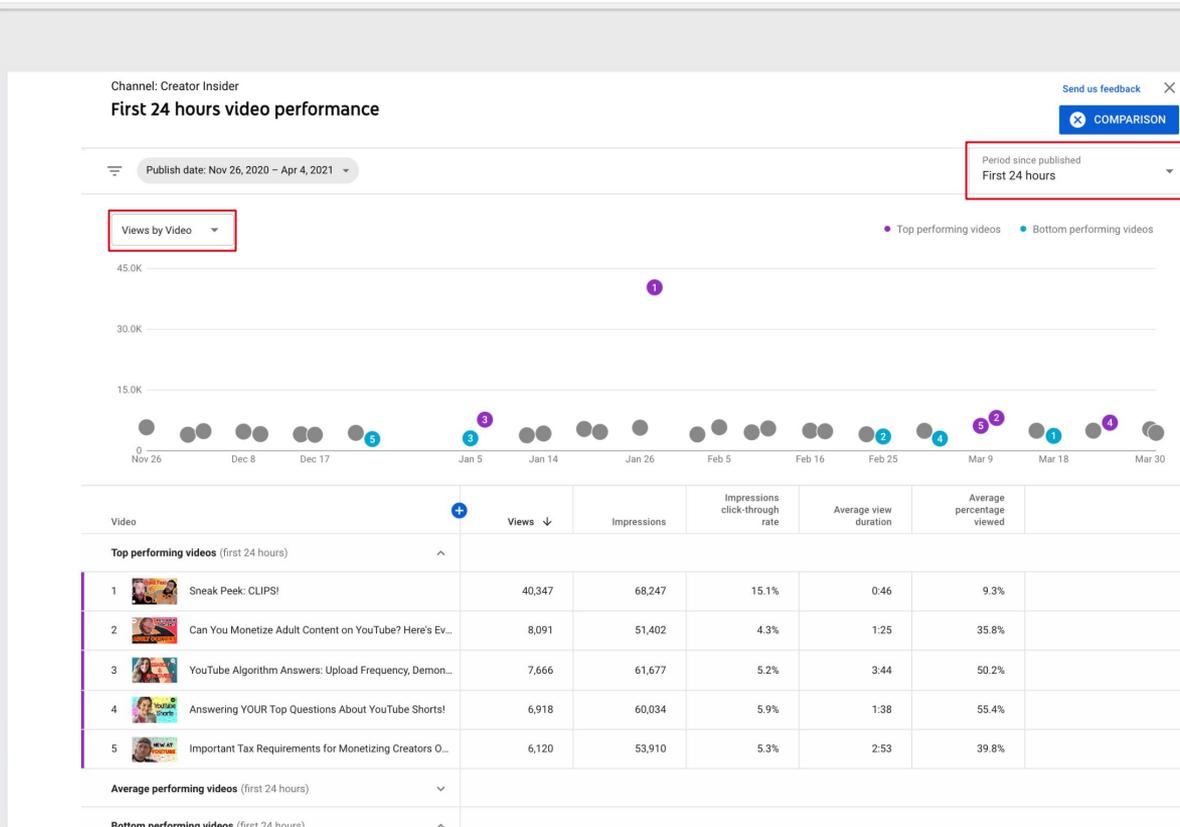


# Video comparisons



## WORKSHOP 5: YOUTUBE STUDIO - VIDEO COMPARISONS

# Customise the report



### Time periods:

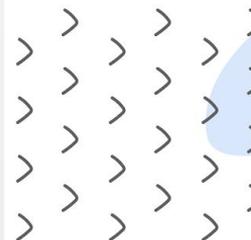
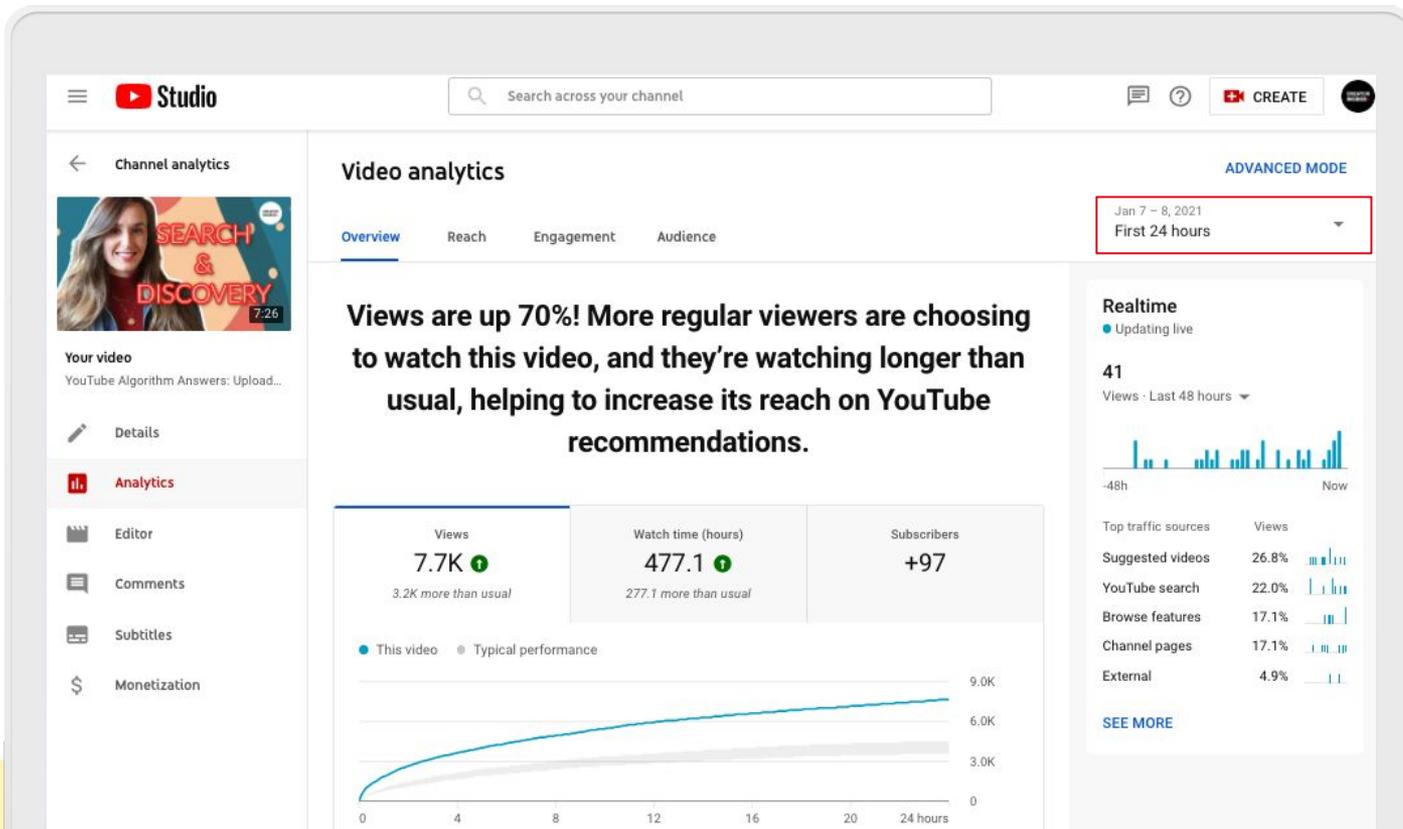
- First 24 hrs
- First 7 days
- First 28 days

### Comparison Metrics:

- Views
- Impressions
- CTR
- AVD
- Average % Viewed

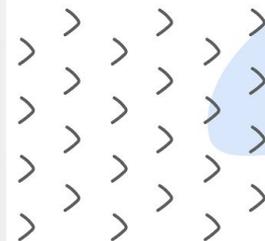
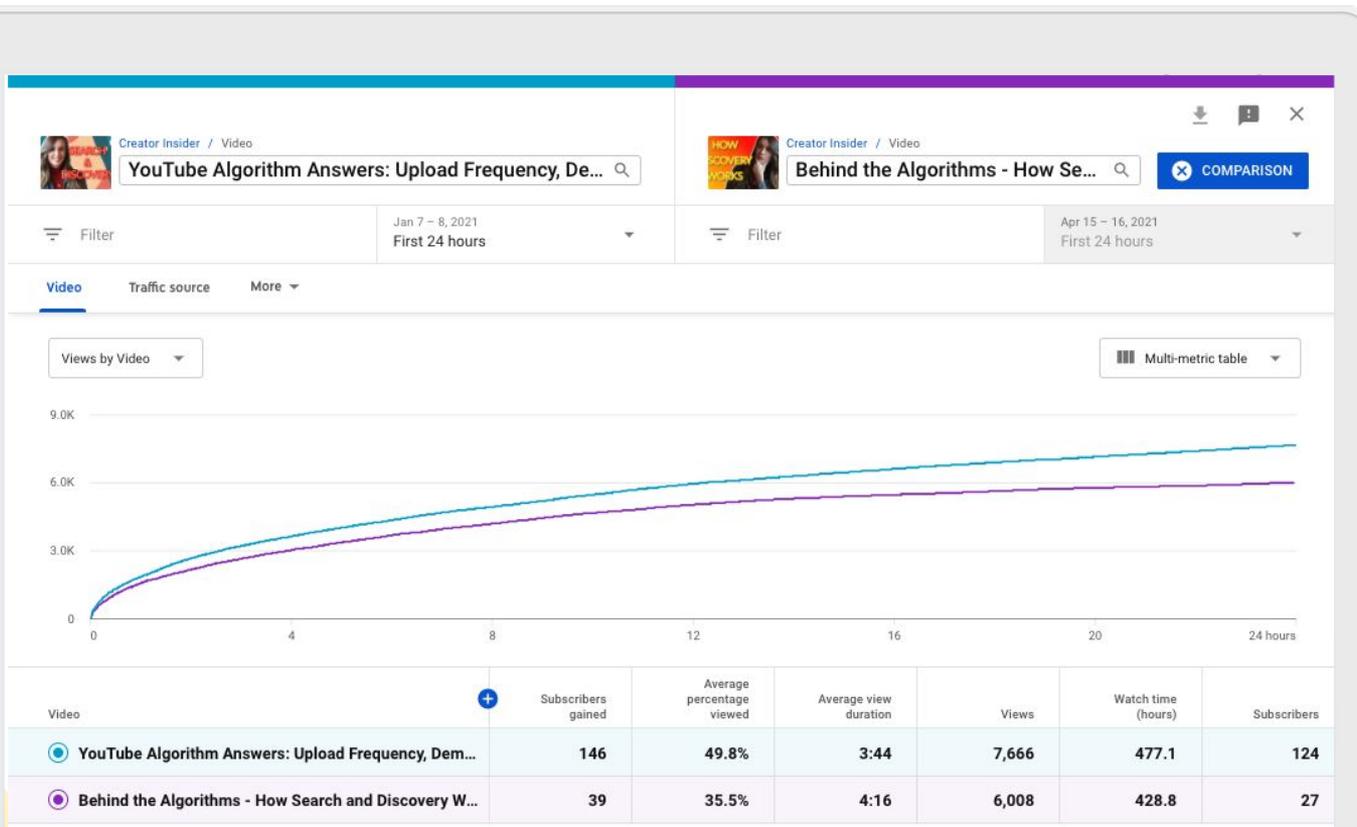
## WORKSHOP 5: YOUTUBE STUDIO - VIDEO COMPARISONS

# Video performance



## WORKSHOP 5: YOUTUBE STUDIO - VIDEO COMPARISONS

## Video performance



## WORKSHOP 5: YOUTUBE STUDIO - VIDEO COMPARISONS

# Video comparisons

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## When analyzing reports, you'll want to:

- Sort appropriately
- Look for patterns
- Take the good with the bad
- Use multiple reports for a full picture



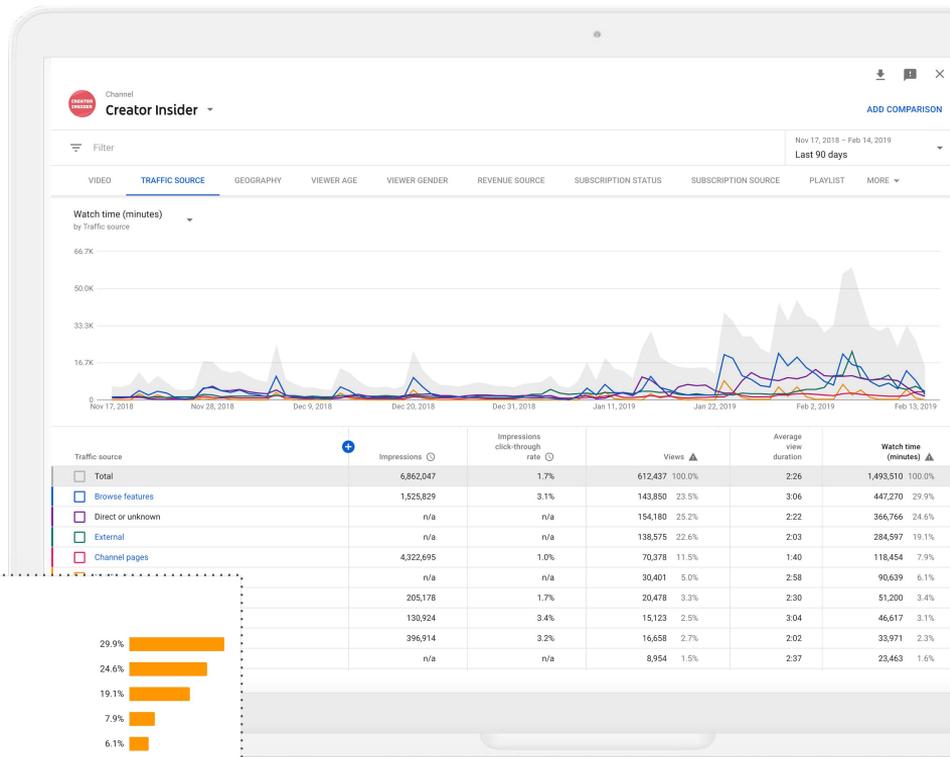
## WORKSHOP 5: YOUTUBE STUDIO - VIDEO COMPARISONS

# How are viewers finding my content?

## Traffic sources lets you see where viewers are finding your videos

This can help you see if specific series or formats are re surfaced differently.

- Look for themes among videos surfaced in Suggested, Search, and Home
- Consider changes to your packaging strategy based on where those videos surface (e.g. optimize description for Search and thumbnails for Home!)



### Traffic source types ▲

Watch time - Last 90 days



[SEE MORE](#)

## WORKSHOP 5: YOUTUBE STUDIO - VIDEO COMPARISONS

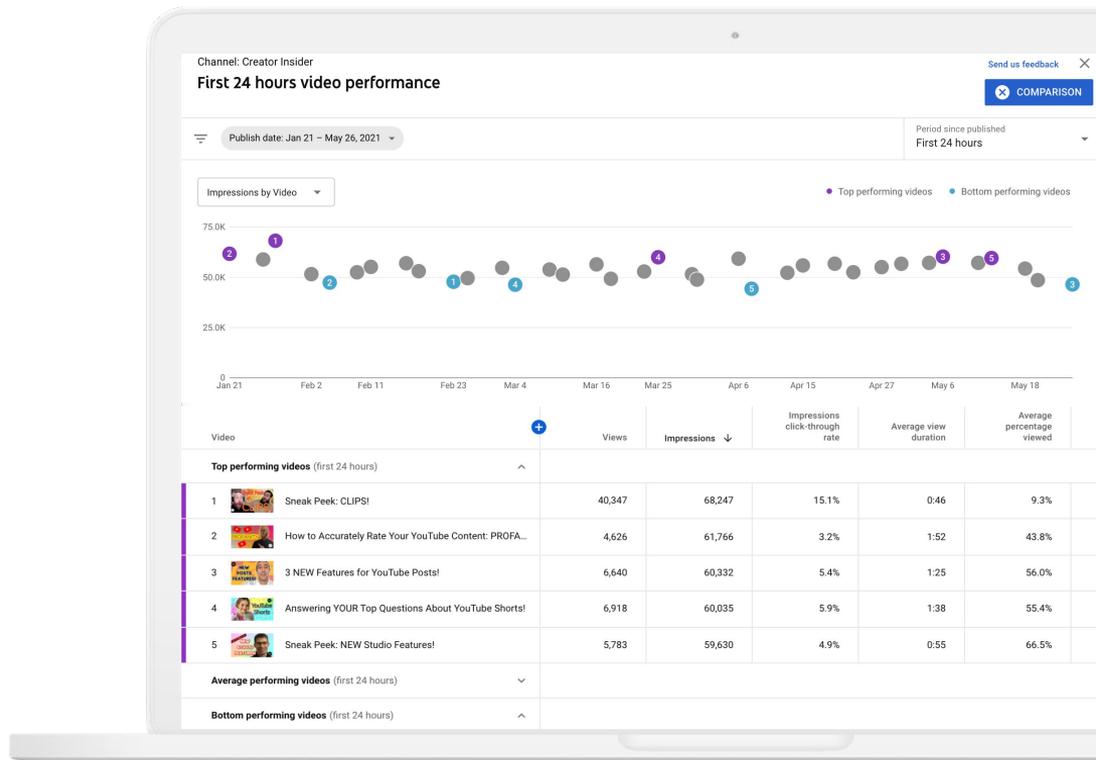
## Am I attracting new viewers?

## First 24 hours video performance

This can help you see which of your videos have broad appeal.

- Look for themes among high and low performers
- Experiment with what worked and consider shifting strategy for your bottom performing content

Pair this report with **Subscribers Gained By Video!**



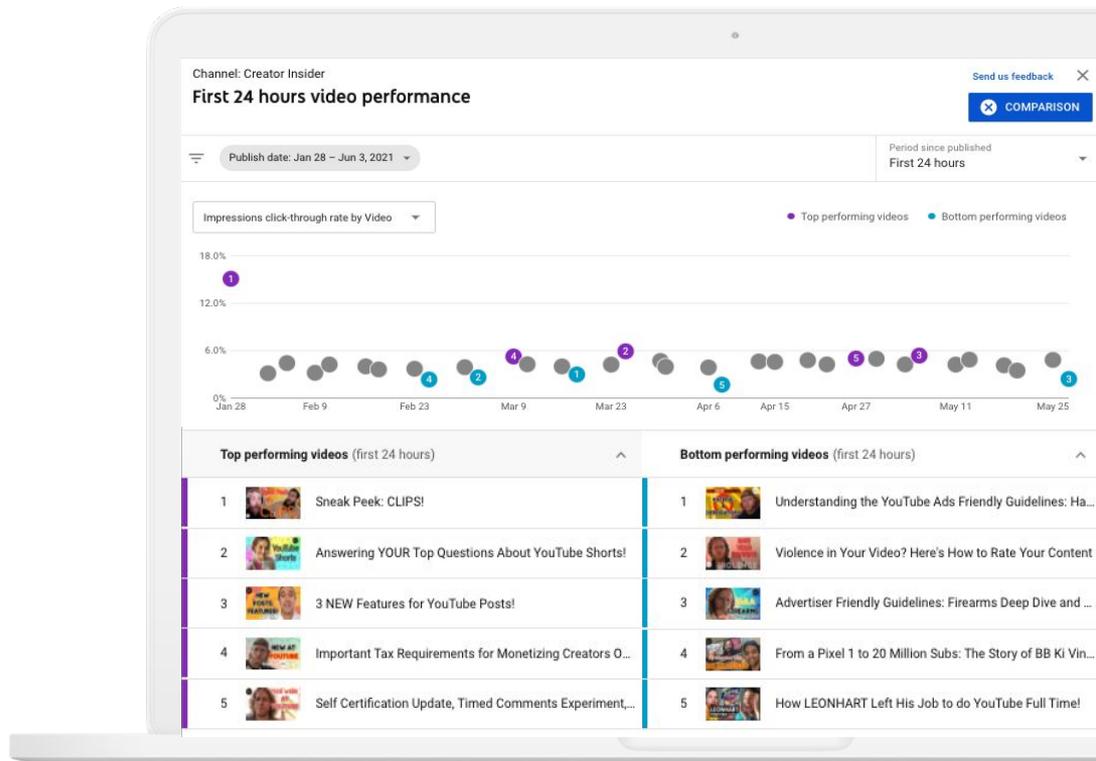
## WORKSHOP 5: YOUTUBE STUDIO - VIDEO COMPARISONS

# What's getting viewers to click?

## Sort by impression click through rate

Click-through rate can **help you see how effective your video packaging is**. Use the 24 hours video comparison tool to pull insights on:

- **Titling**
- **Thumbnails**
- **Video topic**



## WORKSHOP 5: YOUTUBE STUDIO - VIDEO COMPARISONS

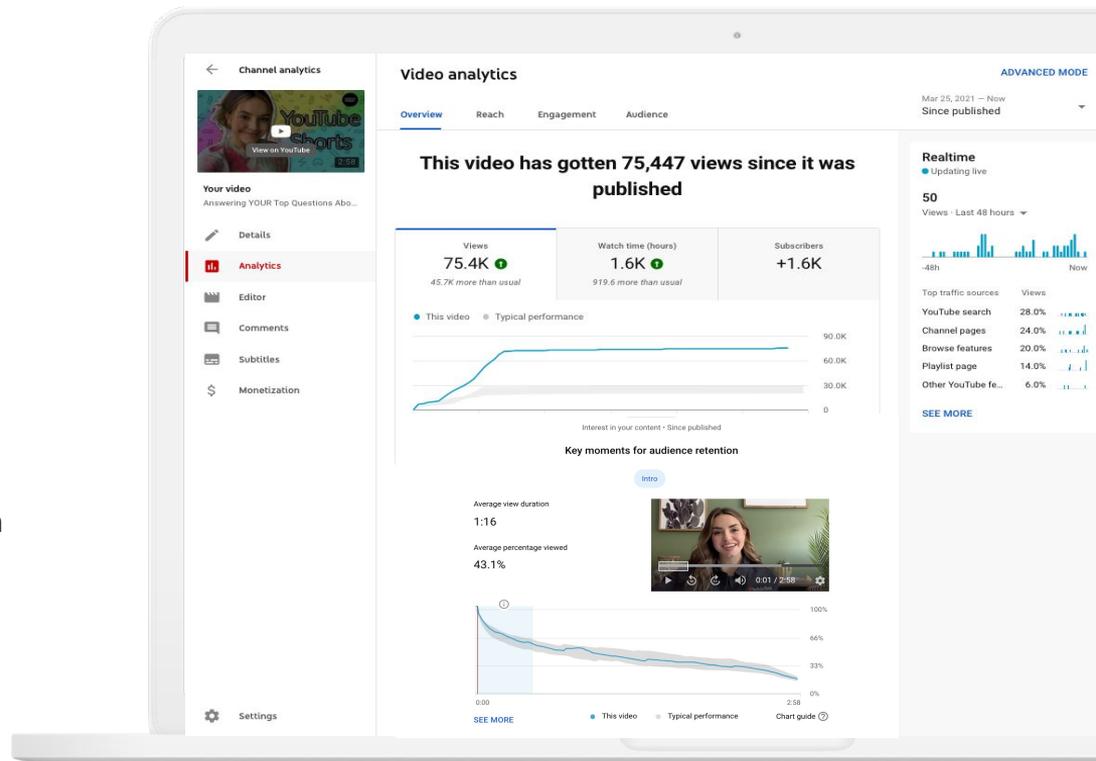
## How's my latest video doing?

Consult your Video Analytics to see how your latest video is doing

This report will give you an overview of:

- Views
- WT
- Subscribers
- Audience retention and relative audience retention

These **metrics are contextualized with typical channel performance**, letting you see where this video might be under or overperforming.



# Thank you

