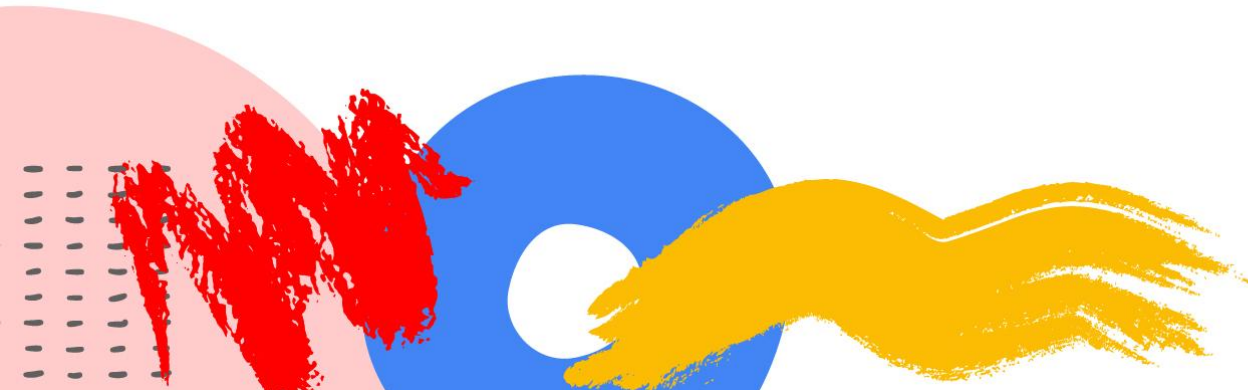
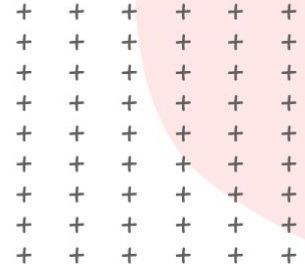
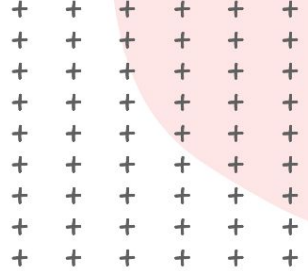


# News Creator

WORKSHOPS 2022





## WORKSHOP 4:

# How YouTube Recommends Videos + Monetization Basics



## WORKSHOP 4: HOW YOUTUBE RECOMMENDS VIDEO + MONETIZATION

# Program overview

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# Agenda

01 How YouTube recommends videos

02 Intro to YouTube monetization

03 Q&A



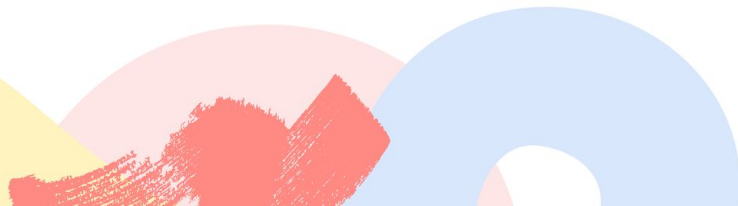
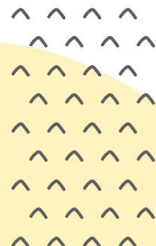
# How YouTube Recommends Videos

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The principles  
behind YouTube's  
recommendation  
system

How our  
recommendation  
system works

How you can  
begin to understand  
your viewers and  
their habits



# YouTube's recommendation system is designed to...

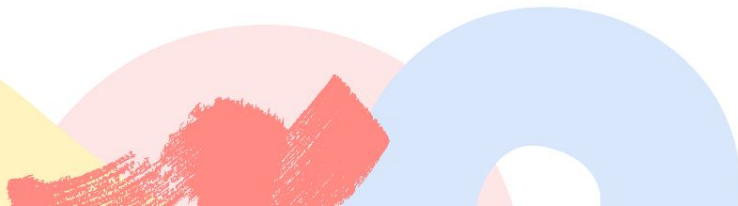
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01

Help each viewer find videos they want to watch

02

Maximize long-term viewer satisfaction



# We care deeply about responsibility, and doing what's right for society, viewers, creators, and advertisers...

## Remove

content that violates our Community Guidelines

## Raise

up authoritative voices on our platform

## Reduce

the spread of borderline violative content

## Reward

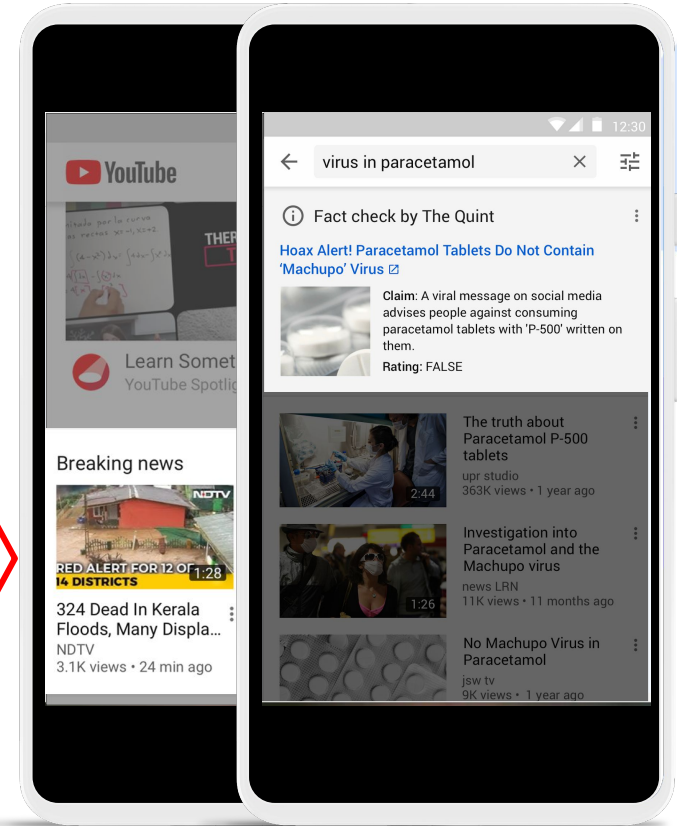
content that meets the high standards for monetization

YouTube Discovery

# Raise

With sensitive topics like news or medical information, we raise the visibility of content produced by the most authoritative voices in a given field. In doing so, we strive to increase transparency and accountability, while maintaining YouTube as a source of factual, well-researched information.

**The Breaking and Top News shelves**, which populate on the Home and Search pages, highlight authoritative voices related to breaking events or sensitive search topics. Additionally, information cards may show up on the search and watch pages to provide context and fact checking from credible organizations on topics prone to misinformation (e.g. global warming).





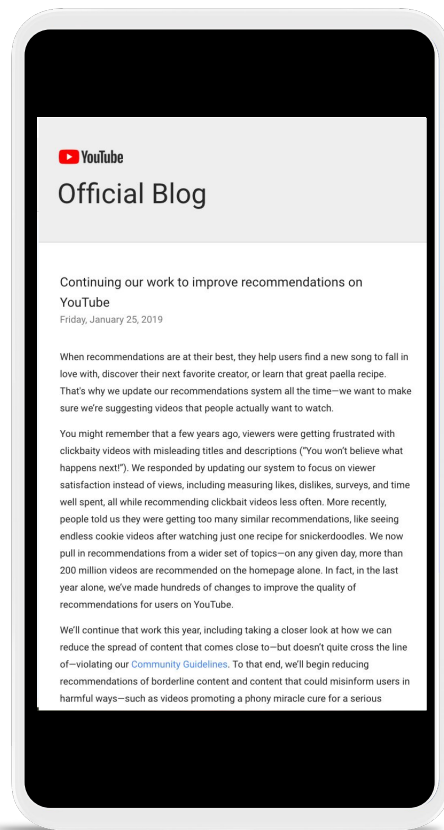
# Reduce

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In order to build and deliver better experiences for our users, we make regular changes to our recommendations systems with a focus on reducing the spread of content that is borderline violative, low-quality, or based on harmful misinformation. Similar to removing violative content, these actions aim to benefit the platform as a whole, reinforcing YouTube as a place where users can engage with safe, engaging, and high-quality content.

**Want to learn more?**

Check out this blog post covering our recommendations work.

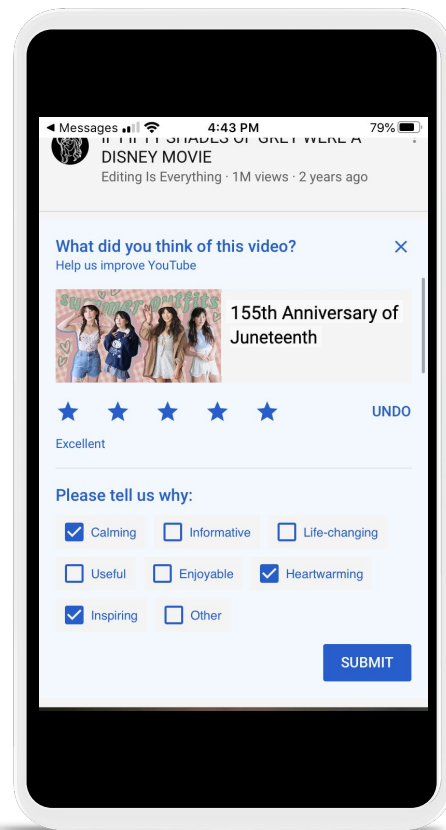


# We aim to improve long-term viewer satisfaction by asking viewers how they feel

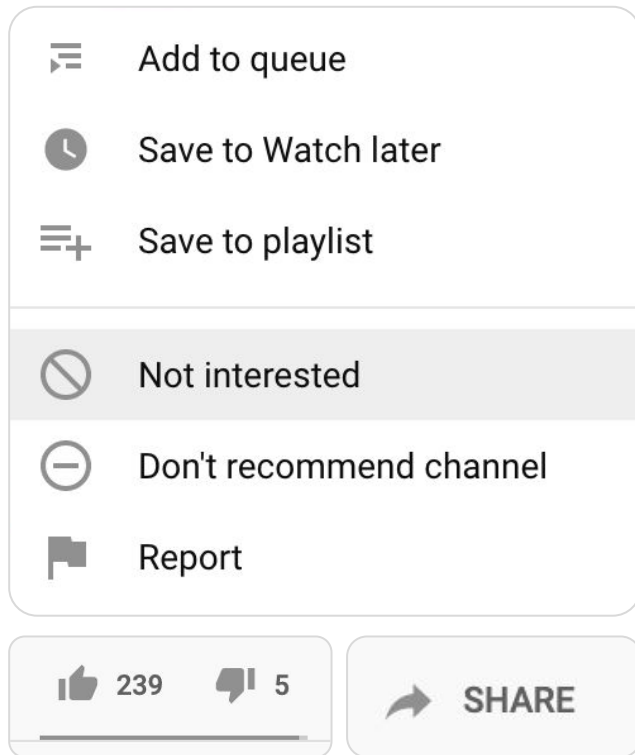
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We use surveys to ask  
viewers how they feel  
...not all watchtime is  
considered equal



And other signals  
such as “not interested”  
feedback,  
likes/dislikes, and  
shares



# Every day, our systems learn from 80B+ viewer signals...

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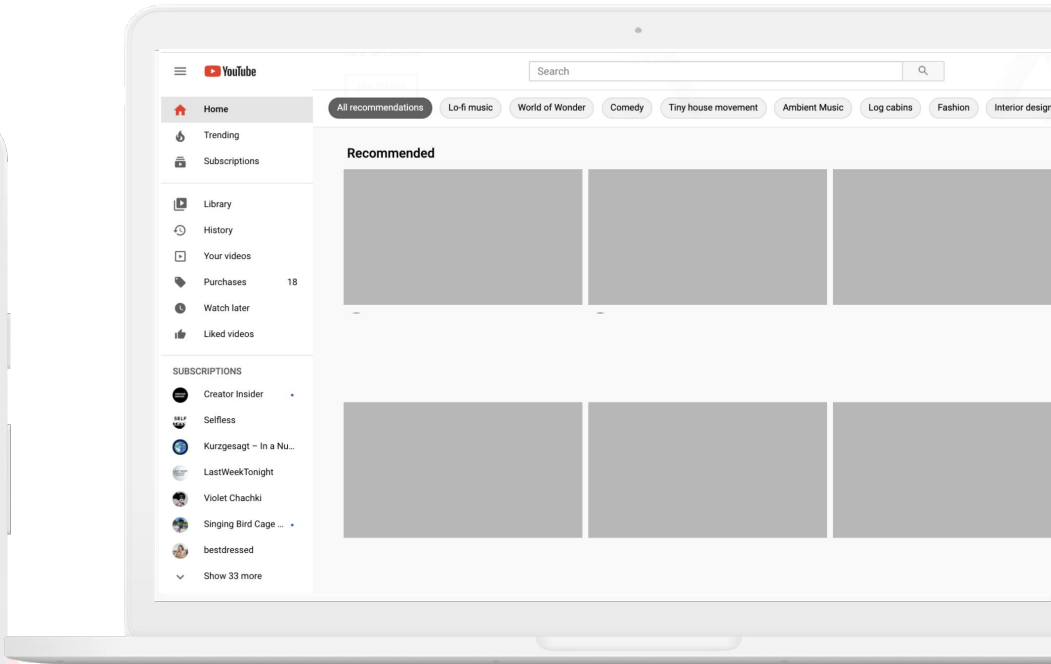
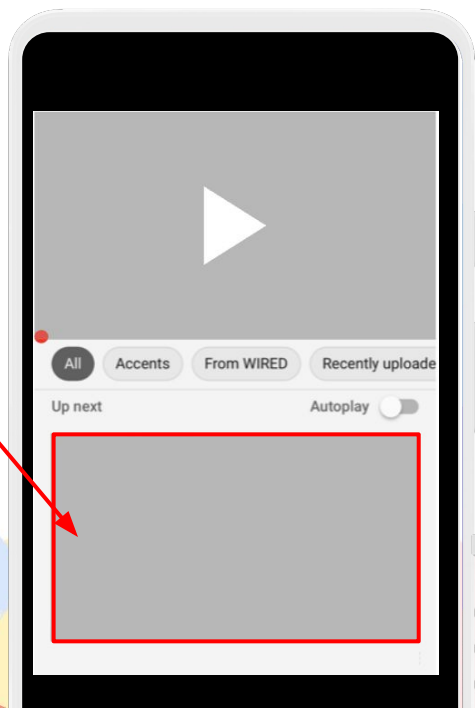
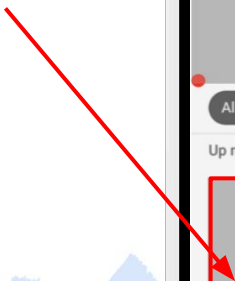
- What they watch
- What they don't watch
- How long they watch
- Where they watch
- When they watch
- Likes and dislikes
- Shares
- 'Not Interested' feedback
- Pre and post-watch surveys
- and more



# Home and Suggested videos are the top source for most channels

Note: "Suggested" videos are offered alongside the video the user is currently watching

Suggested videos appear alongside the video a user is currently watching



# Home aims to deliver the most relevant, personalized recommendations to each viewer when they visit YouTube

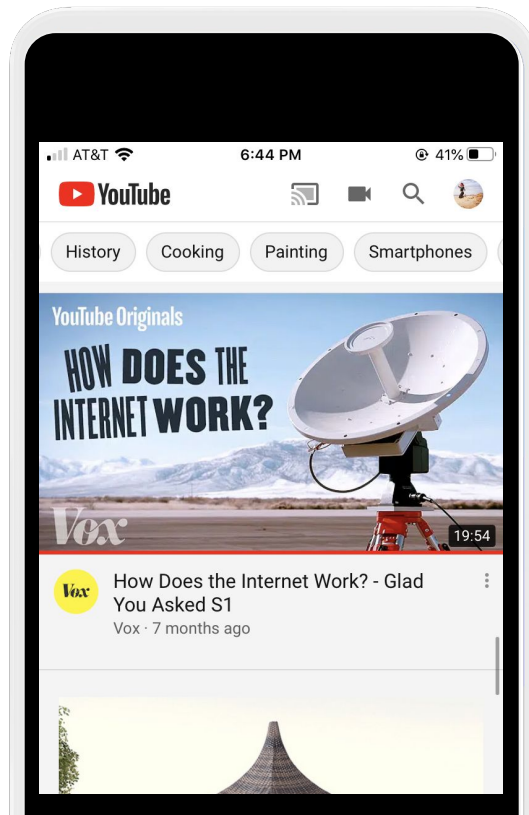
## How does it work?

Home ranks videos based on...

- **Performance:** How well a video engaged and satisfied similar viewers, among other factors.
- **Personalization:** The viewer's watch history, and how often a viewer watches a channel or topic.

## What can you do?

- Look at your video and pretend you're a new viewer who is unfamiliar with your channel. Would you click to watch?
- Uploading consistently can help you sustain your audience's interest, and help viewers build a routine around your channel.



# Suggested offers viewers a selection of videos they're most likely to watch next, based on their prior activity

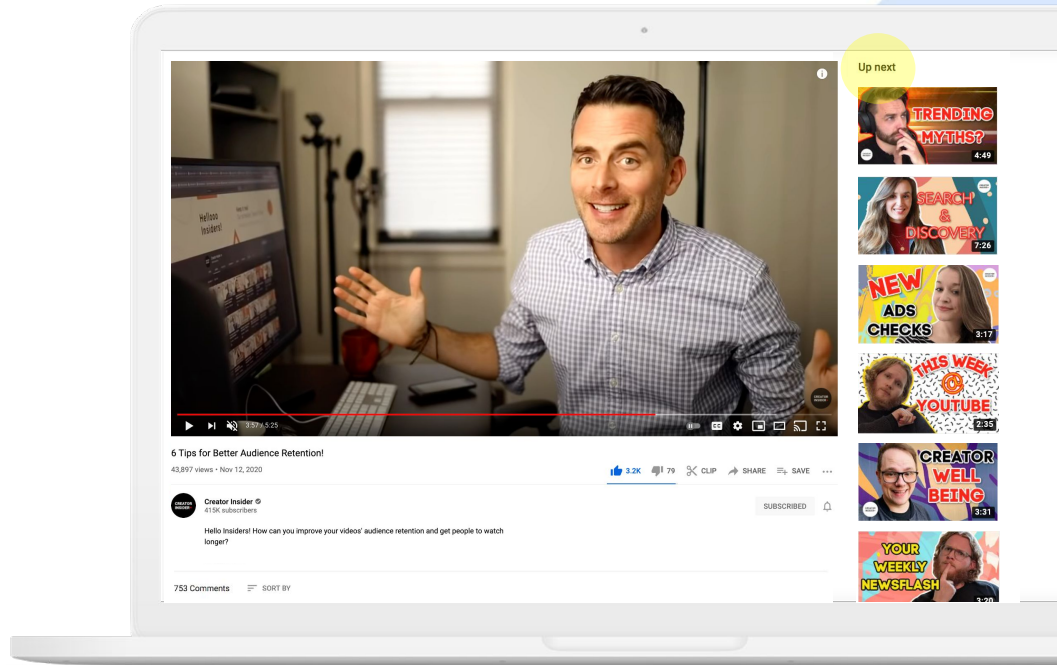
## How does it work?

Suggested uses signals such as...

- Videos often watched together
- Topically related videos
- Videos from the viewer's watch history

## What can you do?

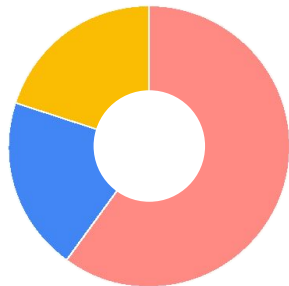
- Develop a series of videos
- Have a consistent title and thumbnail style
- End with a call-to-action to watch more
- Use playlists and end screens



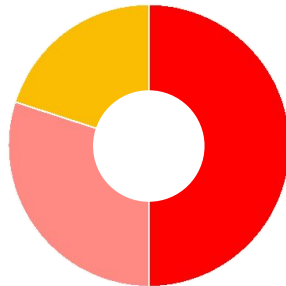


# It's normal for viewers to discover videos in different ways

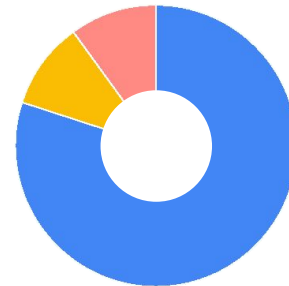
Some videos will get more / less views from different traffic sources.  
When this happens, think about how viewers behave on YouTube.  
What topics do they search for? How do they listen to music?



How to make french toast!



Chill beats to study to



Top stories of the day

- Views from Search
- Views from Home
- Views from Suggested
- Views from Playlist

*\*Examples are illustrative only*

**YouTube's recommendation system finds videos  
for viewers (rather than viewers for videos)**

# What factors influence how videos are recommended?

## Personalization



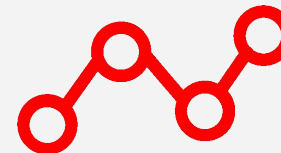
Watch History

## Performance



Appeal  
Engagement  
Satisfaction

## External Factors



Topic Interest  
Competition  
Seasonality





# How does YouTube personalize recommendations?

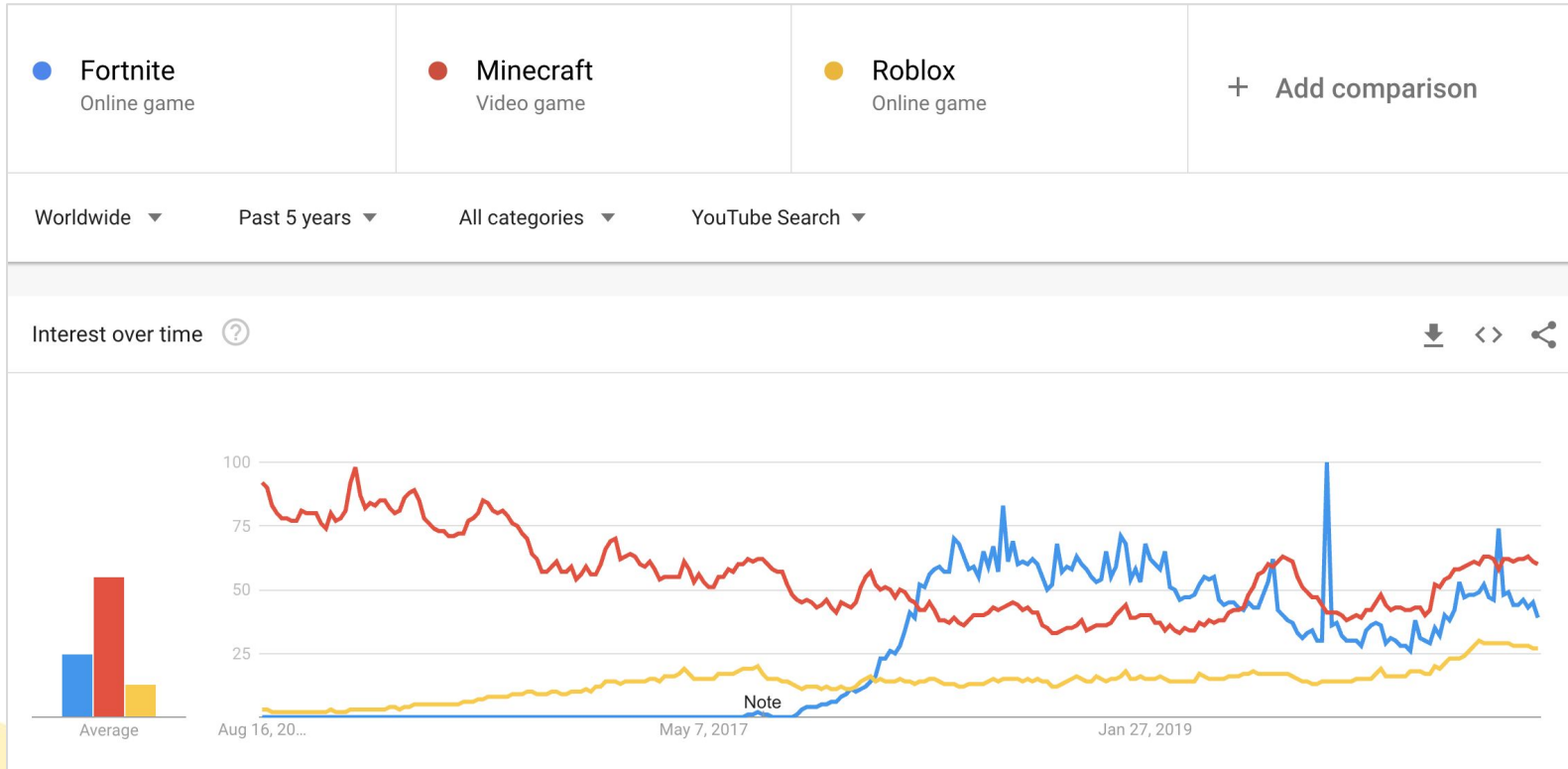
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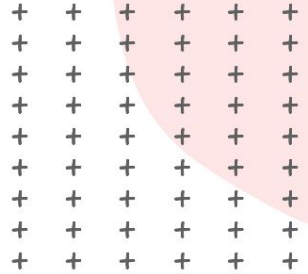
- **By understanding what videos the user has enjoyed in the past** we're able to surface more videos the user is most likely to enjoy
- **By understanding what videos are often watched together** we're able to identify videos users are likely to watch but haven't been exposed to yet
- **By understanding how much of a channel or topic a user watches,** we can identify what to recommend them more/less of





# Keep in mind that people's interests will change over time...





**Always keep experimenting**





# How does our system look at video performance?

## Appeal

Did people choose to watch the video?



Click-Through-Rate  
'Not Interested' Feedback

## Engagement

Once viewers start watching, did they stick around?



Avg. View Duration  
Avg. % Viewed

## Satisfaction

Did viewers enjoy the video?



Likes/Dislikes  
User Surveys

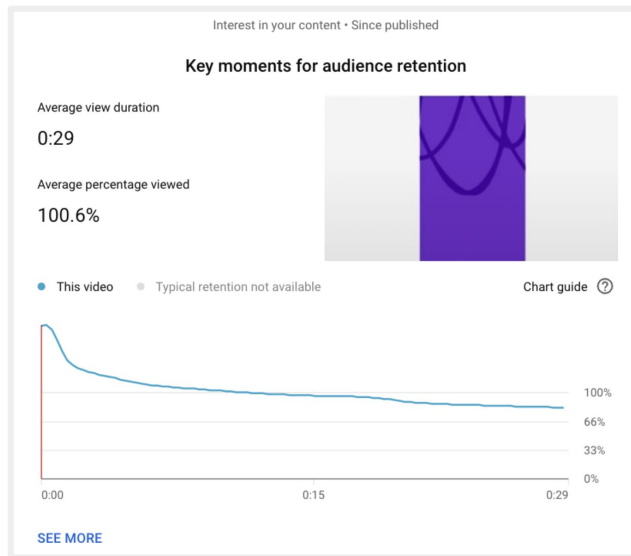


# A quick word word on Shorts...

The Shorts algorithm uses billions of signals when surfacing content in the Shorts feed, but here are a few metrics that can help you make sense of your Shorts performance:

**Audience Retention:** Are you keeping viewers watching until the end or are they skipping your Shorts? Focus on keeping viewers engaged and watching to the end over focusing on the length of the short itself.

**Likes and comments:** The number of viewers who engage with your content can show you what is resonating and what isn't. When people respond well to a video, take note of what you think made them want to interact and apply it to your next Short!

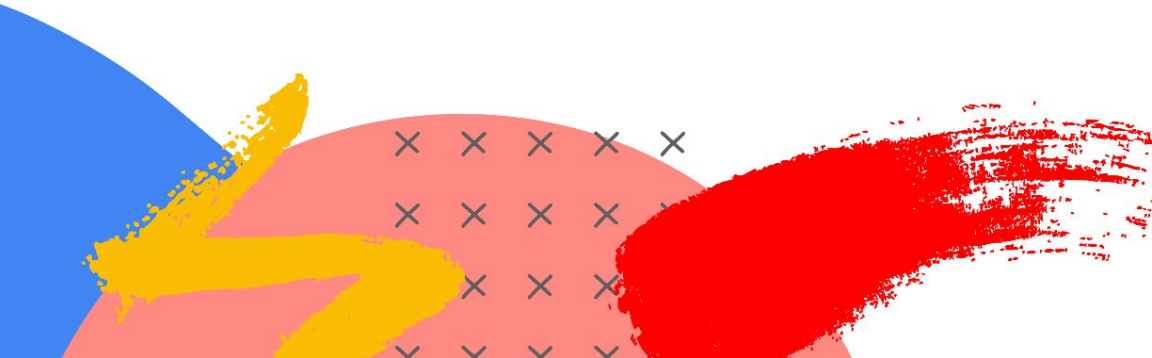


**NOTE:** You'll know that viewers looped your shorts more than once if audience retention is over a 100%.





# 5 things you should know about video and channel performance





1

**Q: My video views are low, but the click-through-rate and average view duration are fine. What's happening?**

**A: Other videos (outside your channel) are likely performing even better.**





2

**Q: Does changing a video's title or thumbnail 're-rank' the video in the algorithm?**

**A: Maybe, but it's because our systems are responding to how viewers are interacting with your video differently rather than the act of changing the title or thumbnail.**





3

**Q: Does monetization affect video discovery?**

**A: No, our recommendation systems does not know which videos are monetized and which are not.**





4

**Q: If I take a break from uploading, will that hurt my channel performance?**

**A: We studied thousands of channels that took a break and found no correlation between break length (days between uploads) and changes in views after the break compared to before. Take breaks when you need to.**





5

**Q: If one of my videos under-performs, is that going to hurt my channel?**

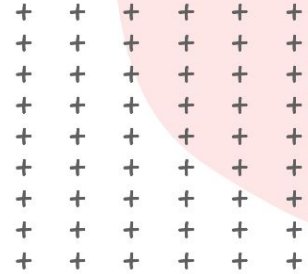
**A: What matters is how viewers respond to each video when it's recommended to them.**



# How you can begin to understand your viewers and their habits



**Focus on your  
audience and the  
algorithm will follow**







# What external factors influence how many people see your videos?

Topic Interest



Competition



Seasonality





# Some topics have larger potential audiences than others

Estimated global fans of...

**3.5B**

Football

**2.5B**

Cricket

**450M**

Golf





# While creators compare performance within their channel, our systems rank videos from all channels a viewer might watch

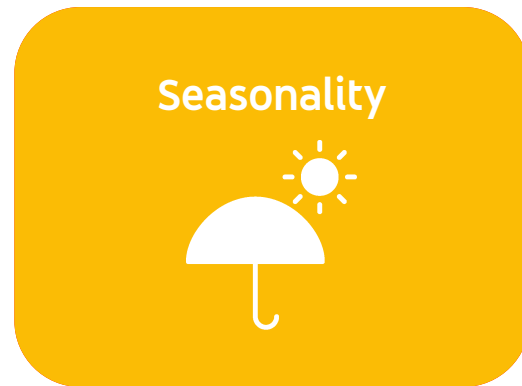
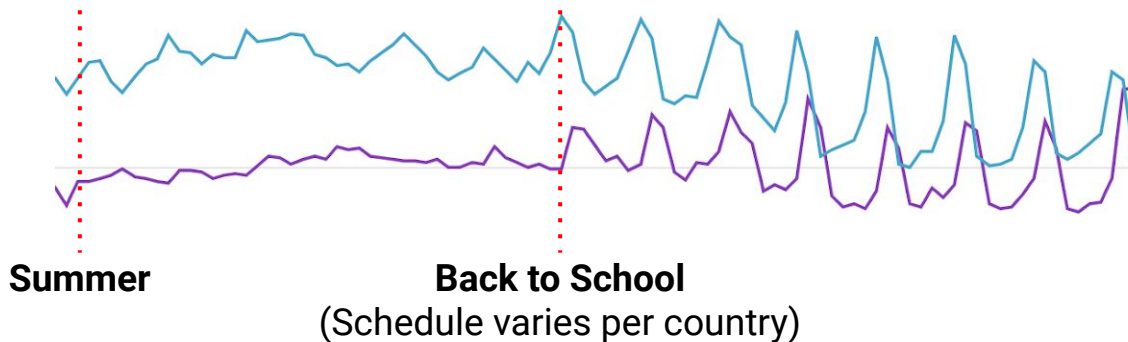
- Even if your video is performing well compared with other videos on your channel, it may receive fewer impressions if videos from other channels are performing even better.
- Keep in mind, many viewers watch ~100-200+ channels per month.





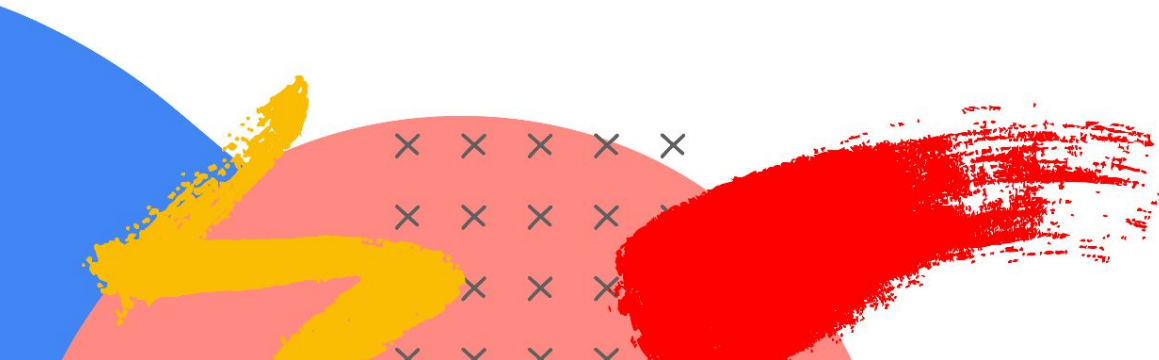
# How many viewers are online watching YouTube changes during different times of the year

- Recently, we've seen fluctuations in traffic related to COVID, which dramatically changed people's viewing habits.
- Many creators also experience drops in views around mid-August when their viewers go back to school, which often looks like this:



**How many people are recommended  
your videos is also based on...**

**how broadly appealing the topic is,  
how other videos are performing,  
seasonal fluctuations**



## WORKSHOP 4: HOW YOUTUBE RECOMMENDS VIDEO + MONETIZATION

# Recap

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# 01

We're focused on long-term viewer satisfaction

# 02

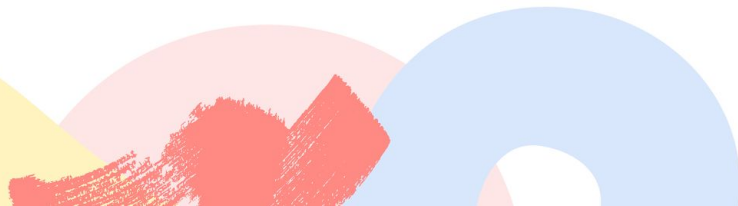
The algorithm follows the audience

# 03

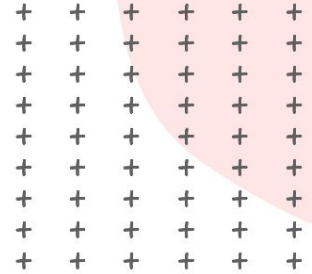
Always keep experimenting

# 04

Expect fluctuations and seasonality



# WORKSHOP 4: Monetization Basics



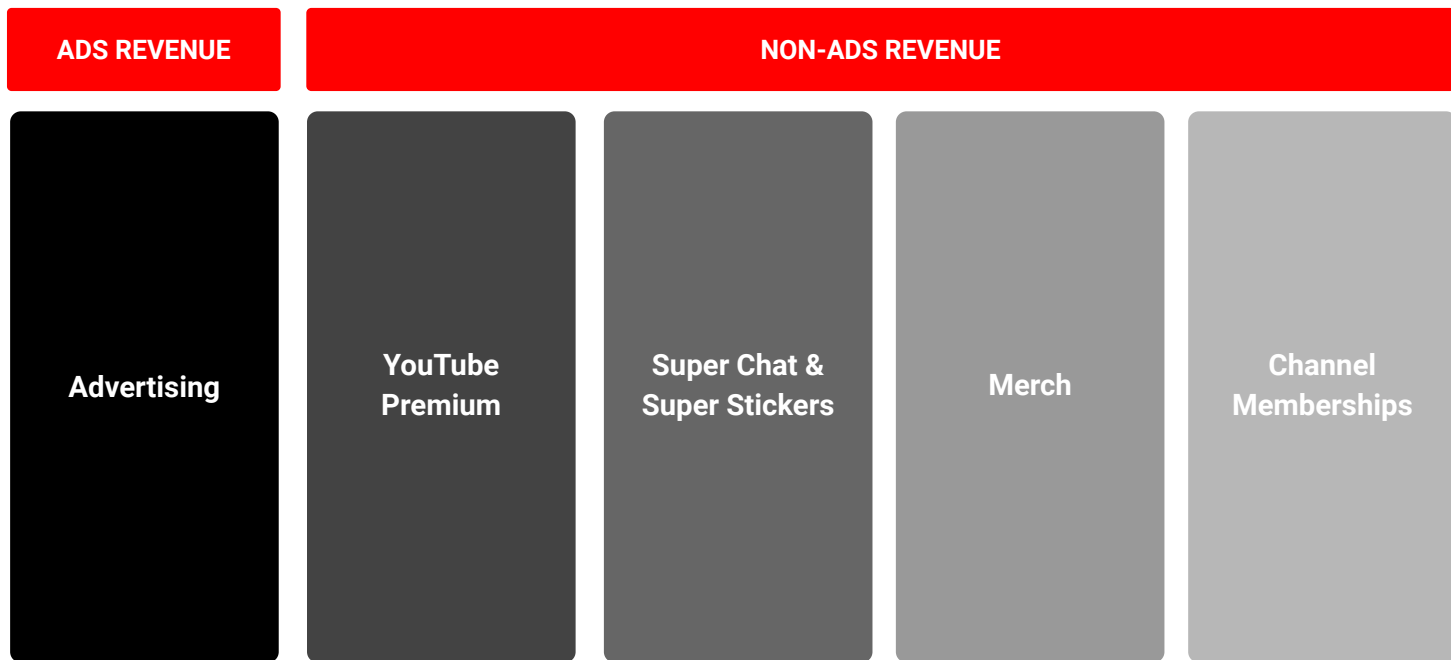
# Monetization Metrics

Metrics	Why is it important
<b>Estimated Partner Revenue</b>	Gives an approximation of <b>total revenue</b> (including both ad + non-ad revenue) after revenue share.
<b>Views</b>	Views are an important indicator of audience engagement but they are also <b>a driver of the number of ad impressions</b> YouTube shows to viewers. While not always the case, more views generally translate into the opportunity to earn more revenue from ads.
<b>Est Monetized Playbacks (EMPs)</b>	Tells you roughly how many <b>views had at least one ad served</b> to the viewer.
<b>Cost Per Mille (CPM)</b>	Effective cost per mille, or the estimated average gross revenue <b>per thousand served ad impressions</b> .
<b>Revenue Per Mille (RPM)</b>	Represents how much money you earned per 1,000 views. RPM is based on multiple revenue sources including: Ads, Channel Memberships, YouTube Premium revenue, Super Chat, and Super Stickers.

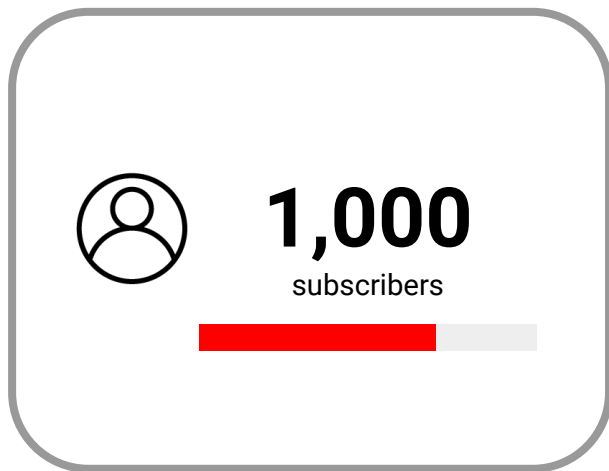


# Sources of Revenue

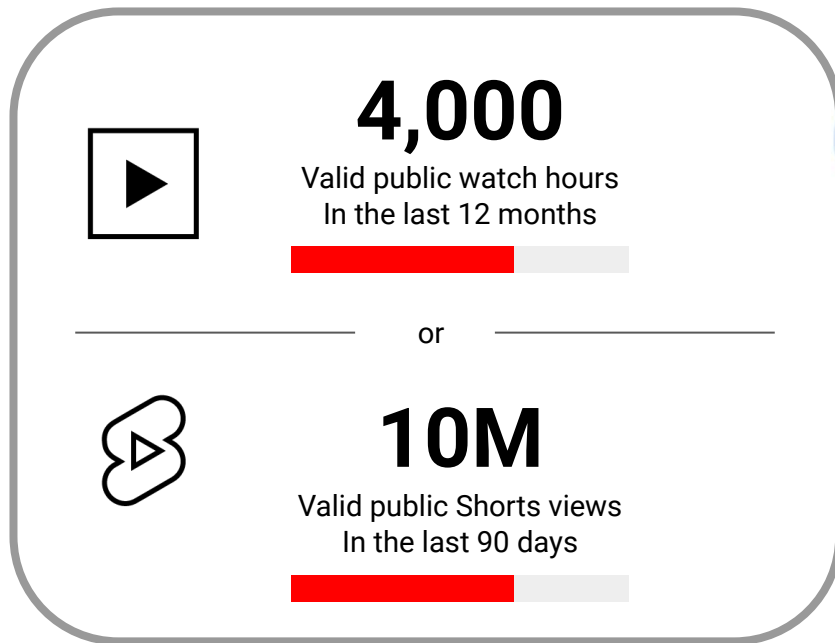
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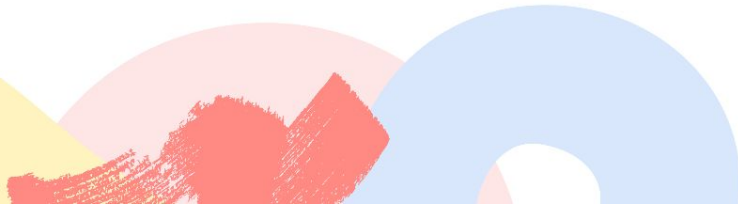
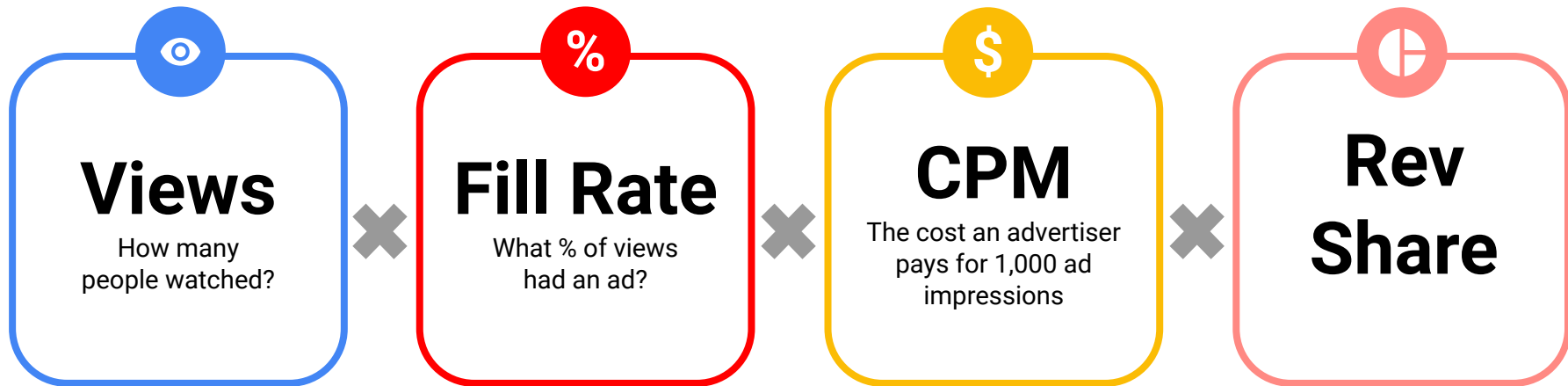
# YouTube Partner Program Eligibility



+



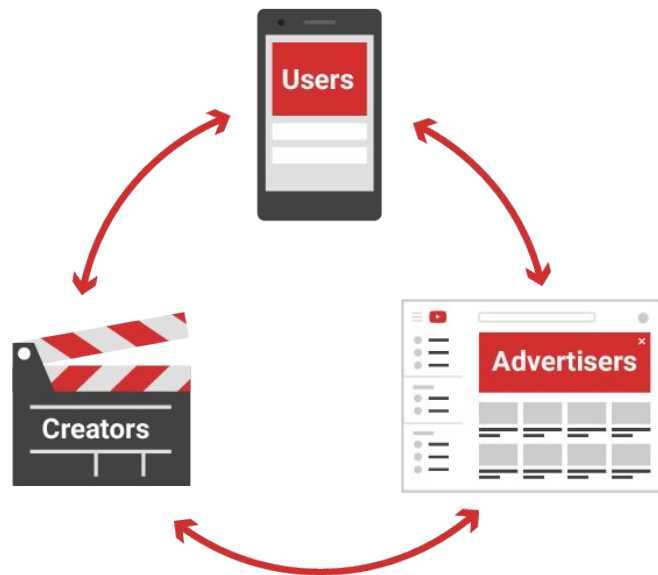
# How Is Ad Revenue generated?



## The Ad Ecosystem

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**Our Ecosystem Is a Unique Combination of Creators, Users, and Advertisers**



# Ad Formats

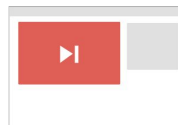
YouTube sells, serves, and targets ads to help advertisers reach their goals, but creators are the ones who tell us which ad formats they want served on their videos.

Different ad formats serve different objectives for advertisers and as a result, **have different CPMs and might be served more or less frequently.**

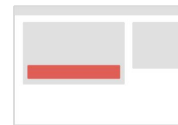
**To optimize your fill rate, we recommend you enable all ad formats on your monetizable videos.**

## Ad types

YouTube ad revenue - Last 28 days



**Skippable & non-skippable In-stream:** bumper, pre-, mid-, post-roll video ad



**Display ads:** Text/banner overlay ad across or alongside player

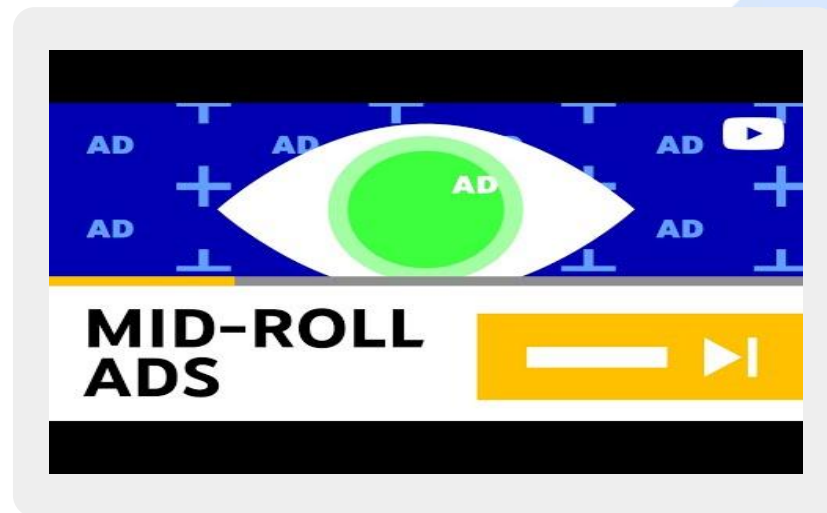
## Ad Slots

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In addition to pre-roll ads, mid-rolls are a great way to monetize longer content and increase the chances that one or more ads is served on your content.

How do mid-rolls work?

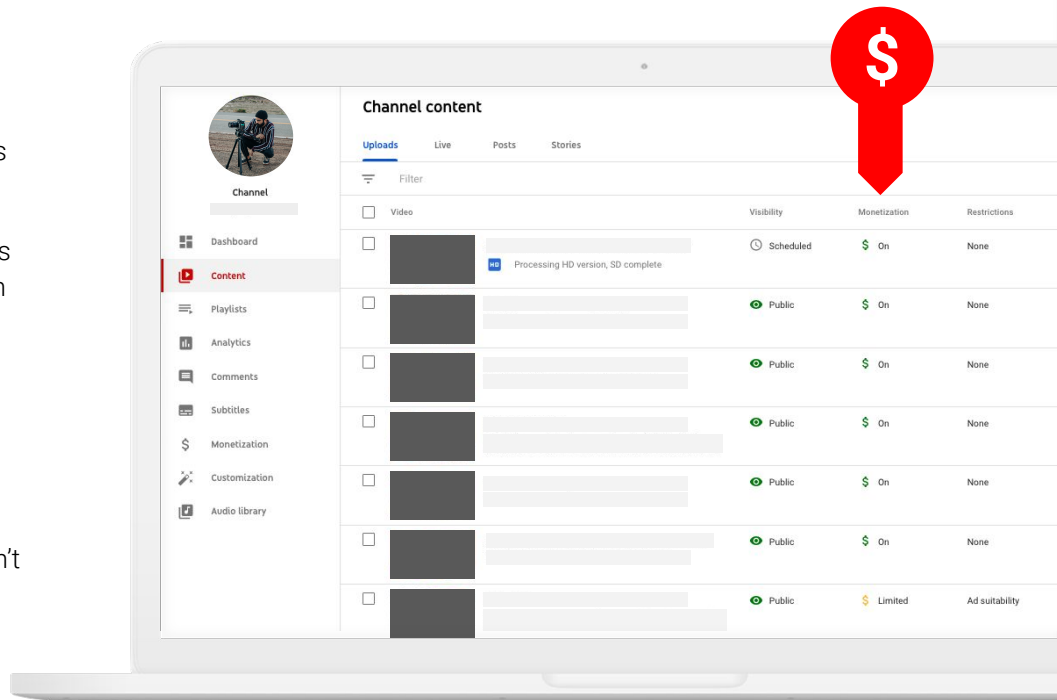
- Videos must be **8 minutes or longer** to be eligible for mid-rolls
- You can choose between **manually placing mid-rolls** or having **YouTube automatically place them** for you
- No matter which selection you make, YouTube's systems predict the best time to show an ad to a viewer, **balancing the viewer experience with generating revenue for you**



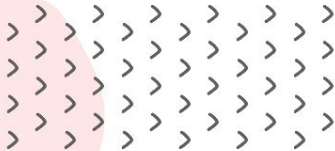
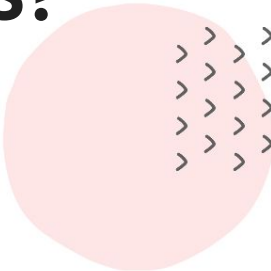
# Brand Safety & Advertiser Restrictions

## Possible actions to take:

- Upon upload, if you feel your content doesn't comply with our advertiser-friendly content guidelines, mark the video as not brand safe.
- **Upload your video as unlisted:** This option lets our systems run checks and lets you see ahead of time the monetization status before your video goes live to the public.
- **If you received a yellow icon, appeal the decision** if you feel the videos were marked in error and are suitable for most advertisers.
- Understand that **videos that don't meet our advertiser friendly guidelines may still live on YouTube**, they just won't be making as much ad revenue as a fully monetizing video



# Questions?





# Thank you

