



# Enhancing Rumble Transforming into a Competitive Video Sharing Platform Through Quality Content

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**Enhancing Rumble Transforming into a Competitive Video  
Sharing Platform Through Quality Content**

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The online video-sharing market is dominated by YouTube, which holds a substantial monopoly due to its extensive content library, superior engagement mechanisms, and robust monetization strategies. This monopolistic dominance presents significant challenges for emerging platforms like Rumble, which seeks to establish itself as a viable alternative.

This thesis examines the problem of monopoly within the online video-sharing industry, focusing on how YouTube's market dominance impacts competitors like Rumble. It explores the constraints that Rumble faces in terms of content quality, including issues related to limited content variety, lower levels of originality, and less effective user engagement strategies. The study aims to identify actionable strategies that Rumble can implement to enhance its competitive position and grow within the market.

To address these challenges, the thesis compiles its data using narrative review and forms a roadmap for Rumble to improve its content quality and market presence. Key recommendations include expanding content diversity to attract a broader audience, investing in innovative content formats and technologies to foster originality, and enhancing interactive features to build a more engaged and loyal user community.

By implementing these strategies, Rumble can better position itself as a competitive alternative to YouTube, leveraging content quality to drive growth and achieve sustainable market presence.

Keywords: Rumble, YouTube, Monopoly, Quality Content, Video host Sharing Platform

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## 1 Introduction

In the landscape of modern economics, the phenomenon of monopoly represents a critical area of concern due to its far-reaching implications on markets, consumer welfare, and economic efficiency. A monopoly exists when a single entity, be it a corporation or a government, holds exclusive control over a commodity or service, thereby eliminating competition. This market structure contrasts sharply with the ideal of perfect competition, where numerous firms vie for consumer attention, leading to innovation, competitive pricing, and diverse product offerings. The concentration of market power inherent in monopolies can lead to a host of problems that undermine these benefits. The troubles associated with monopolies are multifaceted. From a consumer perspective, monopolies often result in higher prices, reduced choices, and lower quality of goods and services. Without competitive pressures, monopolistic firms may lack the incentive to innovate or improve efficiency, leading to stagnation and a failure to meet evolving consumer needs. "The great danger to the consumer is the monopoly -- whether private or governmental" (Friedman et al., 2017). Furthermore, the significant barriers to entry erected by monopolies can stifle entrepreneurs and prevent the emergence of potential competitors, thus entrenching the dominant firm's market position.

Economic theories and historical case studies have long illustrated the detrimental effects of monopolies. Adam Smith, in his seminal work "The Wealth of Nations," warned of the dangers posed by monopolistic practices to the free market (Smith, 1776). In more recent times, the scrutiny of tech giants like Google, Amazon, and Facebook has reignited debates about the influence of monopolies in the digital age. These companies' dominance in their respective markets has raised concerns about data privacy, market manipulation, and the erosion of consumer rights.

The societal impacts of monopolies extend beyond economics. The concentration of power in monopolistic firms can translate into significant political influence, allowing these entities to shape regulations and policies to their advantage. This imbalance can undermine democratic processes and lead to regulatory capture, where government agencies meant to oversee the industry instead act in the interests of the monopolistic firm.

In the digital age, YouTube has emerged as a dominant force in the online video-sharing market, wielding immense influence over content creation, distribution, and consumption. As the premier platform for video content, YouTube hosts billions of videos, attracting over two billion logged-in monthly users. This extensive reach and user base confer upon YouTube a

near-monopolistic position in the market. In recent years, Rumble has emerged as a notable contender in the online video-sharing market, challenging YouTube's dominant position.

Presenting itself as a free speech-focused alternative to YouTube, Rumble caters to content creators and consumers seeking a platform with fewer restrictions and more transparent policies. As Rumble steps up to the plate, it employs several strategic approaches to compete in the same market.

### 1.1 Purpose of the thesis

The purpose of this thesis is to explore and analyse the strategies through which Rumble can enhance its growth and competitive standing in the online video-sharing market by focusing on content quality. This study will examine the various dimensions of content quality, including diversity, originality, and engagement, and how improving these aspects can attract a broader user base, foster creator loyalty, and increase overall platform value. By identifying key areas for development and leveraging insights from both Rumble's current practices and the broader industry landscape, scopes into insights of multiple articles, opinions and trends and aims to provide actionable recommendations for Rumble to strengthen its market position against dominant players like YouTube. The goal is to outline a strategic roadmap for Rumble that emphasizes content excellence as a catalyst for sustainable growth and competitive advantage.

### 1.2 Problem Statement

Despite its emerging presence in the online video-sharing market, Rumble faces significant challenges in establishing itself as a competitive alternative to YouTube. Central to this challenge is Rumble's struggle with content quality, which encompasses issues such as limited content diversity, lower levels of originality, and less effective user engagement compared to established platforms.

The problem is multifaceted: Rumble's content library lacks the breadth and variety seen on YouTube, which limits its appeal to a broader audience. Additionally, the platform has not yet cultivated the same level of innovative and original content that distinguishes YouTube as a leader in the market.

### 1.3 Research Questions

- How can Rumble expand and diversify its content offerings to attract a broader audience while maintaining lofty standards of originality and innovation?
- What strategies can Rumble implement to enhance user engagement and interactivity, thereby improving user satisfaction and retention, and how can it leverage advanced recommendation algorithms and community-building features to achieve this?

### 1.4 Significance of This Study

the study contributes to a deeper understanding of the market dynamics influenced by monopolistic dominance. It explores how YouTube's substantial market control impacts competition and provides strategic insights into how emerging platforms can navigate these challenges. This understanding is valuable for both industry practitioners and academics interested in the nuances of market competition and strategic positioning within the digital media landscape.

The focus on content quality within the study also introduces a framework for evaluating and enhancing various aspects of video content, such as diversity, originality, and user interaction. This framework not only benefits Rumble but also offers valuable insights for other platforms aiming to refine their content strategies. The role of innovation in content creation and technology adoption is emphasised and the recommendations on leveraging emerging trends and technological advancements offer Rumble practical strategies for differentiating itself from competitors.

For stakeholders such as content creators, advertisers, and platform developers, the study provides practical insights into how improvements in content quality can drive user satisfaction and engagement. These insights are essential for making informed decisions and investments that align with market trends and user preferences.

the study enriches the literature on digital media, platform competition, and content strategy. It adds depth to the understanding of monopolistic markets and the strategies new entrants can use to compete effectively. By advancing both theoretical knowledge and practical applications, this research makes a meaningful contribution to the field of digital media studies.

## 2 Literature Review

This chapter focuses on reviewing the intricate dynamics of market competition in the online video-sharing industry, with a particular focus on the monopolistic dominance of YouTube and the competitive strategies of emerging platforms such as Rumble. Past literature extensively examines the implications of monopolies on market behaviour, highlighting how dominant players like YouTube leverage their extensive content libraries, advanced algorithms, and superior user engagement mechanisms to maintain market control. Studies have detailed the challenges faced by new entrants, emphasizing how platforms such as Rumble struggle with issues related to content diversity, quality, and user retention. Research into Rumble's performance reveals its efforts to differentiate itself through a commitment to free speech and less restrictive content policies, yet it has struggled to match YouTube's content innovation and engagement metrics. This review synthesizes these findings to provide a comprehensive understanding of how monopolistic practices shape market competition and the strategies necessary for platforms like Rumble to enhance their competitive position. By integrating insights from existing literature, this thesis aims to lay the groundwork for future studies on overcoming monopolistic barriers and fostering competitive growth in digital media markets.

### 2.1 Effects of Monopolies

A monopoly is a way the market is structured with a seller or a producer being the sole position in either an industry or sector. Since they undermine competition, they are usually discouraged in free market economies as they place a few substitutes for consumers from which to purchase goods or services. Antitrust legislations are usually in place to limit monopolies which ensures that not only one business can control the market to exploit consumers.

In market dynamics, Monopolies are a prevalent phenomenon in various industries, where a single entity dominates the market and exerts significant control over prices, production, and consumer choices. Such monopolistic power often leads to reduced competition, which can stifle innovation and limit options available to consumers. Monopolies typically aim to maintain their dominant position by leveraging their control over market resources, economies of scale, and established networks. They implement strategies designed to thwart potential competitors and sustain their market dominance, creating barriers to entry that make it difficult for new entrants to challenge their supremacy. This focus on maintaining control often results in monopolistic practices that can negatively impact market efficiency and consumer welfare.

A monopolist is free to set prices or production quantities, but not because he faces a downward-sloping demand curve. He cannot have a high price and a high quantity of sales - if he has a high price, people will buy less. (Market Power and Monopoly)

A monopoly can exist in three ways:

### 1. Control Over Resources or Technology

A monopoly can arise when a single company or entity controls essential resources, technology, or intellectual property that are critical for the production or delivery of goods and services in a particular market. By holding exclusive rights or ownership of these resources or technologies, the monopolist effectively prevents other firms from entering the market or competing on equal footing. For instance, a company that owns a patented technology (The TRUTH about RED's RAW codec Lawsuits, 2022) or a crucial natural resource can dominate the market by controlling access to this key input, thereby restricting competition.

### 2. Economies of Scale

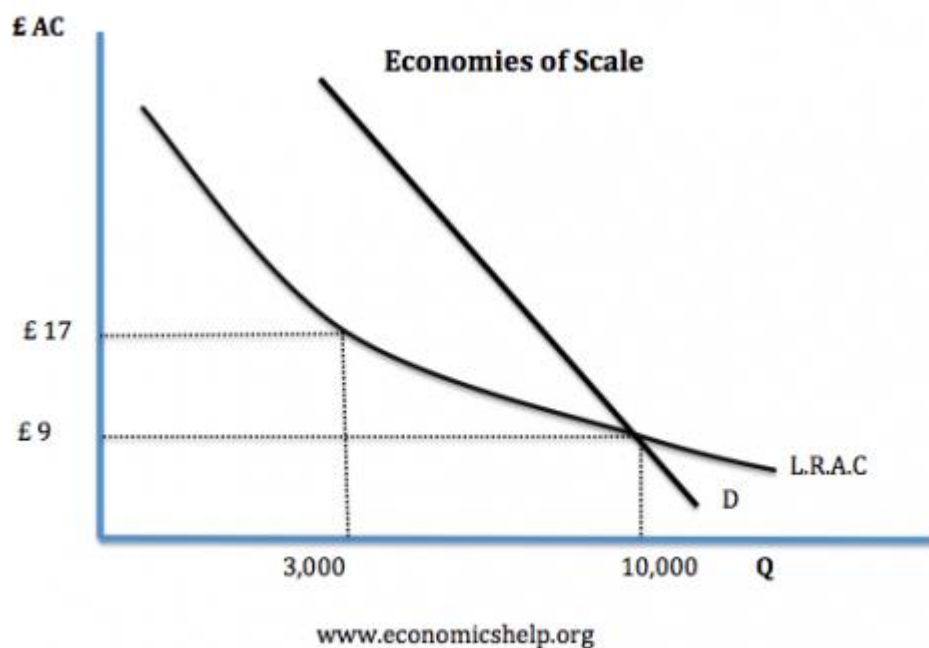


Figure 1: Economic Scale Graph

a single firm's production and operational efficiencies allow it to produce goods or services at a lower cost per unit compared to potential competitors. This cost advantage can be so significant that it becomes economically unfeasible for other firms to enter the market and compete. For example, a large Steel company selling

more units for low prices might benefit from economies of scale in infrastructure and distribution, allowing it to offer lower prices and outcompete any smaller, potential rivals, thus maintaining its monopoly, As seen on the graph above Q means units and £AC means cost of each unit. (Pettinger et al., 2018)

### 3. Strategic Market Practices

Monopolies can be maintained through strategic practices designed to limit competition and consolidate market power. These practices include predatory pricing, where a company temporarily lowers prices to drive competitors out of the market, or exclusive contracts and alliances that restrict rivals' access to essential distribution channels or customers. Additionally, monopolists may engage in aggressive marketing or branding strategies that create strong consumer loyalty and brand recognition, further entrenching their market dominance and making it difficult for new entrants to gain a foothold. They can also buy competition and their products, franchises, or Intellectual Property such as when Microsoft recently bought Zenimax Media. (Microsoft finalizes acquisition of Zenimax Media)

These mechanisms collectively contribute to the creation and maintenance of monopolistic market structures, where one firm or entity holds significant control over a particular industry or sector, limiting competition and influencing market dynamics.

Historical and contemporary examples illustrate the diverse ways monopolies have shaped various markets. In the technology sector, companies like Microsoft and Google have been cited as classic examples of monopolistic power. Microsoft's dominance in the software industry through its Windows operating system allowed it to dictate terms and standards, limiting competition from other software providers.

Similarly, Google's control over search engine market share has enabled it to influence online advertising and search algorithms, often to the detriment of smaller competitors.

In the realm of online video-sharing, YouTube represents a modern example of a monopoly. It controls a substantial share of the global video content market, benefiting from its extensive content library, advanced recommendation algorithms, and large user base. This dominance enables YouTube to set industry standards and shape user expectations, making it challenging for new platforms like Rumble to gain traction.

Rumble, although emerging with a focus on free speech and less restrictive content policies, struggles to compete effectively due to YouTube's entrenched market position and superior content quality. These examples underscore the broader implications of monopolistic control in shaping market dynamics and highlight the challenges faced by emerging platforms striving to break into established markets.

## 2.2 Video Host Sharing Platforms

The concept of video hosting is uploading a video online and distribute it for others to see. Video sharing has emerged as the preeminent form of internet engagement, dominating the online experience, and driving unparalleled user interaction and thus has become a cultural phenomenon. (Chavakula, 2024) The dominance of video content is underscored by its ability to capture and sustain audience attention more effectively than other media forms. Unlike text or static images, videos combine visual, auditory, and emotional elements that create a compelling and immersive experience, making them highly engaging and shareable. This multi-sensory appeal leads to higher user engagement rates, longer viewing times, and increased interaction with content.

The rise of platforms like YouTube, TikTok, and Instagram has reinforced the leading role of video in online engagement. (Forecast, 2024) These platforms leverage sophisticated algorithms and recommendation systems to deliver personalized video content to users, fostering deep connections between viewers and creators. YouTube, for instance, has transformed the way people consume media by providing a vast repository of videos ranging from educational content and entertainment to user-generated content and live streams. Its powerful recommendation engine keeps users engaged by continually suggesting latest videos based on their viewing history and preferences. (Chavakula, 2024) for this very video sharing platforms, especially YouTube are more popular than streaming platforms and traditional TV (York, 2024)

The interactive nature of video content enhances its engagement potential. Features such as likes, comments, shares, and live streaming enable real-time interaction between creators and audiences, creating dynamic and participatory experiences.

Video content also serves as a powerful tool for social media marketing, allowing brands to convey messages through engaging storytelling and visual appeal. (Nanda, 2024) This elevated level of interaction not only boosts user engagement but also drives viral sharing and exponential reach.

## 2.3 YouTube's History and Growth

from a start-up to the world's leading video-sharing platform is a remarkable story of innovation, adaptability, and exponential growth. Founded in February 2005 by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—YouTube began as a simple platform for users to upload, share, and view videos. The first video, titled "Me at the zoo," was uploaded by Karim in April 2005, marking the start of what would become a global phenomenon.

YouTube quickly gained popularity due to its user-friendly interface and the viral nature of its content. By November 2005, Sequoia Capital had invested \$3.5 million in the platform, (Taylor, 2007) allowing it to expand its infrastructure and capabilities. The rapid growth of YouTube caught the attention of Google, which acquired the company for \$1.65 billion in stock in November 2006. (Jackson, 2011) This acquisition was a pivotal moment, providing YouTube with the resources and support to scale its operations and integrate into Google's vast ecosystem.

Following the acquisition, YouTube's growth accelerated. The platform introduced several features and innovations that significantly enhanced user experience and content diversity. In 2007, YouTube launched its Partner Program, allowing content creators to monetize their videos through ad revenue. (Jackson, 2011) This initiative not only incentivized high-quality content creation but also led to the emergence of YouTube as a viable career path for many creators, known today as YouTubers.

YouTube continued to evolve by expanding its content offerings and improving its technological infrastructure. In 2008, it introduced high-definition (HD) video playback, enhancing the viewing experience. The platform also expanded globally, launching localized versions in various countries, and making its interface available in multiple languages. This global expansion contributed to YouTube's massive user base, which now spans across the globe.

Over the years, its content and services has been diversified to cater to a wide range of audiences and interests. It launched live streaming capabilities, enabling real-time broadcasting of events and interactive sessions. The introduction of YouTube Red (now YouTube Premium) in 2015 offered an ad-free experience and access to exclusive content, (The History of YouTube Advertising 2023) further monetizing its user base. Additionally, YouTube introduced YouTube Music and YouTube TV, expanding into music streaming and live television services, respectively.

YouTube's growth is also marked by its ability to adapt to changing trends and technologies. The platform embraced mobile technology early on, developing mobile apps that cater to the increasing number of users accessing content via smartphones and tablets. It also leveraged artificial intelligence (AI) and machine learning to enhance its recommendation algorithms, improving content discovery and user engagement.

Today, YouTube stands as the world's largest video-sharing platform, with over two billion logged-in monthly users and over 500 hours of content uploaded every minute. It has become an integral part of digital culture, influencing trends, entertainment, education, and social interactions. YouTube's history and growth reflect its capacity for innovation and adaptability, solidifying its position as a dominant force in the digital landscape.

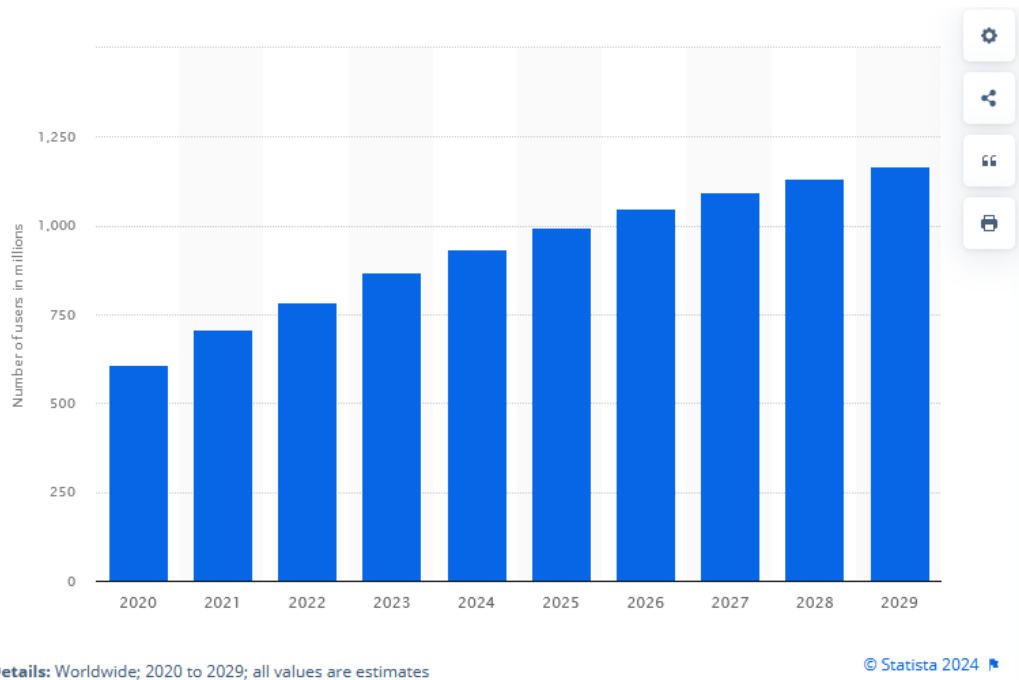


Figure 2: Number of YouTube users worldwide from 2020 to 2029 (Statista, 2024)

The global number of YouTube users in was forecast to continuously increase between 2024 and 2029 by in total 232.5 million users (+24.91 percent). After the ninth consecutive increasing year, the YouTube user base is estimated to reach 1.2 billion users and therefore a new peak in 2029. Notably, the number of YouTube users of was continuously increasing over the past years. (Degenhard, 2024)

## 2.4 Rumble's History and Growth

a video-sharing platform that has emerged as a competitor to YouTube, was founded in 2013 by Canadian entrepreneur Chris Pavlovski. The platform was created with a mission to provide a space for content creators to share videos without the stringent content policies and algorithmic biases in favour of certain influencers, corporations, and brands (Our story 2022) that many critics argue are prevalent on YouTube. Rumble positions itself as a champion of free speech and open discourse, aiming to attract creators and audiences who feel underserved or marginalized by mainstream platforms.

In its early years, Rumble focused on building a user-friendly platform that catered to both creators and viewers. The company emphasized a straightforward revenue-sharing model that allowed creators to monetize their content more transparently. This approach attracted a growing number of users, particularly those looking for an alternative to YouTube's more restrictive content policies. The platform initially gained traction with viral video content, including pet videos, news clips, and user-generated content that resonated with a broad audience. NeoReach (2023) stated that "While it may have started as a modest platform, Rumble's growth trajectory has been nothing short of impressive."

Rumble's growth accelerated significantly around 2020, driven by a surge in users seeking alternative platforms for content distribution. This surge was partly fuelled by growing concerns over censorship and perceived biases on larger platforms like YouTube. High-profile content creators and political commentators, some of whom faced demonetization or content removal on YouTube, began migrating to Rumble, bringing their substantial followings with them. This influx of influential creators helped to elevate Rumble's profile and expand its user base.

To support its expanding community, Rumble invested in enhancing its technological infrastructure and features. The platform introduced live streaming capabilities, improved video quality, and developed mobile applications to cater to the growing number of users accessing content via smartphones. Additionally, Rumble implemented a robust recommendation system to improve content discovery and user engagement, aiming to create an ecosystem where both creators and viewers could thrive.

Rumble's commitment to free speech and its lenient content moderation policies have positioned it as a notable alternative in the video-sharing market. The platform's approach has attracted a diverse array of content, ranging from news and politics to entertainment and lifestyle. Rumble has also expanded its revenue models, incorporating advertisements, subscription services, and partnerships to sustain its growth and provide creators with more opportunities to monetize their content.

In recent years, Rumble has made strategic moves to further solidify its position in the market. The platform has pursued high-profile partnerships, acquisitions, and its recent listing on NASDAQ in September 2022 (NeoReach, 2023) to enhance its content offerings and technological capabilities. It has also been initiative-taking in fostering a community-centric environment, encouraging user interaction and engagement through comments, likes, and shares.

As of today, Rumble continues to grow, with millions of "monthly active users, with a growth rate of 142% YoY in Q4 of 2022 (Persuasion Nation, 2024) and a rapidly expanding library of content. Its rise reflects a broader trend of diversification in the digital content landscape,

where users and creators seek platforms that align more closely with their values and preferences. Rumble's history and growth highlight its role as a significant player in the evolving video-sharing market, offering an alternative to the dominant presence of YouTube and shaping the future of online content distribution.

## 2.5 Comparing and Contrasting Quality Content

In the realm of online video-sharing platforms, YouTube and Rumble represent two distinct models of content delivery, engagement, and creator incentives. The comparative analysis of these platforms focuses on their content diversity and range, content quality and originality, engagement and interactivity, and monetization strategies. By examining these key aspects, it can be better understanding the unique strengths and limitations of each platform, as well as their overall impact on the video-sharing market.

### **Content Diversity and Range**

YouTube boasts a vast and diverse content library that spans every conceivable topic. From educational tutorials and entertainment to news, politics, and user-generated content, YouTube's platform is enriched by the sheer volume and variety of its videos. This extensive range of content allows YouTube to cater to a wide array of audiences with differing interests and needs. The platform's content diversity is further enhanced by its global reach, offering localized content in multiple languages, and catering to regional preferences.

In contrast, Rumble's content library is comparatively smaller and less varied. While Rumble has been gaining traction and diversifying its content offerings, it initially gained popularity through viral videos and niche categories such as political commentary and user-generated content that often felt marginalized on larger platforms. Although Rumble is expanding its content range, it has yet to achieve the same level of diversity and breadth seen on YouTube. This relative limitation in content variety can impact its ability to attract a broad audience with varied interests.

### **Content Quality and Originality**

YouTube has established itself as a hub for high-quality, original content. The platform supports a thriving community of creators who produce professional-grade videos, often supported by substantial production budgets and advanced technical expertise. This focus on quality is reflected in YouTube's investment in initiatives like YouTube Originals, which funds exclusive content produced by prominent creators and studios. Additionally, YouTube's algorithm promotes high-engagement content, often highlighting well-produced videos that meet certain viewer satisfaction metrics.

Rumble, while offering quality content, features videos that are less polished than those found on YouTube. Many creators on Rumble focus on straightforward, raw footage and commentary, which can sometimes lack the production value associated with YouTube's top creators. However, this raw and unfiltered approach can appeal to audiences seeking authenticity and directness, particularly in genres like political commentary and independent journalism. Rumble is working to improve content quality and has begun attracting creators with higher production values, but it still lags behind YouTube in terms of overall polish and sophistication.

### **User Engagement and Interactivity**

YouTube excels in fostering user engagement and interactivity through its comprehensive ecosystem. Features like comments, likes, shares, and community posts facilitate robust interaction between creators and viewers. YouTube's live streaming capabilities and Super Chat function enhance real-time engagement, while its sophisticated recommendation algorithms keep users engaged by continually suggesting relevant content. This prominent level of interactivity not only boosts user retention but also creates a dynamic community atmosphere.

Rumble's user engagement features are developing but remain less advanced compared to YouTube. The platform supports basic interaction through comments, likes, and shares, and it has introduced live streaming to facilitate real-time engagement. However, Rumble's recommendation algorithms are less refined, which can affect content discovery and user retention. While Rumble is making strides in enhancing user interactivity, it currently does not offer the same depth and breadth of engagement tools as YouTube.

### **Monetization and Creator Incentives**

YouTube provides a well-established monetization framework through its Partner Program, which allows creators to earn revenue from ads, memberships, Super Chats, and merchandise sales. (Persuasion Nation, 2024) This monetization model attracts a wide range of creators by providing significant financial incentives due to a large userbase. YouTube's ability to generate substantial ad revenue helps it attract and retain top-tier content creators.

Rumble's monetization approach is more straightforward, offering a clear revenue-sharing model where creators earn a Super Chats, merchandise and percentage of ad revenue generated from their videos. This model appeals to creators seeking transparent, multiple monetization methods, which can be direct. Additionally, Rumble's commitment to free speech and less restrictive content policies can attract creators who face monetization challenges on platforms like YouTube due to content demonetization or removal.

While Rumble’s monetization options are improving, they are still evolving compared to YouTube’s more established and diverse revenue streams.

Feature	Rumble	YouTube
Year Founded	2013	2005
Global Reach	Yes	Yes
Monthly Active Users (2024)	80 million	2 billion
Monetisation Policy	Direct earnings	Ad revenue
Content Policies	Less restrictive	Strict
Earnings per 1000 Views	\$0.90 - \$4.50 (varies widely)	\$0.25 - \$4 (depends on niche and audience)
Video Length Limit	No limit	12 hours
Live Streaming	Yes	Yes
User Demographics	Varied, trending older users	Diverse, younger audience
Mobile App Availability	iOS, Android	iOS Android
Video Quality Options	Up to 8K	Up to 4K
Advertising Control	Higher creator control	Platform-controlled ads
Community Features	Comments, Rumbles	Comments, likes, Dislikes
Parent Company	Independent	Google (Alphabet Inc)

Table 1: Rumble vs. YouTube - Table Comparison (Persuasion Nation, 2024)

## 2.6 Summary

The literature review has provided a detailed analysis of the dynamics between YouTube and Rumble within the video-sharing market. YouTube's dominance is clear, with its extensive and varied content library, high production values, and advanced user engagement features. These factors, coupled with sophisticated algorithms and diverse monetization options, have solidified YouTube's position at the forefront of the industry. (Iqbaal, 2024) On the other hand, Rumble's approach is centred on authentic and unfiltered content along with a commitment to free speech, appeals to a niche audience. However, despite its growing user base and efforts to enhance content quality and engagement, Rumble faces significant challenges in competing with YouTube's established infrastructure. This review underscores the need for Rumble to continue innovating and finding unique strategies to overcome the barriers posed by YouTube's market dominance.

## 3 Methodology

The study adopts qualitative research approach to review previous research articles to address the objective of this study. In short, this study takes on content analysis to make findings of independent research.

### 3.1 Limited topics and research on subject

The study of competition among video-sharing platforms remains underexplored. Although there is a wealth of research on individual platforms like YouTube, examining their user engagement strategies, content diversity, and monetization models, there is a notable gap in comparative studies that analyse how emerging platforms like Rumble stack up against established giants. This limited research landscape presents both challenges and opportunities for our study.

However, the scarcity of existing literature necessitates a more foundational approach to research design. User Praveen Panday (2019) on ResearchGate asked a question "Can a systematic literature review be deductive or inductive?". Many answered and agreed that it was deductive.

### 3.2 Narrative literature review

A narrative review provides a comprehensive synthesis of the literature on a particular topic through experiences, perspectives, voices or written material. (Clandinin & Connelly, 2000) Unlike systematic reviews, which use explicit and standardized methods to gather and evaluate studies, narrative reviews offer a more subjective and flexible approach.

it aims to provide a broad overview of a topic, summarizing and synthesizing existing knowledge and research findings. Offering context and background information, making them useful for readers new to a topic or for those looking to understand the general landscape of research in a field. Authors can critically analyse and interpret the literature, highlighting trends, gaps, and controversies

The process for selecting literature is less rigid than in systematic reviews. Authors typically choose studies based on their relevance and contribution to the topic. The synthesis is narrative, meaning the findings are woven into a coherent story rather than being quantitatively synthesized or statistically analysed. Clandinin and Connelly (2000) both highlight that narrative inquiry is “the study of experience interpreted by and through stories of practice” Stating that “Humans are storytelling organisms who, individually and collectively, lead storied lives”. (Clandinin & Connelly, 2000) The approach is more subjective, as it relies on the authors' expertise and perspective to interpret the literature.

The review is set on the stage by outlining the topic, its importance, and the objectives of the review as in the body it discusses the selected literature, often organized thematically or chronologically. Each section may cover different aspects or themes within the broader topic. Finally, Summarising the main findings, identifying gaps in the literature, and suggests directions for future research.

Useful for teaching and learning, as it condenses a large body of research into an accessible format. Helps researchers and practitioners understand the current state of knowledge and identify areas needing further investigation. Can inform policy decisions and clinical practice by summarizing relevant research findings.

# SWOT ANALYSIS



Picture 1: SWOT Analysis

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis compares Rumble to YouTube. This analysis will highlight the competitive landscape and identify strategic areas for Rumble to focus on.

### 3.3 Extracting Data and synthesising

in narrative research involves systematically gathering and synthesizing information from various sources to construct a coherent and comprehensive understanding of the topic. Unlike systematic reviews, which follow strict protocols and criteria, narrative research allows for a more flexible and interpretative approach. Identifying the relevant literature, thematic analysis, contextual integration and interpretation are useful processes that provide useful insights into producing informative information. (Lindgren et al., 2020)

### 3.4 Developing a roadmap

To enhance Rumble's competitiveness against YouTube involves a multi-phase approach that includes assessment, strategic planning, execution, and review (Aha!, 2024). Each phase is designed to ensure that the roadmap is comprehensive, actionable, and adaptable to changes in the competitive landscape. The assessment phase aims to understand Rumble's current

position in the market, identify strengths and weaknesses, and gather insights from stakeholders

a narrative review of the existing literature on video-sharing platforms contains an interpretative analysis of articles and industry reports related to YouTube and Rumble. The narrative review will provide a contextual understanding of the competitive landscape, highlight key trends and patterns, and identify best practices and common challenges faced by similar platforms.

Clearly articulating the objectives of the roadmap, such as improving content quality, enhancing user engagement, expanding monetization options, and leveraging unique selling points. Each objective should be specific, measurable, achievable, relevant, and time-bound (SMART).



Picture 2: SMART Goals

#### 4 Results

The Results chapter presents the findings derived from the research conducted on the competitive dynamics between YouTube and Rumble. It gathers the summary for the narrative literature review.

#### 4.1 The Current state of YouTube and its Future

One of the most significant trends impacting YouTube is the rapid ascent of short-form video platforms like TikTok. These platforms have captivated younger audiences with their quick, engaging content, which often goes viral in a short period. TikTok's user-friendly video creation tools and algorithm-driven content discovery have set a new standard for video engagement. This trend presents a formidable challenge to YouTube, which has traditionally focused on longer-form content. In response, YouTube has introduced YouTube Shorts, a feature that mimics the short-form content format, but it remains to be seen how effectively YouTube can compete in this new arena.

Copyright infringement remains another significant challenge for YouTube. The platform's content ID system is designed to detect and manage copyrighted material, but it is not foolproof. Content creators often face issues with wrongful claims, demonetization, or removal of their videos due to copyright disputes. These issues not only affect individual creators but also strain YouTube's relationships with major content producers and copyright holders. Addressing these challenges requires continuous refinement of content ID technology and transparent, fair dispute resolution processes.

The competition for advertising dollars is intensifying as more platforms vie for a share of the digital advertising market. While YouTube remains a leading destination for advertisers due to its vast reach and engagement, it faces growing competition from platforms like Facebook, Instagram, TikTok, and emerging video services. These competitors are not only attracting ad revenue but also innovating in ad formats and targeting capabilities. For YouTube, staying ahead in the advertising game means continuously enhancing its ad offerings, improving targeting precision, and ensuring a high return on investment for advertisers.

#### 4.2 Current state of rumble and its future

Rumble has leveraged the dissatisfaction of many content creators with YouTube's monetization policies. By offering more favourable revenue-sharing models and transparent monetization practices, Rumble has attracted creators looking for better financial opportunities. This trend aligns with the growing demand for fair compensation in the creator economy.

Rumble has strategically positioned itself as a champion of free speech, appealing to users and content creators who feel constrained by the content moderation policies of platforms like YouTube. This trend has helped Rumble attract a dedicated user base seeking an alternative space where their voices can be heard without excessive moderation.

Rumble has capitalized on the trend of diverse content creation by supporting a wide range of content genres, from politics and news to entertainment and user-generated videos. This diversity not only broadens Rumble's appeal but also enhances user engagement by offering varied viewing options.

One of Rumble's significant challenges has been catching up with the technological sophistication of competitors like YouTube. While Rumble has made progress in developing its video hosting and streaming capabilities, it still faces challenges in refining its recommendation algorithms and user interface. Continued investment in technology is necessary to enhance user experience and engagement.

The rise of short-form video platforms like TikTok presents a formidable challenge. Rumble has yet to fully capitalize on this trend, which is particularly popular among younger audiences. Developing a competitive short-form video feature or partnering with influencers in this space could help Rumble tap into this growing market.

Rumble faces intense competition for advertising dollars. While it offers attractive monetization options for creators, it must also ensure that it provides a compelling value proposition for advertisers. Improving targeting capabilities, ad formats, and ROI for advertisers is essential to compete with more established platforms.

Rumble's current user base is largely concentrated in specific regions. To sustain growth, Rumble needs to expand its global footprint. This requires localization efforts, strategic marketing, and understanding local market needs. Entering new markets will pose regulatory, cultural, and operational challenges that Rumble must be prepared to address.

#### 4.3 SWOT analysis for Rumble

SWOT	Positive	Negative
<b>Internal</b>	<ul style="list-style-type: none"> <li>• Favourable monetisation</li> <li>• Looser moderation policy</li> <li>• Growing user base</li> <li>• Personal commitment to free speech</li> </ul>	<ul style="list-style-type: none"> <li>• Technological limitations</li> <li>• Limited global presence</li> <li>• Competition in short-form video</li> <li>• Content moderation challenges</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Technological investment</li> <li>• Expansion into Short-form video</li> <li>• Global expansion</li> <li>• Enhancing monetisation</li> <li>• Partnerships and collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Intense competition</li> <li>• Regulatory challenges</li> <li>• User retention</li> <li>• Advertising revenue pressure</li> </ul>

Table 2: SWOT Analysis Table for Rumble

#### 4.4 Roadmap for Rumble

Short term (0-6 months)	Medium term (6-12 months)	Long term (12-24)
Technological enhancements	Monetisation and revenue streams	Global expansion
User Interface	Enhanced advertising solutions	Localisation efforts
Mobile app improvements	New monetisation features	Regional partnerships
Content and community Development	Content quality and original productions	Community building user engagement
Expand content categories	Invest in original content	Community features
Content moderation policy	Creator support programs	Regular feedback mechanisms
Marketing and Brand awareness	Technological Infrastructure	Continuous innovations
Targeted Marketing Campaigns	Scalable Infrastructure	Research and Development Investment
Partnerships with influencers and creators	Data Analytics	Emerging Technologies

Table 3: A Roadmap table for Rumble

Rumble's roadmap for the future focuses on enhancing technological capabilities, diversifying and improving content, expanding monetization strategies, and pursuing global expansion. By implementing these strategic goals in the short, medium, and long term, Rumble can strengthen its competitive position, attract a broader audience, and ensure sustainable growth in the dynamic video-sharing market. Continuous innovation and responsiveness to user and creator needs will be key to Rumble's success.

#### 4.5 Can Rumble compete against YouTube?

Predicting the exact future of YouTube and Rumble involves understanding the complex dynamics of the digital video-sharing market. Here are several key points to consider:

YouTube has a well-established global presence with over 2 billion logged-in monthly users. Its vast content library, extensive creator base, and robust technological infrastructure make it a formidable player in the market.

YouTube's advanced recommendation algorithms, user interface, and streaming technology provide a seamless and personalized user experience. Continuous investment in AI and machine learning keeps YouTube at the forefront of technological innovation.

YouTube benefits from integration with Google's ecosystem, including Google Ads, which enhances its advertising capabilities and reach. This integration provides a significant advantage in terms of user data and ad targeting.

On the other hand, Rumble has the potential to attract users dissatisfied with YouTube's content moderation policies and creators seeking better financial terms. As it continues to improve its technology and expand its content offerings, Rumble can increase its market share.

Forming partnerships with influencers, media companies, and local content creators can help Rumble expand its reach and content diversity. Such collaborations can drive user engagement and platform growth.

It is possible that YouTube and Rumble will coexist by catering to different segments of the market. While YouTube serves a broad and diverse global audience, Rumble can focus on niche markets and users seeking specific content policies.

The digital video-sharing market is large and dynamic, allowing room for multiple platforms to thrive. Short-form video platforms like TikTok have already shown that new entrants can capture significant market share without necessarily displacing established players.

Both platforms will need to continuously innovate to stay competitive. YouTube must address its content moderation challenges and improve creator satisfaction, while Rumble must enhance its technology and expand its content offerings.

YouTube is likely to remain a dominant force in the video-sharing market due to its established infrastructure, technological prowess, and integration with Google's ecosystem. However, Rumble has the potential to grow and carve out a substantial niche by focusing on free speech, favourable monetization policies, and strategic global expansion.

Rather than one platform completely displacing the other, it is more probable that YouTube and Rumble will coexist, each serving different segments of the market and adapting to the evolving landscape of digital content consumption.

## 5 Conclusion

The video-sharing landscape, dominated by YouTube, has been marked by unprecedented growth and influence, shaping the way content is created, shared, and consumed globally. As the leading platform, YouTube's history of technological innovation, extensive content library, and integration with the Google ecosystem have solidified its position at the forefront of digital engagement. However, this dominance also brings forth significant challenges and criticisms, including issues of content moderation, copyright management, and the fairness of its monetization practices.

Rumble, emerging as a noteworthy contender, has strategically positioned itself as an alternative to YouTube, emphasizing free speech and offering more favourable monetization terms for creators. Its commitment to fewer content restrictions resonates with a segment of users and creators seeking a platform with different policies and practices. Despite its smaller scale, Rumble has demonstrated steady growth by attracting content creators and users who are dissatisfied with YouTube's stringent moderation policies.

The thesis examined the dynamics between YouTube and Rumble, exploring how Rumble can enhance its competitive edge. A SWOT analysis highlighted Rumble's strength, including its niche positioning and favourable creator policies, as well as its weaknesses, such as technological limitations and a limited global presence. Opportunities for Rumble include investing in technology, expanding content categories, and pursuing global expansion. However, it also faces significant threats from intense competition and regulatory challenges.

The research provided actionable recommendations for Rumble, focusing on improving technological infrastructure, diversifying content, enhancing monetization strategies, and expanding globally. These steps are critical for Rumble to increase its market share and offer a viable alternative to YouTube.

while YouTube is likely to maintain its dominance due to its established infrastructure and continuous innovation, Rumble has the potential to grow significantly by addressing its current challenges and leveraging its unique strengths. The coexistence of both platforms could cater to different user needs and preferences, contributing to a more diverse and competitive video-sharing market. Future research could further explore the evolving dynamics of this competition and the impact of emerging trends on both platforms.

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