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# YouTube and its Content Production

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## **ABSTRACT**

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The objective of this thesis is to teach and explain the full process of YouTube content production. I will add my own experiences to this thesis with a step-by-step guide on how to manage details necessary to manage uploaded content on YouTube and why I regard it to be the future of the media world.

By using my own YouTube channel with over 450 subscribers to date, I have compiled an informational tutorial about this topic by showing my own videos, statistics and the community I have established since starting in September 2019.

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Keywords YouTube Content Production, Learning, Information, Tutorial

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## LIST OF ABBREVIATIONS

YTP	YouTube Poop
CEO	Chief executive officer
USD	United States Dollar
HTML	Hypertext Markup Language
HD	High Definition
HDR	High Dynamic Range imaging
4K	Four kibibytes (4 KiB)
YPP	YouTube Partner Program
PC	Personal Computer
Vlog	Video Log
1080p	1080 pixels
Ads	Advertisements
Via	by way of

*\*Abbreviated words are written in this font type\**

# 1 THE INTRODUCTION

For the topic of this thesis I have decided to discuss and describe YouTube content production. It is the production of media on the largest video broadcast platform in the world, YouTube.

The reason I chose this topic as my thesis is that I make content on YouTube myself and I am going to explain and give examples throughout the whole thesis based on my own experiences with YouTube and the build-up of my channel. Everything from the YouTube partner program, including the monetization of the content on the platform and the community. All of these plays a big factor that determines the success on YouTube.

I want to make sure that by the end of this thesis the reader has a good idea of what YouTube can offer a creator and how its content can be uploaded and managed.

Questions I have considered:

- What exactly is YouTube Content Production?
- Why do people make YouTube Content?
- How do you upload content to your YouTube channel and manage it?

My methods of answering these questions will be done using my own YouTube channel for an example and information regarding YouTube and explaining it in my own words from my own studies and experiences.

## 1.1 The Research Problem

As for my research problem, I want to describe the functionality of YouTube and the workflow I use in maintaining my own YouTube channel. It is not often described and explained well to new and upcoming YouTubers and I think that is a good problem that I could solve with this thesis. By writing about the history of YouTube, my own history with YouTube and the process of becoming a “YouTuber” including video uploads and the management of *YouTube Studio*, the reader should get general knowledge on the management of a YouTube channel and by chance get motivated to become a YouTuber.



## 2 WHAT IS YOUTUBE?

To start this thesis of I will have to dive a little bit into the history of YouTube. It is important to know where this platform came from and understand the reason of its worldwide success.

YouTube is an online video-sharing platform that was founded 15 years ago in February 14, 2005. The Original founders of the website are Chad Hurley, Steven Chen and Jawed Karim. At the time of writing this thesis in 2021, the *CEO* of YouTube is Susan Wojcicki. The Company has an estimated revenue of 19 billion by 2019 with their headquarters located in San Bruno, California. The Company became affiliated with Google when it was bought by them in the date of November 13, 2006 for 1.65 billion *USD*.

I have studied some coding and programming in the time of my studying at the Vaasa University of Applied Science so I found it very interesting to know that the website is written in Python, C++, Java, Go and JavaScript.

The default playback method in YouTube since January 2010 is through *HTML5* which used to require downloading the Adobe Flash Player plug in to be installed in the browser to watch the videos but was later changed so it does not require it anymore in 2021.

YouTube Overview	
Launched	April 2005
Parent company	Google (since October 2006)
HQ	San Bruno, California
Key people	Susan Wojcicki (CEO), Chad Hurley (cofounder), Steve Chen (cofounder), Jawed Karim (cofounder)
Company type	Public (NASDAQ:GOOGL)
IPO date	19 August 2004

**Table 1.** YouTube overview.

## 2.1 YouTube Features

### 2.1.1 Quality and formats

Talking about YouTube features, originally YouTube had videos displayed at the 320p (320x240) pixel resolution which sounds unwatchable to most people with social media access nowadays. Back then **HD** videos were not accessible, so this was the very first step to the video quality we enjoy nowadays. I will briefly list the implementation of upgrades on the pixel resolutions throughout the years:

- March 2008, 480p pixels were added.
- December 2008, 720p was supported.
- November 2009 1080p also known as **HD** was added.
- July 2010, a few selected videos became visible in **4K** (4096x3072)
- March 2015, **4K** became an average watchable resolution.
- June 2015, **8K** (7680x4320) resolution became a watchable resolution.
- November 2016, **HDR** videos became supported.

### **2.1.2 YouTube Platforms**

Through the years YouTube also branched out and started making new platforms like *YouTube Premium*, *YouTube TV*, *YouTube Go*, *YouTube Stories*, *YouTube Music* and *YouTube Shorts*. These different platforms are also very strong competition to other famous social media brands as for example: *YouTube Music* is a music streaming service that works like *Spotify* or *Apple Music*. *YouTube Shorts* is a newly announced platform focusing on making 15-second short videos very similar to the widely successful platform *TikTok*.

This way, YouTube is covering mostly all different types of social media ways of connection humanly possible making it one of the most successful versatile name of this generation.

### **2.1.3 Live streaming**

In the topic of YouTube and its great versatility, in May 2013, YouTube introduced the possibility to live stream to content creators like the streaming platforms *Twitch*, *Mixer* and more. Which means a creator can stream a game or even their daily life activities or anything else they are doing with exceptions of things that go against the community guidelines and the YouTube community can watch it live and also with the addition of *super chat* in February 2017 there is the possibility to donate money to the creator with sums between 1\$ to 500\$ to have their comment highlighted which gives the creator and the other community members the ability to see that specific comment pop up on the live stream .

### **2.1.4 Platforms**

YouTube content can be viewed on almost any platform used nowadays. Those platforms are for an example: *Smartphones, Xbox One, Wii U, Nintendo3DS, PlayStation 4* and *Nintendo Switch* are the most common to mention. This gives YouTube content creators the ability to stream and make videos playing on those consoles and upload that gameplay or footage to YouTube as content and by using for an example the *PlayStation* editor called *SHARE-factory*. Through the *SHARE-factory* I can edit my videos on the *PlayStation* console itself and upload it directly from there without using a *PC* or *laptop*.

### **2.1.5 360-degree videos**

In January 2015, Google announced 360-Degree videos supported on YouTube. YouTube 360 can be viewed from all other virtual reality headsets. Live streaming **4K** resolution is also supported.

### **2.1.6 Content partnerships**

YouTube acquainted a worldwide program with create makers whose recordings produce a positive social effect. Google committed \$1 million to this *makers for change* program. The first three recordings from the program debuted at the 2017 YouTube extended the program in 2018. This gives content creators a physical area of work to find out about delivering content for their YouTube channels.

### 2.1.7 Revenue

Talking about YouTube features, it is very important to mention revenue. In May 2007, YouTube launched the YouTube Partner Program or *YPP*, a framework dependent on *AdSense* which permits the uploader of the video to share the income created by promoting on the site. The income system is divided so that The Creator himself gets 55 percent of the income and YouTube takes 45 percent. At the moment there is over a million content creators living off the partner program which is a very large number and a big responsibility for YouTube.

This also comes with restrictions. The Content that YouTube creators are allowed to upload have to follow the YouTube policies. This means video content containing things such as violence, strong language, sexual content, political conflicts, natural disasters etc, will not be monetized meaning the creator will not be able to earn income from those kinds of videos.

With time YouTube realized that it was not the most efficient way to help the creators grow and changed the system to require 10,000 lifetime views for a paid subscription. If that system would still there my channel would be able to require paid subscriptions already since it has far reached over 10,000 views. But since January 2018, the eligibility requirement for monetization was changed to 4,000 hours of watch time within the past 12 months and 1,000 subscribers which I have not yet reached.

## 2.2 My history with YouTube

I originally came across YouTube around the year 2008. I was still 10 years old at that time so my love for cat videos and people falling comedically was my favourite thing ever back then.

I remember very well watching those old hilarious YouTube videos and laughing at them with my friends when we were kids. The history I personally have with YouTube has been very long going and has only continued to grow each year.

Around 2009 I opened my very first YouTube channel with my best friend at the time and we started creating little *Vlog* type of videos and uploading them YouTube. Already since back then I was very passionate about these videos we created and just wanted to make more all the time. But did last for long on this idea and we stopped making videos eventually.

I started becoming very interested in editing videos around 2016 which led to me opening my first YouTube channel all by myself. It all started by editing some gameplay of myself playing a video game called *League of Legends* and just editing to be funny or in the form of a little gameplay compilation of the video game. But I had a little break from making videos because I did not have a proper editing program at the time but my passion for YouTube videos just kept growing more until I bought myself the premiere pro 2019 editing program and making my own edited videos and uploading them to YouTube starting in September 2019.

I have huge inspiration taken by YouTubers like Flying-Kitty (2.8+ million subscribers), Lil Bored (760+ thousand subscribers), Much-dank (1.80+ million subscribers) and just any type of successful editors on YouTube in general.

Their style of editing is called *YouTube Poop* or *YTP* which basically is a type of video mashup created by remixing/editing pre-existing media sources into a video for humorous, annoying, confusing, or dramatic purposes which I have implemented into my own style of video content production.

Most-subscribed YouTube channels, July 2020*			
Channel	Content type	Subscribers (millions)	Language
T-Series	Music (curation)	146	Hindi
PewDiePie	Games/Influencer	105	English
Cocomelon – Nursery Rhymes	Kids'	88	English
SET India	Entertainment	77	Hindi
5-Minute Crafts	Craft	67	English
WWE	Sports/Entertainment	63	English
Canal KondZilla	Music (label)	59	Portuguese
Zee Music Company	Music (curation)	58	Hindi
👶 Kids Diana Show	Kids'/Influencer	58	English
Like Nastya	Kids'/Influencer	57	Russian/English

**Table 2.** Most subscribed YouTube channels July 2020.

As shown by the Table above, the number of subscribers a channel can reach on YouTube is exponentially large. Many small YouTubers like myself take great example by these big YouTubers and aspire to be like them one day. The most subscribed channel in the world at the current time is T-Series but they are an Indian music record and film production company. The most subscribed single YouTube channel is PewDiePie with 105 million subscribers in July 2020. Each of these YouTube channels make at least a decent living through their content.

I also enjoy watching other content creators doing what they do best and just being a viewer. I have subscriptions to many channels which means I spend a good amount of time just enjoying other YouTubers content and sometimes I would even get inspiration or new ideas for my own channel.

This brings back to the amazing community of YouTube. People help each other grow with video tutorials and interaction in the comment sections. In some cases I also leave a comment there is some own opinion to add to the videos I found interesting and informational or just in general give feedback on other content creators work. At times through that people get interested in my edits by seeing a helpful or funny comment left by me and might check out my channel through that and might even end up subscribing to it.

Adding onto this, with all my spend time on YouTube, I have also experienced hateful speech and negativity. The community is not always just friendly even though YouTube a great job trying to make the site as friendly as possible for everybody that uses the website. But it is not always that easy to avoid hate and especially as a content creator there will always be some comments that spark negativity or that occasionally even can be seen as threats. Being able to avoid or turn the hate into positivity by replying in good manners takes a lot of patience but it is for sure something I have personally tried to accomplish in my time on the platform to just make my time on it much more enjoyable.



### **3 WHY PRODUCE YOUTUBE CONTENT?**

Creating content especially for YouTube has always been an obvious decision to me. In this section of this thesis I am going to list my reasons on why I believe YouTube is the right place to create content for viewers and why it is also the most rewarding at that.

#### **3.1 The Popularity of YouTube**

YouTube is without a doubt the most popular video platform on the internet. This alone explain that when a video is uploaded to YouTube, the creator automatically has produced content that has a chance to be seen by the highest number of viewers possible on a single platform. Also making videos is completely free and does not always require a budget so the possibilities for content are endless. YouTube pulls 1.8 billion users every single month in 2020 which are incredible numbers. The chances of the produced content spreading onto other social media by links and shares is also very fast and simple creating a bond between YouTube and other social medias where the content has chances to spread even further.

There are many stories of people who have been influenced by a YouTube video or a YouTuber so much that they found a reason to live. The idea of giving people happiness, joy and positivity is something I have always dreamed of and YouTube gives people the opportunity to do so. There is also negative effects to a large audience where as mistakes can sometimes be made and the consequences for the content creators sometimes can be too much to handle.

### **3.2 Creative Freedom and Family Friendliness**

The different possibilities of creatable YouTube content is almost limitless as long as it follows the YouTube community guidelines. But in my opinion the versatility the website offers creators is so amazing and lets content creators like me always new routes to take the channel or find an interesting video idea.

The YouTube community guidelines are also made so that the videos are always family friendly or if they are not there will be a warning given that the video is not family friendly so that every age can enjoy YouTube without really being vulnerable of seeing graphic content or nudity as an example.

### **3.3 Possible Financial Security**

Like I mentioned earlier in this thesis there is over a million content creators right now getting financial aid of the YouTube Partner Program. This means, earning money with content creation on YouTube is not too far-fetched. The Content Creators income revenue depends on the watch-time of the viewers on the videos. The more views the video gets and the longer they are, the higher the amount of income revenue the creator will earn and to earn any kind of income on the videos the channel has-to be following the YouTube community guidelines.

Many content creators do not start their YouTube Channel thinking they will earn income with it but mostly get positively surprised with sudden money income which definitely brings out a very motivational reason to start making content on YouTube even though it should not be the first reason in my own opinion.

Many YouTubers have branched out after having a break-out on YouTube and becoming financially stable by joining as an example, platforms like *Twitch*. Like previously mentioned YouTube is such a vast platform with almost endless possibilities of giving financial freedom to creators through things like ads or sponsorships and collabs.

## 4 COMMON TIPS TO GET STARTED THE BEST WAY

When it comes to making successful YouTube content there is no magical elixir. There are different ways people have come to success on the platform from different backgrounds and channel directions but the guide I will be giving in this thesis on how to make that successful YouTube content is a mixture of my own experiences and the average knowledge that can be gained on this topic from different YouTubers who have also either talked or made guides about this topic in the past.

### 4.1 Channel type and Branding

First of the most important step and what solidifies the channel and what content it will have is figuring out what kind of content the creator wants to make. Branding the channel with a good name that catches attention and also interests the viewers will help out immensely from the get-go. In order to give an idea about how versatile and different the content can be I will list a couple different content ideas and channels that have achieved success on YouTube:

1. Unboxing Channels (Unboxing packages and reviewing their content) (*Unbox Therapy*) - <https://www.youtube.com/c/unboxtherapy/videos>
2. Food Channels (Making Food and showing it/Eating food) (*SORTED-food*) - <https://www.youtube.com/c/SORTEDFood/videos>
3. Editor Channels (Editing pre-existing content into meme comedy like me) (*Flying-Kitty*) - <https://www.youtube.com/c/FlyingKitty900/videos>
4. Commentary Channels (Creators who narrate or comment on content) (*Pyro-cynical*) - <https://www.youtube.com/c/Pyrocynical/videos>
5. Gaming Channels (Reviewing games or playing them for the viewers) (*Ali-A*) - <https://www.youtube.com/c/alia/videos>
6. Skit Channels (Own skits or recreation of older skits) (*Caleb-City*) - <https://www.youtube.com/c/CalebCity/videos>

### **4.1.1 Find your own niche**

One of the most important things is to stay consistent with the content and enjoy making it. If those two things are missing from a creator, the channel is sure to fall off eventually. That is why it is very important to find yourself a niche that you enjoy to follow and also you know you will be doing happily even in a couple years. Giving myself as an example I could not imagine having as much fun creating videos if I was not behind an editing program editing my videos heavily. Having explained this it is still possible for creators to get burned out which means they lose motivation even if they are doing what they love and that is completely fine. Working hard and keeping a consistent schedule is very important but it is also crucial to know when to take breaks or else said burnout could happen.

### **4.1.2 Just get started**

Even though there is an uncountable number of different channels with a million different types of content and it can feel confusing to understand what the perfect first YouTube video could look like there is a solution. A lot of YouTubers recommend to just simply get started. Making the first YouTube video on the channel is always a special moment and one that many successful creators remember back to and appreciate deeply. Through just making content you develop a routine and get a steadily increasing idea about what could be most suitable to produce when it comes to content in your own videos and what type of videos your audience would enjoy to watch the most. Content is king, that is a sentence that many YouTube content creators go by and it is indeed very accurate. As long as there is content that comes out on your channel one way or another the audience will definitely grow and your channel will be shared more and more with each new upload.

### **4.1.3 Share your channel**

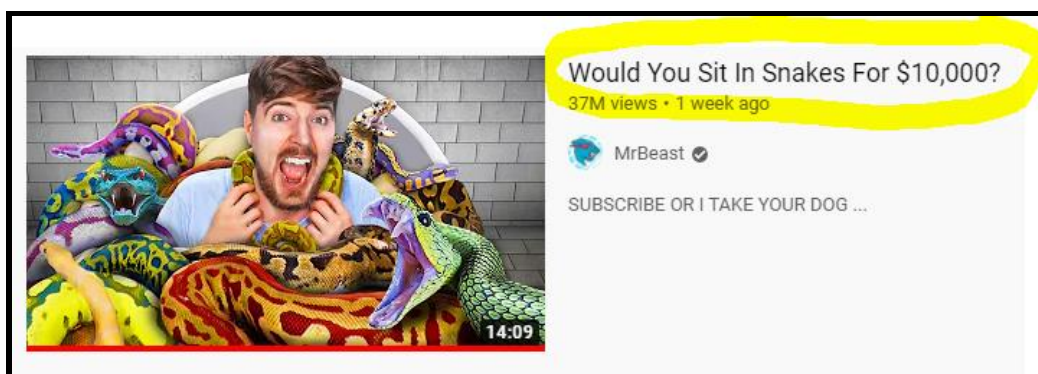
Sharing your YouTube videos across other platforms will bring in the additional views needed to ensure a more rapid and successful growth on YouTube. The most common way of doing that is to copy the YouTube videos link and sharing it on those platforms. Another great way getting even more attention to the video you are sharing is by adding a little scene of the video for an example by screen recording a good part of it on those platforms to peak viewers interest and making sure they will feel even more tempted to click on the link and watching the whole video.

### **4.1.4 Engage with your audience**

Once your channel gets their first viewers and comments, it is a very good idea to reply to as many comments as possible and to have a consistent engagement with your audience. Building a healthy and positive relationship with your audience and making them feel rewarded by getting a reply to their comments will encourage them to want to interact more with the channel and that will create a snowballing effect that will bring in more viewers which builds towards a bigger audience eventually. By just being yourself and giving the audience an honest side of yourself and a positive atmosphere around the channel you will gain more positivity and happiness from the interaction with the fans. Naturally you will have to deal with a negative comment sometimes but there is a big difference if the bad comments are people trying to spread hate or fair criticism. If it is criticism, you should take to it heart and reply with a positive comment and try to work on whatever you and your audience might feel is lacking in your content. If it is a hateful comment, the best way is to just ignore those since they are inevitable. Some viewers will just find entertainment trying to hate on your progress so giving them attention will just reassure them to want to continue so ignoring or banning out hateful comments is the best way to deal with it.

### 4.1.5 Make searchable content

To crack the YouTube algorithm and get as close to reaching a broad audience as possible it is very efficient to create titles to your videos that grab the attention of the audience quick and use keywords that are commonly used in the YouTube search bar. One way of getting familiar with those keywords is to type out a word and see what the recommended bar shows first. Words like **how**, **why**, **would** or **what** are common attention grabbing.

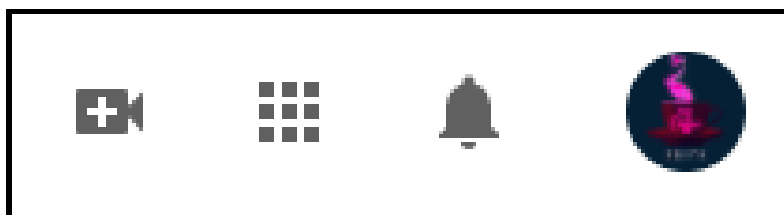


**Picture 1.** Great Thumbnail and Title example.

Like above from the *Mr-Beast* channel a question is being asked in the Thumbnail making the viewer question if they actually would sit in snakes for \$10,000 resulting in them more likely wanting to view the video. Besides this title includes the word **“would”** attention grabbing word and with 37 million views in one week it shows that this channel has done it all very successfully. In this example the thumbnail itself has been edited to look more extravagant. The actual video does have snakes included but they were not as colourful and vicious looking. This Peaks the interest of the watchers even more and will most likely result in them clicking on the video to check if the thumbnail matches the actual video.

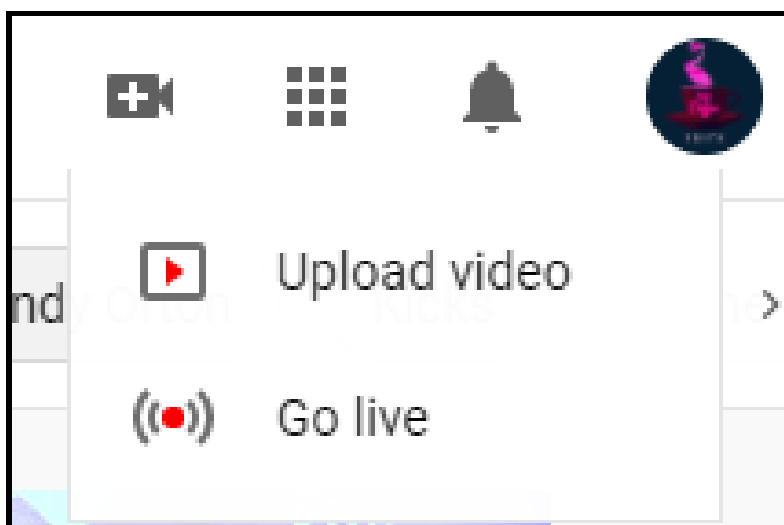
## 4.2 Progress of making YouTube content

After you have created your first video and its ready to be uploaded to YouTube, the first thing you need to do is press on the camera icon on the left to upload it.



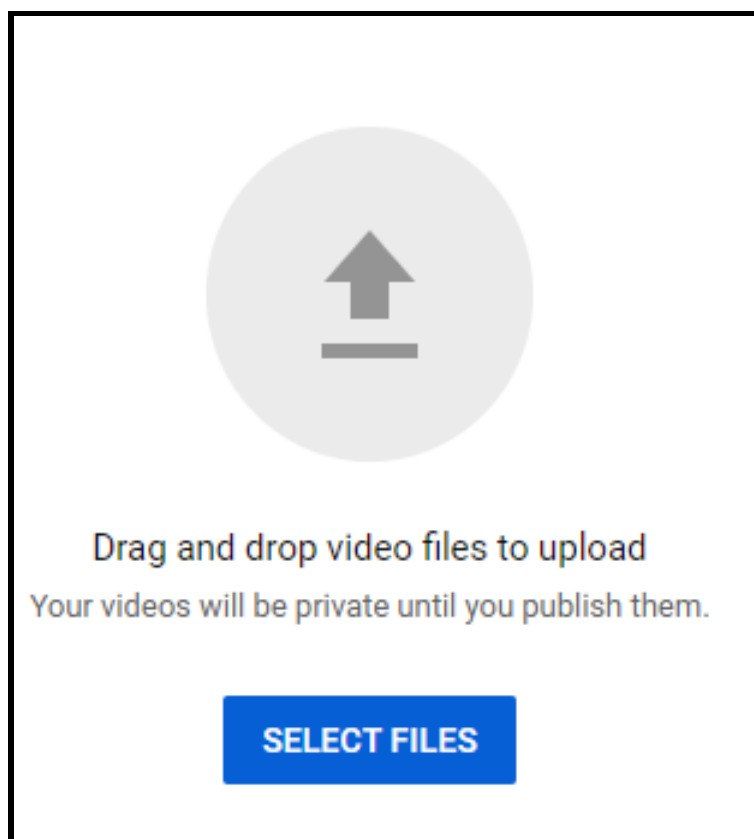
**Picture 2.** Upload icon.

By pressing on the camera icon it extends and the text “Upload Video” pops up as shown below:



**Picture 3.** Extended Upload icon.

Next up the video that you decided to upload is simply dragged into this icon at the uploading will happen automatically after that.



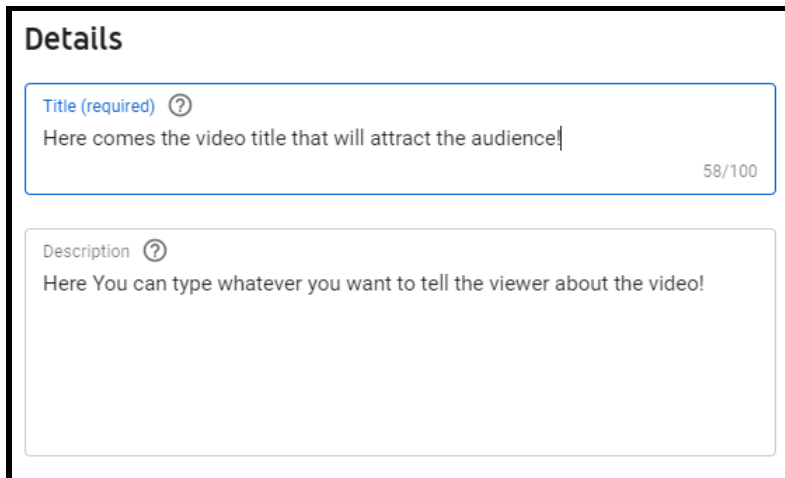
**Picture 4.** Drag and Drop section.

After the Video is dragged into the upload section the detail section will open. In this section it is required to fill more details regarding the video such as giving the video a title, thumbnail or determine what kind of audience the video is meant for.

A big part of the channels future success is placed in this section since it includes the key parts to getting the biggest audience possible in the uploaded video in having a catchy thumbnail or title but most preferably both.

This drag and drop area does not mean that the video is directly uploaded to your channel. After this pops up you get send to the *YouTube Studio* where the details concerning the video will be filled out.





**Details**

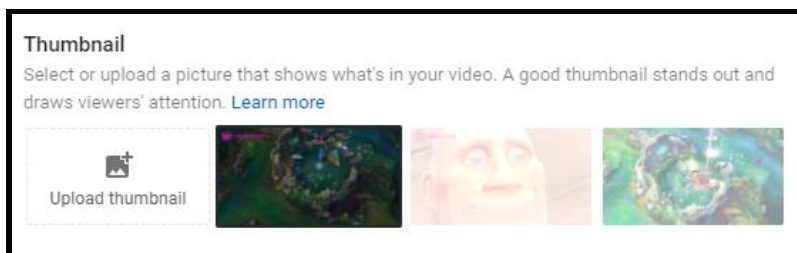
Title (required) ?  
Here comes the video title that will attract the audience| 58/100

Description ?  
Here You can type whatever you want to tell the viewer about the video!

**Picture 5.** Details (Title and Description).

The Title of the video is shown right next to the thumbnail in the YouTube video section. It is meant to summarize the context of the video as detailed as possible in one sentence or word.

The Description is used to talk about the context of the video in a further detailing and it can be seen by clicking on the video and scrolling down right before the comment section. Many YouTubers use the descriptions to link their other social media platform or add other YouTube video links. And on top of that credit could be given here to other people who might have worked on the video project.



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

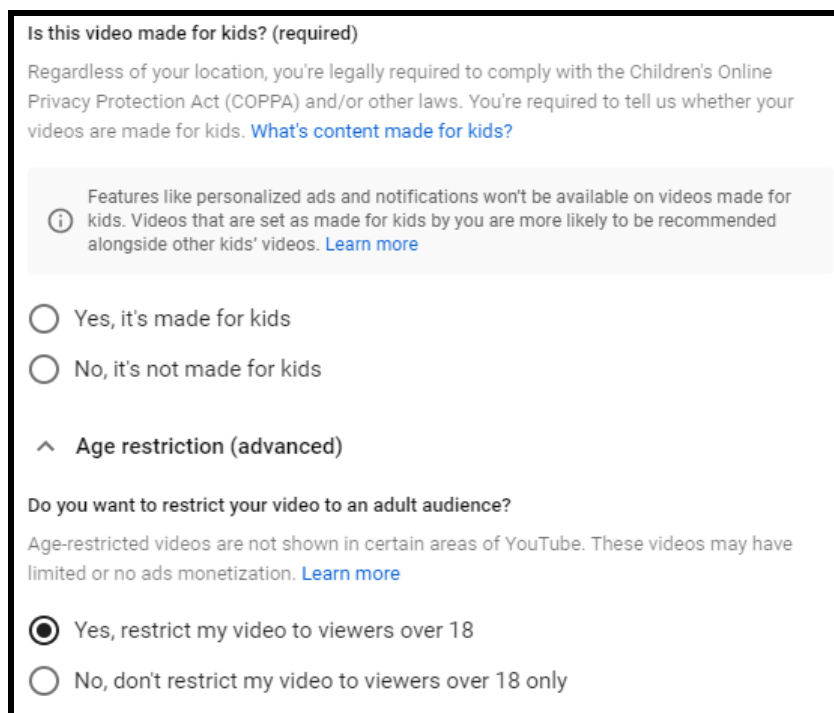
Upload thumbnail

Thumbnail selection options: a dashed box with an upload icon, a game map, a character's face, and another game map.

**Picture 6.** Details (Thumbnail).

The Thumbnail is basically the introduction picture to the video. It can show a piece of the actual content or include text that describes what to expect in the video. Some

content creators use thumbnails to trick the watcher to click on the video by over-exaggerating its content or show something that is not even included in the video. This is also referred to as click-baiting.



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 your videos are made for kids. [What's content made for kids?](#)

*i* Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

Yes, it's made for kids

No, it's not made for kids

^ Age restriction (advanced)

Do you want to restrict your video to an adult audience?

Age-restricted videos are not shown in certain areas of YouTube. These videos may have limited or no ads monetization. [Learn more](#)

Yes, restrict my video to viewers over 18

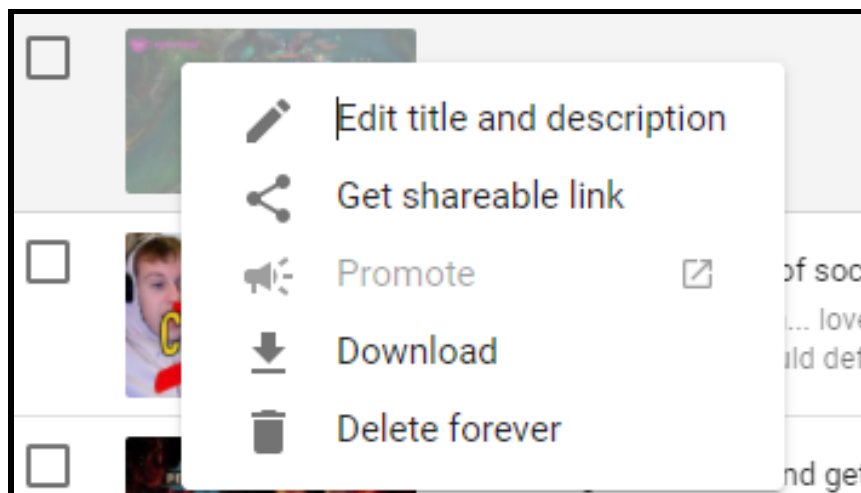
No, don't restrict my video to viewers over 18 only

**Picture 7.** Details (Audience restriction).

This part of the details section is meant to protect your channel from getting into trouble with the YouTube partner program in case the content is not meant for sensitive viewers or viewers under the age of 18.

First you can decide if the uploaded video is meant for kids or not. If it is meant for kids, these videos will be more likely to be recommended for kids and will not be including personalized *ads*. If it is not meant for kids, you can still set the video to age restricted which means viewers under 18 will not be able to watch the video and this video will only be shown in certain areas of YouTube. These videos are partly limited from getting *ads* monetization.

To learn more about in what cases *ads* will be appearing on your videos or not, you can click the [Learn more](#) under the advanced age restriction.



**Picture 8.** After upload edit.

After the video details are filled out and the upload of the video is finished, the video can still be edited in the channel content section in *YouTube Studio*. By right clicking the video the window above pops up which gives you the possibility to edit the title and description if needed. You can also:

- A shareable link can also be copied to send the video to viewers you would like to show your new video. I personally use links to send my newly created video to platforms such as *Snapchat*, *Discord* or *Facebook*. It will with guarantee boost the viewership on the channel so it is for sure a recommendation I would make.
- There is also a download button which allows you to get the back on your own PC or laptop. For re-editing purposes or just to keep the video in case online networking stops working.
- The delete forever button will remove the video permanently from your channel content section. This is used for an example if the creator wants a piece of content out of the channel that they might have not liked or other reasons.

### 4.3 Managing the YouTube channel

A big part of being a successful YouTube content creator is the ability to understand the importance of managing the statistics and knowing everything about the effect of *YouTube Studio* on your channel.

The *YouTube Studio* records every single detail on the progress of your YouTube channels from statistics like top videos this period, traffic source, channel comments, analytics, latest video performance and much more.


In this section I will dive into more detail about the *YouTube Studio* and use my own YouTube channel to give examples about the different analytics that can be managed using this.

Keeping track of the analytics is made very easy through the *YouTube Studio*. The increasing number in views and watch time with consistent upload always feels very really rewarding and is a big motivational booster for a lot of YouTubers to continue making more content.



**Picture 9.** Channel monetization radar.

Everything apart for the monetization section is completely available to even brand-new YouTube channels once there is a video uploaded. The Monetization section will open after you reached 1000 subscribers and 4000 hours of overall watch-time over the last 12 months on your channel.



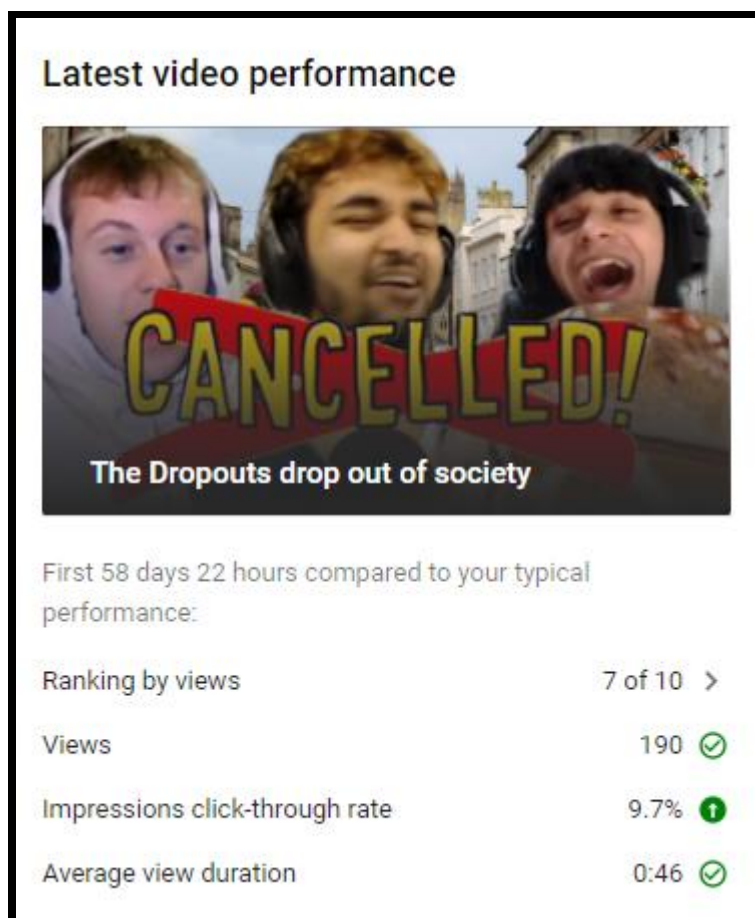
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**Table 3.** YouTube Marketing Excellence table content.

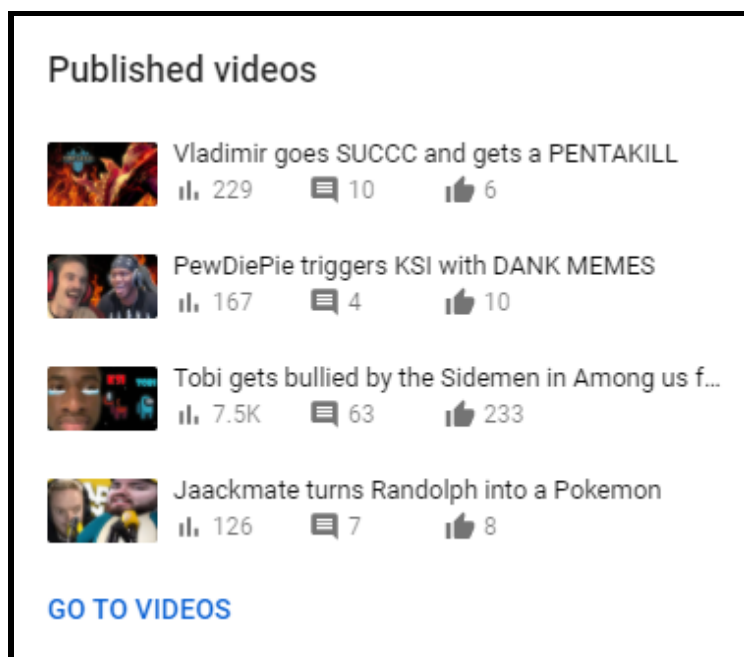
A great book that I highly recommend of reading is the YouTube Marketing Excellence. As shown by the table of contents of the book above in **Table 2**, the content is structured in a similar way to my thesis thus I highly recommend going for that book if this topic does interest you. One part of this book that found very helpful was on **page 23** where it explained how to create professional looking videos without a camera. For an editor like me this was very helpful since I don't use own camera footage and I can use the pre-existing high-quality footage that others produced and work my own editing on them.

### 4.3.1 YouTube Studio: Dashboard



**Picture 10.** Lastest video performance.

The latest video performance will be shown right at the top of the *YouTube studio* dashboard. It shows the latest video that has been uploaded on the channel and how well it ranks in the last 10 uploaded videos. In this given example, it shows that in the first 58 days 22 hours the video got 7<sup>th</sup> out of the 10 videos uploaded last on the channel. It is a little below my channels average view income which shows me that other videos have done better. The view duration and the views on this video are a bit below average while the impression click-through rate as shown by the rising green arrow next to it was better than average. Every YouTuber will try to aim for a top 3 ranking by views with each video they upload. I think this is a great way to get more motivated and have the aim to do the best with each new upload.

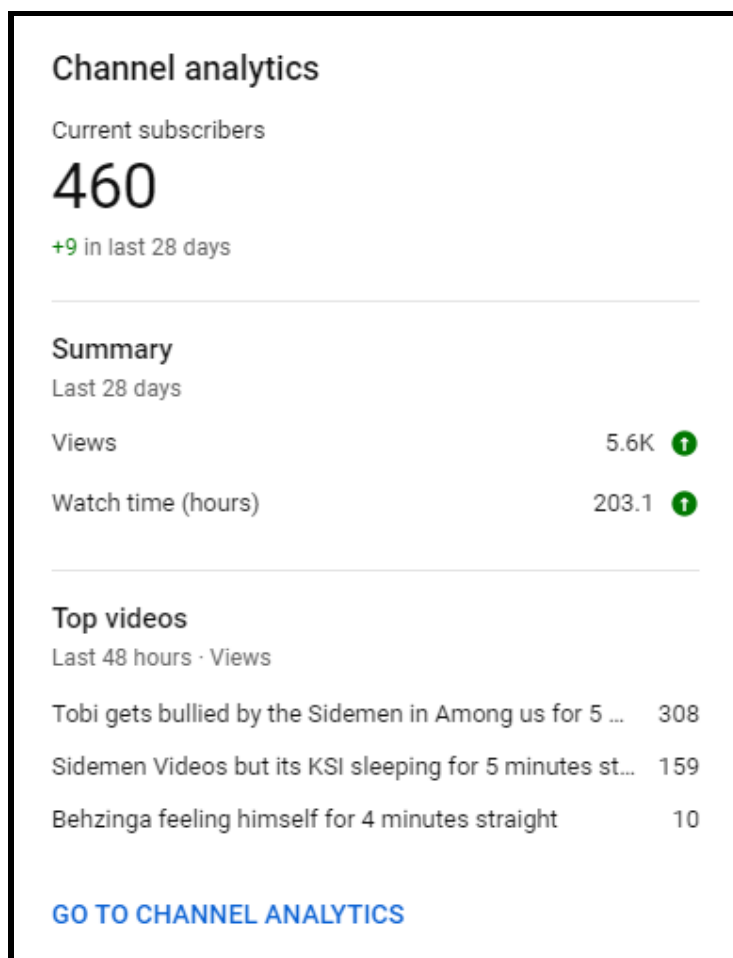


**Picture 11.** Published videos.

Under the latest video performance are the published videos. It presents the last 4 videos before the latest upload and shows the comments, views and likes given on them. In this example there is one video that statistically did the best out of all of them with over 7500 views, 63 comments and 233 like compared to the average 100-200 views, 5-10 comments and 6-10 likes the other videos reached.

I want to mention that I was able to gain so much more attention on this video because I linked it to a website called *reddit*. By getting a little lucky the video got viewed a lot on that website and since it was directly linked to my YouTube channel, a lot of the views came over to YouTube. There goes to show why it is helpful to share the channel like mentioned in chapter **4.1.3**.

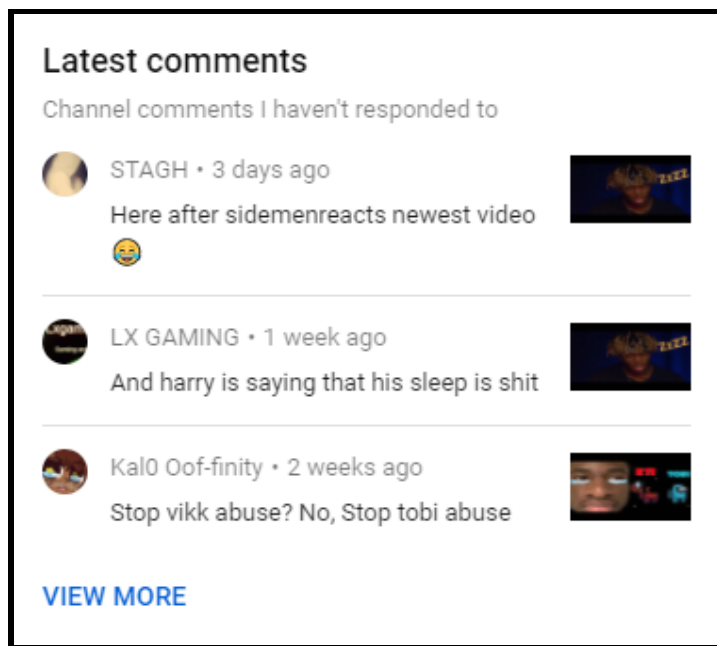
By clicking on the **\*GO TO VIDEOS\*** it will link to the channel content where it shows all the uploaded videos with their statistics.



**Picture 12.** Channel summed up analytics.

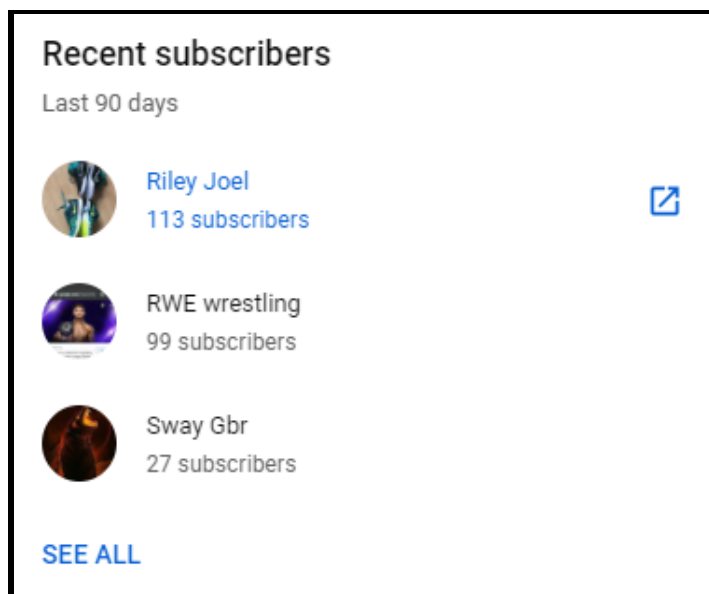
On the right of the latest video performances are the Channel analytics. This part describes the overall performance of your channel in the most simple but effective way possible. With the current subscribers being shown in the top (460) and the addition of subscribers in the last 28 days (+9). The Summary shows the views and watch time in hours over the past 28 days on the channel in this case being over 5600+ views and 203+ hours of additional watch time. And lastly on the bottom the top videos ranking in views gained the past 48 hours is shown with the highest view gain since the last 48 hours being the video with 308 gained views in that period. If the [GO TO CHANNEL ANALYTICS](#) is clicked, it brings to the analytics page of *YouTube studio* which shows all the statistics of your channel in greater detail which will dive into more in the upcoming pages.





**Picture 13.** Latest comment.

The Latest comments shows the last 3 comments that the content creator has not yet replied to with the thumbnail showing what video the comment came from.



**Picture 14.** Recent subscribers.

The last thing on the Dashboard section are the recent subscribers. It shows the 3 most subscribed to subscribers in the last 90 days. [SEE ALL](#) opens up the full list.

### 4.3.2 YouTube Studio: Content

Visibility	Restrictions	Date ↓	Views	Comments	Likes (vs. dislikes)
Draft	Age restriction				<a href="#">EDIT DRAFT</a>
Public	None	Feb 23, 2021 Published	208	15	100.0% 17 likes
Public	None	Dec 30, 2020 Published	232	10	100.0% 6 likes
Public	None	Dec 25, 2020 Published	171	4	83.3% 10 likes
Public	Copyright claim	Oct 14, 2020 Published	9,772	73	98.9% 276 likes
Public	None	Oct 4, 2020 Published	129	7	100.0% 8 likes
Public	None	Sep 8, 2020 Published	156	9	80.0% 4 likes

**Picture 15.** Channel content.

The Content section of YouTube studio is the main page to view all uploaded videos on the channel and see their visibility, restrictions, upload date, views, comments and like to dislike ratio.

The visibility is divided into 3 different categories: *private*, *unlisted* and *public*. The most common visibility as shown by **Picture 15** are *public* videos which means the video is visible to everybody on YouTube since its upload. Only this way videos can be properly shared and can gain viewership throughout YouTube.

*Private* videos do not show on the channel and are not visible unless an email invitation has been sent to specific viewers and the maximum number of invites that can be send to viewers to watch a private video is 50 accounts.

*Unlisted* videos are very similar to private videos in the sense that they do not appear on YouTube, but they can be viewed *via* a link.

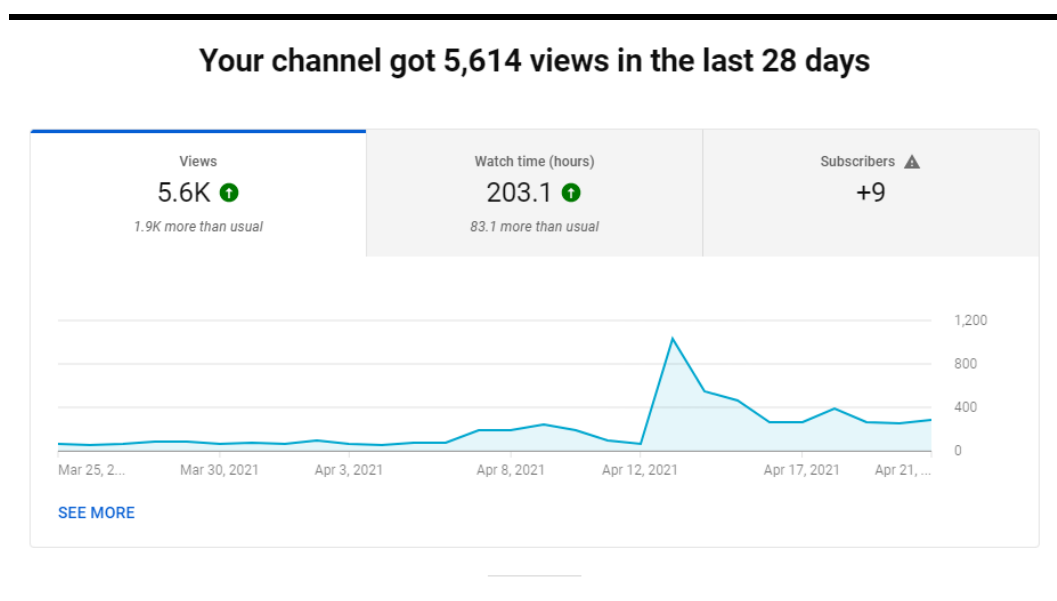
The restrictions determine to what kind of audience the video is visible. By setting the video restriction manually to age restricted as mentioned in **page 25** the video

can only be viewers that are over the age of 18. If the video gets a copyright claim it also shows on the restrictions and that means the video is ineligible for monetization. If the video is made for children, it will also be visible in the restriction column. This setting can be set manually by the content creator or it will be set by the platform if YouTube decides so.

The Publishing date is visible and the videos are ordered by the latest upload being the top and the oldest upload at the bottom.






The Views, comments and likes are also part of the channel content section. The likes are visible as numbers and also as a percentage showing the difference between likes and dislikes.

### 4.3.3 YouTube Studio: Analytics



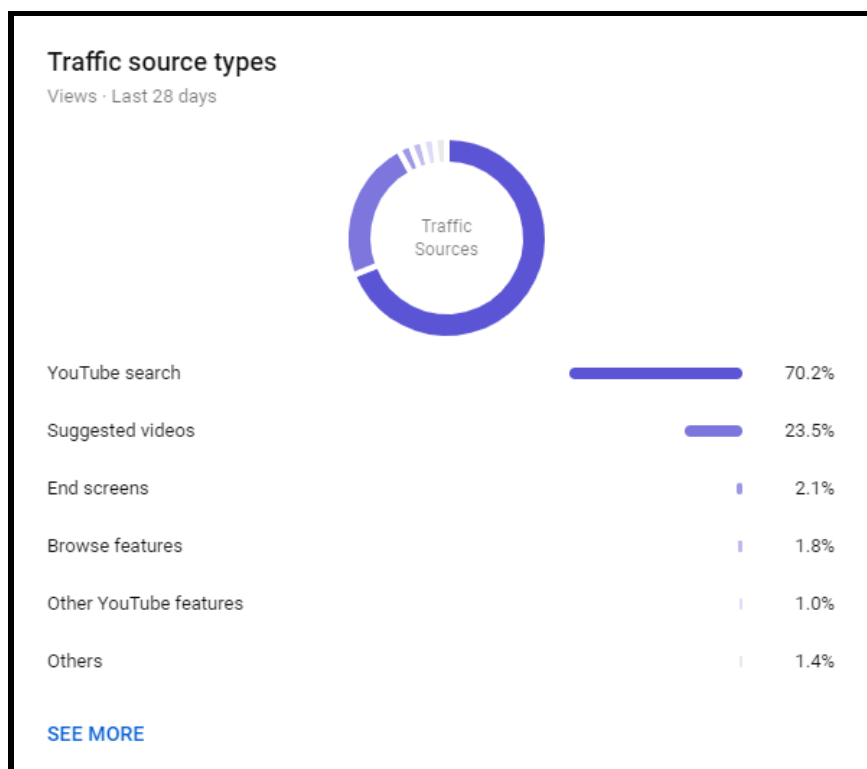
**Picture 16.** Channel analytics.

The Analytics section of the YouTube Studio shows the views, watch-time or subscribers depending on what is selected. The Graph moves by date and increases/decreases depending on the views the channel gathered on that day.

Your top videos in this period			
Video		Average view duration	Views
1	 Sidemen Videos but its KSI sleeping for 5 minutes straight Jan 8, 2020	1:50 (33.3%)	3,306
2	 Tobi gets bullied by the Sidemen in Among us for 5 minutes straight Oct 14, 2020	3:16 (58.4%)	1,682
3	 Behzinga feeling himself for 4 minutes straight Mar 28, 2020	0:50 (21.6%)	266
4	 KSI explains his music to Classical Kyle Jan 2, 2020	1:01 (30.3%)	94
5	 Jake Paul shows his true autism on Impulsive Jan 23, 2020	1:11 (33.4%)	53

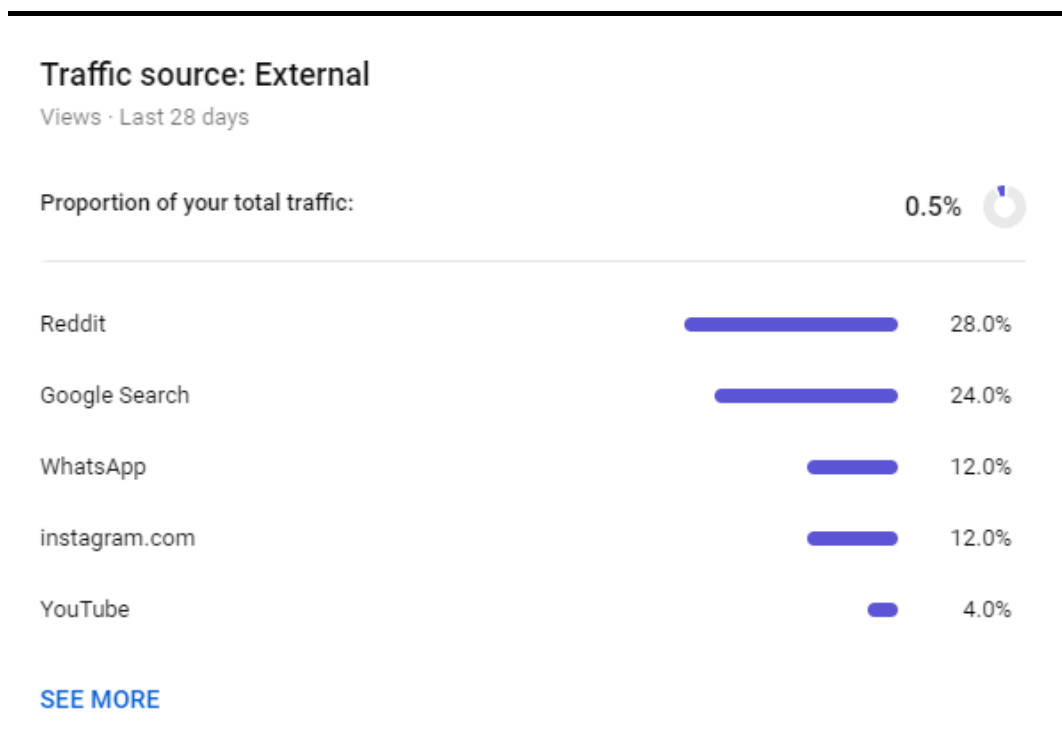
**Picture 17.** Top videos this period.

The top videos this period initially show the top 10 videos that earned the most views in the last 28 days. It also includes a view duration that shows the average estimated time the video is being watched. Often looking at my top videos of the period makes me realize that there is a specific title that seems to grab my viewers attention the most and it includes the words “for minutes straight”.



**Picture 18.** Traffic source types.

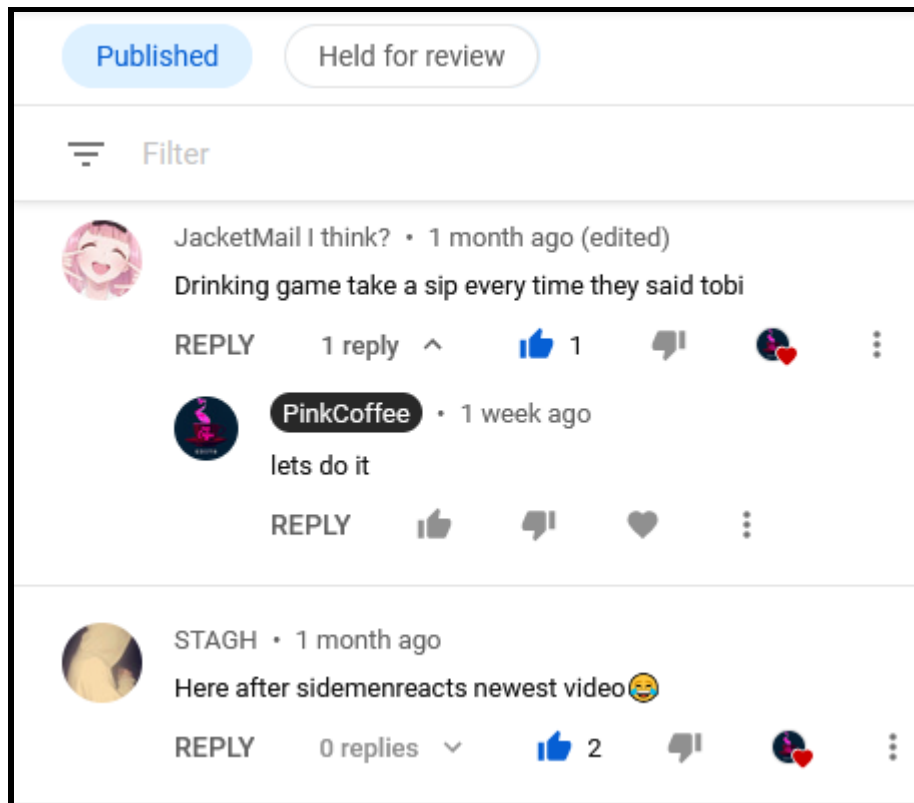
The traffic source types show where the attraction toward the channel in YouTube has been coming from in the past 28 days. As shown by **Picture 18** above, my YouTube channel has been getting most of its views through YouTube search which means 70.2% of my overall views in the past 28 days has been through viewers searching a specific title and finding my videos. This means that I have been able to create titles that viewers frequently type out in the YouTube search bar. The second biggest percentage with 23.5% is videos that have been suggested by YouTube. This is a result of my videos popping up on the front page for viewers that could have watched a video with similar content or a title before.



**Picture 19.** External traffic source.

Like I have previously mentioned it is very important to share your YouTube content on other social media platforms for maximum efficiency. As it is visible through **Picture 19** a good portion of my YouTube traffic comes through platforms like *Reddit*. Every time I have finished editing a video and uploaded it on my channel, I would also make sure to upload the video on *Reddit*, *Instagram*, *Twitter*, *Facebook* and even *Snapchat*. This analytic just like the ones before also has collected data from the last 28 days but it is also possible to review the data from 7 days, 90 days, 365 days or even the channels whole lifetime.


### 4.3.4 YouTube Studio: Comments



**Picture 20.** Channel comments.

The YouTube channel comments and mentions section includes every comment and mention that have ever been written on the videos. These Comments can also be filtered to comments that contain a question, subscriber count of the commentor, public subscribers or a search word. The Content creator can like dislike or heart all the comments more efficiently by going through this section on the *YouTube Studio* instead of going to the comments of each video since they are all combined here.



### 4.3.5 YouTube Studio: Monetization




**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](#).

	460 subscribers 1,000 required		1,531 public watch hours 4,000 required ⓘ
---	-----------------------------------	---	--

 We'll send you an email when you're eligible to apply

**Picture 21.** Channel monetization.

As already mentioned in section **2.1.7 Revenue** when talking about how a living could be made on YouTube it all starts on getting the channel monetized. This section of *YouTube Studio* shows in a pretty simple way how to gain that. To get into the YouTube Partner program the channel needs to reach 1000 subscribers and 4000 watch hours. After that, YouTube will send an email to apply once the channel is eligible.





## 5 THE CONCLUSION AND FUTURE IMPROVEMENT

I have studied YouTube for years now and it never becomes any clearer. The world of YouTube shifts all the time and new viral videos or trends emerge making a consistent understanding of the platform hard. That is why I think having a general knowledge about the *YouTube Studio* and how videos are uploaded and managed on YouTube is so important.

No one can really tell how long YouTube is going to be the mainstream video broadcasting platform, but from the looks of the exponential and consistent growth of YouTube it is not going to give up the crown anytime soon and I want to be there for all of it.

I believe like I explained the process in a clear way and I feel happy about this thesis. The functionality of YouTube and the workflow I use in maintaining my own YouTube channel has all been mentioned and has both been shown visually and in writing.

For future improvement I think I could learn more about different kinds of YouTube content by creating other things than edits and stepping out of my own comfort zone which until now I have found hard to do. Moreover, expanding my audience more and more by the day will bring me new kinds of challenges and hopefully rewards that I could talk about in the future again once my YouTube channel grows even more.

# Links/Sources

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**LIST OF ATTACHMENTS**

**ATTACHMENT 1. PinkCoffee YouTube Channel**

**ATTACHMENT 2. YouTube Marketing Excellence**



## LIITE 1



VAASAN AMMATTIKORKEAKOULU  
UNIVERSITY OF APPLIED SCIENCES

## OPINNÄYTETYÖPASSI

(Annetaan opinnäytetyön valmistuttua ohjaavalle opettajalle arkistoitavaksi.)

Opiskelijan nimi \_\_\_\_\_ Ryhmä \_\_\_\_\_

Opiskelijan yhteystiedot \_\_\_\_\_

Opinnäytetyön aihe \_\_\_\_\_

Toimeksiantaja \_\_\_\_\_

	Viimeistään	Päiväys	Allekirjoitus
1. Perehdytys opinnäytetyön tekemiseen tehtävineen suoritettu	_____	_____	_____
2. Aihe hyväksytty	_____	_____	_____
3. Opinnäytetyösuunnitelma hyväksytty	_____	_____	_____
4. Väliseminaariesitys pidetty	_____	_____	_____
5. Opinnäytetyön sisältö hyväksytty	_____	_____	_____
6. Raportin muoto ja kieliasu hyväksytty	_____	_____	_____
7. Vieraskielinen tiivistelmä hyväksytty	_____	_____	_____
8. Työ toimitettu opponentille	_____	_____	_____
9. Osallistuminen esitysseminaareihin - ei sisällä opponointia eikä omaa esitysseminaaria			
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
10. Oman opinnäytetyön esitysseminaari pidetty		_____	_____
11. Opponointi suoritettu (aihe/tekijä) _____		_____	_____
12. Kypsyysnäyte hyväksytty		_____	_____
13. Opinnäytetyön kirjallinen (kovakantinen) versio toimitettu ohjaajalle, jos työtä ei ole julkaistu Theseuksessa.		_____	_____
14. Vakuutan, että opinnäytetyö on sähköisesti tallennettu Theseukseen osoitteeseen _____			

osoite

opiskelijan allekirjoitus

