Insight Data of YouTube from a Partner’s View

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March, 2014
Outline

● Background
● Data collection
● Analysis of data - views
● Analysis of data - referrers
● Conclusion
Background

- YouTube partner
  - Video monetization
  - 1+ million partners
Background

YouTube insight data
Data Collection

- Authenticated crawler
- YouTube API
- Five channels - from BroadbandTV’s partner network
- Three years of data
- Two reports: views, referrers
Analysis of Data - views

- Viewing surge
  - Difficult to predict growth trend using generalized models
  - Simple time series analysis
Analysis of Data - views

- Visiting behaviour
  - Views per visit
  - Revisit rate
Analysis of Data - views

- Subscription
  - Reflect the popularity of the channel
  - Impact on video views along time
Analysis of Data - referrers

● Source breakdown
  ○ Suggestion
  ○ Video Search
  ○ YouTube Surfing
  ○ Social Referral
  ○ Non-social Direct
Analysis of Data - referrers

- Impact from suggestion
Analysis of Data - referrers

- Impact from social referral
Conclusion

- YouTube partner and YouTube insight analytics
- Up to three years of insight data of five large YouTube partners’ channels
- Unique features of YouTube partners
  - Statistics of viewing surges, visiting behaviour
  - Impact of user subscription and engagement on video views
  - Breakdown of referral sources
  - Impact of video suggestion and social referral on video views
- Valuable to YouTube partners for attracting more views and generating more revenue
Thank You!