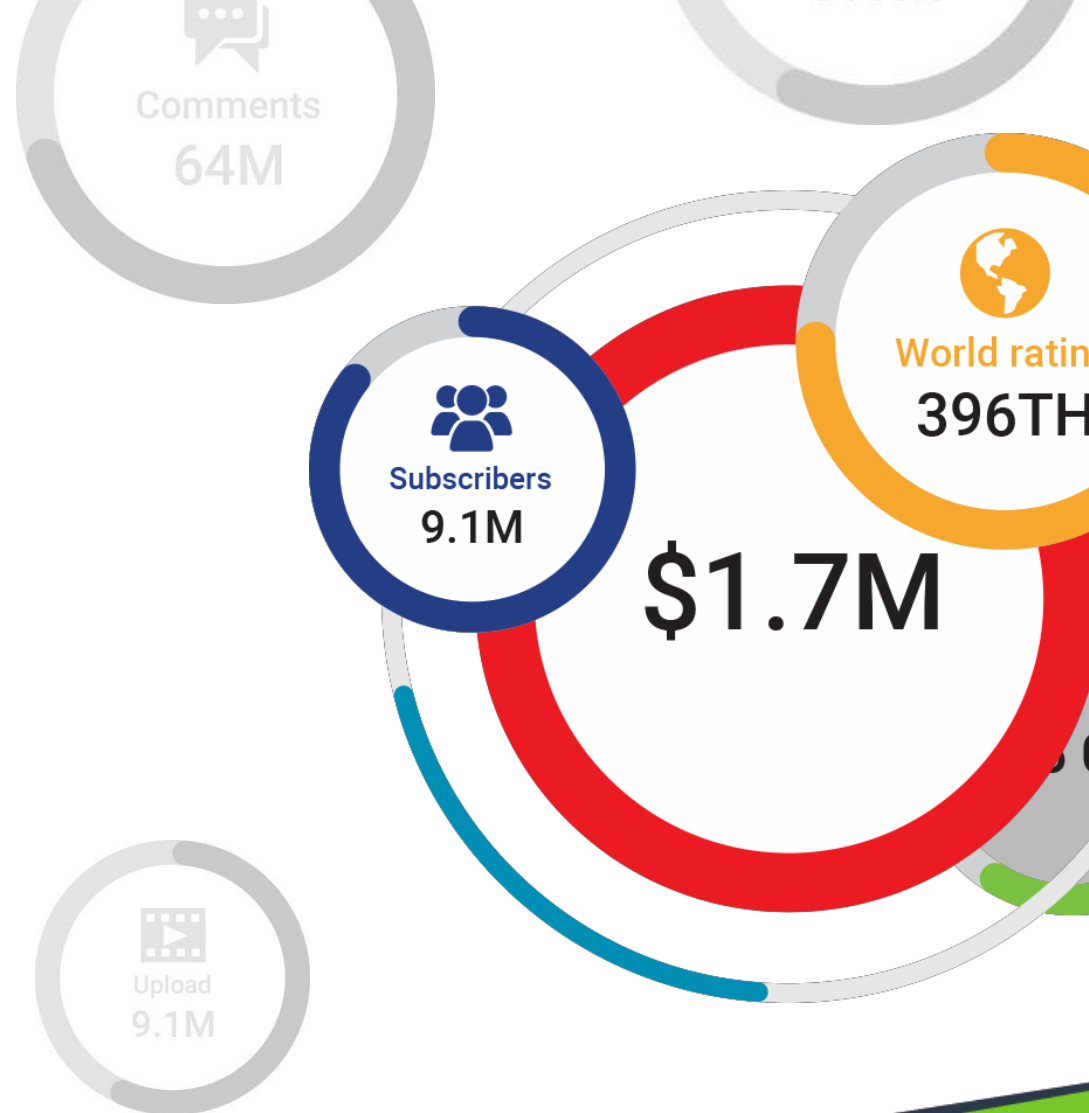




Doing successful business with YouTube

Lukashov Maksym
SeeZisLab Project Manager



Steps to earn with YouTube



YouTube Extents



30 mins

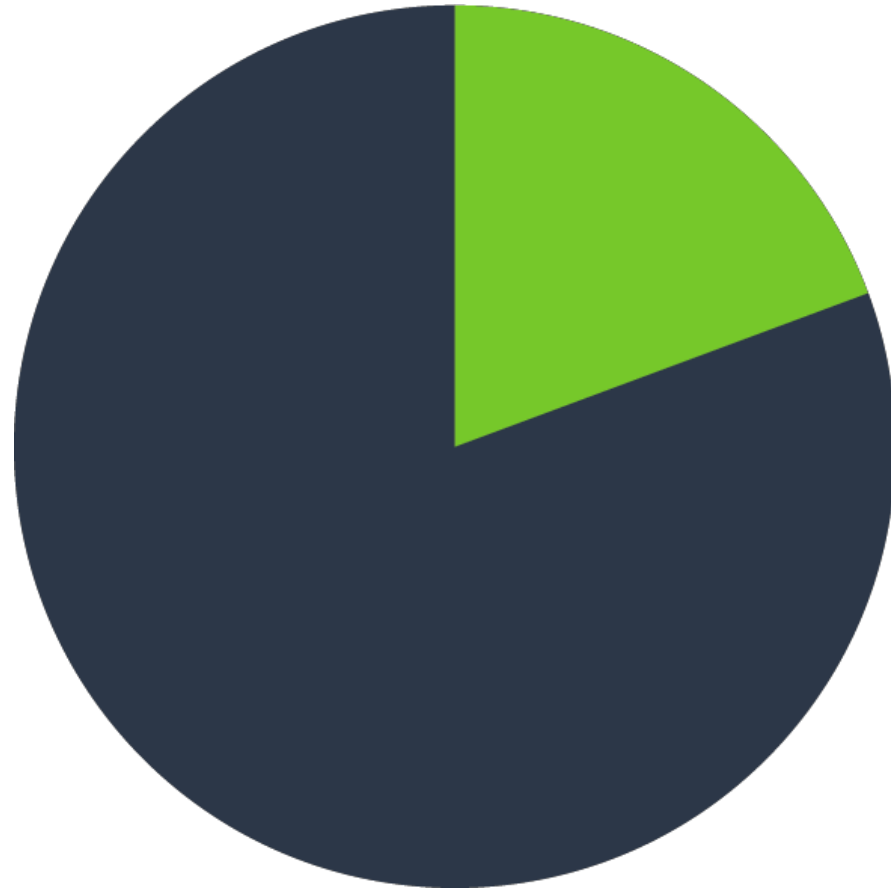


300 Million. mins

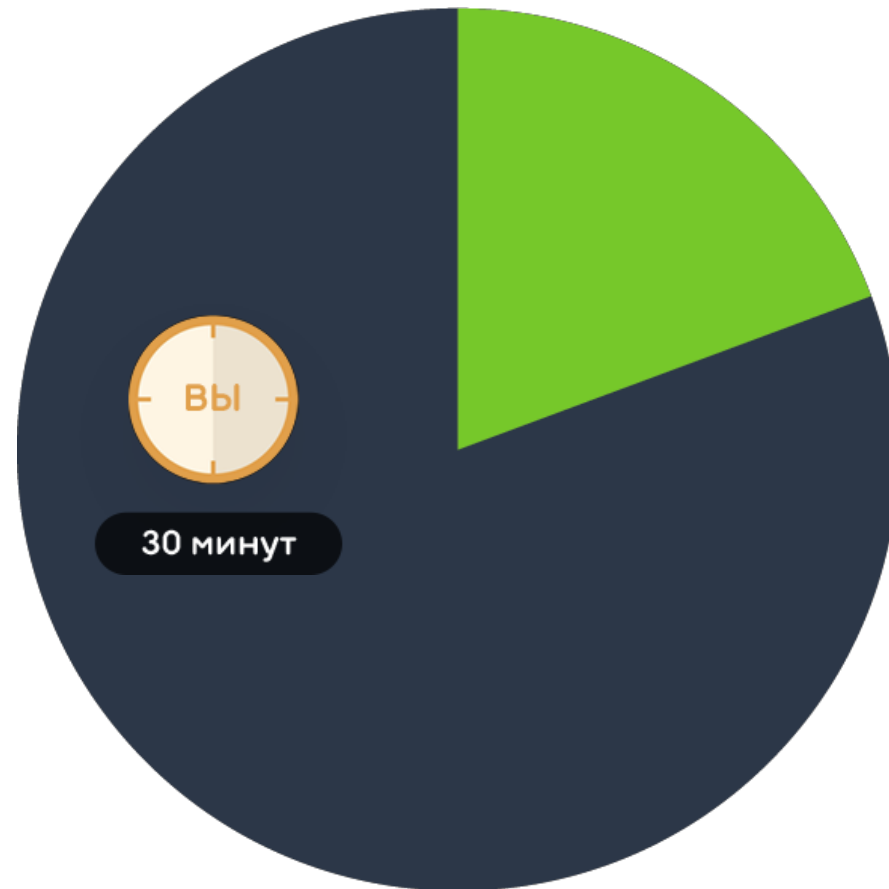


600 Million. mins

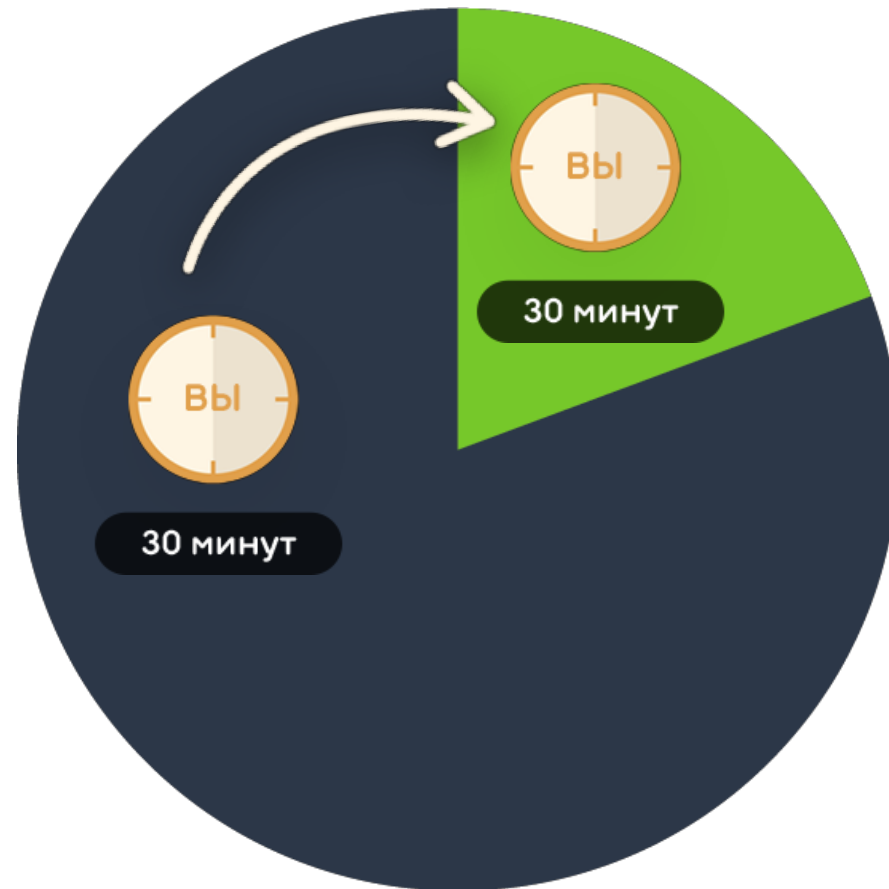
Pareto Principle



Pareto Principle



Pareto Principle



Troubles

Танки онлайн



Наталия Добролежа



5 просмотров



Добавить в



Поделиться



Ещё



1



0

Опубликовано: 3 февр. 2016 г.

Цуап

Nº1 Niche Choice

Categories:

MUSIC

ENTERTAINMENT

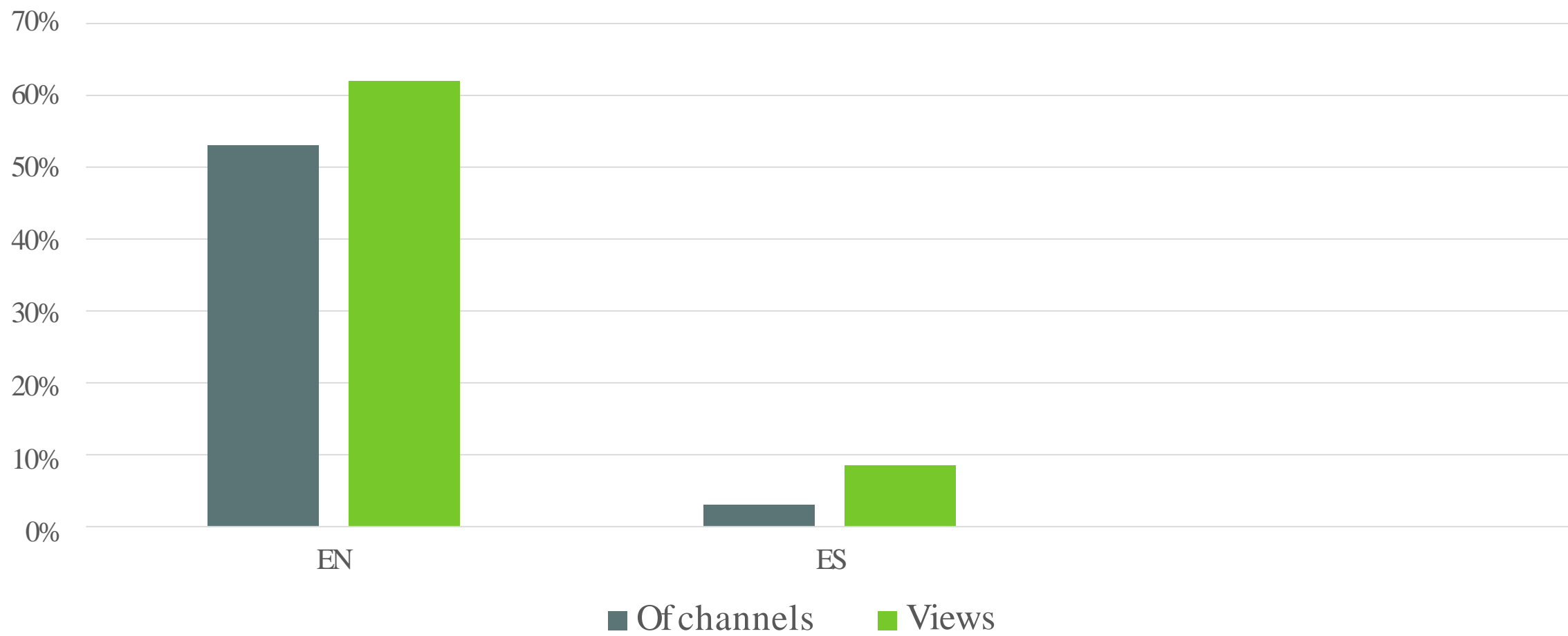
PEOPLE AND BLOGS

GAMES

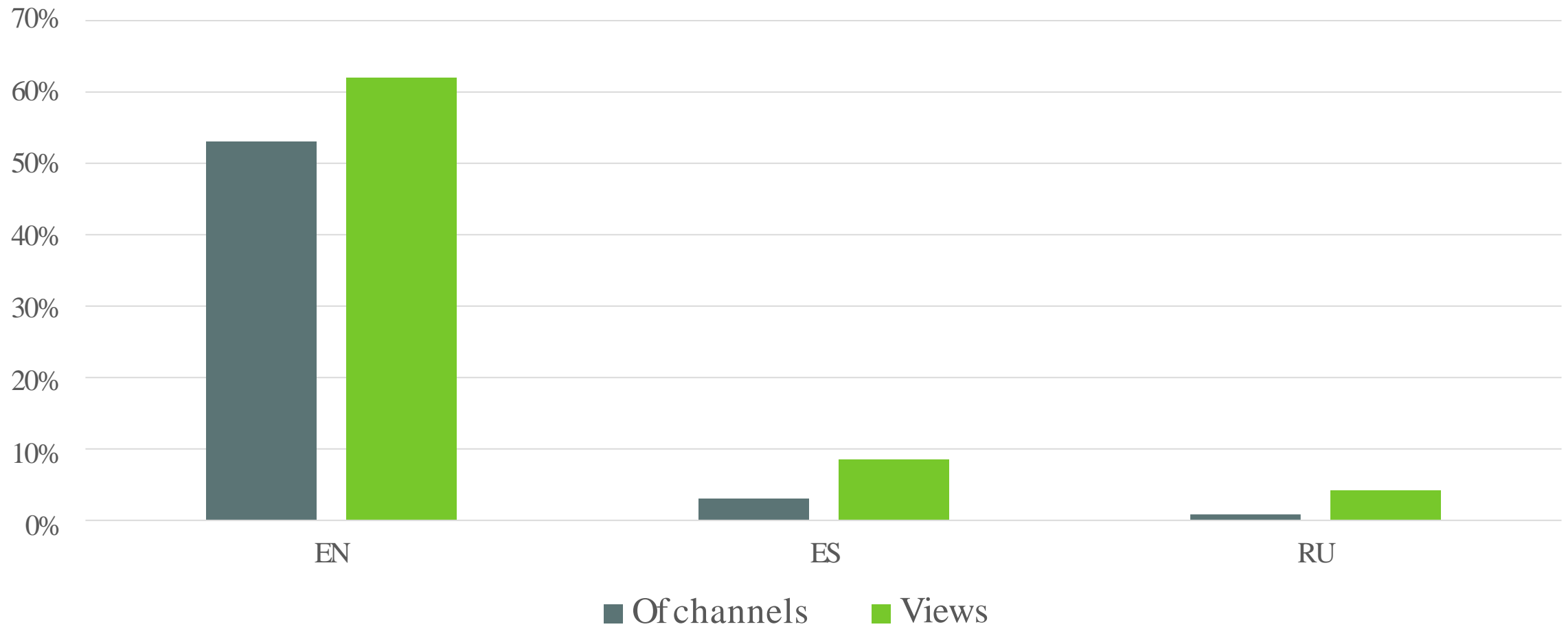
70% OF ALL VIEWS

62% OF ALL CHANNELS

No2 Language



№2 Language



Two Youtubers Comparing Incomes



SlivkiShow

SlivkiShow это интересные и познавательные видео каждую неделю. Сотрудничество и предложения - <https://vk.com/id206285614>

SlivkiShow

HD 3D 360° 10M

Language: RU

Price for 1000 views

\$0,31



CrazyRussianHacker

cool science experiments

CrazyRussianHacker

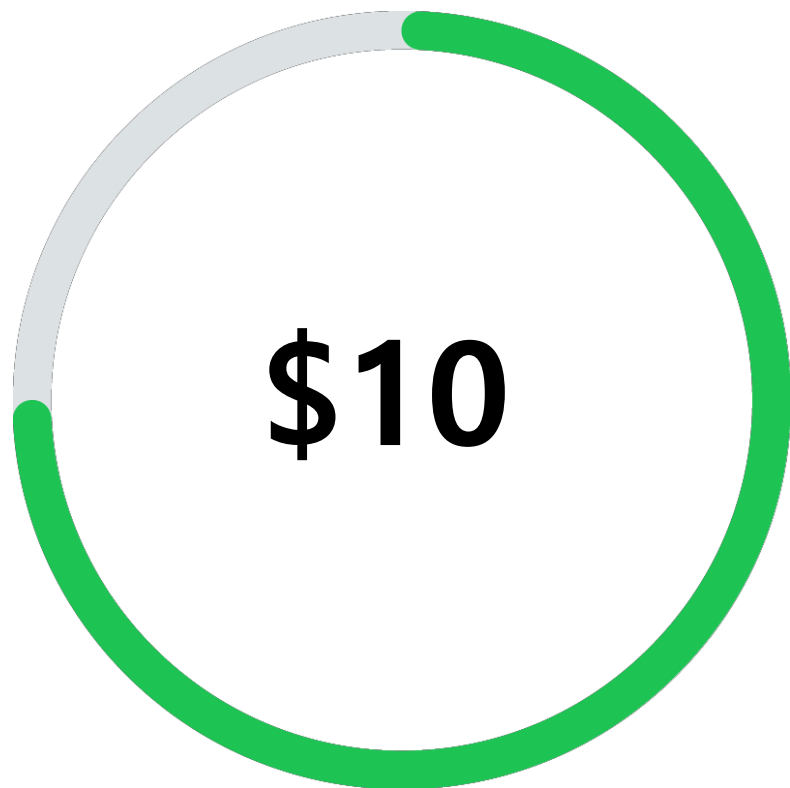
HD 3D 360° 10M

Language: EN

Price for 1000 views

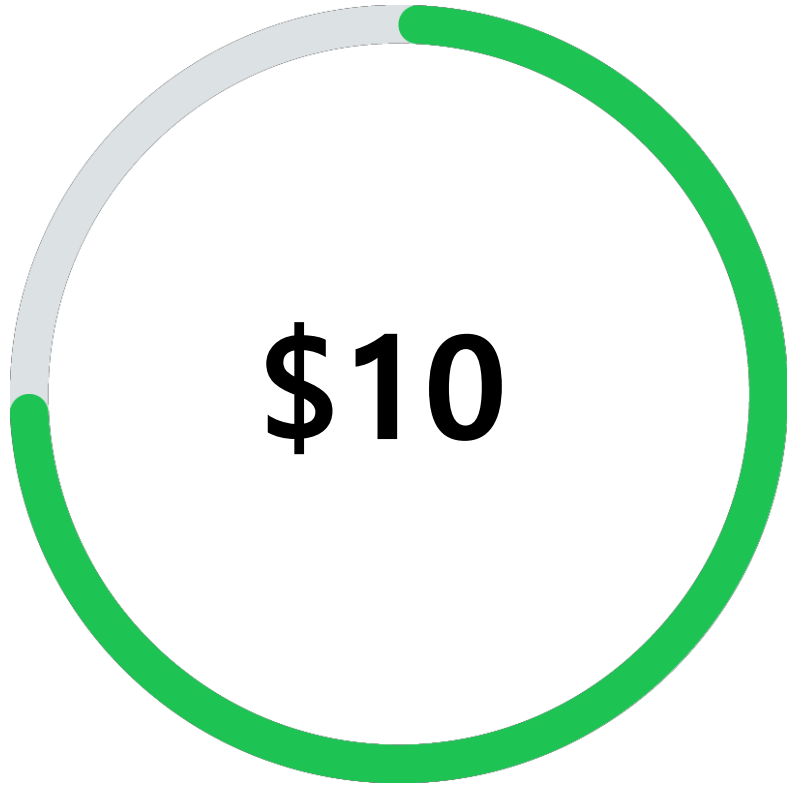
\$0,75

№3 Production capacities



Income for a minute of video

№3 Production capacities



30 mins X 12 months = 360 mins

360 mins X \$10 = \$3600

\$300 peer month

Income for a minute of video

№4 Optimization



1. The logo of video

2. Title

3. Description

4. Tags

5. Playlists

6. Subtitles

7. Localizations

8. Trailer



https://www.youtube.com/channel/UCAL3JXZSzSm8AlZyD3nQdBA

Анализ

Тренды тегов



Primitive Technology

Making primitive huts and tools from scratch using only natural materials in the wild. I also have this blog: <https://primitivetechnology.wordpress.com/> (I have no facebook page- ignore the fakes) FAQ Q.Where [больше](#)

Primitive Technology

HD 3D 360° 10M



Страна: AU
Создан: May 2nd, 2015
Категория: Люди и блоги
Язык: EN
Локализация: Нет



Доход за минуту видео



Доход в месяц

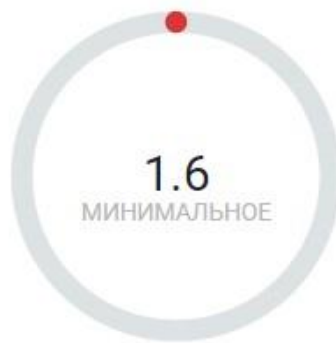


Доход за все время



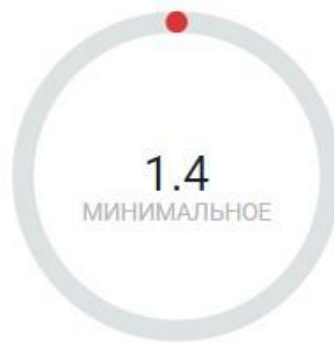
Коэффициент загрузки

Загружено видео в неделю



Коэффициент реакций

Реакций / 1K просмотров



Коэффициент комментариев
Комментариев / 1K просмотров

№5 Analytics



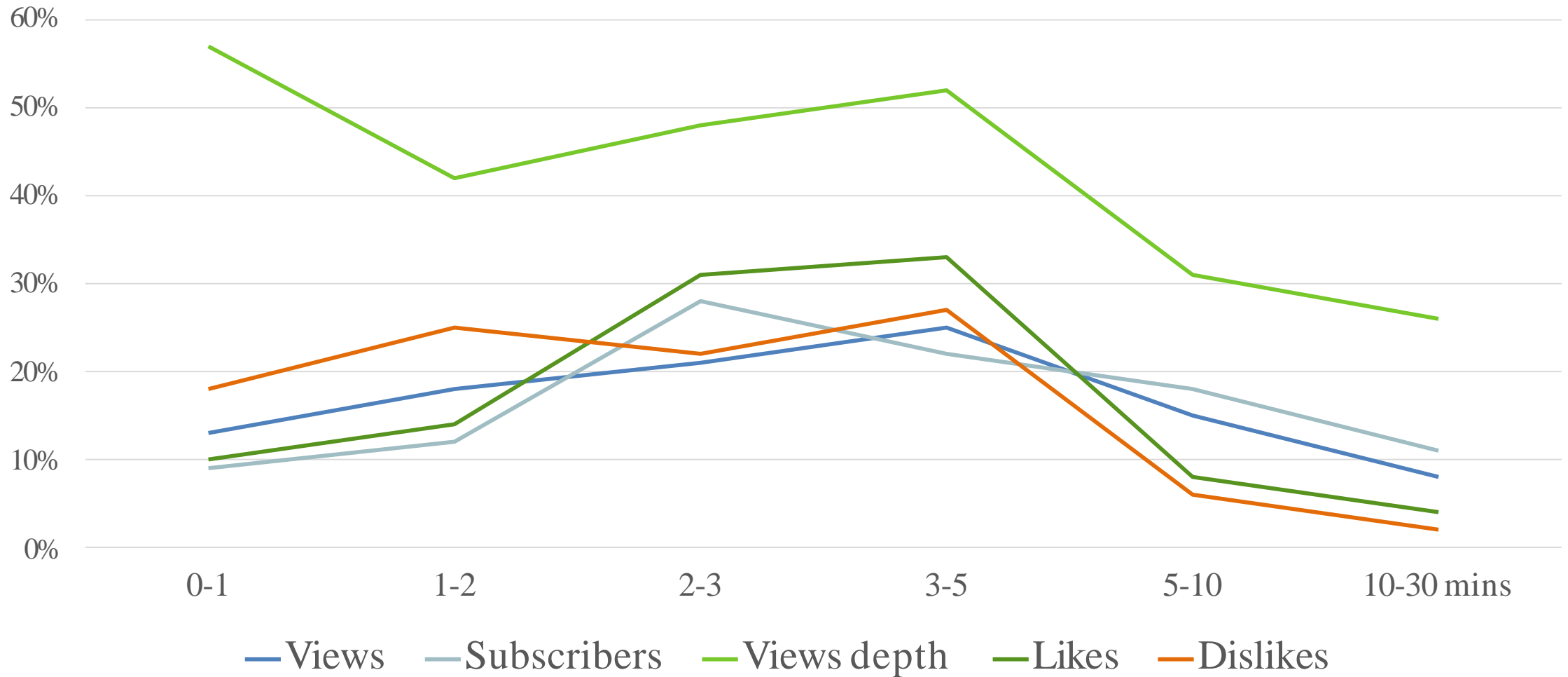
Details
in the case

CASE
(One of your channels)


Types of competitor analysis




Competitor analysis: The optimal video length



Competitor Analysis: Trends

Главная • Топ по доходу за видео минуту • Топ по просмотрам • Топ по подписчикам • Топ по доходу за месяц • Топ по загрузкам • Тренды тегов 

 [Анализ](#) [Тренды тегов](#)

Сегодня Неделя Месяц

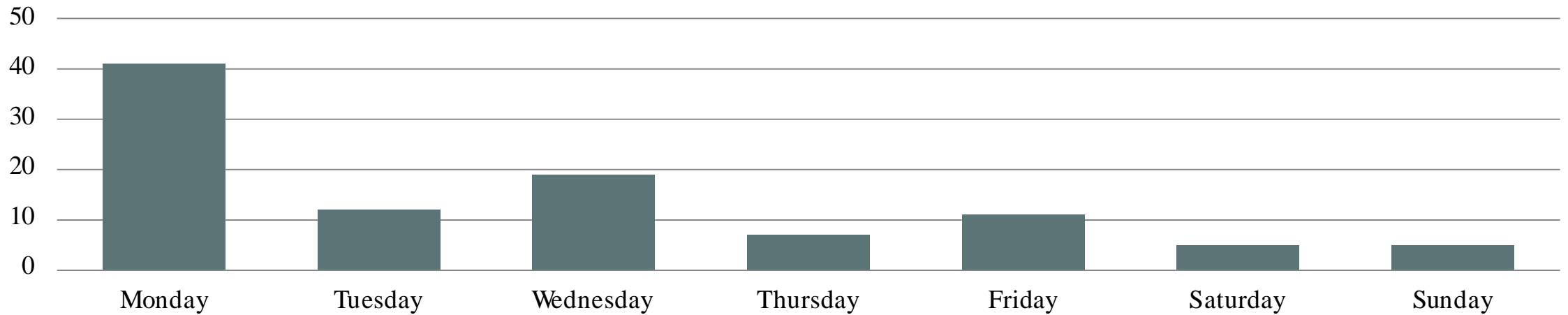
Тренды тегов ⓘ

English ▾

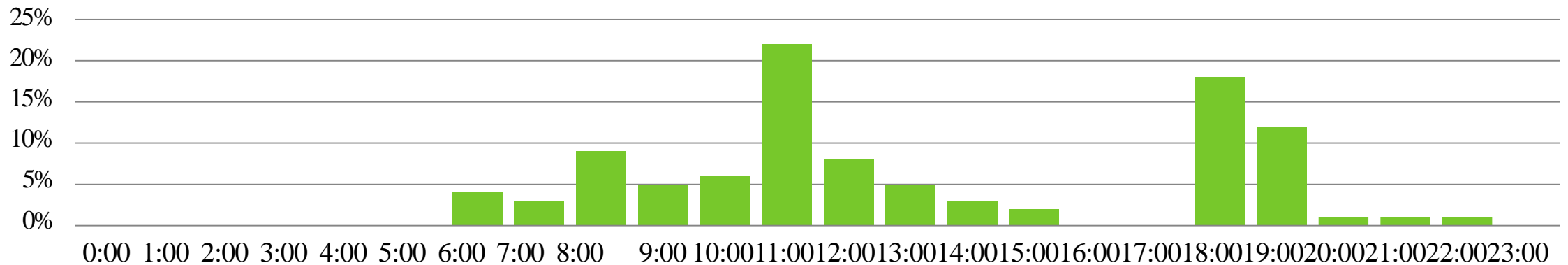
1	funny В заголовке <div><div></div></div>	100 7%	2	comedy В заголовке <div><div></div></div>	58 0.9%	3	game В заголовке <div><div></div></div>	43.9 15.2%
4	2016 В заголовке <div><div></div></div>	41.2 49.4%	5	video В заголовке <div><div></div></div>	39 17.1%	6	kids В заголовке <div><div></div></div>	33.4 18.4%
7	new В заголовке <div><div></div></div>	31.8 24.4%	8	best В заголовке <div><div></div></div>	31.6 15.3%	9	gameplay В заголовке <div><div></div></div>	31.3 9.4%
10	español В заголовке <div><div></div></div>	31 15.5%	11	vlog В заголовке <div><div></div></div>	30.5 12.3%	12	minecraft В заголовке <div><div></div></div>	29.7 78.4%

Competitor analysis: The best time for video loading

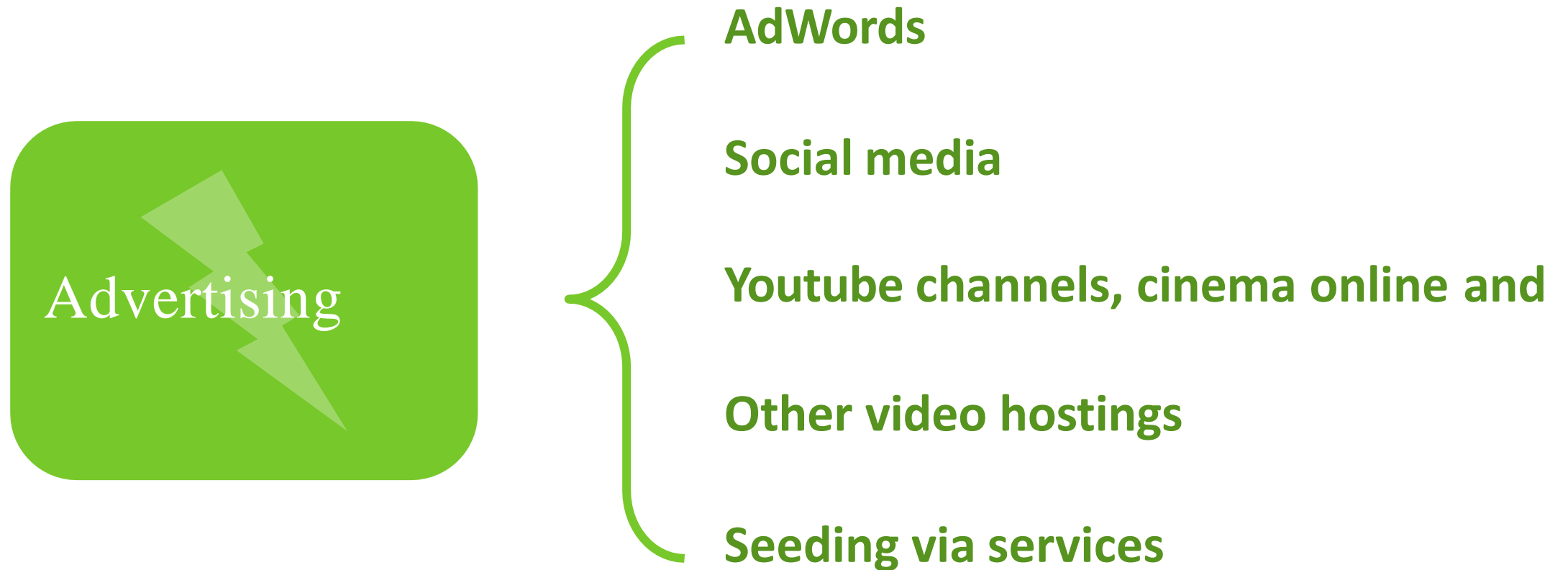
Post videos by weekdays



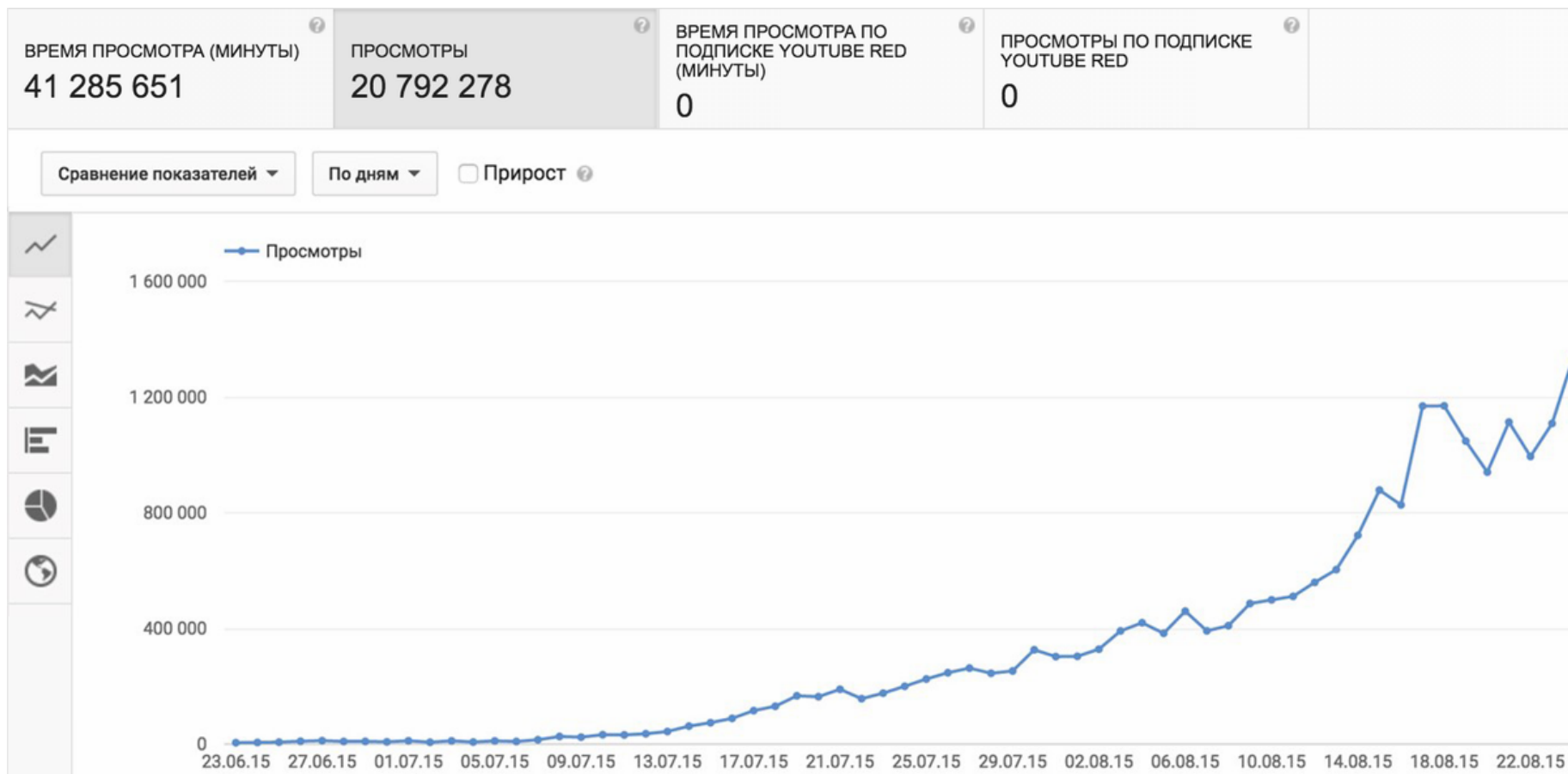
Post videos by the clock



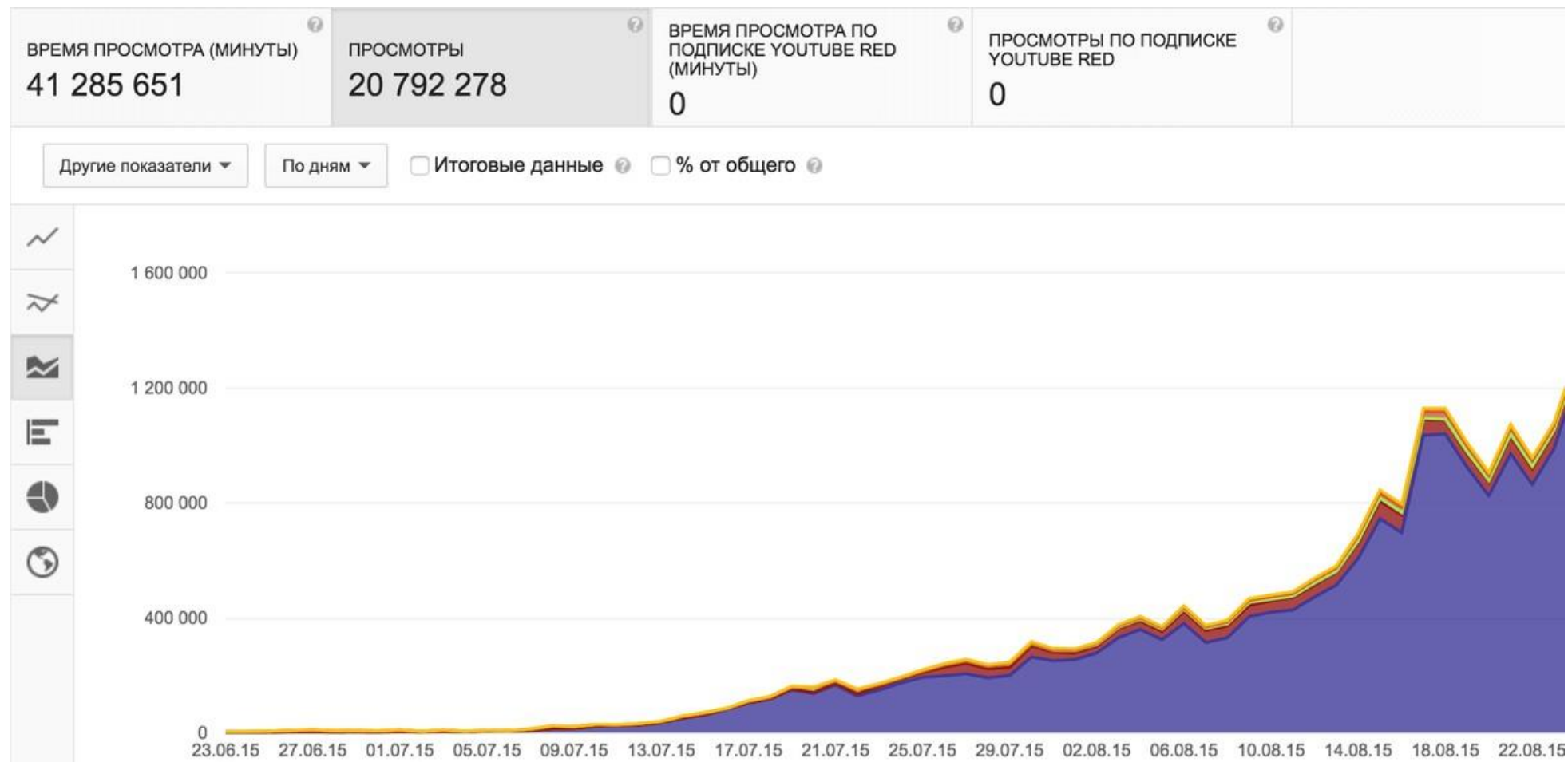
Advertising strategies



Growth graph



Growth graph



Growth graph



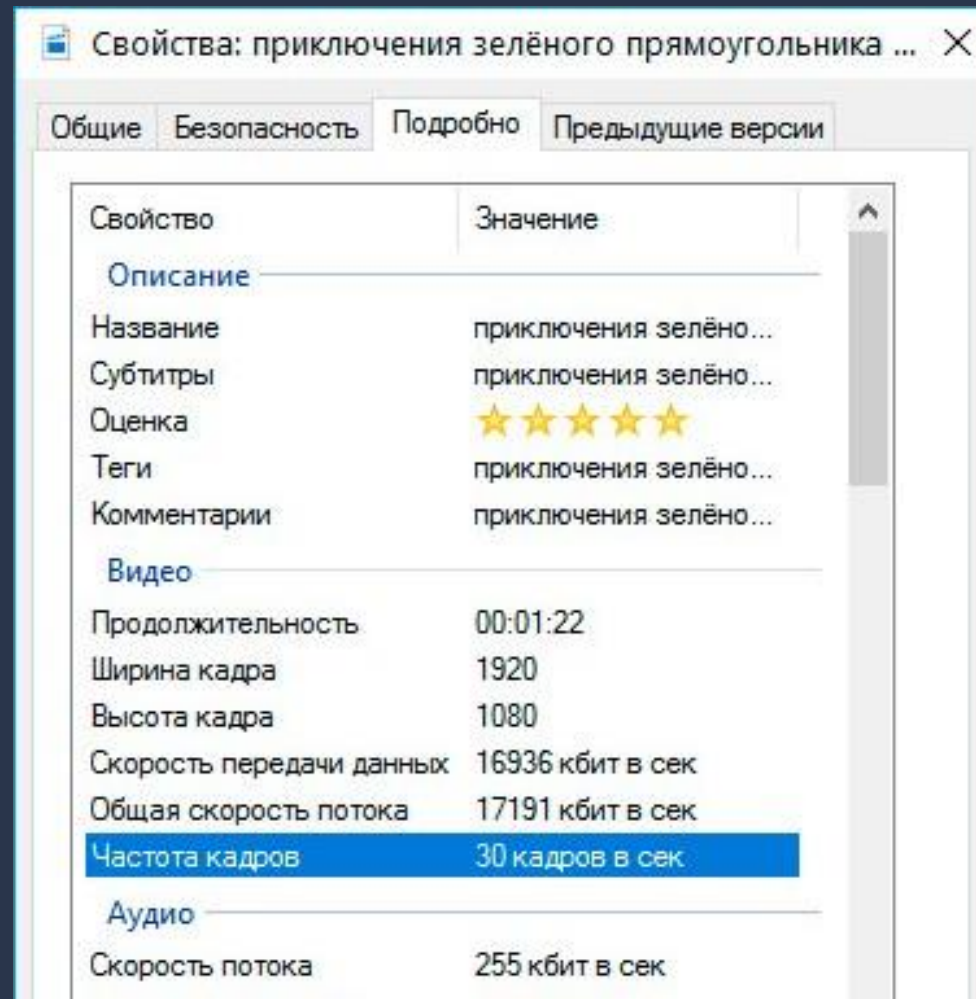
Conclusion



Experiments

№1

File properties optimization



Source data


 $\times 2$ Computer's
(virtual machines)

 $\times 2$ Account's YouTube


 $\times 2 \times 3$ Channel's

 $\times 15 \times 2$ Video


Movie placement in the search results after downloading

YouTube^{GB} Hero in unrealistic conditions 

Filters ▾ About 163,000 results

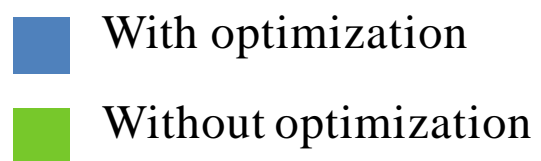
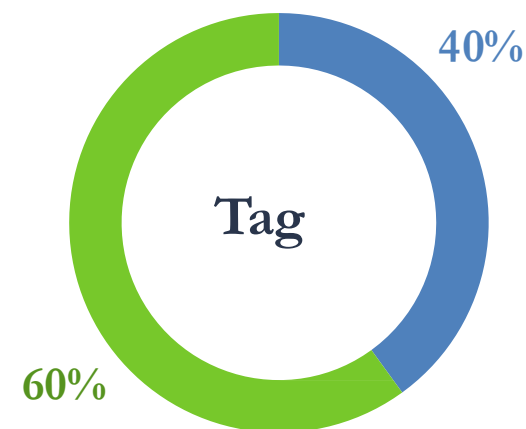
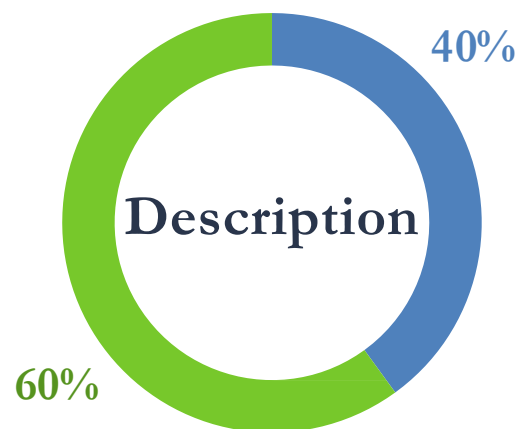
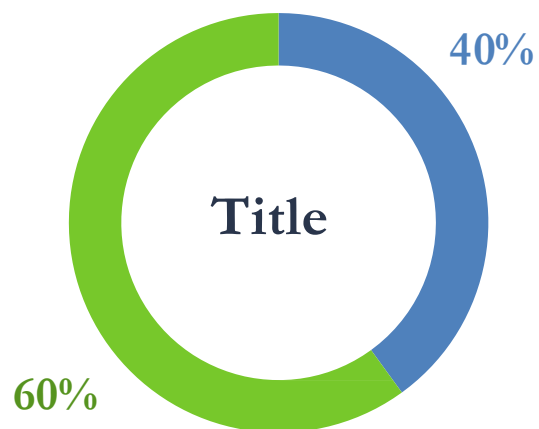


Hero in unrealistic conditions
withoptim
1 minute ago • No views
Never dance when you are drunk.
NEW

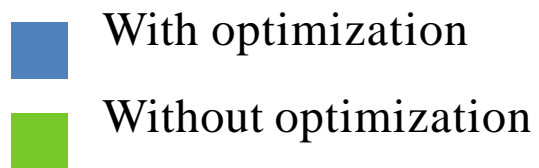
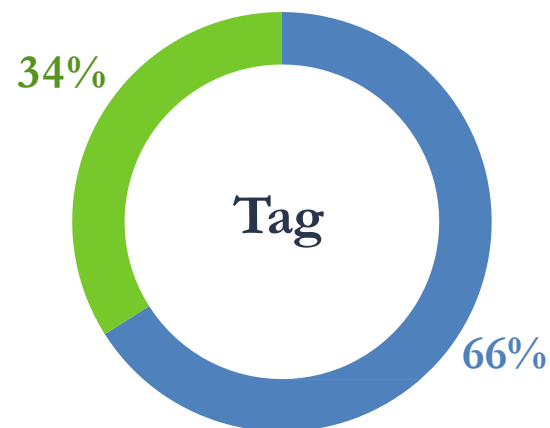
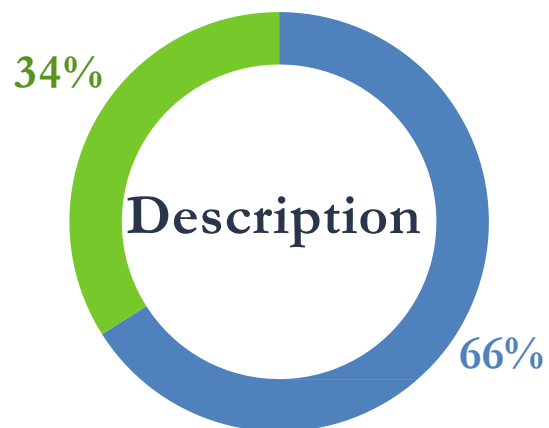
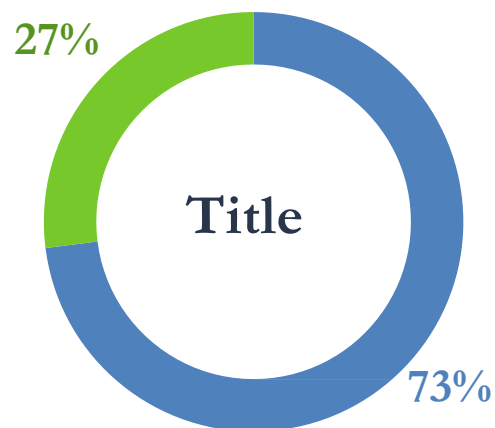


Hero in unrealistic conditions
withoutptim
1 minute ago • No views
Never dance when you are drunk.
NEW

Immediate positions



Positions in 2 weeks



№3

Availability of subtitles and the
search ranging

4K

VS

720p

Source data

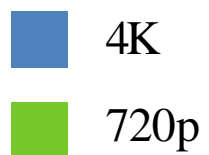
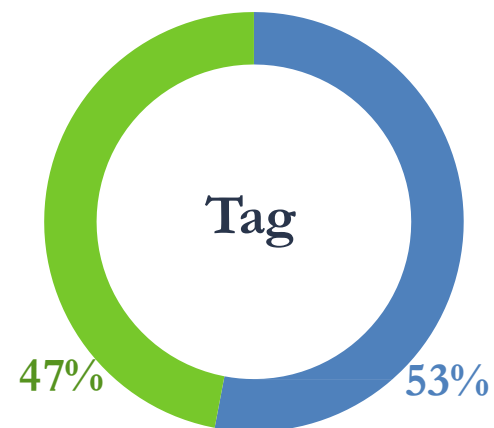
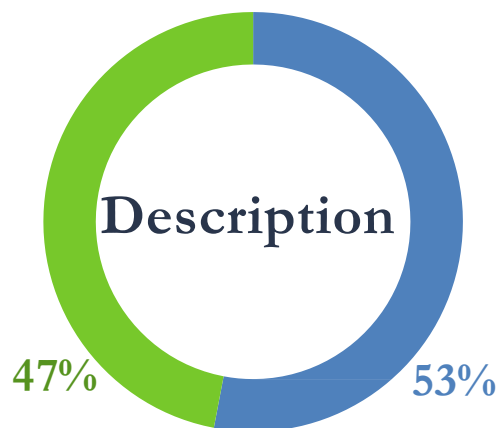
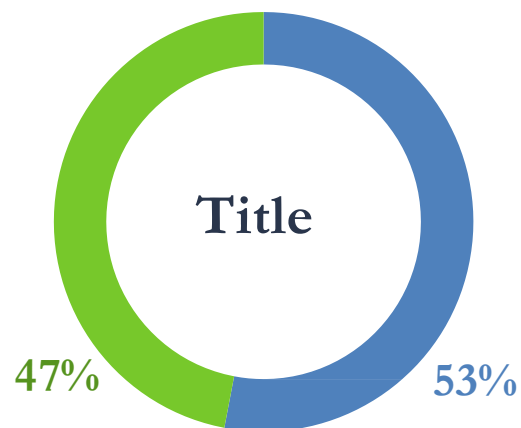
 $\times 2$ Computer's
(virtual machines)

 $\times 2$ Account's YouTube

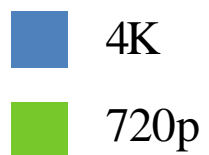
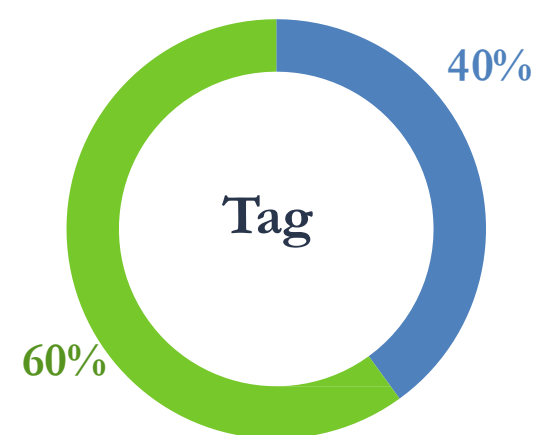
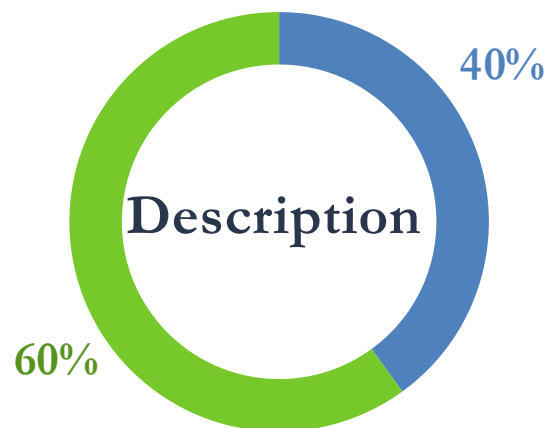
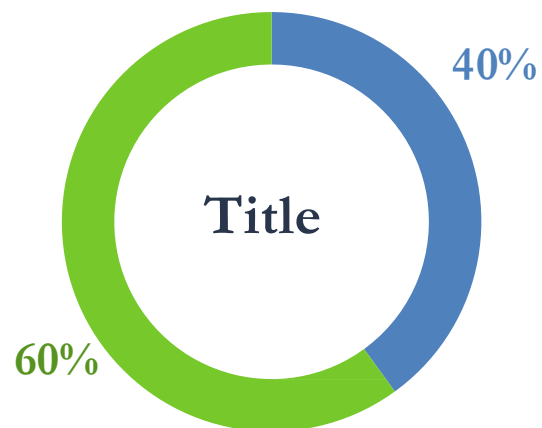
 $\times 2 \times 3$ Channel's

 $\times 15 \times 2$ Video

Immediate positions



Positions in 2 weeks



№3

Availability of subtitles and the search ranging



VS



Author's subtitles

Auto- subtitles

Source data

 × 2 Computer's
(virtual machines)

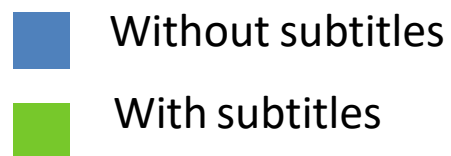
 × 2 Account's YouTube

 × 2 × 3 Channel's

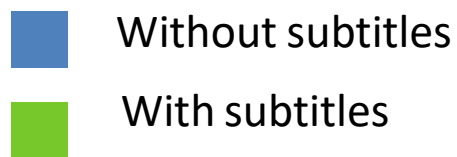
 × 10 × 2 Video

 × 10 With subtitles

Immediate positions



Positions in 2 weeks



Thank you for your kind attention.
Any questions?

Contacts

Lukashov Maksym
SeeZisLab Project Manager
Skype: intellecthouse
Telegram: @maximusin