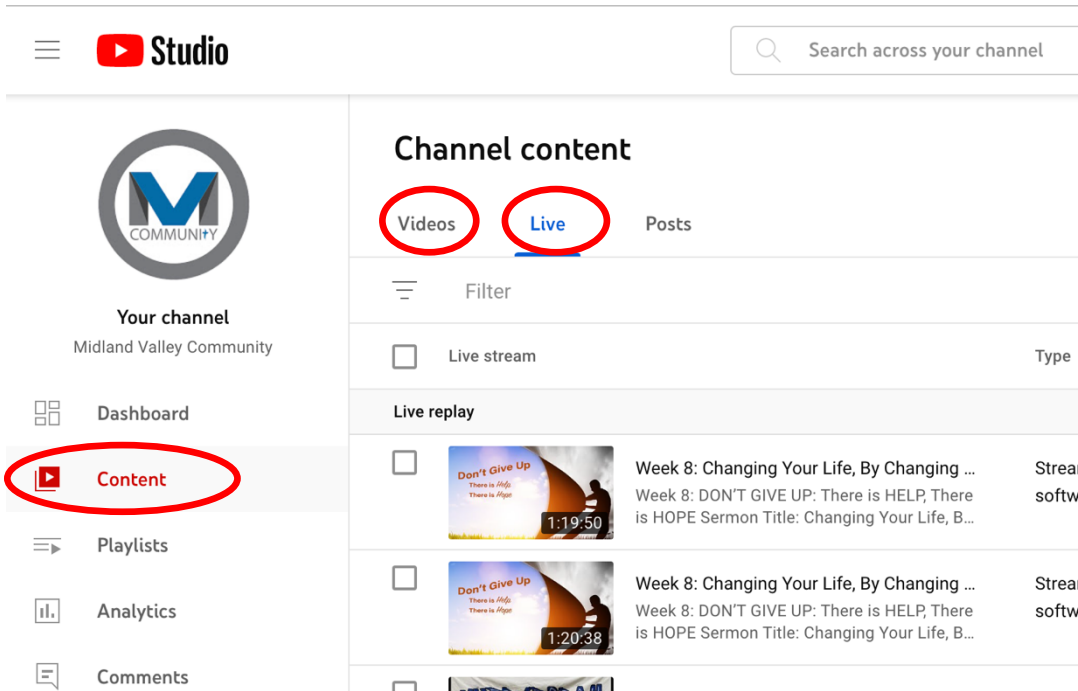
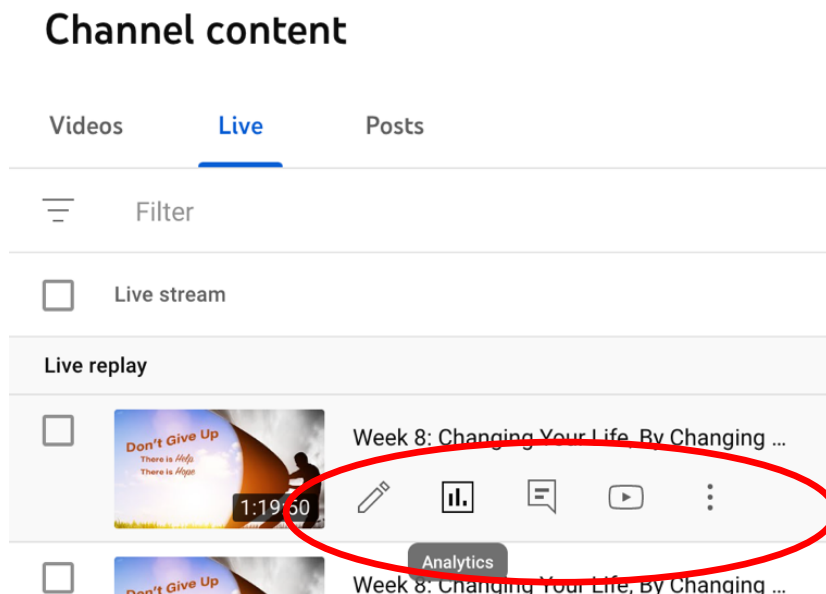


YOUTUBE ANALYTICS: SINGLE POINT LESSON

1. Login into YouTube Studio's Channel, go to Content and select your video. Notice at the top it could be under Videos if you uploaded and it will be under Live if you streamed live. See red circles below.



2. Hover your mouse over the video so the option bar will appear. Its possible it's visible without hovering. The 2nd icon is Analytics, click it.



- At the upper right look for arrow to the right of date area under Advanced Mode.

ADVANCED MODE

Oct 30, 2022 – Now
Since published



- Then click Custom at the bottom. Select date range (Sunday to Friday), and click Apply

ADVANCED MODE

Since published
Updated 1 min ago

- First 24 hours
- Last 7 days
- Last 28 days
- Last 90 days
- Last 365 days
- Since uploaded (lifetime)
- 2022
- 2021
- October
- September
- August
- Custom**

ADVANCED MODE

10/23/22 – Oct 28, 2022

6 days selected

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

CANCEL **APPLY**

5. YouTube reports total time watched in hours so we must multiply by 60 before using Online Worship Attendance formula.

- a. 53.5 watch time x 60 minutes = 3210 total minutes watched
- b. Now we can use formula: **Total Minutes Viewed / 30 Minutes or Half of the Service Length (Whichever is less) = Total Viewers**

In this Example: $3210 / 30 = 107$ total viewers / attendance

Video analytics

[Overview](#) [Reach](#) [Engagement](#) [Audience](#)

People watched this video 123 times during the selected dates

Views 123	Watch time (hours) 53.5	Subscribers —
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