

# YouTube – The Next Generation

**Patrick Walker**

Senior Director Content Partnerships YouTube/ Google EMEA



# YouTube: The Next Generation

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Senior Director, Content & Partnerships, YouTube/Google EMEA





# The Power of Sight, Sound & Motion





# LIFE

NATIONAL GEOGRAPHIC & YOUTUBE PRESENT

# IN

A FILM DIRECTED BY KEVIN MACDONALD

# A

PRODUCED BY RIDLEY SCOTT AND FILMED BY YOU

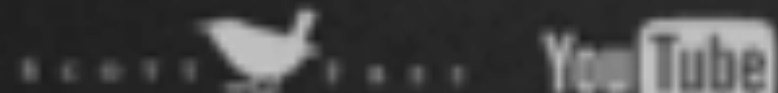
# DAY

THE STORY OF ONE DAY ON EARTH

## NOW PLAYING

Find the showtime nearest you.

BUY TICKETS NOW



ABOUT

IN THEATERS

REQUEST A SCREENING

SCROLL DOWN TO SEE CURRENT SHOWTIMES AND BUY TICKETS.

JULY 29, 2011

Chicago, IL

Music Box Theatre

Chicago, IL

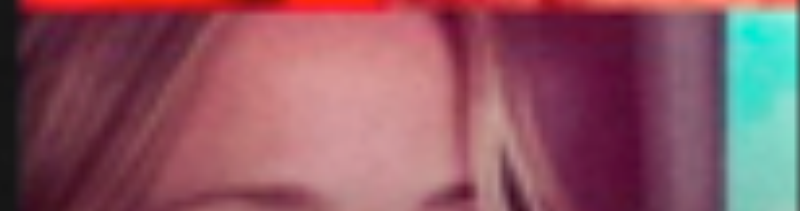
Rosemont 18

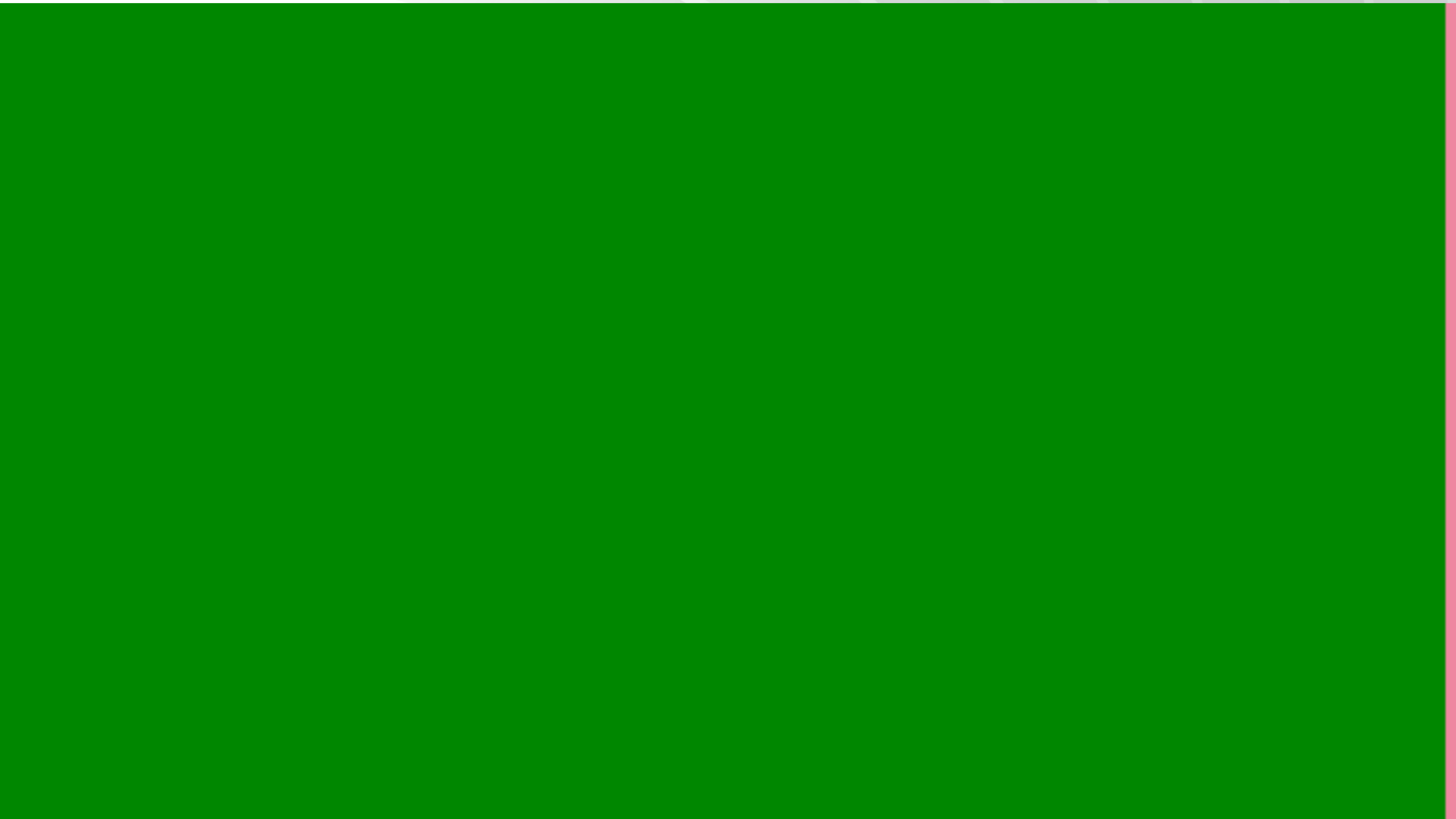
Los Angeles, CA

LA Live

Los Angeles, CA

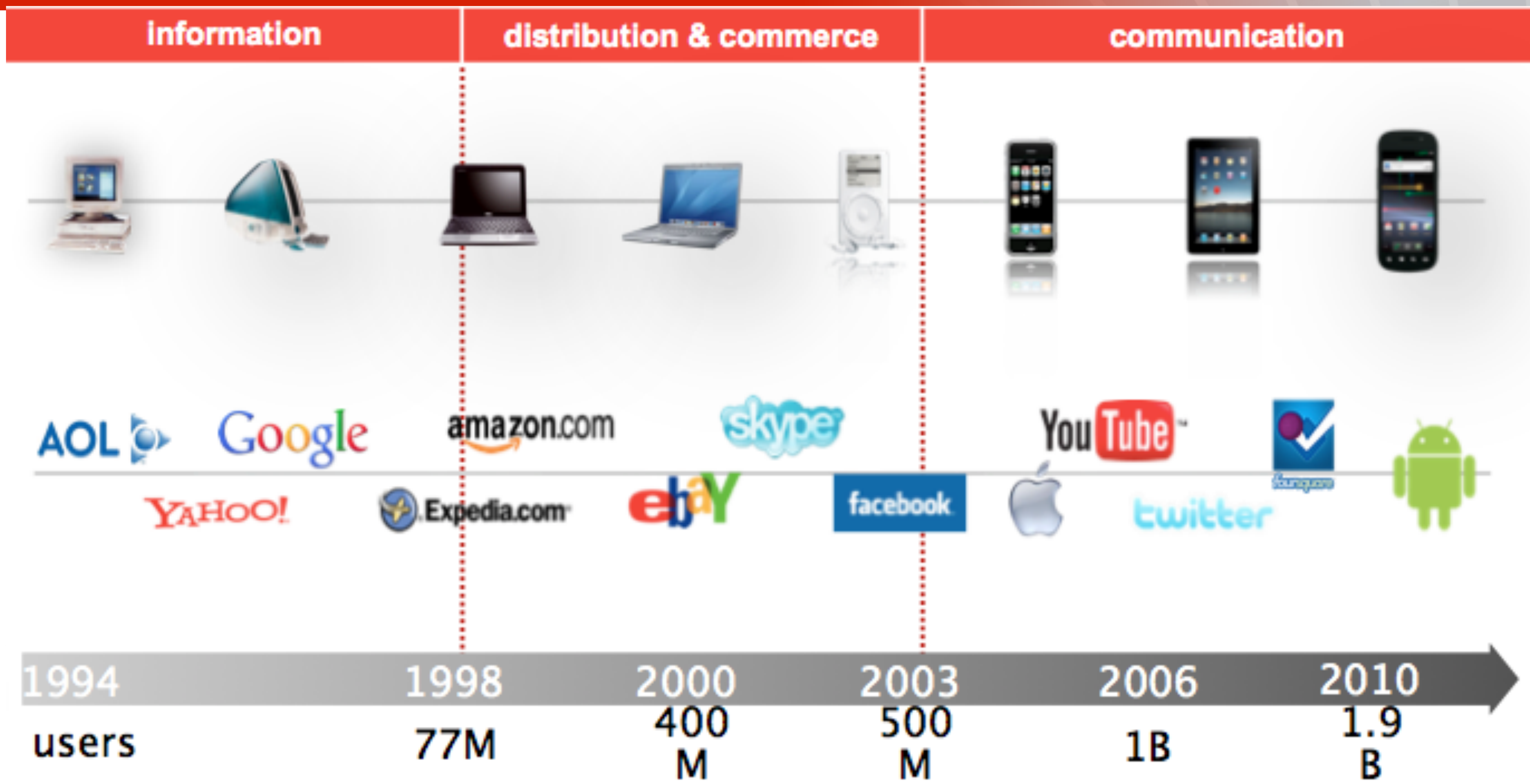
Playhouse 7







# The Digital (r)Evolution in Context





1960

Pre-Set Fine Tuning to give you a sharp, clear picture automatically when you change channels!

TVhistory.TV

NEW!  
CORDLESS!  
works anywhere



Take the fun with you—with Philco Portable TV!

Presenting the PHILCO SAFARI Model 2010

World's First Transistor Battery-Powered Television

Take it anywhere—enjoy it everywhere! It's the all-transistor Philco Safari. 15 lbs. of portable fun. Fine-screen picture, glare-proof hood, built-in antenna, long-life battery, rich leather case . . . a fabulous "first" from Philco! **\$399.95\***

**PHILCO  
SLENDER SEVENTEENER**  
Portable TV Model 3055

Canada's favorite travelling companion! Slim—less than 12" deep—yet with amazing picture-making power. Handy feature: the leather handle doubles as a rotating antenna! "New Matic" remote control available at slight additional cost.

Philco Portables start as low as **\$249.95\***



1965

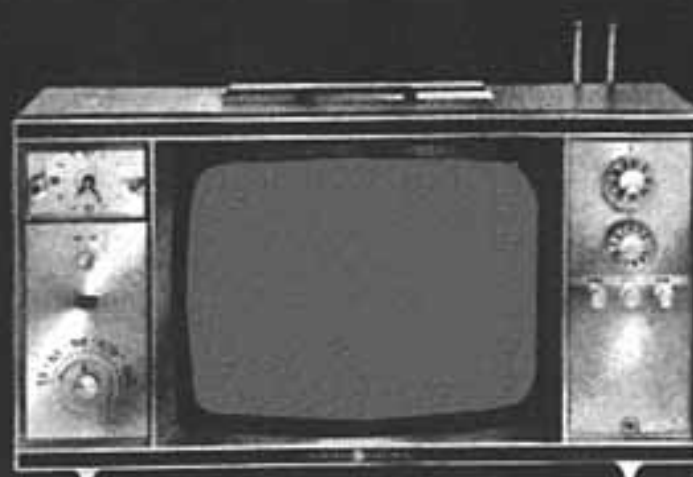
Trim along dotted line and you have your own personal portable ad. Carry it everywhere, especially to your G-E dealer and carry home portable values.

General Electric sells more Personal Portable\*TV's than anyone else.

No wonder:



**New 82-Channel Personal Portable.** Weighs 13½ pounds. Incorporates G.E.'s exclusive Tandem "82" tuning system and sealed-beam picture tube. Model 111 A.



**Clock-Radio-TV.** Perfect bedside personal set. Lulls you to sleep and wakes you up automatically to radio or TV. All-channel Tandem "82" tuner. Includes private earphone and jack. Model 181 A.



**New Play-Anywhere Transistor TV.** Plays on house, car and boat current. Also works on optional battery pack. 13 pounds. Free in-car adapter. Model TR 805 A.



**Deluxe Personal Portable.** Equipped with private earphone and jack. Die-cast chrome carrying handle. All-channel Tandem "82" tuning system. Choice of colors. Model 113 A.

# Tummy Televisio

The 5 inch Sony, for waist sizes 38 to 46. (For smaller tummies, buy the 4 inch set.) Our 32 non-heating, long-living transistors plus our telescopic antenna give you flicker-free reception—even if you jiggle when you laugh. The Sony works on AC wall plug or clip-on battery pack. So that your wife can sleep, we also include a personal ear plug. The beauty of a TV set this small: when you've had a bellyful of television, you hide it under the pillow.

**Lightweight 5 inch SONY TV**

1965





# Audiences are Fragmenting Fast!







**Soooo....**  
**How Huge is**  
**HUGE?**



---

**3,000,000,000**

**... daily views on YouTube**

---

# 800,000,000

- ... **unique visitors worldwide each month**  
**(31 countries, 40+ languages)**



---

# 400,000,000

**... mobile YouTube views daily**

---

**350,000,000**

**... devices enabled for YouTube**

---

# 100,000,000

**... social actions each week on YouTube**



---

**20,000**

**... revenue generating partners**

---

# 48

**... hours of video uploaded every minute**



# The Web Empowers Talent Faster





# Meet Jamal Edwards, Founder SBTv





Chrome





# Weeks of Content for Every Interest

4 months of 24/7  
wedding programming

Results

Weeks

Days

Hours



# What Are THEY Doing Here??





# YouTube & The 4 R's

**Reach**



**Research**



**Rights**



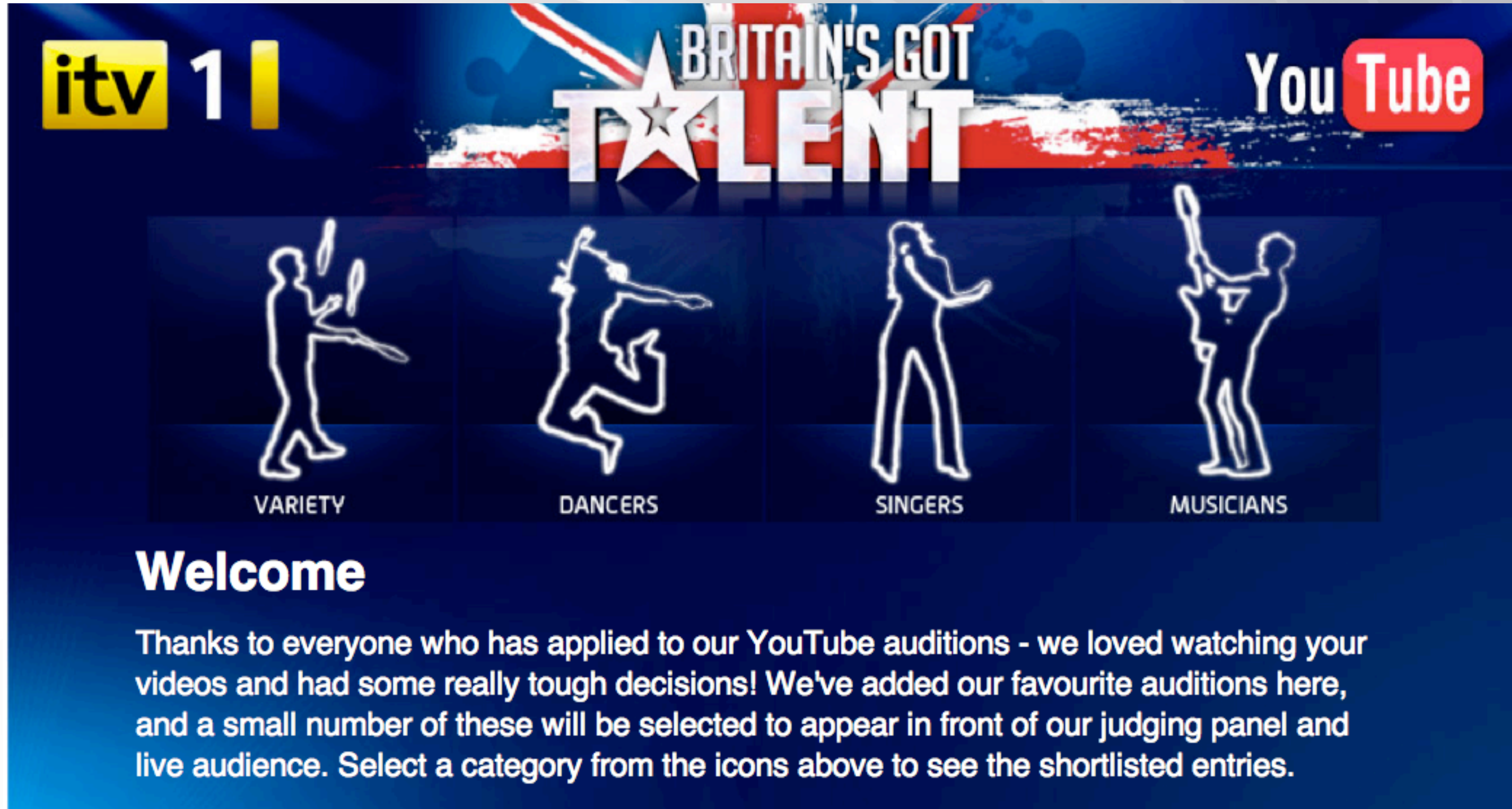
**Revenue**





# REACH: New, Bigger, Global Audiences Engaged

Speak **WITH** (not **AT**) your audience with branded channels, programmed video logs, playlists, and community features for instant user engagement and feedback



The image is a screenshot of the 'Britain's Got Talent' YouTube channel page. At the top left is the 'itv 1' logo. In the center is the 'BRITAIN'S GOT TALENT' logo with a large star. At the top right is the 'YouTube' logo. Below the logos are four white line-art icons on a dark blue background, each representing a category: 'VARIETY' (a person juggling), 'DANCERS' (a person in a dynamic dance pose), 'SINGERS' (a person singing into a microphone), and 'MUSICIANS' (a person playing a guitar). Below these icons, the word 'Welcome' is written in large white text. Underneath 'Welcome' is a paragraph of white text on a dark blue background: 'Thanks to everyone who has applied to our YouTube auditions - we loved watching your videos and had some really tough decisions! We've added our favourite auditions here, and a small number of these will be selected to appear in front of our judging panel and live audience. Select a category from the icons above to see the shortlisted entries.'

itv 1

BRITAIN'S GOT  
★ TALENT

You Tube

VARIETY

DANCERS

SINGERS

MUSICIANS

## Welcome

Thanks to everyone who has applied to our YouTube auditions - we loved watching your videos and had some really tough decisions! We've added our favourite auditions here, and a small number of these will be selected to appear in front of our judging panel and live audience. Select a category from the icons above to see the shortlisted entries.



# REACH: Gathering Global Niches – Iroko Partners

A Nigerian film, television & music rights distributor, has created over 50 channels which deliver 1.8m global viewers a month from over 130 countries, including from 900 full-length movies

YouTube

Search Browse Movies Upload Create Account Sign In

nollywood

powered by IROKO partners

Subscribe Uploads

verizon

Search

Date Added | Most Viewed | Top Rated

Blackberry Babes 2  
596,603 views - 6 months ago  
1:12:20

Love My Way  
588,328 views - 10 months ago  
1:11:12

My Soul Mate  
417,962 views - 10 months ago  
1:02:45

Mr Ibu booty shakes to Yori Yori  
413,235 views - 8 months ago  
1:42

BENEDICT JOHNSON

Love us? Join our FAN Page at [www.facebook.com/NollywoodLove](http://www.facebook.com/NollywoodLove)

NollywoodLOVE; obsessively spreading African culture.

00:46 / 51:39 240p

Info Favorite Share Flag



# Disney and YouTube Make a Video Deal



Disney Interactive

Disney and YouTube will base a Web video series on the popular app "Where's My Water?"



# RESEARCH: Who Is Your Online Viewer?

YouTube Analytics – let's you see the age and gender of your audience. View your audience by geographical territory or gender – and explore how your audience differs over time or by region

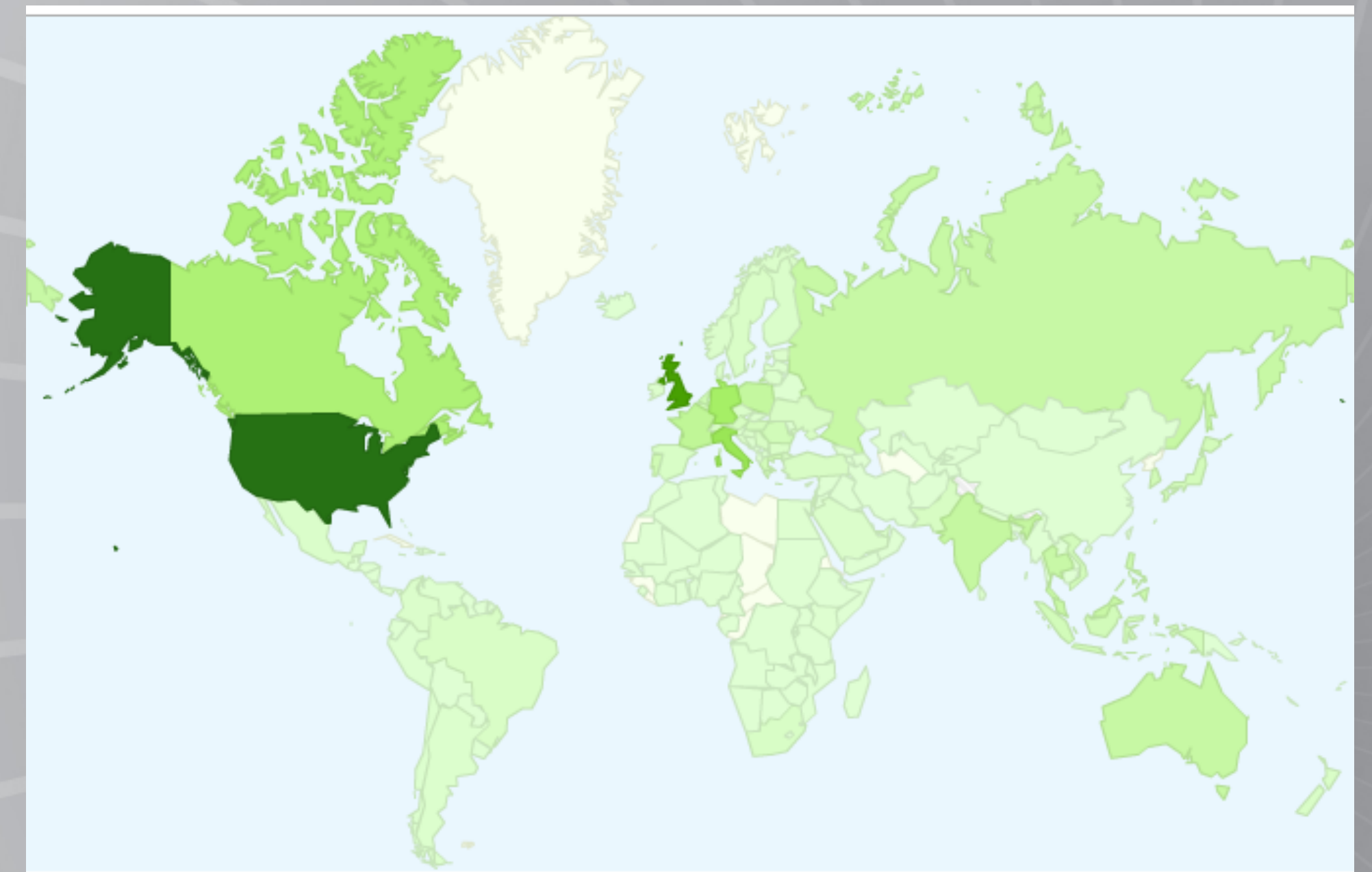
- The Royal Wedding live stream – 102m global views, 72m during the event
- Live streamed in 188 countries around the world
- Average user duration on the Live broadcast page...

...30 minutes and 24 seconds!



## Top 10 Countries

1. USA
2. UK
3. Italy
4. Germany
5. Canada
6. France
7. Poland
8. India
9. Australia
10. Russia

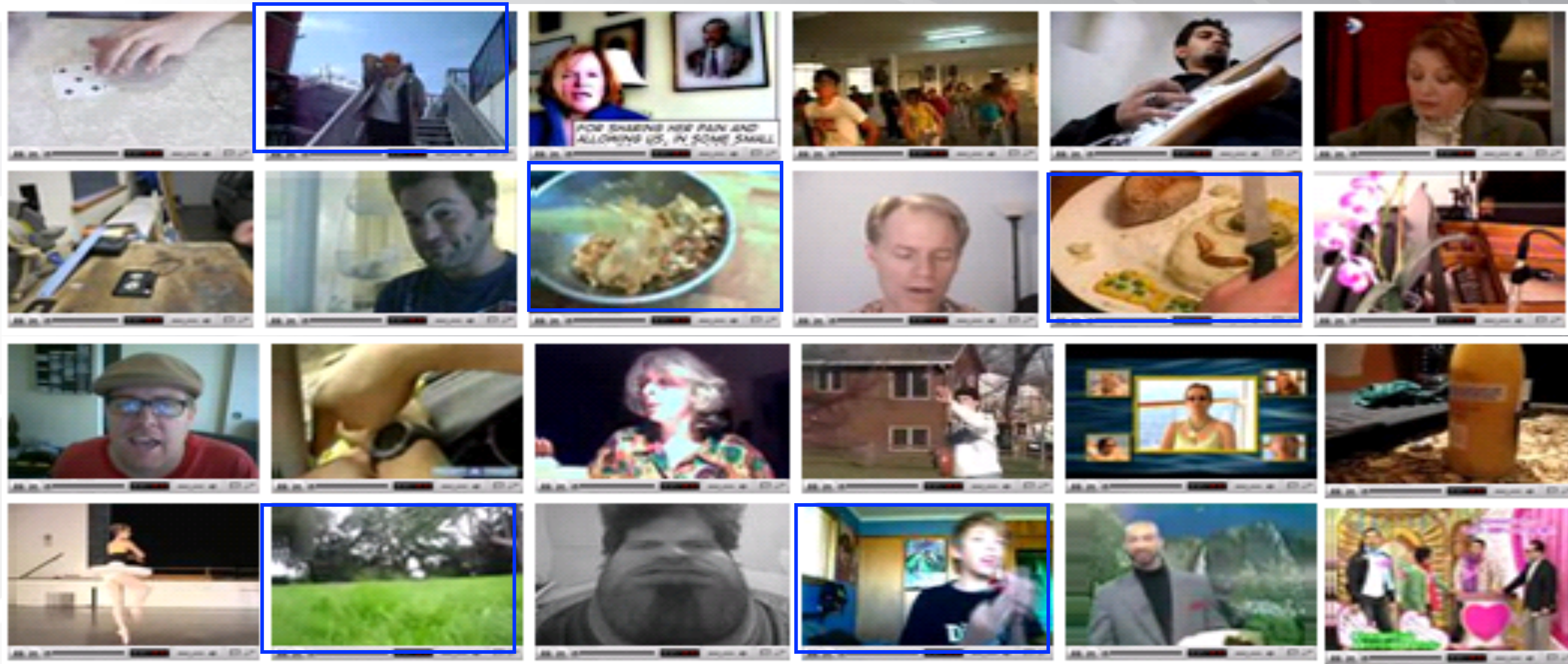




# RIGHTS: Our Commitment to Copyright Protection

## *YouTube Content ID Delivers*

- a scalable service that enables rights holders to manage & protect their rights
- Identify user uploaded videos comprised entirely or partially of their content
- Choose what to do with those videos: block, claim & monetize, or only track usage and gather marketing data





# **REVENUE:** Advertising is Evolving on YouTube

**A commitment to constant innovation**



**Viewers choose**  
relevant ads

Advertisers pay  
for **engaged views**

**Choice = attention**



YOU HAVE TO SEE IT TO BELIEVE IT!

# FLASH-MATIC TUNING

BY  
ZENITH

ONLY ZENITH HAS IT!



A flash of magic light from across the room  
(no wires, no cords) turns set on, off, or changes  
channels...and you remain in your easy chair!



*The Bismarck (Model X2264EQ). 21". Flash-Matic Tuning, Cinébeam®, Ciné-Lens. Blond grained finish cabinet on casters. Also in mahogany color (X2264RQ). As low as \$399.95.\**

With a beam of magic light



this Zenith "flash tuner"

works TV miracles!

Absolutely harmless to humans!

YOU CAN ALSO SHUT OFF LONG,  
ANNOYING COMMERCIALS

WHILE PICTURE REMAINS ON SCREEN!

Here is a truly amazing new television development—and only Zenith has it! Just think! Without budging from your easy chair you can turn your new Zenith Flash-Matic set *on*, *off*, or *change channels*. You can even *shut off annoying commercials* while the picture remains

on the screen. Just a flash of light does it. There are no wires or cords. This is not an accessory. It is a built-in part of several new 1956 Zenith television receivers.

Stop at your Zenith dealer's soon. Zenith-quality television begins as low as \$149.95.\*

*If it's new...it's from Zenith!*

YOU HAVE TO SEE IT TO BELIEVE IT

\*Manufacturer's suggested retail price. Slightly higher in Far West and South.



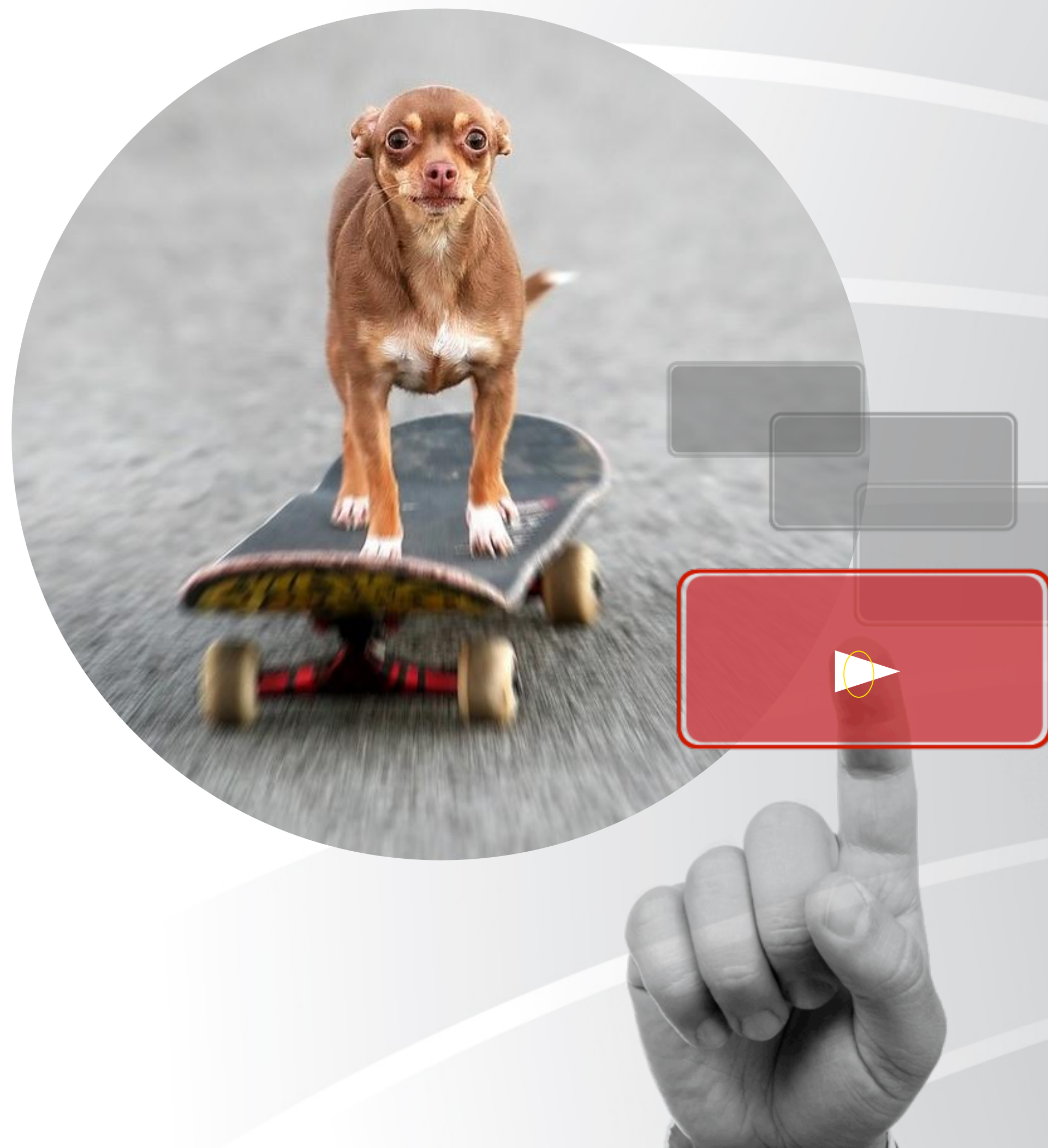
The royalty of TELEVISION and radio

Backed by 36 years of leadership  
in radionics exclusively

ALSO MAKERS OF FINE HEARING AIDS  
Zenith Radio Corporation, Chicago 39, Ill.



# What's Next???





*Live on* YouTube **SEPTEMBER 13 - 14, 2010**  
LIVE STREAMING PLATFORM TRIAL

09/14/2010 7:30 AM PST	Howcast	Cooking with Geoffrey Zakarian of NYC's Lambs Club Restaurant	
09/14/2010 1:00 PM PST	JR Sport Brief	Sports Fans Come Chat with JR for the Latest News!	
09/14/2010 7:00 PM PST	Rocketboom	Rocketboom Live	

< EMBED >




Search Browse Upload Create Account Sign In

## Find > Mix > Watch

Enter song title or artist name

Play top 50 or choose an artist:

Play top 50 or choose an artist:







# New Experience For An Evolving Landscape

- ▶ Creating the world's best social viewing experience, oriented around channels, not videos
- ▶ Allowing users to easily discover great content
- ▶ Bringing online video to TV & across devices



# New Content Channels, New Site

- ▶ TV quality content
- ▶ Regular programming schedule
- ▶ Video on demand with linear playlist viewing
- ▶ No windowing or distribution restrictions
- ▶ Social & community features
- ▶ Deep content across subjects with broad & niche appeal



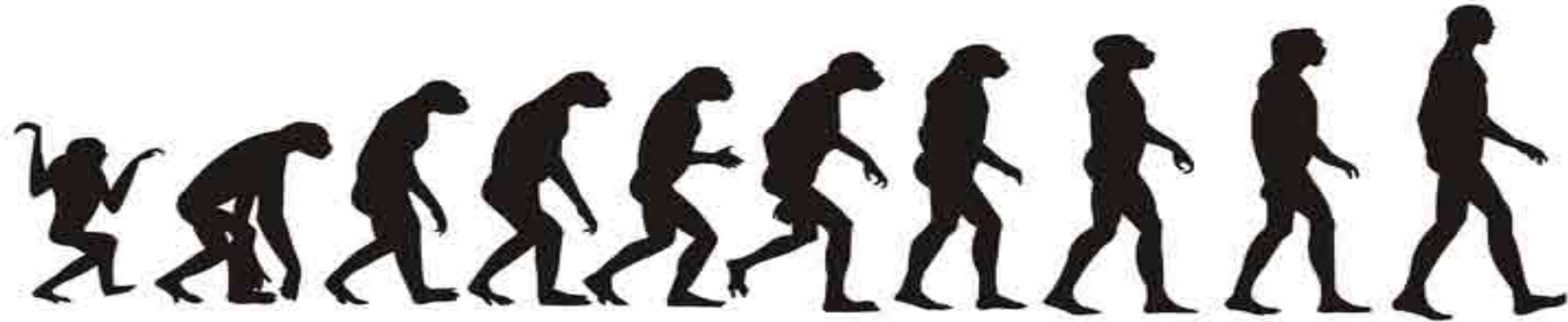


# New Original Channels Coming 2012

- ▶ Over **100 new channels**, across **18 content genres** and appealing to a **variety of audiences**
  - ✓ Top Celebrities, Media Brands, Programmers, Producers & YouTube Creators
  - ✓ 9,000 original and library TV hours annually
  - ✓ 25 original hours daily, with 40-60 hours per channel each year
  - ✓ Designed for a US audience, but likely to have broader international appeal
- ▶ Taking **the best of TV** - episodic content, organized in channels – **combined with the best of the web** - nearly limitless types of content, when you want it, on any device – laptop, tablet, phone, TV, with a true social layer on top



# The (r)Evolution Continues in Online Video



- ✓ Closed to Open Systems
- ✓ Video Everywhere
- ✓ Better Quality & Fidelity
- ✓ New Channel & Creator Brands
- ✓ More Competition for Attention





# Listen to the next generation

**Questions?**





# Best of TV Meets Best of Web



Power of Celebrity

---



Biggest Brands

---



Best of TV Programmers

---



Top Producers

---



Best of YouTube



# Power of Celebrity



GEEK & SUNDRY



RIDE



NUEVON



DANCE ON



I AM OTHER



THE PET PLACE



THRASH



COMEDY SHAQ



SOUL PANCAKE



SMART GIRLS AT  
THE PARTY



THE CHOPRA WELL



AN LEE'S WORLD  
OF HEROES



# Major Media Brands in the US

cafe**mom**

**everyday**  
HEALTH

**MOTOR TREND**

**VICE**

**Men'sHealth**



WORLD WRESTLING  
ENTERTAINMENT



the **ONION**



REUTERS

**COSMO**

**TED**  
IDEAS WORTH SPREADING

**CAR AND DRIVER**



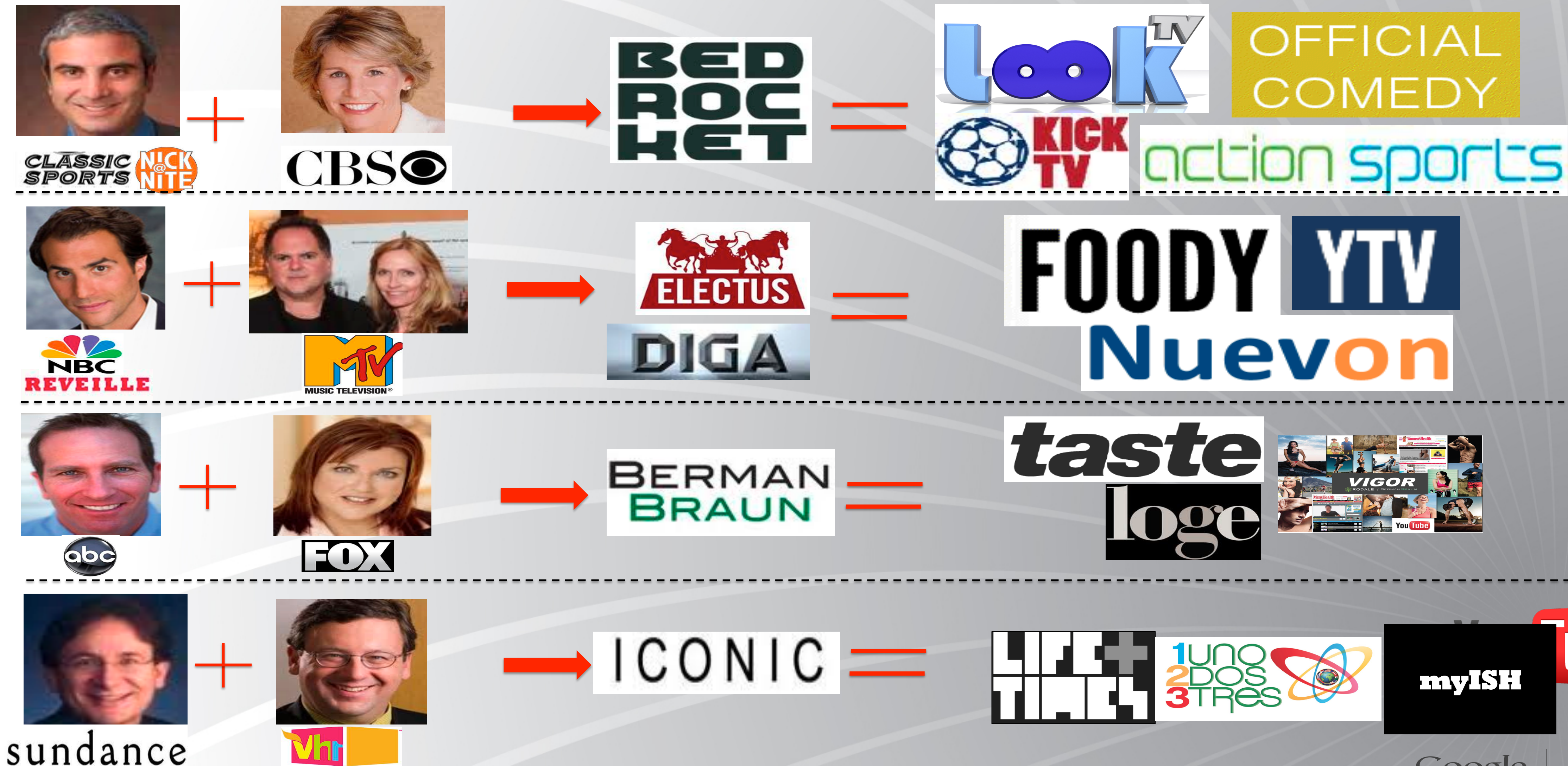
warner | music | group

THE WALL  
STREET  
JOURNAL.



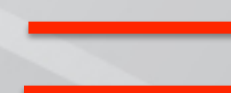


# Proven TV Programmers in the US

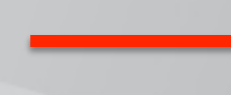
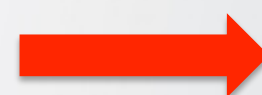




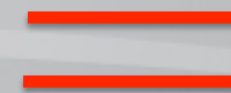
# Acclaimed Producers in the US



*A teen channel*



*Asian American channel*



*Twilight Zone-style series*



*Global dance channel*





