

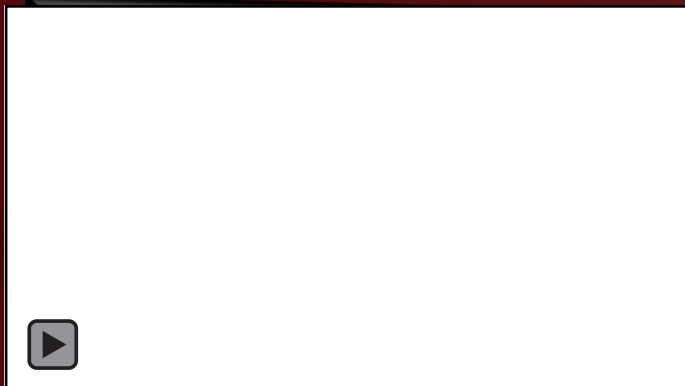
CREATING FOR YOUTUBE

& Best Practices

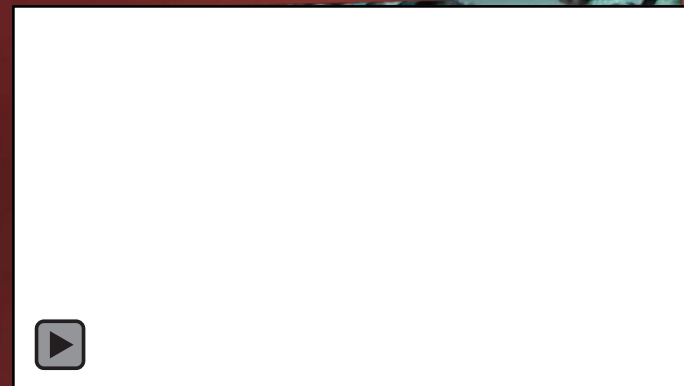
CHRISTENSEN MEDIA JOHN CHRISTENSEN – OWNER

- TV spots
- Documentaries
- RAWTV - Arts & Entertainment show on KCRA

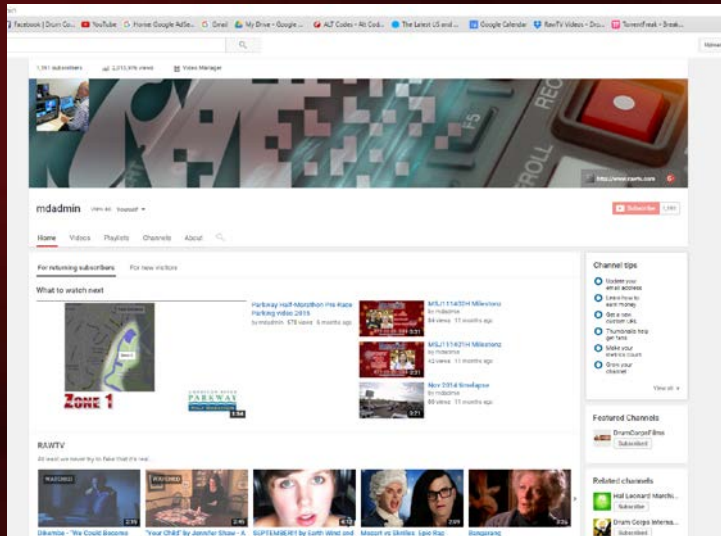
www.cmediapost.com



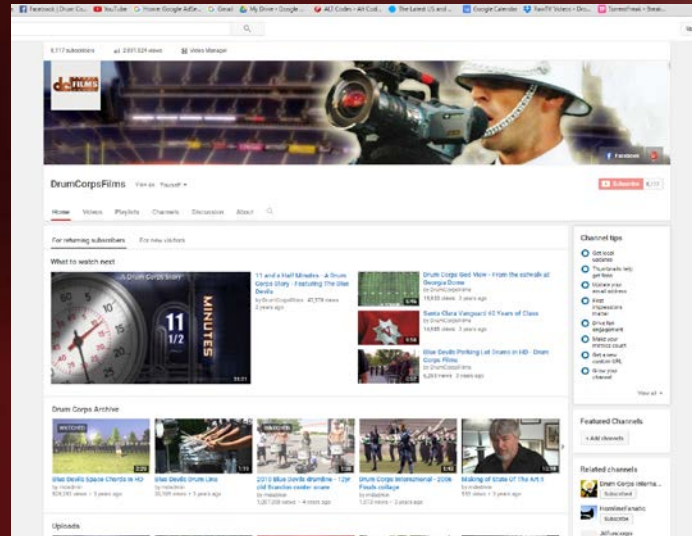
www.RAWTV.com



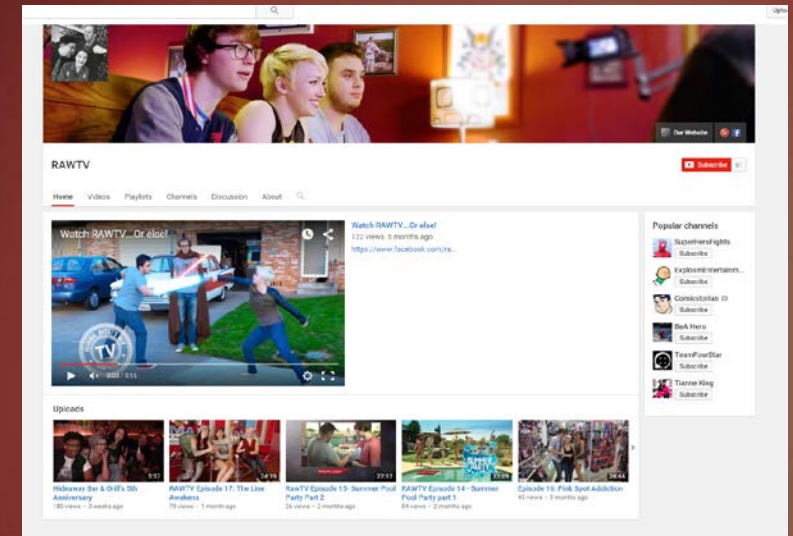
YOUTUBE AND FACEBOOK PAGES



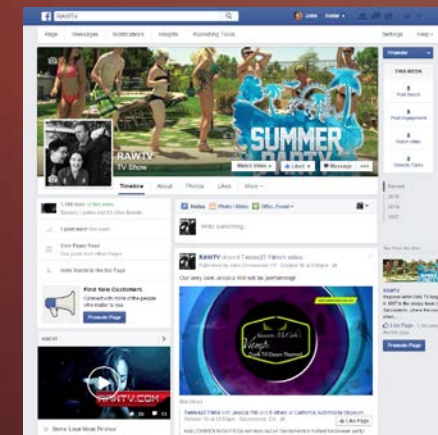
CmediaPost.com



Drum Corp Films



RAWTV.com



YOUTUBE HISTORY

YouTube is a video-sharing website headquartered in San Bruno, California

In November 2006, it was bought by Google for US\$1.65 billion.

YouTube was losing money at a rate of \$500,000 a month despite its immense popularity. Google, however, saw its immense advertising potential.



Chad Hurley, Steve Chen, and Jawed Karim

YOUTUBE HISTORY

As of 2010, it would take 1,700 years to watch every YouTube video.

In 2013, YouTube had more than 72 hours of video uploaded per minute (or over a decade of content every day).



In 2013, YouTube was the fourth most visited website on the Web, behind Google, Facebook, and Yahoo!.

Today, YouTube has more than 400 hours of video uploaded per minute

YOUTUBE TODAY

You Tube reaches more adults aged 18-34 than any cable network.

Most of YouTube's traffic—over 80%—comes from outside the U.S.



Today, YouTube is the second largest search engine in the world.

YOUTUBE TODAY

Percentage of 15- to 18-year-olds who visited these sites in the past 24 hours.



YOUTUBE TODAY

 Indicates the video is not a music video

Rank ↕	Video name ↕	Uploader / artist ↕	Views (billions) ↕	Upload date ↕	Notes
1.	"Gangnam Style" ^[8]	Psy	2.809	July 15, 2012	^[B]
2.	"See You Again" ^[11]	Wiz Khalifa featuring Charlie Puth	2.610	April 6, 2015	^[C]
3.	"Sorry" ^[15]	Justin Bieber	2.402	October 22, 2015	^[D]
4.	"Uptown Funk" ^[17]	Mark Ronson featuring Bruno Mars	2.337	November 19, 2014	^[E]
5.	"Маша и Медведь - Маша плюс каша" ^[20]	Get Movies	2.048	January 31, 2012	^[F]
6.	"Shake It Off" ^[23]	Taylor Swift	2.039	August 18, 2014	^[G]
7.	"Bailando" ^[26]	Enrique Iglesias featuring Descemer Bueno and Gente De Zona	2.021	April 11, 2014	^[H]
8.	"Blank Space" ^[29]	Taylor Swift	2.014	November 10, 2014	^[I]
9.	"Lean On" ^[32]	Major Lazer and DJ Snake featuring MØ	1.969	March 22, 2015	^[J]
10.	"Hello" ^[35]	Adele	1.932	October 22, 2015	^[K]
11.	"Roar" ^[37]	Katy Perry	1.915	September 5, 2013	^[L]
12.	"Sugar" ^[40]	Maroon 5	1.909	January 14, 2015	^[M]
13.	"All About That Bass" ^[42]	Meghan Trainor	1.848	June 11, 2014	^[N]
14.	"Wheels on the Bus" ^[45]	LittleBabyBum	1.840	August 9, 2014	^[O]
15.	"Dark Horse" ^[47]	Katy Perry featuring Juicy J	1.807	February 20, 2014	^[P]
16.	"Counting Stars" ^[50]	OneRepublic	1.744	May 31, 2013	^[Q]
17.	"What Do You Mean?" ^[53]	Justin Bieber	1.613	August 30, 2015	^[R]
18.	"Baby" ^[54]	Justin Bieber featuring Ludacris	1.586	February 19, 2010	^[S]
19.	"Thinking Out Loud" ^[57]	Ed Sheeran	1.580	October 7, 2014	^[T]
20.	"Chandelier" ^[58]	Sia	1.559	May 6, 2014	^[U]

YOUTUBE FUN FACTS

On Facebook, over 150 years' worth of YouTube videos are watched every day.



More video content is uploaded to YouTube in 60 days than the three major U.S. television networks created in 60 years.

The longest video on YouTube is 571 hours, 1 minute, and 41 seconds. The video is a slideshow of Jonathan Harchick's trip to Chili in 2009.

There are over 7,000 hours of full-length movies and TV shows on YouTube.

WHAT CAN YOUTUBE DO FOR US

- The user:
- Entertains
 - Educates
 - Informs

WHAT CAN YOUTUBE DO FOR US

- Creator:
- Create a fan base
 - Advertise
 - Great business video brochures
 - Improve your web site's SEO
 - Fun
 - Revenue


WHAT CAN YOUTUBE DO FOR US

Video Production Company Sacramento - CmediaPost.com

Visit our pages [f](#) [t](#) [g+](#) [v](#)


Search

[Home](#) [Services](#) [More Samples](#) [Gallery](#) [CM Blog](#) [Contact](#) [Paige Lee Warner Life Celebration Service](#)



CHRISTENSEN MEDIA


RAWTV Promotion Reel



RAWTV Sizzle Reel

RAW TV is a music & entertainment program created for regional on-air broadcast and online.


CM Sample Reel



CM Sample Reel

Some of our 25 years of a multitude of media products are sampled here in our demo reel.

VIDEO PRODUCTION COMPANY
SACRAMENTO



Christensen Media has served the Northern California region for more than 25 years, providing award winning video production service to clients large and small.

With 10 Telly Awards, Christensen Media continues to be a leader in creating effective media products that brings results. We invite you to view our sample reel from our many years of production experience and view more samples from over 1300 television broadcast commercials.


Services

More Samples

Clients Served & Gallery

CM Blog

Contact



For fast reply, send us your question...

Email ^{*}

Name ^{*}

First Last

WHAT CAN YOUTUBE DO FOR US

Video Production Company Sacramento - CmediaPost.com

Visit our pages [f](#) [t](#) [g+](#) [v](#)

Search

[Home](#) [Services](#) [More Samples](#) [Gallery](#) [CM Blog](#) [Contact](#) [Paige Lee Warner Life Celebration Service](#)

[Click here to see our recent work >>>](#) [Watch our Recent work](#)

Spirit Of 76 Truck Sale - EGD06125.mpg

RAM 1500 HEMI EXPRESS

Reg Cab \$18,776

RDCTV1204H.mpg

Woodland Record Dot Com

Since 1868

DAHER SPLITS RURAL COMMUNITY, DETAILS AT WOODLAND RECORD

Navins

Extreme Pizza Delivers

www.ExtremePizza.com

916-925-8859

Dashers Insurance - Absolute TV spot

ADJUST FEES

1-800-222-9222

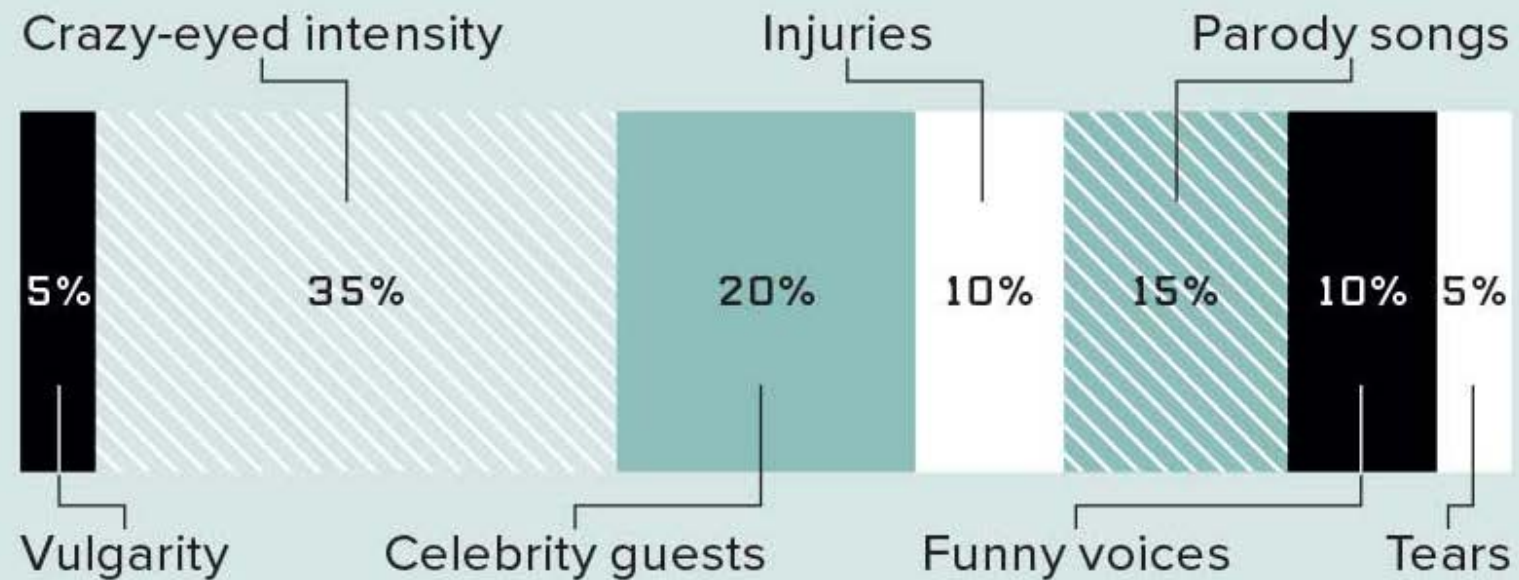
American River Parkway Foundation

This is Performance Chevrolet

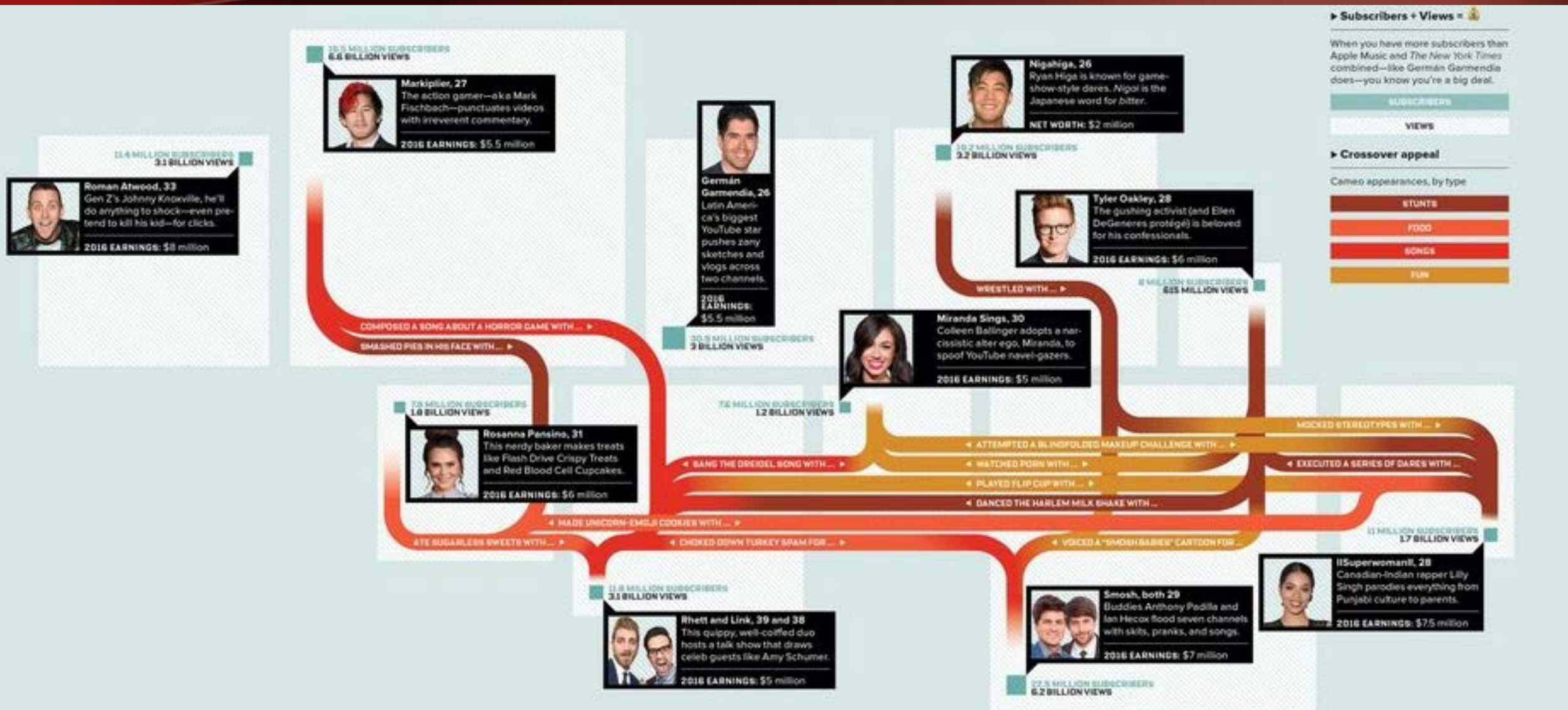
PERFORMANCE CHEVROLET

Viaggio Estate & Winery

ESSENTIAL ELEMENTS OF A VIRAL VIDEO



YOUTUBE STARS



NEXT

1. Best practices on making videos
2. Upload videos
3. Post videos
4. Share videos with links
5. Maintaining your YouTube channel

You Tube STATISTICS

AS OF JAN. 2015

YOUTUBE HAS
**OVER A
BILLION**
UNIQUE USERS



OF AMERICANS USE
YOUTUBE DURING
WORK HOURS

THE U.S. ONLY
PROVIDES



OF YOUTUBE'S
TRAFFIC

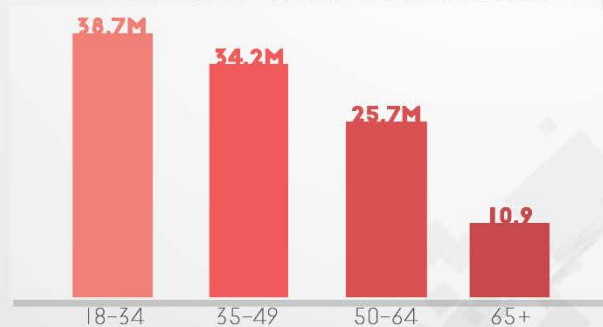


**OVER 6 BILLION HOURS ARE
WATCHED EACH MONTH.**

(ALMOST AN HOUR FOR EVERY PERSON ON EARTH)

YOUTUBE REACHES **MORE U.S. ADULTS AGES 18-34**
THAN ANY CABLE NETWORK

U.S. MONTHLY VIEWS DEMOGRAPHICS



60.5M



67.7M

MOBILE
MAKES UP
ALMOST

40%

OF YOUTUBE'S
**GLOBAL
WATCH TIME**

CREATING VIDEOS FOR YOUTUBE



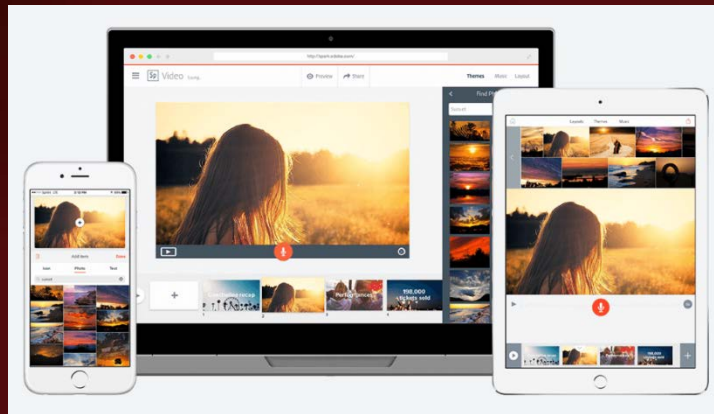
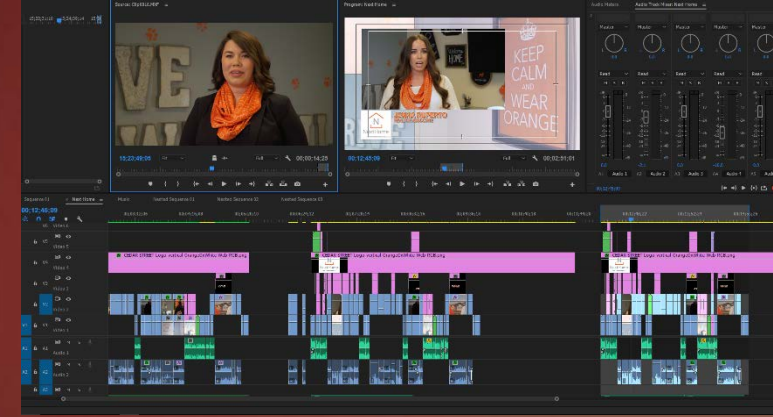
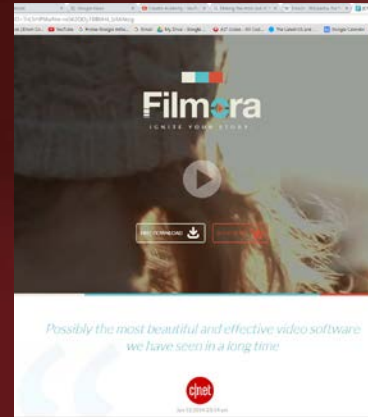
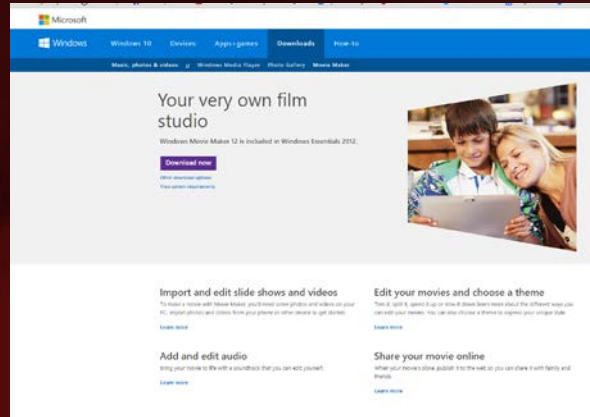


\$99 on Amazon



\$159 on Amazon

CREATING VIDEOS FOR YOUTUBE



COPYRIGHT

If a YouTube user receives three copyright strikes, his or her account is suspended and all videos uploaded to the account are removed. Anyone with a suspended account is not allowed to create new accounts. A copyright strike is when a user downloads copyrighted material without permission.

There are three ways to remove a copyright strike and restore an account to good standing: 1) wait six months for the strike to expire (the strike will expire if the user completes the "Copyright School" and doesn't receive anymore strikes), 2) ask the person who reported the video to retract their complaint of copyright infringement, and 3) submit a counter-notification, which asserts that there was no copyright infringement, such as in a fair use case.

THANK YOU

Class Notes at:

- www.cmediapost.com/blog

John Christensen