

The Playbook

Essential strategies for connecting with today's viewers

Primetime

just got personal

Contents

This is my YouTube, p. 3

Advertising leaders share their video insights

The Rules of Engagement, p.12

Inspiring case studies and essential advice

Meet the Creators, p.17

Spotlights on 7 of YouTube's most compelling creators

Forget chasing traditional primetime.

To attract viewers, follow their passions.

The way people watched video content when I was growing up would be unrecognisable to my kids today. Our options were more limited, with just five Free To Air channels on our one household TV. It actually didn't matter how many channels we could access, my dad had reigning control over the remote at all times (and that's when we finally got a TV with a remote).

Fast forward to today. We have access to videos from all corners of the globe at our fingertips, on a range of screens and devices. When it's my time to watch, music videos are my go to - everything from Like a Version performances, to old mix tapes from Kool Herc or discovering the latest music video from Sampa the Great. At the end of a long day, I'll wind down in bed by watching news, or by tuning in to a documentary (there are so many to choose from).

That's MY primetime.

My lucky kids have way more than five channels to choose from. They like to watch Draw with Jazza and the Crafty Girls on YouTube Kids on their tablets in the morning before school, Eddie Woo's math's lessons after school to help with their homework, and together in the evening we'll cast one of Jayden Rodrigues' choreography Just Dance Mash Ups videos to the TV for an impromptu dance party. *That's OUR primetime.*

My husband loves everything sport - he's usually watching Liverpool or NRL highlights. He's also a music fan, but uses Justin Guitar Songs to learn new tips and tricks when the kids have gone to bed. *That's HIS primetime.*

Video for any state of mind

My family and I are not alone. Creating "personal primetimes" is what the 16.3 million Aussies who go to YouTube every month do.¹ They watch in the moments that make sense for them and the content that they want to watch. They create highly engaged sessions across dayparts, content types, and screens. It's now viewers, not networks, who are the gatekeepers for what's considered popular programming.

We recently conducted an expansive study with The Lab and Nature to dig into this boom of digital video viewership. We found that what's most important to viewers, and what keeps them engaged, is whether content resonates on a personal level and meets their needs in the moment. You might expect that to be the case. What may surprise you is the degree to which this is true,

especially relative to other traditional content considerations. The study found that when people decide what content to watch, the relationship to personal passions is 4x as important as whether everyone watches it, and 2.5x as important as high production value. They care more about the people behind the content than the network behind the content — Australians rate content that features "made by passionate people" 3x as valuable as content vetted by a network.²

The power of passion

Personal relevance is *everything*. By democratising people's ability to broadcast themselves, YouTube is able to meet the need of any particular interest or state of mind — from organisational hacks and specialised cooking tutorials to news clips and sports highlights to Vogue's 73 Questions with Margot Robbie — all available 24 hours a day.

Traditional primetime meant popularity. Personal primetime means passion. Both capture attention. But personal primetime doesn't just attract attention — it influences, and that's another kind of viewership entirely, with profound implications. For brands, this means an opportunity to not only reach attentive audiences at scale, it means a new kind of association, one with greater clout and impact. We're here to help you navigate the new ways audiences watch, and deepen your connections with them to build your brand and your business.

In the following pages, you'll hear perspectives from your peers, learn from brands finding success through online video, and meet some of the creators driving fan engagement. **Welcome to The Playbook.**



Mel Silva
Managing Director, Google AUNZ



Sources:

¹ Official wording: YouTube reached 83% of Aussies 18+ in May 2019, each of whom watched an average of 24 hours of video in that month alone.
Source: Nielsen Digital Content Ratings, May 2019 Monthly Total, P18+, Combined (C/M), Video, Unique Audience / Average Time Spent.

This

is

my

YouTube

We asked 11 of the advertising industry's most influential leaders what everyone should know about online video

David Noonan
MARKETING COMMUNICATIONS MANAGER,
FORD MOTOR COMPANY



Jake Bley
SENIOR DIGITAL CONTENT STRATEGIST,
PULSE



Our consumers are on YouTube. There's a lot of content and providers out there at the moment, so Australian's have a lot to choose from. For us as a company, it's hard to look past YouTube. There are over 16 million monthly users, that's over 80% of the Australian adult population, that's a big number. So, when we get down to campaign planning, we always find ourselves back on YouTube.

YouTube is where we actually think about our audience first. YouTube is proving a really good source for us to start to understand them, to listen to them, to see what they want and what will actually relate to them. And so how can a brand like Ford come in with a contemporary message that can actually work with them and they're happy to hear from as well. And that's what YouTube gives as perhaps we don't get elsewhere.

Partnering with YouTube creators helps our brand message to resonate with consumers. Creators allow us to deliver messages in a really authentic way. We look at what their audience wants and needs, what their creative direction is, and then we marry that to brand objectives and brand messaging. And in doing that, we're able to create content that people actually want to watch. We're not creating ads, we're creating stories.

We look to YouTube to achieve brand and business results. The three key things we look for YouTube to do for us is help us to shift purchase intent, consideration and move traffic through to the physical dealerships. At the end of the day, we're here to get people driving our Ford cars, and YouTube gives us a full funnel solution. We can talk to consumers higher in the funnel, bring them all the way through the funnel to the dealership floor, and track that engagement with YouTube. In the Science of Truck campaign, we achieved best in class results including 61% lift in product interest, and 10% lift in consideration.



Simon Joyce
CHIEF EXECUTIVE OFFICER & FOUNDER,
EMOTIVE

Audiences spend more time with content they’ve chosen to consume. It might sound obvious, but that’s what we’re striving to create. YouTube gives us the exact environment we need; a place where the audience is leaning in for video entertainment. Cost per second is the great equaliser. It’s where YouTube performs very well.

The consumer journey is always front of mind. YouTube has helped us achieve great success with upper funnel plays. The opportunity to truly get noticed with unexpected creative against the right target sets. In saying that, a suite of video assets that lead with brand content and follow up with acquisition shorts has also been a success formula. We call it content to commerce.

It pays to know the neighbours. Being able to be adjacent to content of similar context and reach audiences by their passion points and known in-market behaviour is a big advantage.

There’s been a lot of upheaval in the past decade with the rise - and wobbles - of social platforms and the shift from linear TV viewing to SVOD, but YouTube has been a constant throughout, consistently growing audiences. For a lot of people, YouTube is almost as much of an ingrained utility as their internet connection.

The creative process becomes incredibly liberating once you’re not restricted by traditional ad formats. Once you’ve identified the right strategy and understood that YouTube will be part of the media plan, all of a sudden you can elevate characters and worlds to the next level, establishing dramatic narrative tensions that can’t be achieved with the restraints of a traditional ad.

My primetime is pretty much anytime. I will usually consume YouTube on my mobile and I use it a lot to catch up on sports. So, premium content delivered in a really effective way when you just don’t have time to watch it.

Emily Perrett
MANAGING DIRECTOR,
CLEMINGER BBDO SYDNEY

Lilian Sor
CHIEF STRATEGY OFFICER,
CLEMINGER BBDO SYDNEY



YouTube plays an increasingly large role in the consumer journey. YouTube helps us reach specific audiences with specific interests. But that’s not at the expense of reach. The volume is there.

Consumers demand that brands know more about them now, because the value exchange has changed. They expect brands to give them the content and the information they need and want. That’s where our partnership with YouTube and Google is really strong. Not only can they feed us the best insights about our audience, but they can also get our placements in the right place at the right time for them as well.

YouTube has provided us with tools to make some really rad content over the years. Our sister agency TKT were one of the first to use Director’s Mix for Campbell’s Soup, ‘SoupTube’. We also used the tool to make 18 unique versions of 360 degrees films for Tourism Australia which were really well received by consumers and trade. The YouTube team really helped us make it the best it could be.

Younger audiences are hard to find because media is so fragmented. The YouTube platform allows us to not only find them, but to really tailor the messaging in the ads to align to their specific interests. That’s how millennials and Gen Z consume media. YouTube now plays a bigger role in their lives than ever before. It’s where they’re going to look for new content.



John Broome
CHIEF EXECUTIVE OFFICER,
AANA

Since its inception, YouTube has become a revelation for brand marketers and a powerful destination for brands. YouTube gives every brand the opportunity to make that all important first connection a relevant and meaningful one.

YouTube facilitates a more immersive brand experience. It doesn't matter whether you are marketing luxury cars or family shampoo, YouTube enables a brand's intrinsic assets such as personality and values to shine through personalised and engaging content. The better the content, the more opportunity to create a powerful bond.

YouTube allows consumers to engage with your brand on their terms. Always on, always there, long form, short form, emotional, rational, the audience picks what's right for them and sometimes creates it for you.

YouTube gives brands access to a new generation of passionate advocates. The scale of user generated content can sometimes far exceed the brand's own content. That's when you know you've got advocates on your side.



Andrew Waddell
GENERAL MANAGER AUSTRALIA,
TOURISM NEW ZEALAND

Being a storyteller is about creating an emotional connection with your audience. YouTube allows us to target a specific audience at their passion points; they've got high interest, they're engaged, and we can tell our story within that context, and that creates a deeper, richer connection.

YouTube is a channel where people are checking in every day to consume stories, not at set times. People are consuming based on where they are at that particular moment. YouTube allows us to connect with our audience in a genuine and authentic way to add value at the right moment - the moment of their choosing. That means that our stories can pop-up and be part of their everyday conversation.

YouTube allows a campaign to accelerate fast. Good Morning World had 30 million impressions and 4 million unique views in a very short period of time, and that really set the tone for the storytelling of the campaign. We've seen 26% brand uplift and a significant increase in brand search queries, which has been fantastic. But more importantly, the content and the storytelling is sitting very well with our consumers.

I watch YouTube with my daughters. We enjoy sitting in the lounge and watch on a smart TV. What we do is identify a theme, and we will explore the different videos within that theme for as long as we have time for.



Josh Grace
CHIEF MARKETING OFFICER,
SAMSUNG AUSTRALIA

The thing that really separates us as a brand is storytelling. YouTube is fundamental in terms of reaching the audiences we want to reach with the messages we want to get to them in the most powerful storytelling medium there is.

Reaching your audience these days is one of the biggest challenges in marketing. YouTube's really critical at reaching all audiences, but in particular I think, getting to the under 40 audience, because as we all know, they're not looking at broadcast media in the same way anymore. The power of YouTube is that we can find the people we want to talk to and optimise our investment around those people, and eliminate wastage, and it all stems from the fragmentation we've seen over the last 10 to 20 years.

It is critical for us to engage Gen Z in a way that is authentic to them. They're rejecting a lot of the inauthentic marketing behaviours of the past. One of the campaigns that we've done recently, 'Sponsored Posts', has been fantastic. YouTube enabled us to partner with content creators and poke fun at influencer marketing in a way that was authentic. We've been able to engage 90% of the audience in Australia, whilst also driving a 13% uplift in purchase intent. This is really powerful stuff.

What's fantastic about YouTube is the breadth of ways we can use it to tackle different marketing objectives. Being a brand as big as we are, we have to work at the top of the funnel, where we're trying to make Aussies love us. The platform gives us the ability to do bigger motive storytelling. But as we pull people down through the funnel we want to drive things like store conversions and getting people to get to the dot com; then products like TrueView come into play.

YouTube gives me access to the content that I love, that even the big broadcasters these days won't show. You'd think I'm into Minecraft and Star Wars conspiracy theories (that's what the kids do) but really, I love watching things like the America's Cup reruns, because as a sailor, I can't get that anywhere else. YouTube gives me access to the content that I love, that even the big broadcasters these days won't show.



Mark Lollback

CHIEF EXECUTIVE OFFICER,
GROUPM AUNZ

YouTube is an amazing tool for actually helping to build brands. As an ex CMO, brand building is something I am very passionate about.

Our clients are looking for high quality video environments that they can genuinely promote their brands, and that's where YouTube plays a fantastic role. YouTube is where you can have beautiful imagery, you can have fantastic music and you can actually build brand awareness and deliver incremental reach for clients.

Six-second ad formats enable brands to be more creative and connect with consumers with a more tailored message. I grew up in the Unilever world of marketing and they always said that a brilliant 15-second commercial is probably one of the best you can make because you are forced to take out everything that doesn't matter and focus on delivering a message in a simple and engaging way. Six-second ads enable brands to think about every step of the consumer journey. When a consumer watches three or four of the six-second ads, they are able to string together a more personalised narrative that tells a more interesting story than just a single, linear 30-second spot on TV.

I watch YouTube for self-education. I am constantly blown away with what I can learn on YouTube. That is the nerdy side of me. I love "how-to" videos and trying to fix things at home. I am also a movie buff and believe there is nowhere better or easier to watch movie trailers than to jump on YouTube when I have a few minutes on the bus during my commute. It is a fantastic way to spend time.

Gai Le Roy

CHIEF EXECUTIVE OFFICER,
IAB AUSTRALIA

Establishing relevance and being entertaining is key for an ad to grab my attention. I need to know or feel that the ad is going to offer me something relevant and entertaining from early on in the creative to grab my attention. Additionally, as an industry, I think we could do a better job at managing frequency, because seeing the same ad too many times diminishes the entertainment value.

I love the video content and advertising work from Japanese cosmetics company Shiseido. Their ad "High School Girl?" won many awards a few years ago and they continue to release amazingly beautiful creative with strong storytelling.

Video advertising is currently the strongest growth area in digital advertising. Because of this, I feel that there is definitely the incentive to

play around with new content, but I also still think there are still hidden opportunities to give older and archived footage a new lease on life.

My family watches YouTube together. As a family we love to watch ridiculously long and dramatic table tennis rallies for a bit of fun. I dream of one day being able to play like that! I am a huge theatre buff so at the moment devouring all the season launch videos released by local theatre companies such as Griffin, Belvoir and Sydney Theatre Company to work out my live theatre plan for 2020.

A lot of my video consumption has shifted to the big screen over the last few years assisted by a broader range of high quality long form content and trying to limit my phone screen time when I am drifting off to sleep.



Peter Horgan
CHIEF EXECUTIVE OFFICER
OMNICOM MEDIA GROUP AUNZ

YouTube continues to offer unique scale and reach in an increasingly competitive environment. As the environment evolves, YouTube continues to enhance its offering with richer engagement opportunities and helping advertisers grow their audio visual coverage.

Consumers now have more content on demand at their fingertips than ever before. So, for us it's about navigating that ever more complex landscape, and using technologically innovative entities like YouTube become increasingly important to intercept potential customers at different points along their journey to purchase.

Youthful audiences are becoming increasingly more difficult to intercept in broadcast channels. The mobility of that audience is what makes YouTube very exciting as an opportunity to sharpen how we show up for those audiences, how brands position themselves, and where we intercept with the right message, at the right time to help brands future proof their business.

YouTube brings a special blend of technology meets creativity. The connectivity between Google and YouTube makes the platform especially powerful. It provides a unique ability to glean insights while tools like YouTube Director Mix helps us create customised creative at scale.

YouTube aligns with Omnicom Media Groups objectives. We're excited that the platform stretches our capability and allows us to future proof our own business by sharpening how we reach consumers in an ever more complex landscape.

My downtime is quite precious, and I find value in spending it on YouTube. I will watch when doing household tasks on weekends to help me build a barbecue or fix an appliance that isn't working. While waiting in an airport, I might watch videos to make my surfing less horrible. YouTube videos add value by helping me find timely solutions and provide nice escapism.



The of Engagement

On YouTube, viewers in their personal primetimes are attentive and ready to take action, giving advertisers more opportunities than ever to make meaningful audience connections and drive results. Inspired by brands that have done just that, here are five rules of engagement.

RULE N° 1

Capture Immediate ATTENTION

2.4X

more attention is paid to ads when shown on platforms with full sight, sound, and motion.³

Although attention spans aren't necessarily shorter today, people are choosing what they want to give their attention to faster. They're ready to skip, scroll, or fast-forward if something doesn't grab them right away.

Creating audiovisually rich content is key to creating that stopping power: A staggering 2.4x more attention is paid to ads when shown on platforms with full sight, sound, and motion.³

With content that surprises and intrigues early, brands have the opportunity to plunge the viewer straight into the action, getting them to stop and engage, instead of skip.



CASE STUDY: Tourism South Australia

Reality commands attention. Nothing captures our imaginations like a live connection - so it's hardly surprising that a 120-hour live-streamed holiday across the rugged outback, crystal waters, social hubs and luxuriant wine regions of South Australia swept up viewers from all over the country. Tourism South Australia didn't just describe the perfect holiday - they used YouTube to offer up a tantalising taste. The result was a 96% upswing in leads for SA's tourism operators.

RULE N° 2

Be Truly HELPFUL

Viewers come to YouTube throughout the day to get a huge variety of needs met in the moment, particularly to get their questions answered — whether they want to learn how to tie a tie, speak another language, or make a purchase. According to Nature Research, over 50% of Aussies claim that YouTube helps them decide which brand or product to buy.⁴

Helpful content can answer their questions, spark an idea, or make taking action easy. And if you can teach and inspire audiences, they won't just watch, they'll become loyal, long-term advocates of your brand.



Over 50%

of Aussies claim that YouTube helps them decide which brand or product to buy.⁴

CASE STUDY: IKEA

For many people, the biggest hurdle in home decor is knowing how to combine furniture purchases in a way that works. To lend a hand, IKEA sent a squad of store staff on a home makeover tour, leaving them to shoot and produce their own video series on the way. The IKEA Home Tour series now features over 100 pieces of content, racking up millions of views, and offers the kind of content that YouTube viewers love: focused inspiration and advice for common situations, perfectly tying IKEA to the idea of affordable and beautiful home improvement.

RULE N° 3

Relate, Relate, RELATE

Understanding your audience is table stakes. According to Nature Research, the #1 way in which Aussies define valuable content is whether it 'aligns to my personal passions and interests'.⁴ When people are deciding what to watch, according to Nature Research, when it comes to defining valuable content; relating to viewers' personal passions and interests is 4x more important than whether it is a show everyone is watching, and 2.5x more important than whether content has high production quality.²

With your Google rep, make the most of tools that can help you gain deeper insight into your audiences. When you can frame your brand in the context of things people care about, or even take a stand on a culturally relevant topic that's authentic to your brand, it drives results.



CASE STUDY: Domino's

A base of insight into appetites and behaviours, sprinkled with tasty targeting and baked to creative perfection. Voila; Domino's pizza served up a mouth-watering campaign at just the right moment to hungry customers in QLD and WA. The result was a 0.5-1% sales uplift (enormous considering the scale of their operation) exceeding the performance of a traditional media mix across the rest of Australia.

#1

way in which Aussies define valuable content is whether it 'aligns to my personal passions and interests'.⁴

RULE N° 4

Lean Into YouTube
CREATORS

Video is a unique and immersive way for influencers to build relationships with people. On YouTube, creators can break the fourth wall, listen and have a two-way dialogue with their fans, and build relationships based on their personalities. More viewers than ever are becoming loyal fans: Year over year, the number of YouTube users who follow creators and engage with their channels every day grew by a massive 70%.⁵

Collaborating with creators is a high-impact way to reach engaged audiences, but you can also reach customers through the creators they love by simply serving ads alongside the relevant channel.



CASE STUDY: **Samsung**

YouTube doesn't just attract the audiences - it attracts the talent. To launch the Galaxy A phone, Samsung tapped into the zeitgeist with a self-aware slice of comedy written by YouTube stars 'Auntie Donna'. Shot with the Galaxy A, the music video made the product features self-evident, while the immediacy and legitimacy of the creator's POV gave the video just the right dose of irony to earn over one million views.

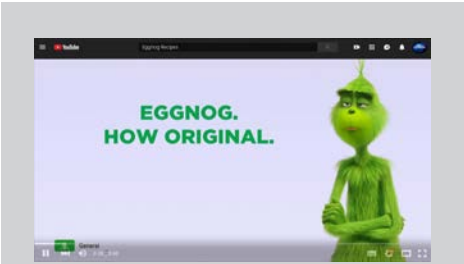
RULE N° 5



Encourage
ACTION

In their moments of personal primetime, viewers are primed to take action. Not only are they in lean-forward mode, they're also turning to YouTube to get things done. According to Nature Research, over two thirds of Aussies claim that YouTube helped them find answers they couldn't find anywhere else.⁴

Strong creative that has an enticing call to action and makes it easy to take the next step, like visiting a website or making a purchase, allows your videos to both build your brand and drive business results.



CASE STUDY: **Grinch**

A call to action is more compelling when it's tailored. Using YouTube's Director Mix, Universal Pictures tailored over 625 variations of their ads, allowing the Grinch to offer his lovable, sarcastic take on specific video content using pre-roll ads. Searching for a Chrissy Pavlova recipe video? The Grinch hates pavlova - and the audience loved it. To turn laughs into ticket sales, Universal Pictures geo-target cinema locations and showtimes. 43% greater click through rate and the number one family movie on opening weekend.

Meet the Creators

As viewers increasingly seek out relatable content on their own terms, YouTube creators are attracting audiences in the millions. Here are seven you need to know.

ANN REARDON ON SERVING UP SWEET RESULTS

With boundless imagination and a taste for impossible creations, Ann Reardon mixes flair in the kitchen and a love of teaching into a recipe for international stardom.

What was your motivation for uploading your first video to YouTube?

I actually started the howtocookthat.net website to keep my mind occupied during maternity leave with my third son. After a while, I found that detailed cake decorating was easier to show on video than to explain with words. If a picture tells a thousand words and a video is 25 pictures a second - well you do the math. When the channel began there were no other channels showing how to make complex luxury desserts or detailed time-consuming cakes. In other words, there was a niche that had not been filled.

What kind of fan interactions have you had?

I flew to Queensland with my family to surprise a subscriber who was having a rough time. She is only 15 and has had more than 20 surgeries. Emily has sent handwritten letters to me and my family and she is always one of the first to comment on new videos. We secretly arranged with her mum to come to her home and surprise her with a cake. Emily opened the door and instantly started crying. We filmed cutting the cake and enjoyed a couple of hours together. It was such a lovely day.

What influence does your audience have on the videos you create?

Feedback in the YouTube comments has been invaluable in shaping the channel. Over the years it has allowed me to gauge the level of detail that people need to be able to understand and recreate recipes. I often ask my audience to vote on what video they want me to film next.

What do you watch on YouTube?

What I watch usually depends on what mood I am in. I can watch on my mobile or on my computer when I want a break, when I need to learn how to do something, or when Dave is watching the footy. I enjoy informative videos like TED Talks and I watch creators like Peter McKinnon and Devin Supertramp for editing and filming ideas. I also enjoy keeping up with other Aussie creators like How Ridiculous and Draw with Jazza.



Channel: HOW TO COOK THAT | Subscribers: **3.7M+**

60%

Increase in watchtime for "cooking tips" videos in Australia over the past year.⁶



1B+
music fans come
to YouTube
every month.⁷

SCOTT BRADLEE ON HITTING THE RIGHT NOTES FOR A NEW GENERATION OF MUSIC FANS

Jazz pianist Scott Bradlee started his channel by shooting old-school covers of modern classics in his basement apartment. Now he's touring the world and collaborating on global ad campaigns.

Who is the typical Postmodern Jukebox fan?

Oh, it's so wide. Our audience ranges from people that love Miley Cyrus to people that grew up in the time of Glenn Miller. We have people that are 90 years old, as well as people that are nine.

What kind of fan interactions have you had?

People write to me and tell me that because of my videos, they decided to take up saxophone or take vocal lessons. When I was a kid I was the only one in my school that was into old jazz, now there's a whole community out there inspired by Postmodern Jukebox.

What do you watch on YouTube?

I couldn't live without tutorials. There's a tutorial for everything on YouTube and it's amazing because I remember so many times trying to learn how to do something by myself and failing miserably. But now with YouTube, you can just search for anything.

Channel: POSTMODERN JUKEBOX | Subscribers: **4.1M+**

CASSEY HO ON MAKING FITNESS FLEXIBLE FOR STAY-AT-HOME EXERCISERS

By blending Pilates with pop music, Cassey Ho's energizing Blogilates channel has brought fitness and fun to an at-home audience of millions.

Who is the typical Blogilates fan?

People of all colours, shapes, and sizes watch Blogilates, which I think is very important, because they see that you don't have to look a certain way or have six-pack abs. A lot of the girls who start out doing my videos are afraid to go to the gym because they're self-conscious, but by doing Blogilates videos at home they start to build confidence.

How has YouTube helped you build up a dedicated community of fans?

Because YouTube allows for longer-form content, I'm able to teach a real, full-length class, and my fans aren't just watching. We suffer together, we sweat together, and I feel like I'm not able to do that on other platforms because they're so short-form or people don't even turn on the sound. For fitness you need that sound, you need the encouragement.

Do you have a favourite video?

People were leaving me really mean comments and I had the idea to take all those comments and create a video, "The Perfect Body," photoshopping myself to look how they want me to look. I created the video really as therapy for myself, and when I put it up, it went super-viral. I think it was because it's one of the first times people saw someone so vocal about the pressures of beauty standards in society.



Channel: BLOGILATES | Subscribers: **4.7M+**

MARQUES BROWNLEE

IS PUTTING A FRESH SPIN
ON TECH REVIEWS

Marques Brownlee's gadget-heavy channel is one of YouTube's most popular tech destinations — with everyone from tech newbies to NBA stars checking in for advice on phones, ultra-thin TVs, and self-driving cars.

Who is the typical Marques Brownlee fan?
My viewers are really into tech, gadgets, and figuring out what the bleeding edge is all about. There are also people who are finding my stuff via search: "What is a self-driving car?", "What's special about the new iPad?" A couple of NBA players have actually reached out to me directly, wanting to know which phone is best for them.

Has there been a shift in how YouTube creators are seen?
We're being taken more seriously both inside and outside of tech, because the pure scale of the audience we reach and our influence is hard to ignore. We're now seeing tech YouTube creators being invited to press events alongside traditional journalists.

Do you think the way we watch content is changing?
A lot of people have flexible schedules but they're also really busy, so the difference between TV and on-demand content that you can watch whenever you have the time is huge. Content can also be more personal and authentic if you're getting it from one person or a creator that you trust. I still have cable for the occasional live sports moment, but other than that, it's all online.



SHANNON HARRIS

SHARES BEAUTY STORIES
THAT ARE ANYTHING
BUT MADE UP

One girl, one dream. Just by being herself, Shannon Harris has transformed Shaaanxo into New Zealand's most subscribed channel and won the hearts of millions around the world.

What makes your YouTube channel successful?
I think a lot of people are attracted to my channel because I just tried to be myself. I don't try to put on some professional persona. I really just talked to people the way I would chat with my friends and I don't over edit my videos. I leave the mistakes and I just try to be quite relatable and down to earth. I think people enjoy that.

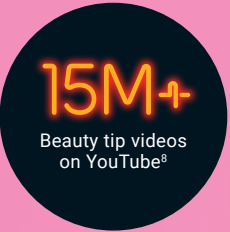
What kind of fan interactions have you had?
YouTube has given me a platform to find an audience and a lot of friends online, and some of the most memorable moments are meeting them in real life. It's amazing hearing what they have to say about how I've inspired them to become a makeup artist - it's really special to me and I'll always remember that. My viewers are so important to me and definitely have an influence over the content I create. I'm always asking my viewers to contribute ideas. I want them to let me know what they want to see, what products they want to see used, or what kind of looks they want to see. Because at the end of the day, I'm creating content for them.

What is it like being the most subscribed channel in NZ?
Pretty crazy. I definitely never, ever thought I would be here. When I was first starting my YouTube channel, I never thought it would be a career. I never thought that this many people would subscribe to me. I remember years ago, when I hit about 60,000 subscribers, just being in shock, because my city only has about 60,000 people living in it.

Has YouTube helped you outside of the platform?
After gaining my subscribers, I launched my own business selling makeup and brushes and lashes. I decided to launch my own website with products I loved. My viewers trust my recommendations and that's why the company is successful today. It's all thanks to my viewers on YouTube. Just being on this platform

has really helped to increase my confidence. I've been able to take my time and put out there into the universe what I've wanted under my own control, and my viewers have been there every step of the way for me. I can't see myself stopping, because I just genuinely love creating content, and I just love talking to my viewers so much.

What is your Personal Primetime?
I usually watch YouTube on my mobile phone, so I'm always keeping that in mind when creating my own content. I love just scrolling through the popular page. I love watching animal videos. I love the channel called Daily Dose of Internet. It's my favourite.





MOOG AND MARTY
ARE SHARING
THEIR WORKSHOP
WITH THE WORLD

Two mates who have turned their passion for modifying cars into a vehicle to connect with millions of fans globally.

Who are The Mighty Car Mods fans?

There is a tight knit community of people out there who love cars as much as we do, and they are always happy to share their experience with us. And it's not just in Australia. Everywhere we go in the world from Japan to New Zealand, the U.A.E. to The States, there are people that love and watch the show, who want to come up and buy you milkshake or a coffee or a beer and get a selfie and that's really cool. One of the first times that we went to L.A. to film, we realised just how passionate our fans were. We announced our arrival on social media, and thousands and thousands of people turned up to see us. There were police and barricades and a dog squad - all for a couple of Aussie guys on the other side of the world.

How do your fans influence what you make?

YouTube is unique in that you get all this feedback from the fans, who are seriously involved and invested in what happens. We've had some pretty awesome experiences where people have said, "You guys should do this kind of car" and sometimes they end up being pretty awesome builds.

What is the production process like for your content?

It's a crew of two. We shoot the show ourselves, we edit it ourselves, and we make the music. We always aim for the highest production value we can. We

shoot everything in 4K, we edit everything H.D., we want it to be at least as good as anything you'd get on TV. If people want to see something, or we want to do something, within a week that video can be out there and potentially millions watching it and loving it as much as we do.

What opportunities has YouTube opened up to you?

We've worked with franchises like Fast and Furious, Transformers, Mad Max, even Need For Speed for PlayStation; often we've built a car based on the themes of the films and the Hollywood studios use them to promote their latest epic production. We've also had the opportunity to start a clothing line, write a book, open a fried chicken restaurant, we're ambassadors for ReachOut, we've worked with the Make a Wish Foundation - we've even helped Oxfam buy a herd of goats. Somewhere out there over a hundred kids all have goats, funded and purchased by Mighty Car Mods' fans.

Why did you choose YouTube as the place for your content to live?

The best thing about YouTube is we get the flexibility to upload when we want. We get the freedom to explore ideas, and not have people telling us what we can and can't do, which is awesome. You've also got an engaged audience that knows where you are and knows what to expect. They know they can rely on you to make some high quality stuff for them to watch, coming out every week.



THEODORE & NATHAN SAIDDEN ON THE IRRESISTIBLE POWER OF COMEDY

Brothers Theodore & Nathan Saidden always knew how to crack up an audience of friends and family at home, but since 2017 the laughter has spread to hundreds of millions of people here in Australia and around the world.

What was your motivation for uploading your first video to YouTube?

Nathan and I have always loved comedy. We used to perform our impressions in front of our parents and make short videos on our handi-cam.



Channel: SUPERWOG | Subscribers: **1.3M+**



Before YouTube it was hard to reach a greater audience and so when YouTube came along, it meant we could instantly find an audience who shared our sense of humour. It was received well early on and we were really excited to keep going, even if we only had 500 subscribers! Just seeing people out there asking for more was enough to encourage us. We've been on the ride ever since.

What is your relationship like with your audience on YouTube?

There's a digital intimacy between fans and creators that feels impossible to find on other platforms, which we like. For example, during the series we were uploading strictly once a week on Sunday nights, it was like I could feel the fans waiting for the upload each week as I pressed the button to publish. Without YouTube we would have found it very difficult to find the audience we have today.

What opportunities has YouTube opened up to you?

It is because of our fans and the reach we attained on YouTube that we have been able to perform for fans across the country live. It is always an amazing feeling and to hear them laugh in real life is addictive. Additionally, YouTube and Screen Australia's co-funded 'Skip Ahead Initiative' which gave us the opportunity to make our first Series Pilot which led to our full first season of Superwog.

What do you watch on YouTube?

It's hard to say because we watch so much. I even watch a lot of videos that don't come from creators per se. For example, I have become addicted to watching UFC trash talking compilations, I find Nate Diaz hilarious.



Sources:

¹ Nielsen Digital Content Ratings, May 2019 Monthly Total, P18+, Combined (C/M), Video, Unique Audience / Average Time Spent
² Google/Nature, Primetime is Personal study, AU, Aug 2019. n=1500 people age 18-65.
Percent of respondents who ranked each statement in their top 5 out of 17 statements when asked "Which of these are the 5 most important to you when deciding if video content is of value to you?"
³ Nielsen Consumer Neuroscience, U.S., Video Ad Cross-Platform Research commissioned by Google. Conducted using eight advertisements, four platforms and 400 participants aged 18-35, Nielsen CNS Lab, Boston, 2016.
⁴ Google/Nature, Primetime is Personal study, AU, Aug 2019. n=1500 people age 18-65.
⁵ YouTube Internal Data, Global, Jan. 2017-2018.
⁶ Google Data, AU, Jun 2019 vs. Jul 2018
⁷ YouTube Internal Data, Global. April 2018.
⁸ Google Data, Global, Mar 2018. Classification as "beauty tip" videos was based on public data such as headlines, tags, etc. and may not account for every such video available on YouTube.

