Hollywood Goes YouTube(?)

Film Promotion, Online Video, and Spreadable Media

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Two YouTubes?
Overview

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Key findings

• YouTube is not an effective way to drive large volumes of impressions in the short term
• Users interact with UGC and PPC differently
• Viewing and discussion on YouTube increases later in the week
• Majority of top videos are uploaded by individual users
• Properties studied with familiar brand names, characters, appear the most
• Additional products/events can boost YouTube presence post-release
• Post-release an optimal time for word of mouth via UGC, discussion over dissemination of commercial messages
• No apparent link between YouTube views or discussion and offline revenue

Implications for how firms relate to fans, enforce copyright, measure “engagement”
**Methodology**

- Used top 10 summer films of 2007 as reported in *Variety*

- Slightly longer study period for films released mid-week

- Total of 104 days, April 27-August 12, 2007

- Recorded and coded related videos from top 100 “Most Viewed” and “Most Discussed”

- Data: # views, # comments on specific days in those categories

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Research questions & objectives

What types of participation/engagement happen on YouTube?

How are fans sharing, interacting with and accessing product information on YouTube?

To what extent do broadcast TV heuristics apply to YouTube audienceship?

What are meaningful metrics for YouTube/social media activity?

What type of action(s) do users take?

What is the related content? What are users doing with it?

How does user generated content compare to professionally produced content?

Who are the uploaders?

How does online engagement & participation relate to offline revenue?

To what extent do broadcast TV heuristics apply to YouTube audienceship?
What is the content, and what’s being done with it?

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- Top 100 “Most Discussed” get about a third of the viewings as top 100 “Most Viewed”.
- 2/3 of “Most Viewed” is PPC, while <75% of “Most Discussed” is UGC.

**UGC vs. PPC - Most Viewed**

- User Generated: 31%
- Professionally Produced: 66%
- Unknown: 3%

**UGC vs. PPC - Most Discussed**

- User Generated: 76%
- Professionally Produced: 20%
- Unknown: 4%

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- Top 100 “Most Discussed” get about a third of the viewings as top 100 “Most Viewed”
- 2/3 of “Most Viewed” is PPC, while <75% of “Most Discussed” is UGC
- 28% of “Most Viewed” was promotional content, made up only 9% of “Most Discussed”
- About 80% of uploaders in both categories were individual users
What type of interactivity & engagement happen on YouTube?

- No apparent relationship between revenue and # of views or comments
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- No apparent relationship between revenue and number of views or comments.

How does online engagement & participation relate to offline revenue?

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Summer 2007 blockbusters, by rank:

- Spider-Man 3
- Shrek the Third
- Transformers
- Pirates: At World’s End
- Harry Potter: Order of the Phoenix
- The Bourne Ultimatum
- Ratatouille
- The Simpsons Movie
- Knocked Up
- Live Free or Die Hard

% change in box office revenue:

- Week 1 -> 2
- Week 2 -> 3

-200% -150% -100% -50% 0% 50% 100% 150% 200%
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Summer 2007 blockbusters, by box office rank

% change in # of views for related videos

Week 1 -> 2
Week 2 -> 3

-6000% -5000% -4000% -3000% -2000% -1000% 0% 1000% 2000% 3000% 4000% 5000% 6000%

Spider-Man 3  Shrek the Third  Transformers  Pirates of the Caribbean: At World’s End  Harry Potter and the Order of the Phoenix  The Bourne Ultimatum  Ratatouille  The Simpsons Movie  Knocked Up  Live Free or Die Hard
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- Two films, *Ratatouille* and *Knocked Up* were barely on the radar; only two without strong prior presence in traditional media

- Users seem to be accessing YouTube to look up videos early in release, discuss later

- Comments more commonly appear post-release, indicating that discussion is ongoing, likely around UGC

- How does online engagement & participation relate to offline revenue?

- To what extent do broadcast TV heuristics apply to YouTube audienceship?

- What are meaningful metrics for YouTube/social media activity?
Peaks in views happen most around launch.

Source: C3 YouTube archives, April 27-August 12.
Comments are fewer and “flatter” in terms of volume.
Implications & discussion

• Take note of and target users later in the week to influence weekend shopping?

• Encourage fans to review products to gain insight into consumer views?

• Ignore copyright? Strategically enforce? How to get content front & center?

• Involve consumers post-release?

• How to stimulate a presence in social media with new or weak brands/characters?

• Value a YouTube view differently than a television view? Rate & monitor engagement as a leading indicator? How?
The big questions?

- Are we recognizing the value that consumers are creating adequately?

- Why are people interacting differently with PPC and UGC? How do they see it?

- Are we seizing the opportunity to connect with the audience through this and other platforms?

- Should we be where the word of mouth is happening?

- Do we understand the impact of our traditional media spending?
More questions?

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Coming soon!

Read the white paper