

10.2 Introduction to YouTube

Answer the following questions:

What are the most-viewed YouTube videos?

The most viewed YouTube video as of September 2021, according to Statistica.com is “Baby Shark Dance” at 9.2 billion views. I am guilty of watching this video to see what the craze was. My kids have made me swear I will never sing that song again. It is followed by “Despacito” which only has 7.5 billion views. While “Gangnam Style” has been dethroned from this title by more than the 2 videos already listed, it still holds the title for the longest time with the most views thus far at 1689 days.

What YouTube channel has the most subscribers?

The YouTube channel with the largest subscriber base is T-Series which is an Indian Music Network. It had 194 million subscribers as of September 2021, according to Statistica.com. This channel is followed by YouTube Movies which has 142 million subscribers.

What was the first YouTube video?

The very first YouTube video was posted on April 23, 2005, at 8:31:52 PDT. It was a 19 second video clip posted on the channel called “Jawed” that was created the same day by the YouTube co-founder, Jawed Karim. The video was entitled “Me at the Zoo” and featured him outside the elephant enclosure at a local zoo.

What is *your* favorite YouTube commercial?

It was hard for me to decide on my favorite YouTube ad because I am one of the few people that does not use YouTube on the regular. I simply do not have the time. My exposure to ads is thus fairly limited outside of the repeat ads on the few videos I have watched as of late.

However, I did make note an ad that caught my eye this week. The Oribi.io ad with the muted colors was very pleasant to look at. Instead of immediately clicking the “Skip Ads” button the minute it appeared, I found myself watching this one. That happens from time to time. The images were simple, clean lined, and attractive. It was not so busy with motion or color that I could not tolerate to watch it even with a raging migraine. They were simple animations that guided the eye to the important features on the screen. I found the clicking sounds soothing and reassuring that this service was usable because they showed some of the very basic things in the ad itself. Those clicks emphasized the steps taken to achieve the results they showed.

It would not be fair to highlight an ad that worked simply because I liked them because there was another ad that also worked in the sense that I noticed it, but I did not particularly like it. There are billboards on the side of the road here that have the question, “does billboard advertising work?” It then answers the question, “It just did.” I have always kept that in the forefront of my mind when dealing with ads across all the many platforms. Looking at YouTube ads is no different. The Elementor ad that has the bright pink coloring and fast-moving images did make me notice it – it was bright pink; you couldn’t miss it. It also had a louder volume which was obnoxious. I remembered the ad, however, and that is also effective even though I did not like it.

Large view counts and large subscriber bases have everything to do with the number of engagements the videos are receiving, as well as the types of engagements. For the T-Series channel, there are a lot of people interested in Indian music videos thus it is likely to draw a bigger crowd since the largest video type is music videos. There is a huge following. In the case of “Baby Shark Dance,” I think it is more of a case of shares. People liked it, or didn’t which also count as engagement, and they shared it to people with and without kids. This widened its viewing audience tremendously. Not only that, but kids were watching it and driving their parents crazy with it. Repeat customers are good customers. They largely get to this high status because they have made themselves visible either through paid ads or producing more content related to the search terms that people are using to search on YouTube (and Google).