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Best Practices for Writing Great, Monetizable YouTube Apps

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http://pictureisunrelated.com/2009/04/23/balloons-are-not-a-substitute-for-parachutes/

Top 3 Developer Mistakes

#1 – Accessing our video stream directly

- Videos can only be streamed through YouTube's players
- No downloading
- Nothing specifically intended for display on televisions

http://www.flickr.com/photos/araswami/2115520598/ (CC-BY)

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Use chromeless player and thumbnail art

- http://www.churaumi-hakken.jp (Site is no longer up)

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#2 – YouTube in product name

- No “YouTube” or derivatives in product or feature name
- Use

badge to highlight YouTube integration

- “Product XYZ for YouTube” where appropriate

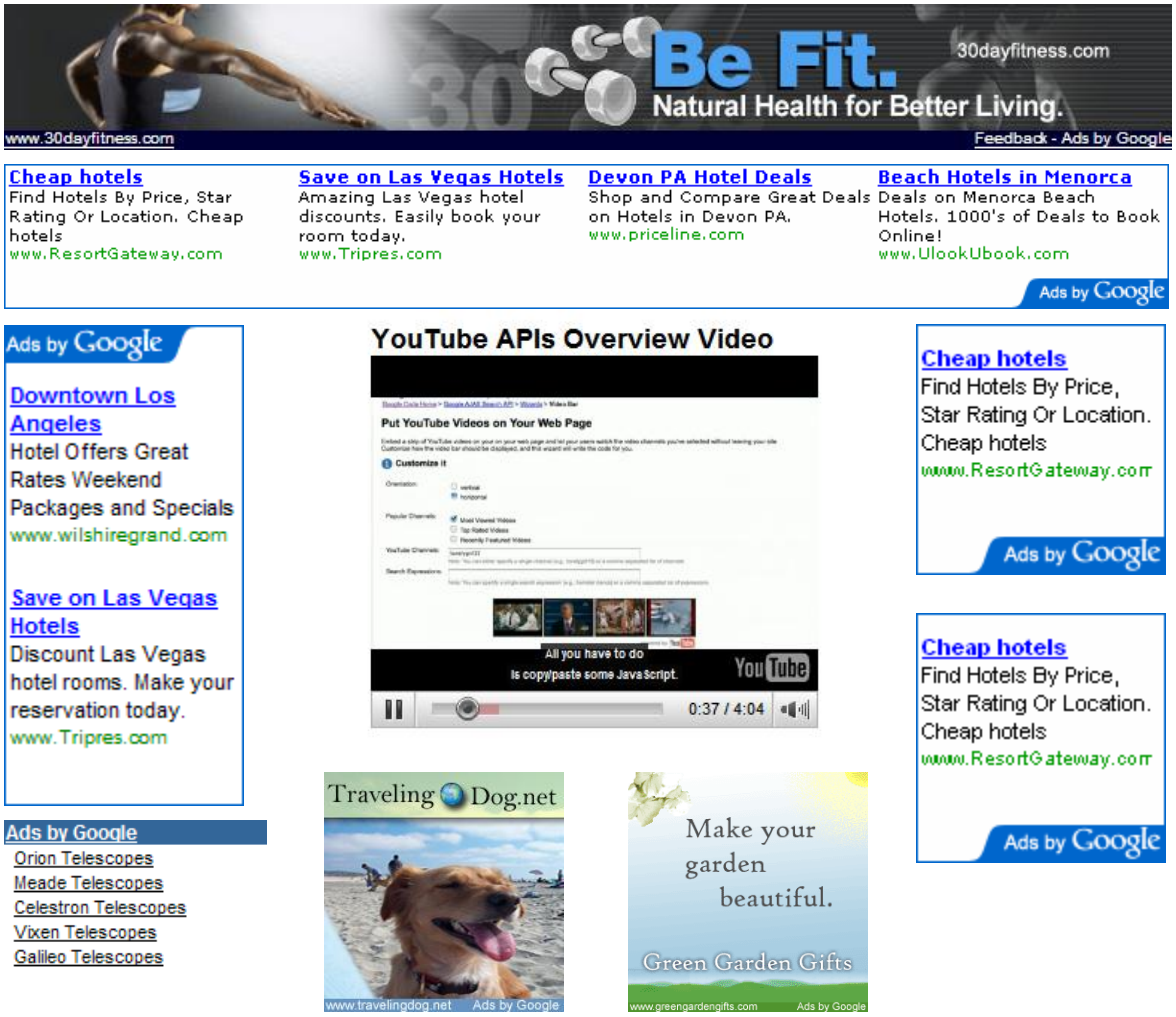
No YouTube PuppyCam

Maybe **PuppyCam** for YouTube

Yes **PuppyCam**
World Domination

#3 – AdSense everywhere

- No!



http://www.flickr.com/photos/secretlondon/2739542266 (CC-BY)

Get people to pay for stuff

Pay to play

- **Subscription/fee to download/buy app**
  - Android Marketplace, iPhone app store

- **Premium edition upsell**
  - YouTube integration (and other features) in Premium Edition
  - E.g. Google Earth vs. Google Earth Pro

http://www.flickr.com/photos/brendanwood/2161267562 (CC-BY)

http://www.flickr.com/photos/deanwissing/2882926426 (CC-BY)

OK but I still want to show ads

Identify opportunities in each user interaction

Video playback

http://www.flickr.com/photos/chinashopbull/2710651129 (CC-BY)

Content creation

http://www.flickr.com/photos/tostie14/93871624 (CC-BY)

Content organization and discovery

http://www.flickr.com/photos/andresrueda/2348565675/in/set-72157603811243548 (CC-BY)

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Video playback

- Our Terms of Service prohibit “the sale of advertising, sponsorships, or promotions on any page of the API Client containing YouTube audiovisual content, unless other content not obtained from YouTube appears on the same page and is of sufficient value to be the basis for such sales.”

YouTube APIs Terms of Service: http://code.google.com/apis/youtube/terms.html

Use Section Targeting on AdSense pages

- Good practice to use Section Targeting to hide portions of page containing YouTube content from AdSense crawler

```
<!-- google_ad_section_start(weight=ignore) -->

<div>An Awesome Video</div>
<div><object width="560" height="340"><param name="movie"
value="http://www.youtube.com/v/ylLzyHk54Z0&hl=en&fs=1"></param>
<param name="allowFullScreen" value="true"></param><param
name="allowscriptaccess" value="always"></param><embed
src="http://www.youtube.com/v/ylLzyHk54Z0&hl=en&fs=1"
type="application/x-shockwave-flash" allowscriptaccess="always"
allowfullscreen="true" width="560"
height="340"></embed></object></div>

<!-- google_ad_section_end -->
```


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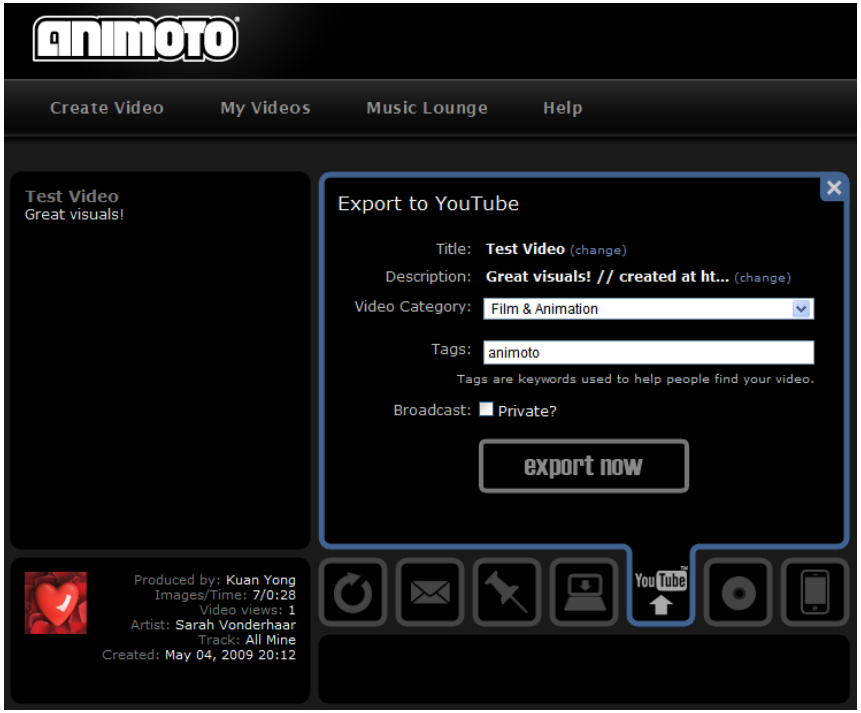
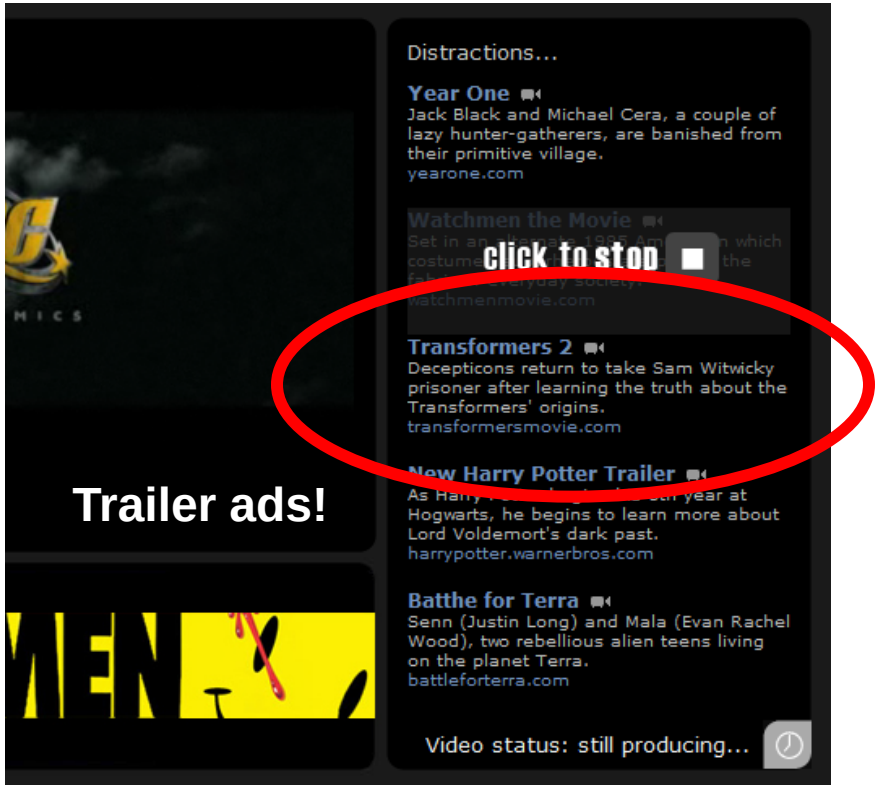
Content creation

- Content creation tools are easy to monetize with ads
- Potentially captive audience for showing ads





Content organization and discovery

- Enable community/editorial/programmatic grouping of videos
  - **golftuts.com**
- Innovate on content discovery and watch user experience
  - **www.dipity.com/mashups/timetube**

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A few more tips

Getting the freshest metadata

- /videos/ feeds (e.g. /feeds/api/videos/**videoid**) are cached
  - Do **not** use for content management
  - Common use cases:
    - Search
    - Getting metadata for a user-embedded video on your site
- Use ***authenticated*** /feeds/api/users/**userID**/uploads/**videoid** for the freshest metadata
  - Suitable for updating video metadata
  - Note: lower quota than /videos/

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Use media:content URL for embeds

- **Don't** construct the embed URL by hand
- **Do** use the URL we give you to generate the embed code

```
<media:content
url='http://www.youtube.com/v/H64_aSnwy3Q&f=videos&c=ytapi-my-
client-id&d=my-scrambled-dev-key&app=youtube_gdata'
type='application/x-shockwave-flash' medium='video'
isDefault='true' expression='full' duration='17' yt:format='5'/>
```

```
<object width="425" height="350">
<param name="movie" value="MEDIA_CONTENT_URL"></param>
<embed src="MEDIA_CONTENT_URL" type="MEDIA_CONTENT_TYPE"
width="425" height="350">
</embed></object>
```

Remember to specify V2

- Specify **V2** of the API explicitly – V1 is the default!
- V2 has all the cool features
- V2 bugs are prioritized over V1 bugs

1. Append &v=2 to URL

```
http://gdata.youtube.com/feeds/api/users/default?v=2
```

2. Add GData-Version HTTP header

```
GData-Version: 2
```

3. Use a client library and set version number to 2

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Tens of thousands of registered developers!

Join us at: **groups.google.com/group/youtube-api-gdata**

Questions?

Thank You!

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