



YOUTUBE.COM/DEV





YOUTUBE.COM/DEV

YouTUBE for Developers

The ecosystem and the opportunities

Andy Berkheimer, Director of Engineering
Ibrahim Ulukaya, Developer Programs Engineer
Shiva Rajaraman, Director of Product



Agenda

-  Our goal
-  Developer ecosystem
-  Showcase examples
-  Recipe book

Provide access to features and data to enable a thriving ecosystem

Embrace developers that extend YouTube

Balance creator and ecosystem objectives

Provide viewers with personalized YouTube content anywhere and everywhere

YouTube is a platform that can empower the next generation of video-based businesses





A Day in India





A Day in India





A new media company **and creation platform**

Extends YouTube...

...by going deep in a vertical and eliminating friction globally



Global creators

TasteMade built an ecosystem of talent worldwide to ensure anyone, anywhere could be the next Gordon Ramsay



Goes vertical

Extends YouTube deep into the world of food with a rich taxonomy and publishing templates unique to this domain



Builds a community

Extends our platform with a TasteMade network designed to





SORTED

[Twitter](#) [Facebook](#) [YouTube](#) [Instagram](#) <http://www.sortedfood.com>

Unfollow



YouTube Rankings

Subscribers #7 308,861	Views #30 26,226,863
--	--

sortedfood
359 videos | 315,421 subscribers

[Subscribe](#)



YouTube

Channel Description

Cooking for beginners - with a ton of laughter thrown in. New recipe videos every Tuesday and Friday. FridgeCam vlogs every Sunday!

Owners

[Edit](#)



Barry Taylor

Founder & Creative Director of Sorted Food

Followers





CHANNELS

- Featured
- Insights**
- All

ADMIN

- iPad Featured

Only show channels

Claimed

Owners

Locations

Cuisines

Causes

Insights

#	Channel	Subscribers	Views	
1	rrcherrypie	468,575	649,261,349	<input type="button" value="Follow"/>
2	shitemita	35,484	150,200,342	<input type="button" value="Follow"/>
3	marimommarshmallow	126,439	142,715,978	<input type="button" value="Follow"/>
4	vahchef	105,317	121,103,041	<input type="button" value="Follow"/>
5	rosannapansino	532,755	100,617,065	<input type="button" value="Follow"/>
6	foodwishes	430,560	97,361,641	<input type="button" value="Follow"/>
7	robjnxon	362,278	78,465,420	<input type="button" value="Unfollow"/>
8	yoyomax12	246,267	77,567,088	<input type="button" value="Follow"/>
9	panlasangpinoy	129,552	70,633,886	<input type="button" value="Follow"/>
10	lauravitaeskitchen	464,765	68,540,416	<input type="button" value="Follow"/>



Tastemade



RECENT EPISODES

7:40

S MACARONS RECIPE ft JENNA MARBLES

4:22

How to Make Udon Noodles | The Perennial Plate in the...

7:15

COOKIN Jalapeño Bacon Cheeseburger

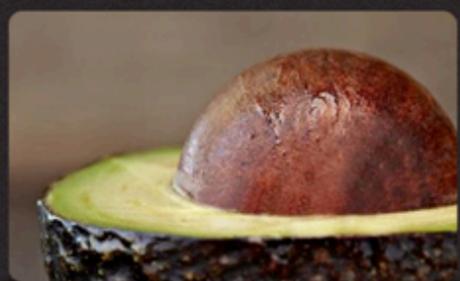
2:40

TV Cream Cheese Sheet Cake - Recipe

4:50

IFN How-To Make Rajma By Seema

POPULAR SERIES



Agenda

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-  Recipe book

Creators



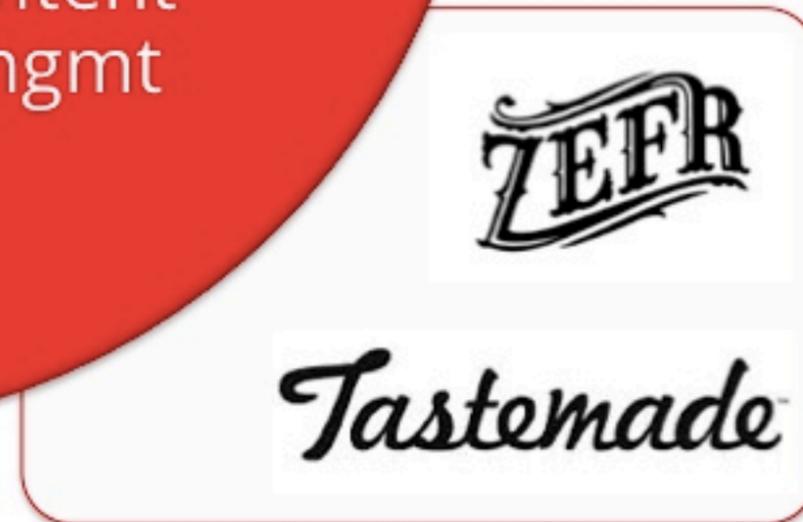
Viewers



Marketers



Enterprises

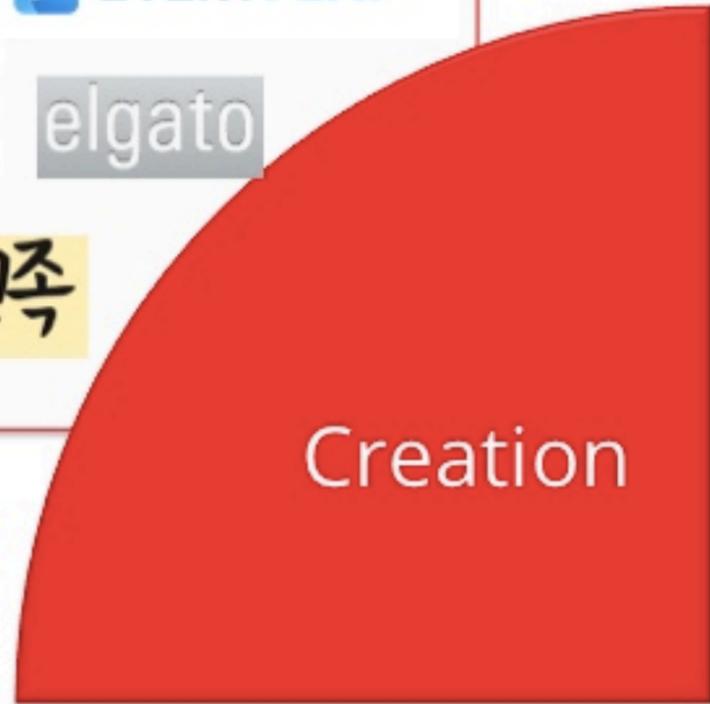


Agenda

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-  Developer ecosystem
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Creators

EA SPORTS
FIFA 13
EVERYPLAY
elgato



BuzzFeed
interesante
SOUNDSLICE

Viewers



NEXT BIG SOUND
tubular

Marketers



Tastemade

Enterprises





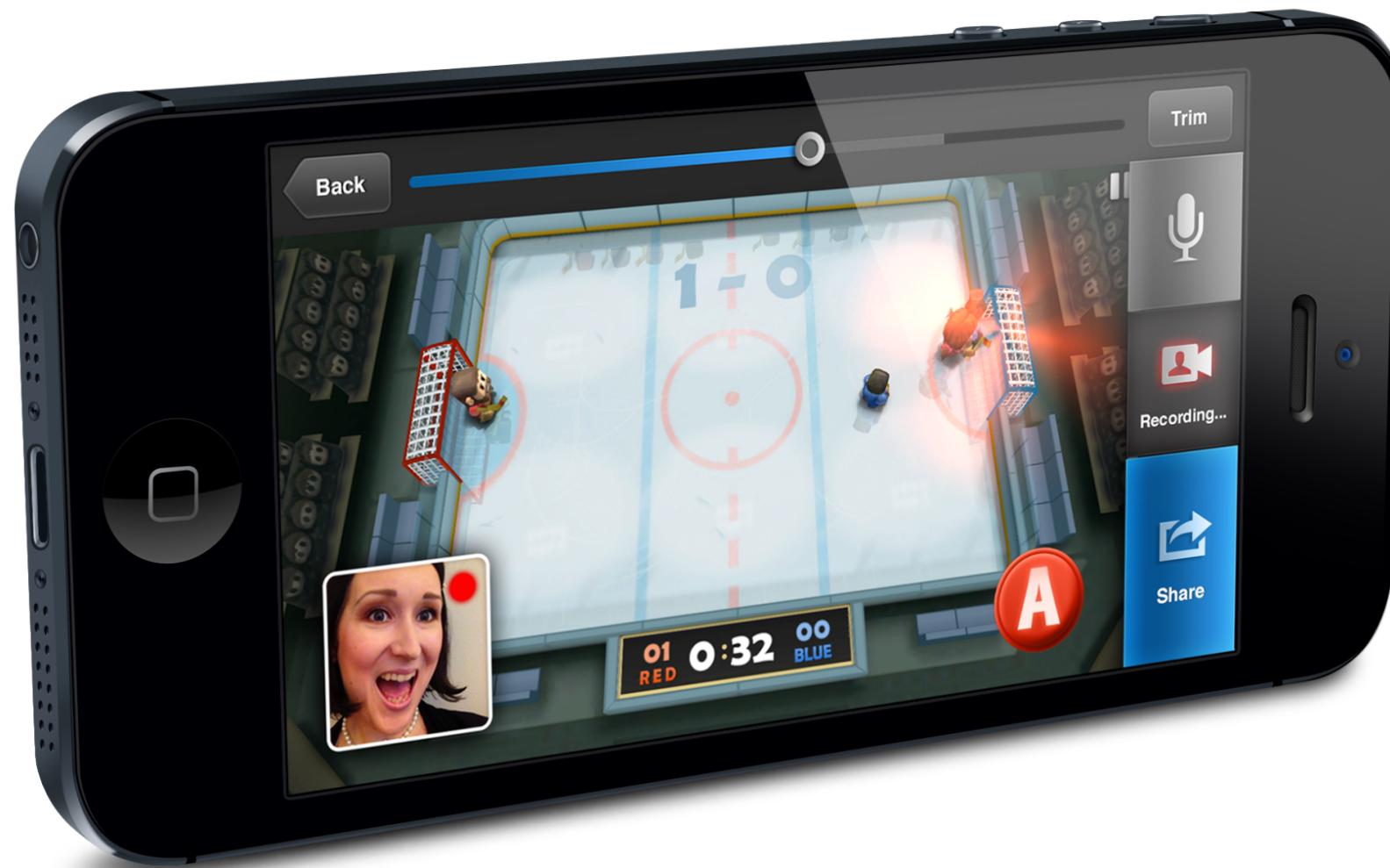


Everyplay

Record & Share Game Replays

Jussi Laakkonen
Founder & CEO, Applifier

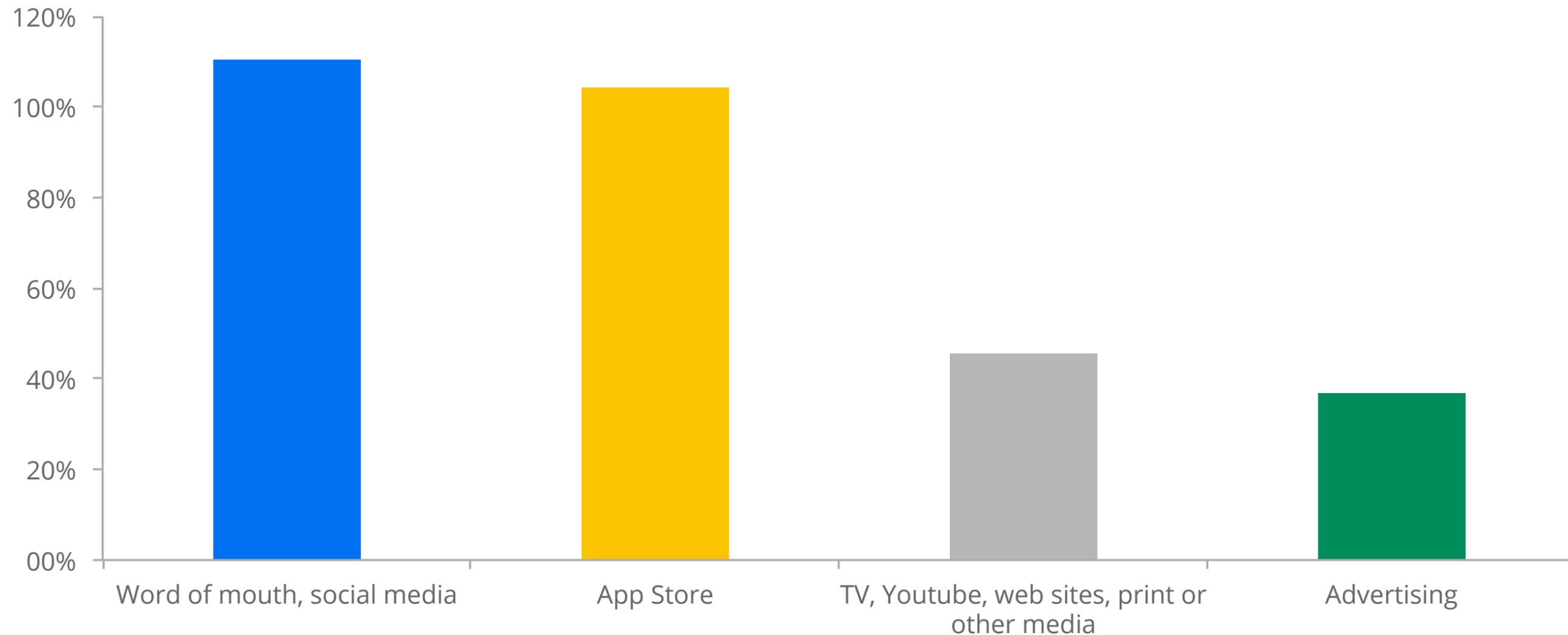




EVERYPLAY



For the Last Five Games You've Downloaded, What Was Highly Influential in Your Decision to download?

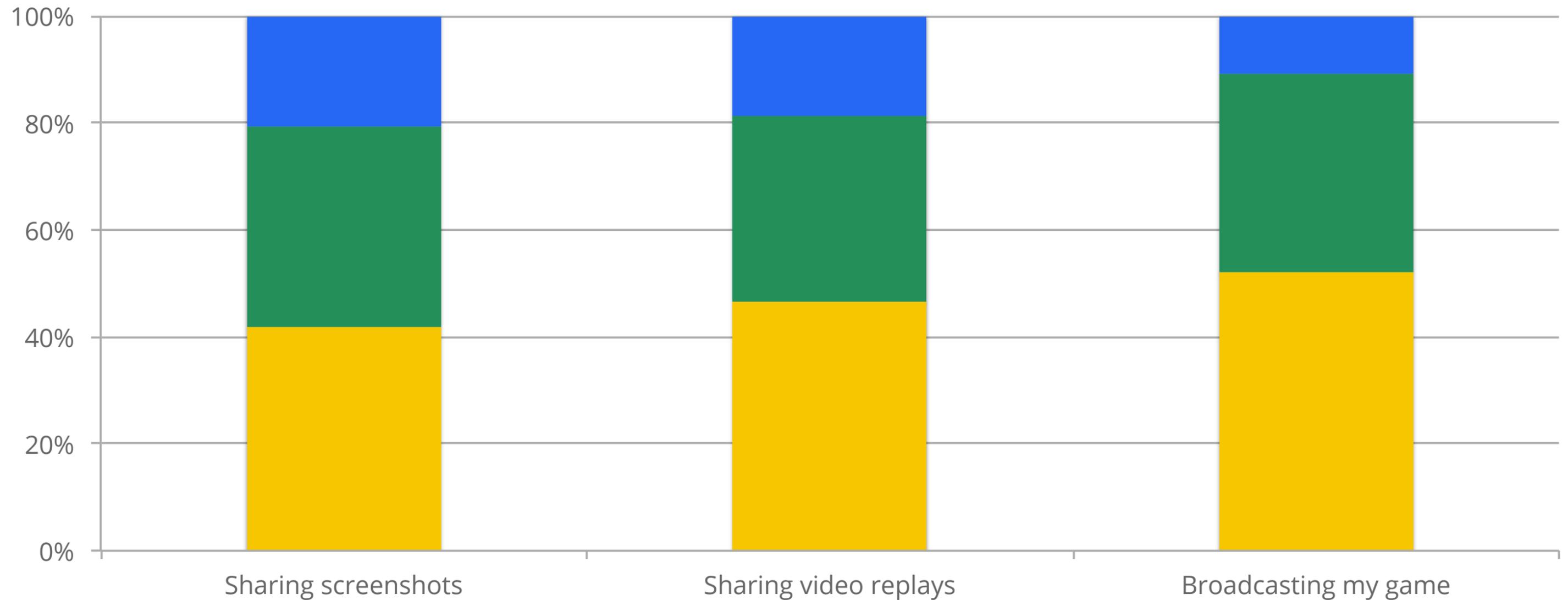


source: Applifier survey of 1800 mobile gamers, March 2013, <http://goo.gl/N8byZ>





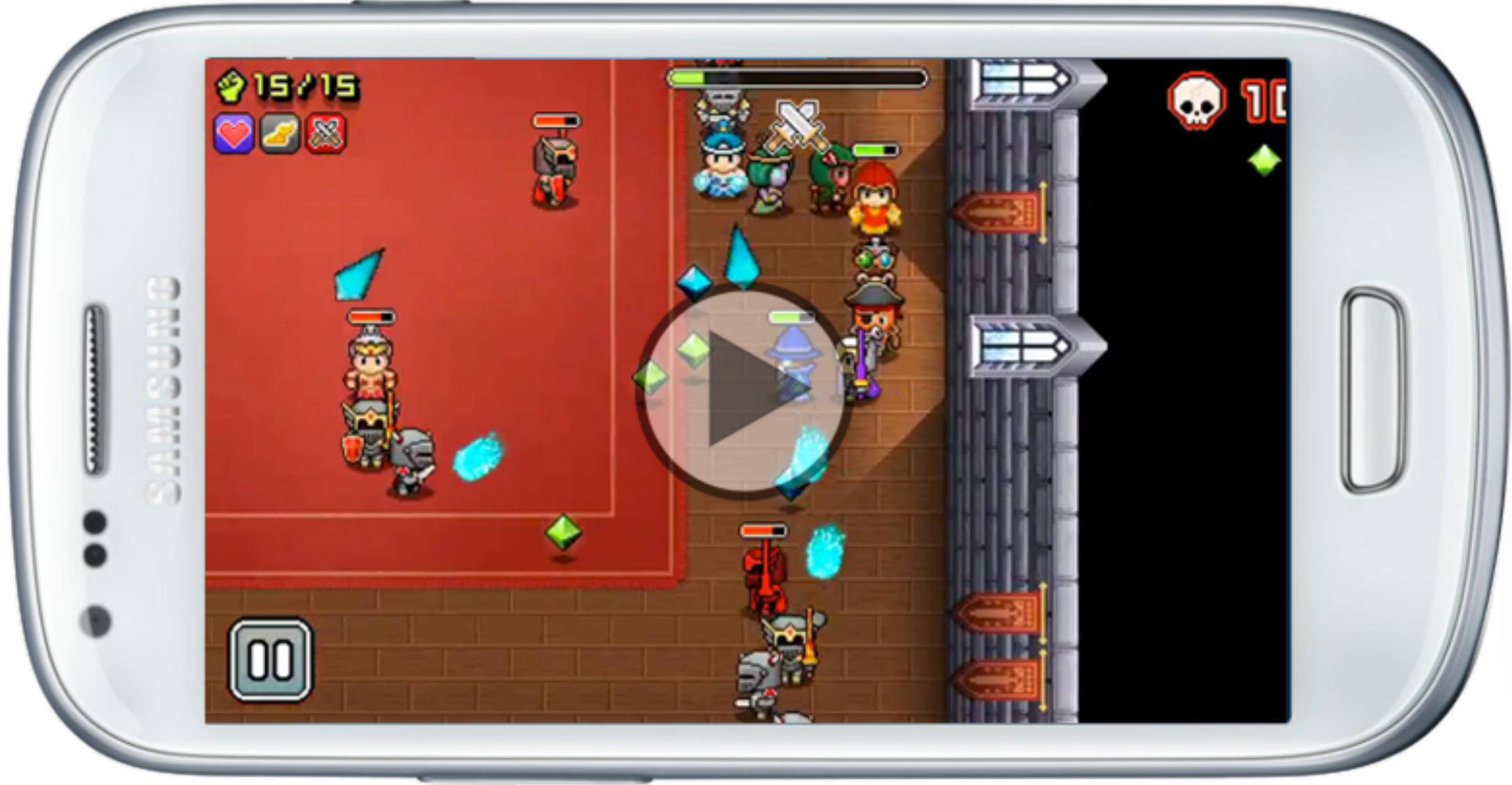
20% of mobile players rank sharing extremely important



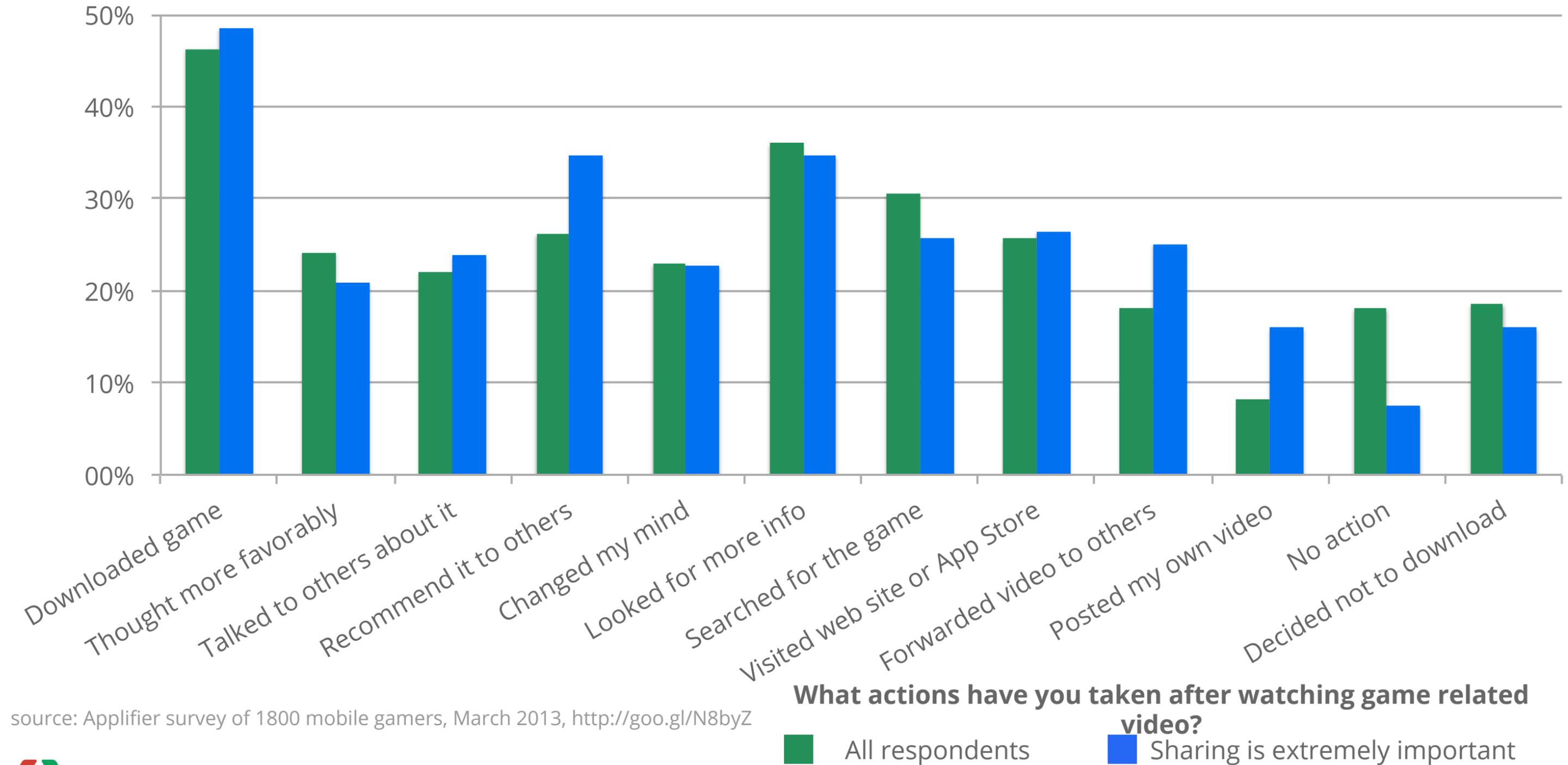
source: Applifier survey of 1800 mobile gamers, March 2013, <http://goo.gl/N8byZ> **Which of the following features are important while playing?**

Extremely important Somewhat important Not important





Videos drive installs, decisions, referral



source: Applifier survey of 1800 mobile gamers, March 2013, <http://goo.gl/N8byZ>





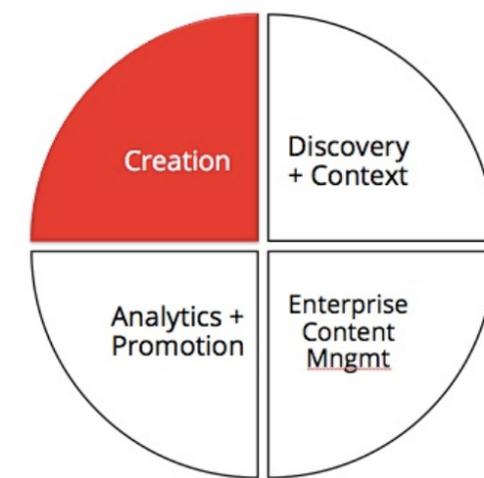


Live demo

Bad Piggies with Everyplay

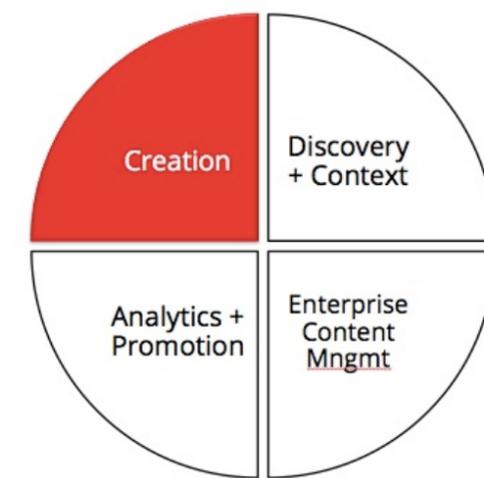


Woowa Brothers...S. Korean "Yelp" w/ video reviews



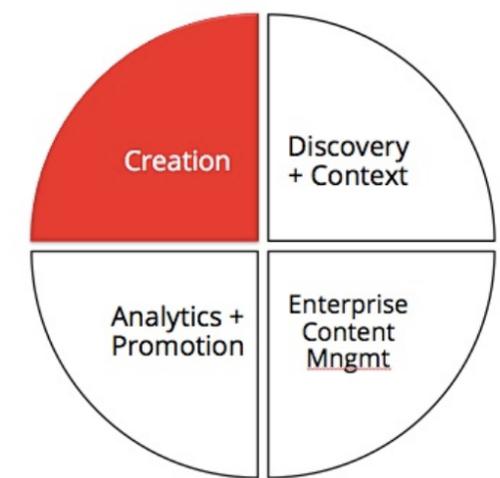
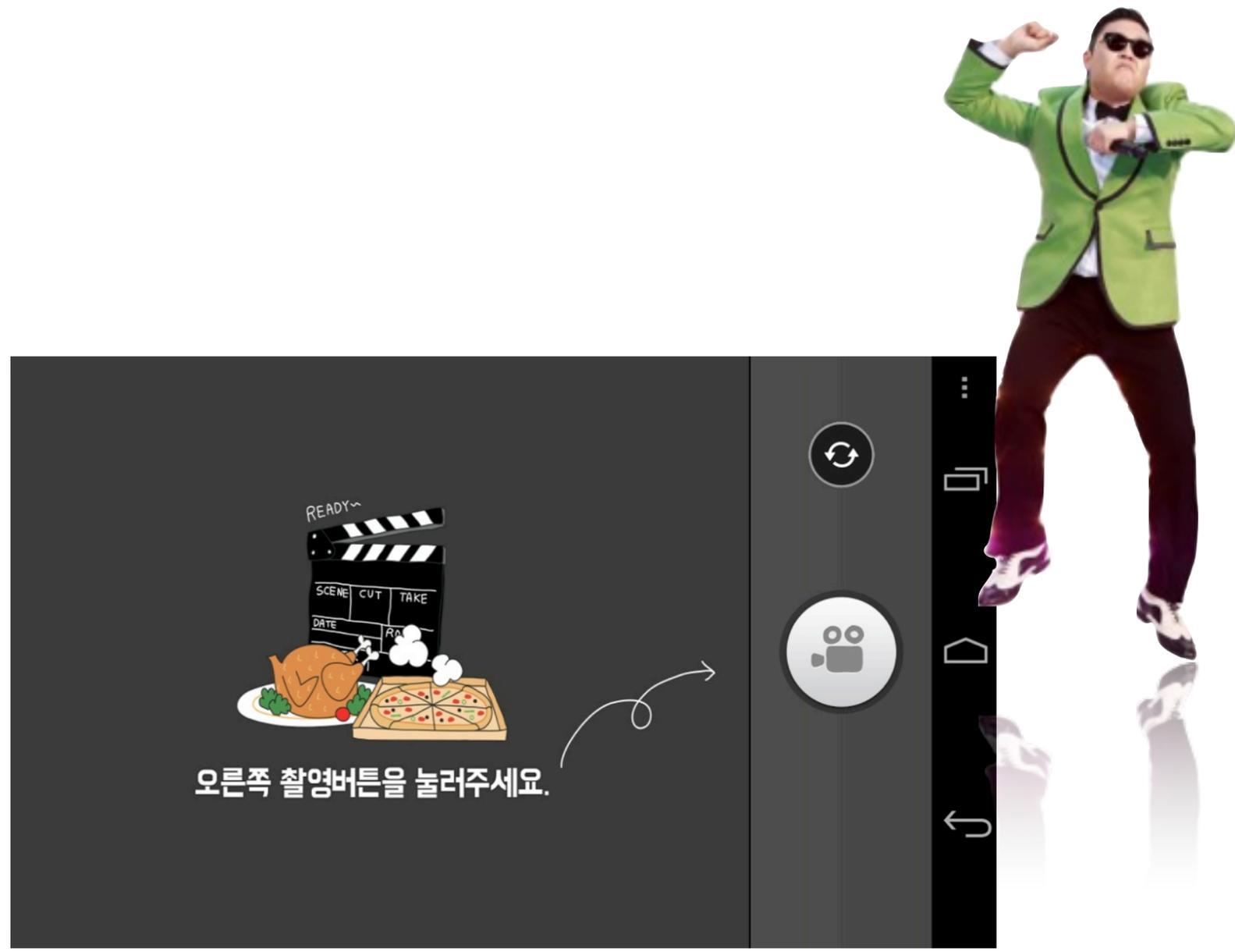


Woowa Brothers...S. Korean "Yelp" w/ video reviews





Woowa Brothers...S. Korean "Yelp" w/ video reviews





Woowa Brothers...S. Korean "Yelp" w/ video reviews



중화요리 남은 전화

평균평점	리뷰	즐거찾기	통화수
3.5 점	120	78	3643

별5	별4	별3	별2	별1
26	54	9	6	25

평균평점 **3.5**
120명

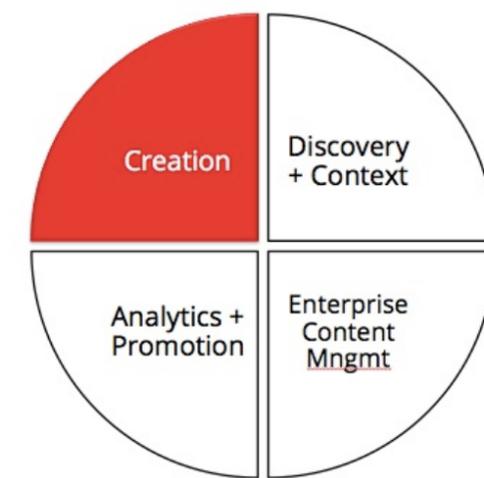
업소리뷰 (120) 전체보기 >

봄봄 2013-04-29
★★★★☆
추천 0
대체적으로 오늘 음식은 짜더라구요.
간 조절을 좀더 해주셨으면 좋겠어요~

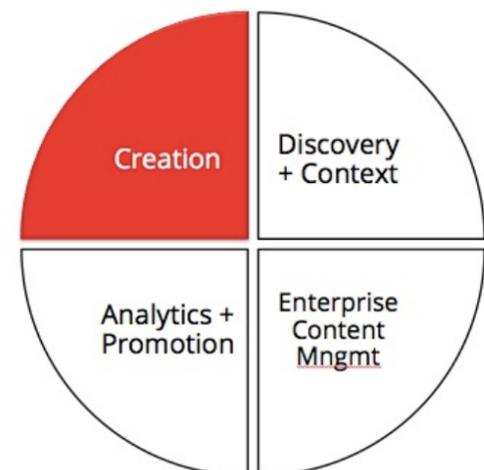
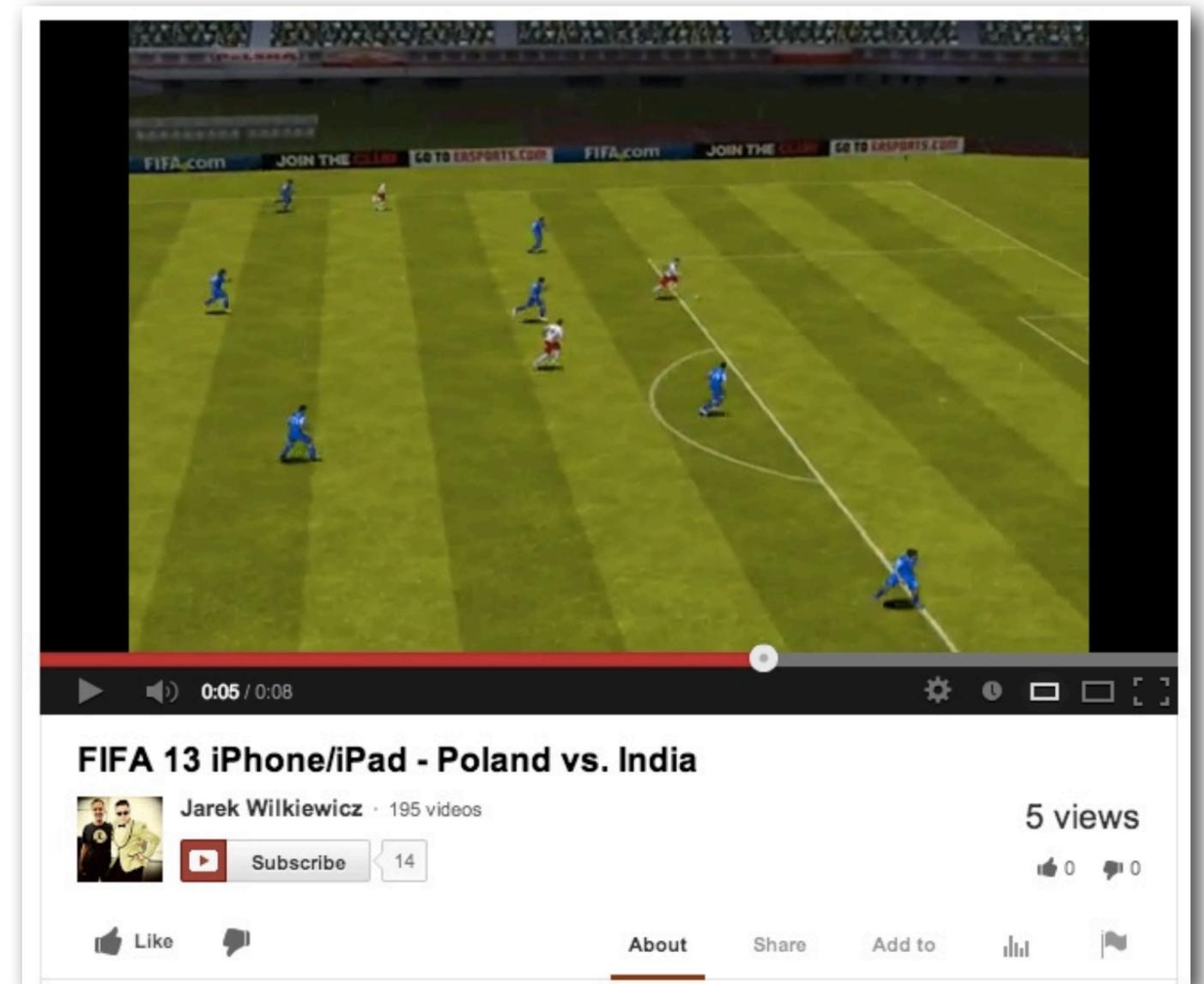
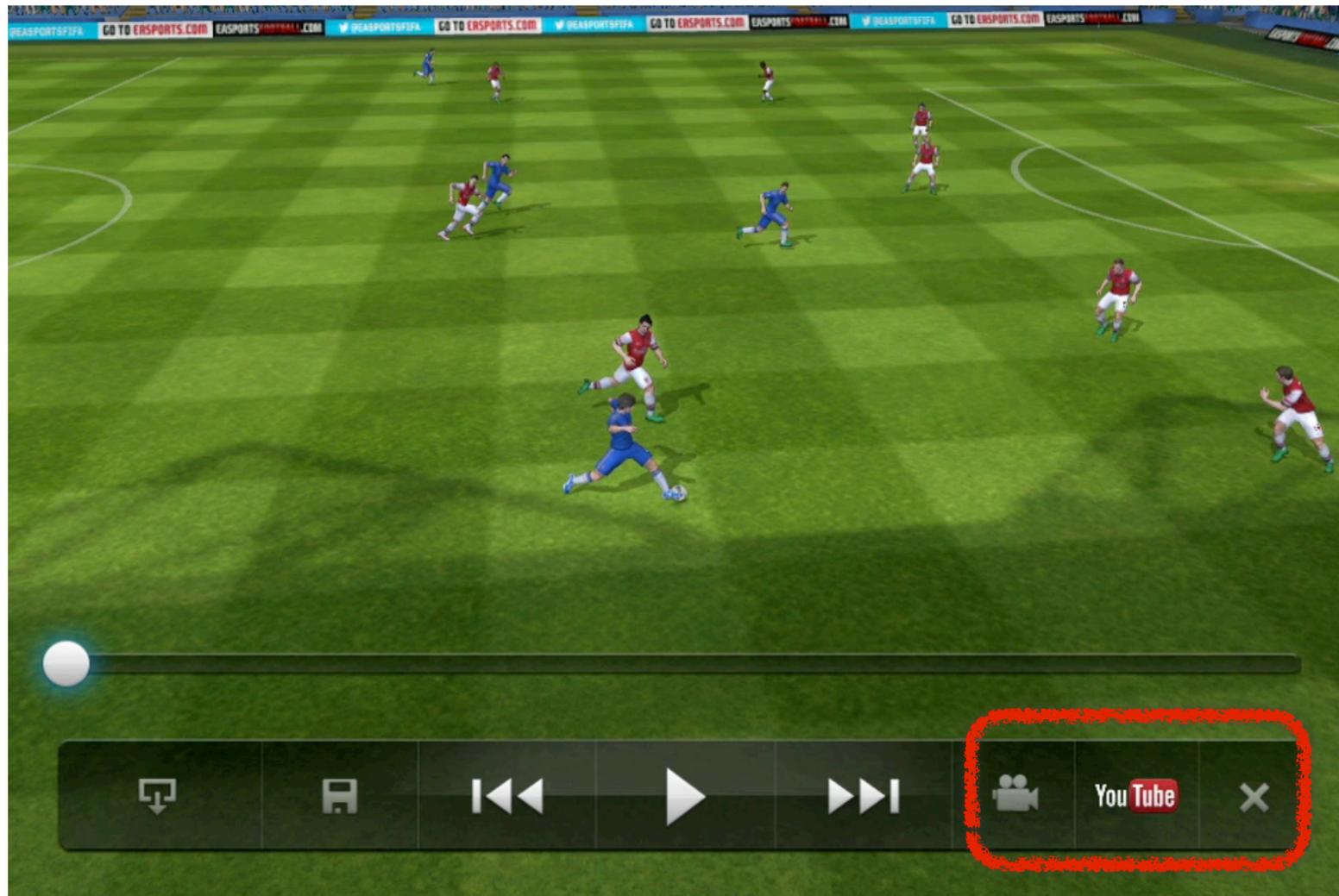
jblee 2013-04-29
★★★★☆
추천 0

맛 괜찮아서 종종 먹고 있어요.

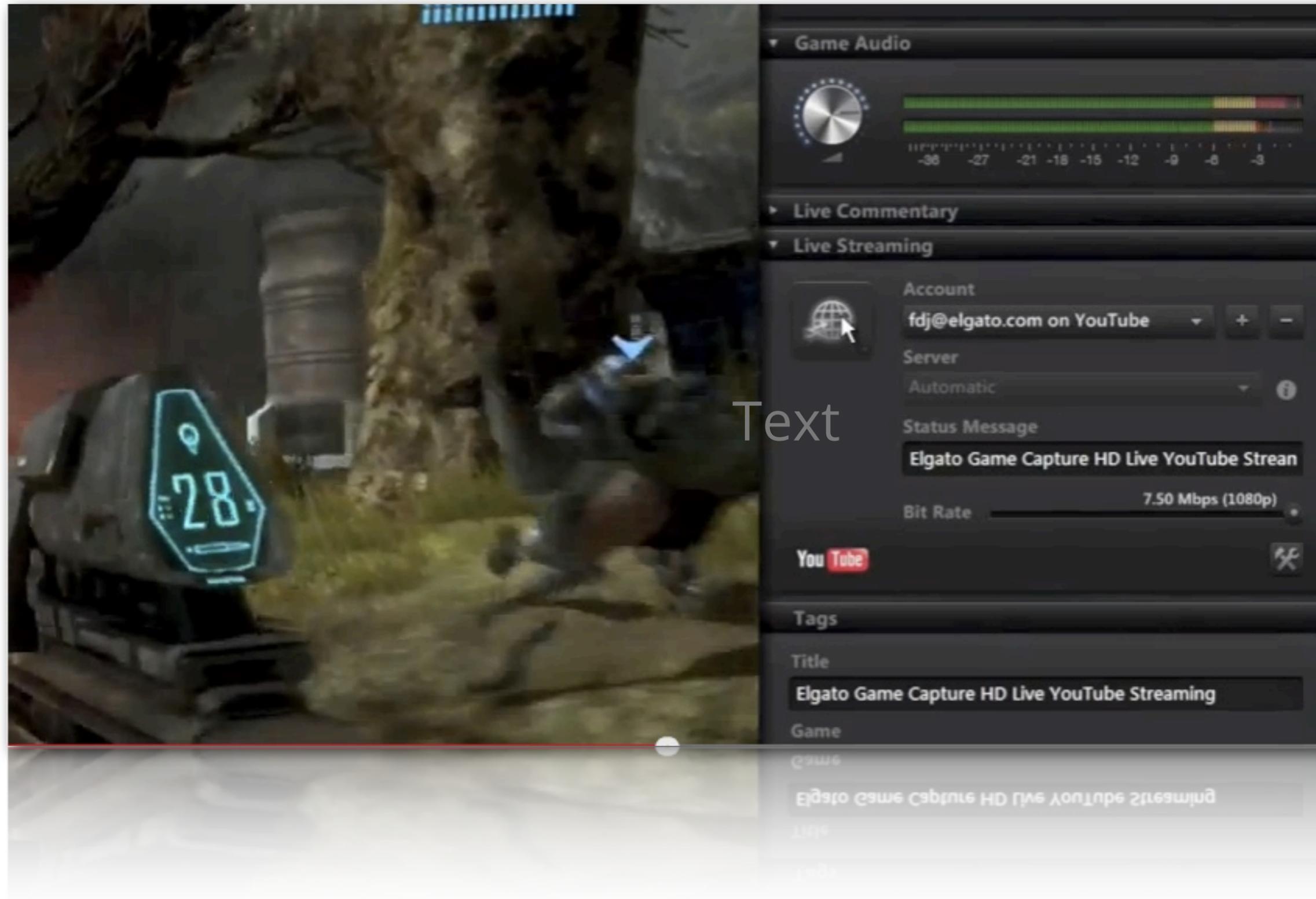
홈 단골매장 등록 우리동네 the보기



EA FIFA 2013



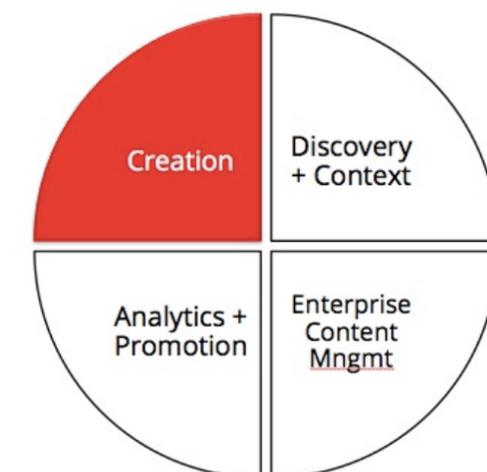
elgato Live streaming game play



The screenshot displays the Elgato Game Capture HD software interface. On the left, a portion of a game is visible, featuring a character with a glowing green HUD element showing the number '28'. The right side of the interface is a control panel with the following sections:

- Game Audio:** Includes a volume knob and a level meter with values ranging from -36 to -3.
- Live Commentary:** A section for adding voice commentary.
- Live Streaming:** Contains settings for:
 - Account:** fdj@elgato.com on YouTube
 - Server:** Automatic
 - Status Message:** Elgato Game Capture HD Live YouTube Stream
 - Bit Rate:** 7.50 Mbps (1080p)
- YouTube:** A logo and a settings icon.
- Tags:** A section for adding video tags.
- Title:** Elgato Game Capture HD Live YouTube Streaming
- Game:** A dropdown menu for selecting the game being captured.

Text

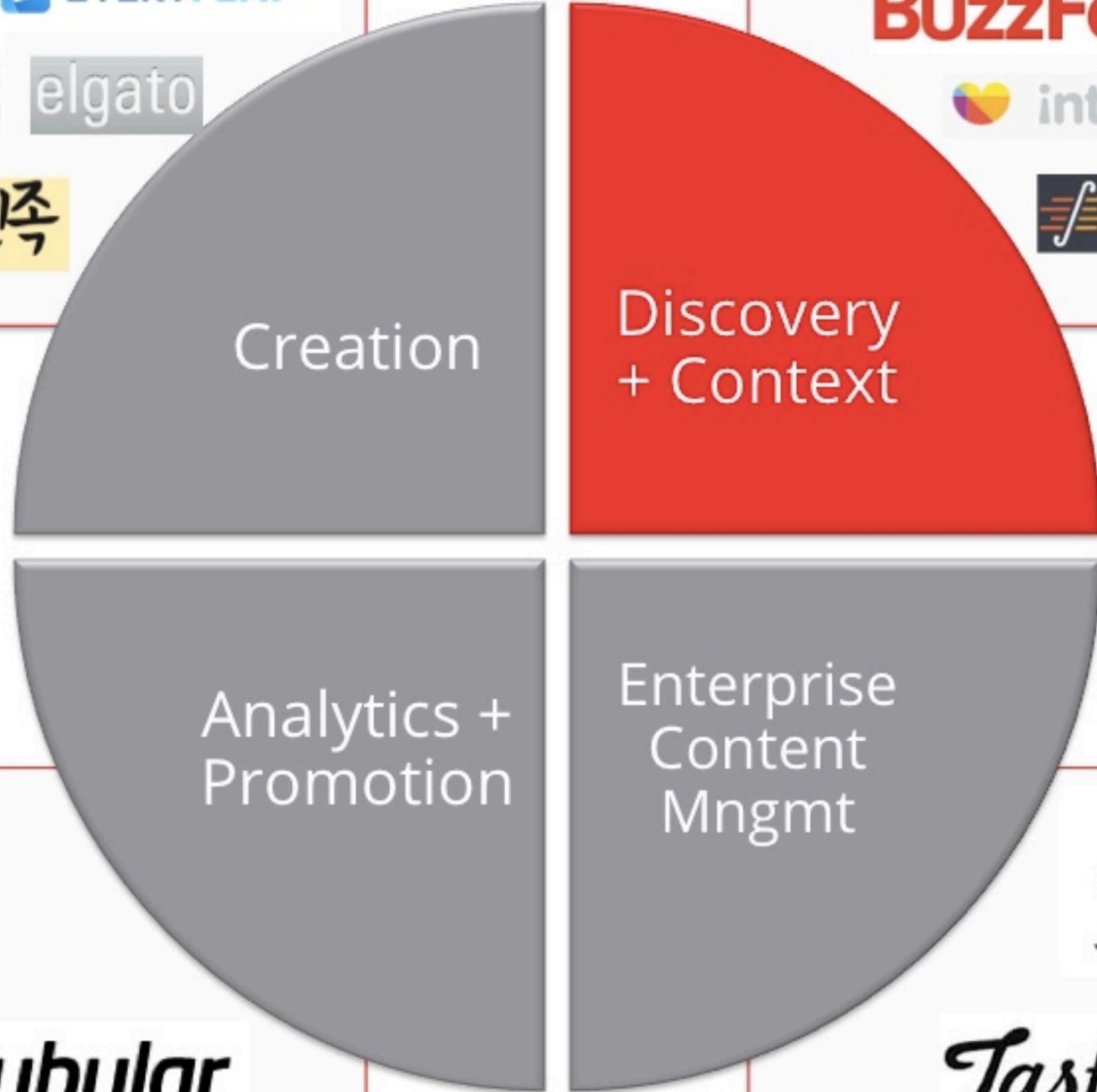


Creators

EA SPORTS
EVERYPLAY
FIFA 13
elgato
배달민족

Viewers

BuzzFeed
interesante
SOUNDSLICE



Marketers

NEXT BIG SOUND
tubular

Enterprises

ZEFR
Tastemade



BuzzFeed An end to end engaging experience



The Solution To The Most Pressing First World Problem Of Our Time

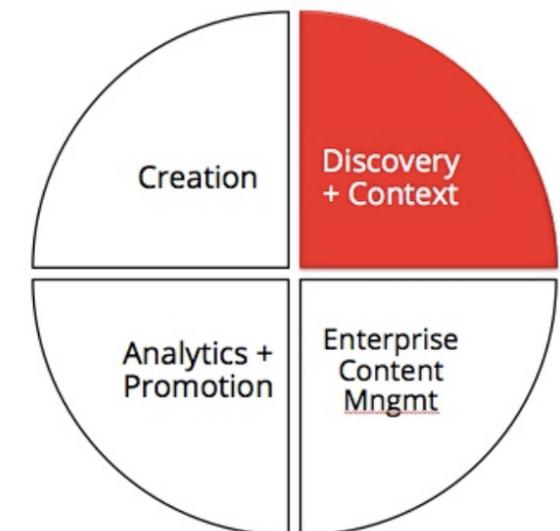
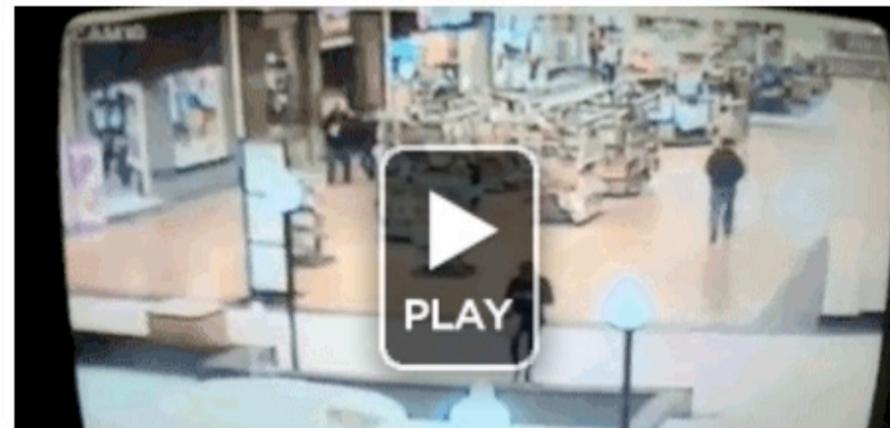
BuzzFeed and Improv Everywhere have teamed up to revolutionize the world.

posted about 4 hours ago

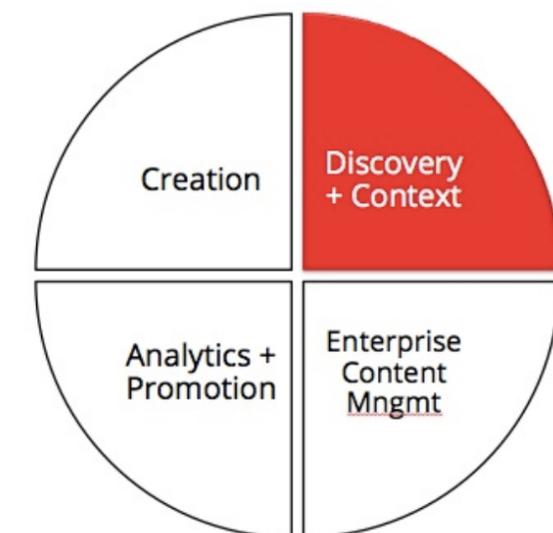
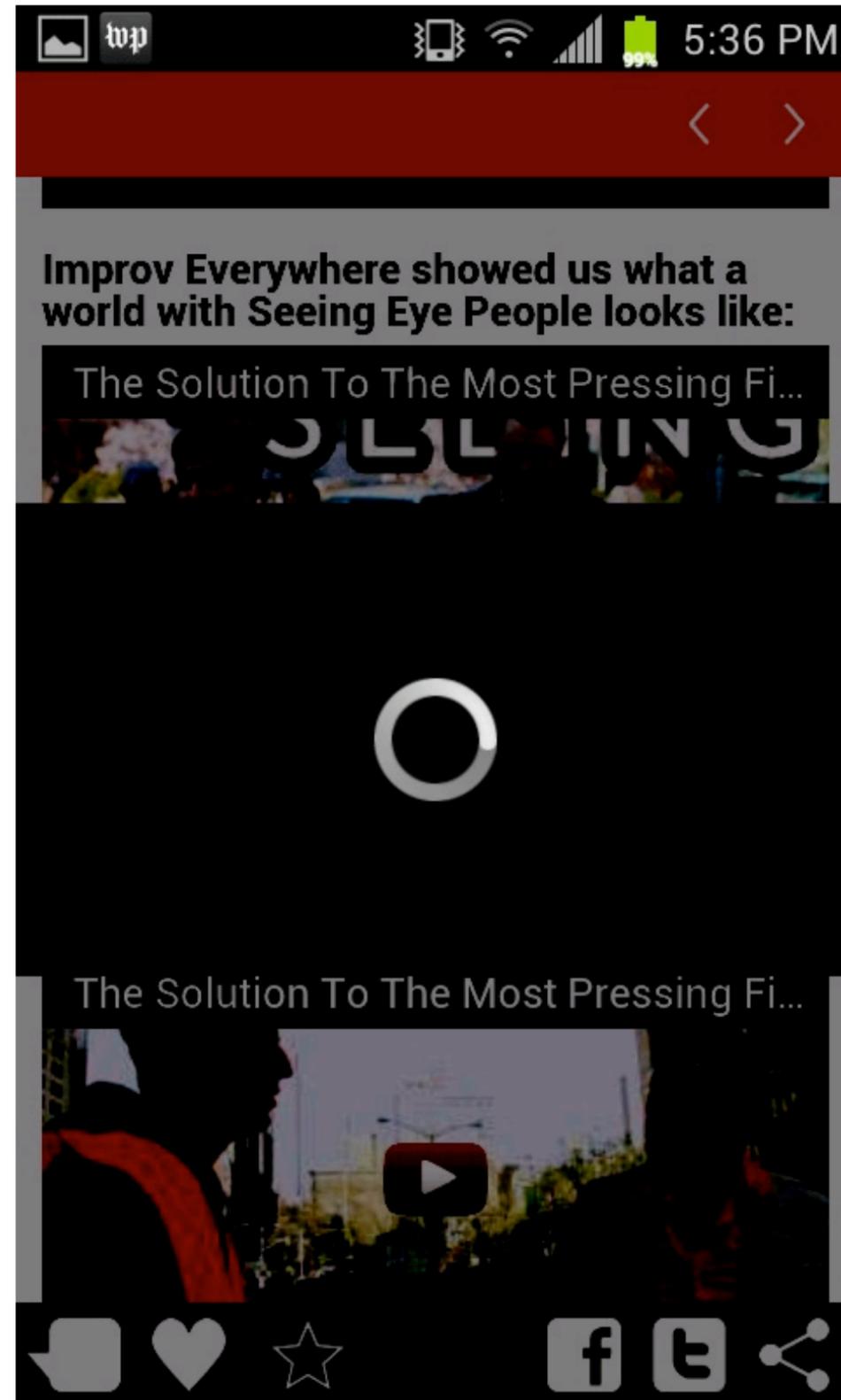
 BuzzFeed Labs
BuzzFeed Contributor



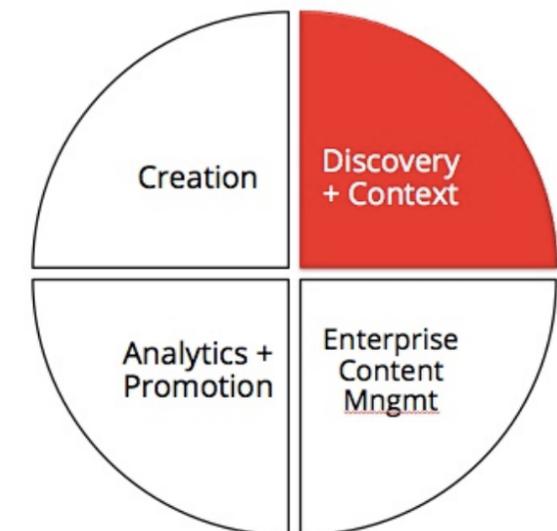
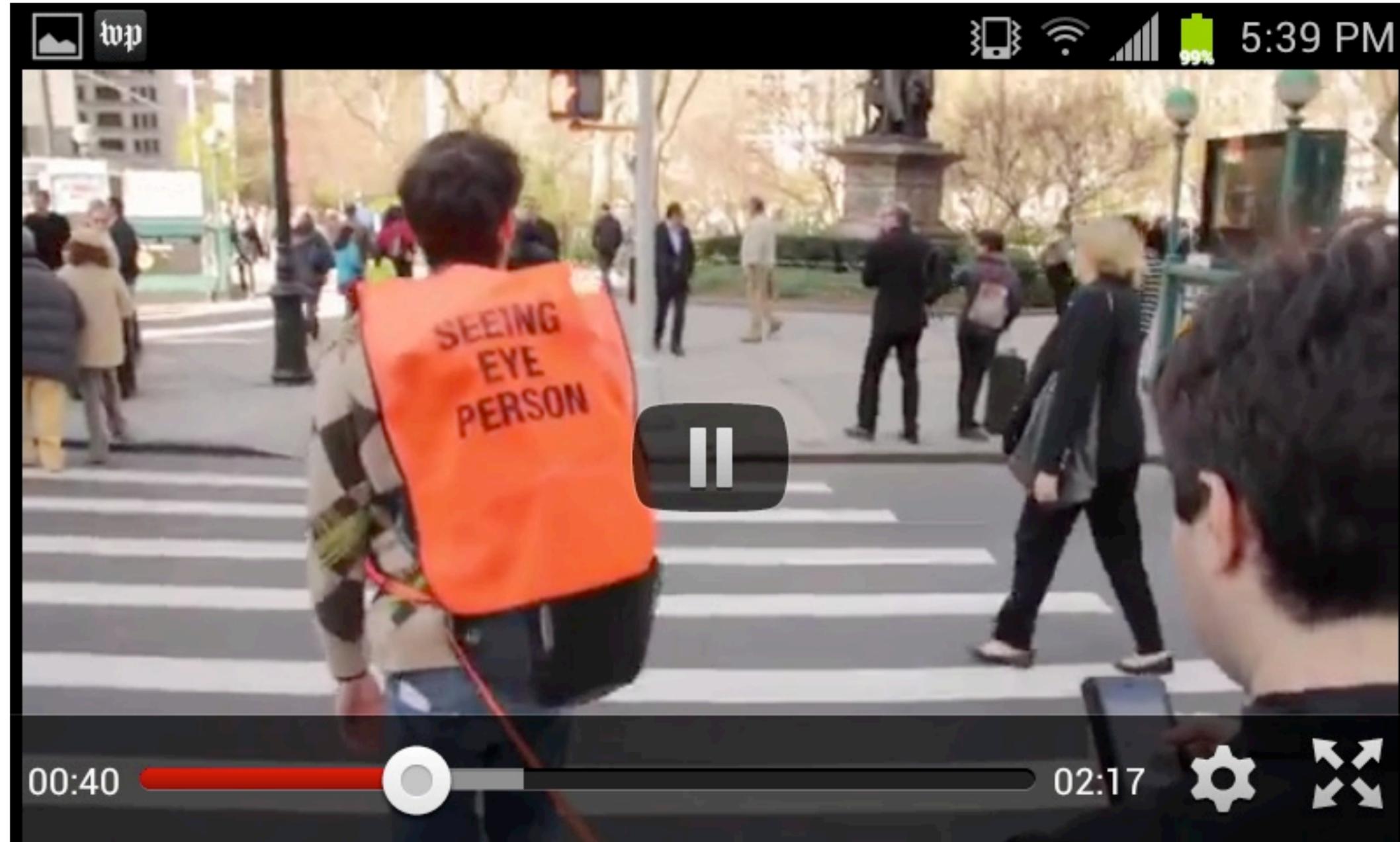
The dangers of walking while texting can no longer be ignored:

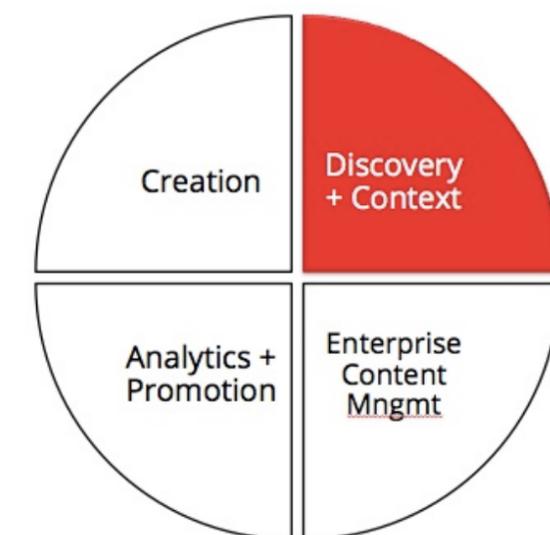


BuzzFeed An end to end engaging experience



BuzzFeed An end to end engaging experience





Play a video, learn to play

 SOUNDSLICE

[Upload](#)
[? Help](#)
[☰ Demos](#)
 adrian



0:00:06

/ 2:58:24

Full Speed
Half Speed

SCROLLING Paged ▾



YouTube

Bistro Fada

Adrian Holovaty

 Bookmark
 Request

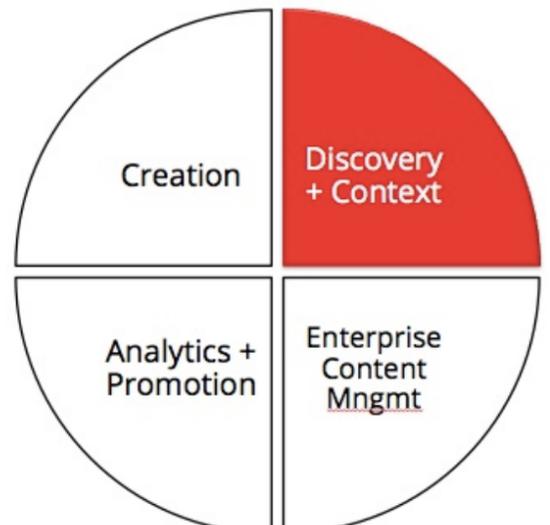
CONTRIBUTORS  adrian

SOURCE <http://www.youtube.com>

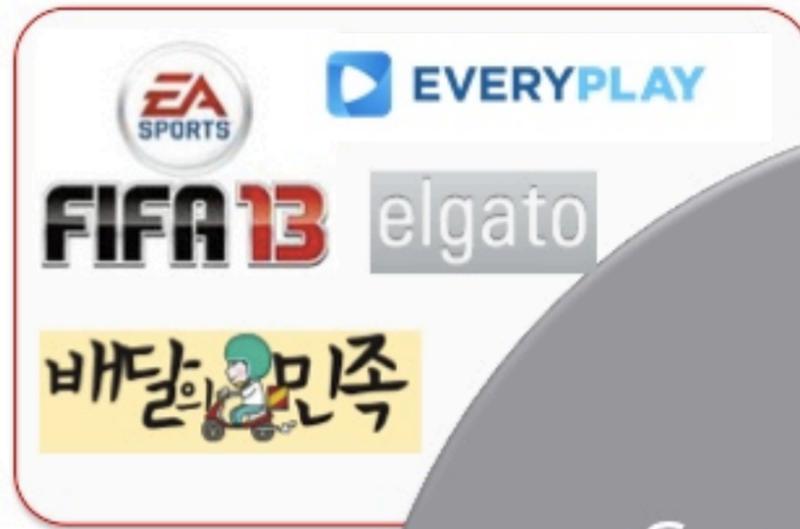
Last updated March 1, 2013

Time
Measures ▾

	1	2	3
Chords <small>adrian</small>	Em 0 2 2 0 0 X 	Em/G 3 2 2 0 0 X 	F#mb5 2 X 2 2 1 X 
Tab <small>adrian</small>	0 — 0 — 0 — 0 — 2 — 2 — 2 — 2 —	0 — 0 — 0 — 0 — 2 — 2 — 2 — 2 —	1 — 1 — 2 — 2 — 2 — 2 — 0 — 3 — 2 —



Creators



EA SPORTS
EVERYPLAY
FIFA 13
elgato
배달의민족

Creation

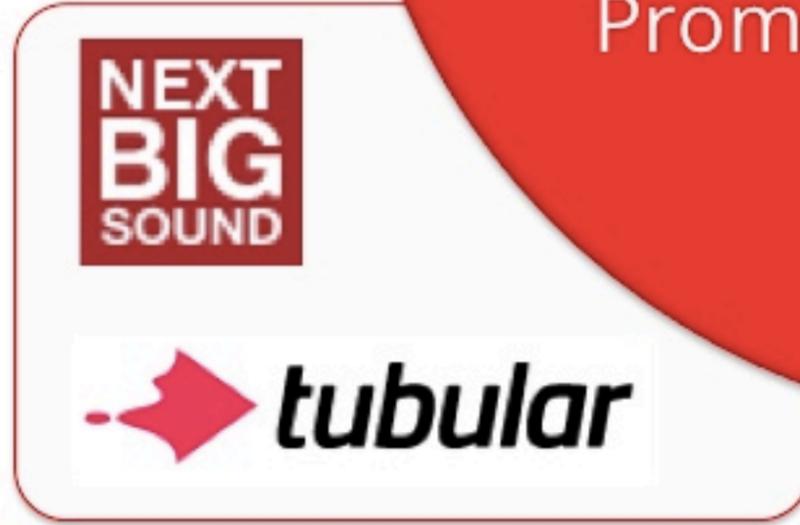


BuzzFeed
interesante
SOUNDSLICE

Discovery + Context

Analytics + Promotion

Enterprise Content Mngmt



NEXT BIG SOUND
tubular

Marketers



ZEFR
Tastemade

Enterprises

Viewers



Audience analytics

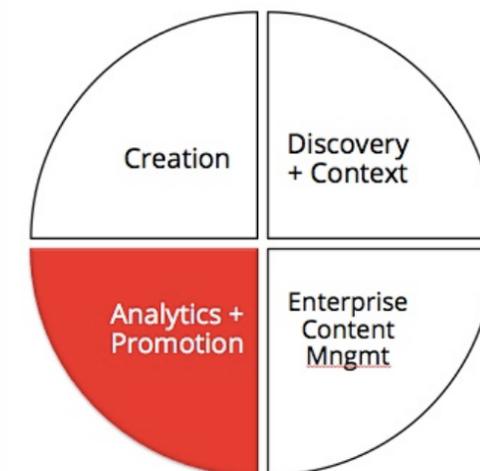
The screenshot shows the Tubular audience analytics dashboard for the channel 'awesomenesstv'. The interface includes a navigation bar with 'AUDIENCE', 'INSIGHTS', and 'ENGAGEMENT FEED' tabs. Under the 'AUDIENCE' tab, there are sub-tabs for 'Fans' and 'Influencers'. A table lists the top 6 channels based on engagement. On the left, there are 'Audience Filters' for date range, demographic, and subscription status.

Channel List:

Rank	Channel	Engagements	Videos Engaged	Subscribers
1	awesomenesstv	742	302	499K
2	animalparty1000	295	21	424
3	Nick Drossos	278	213	0
4	deadpoolallgalo	261	6	8
5	teenthingstv	251	42	13K
6	korikorikori1	240	96	324

Audience Filters:

- Date Range: February 7, 2013 - May 7, 2013
- Demographic: Males and Females between the ages of 13-17, 18-24, 25-34, 35-55 and 56+
- Subscription: Subscribed & Not Subscribed
- Engagements: Any Engagements
- Subscribers: Any Subscribers
- Country: Any Country





awesomenesstv

499K Subscribers 1,212 Videos

Switch Channel ▾

180K audience members found

Audience Filters

February 7, 2013 - May 7, 2013

Demographic

Males and Females between the ages of 13-17, 18-24, 25-34, 35-55 and 56+

Subscribed & Not Subscribed

Any Engagements

Any Subscribers

Any Country

Reset Filters

Apply Filters

AUDIENCE

INSIGHTS

ENGAGEMENT FEED

Fans

Influencers

	CHANNEL	ENGAGEMENTS	VIDEOS ENGAGED	SUBSCRIBERS
1	chestersee	1	1	1.1M
2	austinmahone	8	7	783K
3	joeygraceffa	3	2	840K
4	awesomenesstv	742	302	499K -
5	liamariejohnson	21	10	306K ✓
6	arose186	3	3	241K -
7	damitsgood808	2	1	177K ✓
8	austinmahoneuk2	1	1	172K ✓





awesomenesstv

498K Subscribers 1,211 Videos

Switch Channel ▾

0 audience members found

Audience Filters

April 30, 2013 - May 6, 2013

Demographic

Males and Females between the ages of 13-17, 18-24, 25-34, 35-55 and 56+

Subscribed & Not Subscribed

Any Engagements

Any Subscribers

Any Country

Reset Filters

Apply Filters

AUDIENCE

INSIGHTS

ENGAGEMENT FEED

Channels Also Watched

Videos Also Watched

CHANNEL	VIEWERS ENGAGED	ENGAGEMENT LEVEL	SUBSCRIBERS
Self awesomenesstv	100.0%	3.8	499K ✓
1 stilababe09	53.5%	1.6	752K ✓
2 theellenshow	43.0%	4	5M -
3 jacksgap	40.8%	1.3	1.7M -
4 joeygraceffa	36.1%	2.3	832K ✓
5 michellephan	33.7%	1.3	3.7M -
6 missglamorazzi	33.5%	1.6	1.2M ✓
7 macbarbie07	33.2%	1.4	2.1M -
8 thefinebros	32.9%	1.5	3.8M ✓



The future of music charts...

Next Big Sound - Analytics

https://www.nextbigsound.com/dashboard/community

Search for an artist

HOME REPORTS FIND PREMIER YOU

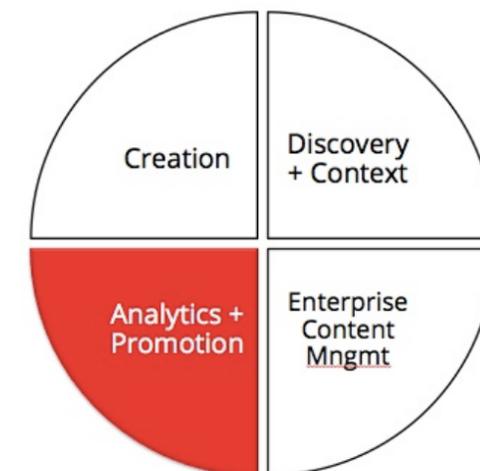
Share Page Save Page Report Bad Data Export

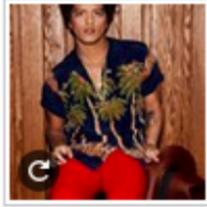
Good evening, Kris!
Check out the [2012 State of Online Music](#) »

WE ♥ FEEDBACK [SEND SOME](#)

Community Subscriptions Metrics All Available Last 7 Days

Artist	YouTube Video Views	Instagram Likes	Wikipedia Pageviews	Twitter Followers
1 Kelly Clarkson Subscribed	74,691 ↓	Connect Source	47,492 ↓	209,398 ↓
2 Bruno Mars Subscribed	15,653,994 ↑	3,850 ↓	216,881 ↓	36,885 ↓
3 The National Subscribed	32,514 ↓	6,910 ↑	19,944 ↓	1,380 ↑
4 Maroon 5 Subscribed	278,780 ↓	18,477 ↑	109,943 ↑	220,308 ↑
5 Wiz Khalifa Subscribed	309,200 ↓	243,754 ↓	58,420 ↓	77,541 ↑





Bruno Mars

Los Angeles, CA
Elektra Records, Atlantic Records
R&B, Pop / Rock, Rap

Upgraded

Subscribed

- OVERVIEW
- GRAPHS
- GEO
- TRACKS
- PERFORMANCE
- GOALS
- SOURCES

Mar 7, 2013–Mar 13, 2013

edit key metrics

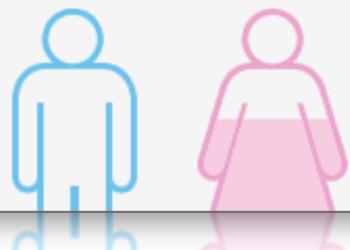
TRACKS

YouTube Video Views

Bruno Mars - When I Was Your Man [official Video]	5.92M
Bruno Mars - Locked Out Of Heaven [official Music]	4.35M
Bruno Mars - The Lazy Song [official Alternate]	1.79M
Bruno Mars - It Will Rain [new Music]	978K
Bruno Mars - Locked Out Of Heaven [live In Paris]	393K

GENDER & AGE

Twitter Mentions



YOUTUBE VIDEO VIEWS

17.2M ↑
1.5B total

WIKIPEDIA PAGEVIEWS

328.1K ↑

TWITTER FOLLOWERS

55.2K ↑
16.1M total

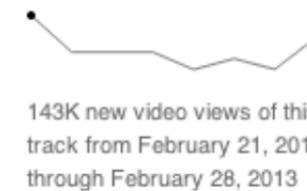
view all key metrics

THURSDAY - FEBRUARY 21, 2013

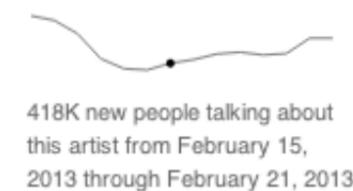
ADD EVENT



Next Big Sound detected [The Moonshine Jungle Tour on YouTube](#)



Thank You France!
[VIEW ORIGINAL POST](#)



+2 More Posts



Event Stream ▾

- 2 Reviews
- 1 News & Blog Mention

FRIDAY, MAR 8, 2013 +

- 3 Posts
- 93 Chart Appearances
- 1 Review
- 1 News & Blog Mention

THURSDAY, MAR 7, 2013 +

- 4 Posts
- 1 Concert
- 1 NBS Chart Appearance
- 103 Chart Appearances
- 1 Review
- 3 News & Blog Mentions

WEDNESDAY, MAR 6, 2013 +

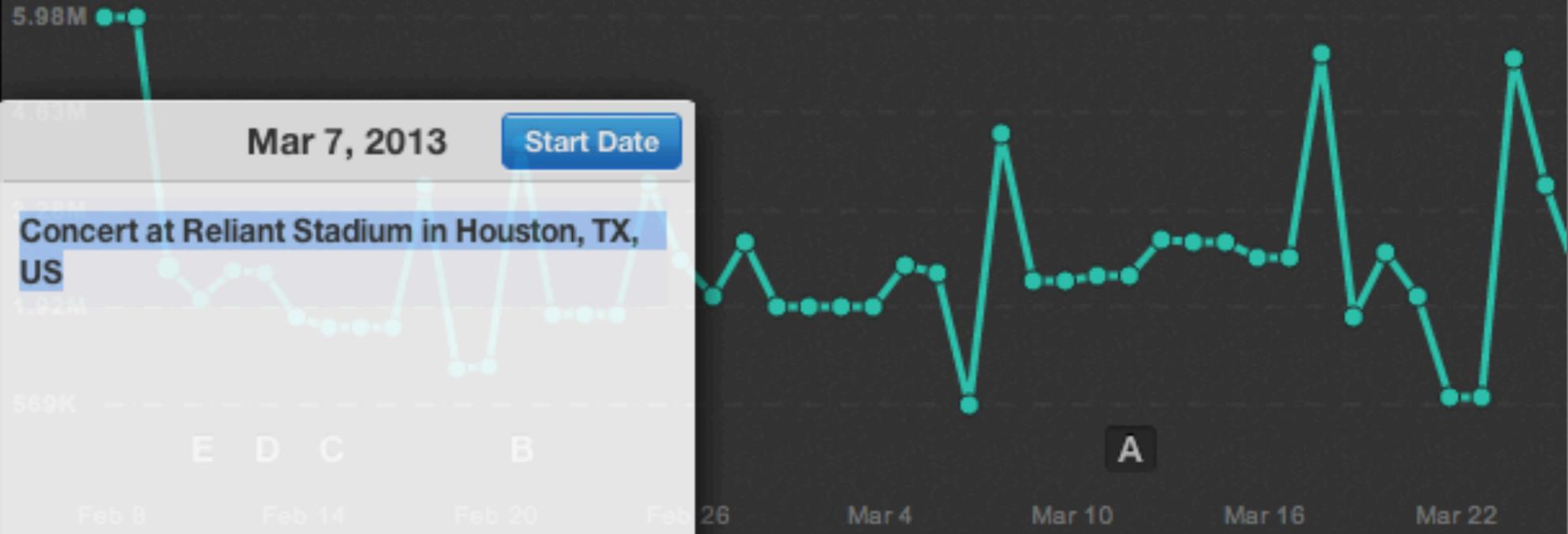
Bruno Mars ▾

YouTube Video Views ▾

Location

Quick Views Add Quick View Share Flag Data

Sun, Feb 10 +2,498,920



New Total Absolute % Change Relative

Artists x Network x Metric

Bruno Mars
YouTube Video Views

	Dec 7, 2012 - Feb 7, 2013	Feb 8, 2013 - Apr 11, 2013	% Change
	117,956,765	159,019,852	34.8%

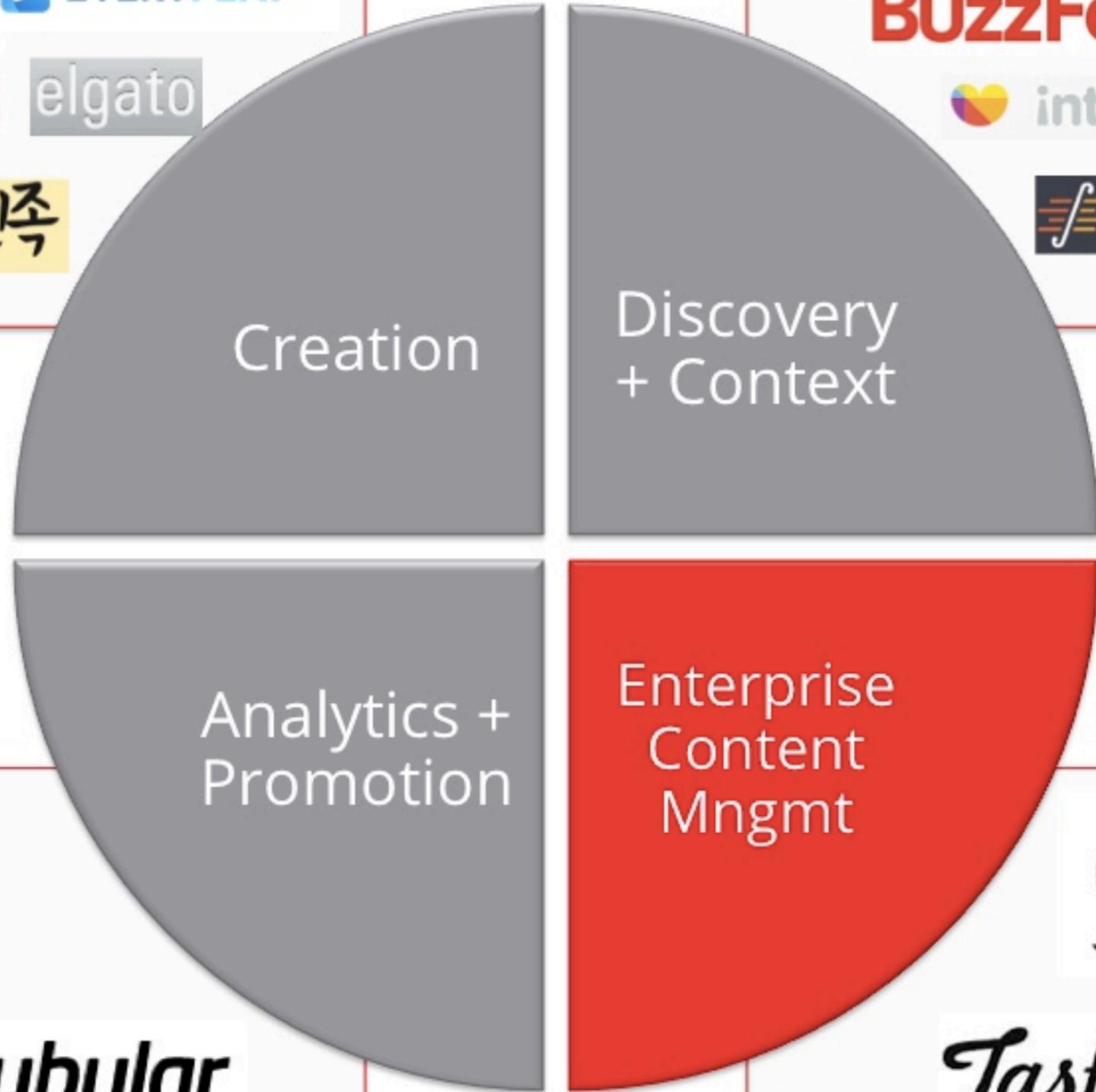


Creators

EA SPORTS
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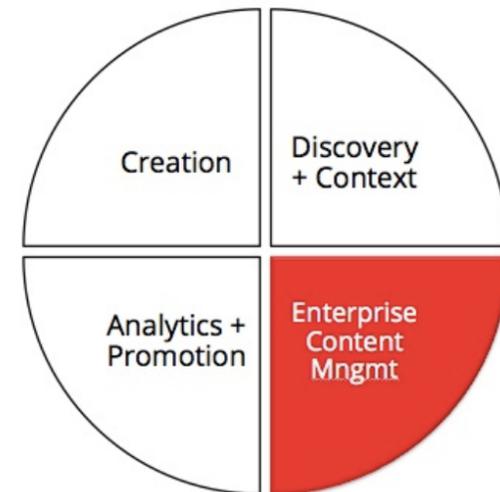
ZEFR
Tastemade





is making claiming cool (and enterprise is hot)

ClaimCheck		Videos					Titles		Policies		Settings		Performance		Preferences		Logout Jamie.Belsky	
NEW		PENDING		APPROVED		PROCESSING		CLAIMED		REVIEWED		PARTNER		HELP				
Status	Confidence	Title	Preview	Uploader	Claims													
NEW	<div style="width: 100%;"></div>	Legally Blonde I - full movie by mimi		kasnozaoboje	C mgm Legally Blonde (2001) R... E Fundação Padre Anchieta (TV Cul... C WMG You Sexy Thing - Hot Ch... C UMG PERFECT DAY (CHRIS L...													
NEW	<div style="width: 100%;"></div>	Rihanna Goes Blonde! Kim Kardashian, Reese Witherspoon Hair Change!		cleverstyle	E Alloy Inc Rihanna Goes Blonde! K...													
NEW	<div style="width: 100%;"></div>	Legally Blonde 2: Red, White & Blonde - Bloopers (2003) - Reese Witherspoon Movie HD		movieclipsextras														
NEW	<div style="width: 100%;"></div>	Legally Blonde Elle Woods Welcome to Harvard		cabimasonline	C mgm Legally Blonde (2001) R...													
NEW	<div style="width: 100%;"></div>	Legally Blonde The Musical Part 2		legallyblondemusic	M Razor & Tie Serious - Legally Blon...													
NEW	<div style="width: 100%;"></div>	Reese Witherspoon: From Legally Blonde to This Means War		watchmojo	E WatchMojo Reese Witherspoon: F...													
NEW	<div style="width: 100%;"></div>	Reese Witherspoon feet in Legally Blonde.avi		mysakroman														
NEW	<div style="width: 100%;"></div>	Reese Witherspoon feet in Legally Blonde.avi		wlaszkowau														



Agenda

-  Our goal
-  Developer ecosystem
-  Showcase examples
-  Recipe book

Recipe book

APIs and Tracks

Live API

- Broadcast Yourself using YouTube Live APIs

Analytics API

- Ad hoc YouTube Analytics with Google Apps Script
- Find the Next Big Thing with the YouTube Analytics API

Mobile Android Player API

- Mobile development with YouTube APIs: Best practices
- CodeLab: YouTube Anywhere - Using the YouTube API on Phones, Tablets and GoogleTV

Topics API

- Semantic video annotations in the YouTube Topics API: Theory and applications
- CodeLab: Mashing Up Videos with the YouTube and the Freebase Knowledge Graph APIs



Behind the scenes....

YouTube advice and infrastructure to help you succeed

Video Infrastructure	<ul style="list-style-type: none">- Demystifying Video Encoding: WebM/VP8 for the rest of us- VP9 WebM and the New VP9 Open Video Codec- Adaptive Streaming for You and YouTube- Secrets of Video Stabilization on YouTube
Mobile development	<ul style="list-style-type: none">- Super-charge your mobile game with YouTube- Mobile development with YouTube APIs: Best practices
UX	<ul style="list-style-type: none">- Designing Products for a Multi-screen World: The YouTube Perspective
Building an audience and a business	<ul style="list-style-type: none">- Leverage YouTube to grow your business



If you remember nothing else....

- **Extend YouTube, don't just recreate it!**
 - Add features and functionality that **complement video**
 - Go deep in a **vertical**
 - Focus on a specific **region**
- **Empower creators**
 - We are a platform that needs an **ecosystem**
- **Gives us feedback**
 - Many of **our APIs are new**
 - Many of our partners have **unmet needs**
- **Have fun!**





Get started!



[YOUTUBE.COM/DEV](https://www.youtube.com/dev)

<Thank You!>

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Get started!





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