Google

Developers

Find the next big thing with the YouTube Analytics API

Ted Hamilton and Jeremy Walker (YouTube)
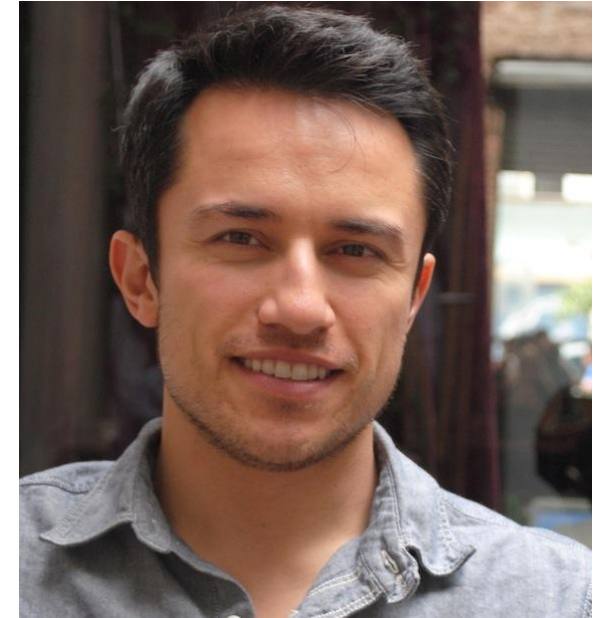Kris Schroder (Next Big Sound)

Google I/O 13

Presenters

Ted Hamilton
YouTube Analytics API
Product Manager

Jeremy Walker
YouTube
Developer Advocate

Kris Schroder
Next Big Sound
Engineer

Agenda

- YouTube Analytics API

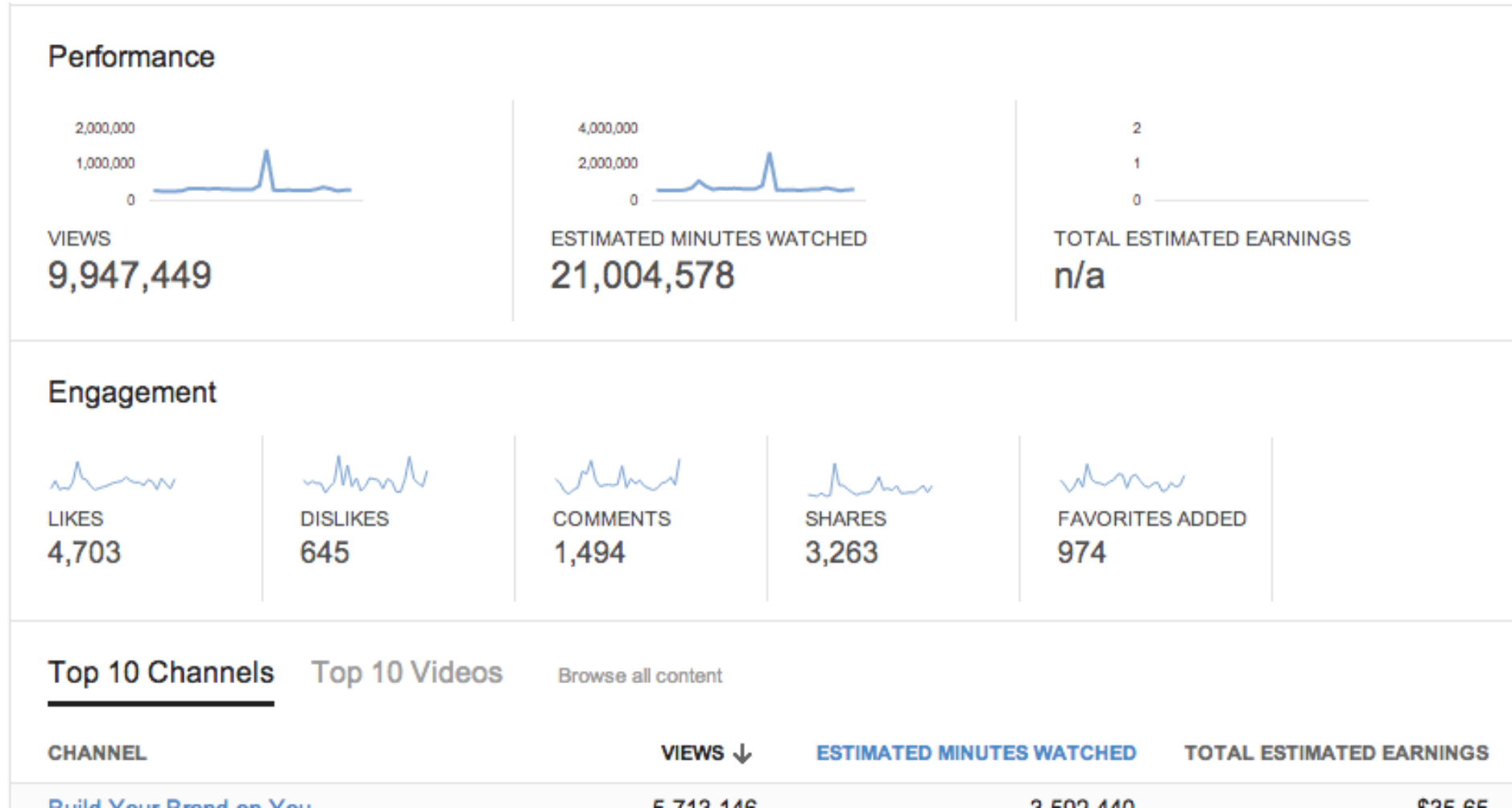- Digging into the details

- Showcase: Next Big Sound

- The future

Agenda

- **YouTube Analytics API**

- Digging into the details

- Showcase: Next Big Sound

- The future

Why YouTube Analytics matters

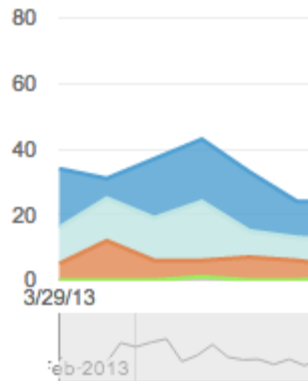# YouTube Analytics (analytics.youtube.com)

What happens when...

... you want to do more?

YouTube Analytics API

The Big Three

Metrics	Dimensions	Filters
Individual measurements of user activity	Common criteria that are used to aggregate data	Limit response to only include data matching a particular value or set of values

Metrics	Dimensions	Filters
Views	Date	Date
Estimated minutes watched	Geography	Geography
$$	Channel	Content entity
Subscribers	Video	
Average view duration	Traffic source	
Likes/dislikes	Playback location	
Shares	Ad Type	
Comments	Demographic	
Annotation click through rate...	Annotation...	

Agenda

- YouTube Analytics API

- **Digging into the details**

- Showcase: Next Big Sound

- The future

Digging into the details (Google Developer Channel)

- Country

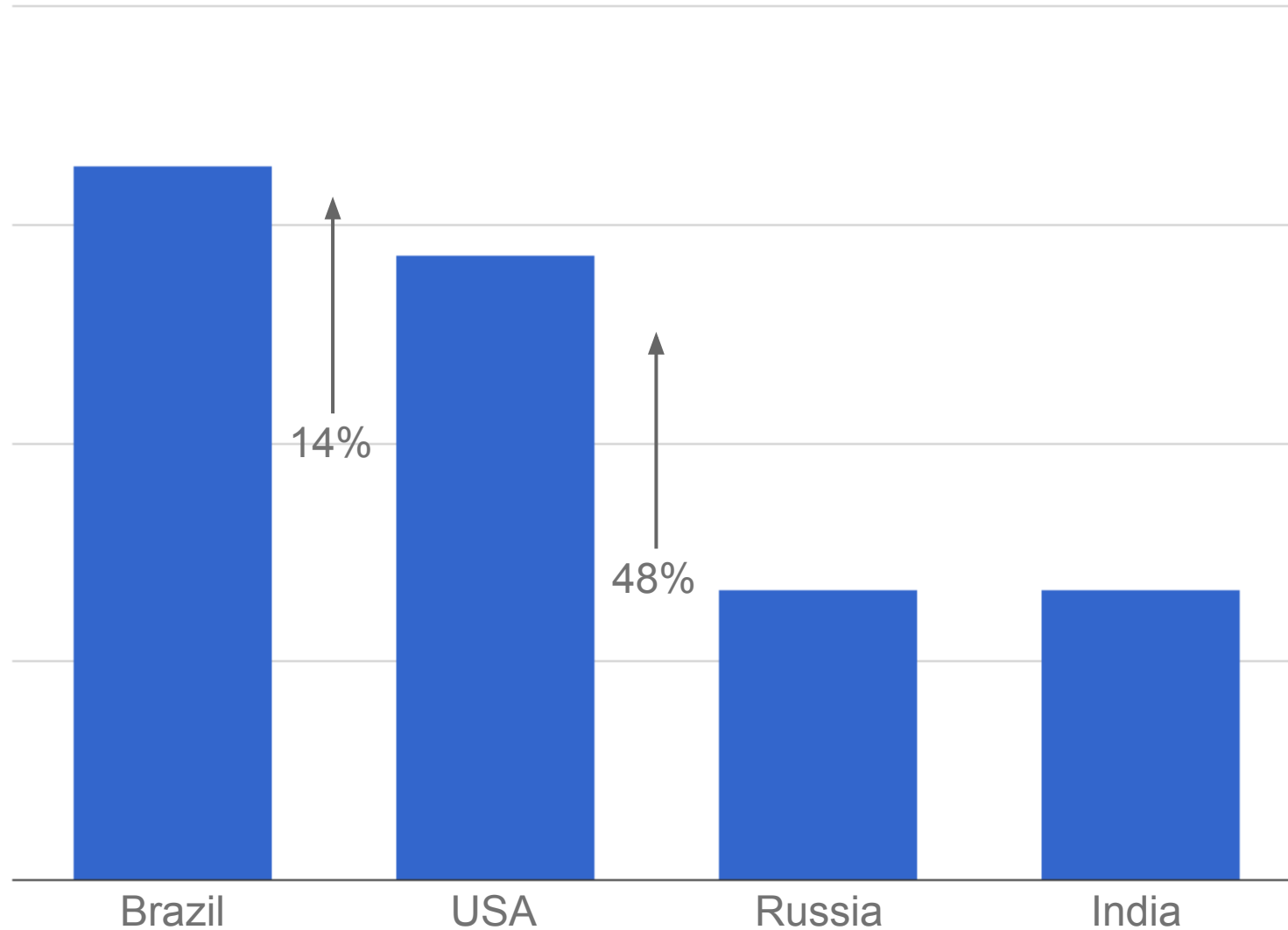- Annotations

- Long-form vs. short-form

Country Insight - Views

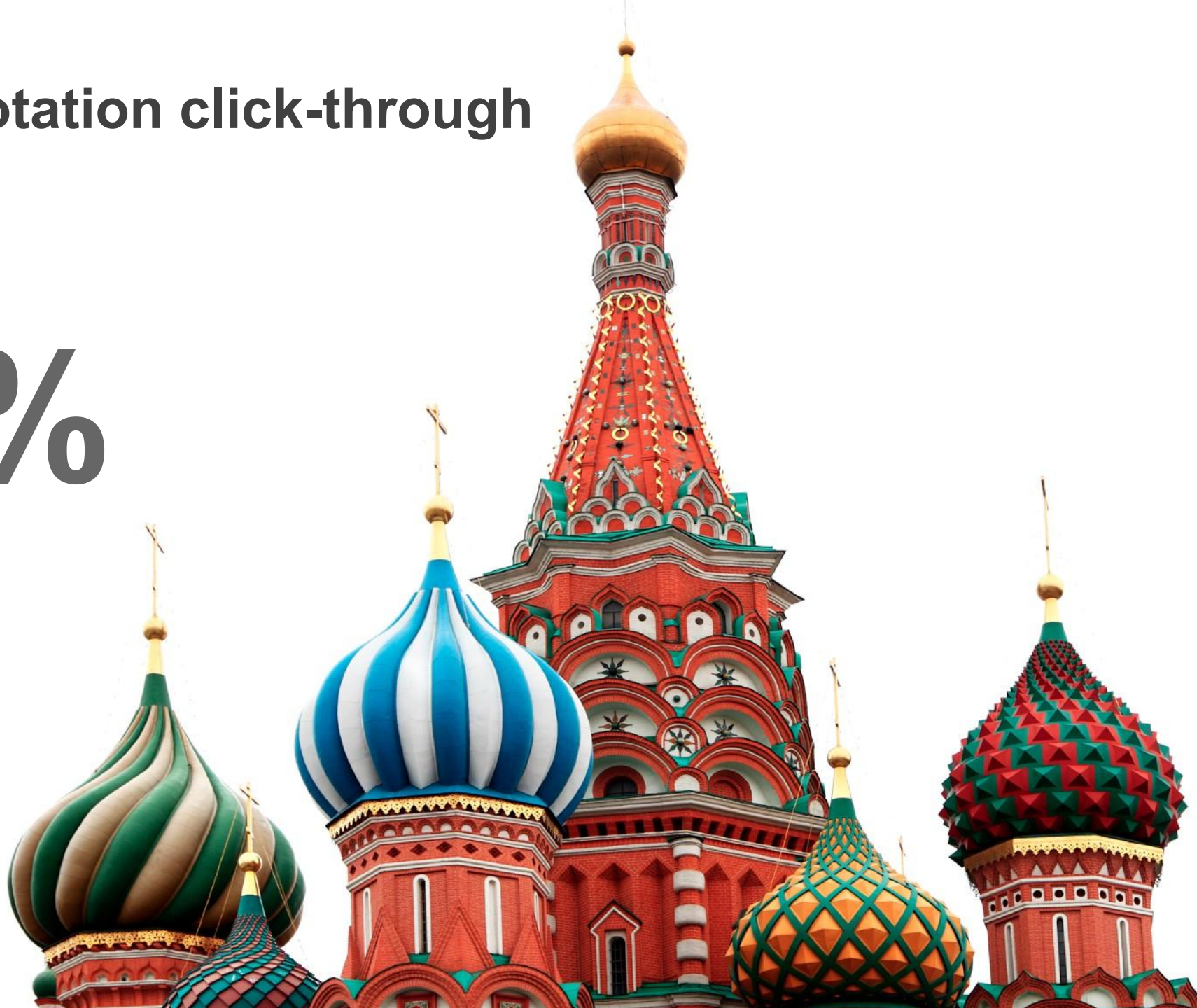# Country Insight - Annotation Click-through

1. Brazil

2. Russia

3. USA
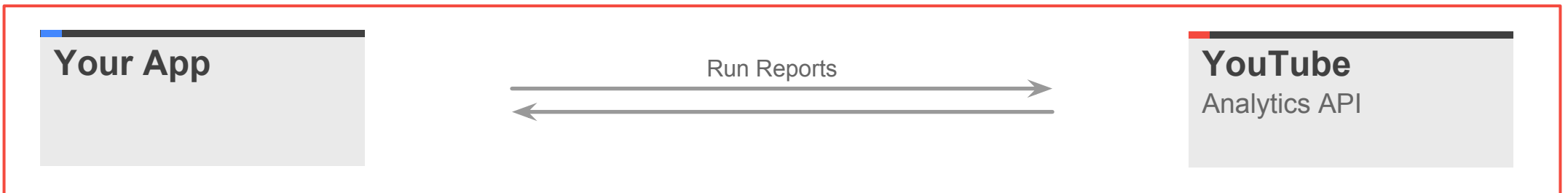
4. India

Russia - annotation click-through

↑ **27%**
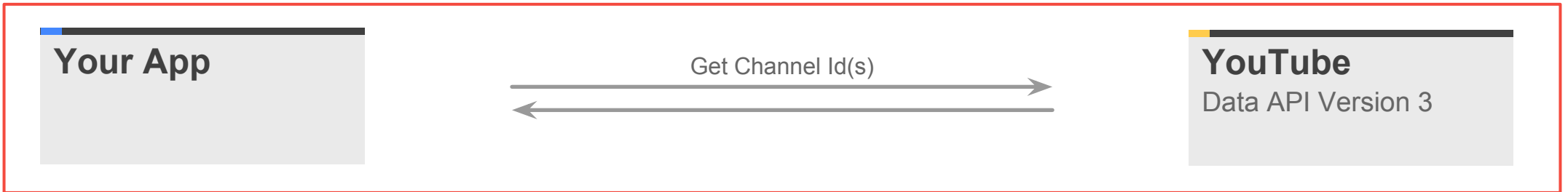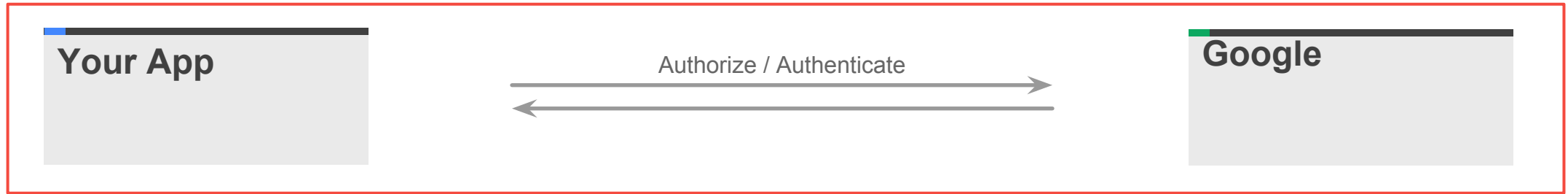
55%

Brazil
annotation click-through

How do I run a report?

Your App → Authorize / Authenticate → **Google**

Your App → Get Channel Id(s) → **YouTube**
Data API Version 3

Your App → Run Reports → **YouTube**
Analytics API

API Explorer

ids

Identifies the YouTube channel or content owner for which you are retrieving YouTube Analytics data. - To request data for a YouTube user, set the ids parameter value to channel==CHANNEL_ID, where CHANNEL_ID specifies the unique YouTube channel ID. - To request data for a YouTube CMS content owner, set the ids parameter value to contentOwner==OWNER_NAME, where OWNER_NAME is the CMS name of the content owner. (string)

start-date

The start date for fetching YouTube Analytics data. The value should be in YYYY-MM-DD format. (string)

end-date

The end date for fetching YouTube Analytics data. The value should be in YYYY-MM-DD format. (string)

metrics

A comma-separated list of YouTube Analytics metrics, such as views or likes,dislikes. See the Available Reports document for a list of the reports that you can retrieve and the metrics available in each report, and see the Metrics document for definitions of those metrics. (string)

dimensions

A comma-separated list of YouTube Analytics dimensions, such as views or ageGroup,gender. See the Available Reports document for a list of the reports that you can retrieve and the dimensions used for those reports. Also see the Dimensions document for definitions of those dimensions. (string)

Generate views and click-through report

```java
ResultTable results = analytics.reports()                              Java
    .query("channel==" + id,                // Channel Id (UC_x5XG.........).
        "2012-01-01",                        // Start date.
        "2012-02-01",                        // End date.
        "views,annotationClickThroughRate")// Metrics.
    .setDimensions("country")
    .setFilter("video==sq.......")
    .setSort("-views")
    .execute();
```
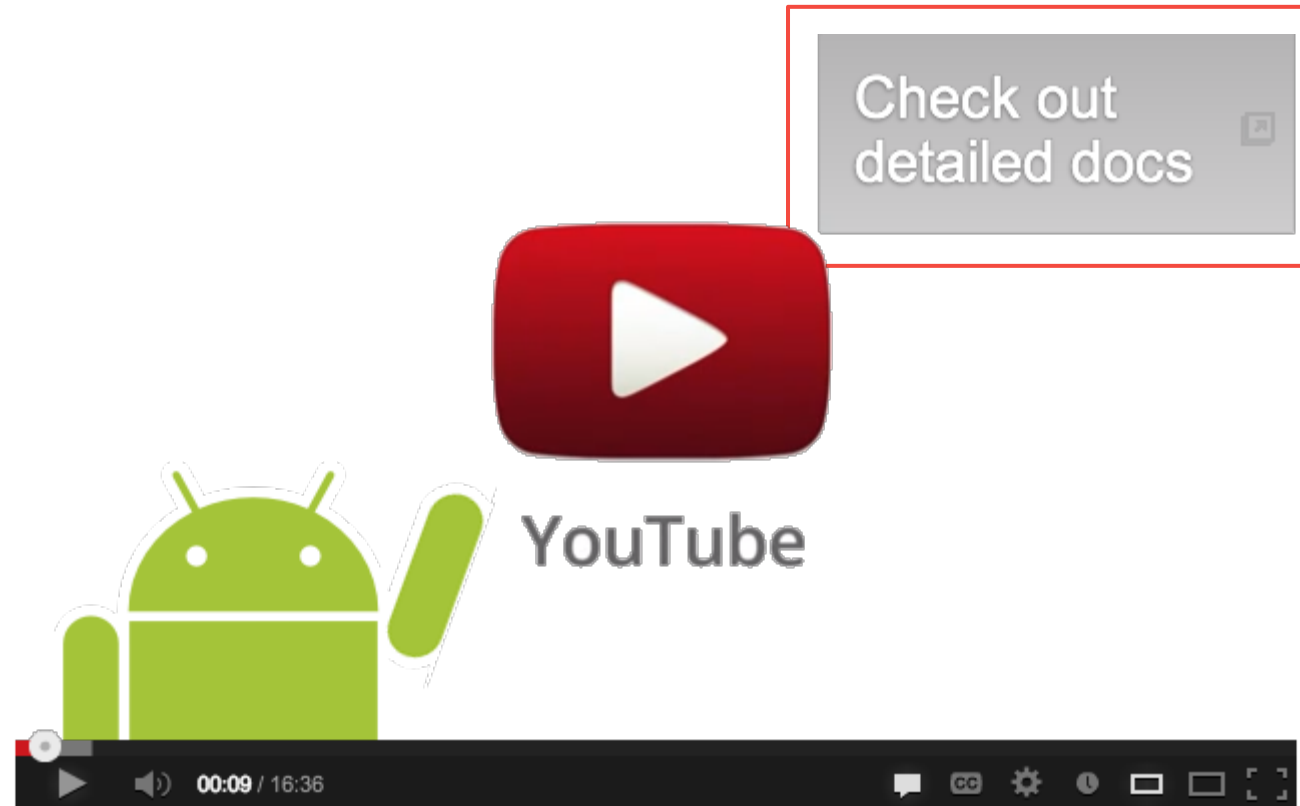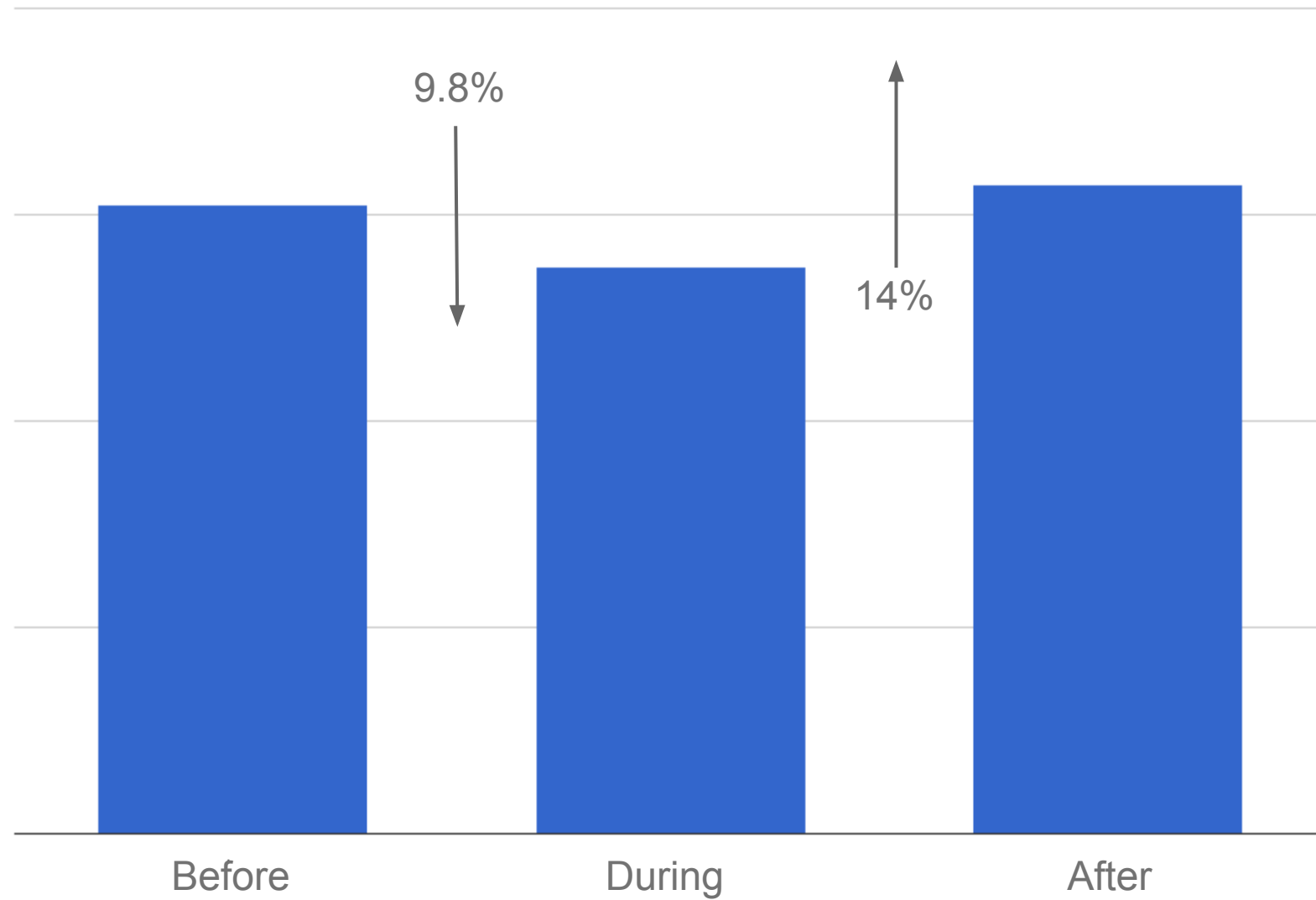
Annotations Insight (what not to do)

Annotations Insight - YouTube Android Player API Video

Annotations Insight - Minutes Watched

API Explorer

ids

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Generate estimated minutes watched report

```java
ResultTable results = analytics.reports()                     Java
    .query("channel==" + id,          // Channel Id (UC_x5XG.........).
        "2013-05-01",                 // Start date.
        "2013-05-08",                 // End date.
        "estimatedMinutesWatched")    // Metrics.
    .setFilter("video==8b.......")
    .execute();
```
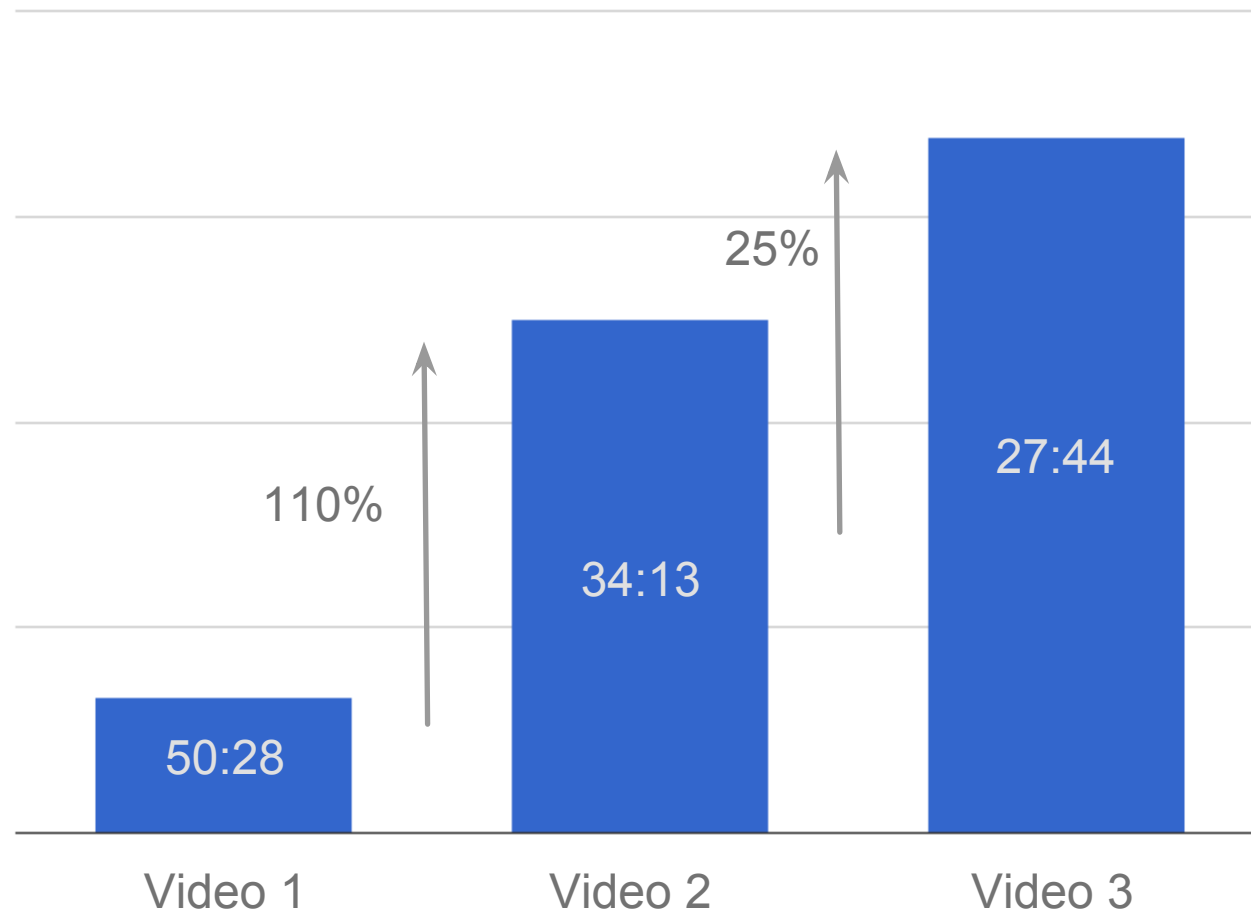
Long-form vs. Short-form Insight

Long-form vs. Short-form Insight - Minutes watched

API Explorer

Authorize requests using OAuth 2.0: OFF ⊗

ids

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Generate estimated minutes watched report

```java
ResultTable results = analytics.reports()
    .query("contentOwner==" + username,     // CMS username
        "2011-05-05",                        // Start date.
        "2013-05-05",                        // End date.
        "estimatedMinutesWatched")           // Metrics.
    .setFilter("video==fh.......")
    .execute();
```

Java

Agenda

- YouTube Analytics API

- Digging into the details

- **Showcase: Next Big Sound**

- The future

Analytics & Insights for the Music Industry

Next Big Sound tracks billions of social signals to help record labels, artists, and band managers make better decisions.

Search for any artist or band

Case Study

- Established Indie Rock Act

- Television Appearance: Awards Show

CASE STUDY BAND
Jan 23, 2013

⚠ 🐦 Twitter fans alert. The actual value was 957, the recent average was 568

✏ 📘 [Case Study Band] will perform at the 55th GRAMMYs

MAR
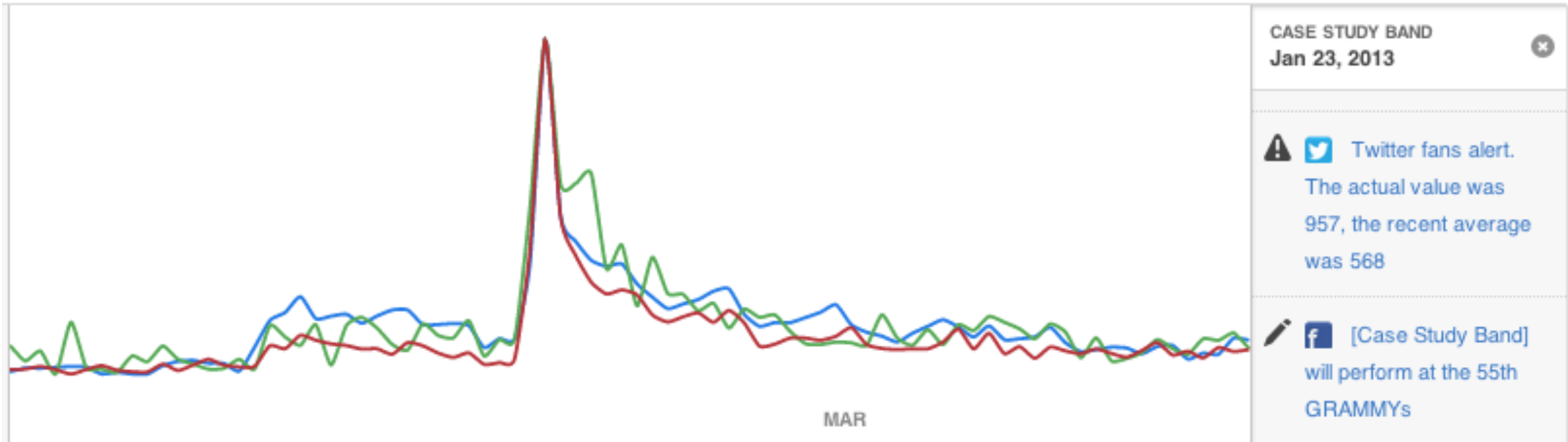
The current benchmark is **Top Artists**.

Manage Lists   Hide

Metrics		Oct 17 - Jan 6	Jan 7 - Mar 29	% Change	Benchmark	Total
☑ ▶ **YouTube Analytics Video Views** ⓘ		📍 909.7K	📍 13.6M	1393% ↑	-	-
☑ ▶ **YouTube Analytics Comments** ⓘ		📍 744	📍 9.9K	1237% ↑	-	-
☑ ▶ **YouTube Analytics Likes** ⓘ		📍 5.6K	📍 79.5K	1324% ↑	-	-

"Think Moneyball, but for music."

Why YouTube Analytics API

- YouTube
  - Fans: new ways to connect
  - Artists: new ways to break artist
  - Artists: revenue stream
  - Labels: Find and develop talent

- YouTube Analytics adds granularity:
  - Geographic insight
  - Demographics
  - Unique views
  - Fan Engagement

- Comparison to similar artists

- Cross-network comparison

Data Transforms Industries

Social & Streaming

- YouTube
- YouTube Analytics
- Facebook
- Facebook Insights
- HypeMachine
- Instagram
- Last.fm
- MySpace

- Pandora
- Rdio
- ReverbNation
- SoundCloud
- Spotify
- Twitter
- Vevo
- Vimeo

Sales
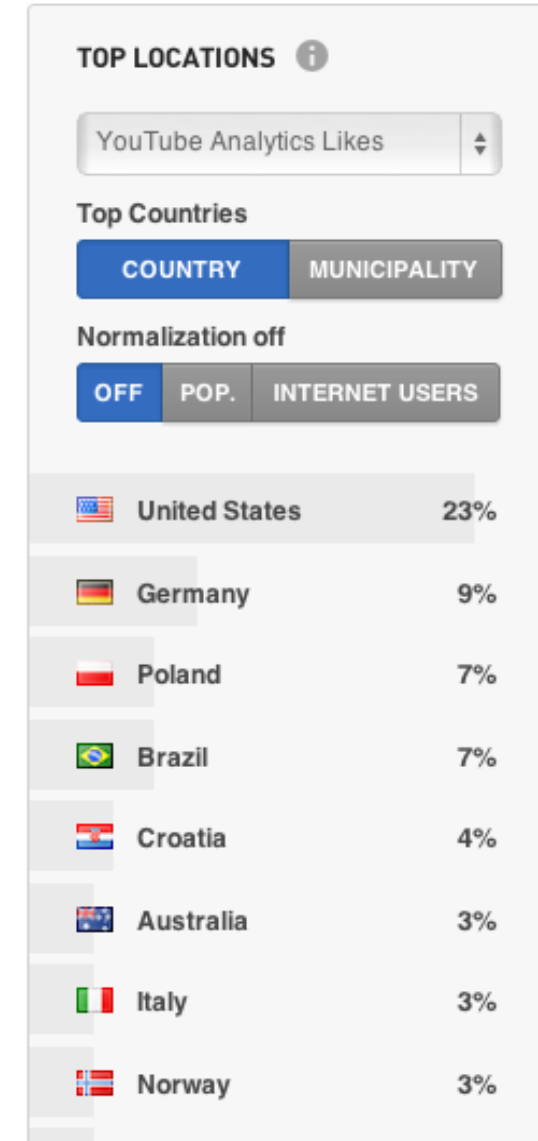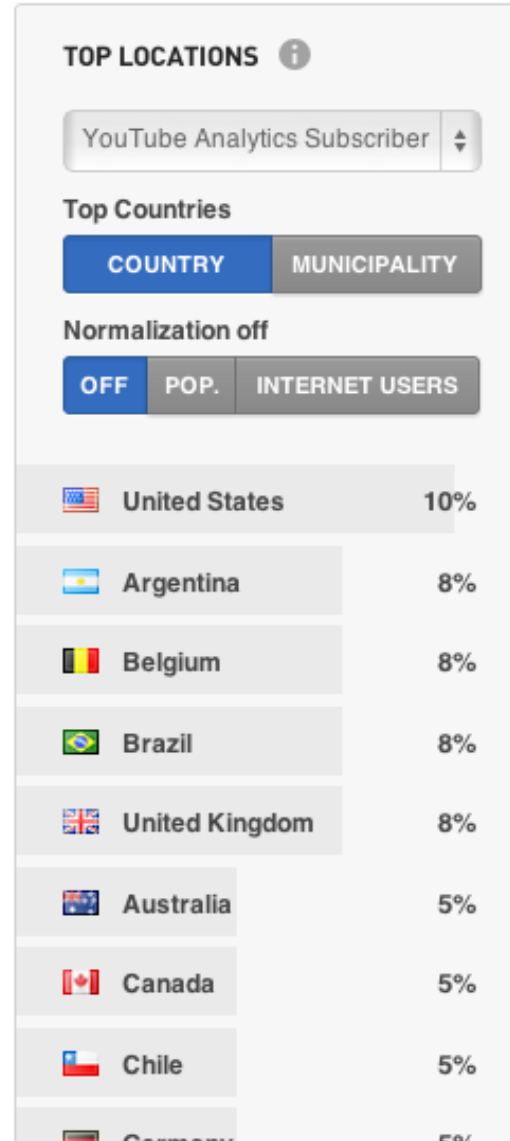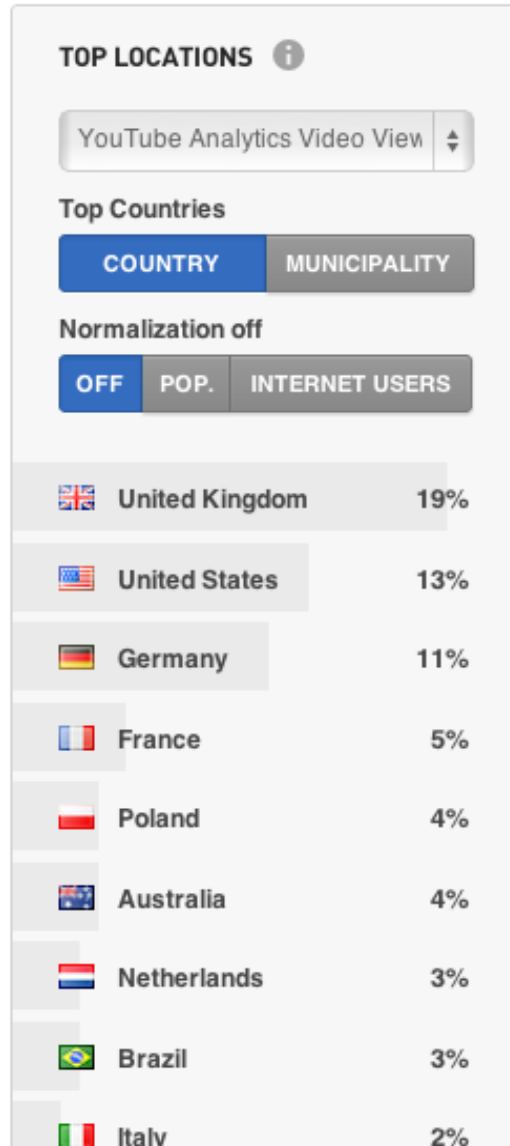
- iTunes
- Amazon
- E-commerce/
  Omniture

Misc

- Google Analytics
- Wikipedia

Events

Peformances
Chart Appearances
New content
Posts
Mentions

Case Study: Geography

TOP LOCATIONS ⓘ

YouTube Analytics Video View ⇕

Top Countries

| COUNTRY | MUNICIPALITY |

Normalization off

| OFF | POP. | INTERNET USERS |

🇬🇧 United Kingdom	19%
🇺🇸 United States	13%
🇩🇪 Germany	11%
🇫🇷 France	5%
🇵🇱 Poland	4%
🇦🇺 Australia	4%
🇳🇱 Netherlands	3%
🇧🇷 Brazil	3%
🇮🇹 Italy	2%

TOP LOCATIONS ⓘ

YouTube Analytics Subscriber ⇕

Top Countries

| COUNTRY | MUNICIPALITY |

Normalization off

| OFF | POP. | INTERNET USERS |

🇺🇸 United States	10%
🇦🇷 Argentina	8%
🇧🇪 Belgium	8%
🇧🇷 Brazil	8%
🇬🇧 United Kingdom	8%
🇦🇺 Australia	5%
🇨🇦 Canada	5%
🇨🇱 Chile	5%
🇩🇪 Germany	5%

TOP LOCATIONS ⓘ

YouTube Analytics Likes

Top Countries

| COUNTRY | MUNICIPALITY |

Normalization off

| OFF | POP. | INTERNET USERS |

🇺🇸 United States	23%
🇩🇪 Germany	9%
🇵🇱 Poland	7%
🇧🇷 Brazil	7%
🇭🇷 Croatia	4%
🇦🇺 Australia	3%
🇮🇹 Italy	3%
🇳🇴 Norway	3%

Case Study: Fanbase Demographics Across Platforms

GENDER & AGE

Facebook Insights Page Likes

23% 77%

3%	13-17	10%
9%	18-24	25%
6%	25-34	18%
3%	35-44	12%
2%	45-54	8%
1%	55-99	3%

Based on 5,655,980 Page Likes on

GENDER & AGE

YouTube Analytics Viewer Per

43% 57%

5%	13-17	14%
6%	18-24	7%
6%	25-34	5%
8%	35-44	8%
12%	45-54	15%
6%	55-64	6%
1%	65-99	1%
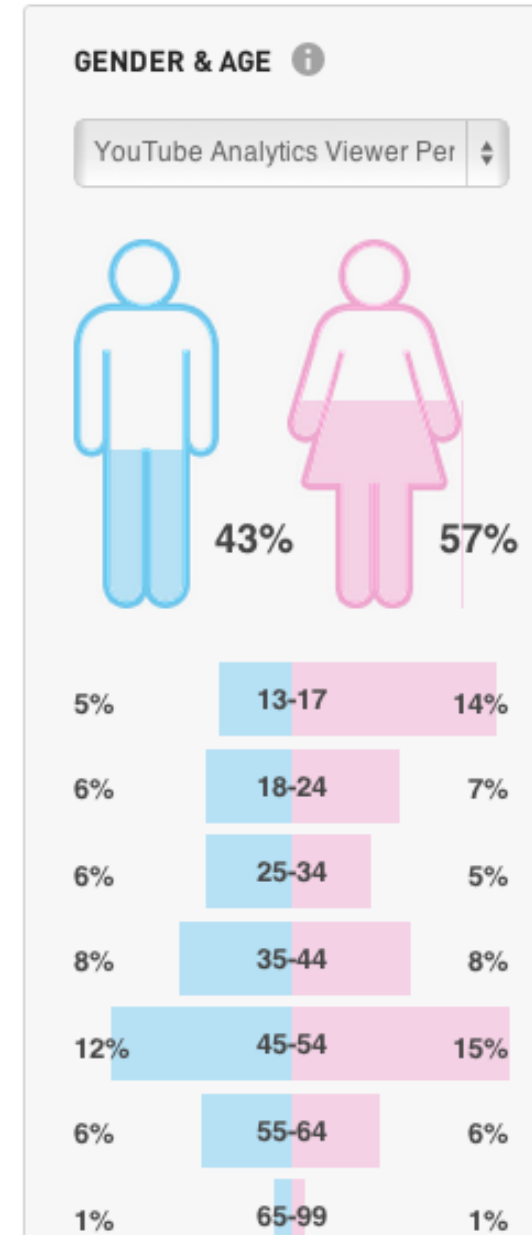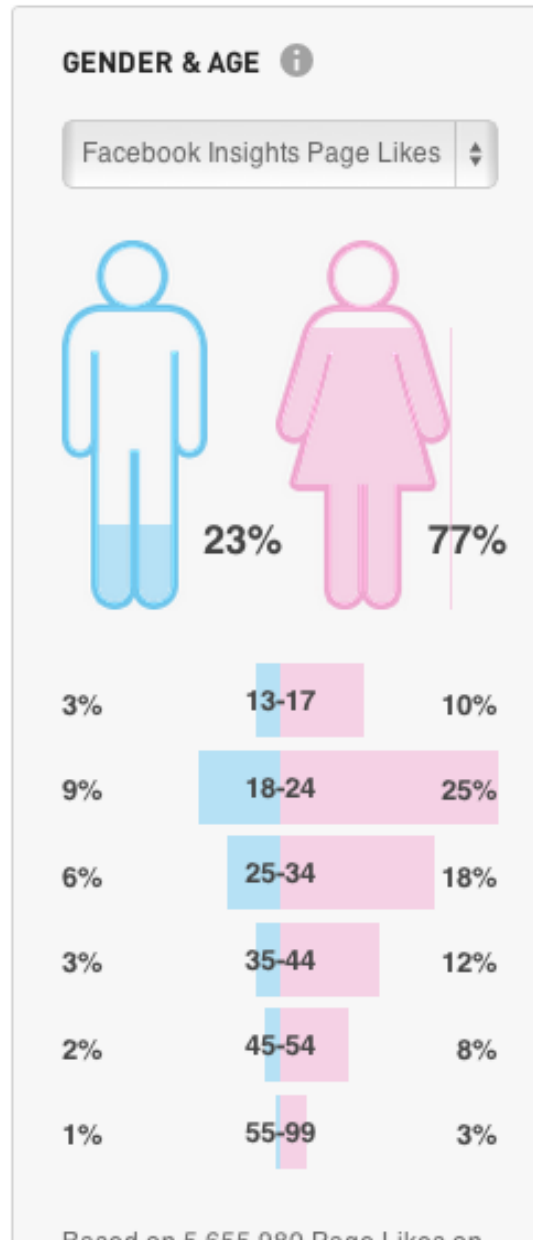
Social Media and Impact on Digital Sales

- Top Four Metrics - Correlations with Track Sales
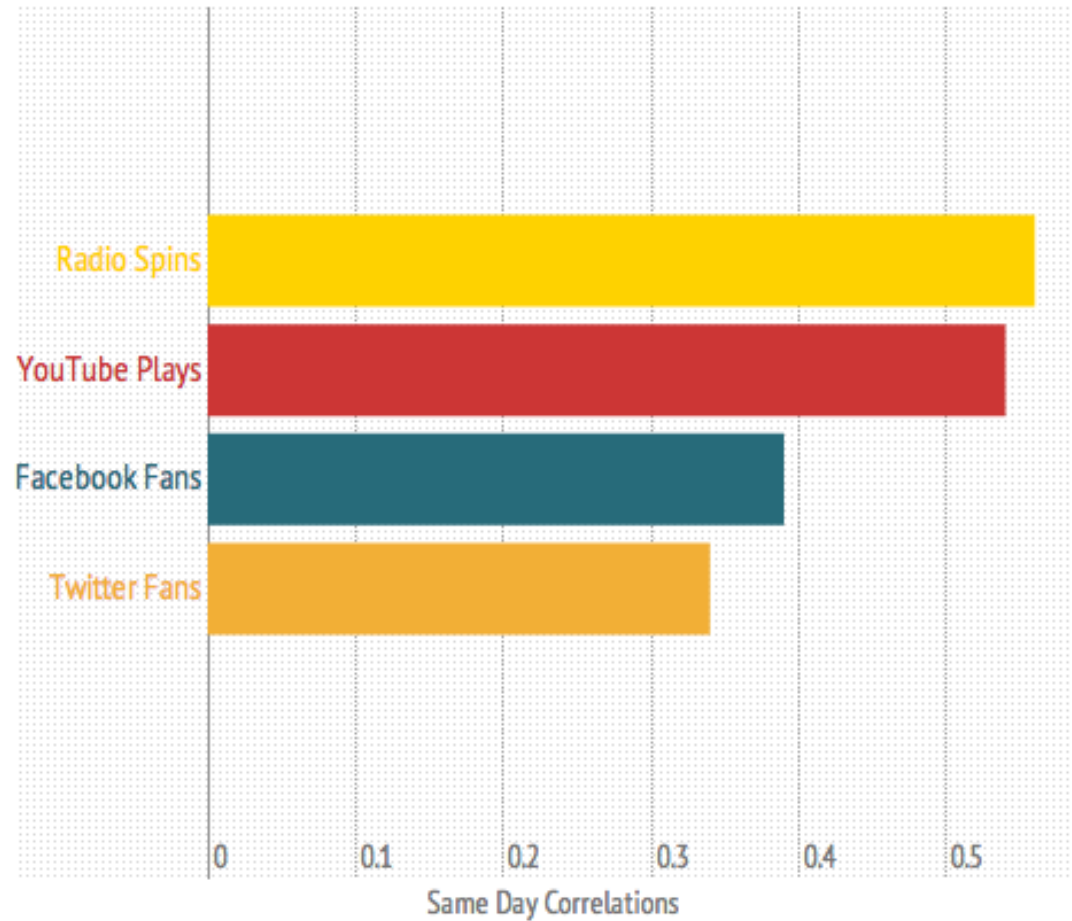
YouTube API Experiences

- Powerful Data, yet straightforward API

- Handle exceptions - expired auth tokens (401)

- Constructing queries
  - "geo" vs "day" dimension

- API Explorer / Stack Overflow

Agenda

- YouTube Analytics API

- Digging into the details
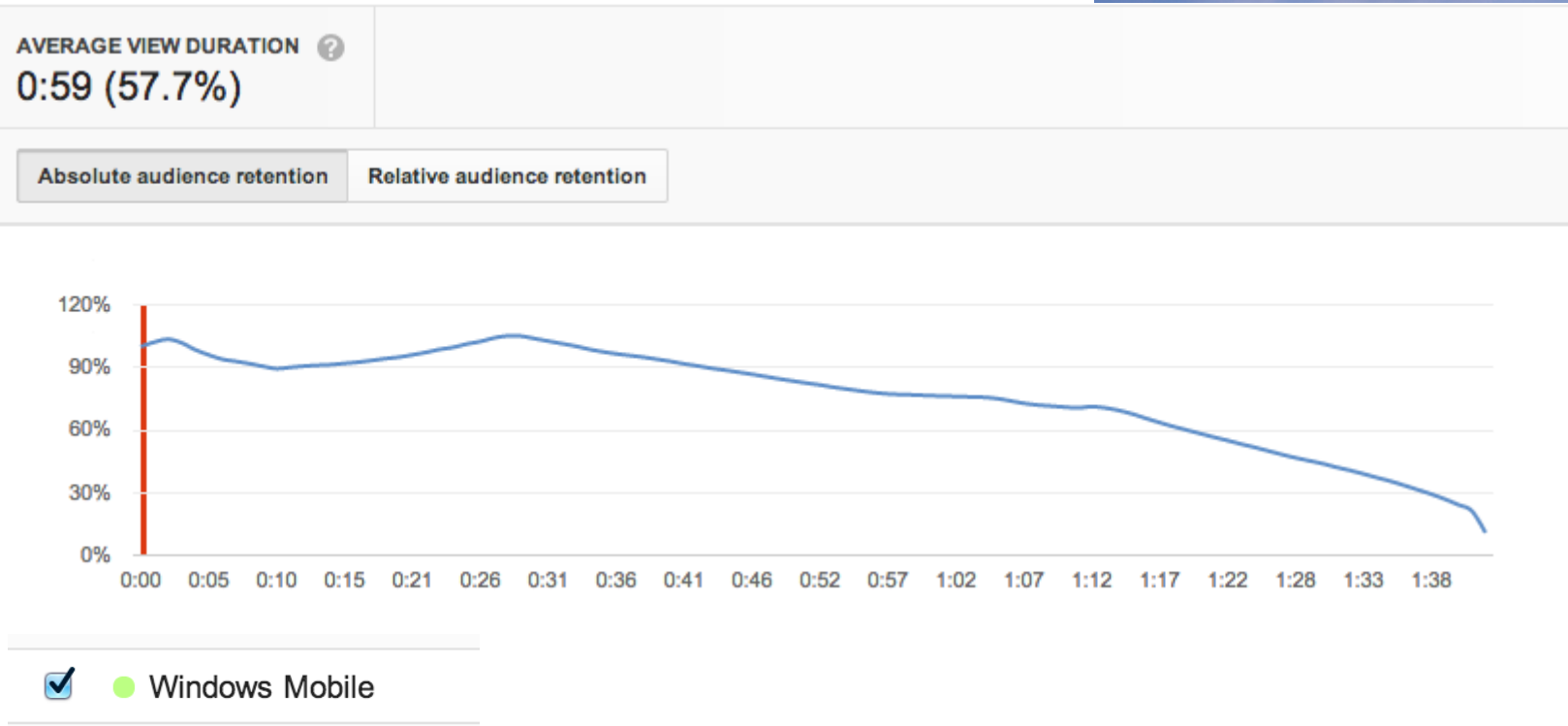
- Showcase: Next Big Sound

- **The future**

What does the future hold?

Devices

Audience Retention

Bulk data

<Thank You!>

Search "YouTube Analytics API"

google.com/+YouTubeDev