



# MADE IN NETWORK

20 YOUTUBE CHANNELS

257% YEAR/YEAR VIEWERSHIP INCREASE

124% YEAR/YEAR WATCH TIME INCREASE

In the past week alone,  
we've released six  
videos that have already  
gained more than a  
million views each



250M

MONTHLY  
VIEWS

1.1B

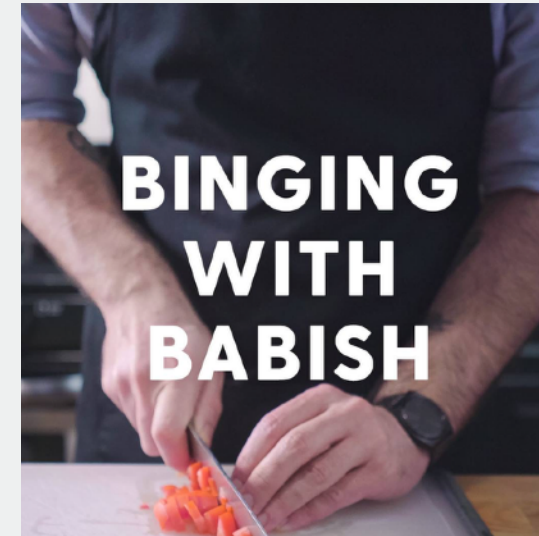
MONTHLY  
MINUTES WATCHED

79M

TOTAL  
SOCIAL REACH



CINEMASINS  
8.1M SUBS



BINGING WITH BABISH  
3.1M SUB



JIFFPOM  
29M FOLLOWERS



MARTY MUSIC  
963K SUBS



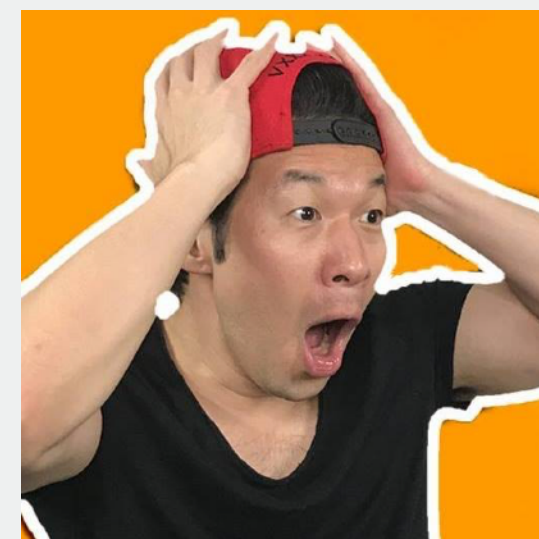
HOW TO CAKE IT  
3.8M SUBS



BROTHERS GREEN EATS  
1.1M SUBS



DEAD MEAT  
1.3M SUBS



QPARK  
14.7M FOLLOWERS



HELLTHY JUNK FOOD  
1.8M SUBS

## OUR CHANNELS

Our channels span multiple genres and appear across multiple platforms. From one of the largest entertainment channels on YouTube to the most followed dog on the internet, Made In represents some of the world's most beloved personalities.

# YOUTUBE V. OTHER PLATFORMS

## FOR ENTERTAINMENT

YouTube



Instagram



Snapchat



## FOR SHOPPING RECOMMENDATIONS

YouTube



Instagram



Facebook



## FOR HOW-TO INFORMATION

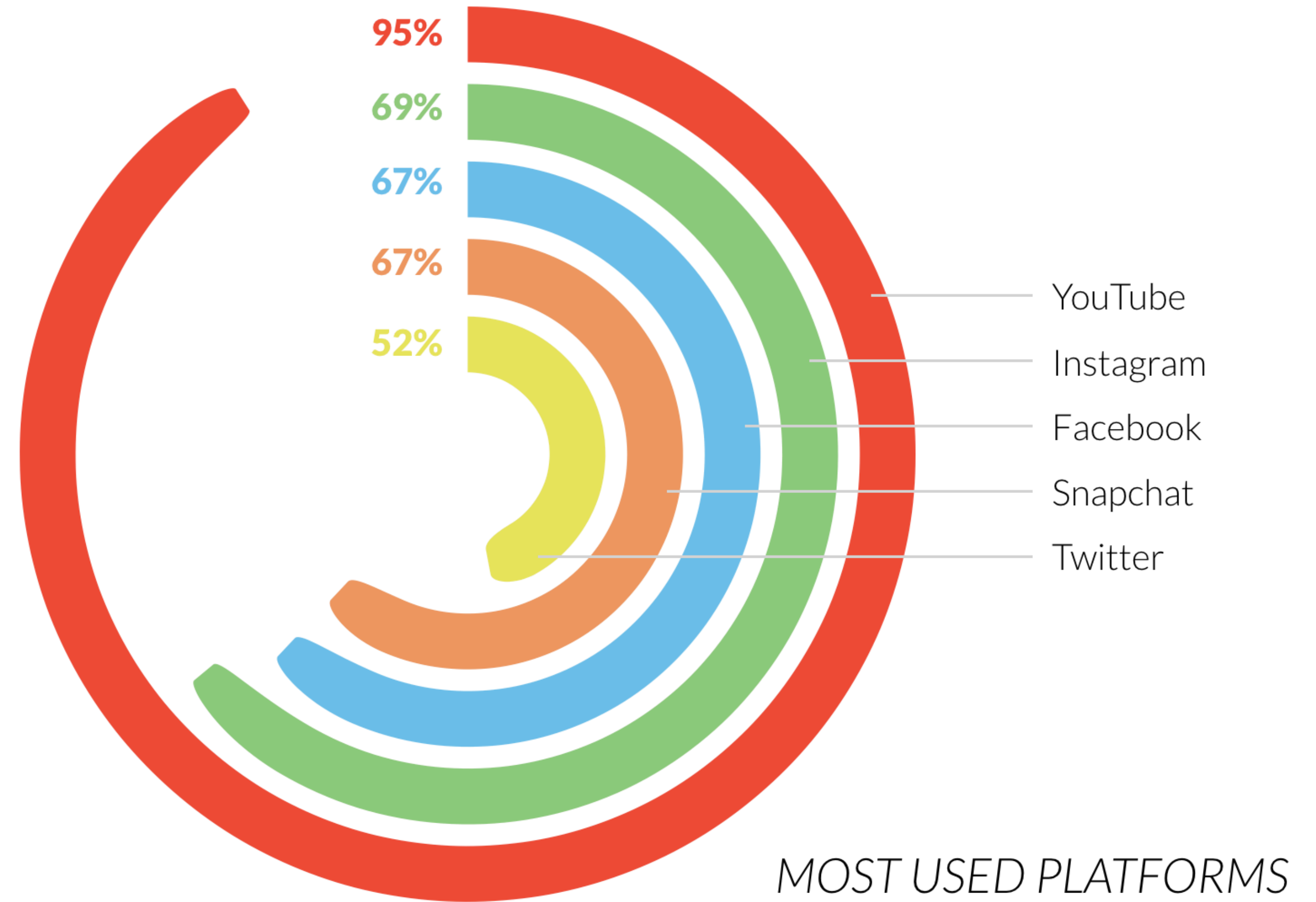
YouTube



Pinterest

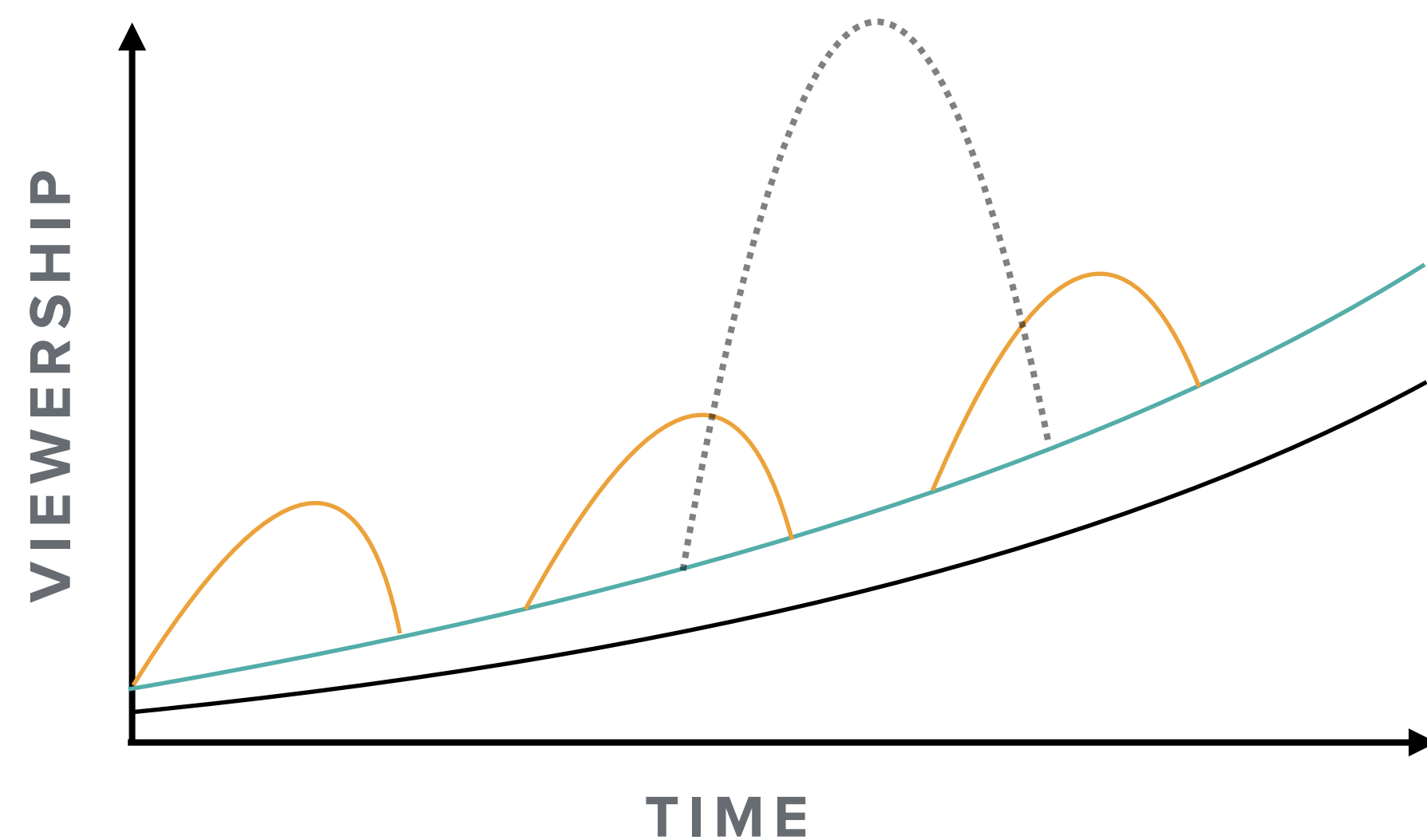


Facebook or Google+



# OUR CONTENT STRATEGY

The most successful YouTube strategies use several content types in order to be discovered and engage viewers in different ways. Hero, Hub, and Hygiene are categories of content that serve different functions, but work together to first build viewership and then continually increase the quality of each view. Collaborations are an auxiliary content type that can lead to huge gains in viewership and engagement.



- HYGIENE CONTENT:** Consistently released content that is relevant to highly searched terms, phrases, and topics. This content should be “evergreen” to be an “always on” source of discovery
- HUB CONTENT:** Consistently released content that is timely and up to date on topics of interest. The goal of this content is to give the audience a reason to return to the channel every week for fresh videos.
- HERO CONTENT:** Special releases, usually with higher production value, meant to build as much awareness as possible. This content is meant to increase overall visibility for the channel.
- ..... COLLABORATIONS:** Content featuring influencers whose fans are likely to be interested in your content. The goal is to use the influencer’s credibility to gain highly engaged fans.

# THE ART & SCIENCE

## CREATING THE RIGHT CONTENT

In order to create great content for YouTube, there are several things you need to know:

- + What do you want to have as your audience's takeaway from your content?
- + What are your audience's viewing habits, and what formats can you use to appeal to those habits?
- + How can you maintain a consistent production and release schedule without having your content be overly "formulaic"?

We use these concepts to determine viable concepts and dedicate a team of creatives to generate high quality videos on a weekly basis.

## REACHING YOUR TARGET AUDIENCE

The better defined your target audience is, the more you can tailor your content to appeal to that audience. We do deep research on demographics and search terms which gives us valuable insight that fits into two buckets:

- + Competition: What content already exists in the space you're looking to occupy, and how do you differentiate the substance of your content from what's already out there?
- + Recommendations: For any given demographic profile, the YouTube algorithm recommends videos based on existing viewership trends. By analyzing these trends, we gain insight into channels, aesthetic approaches, and interests of those groups which can then inform our own content

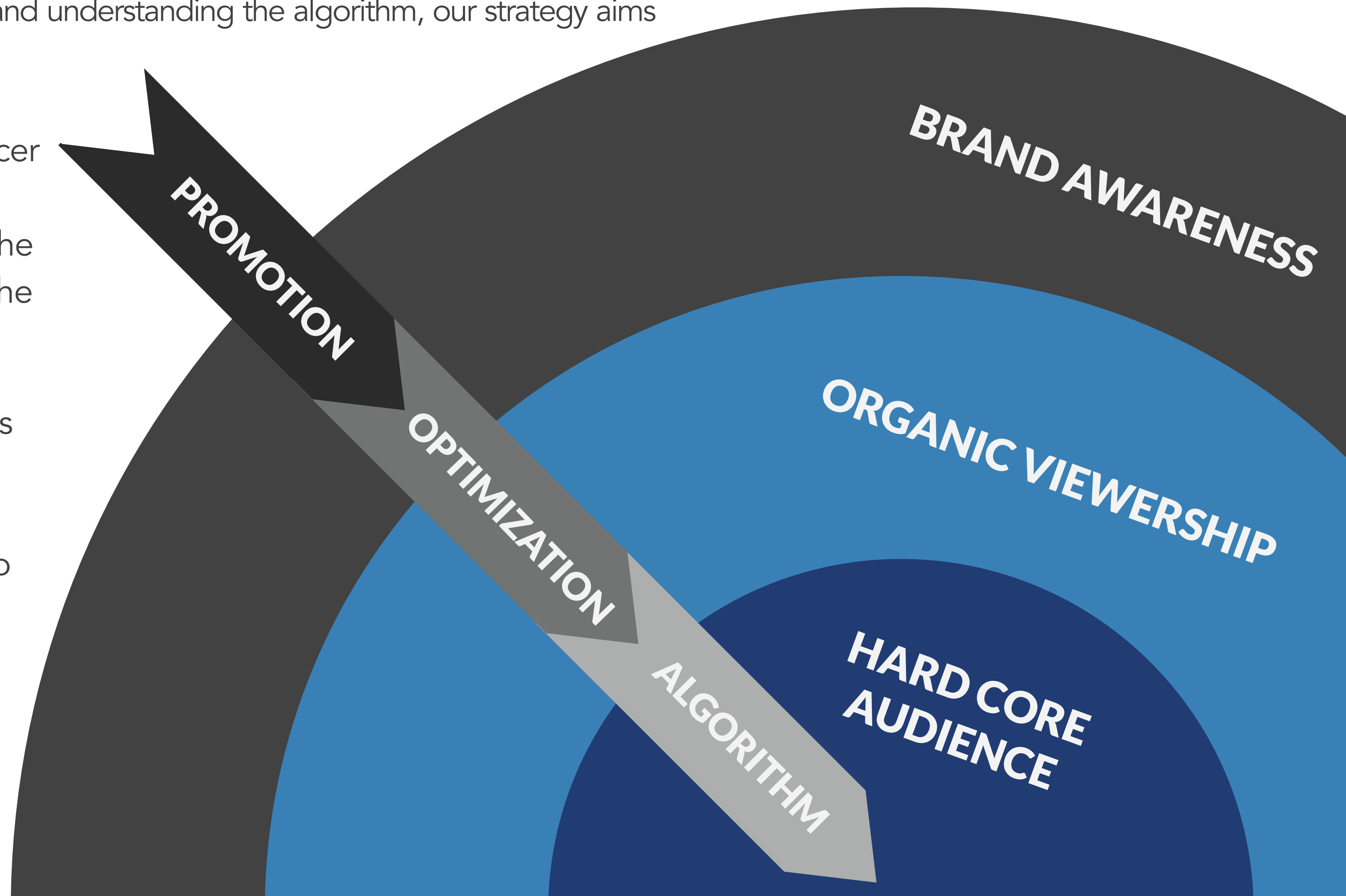
# GROWING VIEWERSHIP

Once we have great content and a defined target, we can grow viewership. Each view on YouTube is an opportunity for the channel to deepen its relationship with its audience. Before those views ever happen, strategies need to be put in place to graduate general awareness into organic viewership, and organic viewership into a hard core following. Through promotion, optimization, and understanding the algorithm, our strategy aims bring viewers along to this center of engagement.

**Promotion:** Through targeted media buys and influencer marketing, we jumpstart awareness for the content to legitimize the brand's presence on YouTube and start the snowball rolling on viewership growth. This becomes the base for other efforts to build upon

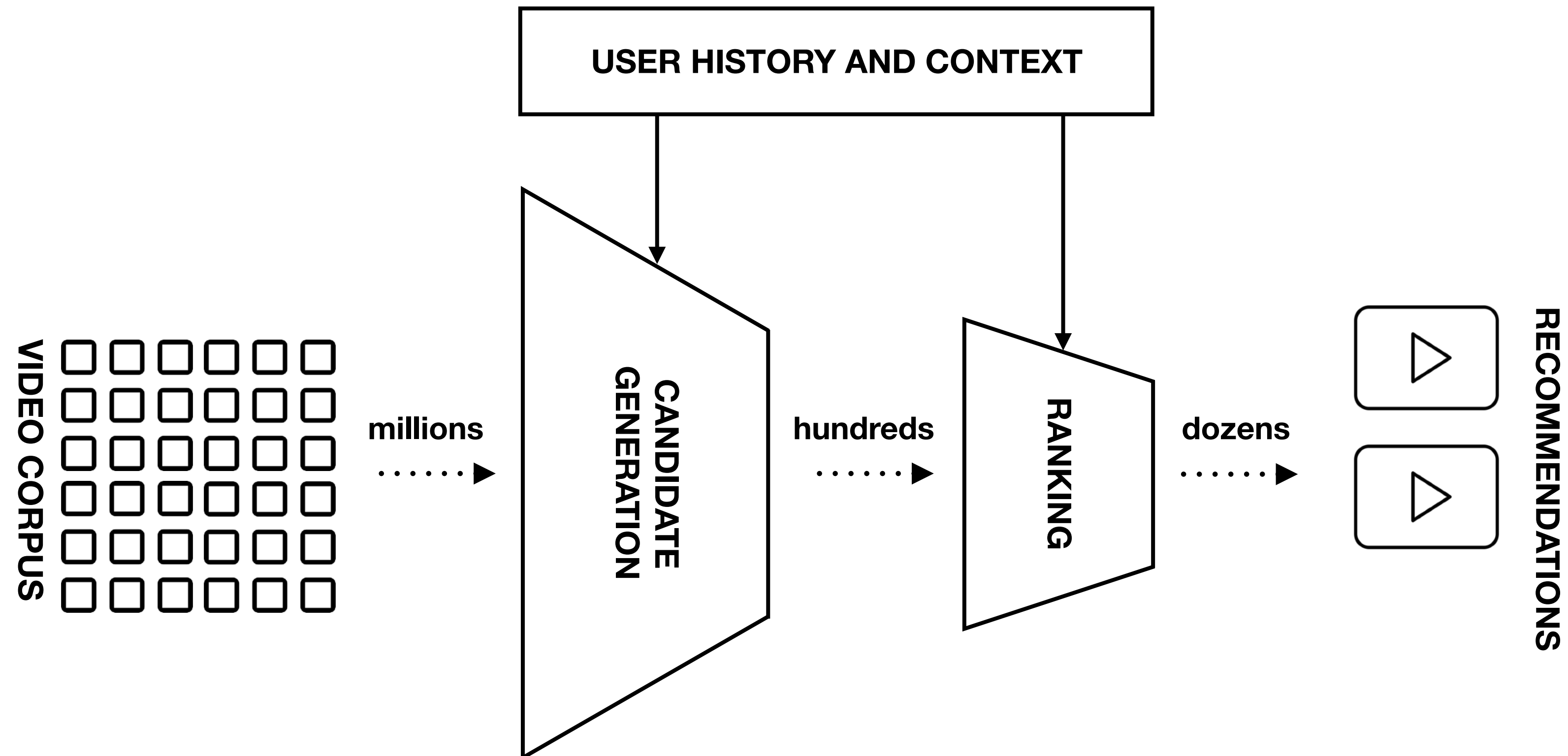
**Optimization:** No matter how great content is, if videos aren't properly optimized they will not show up in search results or be recommended. Our team is fluent in platform best practices to ensure each video is set up for maximum discoverability

**Algorithm:** Recommendation accounts for over 70% of viewership on YouTube. We mold our strategy to cater to KPIs around relevancy and retention that drive recommendations on YouTube

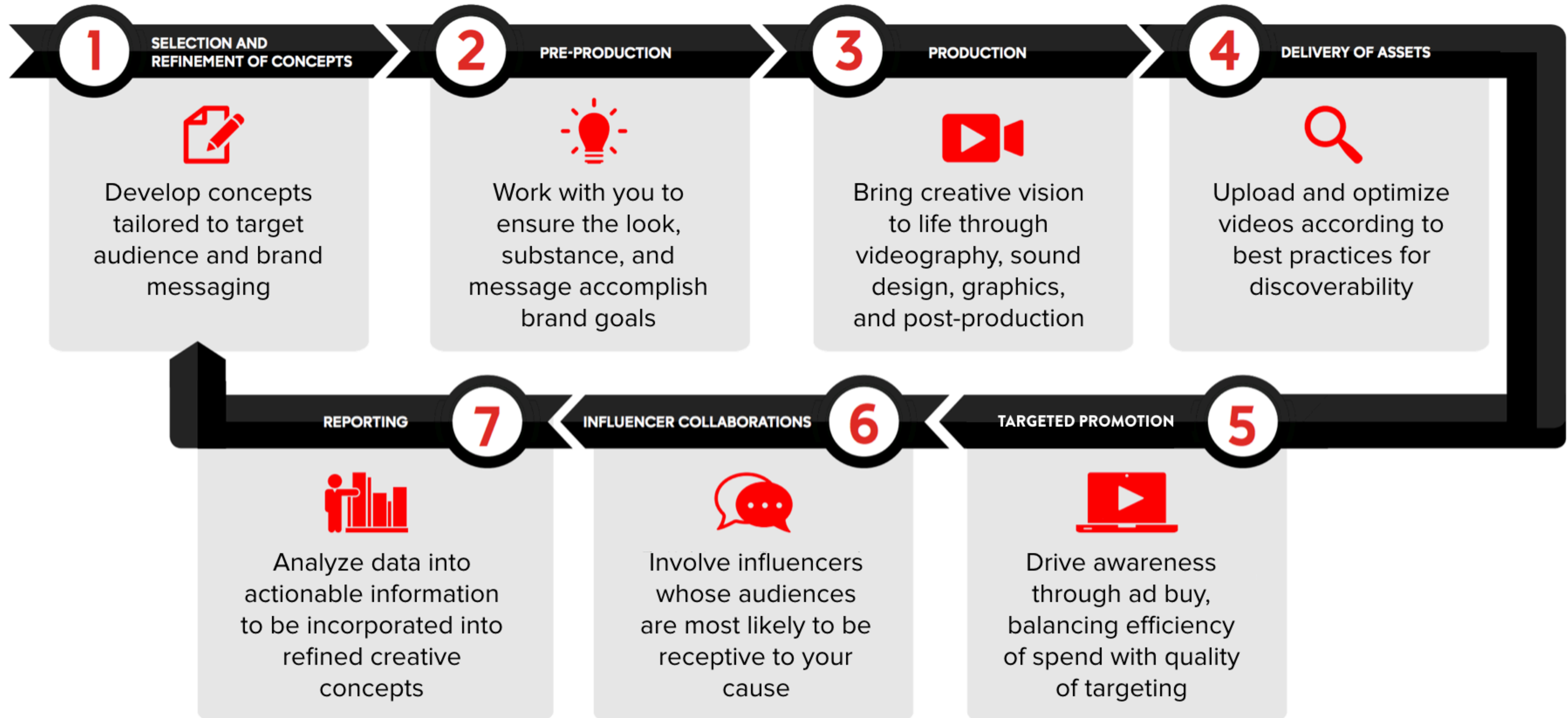


# DEEP DIVE THE ALGORITHM

YouTube's recommendation system is an algorithm that "funnels" its entire corpus of videos through two neural network stages: candidate generation and ranking. Through this process, the millions of possible videos are considered against each users' history and context to determine a set of only a few dozen videos to recommend.



# THE PROCESS



# QUESTIONS?