

# Distribution



**November 9, 2015**

# The landscape has and continues to change

- More places to share your content
- Constantly changing leaderboard
  - Facebook has more daily minutes watched than YouTube
  - Twitter has video
  - Snapchat has BILLIONS of daily views
- People are shifting where they choose to spend their time
- Mobile, Mobile, Mobile...

# Navigating the distribution channels can be challenging



**It's all really about two things:**

**Attention**

**(where is it now)**

**&**

**Respecting the platforms**

**(they all behave differently)**

## But remember...

Your content always should be adding value

Always ask: Why should they care  
and why should they share?



# The Players





# YouTube

1 Billion+ Users (1/3 of the Internet!)

50% of views are on mobile

300 hours of content are pushed to YouTube EVERY MINUTE

Average time spent on mobile session: 40 minutes

- The standard. Still a huge hub for brands and creators
- Hard to break through / make noise due to the size of the platform
- Hard to garner feedback, lots of spam, community management isn't very effective
- Numbers are flattening out, while other platforms numbers on video soaring
- Optimizing for search matters here. Pay attention to your Titles, video tags, annotations make a huge difference
- Videos < 2 minutes generate the most YouTube views
- Try to post to peak viewership, in general this is:
  - **Monday-Wednesday: 2pm-4pm EST**
  - **Thursday-Friday: Noon-3pm EST**
  - **Saturday-Sunday: 9am-11am EST**
- Optimize for mobile!



# YouTube

## Some best practices:

- Optimizing for search matters here.
  - Pay attention to your Titles, key words, video tags etc..
- Use annotations, calls to action when relevant
- Videos < 2 minutes generate the most YouTube views
- Try to post to peak viewership, in general this is:
  - **Monday-Wednesday: 2pm-4pm EST**
  - **Thursday-Friday: Noon-3pm EST**
  - **Saturday-Sunday: 9am-11am EST**
- Optimize for mobile!





# YouTube

Some good ones:

A screenshot of a YouTube video player. The video frame shows Karlie Kloss in a hallway, looking at the camera. Below the frame is a video progress bar with a play button, a skip forward button, a volume icon, and a timestamp of 0:03 / 1:28. To the right of the progress bar are icons for settings, full screen, and a share icon. Below the video frame, the title "Paris Fashion Week in 60 Seconds | Karlie Kloss" is displayed. Under the title is the channel name "Klossy" with a verified badge, a small profile picture, a red "Subscribe" button, and the subscriber count "315,449". To the right of the channel information is the view count "340,456". At the bottom of the player are icons for "Add to", "Share", and "More". On the far right are like and dislike icons with counts: "14,681" likes and "63" dislikes.

Paris Fashion Week in 60 Seconds | Karlie Kloss

Klossy 315,449

340,456

Add to Share More

14,681 63



# YouTube

**KL SSY**



# YouTube

Some good ones:

A screenshot of a YouTube video player. The video shows a man smiling and looking out of a window covered in snow. The video player interface includes a progress bar at 0:09 / 2:00, a play button, a volume icon, and a settings icon. The video title is "Nike: Snow Day" and the channel is "Nike" with a verified badge. The channel has 312,642 subscribers. The video has 8,803,689 views, 17,605 likes, and 966 comments. The video player also includes a "Share" button and a "More" button.

Nike: Snow Day

Nike ✓

Subscribe 312,642

8,803,689

+ Add to Share ... More

17,605 966

#PowerofPR



# YouTube





# Vimeo

175 MAUs

715 video views

- Community of creative professionals with a love for creating and watching extraordinary work
- Less fluff than YouTube
- Good place to receive helpful feedback or showcase a video to a community of followers, this is where you should be



# Vimeo

- Most popular video on Vimeo vs YouTube





# Vimeo







# Facebook

1.49 B MAUs

1.31B are mobile MAUs

1 in 5 US page views is on FB

- On the move
  - 4B views / day, catching up to YouTube quickly
- Everyone's on it. It's friendly, easily shareable, gives your content SCALE
- Holy grail of targeting and data.
- Video is only going to become more prevalent
  - Currently you can see view count, embedding options, video for website conversions. Like everything they do, they are rolling this out slowly, optimizing and then will just own it

Some best practices:

- Upload your videos Natively. FB rewards content uploaded natively, it's easier to consume on the platform and if you decide to put money against giving your message scale, you are set up for success.
- Add a clear call to action at the end



## Most Watched Facebook Creators: September 2015



< [Leaderboard Index](#)

Based on Tubular's global, cross-platform, all-device, video data.

Name	Sept Views	Sept Engagement ⓘ	New Likes ⓘ	Genre
1  BuzzFeed Video	562M	1.9%	573K	Entertainment
2  BuzzFeed Food	517M	2.3%	1.8M	Food
New 3  Tasty (Buzzfeed)	387M	3.7%	2.8M	Food
0 4  NowThis News	364M	1.8%	228K	News
2 5  Story of my Life (by BuzzFeed)	253M	1.4%	229K	Entertainment
1 6  AJ+	235M	2.2%	269K	News
New 7  The Tonight Show Starring Jimmy Fallon	203M	3.4%	872K	Entertainment
2 8  The Eh Bee Family	159M	2.0%	924K	Family Vlogger
New 9  Tech Insider	155M	1.5%	214K	News
3 10  Tastemade	155M	1.8%	363K	Food



# Snapchat

100M MAUs

4B daily video views

- More than 60% of U.S. 13 to 34 year-old smartphone users are Snapchatters.
- #funfact: Snapchat had more viewers than MTV on their VMA story (12M v 9.8M)
- Millennials love it because it's about NOW, sharing stories from your life with people who are interested. You can't fake snapchat.
- Why is it winning: Attention & Customization
  - Your finger needs to be on the screen to watch it
  - It lasts for only 24 hours – if you don't pay attention you completely miss it





# Snapchat

- Utilize tools they give you
  - Emojis, geo filters, secret colors
- Have a point of view
  - Put your own personal spin on it
- Be fun, relevant and HUMAN





# Snapchat

## Case study: Everlane

Uses the platform to educate, entertain and give access

Experimented with commerce with “Secret Shop”

- Limited edition items only open to customers at specific times as posted on Snapchat
- Posted a Snapchat story on a board meeting and talked about the need to hire engineers with a job link



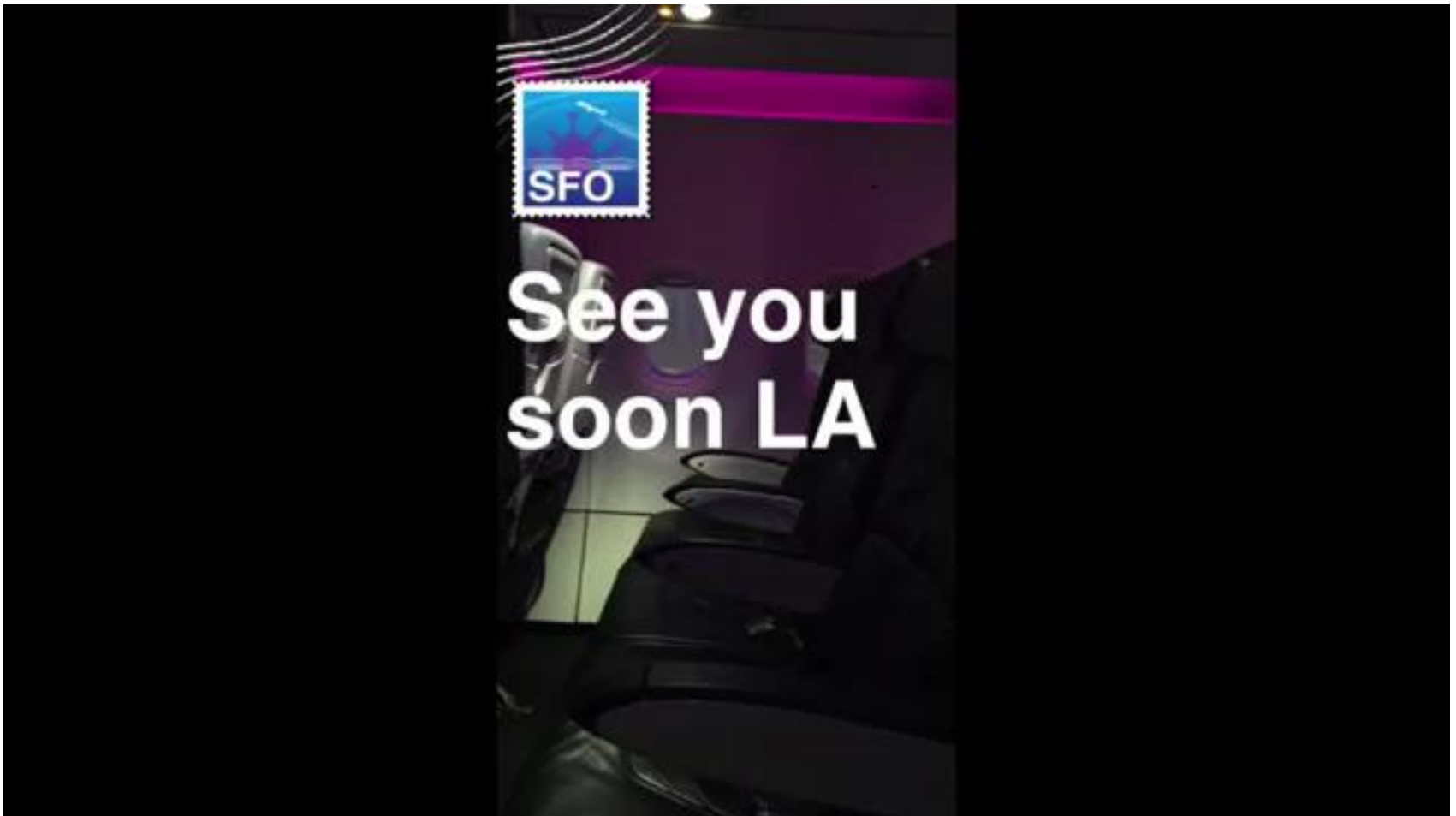
# Snapchat

Factory tour Snapchat Story:





# Snapchat







# Instagram

400M MAUs

40B photos shared

80M avg photos uploaded / day

- 15 seconds on a platform where people are hyper engaged.
- Owned by FB, hyper targeting is likely on the horizon
- There is some debate on whether videos or still images perform best but testing is always the best way to see what works best for your company



# Instagram

## Some ideas:

- Show off your latest product or service
- Send a message to your fans
- Announce an upcoming sale
- Short and sweet is sometimes all you need
- Share a short testimonial
- Behind-the-scenes
- Clip from your latest event
- Highlights from trade show or events



# Instagram

Some good ones:



1,762 likes

6d

**warbyparker** Just some of the many amazing costumes for our Halloween outing! #teamwarby

[view all 145 comments](#)

**darnell.lamont** @chris.hill

**jessmayhugh** @shawneejc some great ones in here!

**sophierevere** @saucylawson @ross.a.smith

**reggiecabuag** @nathaliefleurs Awww damnit. Wish I saw this sooner. They got some good ideas

**whitchaunte** @corfred it's a shame you didn't dress up

**sdog14** @charissadot watch closely!!

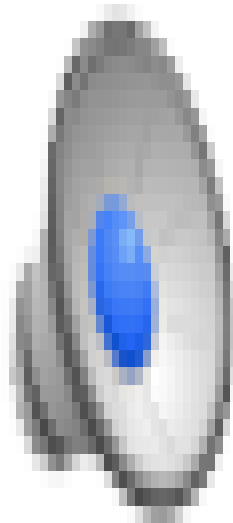
**thisonegirl** @tropicalwonder

**ennaellef** @kdaws071 on aurait (Ben on a haha)des idées de costumes pour la vie, et on gagnerait tous les concours cette fois haha

[Add a comment...](#)



# Instagram





# Twitter

320M Active users

80% on mobile

- Twitter is in a tough spot than previous years because less attention is on the platform.
- Video capability launched in January.
- Not many people or brands have leveraged it, loads of room for opportunity
- Twitter is amazing for listening, video can help lean into that
- Video further conveys tone – less room for misinterpretation and more room for real intent



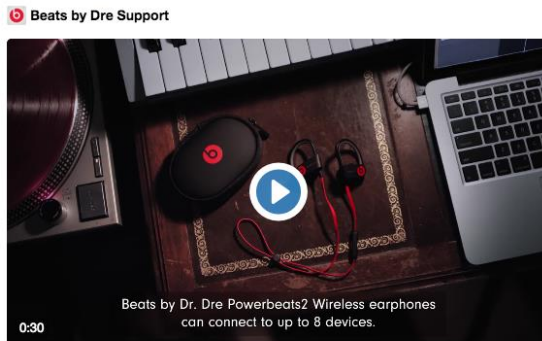
# Twitter

Some good ones

- Beats by Dre Customer service –

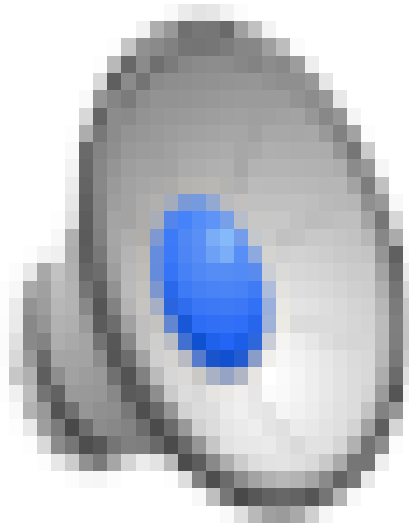


Pairing is easy with [#Powerbeats2Wireless](#).  
Get connected fast. Spend more time  
listening.



Pair with iPhone, iPad, iPod touch, or Apple Watch

- Support for @NASA courtesy of Tim McGraw
  - Tim McGraw dedicated a song to NASA via Twitter video







# Vine

6 seconds of addictive looping video

200 million MAUs

15 Billion loops a day

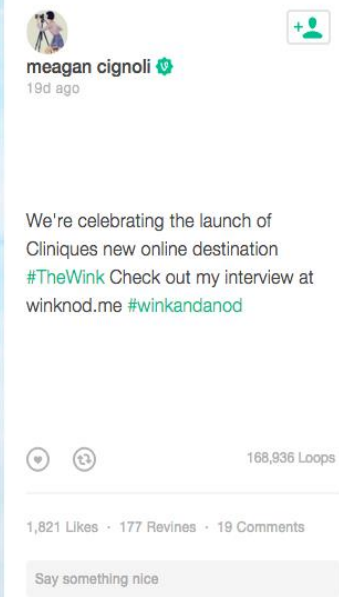
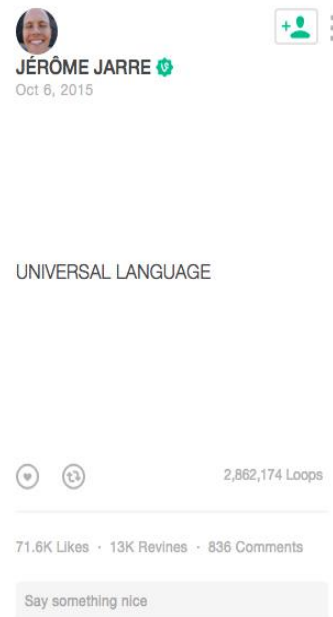
Mobile video sharing app purchase by Twitter

Has become interesting an hub for content creators. Brand is pivoting from video sharing to a short for entertainment platform

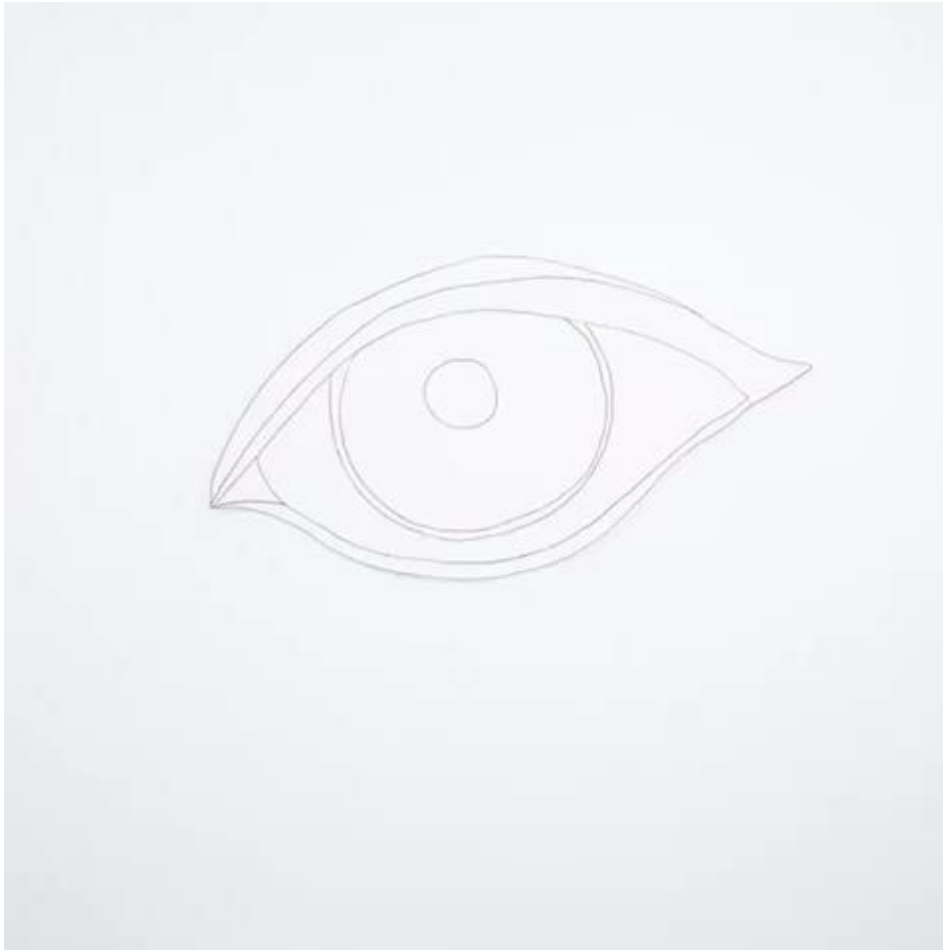


# Vine

Some good ones:









# Vine

Using vines as longer form content: Airbnb

To create this short film, directions were sent out through Twitter. People around the world then filmed each scene using 6-second Vine videos.

0:03 / 4:29

## Hollywood & Vines: The first short film made entirely of Vines

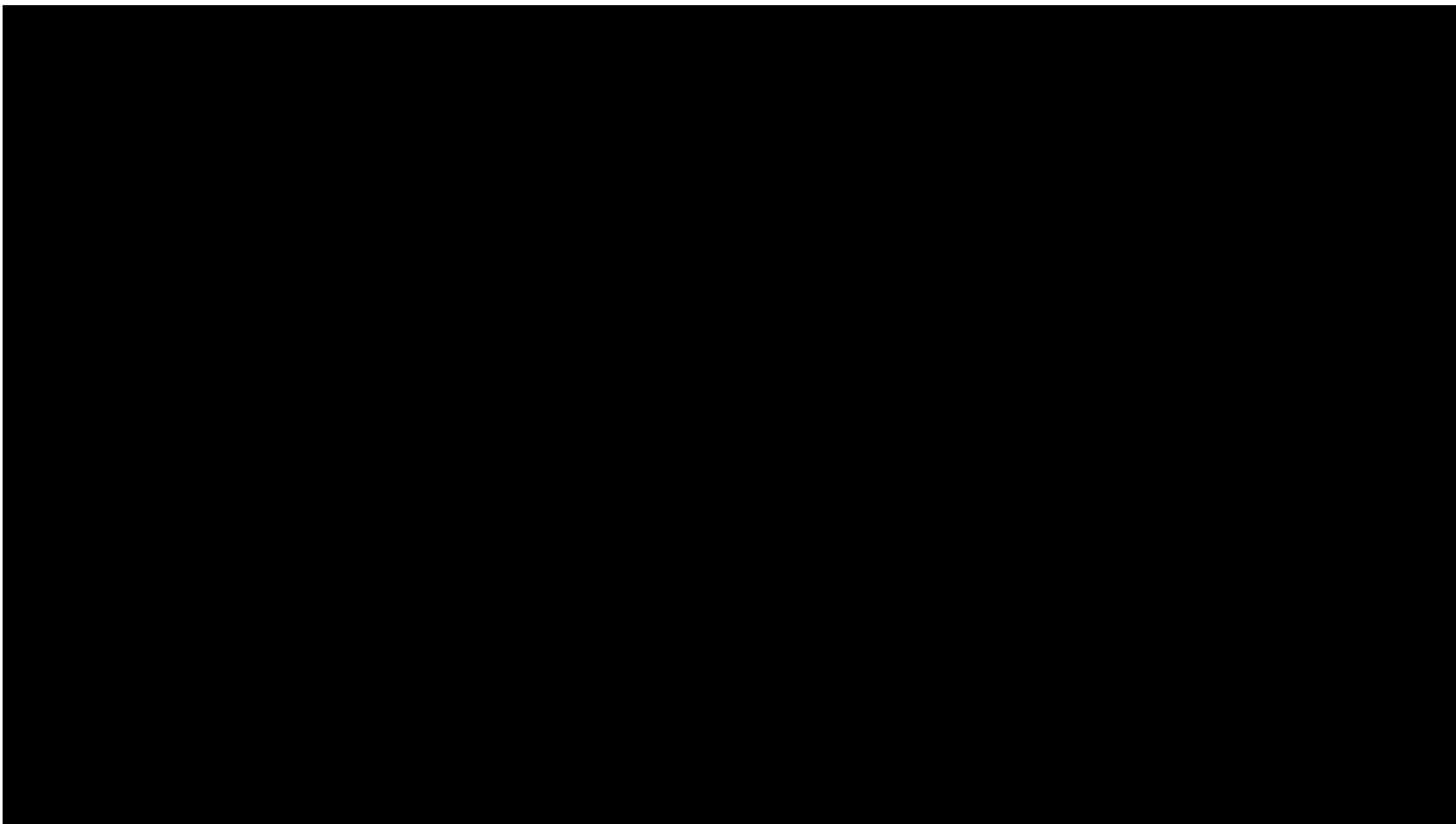
Airbnb ✓

Subscribe 33,521

385,717

+ Add to Share ... More

1,012 36





**November 9, 2015**