YouTube Live

Presenter Name:

Date:
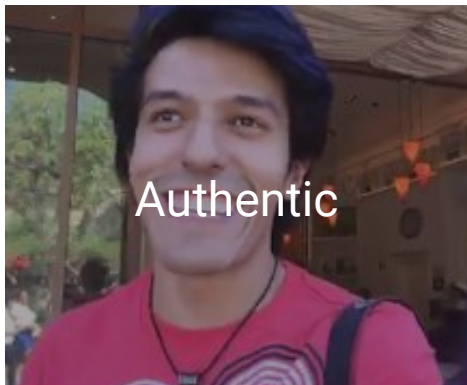
You Tube

YouTube has a proud history of live

You Tube

Live is important

You Tube
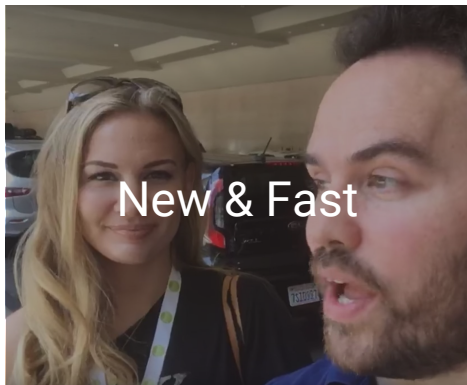
Live lets you connect and engage with your audience in more meaningful ways

Authentic

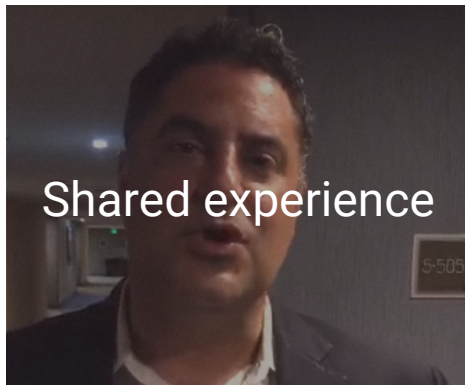Live is raw, unfiltered, and genuine

New & Fast

Live can supplement your existing content creation and has minimal post-production time

Community

Live helps viewers and creators build a closer community

Shared experience

Live lets both creators and viewers contribute to what the world sees
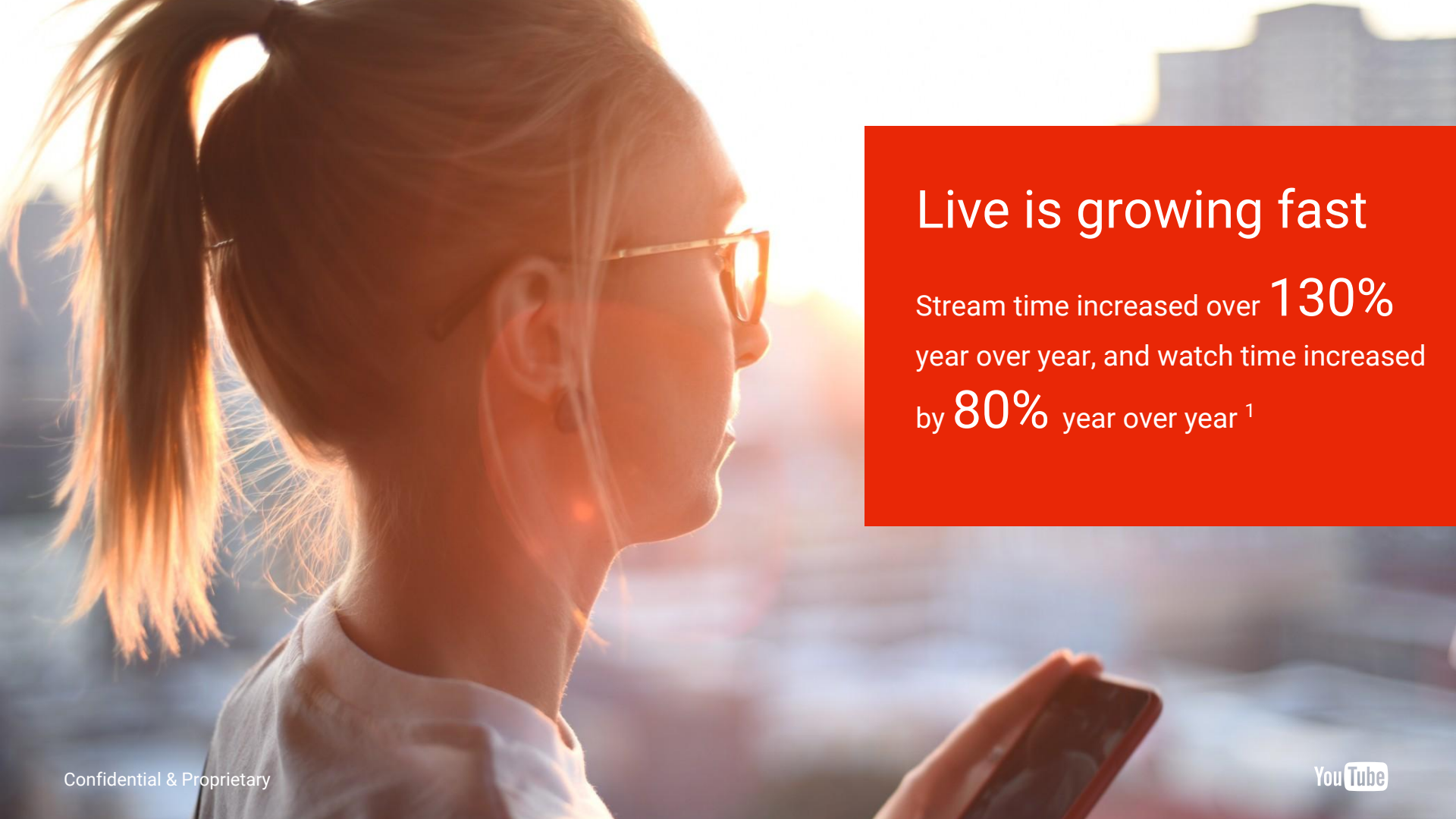
You Tube

Live helps your channel grow

YouTube viewers watch **4X** longer **on live streams** compared to VOD [1]

Channels that live stream weekly or more have seen up to **40%** increase in **new subscriptions** [2]

70% Increase in channel **watch-time** [3]

*Your results may vary

Live is growing fast

Stream time increased over **130%** year over year, and watch time increased by **80%** year over year [1]

YouTube is great for live

YouTube

YouTube is great for live

Home for all your videos
Live and video on demand together on one platform

Easy to go live
Streamlined mobile experience

Fan engagement
Viewers can chat / interact in real time

Insights & data
Real-time analytics for all your live streams

Monetize
Earn money with pre and mid roll ads

Live stream formats

	Tentpole	**Produced**	**Casual**
Platform	Desktop - Events	Desktop - Stream now	Mobile live
Unique features	Customization / multicam / multiple scheduling / 360	1440p / Streamlined setup / Game category / dashboard	Ease of use / portable
Complexity of setup	High / Extremely high	Med / high	Low
Equipment setup	Once off	Reusable / customized	Stock / generic
Budget	High	Med / low	Very low / none
Example	Coachella	The Young Turks	Alex Wassabi
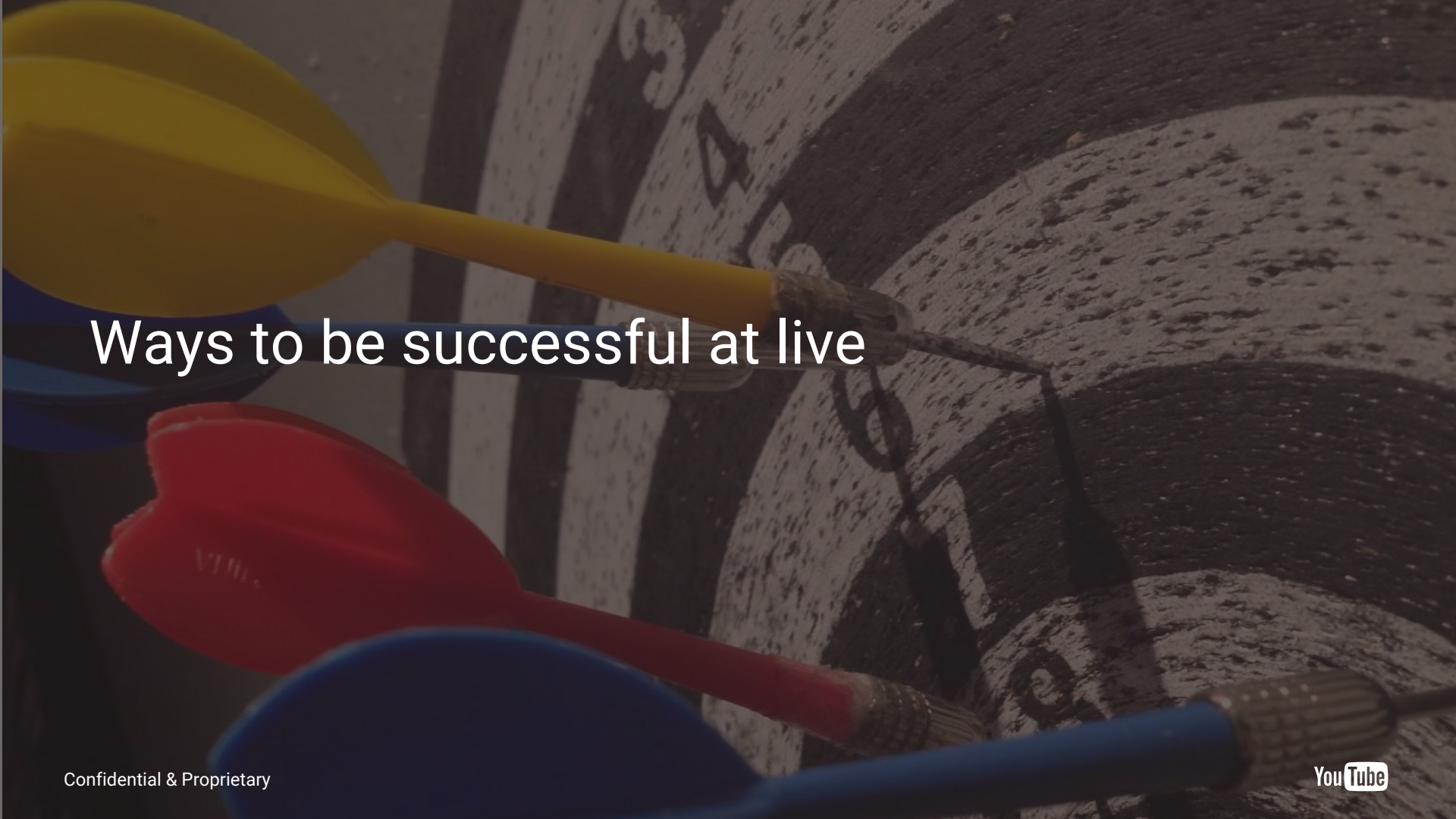
Ways to be successful at live

You Tube

Setting up your Live Event

Schedule

Create your broadcast URL in advance.

Schedule your event!

Organize

Add proper metadata (Title, Description, Tags, Thumbnail) to your event.

Organize your event!

Promote

Update your channel accordingly and create promotional content for the event.

You would never throw a party and not invite any guests!!

You Tube

Pre-Event

Schedule

Create your broadcast URL in advance (at least 48 hours prior to the event is recommended).

Create a PR strategy; share the broadcast link on your own social media platforms and to relevant blogs and vehicles.

((•)) LIVE STREAMING

Stream now BETA

Events

You don't have any upcoming events.
Schedule a new event.

Basic info   Advanced settings   Monetisation

My Christmas Event

24 Dec 2016   23:59   Add end time

+ Add to   → Share   ••• Mo

Share   Embed   Email

https://youtu.be/mx6t6E24SSM

You Tube

Pre-Event

Organize

Setup event features and metadata properly. It's through the metadata that users will find your video on YouTube and search platforms.

Setup title, description and relevant tags. Do not forget to make use of the richest keywords and to add a custom thumbnail.

UFC 200: Official Weigh-in

Basic info   Advanced settings
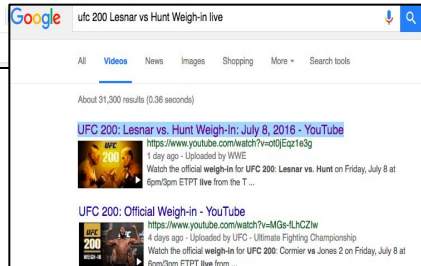
UFC 200: Official Weigh-in

UFC ✕   200 ✕   Weigh in ✕

Watch the live stream!
July 8, 2016 7:00 PM
2:08:01

UFC 200: Lesnar vs. Hunt Weigh-In: July 8, 2016

WWE   ▶ YouTube Subscribe 11,871,158

Find keywords   Review plan

Ad group ideas   **Keyword ideas**   Colum

Keyword (by relevance)	Avg. monthly searches	Competition
ufc tickets	10K – 100K	Medium
ufc fight tickets	100 – 1K	Medium
ufc events schedule	100 – 1K	Low
ufc events 2014	10 – 100	Low

Google   ufc 200 Lesnar vs Hunt Weigh-in live

All   Videos   News   Images   Shopping   More ▾   Search tools

About 31,300 results (0.36 seconds)

UFC 200: Lesnar vs. Hunt Weigh-In: July 8, 2016 - YouTube
https://www.youtube.com/watch?v=oI0jEqz1e3g
1 day ago - Uploaded by WWE
Watch the official weigh-in for UFC 200: Lesnar vs. Hunt on Friday, July 8 at
6pm/3pm ETPT live from the T ...

UFC 200: Official Weigh-in - YouTube
https://www.youtube.com/watch?v=MGs-fLhCZIw
4 days ago - Uploaded by UFC - Ultimate Fighting Championship
Watch the official weigh-in for UFC 200: Cormier vs Jones on Friday, July 8 at
6pm/3pm ETPT from ...

Keyword Planner

Google Trends

You Tube

Pre-Event

Promote

Update your channel art, [create an event trailer,](#) add a live stream section in the channel, and use featured content to promote your stream.

Update your social identity and create promotional content to help spread the word.

+ more info

Discovery for Live

▶ **Mobile & Email Notifications**
Subscribers that [ring the bell](#) get push notifications when you go live

▶ **Up Next & Featured Content**
Live streams featured on up next video and across any of your VOD content when users are watching.

▶ **Live badging**
Additional badging across YouTube, including: Search results, Recommended, Up Next, YouTube channel

LIVE NOW

▶ **Live discovery**
Streams get surfaced on: Search results, YouTube Homepage, Subscriptions tab, YouTube channel

Mobile & Email Notifications

YouTube · 3m
New from luisitorey
Tatuaje en vivo desde Brasil

WATCH LATER   OPTIONS

YouTube   TV Senado está ao vivo:
YouTube   TV Senado está ao vivo:
YouTube   TV Senado está ao vivo:

Bell Ringers

ALEX WASSABI
VLOGS

Alex Wassabi
Subscribed   1,609,007 subscribers

You'll be notified about every new video from this channel.
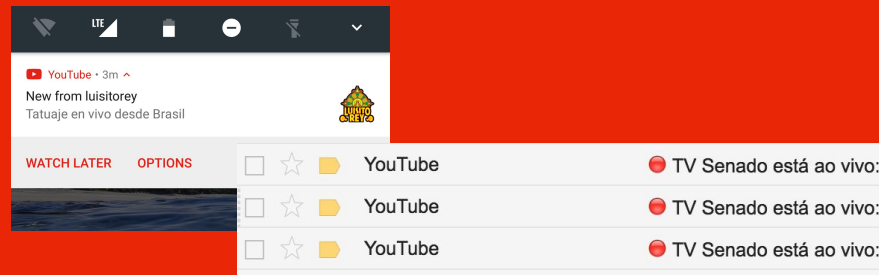
SETTINGS
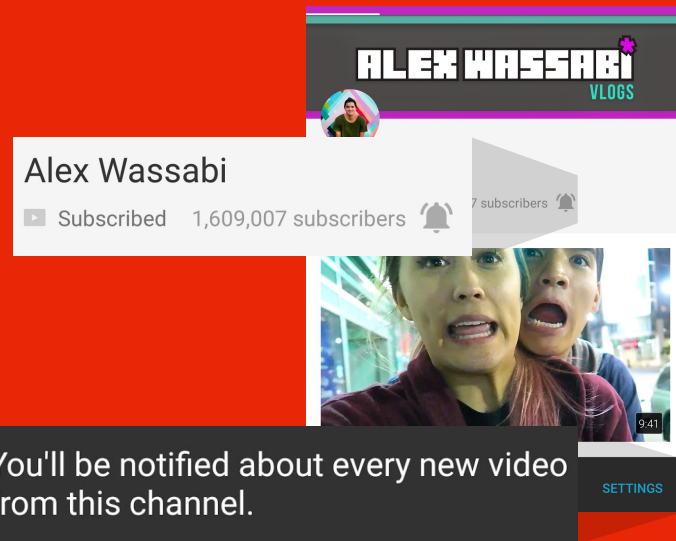
You Tube

Discovery for Live

Featured/ Up Next
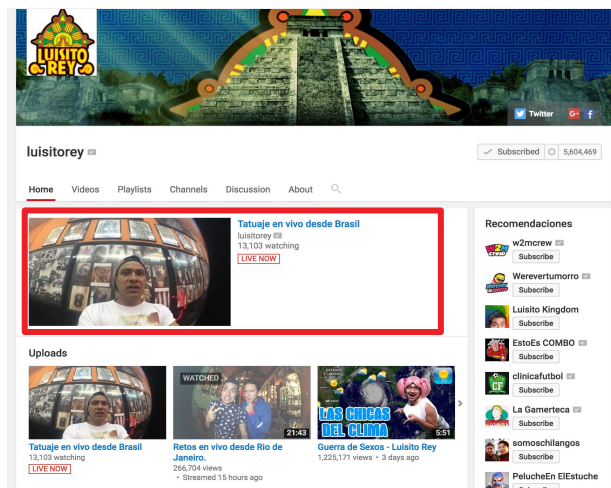
Live Badge

Discovery for Live

Managing your Live Event

Inform	Engage	Chat
Make use of custom graphics for the broadcast and keep your audience informed.	Invite users to participate on the broadcast. Include questions and user interactions in script design.	Use social conversation tools and pay close attention to user feedback.

Start the broadcast a few minutes early with a pre-event slate..

Make use of "Video Cards" to engage the audience.

Dedicate resources to moderation, demonstrate on real-time that you are connected to your audience.

Live

Inform

Make use of slates, lower thirds and watermarks to inform the audience.

Start the broadcast a few minutes early with a pre-event slate..

David Beckham in The Dugout -- 12th July -- adidas Football

adidas Football ☑
▶ Subscribe   1,103,824

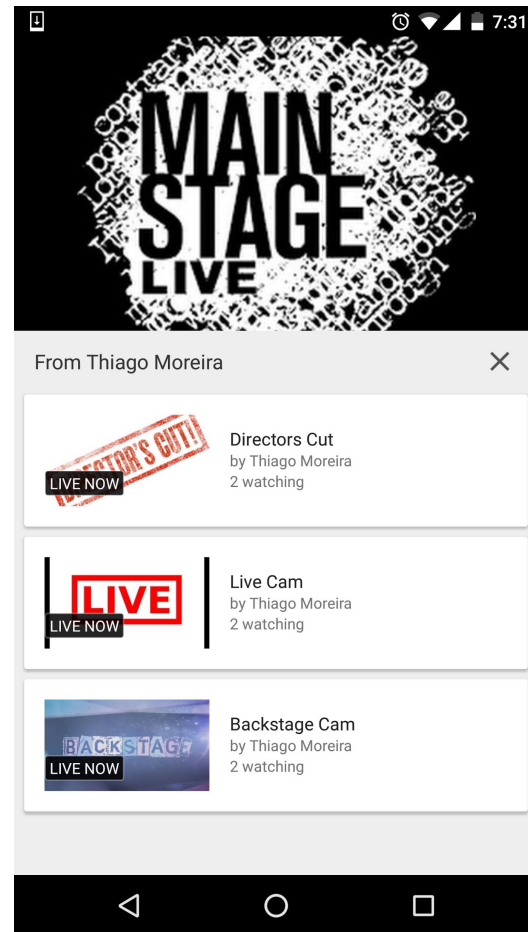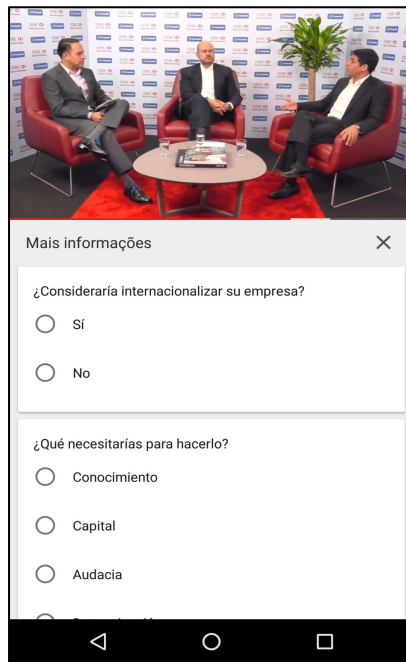*if you missed the show, you can watch it again here in just a few moments*

You Tube

Live

Engage

Invite users to participate on the broadcast, offer "backstage" coverage.. Include questions and user interactions in script design.

Make use of "Video Cards" to engage the audience.

Mais informações

¿Consideraría internacionalizar su empresa?

○ Sí

○ No

¿Qué necesitarías para hacerlo?

○ Conocimiento

○ Capital

○ Audacia

7:31

MAIN STAGE LIVE

From Thiago Moreira

Directors Cut
by Thiago Moreira
2 watching
LIVE NOW

Live Cam
by Thiago Moreira
2 watching
LIVE NOW

Backstage Cam
by Thiago Moreira
2 watching
LIVE NOW

You Tube

Live

Chat

Use social conversation tools and pay close attention to user feedback.

Dedicate resources to moderation, demonstrate on real-time that you are connected to your audience.

Engagement for Live

Engage your viewers in the moment with real time chat

▶ **Channel Redirect**

Redirect users from your channel to your event

▶ **Live Chat**

Interact with audience members (use moderation tools).

▶ **YouTube Cards**

Use YT cards to engage users (pools, more cams, etc…)

▶ **Branding Watermark**

Invite users to subscribe within the video.
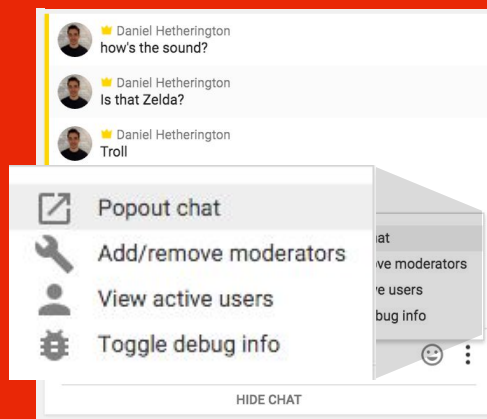
Channel Redirect

Google Analytics property tracking ID	
Redirect URL	http://www.youtube.com/watch?v=YcFr91Ca
Tracking image URL	
Conditional redirections	

Live Chat

☝ Daniel Hetherington
how's the sound?

☝ Daniel Hetherington
Is that Zelda?

☝ Daniel Hetherington
Troll

⤢ Popout chat

🔧 Add/remove moderators

👤 View active users

🐛 Toggle debug info

HIDE CHAT

Community management

Approved users

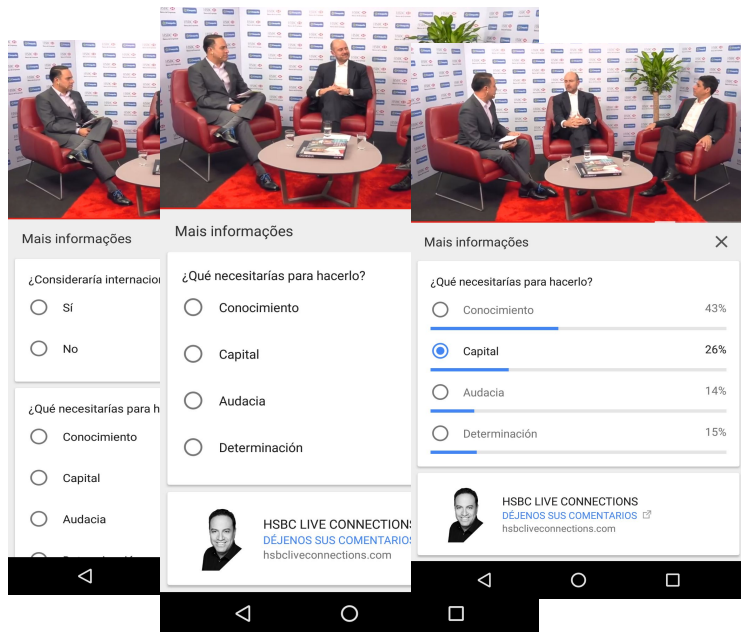To approve users, use the flag menu on the Comments page.

Hidden users

Comments from these users won't show up. To hide users, use the flag menu on the Comments page.

Blacklist

Comments closely matching these words will be held for review. Live chats matching these words will be blocked.

YouTube

Engagement for Live

YouTube Cards

Branding Watermark

After the event...

Measure

Use Live Control Room & YouTube Analytics to understand broadcast metrics and extract insights for upcoming events.

Check traffic source reports, display locations, and devices; Use this data to plan the promotion of future events.

Feature

Use YT archive capabilities to keep conversation after live and "highlight clips" to upload highlights while broadcasting.

YouTube archives live events up to 08 hours (04 for 360º Live). Also consider local archive solution for longer events or archive edits.

Promote

Organize and promote highlight featuring unique theme or topic (behind-the-scenes, making of, or videos that complement the original).

Video title should pique the interest of potential viewers; "Celebrity Says Something Crazy" is probably much more engaging than "Live Event Part 2".

You Tube

Metrics for Live

Real time analytics for all your live streams

▶ **Live Control Room**
Most recent metrics for the last 24 hours. Check # of playbacks and concurrents viewers during the event.
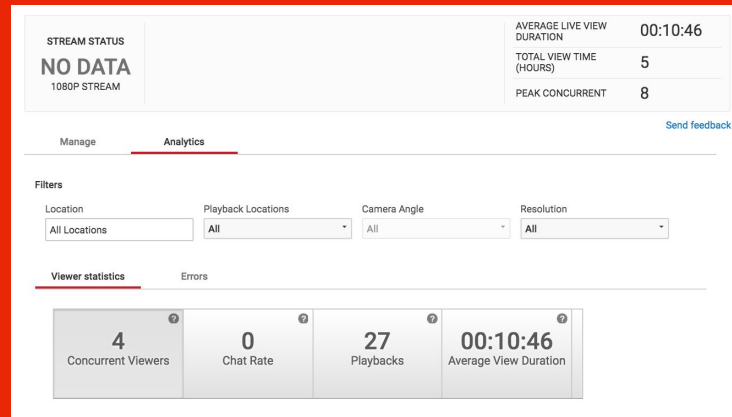
▶ **LCR Error Report**
Use error tab to track any unusual spikes on the user experience (buffering, failing to start).

▶ **YouTube Analytics**
Metrics available 48-72 hours after live stream end. Sort through VOD and Live Data and choose through different reports available

Live Control Room

YouTube Analytics

Metrics for Live - Live Control Room

*Available in real time during the event and in CSV at the end through youtube.com/live_event_analytics?v=**videoID***

Concurrent Viewers

● The number of simultaneous viewers

Playbacks

● The total number of video reproductions (includes auto-plays, player refreshes, etc…)

Total View Time

● Total time (in hours) the live event was reproduced across all playbacks.

Average Live View Duration

● Total view time/ playbacks
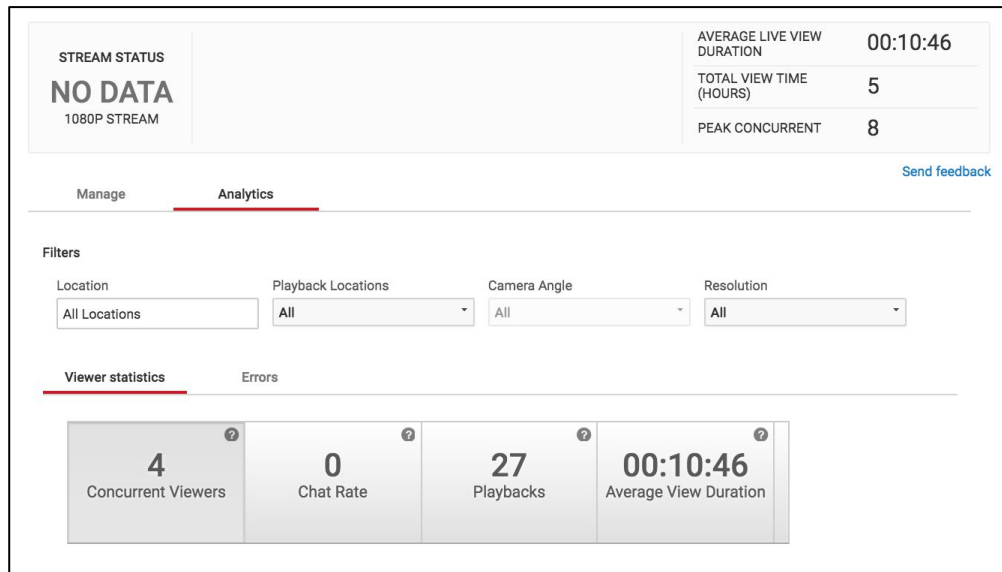
Filter options by country, playback location (external - no domain, watch, channel), and resolution.

Metrics for Live - YouTube Analytics

Available 48-72 hours after the event and in CSV format at youtube.com/analytics

Watchtime

- Estimated total viewing time (in minutes) of your video(s) from your audience

Views

- User initiated reproductions

Average Watch Time

- Estimated average time (in minutes) watched per view.

Average Percentage Viewed

- Average percentage of a video your audience watches per view.
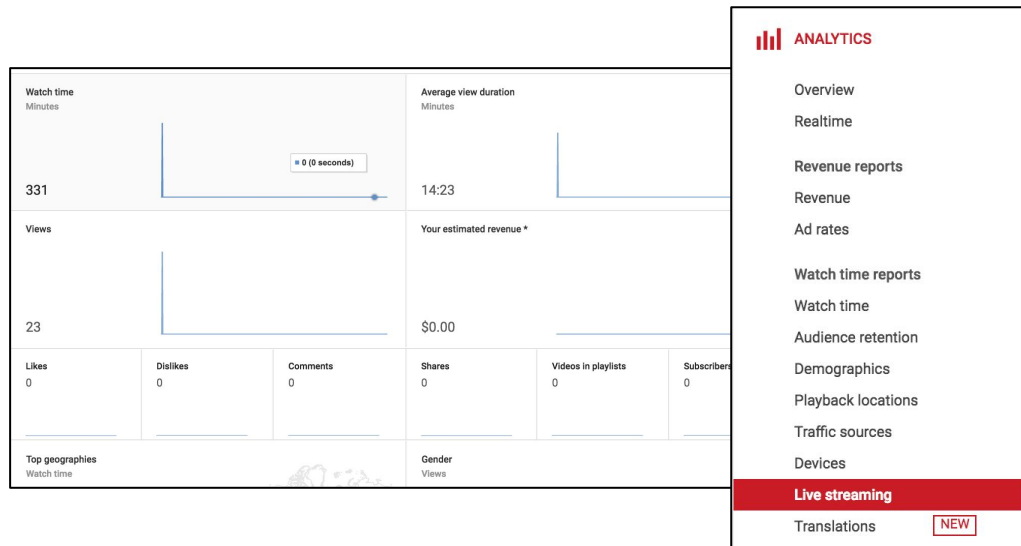
Filter options by country, date, playback location (including domain), traffic source, device, etc…

Lowest filter level is per day.

Metrics for Live - YouTube Analytics
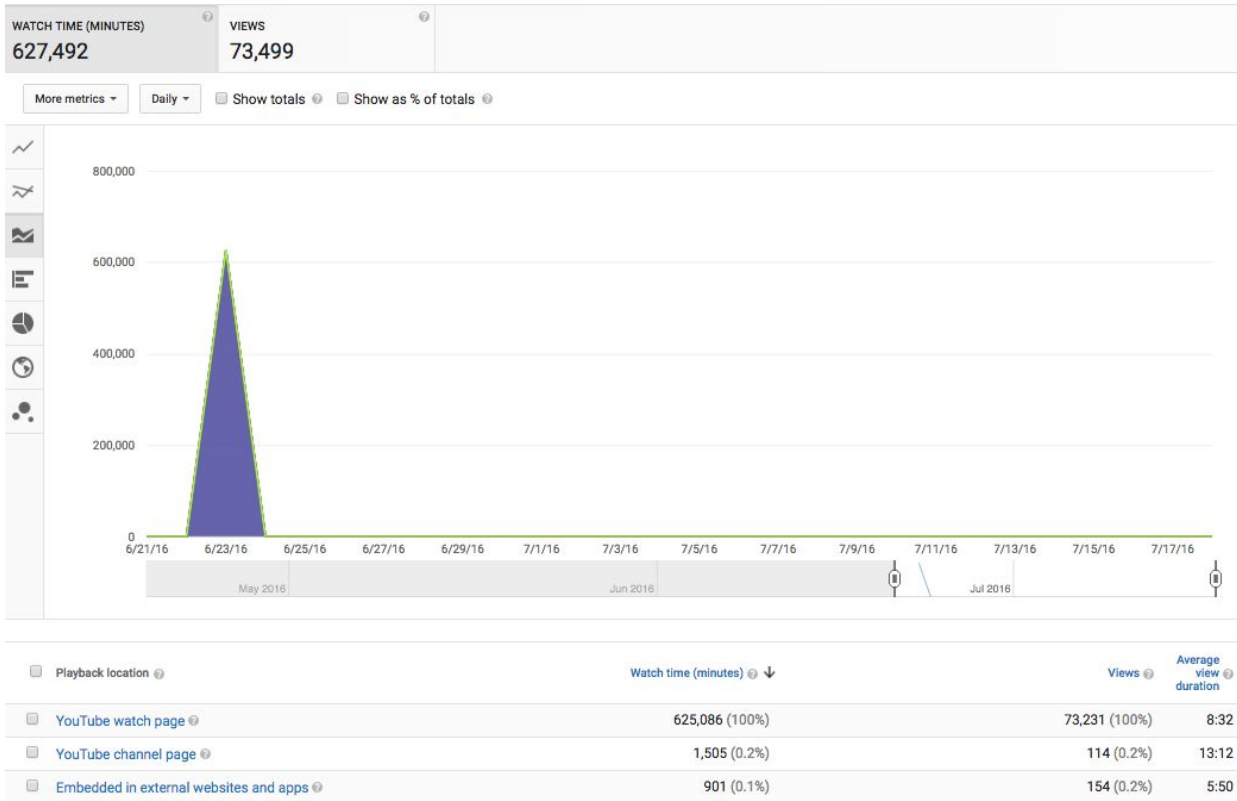
RESOURCES

You Tube

Live Resources

- [Creator Academy - Start Live Streaming](#)
- [YouTube Help Center - Live Streaming Guide](#)
  - [Intro to Live](#)
  - [Encoding Settings](#)
  - [Live Stream Metrics](#)
  - [FAQs](#)
- [YouTube Help Center - Live Stream Best Practices](#)
  - [Guidelines](#)
  - [Promotion](#)
  - [Tips](#)

Mobile live streaming is easy
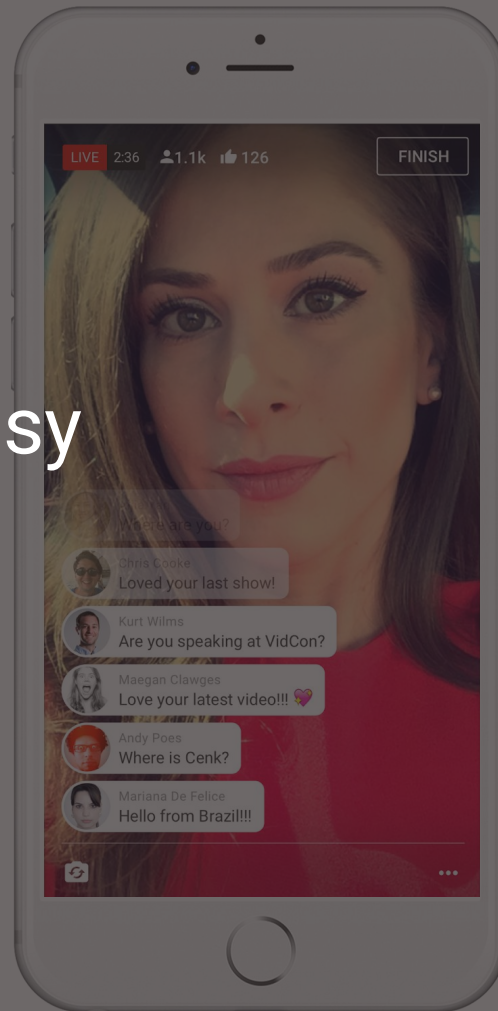
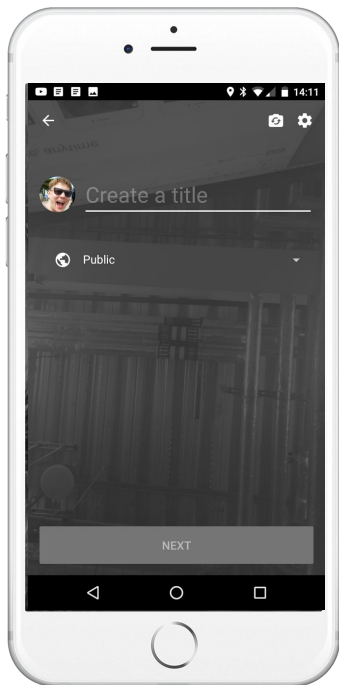# How YouTube Live works on mobile

Capture video and audio using the YouTube app on your phone

Stream is sent to YouTube via your device's internet connection

Users can watch and engage with your stream on your channel
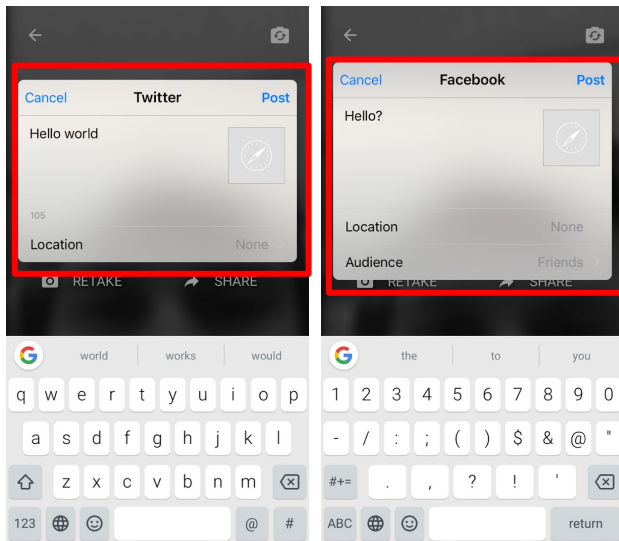
Stream anywhere, anytime
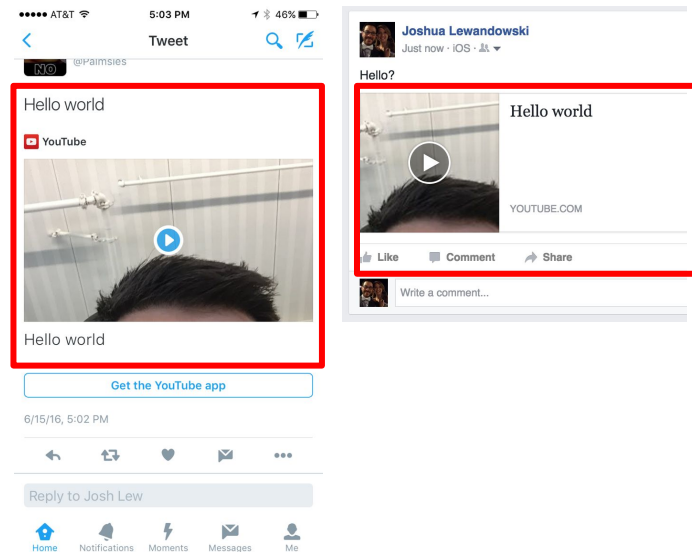

Setup
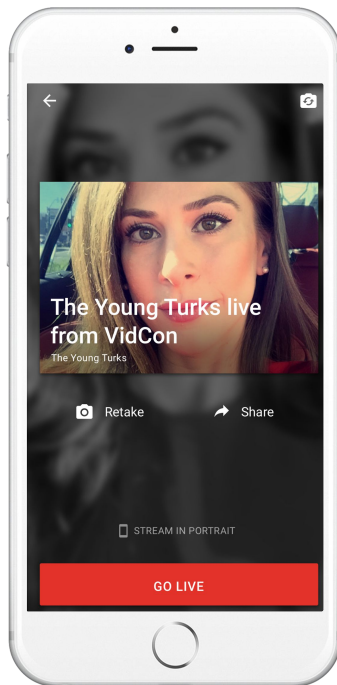
Share
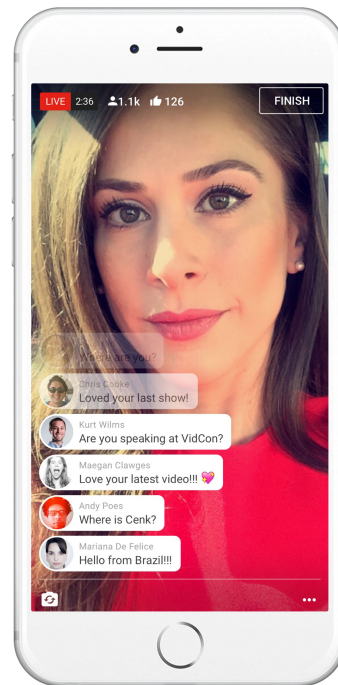
Stream

Share your stream right from the app
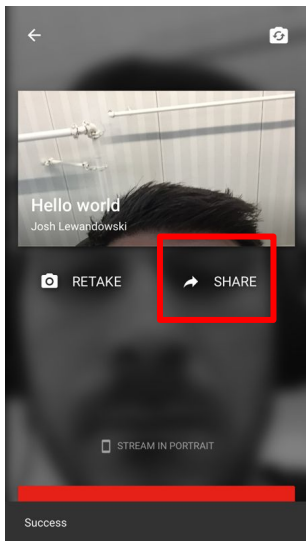
1. Select SHARE button

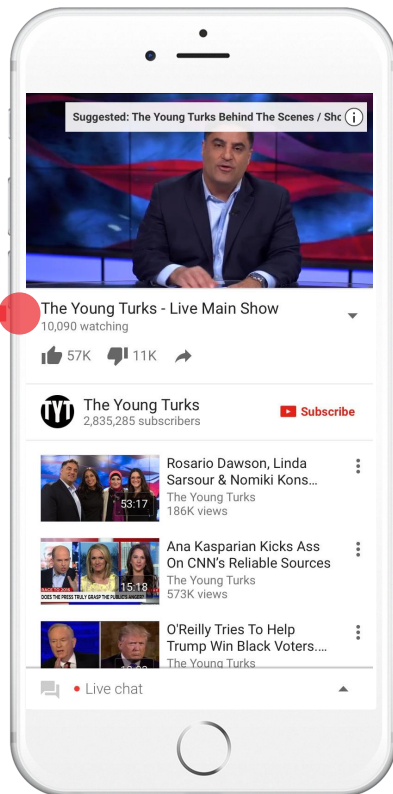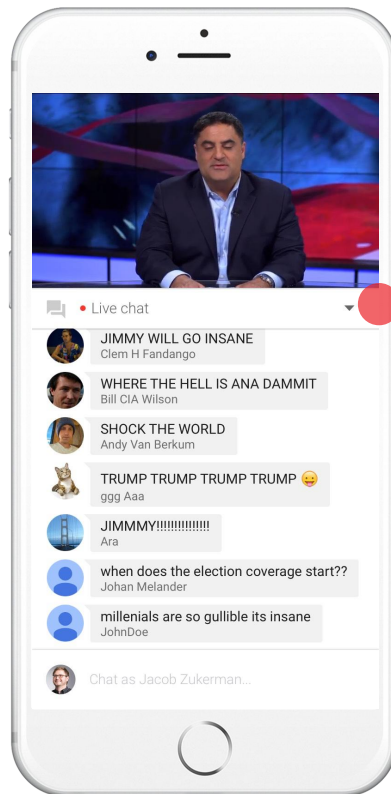2. Type your Tweet/Post, then tap Post

3. Done!

Viewer experience

Stream overview

Concurrent viewers
Likes / dislikes

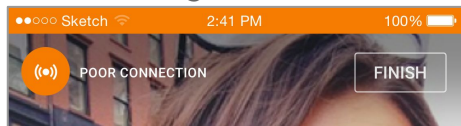**Chat**

Live chat

YouTube

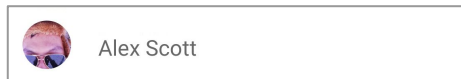# Brand/Creator experience

Stream overview

Time elapsed viewer
Number of viewers
Number of likes

Stream signal health

Poor Connection - Orange
Bad Connection - Red

Chat moderation

Pause chat
Scroll back
Block people

Finish stream

Are you sure you want to stop streaming?

CANCEL   END

Stream actions

🎤 Mute microphone

🚫 Disable chat

✕ Cancel

Thanks

You Tube

Additional slide inserts

You Tube

Cutting edge technology

Advancements in live streaming

▶ **Higher definition with transcoding**

Up to 4K and YouTube creates alternative resolutions to scale across all devices and bandwidth

▶ **Faster FPS**

Stream in 60FPS and 30FPS

▶ **Low latency**

Stream with low latency

▶ **Automatic VOD archives**

Automatically upload stream to your channel

▶ **360-degree & Multicam**

Stream with 360 video or multiple camera angles

▶ **Live DVR**

Rewind live streams

60FPS

Kang Gaming stream Dead by Daylight in 60FPS

Multicam

Squadron stream Overwatch with 6 multicams

You Tube

Reach & discovery for live

Mobile notifications
Subscribers that ring the bell get push notifications when you go live

Up Next
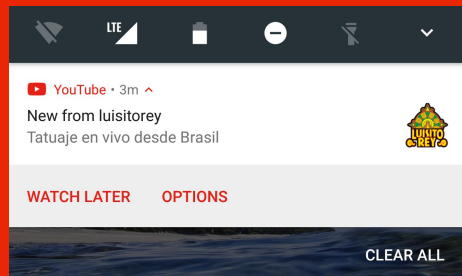Live streams appear as the top video when users are watching any of your VOD content

Live badging
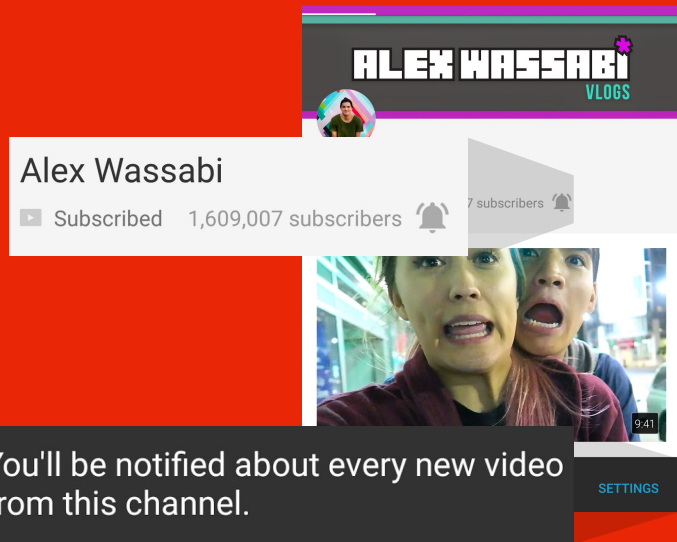Additional badging across YouTube, including: Search results, Up Next, YouTube channel

LIVE NOW

Live discovery
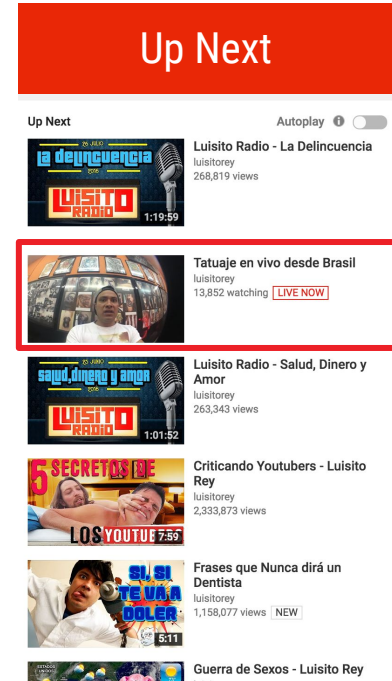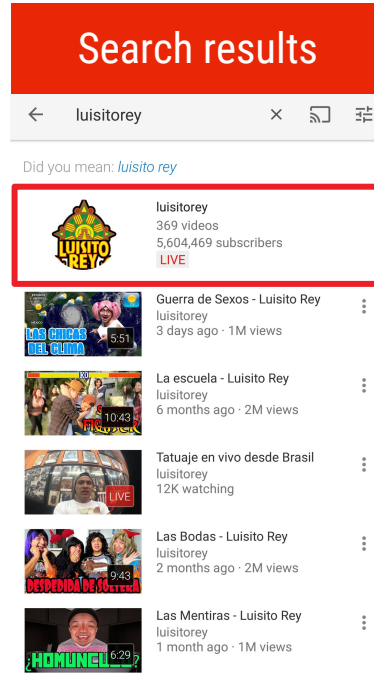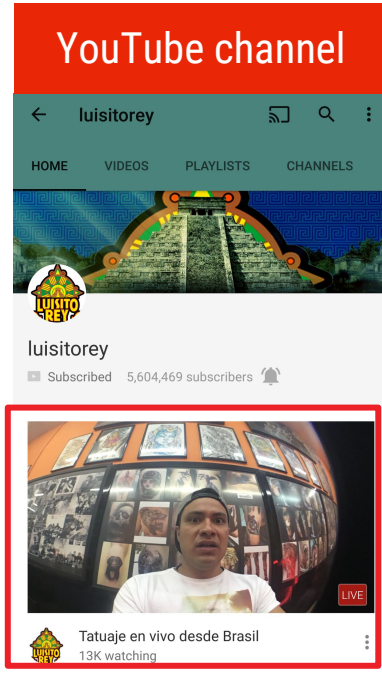Streams get surfaced on: Search results, YouTube Homepage, Subscriptions tab, YouTube channel

Mobile Notifications

YouTube · 3m
New from luisitorey
Tatuaje en vivo desde Brasil
WATCH LATER   OPTIONS
CLEAR ALL

Bell Ringers

ALEX WASSABI
VLOGS

Alex Wassabi
Subscribed   1,609,007 subscribers

You'll be notified about every new video from this channel.

SETTINGS

You Tube

Live streams discovery

Home for all your video

Live streams and VOD together on one platform

- ▶ Reach your largest audience
- ▶ Mobile notifications to subscribers
- ▶   Mobile notifications to subscribers
- ▶

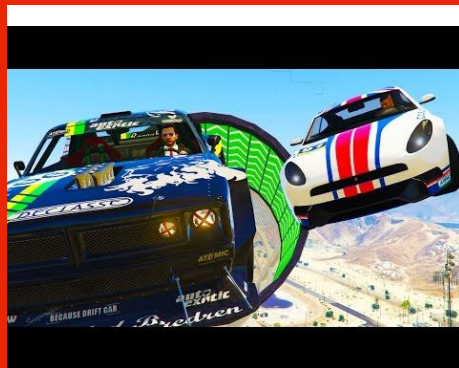Create highlight clips from streams

Available on all devices, including

desktop/mobile/consoles/TV

VOD & Live Content

HikePlays VOD content: THE GAMER PRESENTS | Short Videos Based On YOUR Ideas!!

HikePlays live content: NEW CARS GTA 5 Online DLC! $ Buying, Customizing Racing!!...

You Tube

Audience engagement

Engage your viewers in the moment with real time chat

▶ **Live chat**
Interact with the streamer and other audience members

▶ **Chat moderation**
Add user(s) to moderate your live streams

▶ **Keyword blacklisting**
Block chats using keywords you select
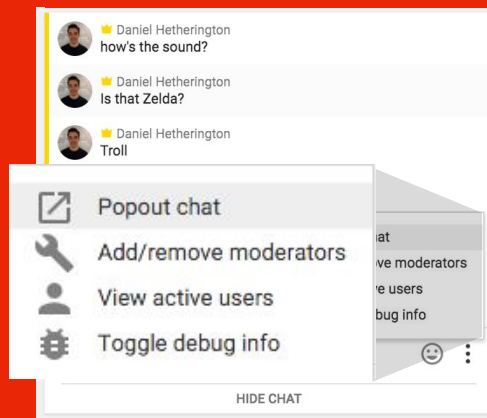
▶ **Chat bot support**
Use third-party interactivity tools eg. Nightbot

▶ **Audience Sponsorships**
Channel sponsors get special treatment on chat 👑

Live Chat

Community management

Daniel Hetherington
how's the sound?

Daniel Hetherington
Is that Zelda?

Daniel Hetherington
Troll

Popout chat
Add/remove moderators
View active users
Toggle debug info

HIDE CHAT

Approved users
To approve users, use the flag menu on the Comments page.

Hidden users
Comments from these users won't show up. To hide users, use the flag menu on the Comments page.

Blacklist
Comments closely matching these words will be held for review. Live chats matching these words will be blocked.

YouTube

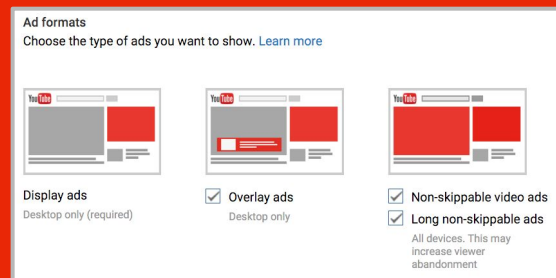# Earn revenue on live streams and VOD archives

Ad supported

- ▶ **Pre-roll** and **Bumper** ads run before the live stream.
- ▶ **Mid-roll** ads can be manually inserted during a stream (desktop-only).
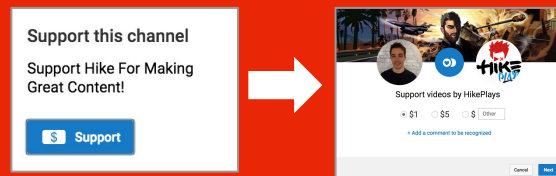- ▶ **Image** ads can run beside or over content on desktop.

Viewer to creator payments

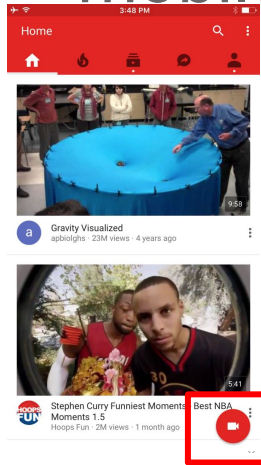- ▶ **Fan Funding**: one time donation. At $1, $5 or others up to $500. Small fee @ 5% + $0.21.
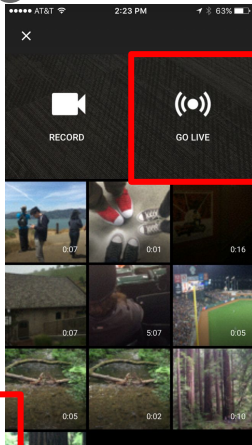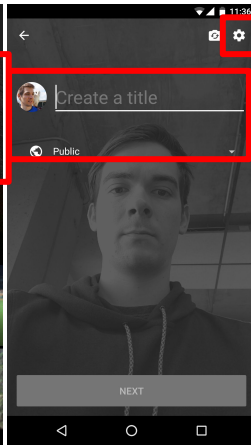
Ad Supported

Viewer Funded

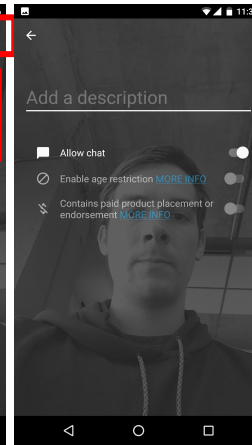# How to create your first YouTube Live stream on mobile
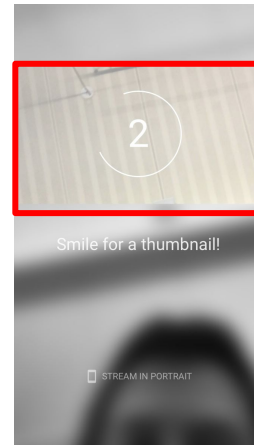

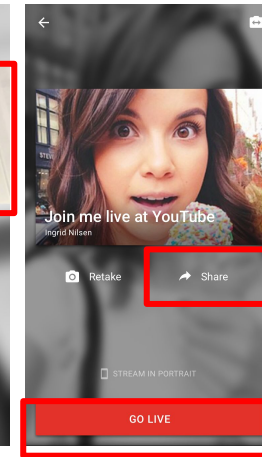1. Select camera button

2. Select 'GO LIVE''

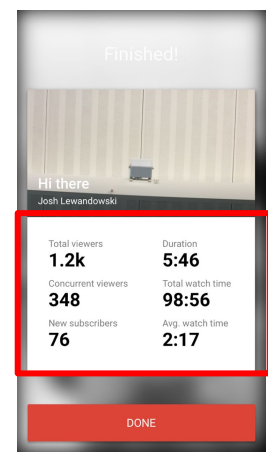3. Create title, select privacy settings

4. Advanced options Chat, Age restrictions, Paid placement / endorsement

5. Take a selfie for your thumbnail

6. Share on social media and go live

6. Finish and see stream metrics

YouTube