

Tell us a little bit about your background and your role in this project and what you think about the project?

I have worked on various fields of the music and media industry as new media and marketing manager gained an expertise in digital music and online communication. Currently I manage a YouTube support team as a YouTube Specialist at [The State51 Conspiracy](#), a London based music company, helping independent labels and artists in rights management and monetization on YouTube. I am a tutor ([JUMP – the European Music Market Accelerator](#)), an external consultant (Google Hungary), lecturer and trainer of music industry related educational programs. I write and publish songs under the artist name '[BoZaN](#)'.

I have been invited to this program to lead a workshop and run one-to-one consulting sessions about YouTube with some of the participants. These days artists need to face so many challenges to understand how they can represent themselves on the Web, on various platforms relevant to sharing their art and creation. All programs that educate, share knowledge, and help these actors are something that I am always willing to, and happy to participate of.

Who is the typical youtube user in 2021?

Majority of YouTube users are from the so-called [C-generation](#). There is a growing new powerful force in consumer culture. 80% of millennials are made up of this so-called Gen C, YouTube's core (though by no means only) audience. It is a term to describe people who care deeply about creation, curation, connection, and community. It is not an age group, it is mainly about a mentality, a consumer behavior how we apply to technology, like the Internet, mobile devices in order to consume, share, create, curate or interact with content.

What is the difference between views and watch time?

YouTube video views shows how many times a video has been watched and it suggests the video's popularity.

In cases of paid advertising views:

- TrueView in-stream video ads: Paid advertising views will be counted as views when:
 - Someone watches a complete ad that's 11–30 seconds long
 - Someone watches at least 30 seconds of an ad that's more than 30 seconds long
 - Someone interacts with the ad
- TrueView video discovery ads: Paid advertising views will be counted as views when someone clicks the ad and the video starts to play

Watch time is the total accumulated amount of time people have spent watching your video on YouTube. YouTube has confirmed that Watch Time is an important part of their search and discovery algorithm.

How has Youtube evolved and what has it evolved into?

In [15 years of its history](#), YouTube became the leader video sharing platform, the second biggest and most used search engine. On YouTube artists and labels can promote their releases, they can engage with their fans, monetize their content and generating revenues,

they can manage their rights by [YouTube Content ID](#), and measure their videos and channels' performance via [YouTube Analytics](#).

Top best practices to remember when you create a Youtube channel as a musician?

In order to engage fans, one always should consider these best-practices:

- Do not let your channel go quiet - you need to have a long-term, sustainable content creation and activation strategy. Consistency and regularity are important aspects to work with video content on the platform.
- Do not treat your channel like a repository. Consider optimizing and organizing your content for better search results, for optimal presence as suggested and related videos by the algorithm. Apply to all possible visual branding elements on your channel like channel icon, channel art, custom thumbnails, in-video branding elements like intro, outro...etc.
- Remember to drive traffic from within YouTube. You must increase watch time, reaching longer watch sessions by your viewers. Creating and sharing playlists, navigating the viewer to more related videos, playlists from your channel.
- Do not neglect the fans you have on YouTube. Ask viewers to subscribe to your channel and practice two-ways communication. Interact, listen to those watching your videos, turn those viewers to loyal subscribers.

How can a musician monetize from their channel?

Your channel needs to join the [YouTube Partner Program](#). Your channel needs to follow YouTube policies and guidelines. Channel needs to have at least 1,000 subscribers and 4,000 valid public watch hours generated in the last 12 months. You can only apply for YPP once you reach this threshold. Channel must own 100% of the content's copyrights, any third-party audio or video should be licensed by the channel owner.

How an artist earns money from their music depends on their relationship with YouTube and any third parties:

- **ARTIST IN THE YOUTUBE PARTNER PROGRAM**
 - Unsigned artist can join the YPP (if eligible) and generate revenue from ads (may not apply to all situations and geographies, sole channel owners do not have access to YouTube Content ID audio matching)
- **ARTIST AFFILIATED WITH DISTRIBUTOR**
 - YouTube pays to third-party distributors revenue from ads and subscriptions based on their ownership of master recordings delivered to YouTube on behalf of the artist. The distributor pays the artist. Deliver full catalog to YouTube to maximize exposure and revenue
- **ARTIST SIGNED WITH A RECORD LABEL**
 - YouTube pays label revenue from ads and subscriptions based on their ownership of master recordings. The label pays the artist SRAV (Sound Recording Audio Visual agreement) – standard contract between YouTube and a label. Deliver an artist's full catalog
- **PUBLISHING DEALS**
 - YouTube pays royalties to affiliated publishers and copyright collection societies, songwriters

Why should the artist produce multiple videos from one video?

Music fans are looking for more ways to engage with music related content beyond official music videos. Using different creative formats, releasing multiple music videos for

priority tracks have a positive impact on watch time. Increasing watch time will help your videos being optimally listed on search lists, in suggested and related videos. Suggested traffic is the second largest source of viewership for music. Diversify official release formats to extend engagement, around the official music video consider producing the following formats to extend viewership:

- Making of
- Official Audio
- Lyric videos
- Visualizers
- Acoustic
- Live versions
- Behind the Scenes
- Remixes
- Dance Videos

What is an aggregator and why does an artist need one?

Aggregators or digital distributors are companies contracted directly with digital service providers including Google/YouTube to distribute music and to manage and represent music related rights. In the case of YouTube such contracted partners have their own content owner account that owns or represent one or more YouTube channels and the videos on those channels with an access to the YouTube CMS – Content Management System.

Such companies reach eligibility to use Content ID System as they have knowledge and experience to represent multi-party ownerships, representing complex territorial rights and dealing with multi-claim scenarios. They have direct contact to customer services – YouTube partner managers from Google. In their teams they work with YouTube certified experts with platform related knowledge and experience. If you decided to distribute your music to YouTube Music, also do rights-management and monetization via a YouTube music partner company, you have several options that you should review and find that one suits your goals. Link to the list of such services:

<https://servicesdirectory.withyoutube.com/directory>

What are info cards and end-screens?

Channel owners can use cards and end-screens to make their videos more interactive. Cards, end-screens allow you to direct audience attention to other videos, playlists, and channels that they might enjoy. Cards and end-screens are designed to complement videos and enhance the viewer experience with relevant information.

More info about Cards:

<https://support.google.com/youtube/answer/6140493?co=GENIE.Platform%3DDesktop&hl=en#>

More info about End-screens:

https://support.google.com/youtube/answer/6388789?hl=en&ref_topic=9257785

Tell us about the community tab?

Community posts are engagement tools that allow channel owners with at least 1,000 subscribers to get closer to fans beyond video. Through different content types, you can both give fans a deeper look into your world and express your creativity. You can create text posts, playlist posts, image and GIF posts, video posts and polls. These are visible to anyone who goes to your Community tab and also reach Subscribers in their Subs feed or notifications if they're opted in.

More info:

<https://support.google.com/youtube/answer/7124474?hl=en&co=GENIE.Platform=Desktop>

<https://creatoracademy.youtube.com/page/course/interact-with-community-posts>

Can you give some inspiring examples of independent musicians in smaller genres that have been discovered or made success on Youtube?

In September 2014, [Brunettes Shoot Blondes](#), a Ukrainian indie-rock band released a new music video on YouTube for their song '[Knock Knock](#)'. The story features an animated love story of a rabbit and a girl, shot in real time using 14 Apple iPhones, iPads and MacBooks. The band's members produced the video, with the band's front-man Andrew Kovaliov assuming the role of video director. The video attracted more than 600,000 YouTube views in the first five days after being uploaded. By April 2015, this number was more than seven million, by 2020 is it 15 million views so far. The video was also posted on Facebook and received over 26 million views and 800,000 shares.

In October 2014, the video topped YouTube in the category of 'New performers «Emerging Artists from Across the Globe»'. Various international media outlets conducted interviews and features with the band following the release of 'Knock Knock' including *Billboard*, Yahoo!, *The Daily Mirror*, *Rolling Stone*, Mashable, Business Insider, *Daily Mail*, *USA Today*, *The Verge* and *The Huffington Post*.

In May 2015 the music video "Knock Knock" won the "Best Concept" award at the Berlin Music Video Award 2015.

The band's success was recognized by the Ukrainian president's administration, with front man Andrew Kovaliov becoming one of the first Ukrainian citizens to receive new biometric passports. Kovaliov thinks the video has improved Ukraine's international standing and relationship within the European Union, saying "everybody should actually do what they can to make our country stronger, to show that we're a European country and that we have to do something for this country".

Such creative music video always draws in significant music viewership. Once on your channel use optimization features and additional creative content formats to keep your viewers engaged and extend their viewership. But all above, use your creativity, think out of the box.

Is there something particular that you should think about when you integrate your YouTube-videos with other social media platforms or websites?

Of course, share your YouTube uploads as much as you can within and out of the platform, embed your videos to blogs, your own website, newsletter...etc. Next to integrating your YouTube videos, consider extending your storytelling and content creation to multi-platform activation. Especially regarding social media platforms that have different requirements, formats and best-practices for audiovisual content creation and activation. Migrate your YouTube formats to such creative formats that are working on Instagram, Facebook, Tik-Tok or on other social platforms that are relevant to you to reach your audience.