



World's largest Video social media platform

78.8%
Market Share

Current Stats

- **2nd** most popular platform in the world
- **500+ hours** of content uploaded every minute.
- We have more than **113.9 million** active channels.
- Shorts generates more than **70 billion** views per day

2.7
Billion
MAUs

122
Million
DAUs

Objective

Increase traffic to individual creator profiles, helping them gain more visibility and engagement while driving platform growth

Revenue streams

- Advertising
- YouTube Premium
- YouTube TV
- Channel Memberships
- Super Chats and Super thanks

Current Products



Our Vision

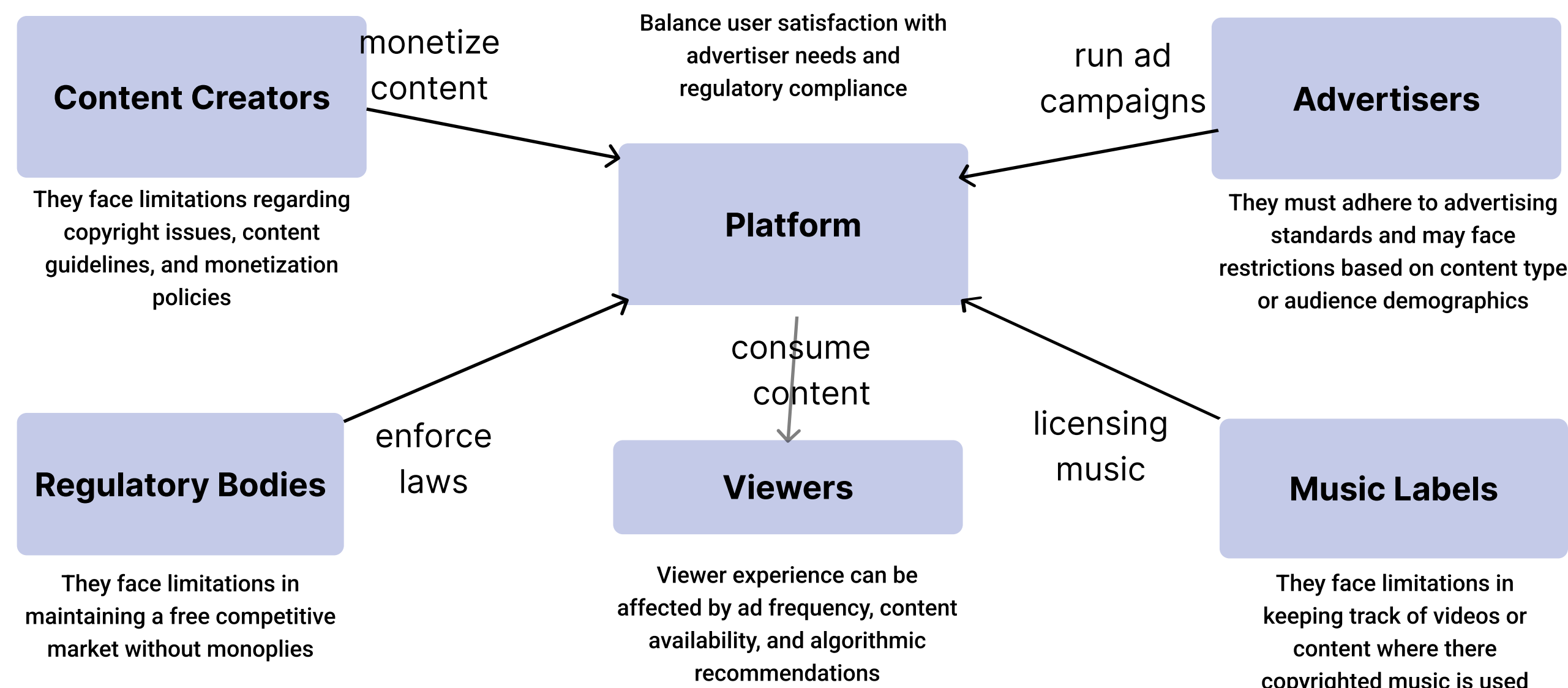
"Our mission is to give everyone a voice and show them the world."

Creator Economy overview

[Source](#)

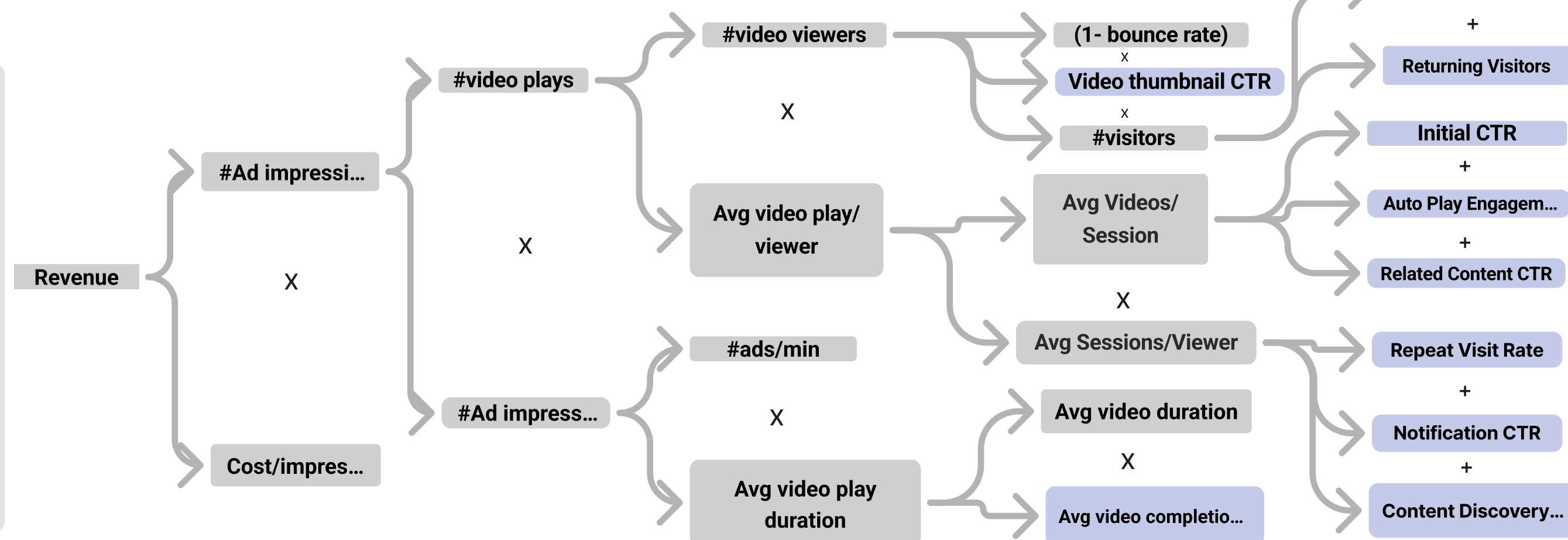
- The global creator economy is valued at over **\$191 billion**
- By 2030, the creator economy is expected to surpass **\$525 billion**
- The creator economy is growing at a **CAGR of 22.5%**

How actors interact and their constraints

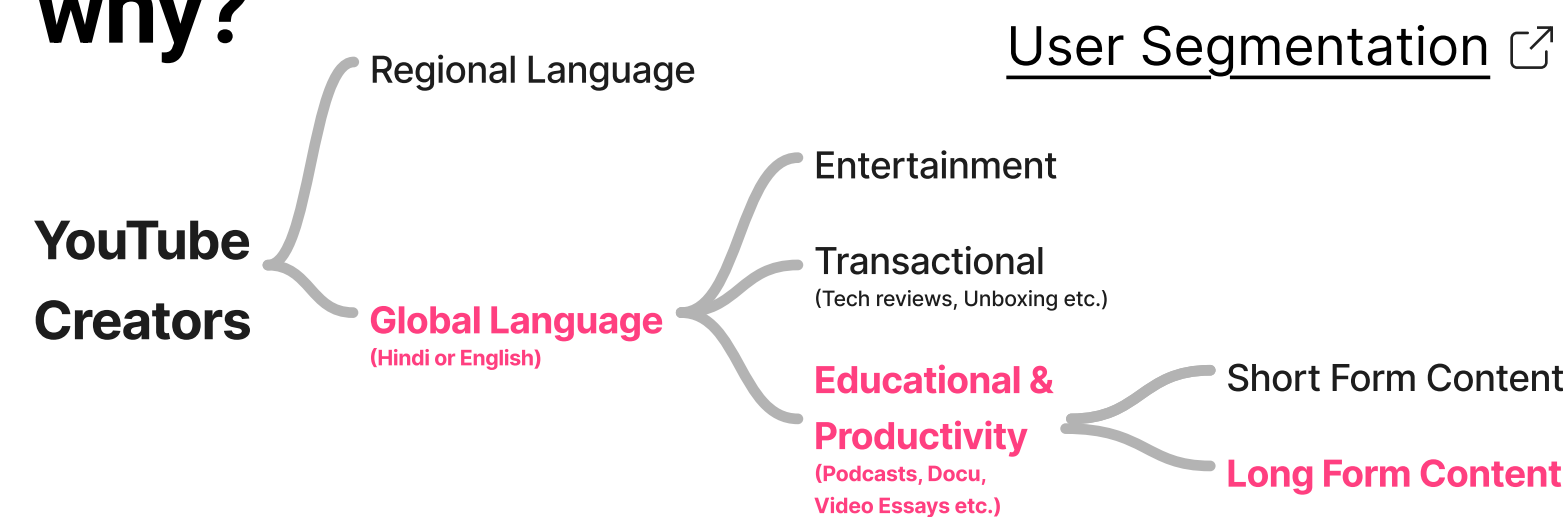


What are the product outcomes to focus on ?

[Detailed KPI tree](#)

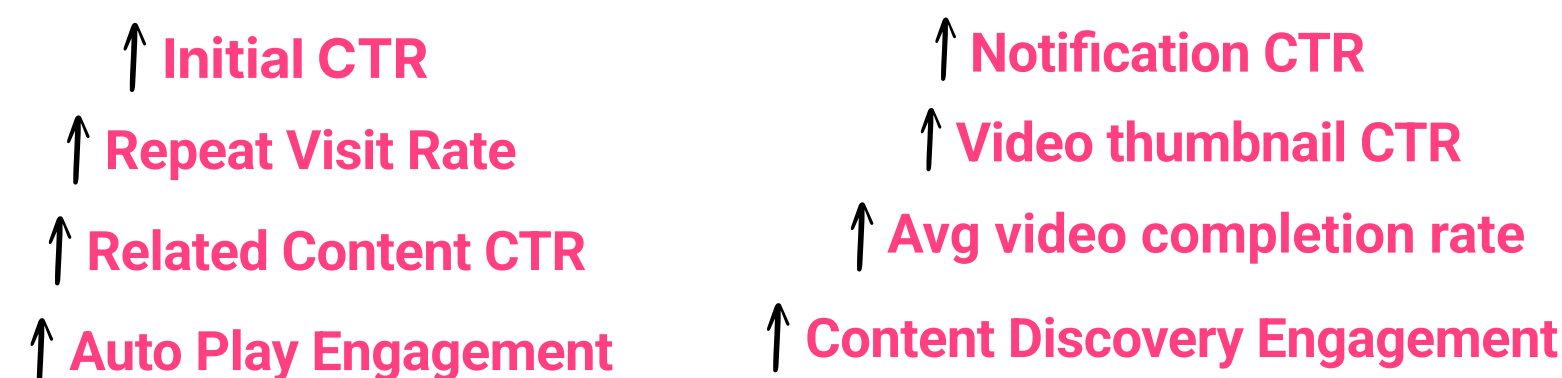


Which user segment to focus and why?



1. Long-form content drives more **effective ad campaigns**, boosting platform revenue.
2. Long-form content **increases engagement** and **traffic** to creators channels and their other content.
3. Videos in global languages have **higher chances** of discovery.

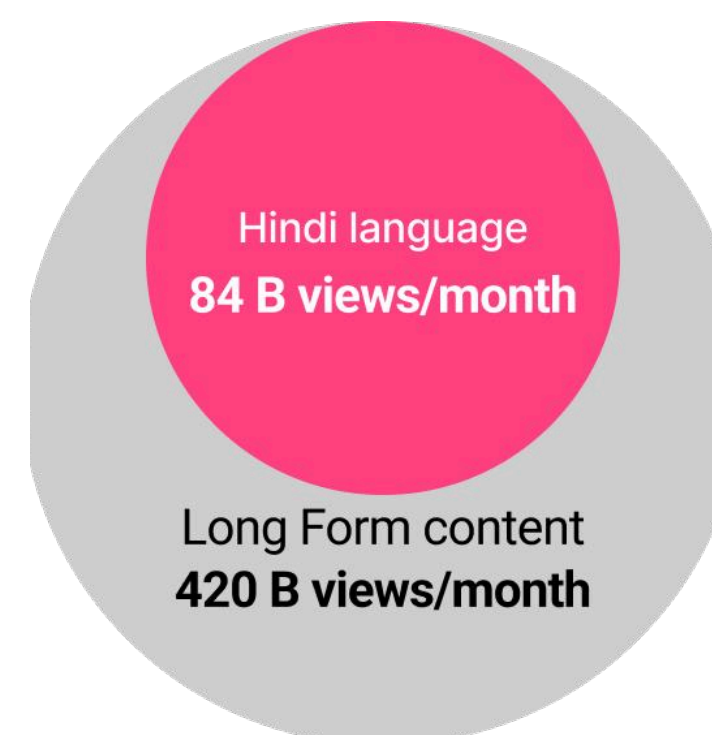
What behavior changes we want?



To impact these metrics, we want viewers to:

1. To **turn on Notifications** of the creators they like.
2. To **engage more** (*i.e. like, subs, comment, share, subscribe etc.*) on creators videos/channels which they found valuable and loved the content of, so that we can recommend them better.
3. To **finish videos** they started watching.

What's the potential impact of solving for **Knowledge providers** ?



Assumptions :

Rev = (total views/1000)
* Avg CPM * Ad density

CPM for Hindi = \$ **0.53**

Shorts generate = **70 B** views/day,

Let's say long form is 20% of this, i.e 14 B views/day = **420 B/month**

20 % views comes from Hindi language = **84 B** views/month

Out of which 30% are Edu creators, i.e. = **25.2 B** views/month

Revenue for Segment = $(25.2/1000) * 0.53 * 3 = \text{\$4M/month}$

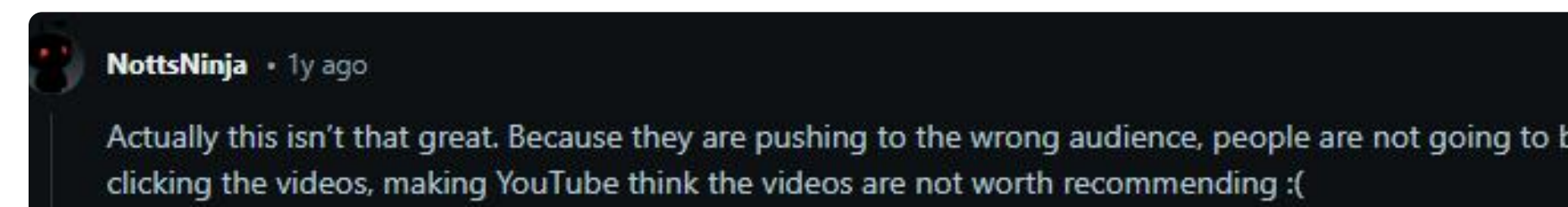
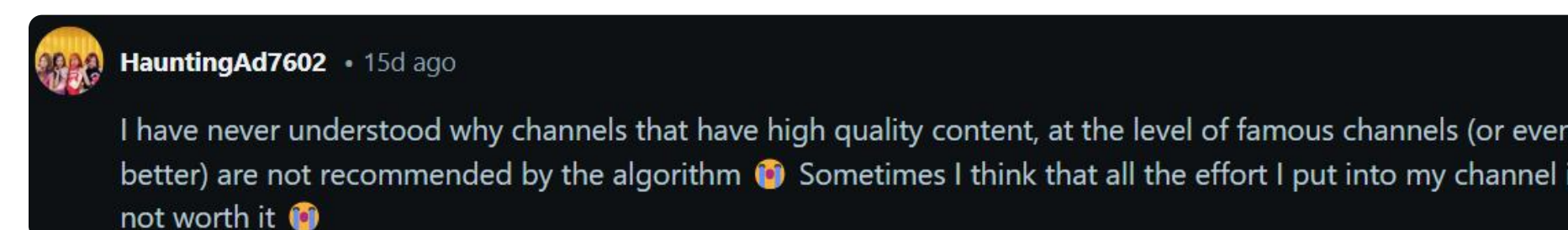
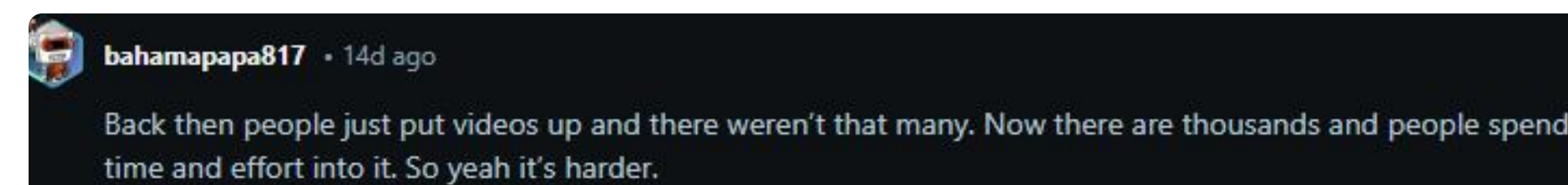
Lets say by targeting this segment, we could increase the **ad density** by 2
i.e 5 then,

New Revenue = $(25.2/1000) * 0.53 * 5 = \text{\$6.6M/month}$

i.e **\\$2.6 M/month** more i.e. **40%** increase in the revenue, if we are targeting

Knowledge Providers (Edu & Productivity creators making long form content in global languages)

Why are users not behaving the way we want?



Basis of secondary research we can drive the following hypothesis :

- **Discovery to wrong audience** :

Recommending small creators video to wrong audience can kill the growth potential of the video and the creator.

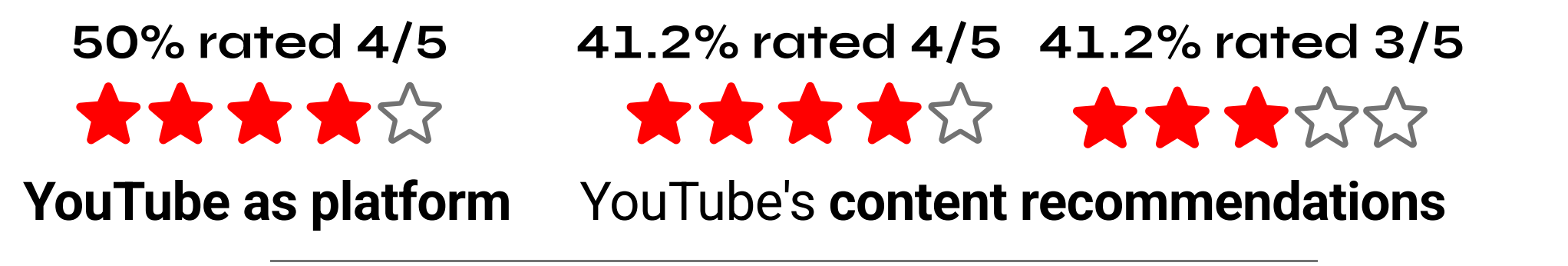
- **Competitive Market** : Its now very difficult for creators to stand out when established creators are creating top quality content.

- Short form content is **changing content viewing behavior** of the viewers

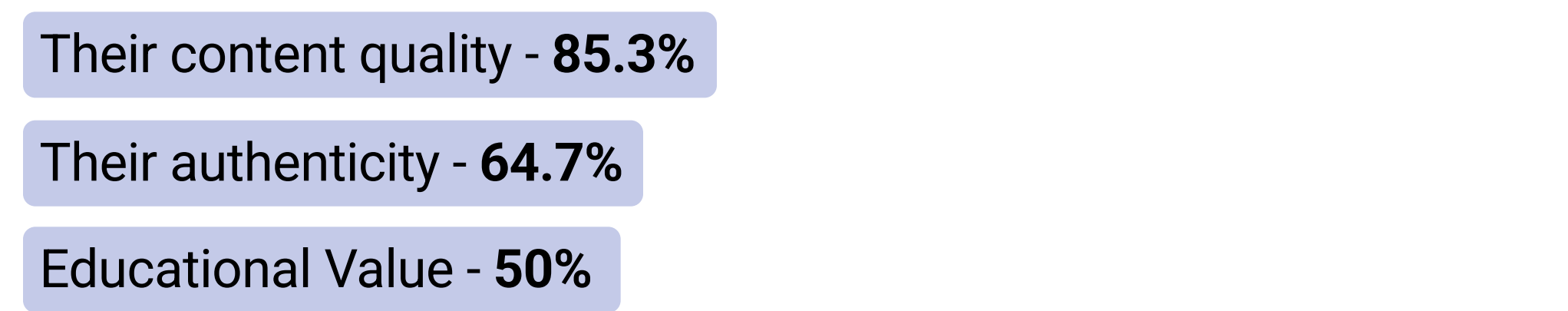
What are viewers saying about YT and its creators?

Basis on the 34 survey responses from viewers we get the following insights:

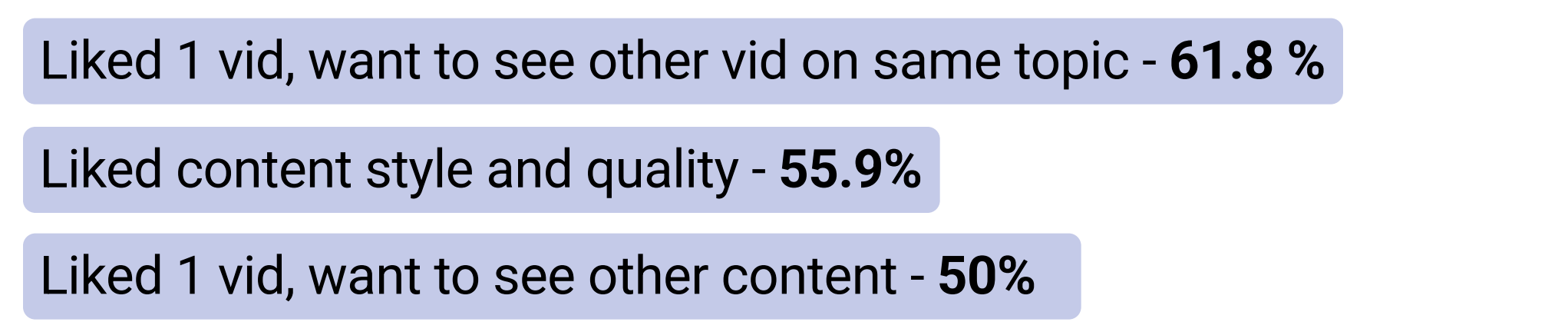
[Survey Responses](#)



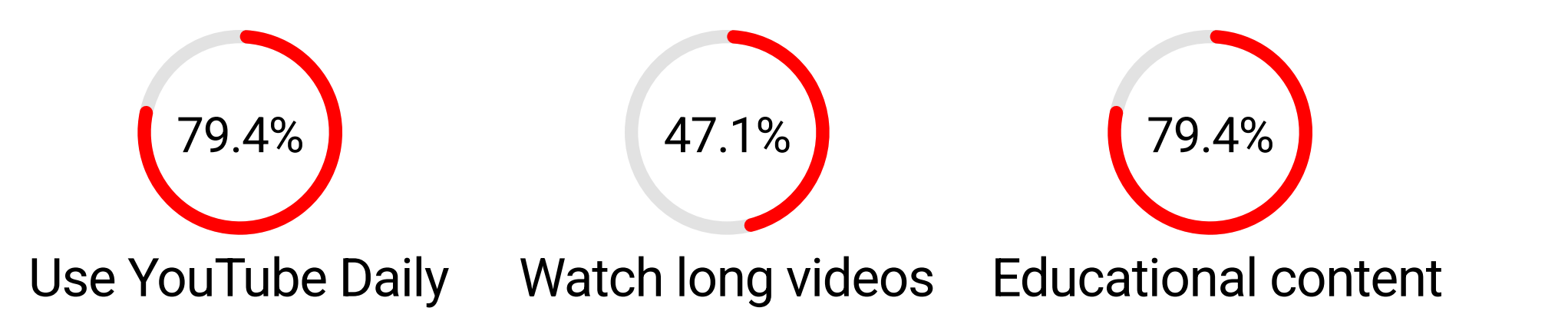
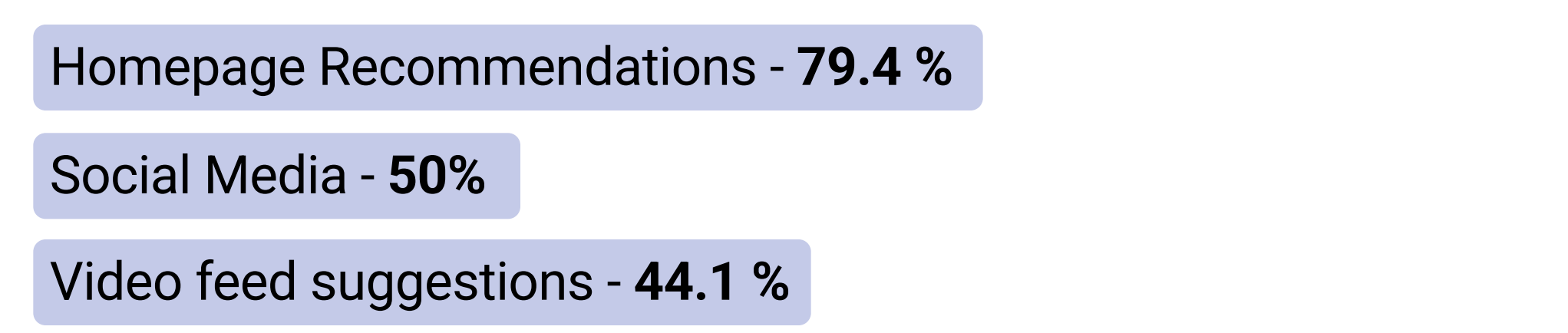
Factors which appeals to Viewers to engage in creator’s content?



When Viewers explore creator’s channel ?



How viewers discover creators?



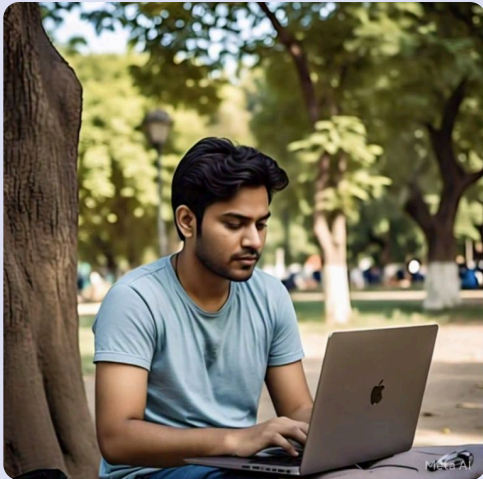
Key takeaways from the survey

- If a creator they follow uploads a new video that usually shows up in their homepage feed and they click on it - **(52.9%)**, some **44.1%** viewers have turned on notification, while **20.6%** go actively search and watch their fav creators.
- Viewers tends to check out other content & creator’s channel, once they find enough value in the current video they have watched - **79.4%** and CTA in a video to engage is about **23.5%** effective.
- Most viewers are aware about all the other ways to support a creator apart from liking & subscribing - **52.8%**, but they still have not supported any creator monetarily - **76.5%**

Key insights from 1:1 interviews? (*From 2 count of each)

Viewers	Interviews link	Creators
Viewer 1: I usually don’t have too much free time to consume content. So I see small shorts of the longer version. And then decide if it valuable. Takeaway: Short form bits are valuable in testing the viewers interest level in any topic		Creator 1: I usually upload comedy content as a stand up comedian. I usually upload shorts with the complete joke setup to drive views to the longer version of the same. Takeaway: If used properly then creators can balance both short & long form content.
Viewer 2: I usually engage in mostly all of the small creators channel that come across in my feed. It feels good to encourage small creators. Takeaway: If recommendations of small creator’s videos is done properly, it can help them gain traction on their content.		Creator 2: I usually upload Geopolitics related commentary content, which are generally longer in my regional lang, put sort of catchy titles and thumbnails & for me 1st 30 seconds are very important. Takeaway: For retaining audience attention all the above mentioned points are v. crucial.

What do a person of our targeted user segment would look like?



Ravi, 26, SDE

Details:

Hindi

English

1-2 yrs

Part time

Long Form

Skill building

Career Growth

Self improvement

5,000-20,000 subscribers

Platform:

YouTube

Instagram

Goals

Pain points

- **Channel Growth:** so to become a full time creator

- **Audience Engagement:** Increase watch time, other engagements like like etc.

- **Monetization:** consistent earning from Ads

- **Work-Life Balance:** Manage time efficiently

- **Growth Plateau:** slow growth despite consistent efforts

- **Discoverability Challenges:** its harder to compete for visibility with already established creator.

- **Algorithm Dependence:** sometimes even high quality video are not pushed, so its confusing when you get visibility.

What would be the jobs-to-be-done(JTBD) here?

When I create high-quality, value-driven content with catchy titles and thumbnails, **But I** do not get enough reach, **So please help me** get more engagement and more reach, **So that I** can earn enough income to be doing it full time & feel rewarded for time and efforts that I invest.

How are competitors are solving this problem?

Platform	Discovery /Visibility	Engagement	Traffic to creator profiles	Reve nue	Crea tor tools	Total (Out of 50)
YouTube	8	7	8	9	10	42
Instagram	8	10	9	8	10	45
LinkedIn	8	8	8	6	8	40
Snapchat	7	10	8	6	10	41
Twitch	8	10	8	9	10	45
Medium	8	5	8	6	8	35
Patreon	4	4	10	10	10	38
Substack	5	4	10	10	10	39

figure1: The feature tables highlights the strengths and weaknesses of each platform for creators.
All the assumptions are made based on secondary research for all these platforms.

Market Overview

Secondary Research

Primary Research

User Personas

Solutions Prioritisation

Wireframes

System Design

Metrics

Risks & Mitigation

What is the Core Problem?

Our **recommendation algorithm** is crucial for **creator discovery** but constantly evolves. Creators need consistent **discovery opportunities, strong engagement, and motivation** to continue producing quality content on the platform.

Who's facing this problem?

Creators who are making **long form content** in a very high competitive niches such as **Education and productivity** in global languages such as Hindi or English. We are considering mostly **emerging creators**.

How do we know its a real problem?

User interviews and **secondary research** and **user interviews** shows that this is a real problem faced by a lot of small-medium creators making content in all kinds of **niches/genres** for e.g. from cooking and gaming to music and makeup.

Value generated : for YouTube (Left) & for Creators (Right)

- Increased Creator & viewers **Retention & Satisfaction (CSAT)**

- **Potential new sources of revenue**

- Increased User engagement

- Experiment **Gamification** with new features

- More chances of getting **discovered**

- More chances of **driving engagement**

- More chances to build and rally a **community**

- Get to share create connections with fans

- More **revenue shares**

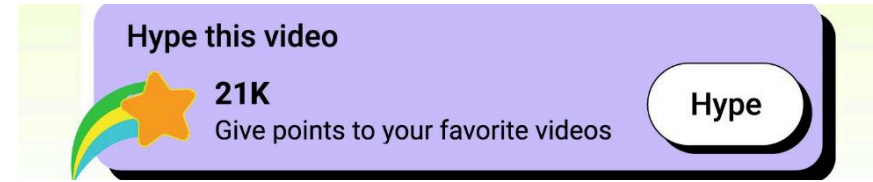
				
How it works?	Send gifts during vertical livestream to show support for your fav creator in real time	AI-Powered tools to help creators along every step of creative process - a YT Studio feature	Viewers can help their favorite creators getting discovered	A new space for creators and fans to connect - creator could make polls, post pictures of BTS etc.
Discovery /Visibility	Only when algorithm recommends 	Only when algorithm recommends 	 Best for creator discovery from hype leaderboard	 Doesn't really help that much with visibility
Engagement	Gets instant engagements 	 helps with great thumbnails and titles	A new engagement system 	Was built for testing engagement 
Traffic to creator profiles	Only when algorithm recommends 	 good content drive traffic to creator channels	Drives traffic via hype leader board 	 Polls could be a great way to drive traffic to channels
Revenue	Creators could earn via live streams 	eventually would drive revenue 	More reach, more revenue 	 Creating a connection with viewers could help with rev

Why should we solve it now?

- **Creators Want Fair Visibility:** Smaller creators often struggle to reach new audiences despite having **dedicated fanbases**. And its getting harder with multiple competitors and content availability saturation.

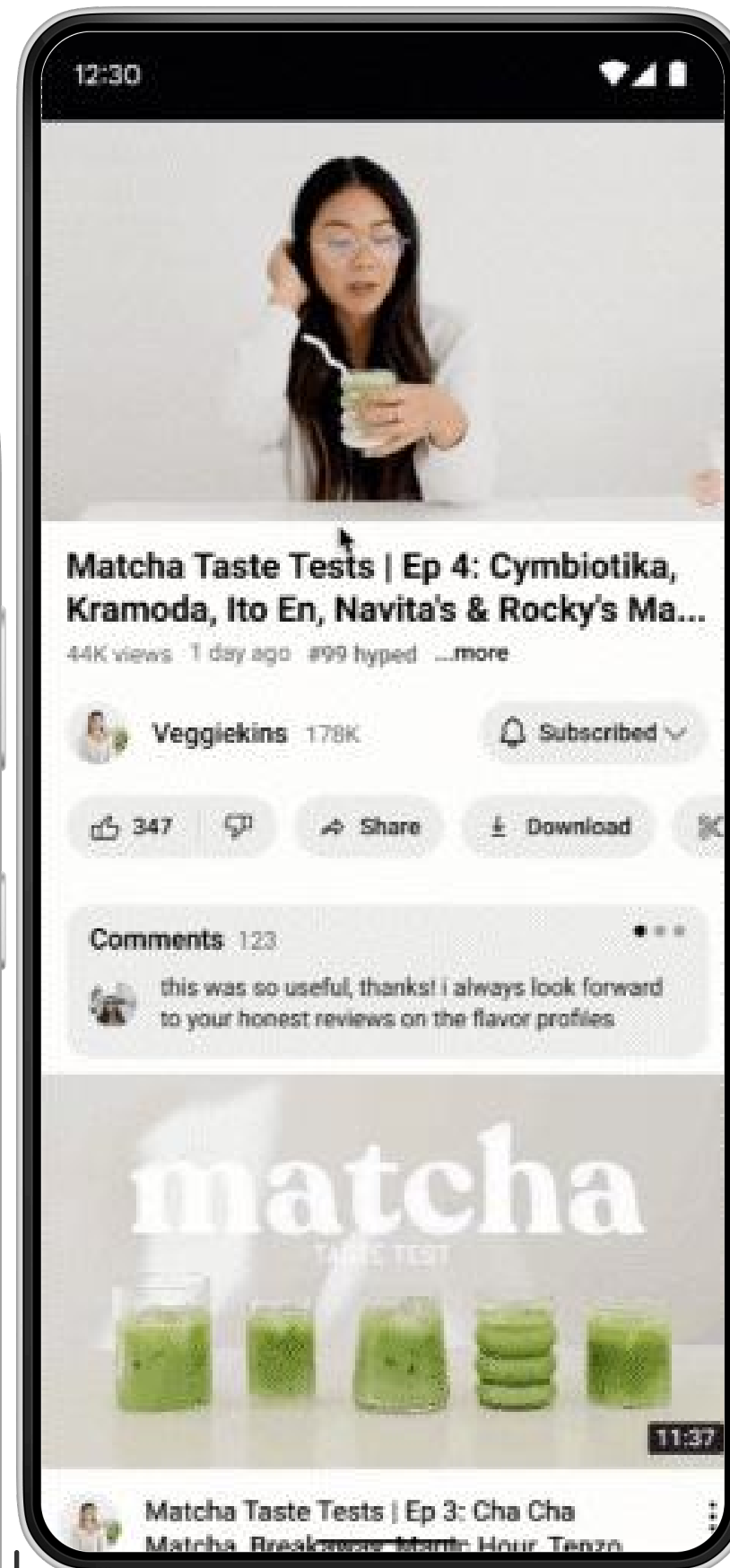
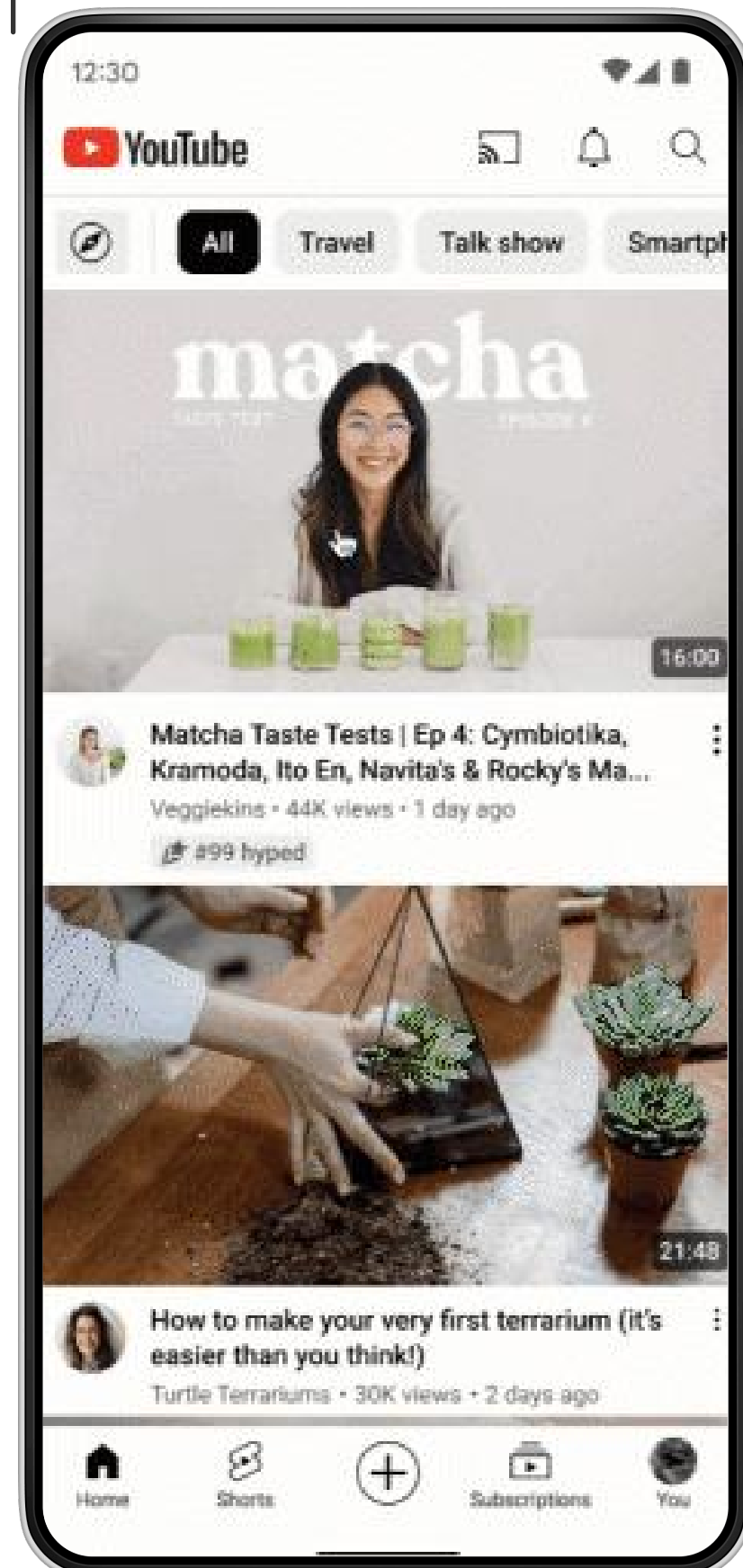
- **Focus on Emerging Creators:** YouTube's data indicates that **passionate fans** want to help smaller creators grow. Addressing this demand now encourages more creators to join & remain loyal to YouTube.

How does Hype works?



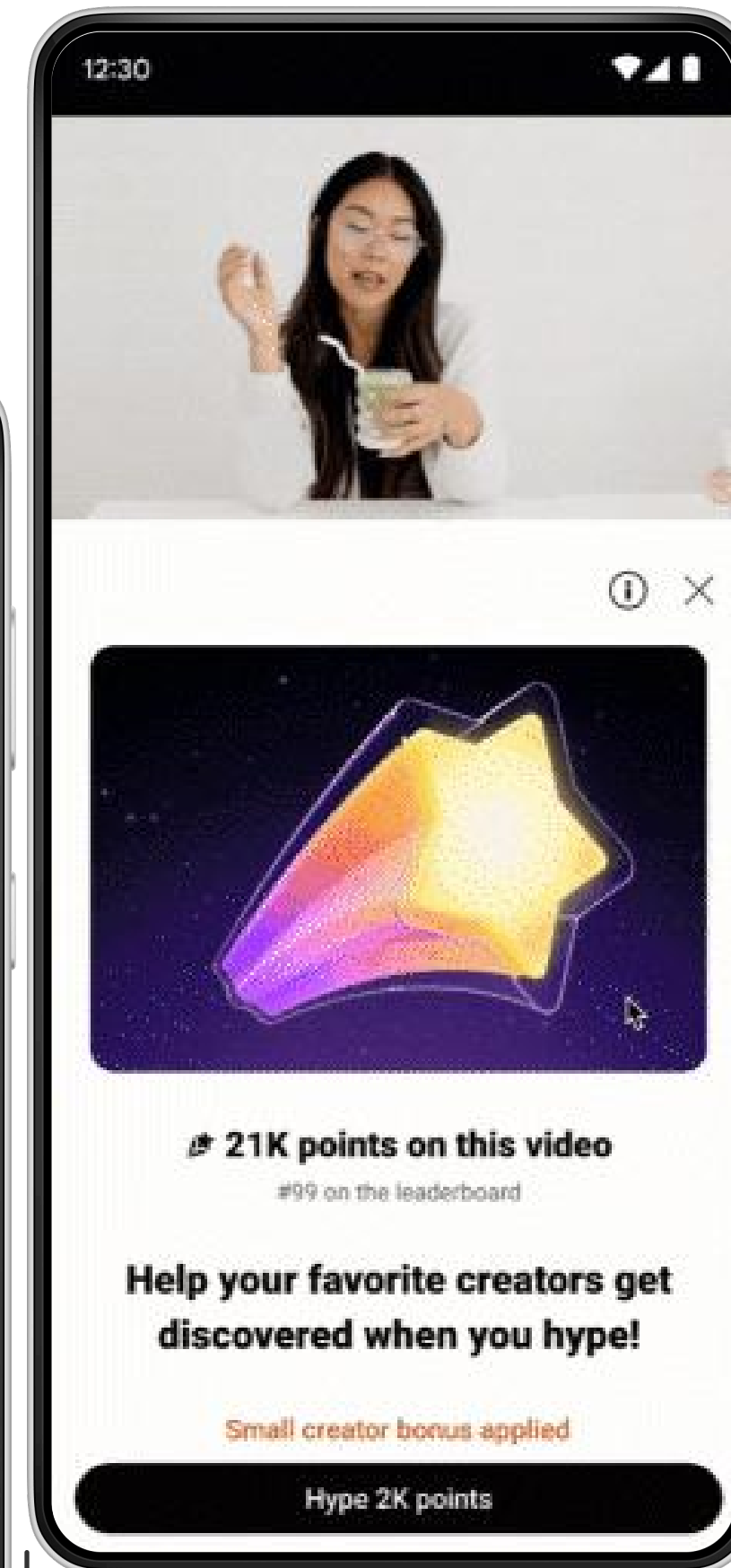
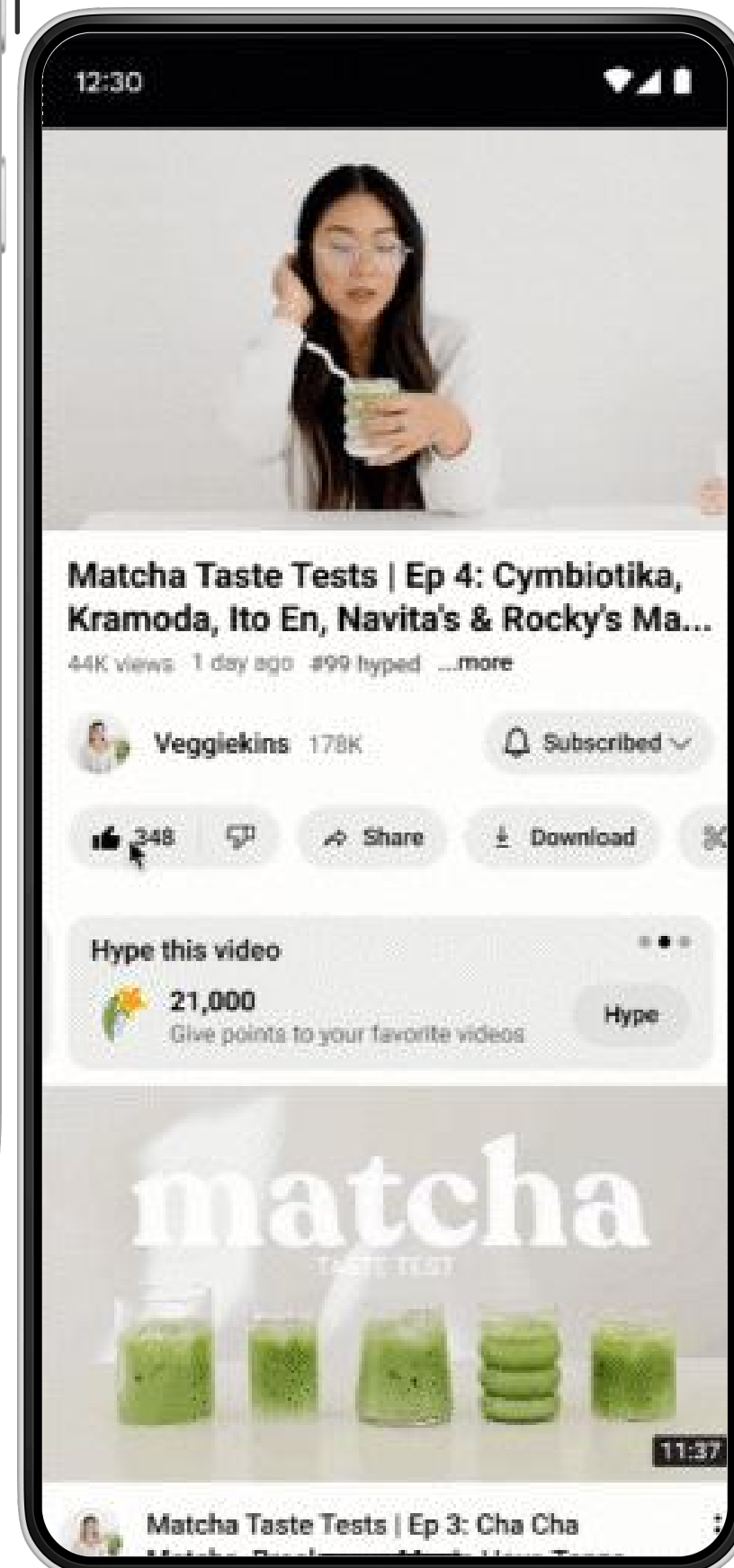
***Rules:** Video must be **7 days old**, available to creator between **500-500K subscribers** only, each viewer will have **3 hypes/week**. Hying videos won't affect **YT's algo and recommendations**. The smaller the creator the higher the hype points in each hype meaning, bonus points awarded based on subscriber count, smaller channels have a better chance of climbing the leaderboard.

Viewers would see their **fav creator** on their **feed**, along with what's the **hype rank** for this creator



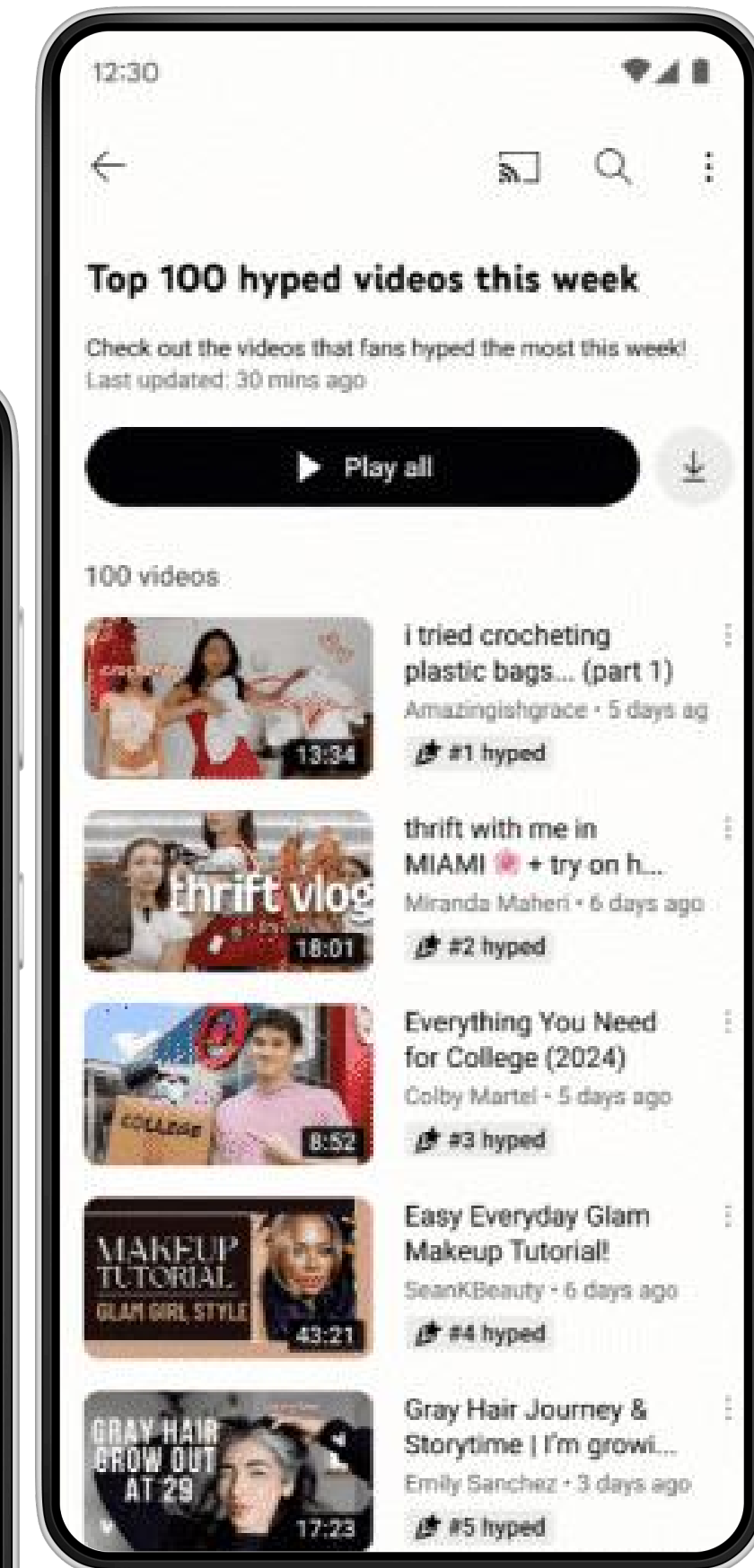
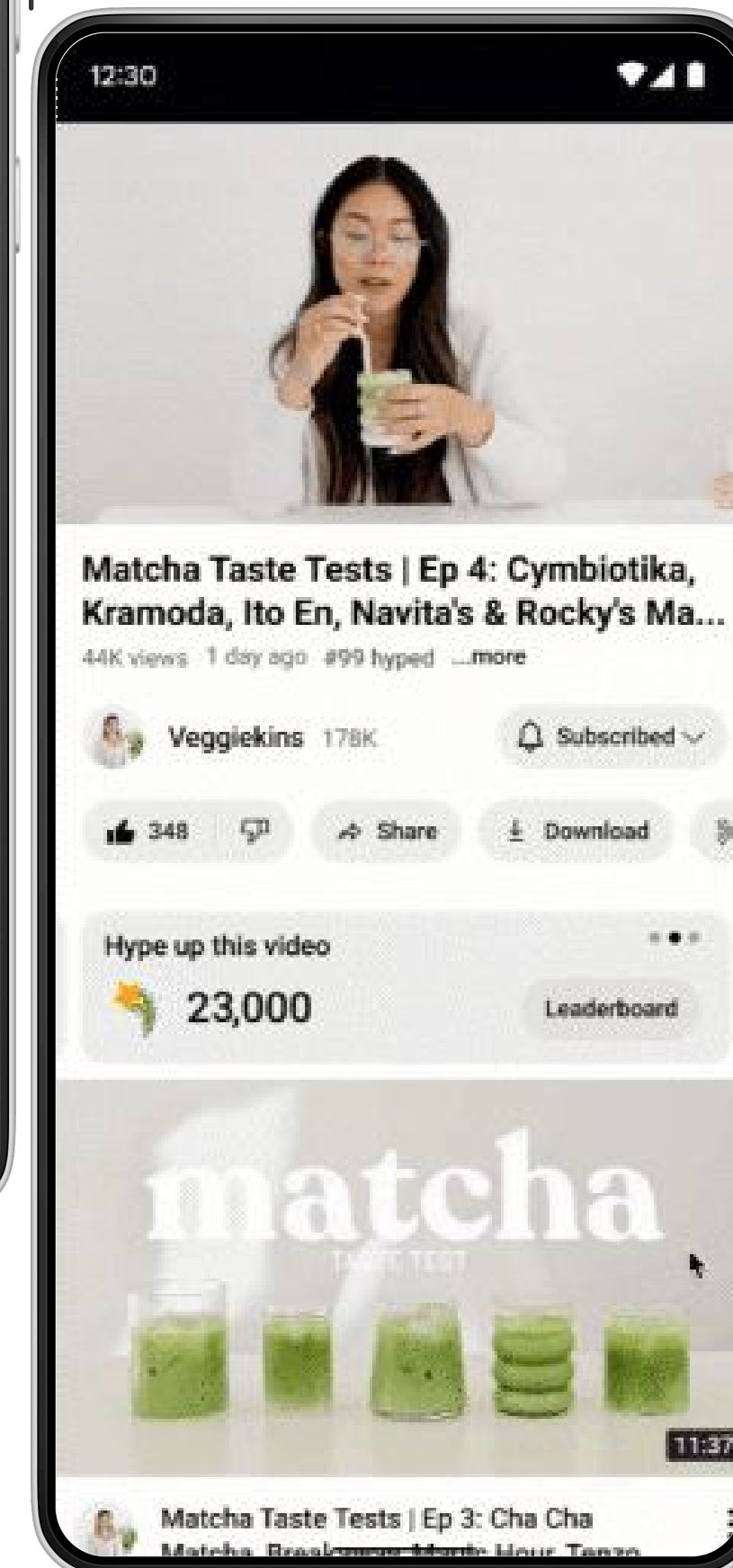
They open that video and checkout all the **engagements**.

After **liking** or **swiping** in the comment box they would see a **hype button**



On tapping on the hype button, they could give **2k hype Points** based on how **small** the **creator** is.

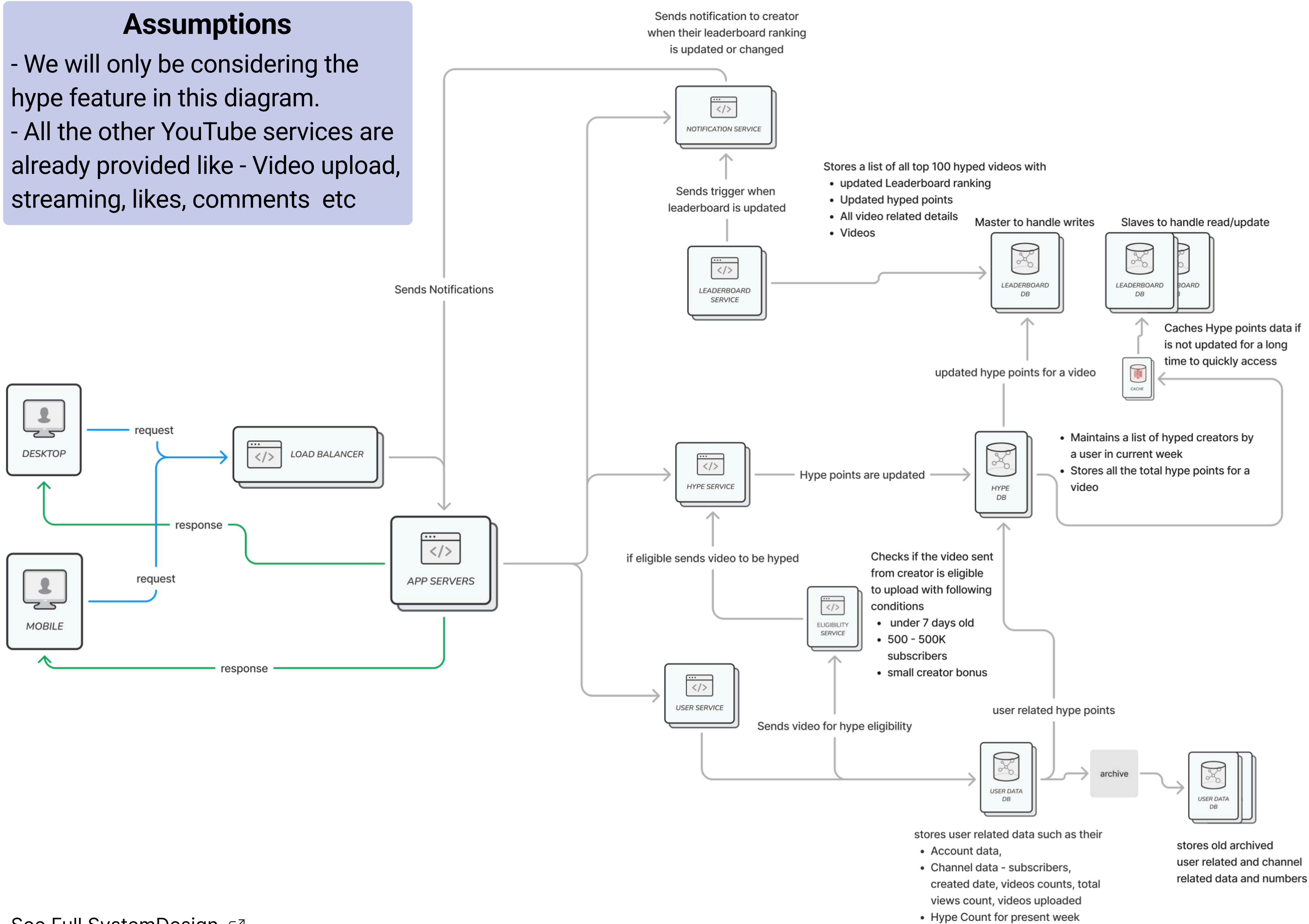
Then the **hype points** for this creator are **updated** and now the **leaderboard** button is visible



On tapping on the **leaderboard** button, the viewers now could see the **top 100 hyped video** for that week.

Assumptions

- We will only be considering the hype feature in this diagram.
- All the other YouTube services are already provided like - Video upload, streaming, likes, comments etc



Functional Requirements

- Maintain a real time leaderboard - country specific
- Allocated and maintain hype points
 - small creator bonus multipliers
- Maintain latest Hyped ranking
- Maintain and limit Hype counts to 3 per week per users and
 - hyped creators list and recap for users
- Video submission to Hype - video eligibility (e.g., under 7 days old, 500 - 500K subscribers)
- Send notifications to creators for hype updates

Non-functional Requirements

- Low latency - videos loaded instantly & search
- High availability - minimal downtime
- High consistency - maintaining the leaderboard and hype rank

What are key metrics to measure the success of the hype feature?

Metrics to monitor	Category	Why we should measure?
# New subscribers gained post hype	North Start Metric	Indicates whether hyped creators are reaching new audiences, fulfilling the feature’s purpose.
Video views post hype	Adoption Metric	This shows how the feature is benefiting the creator in driving more visibility
# creators hyped	Adoption Metric	Shows how many creators are benefiting from the feature
Avg # hypes per video	Adoption Metric	Shows feature adoption at content level
Leaderboard rank retention	Retention Metric	Measures whether users continue using the feature over time, indicating its stickiness.
Total # hypes/week	Engagement Metric	Tracks overall usage of the feature and measures adoption rate among users.
# unique users hyping videos	Engagement Metric	This shows that unique users are engaging in content and is helping in creator discoverability
# likes/comments on hyped videos	Engagement Metric	This show how many viewers are engaging on the hyped videos
% small creators in leaderboard/week	Guardrail Metric	Monitors whether the "small creator bonus" is being exploited disproportionately by a subset of creators
Ratio of Unique Hypers to Total Hypes	Guardrail Metric	Ensures that a diverse set of users is hyping a video, rather than a small group of bots or fake accounts artificially boosting it

What could go wrong and how to mitigate it?

Pitfalls

Mitigations

No real discovery : Since this feature doesn't affect the recommendation algorithm or even the search results, gaining even a million hype points won't drive any real discovery.

Leaderboard Dependence: This feature heavily depends upon the viewers visiting the leaderboard, which is sorted by a country and since the hyped videos are only ranked in the leaderboards. If Viewers will not open that list then small creators won't be able to reach those audience.

Feature might loose traction: Whenever a new feature is launched its used heavily since many users are curious to try out what is it about, but then since it might seems that its not adding any real value to the user/viewer. They might stop using the hype button.

Exposure
- Its true that it won't affect the algorithm recommendations, but hyped videos wil still be exposed to an audience who might not be following the creator , and if they loved their video they might just become their supporters.

Loyal Supporters
- If the feature took off there are high chances of these creators getting loyal fans and even a community since hypes are limited.

Go to way to discover
- As any playlist on YouTube for e.g. top trending videos list, people search for that to see whats trending and it still drives discovery and engagement. Even though it probably might not have been recommended by the algorithm.

Similarly ones hype leaderboard is established and enough users have seen it, people might just visit hype leaderboard list to see the new updated videos in this list, since it updates every week.

Proven Early Success
- Beta testers across Turkey, Taiwan, and Brazil hyped over 5 million times in 4 weeks, with 18-24-year-olds driving over 30% of the engagement. This indicates strong interest from a key demographic that values interactive and purpose-driven content, & finds fulfillment in helping emerging creators grow.

Taps into Community & Identity
- Supporting creators allows viewers to align themselves with a community or identity, which is a strong motivator for long-term participation.