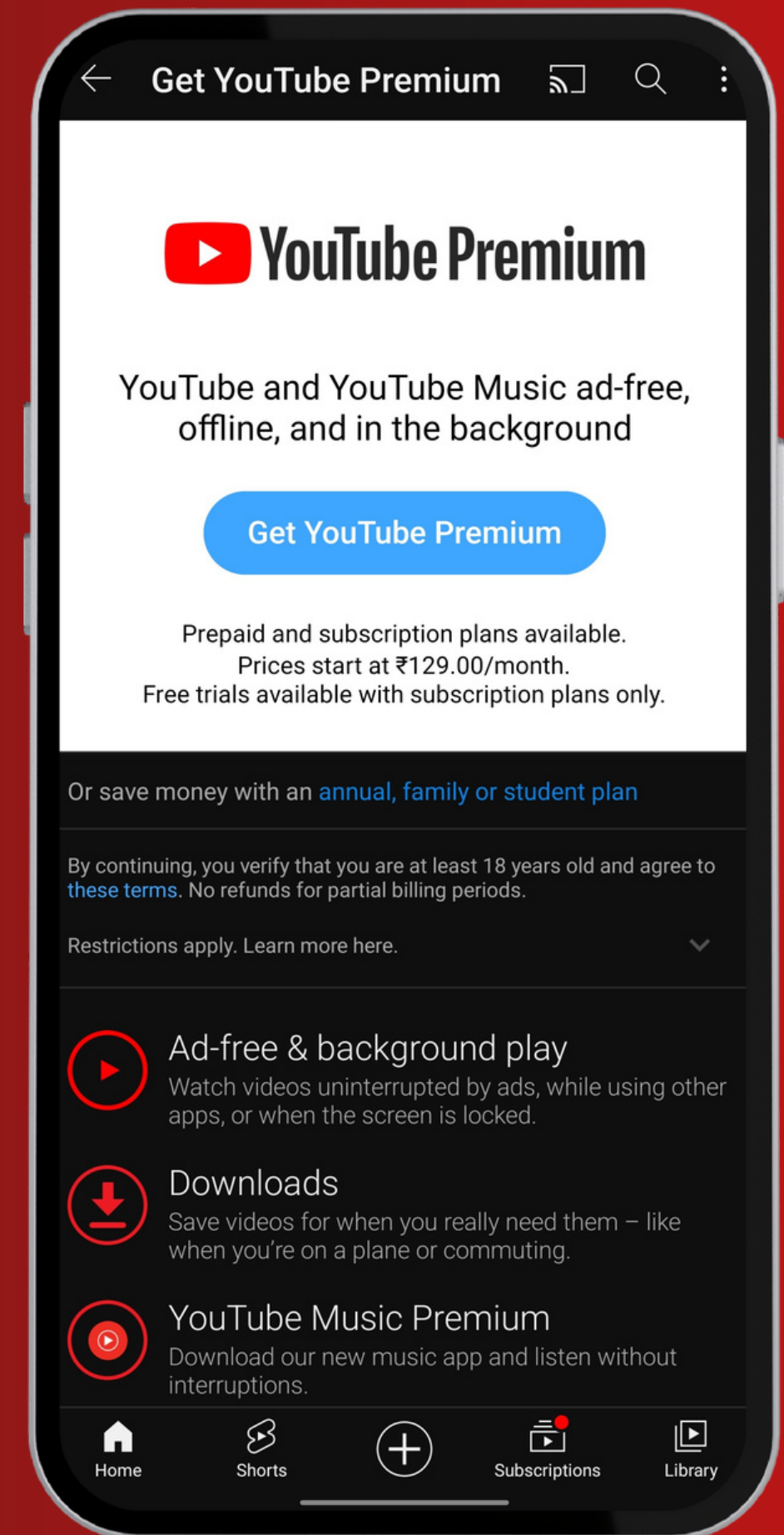




YouTube Premium

INCREASING NUMBER OF PAID
SUBSCRIBER



Problem Definition



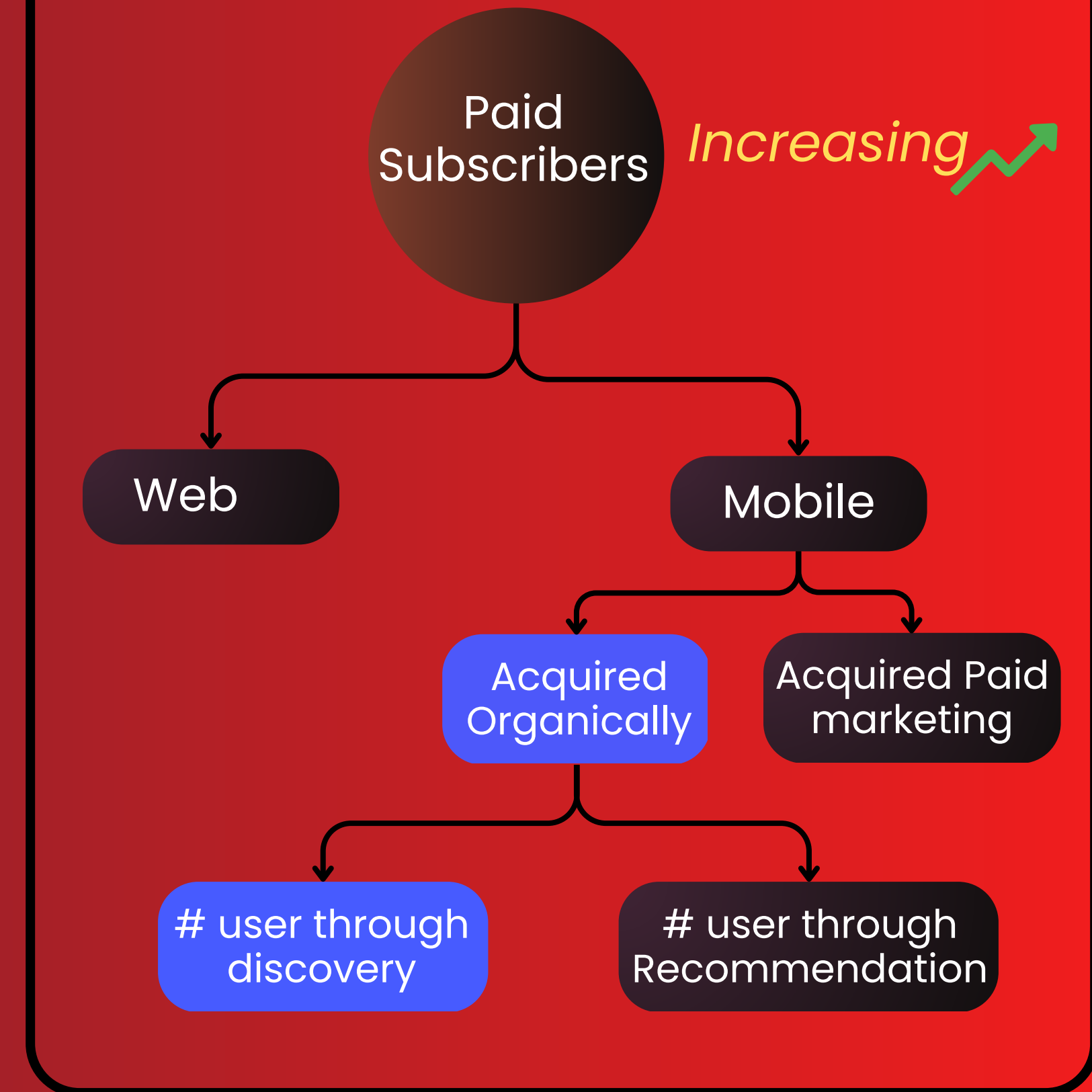
Problem Statement

As a product manager of YouTube premium, the goal is to increase the **Number of Subscribers** for the platform.

About YouTube Premium

- YouTube Premium (formerly known as YouTube Red) is a paid subscription service that allows you to watch YouTube videos without ads, as well as download content for watching offline.
- It also includes access to YouTube Music and listening to music in Background.
- YouTube also has 2 other subscription options
 - YouTube Music
 - Channel Membership
- YouTube Premium also includes family and friends plan in their subscription.

Problem Breakdown



Validating the Problem Identified



Survey

Problem with Premium discoverability

After our survey, we found 2 main issues with the discoverability of youtube Premium to FREE USERS

- 1 User unaware of Premium Subscription
- 2 Features not able easily noticable

Target User Persona



Rupal, 27 Yrs old
Lawyer, Mumbai

"As a Premium user, I am confused about what I get with it."

Goals/Needs

- As. a premium user I want to watch premium videos.
- I want to easily understand the benefits of using the premium account

Pain Points

- Lack of exclusive content
- Confusion over what features are included with a Premium subscription.

How do we know it is a real Problem?



80% of the users in survey were unaware of the YouTube Premium Subscription



60% of the user say they would consider upgrading to Premium if they find spend worthy features.



70% of the user say they are more likely to buy Premium if their friends suggest or are on it.

From the above survey data, it's clear that users cannot discover the Premium features of YouTube Subscriptions. Due to this, they are unaware of the same. And the user is mostly likely to buy a subscription if their friend is using it or suggests it.

Validating the Problem Identified



Why should we solve this problem now?

80M

Currently YouTube Premium has 80M paid subscribers as compared to 2.8 Billion monthly active users.

17%

Netflix currently accounts for 17% market share in paid Subscription-based video, where as Youtube only 6%.

Based on the above-mentioned data it is clear that YouTube Premium has a huge potential market that it can capture. And with growing users of Online video, this is the best time to solve it

What is the True Problem?

Survey

Difficulty in Discovering Premium features

YouTube Users are unaware of the existence of YouTube Premium. The Youtube premium features are not easily noticeable. Users are not really able to understand why they need the YouTube Premium subscription. More Premium-focused features which are easily visible to all users but accessible only by Premium users.

What VALUE will be generated by solving this Problem?



- Users will get access to exclusive content as YouTube premium users.
- Users will get more content as compared to free users.

- Increasing the number of premium users will increase the revenue of the business
- The business will enjoy more avg session time from premium users on the platform.



Ideating Possible Solutions



Possible Solution

Collaborative playlists

Multiple users can collaborate on a single playlist. This would be an exclusive feature for premium subscribers. So only premium users can collaborate on the playlist

Watch party

Multiple users watching Videos at the same time. Premium subscribers can watch YouTube Videos at the same time and react, chat with each other while watching

Referral reward program.

Premium Users can refer other users to join the YouTube Premium. And for every users joining, they will get 1 month of Premium free.

Premium Videos

Allow creators to create early access videos which premium users can view two weeks prior to the normal users.

Solution Prioritisation

Impact

Ease of Use

Reach

Impact on Business

Score

Collaborative Playlist

3

4

3

4

144

Watch Party

2

3

3

3

54

Referral Reward Prog.

3

3

3

3

81

Premium Videos

4

4

4

4

256

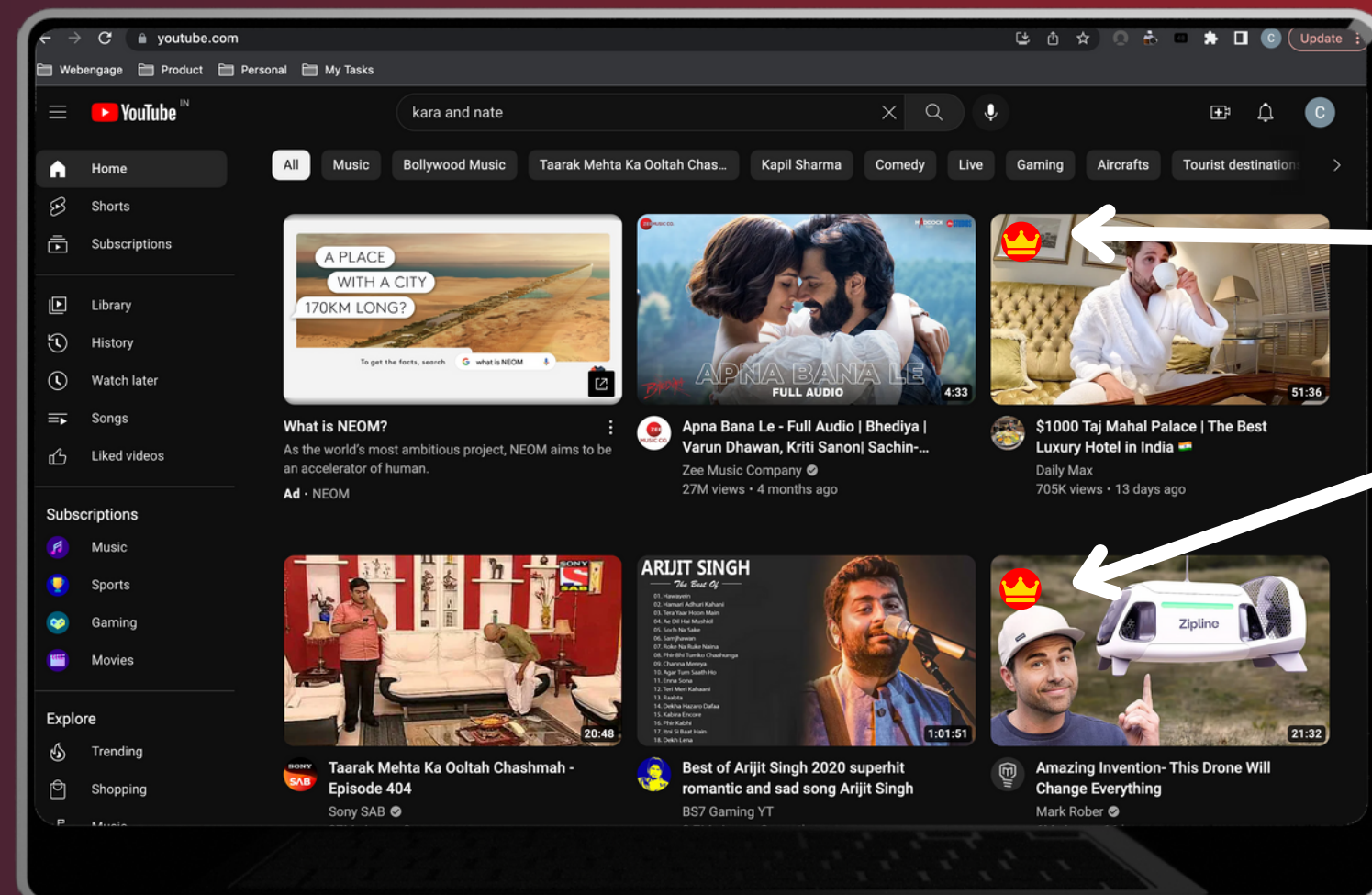


Proposed Solution & Wireframes

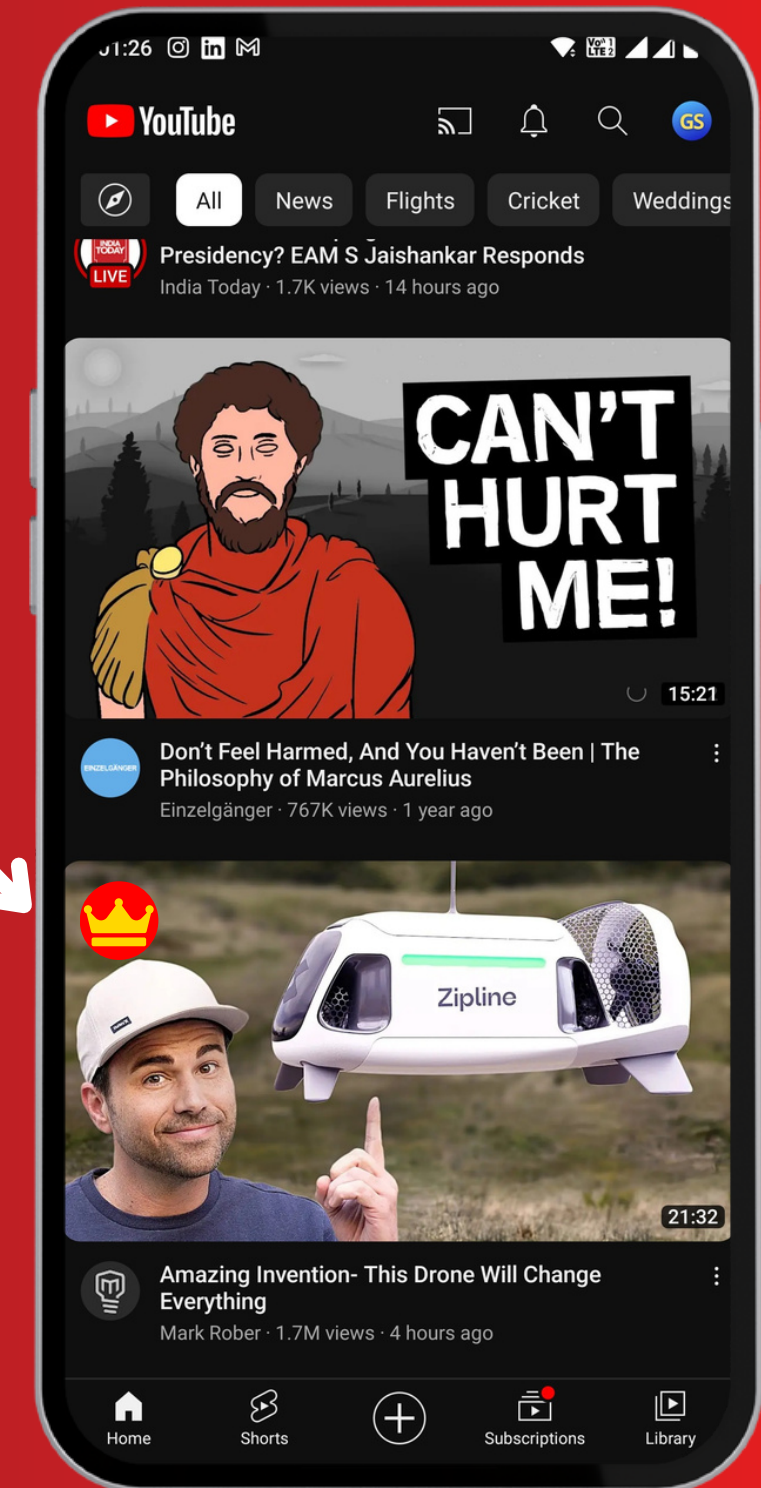


- Premium videos are videos that can be completely viewed by only Premium subscribers 2 weeks prior to free users.
- Creators will have the option to make a particular video premium while uploading the video.
- The Payment to these video creators will be based on Medium style payment.

No special rank boost for premium videos. The videos will work normally for search, recommendation and other features



The premium icon will be visible on the video thumbnail.



Proposed Solution & Wireframes



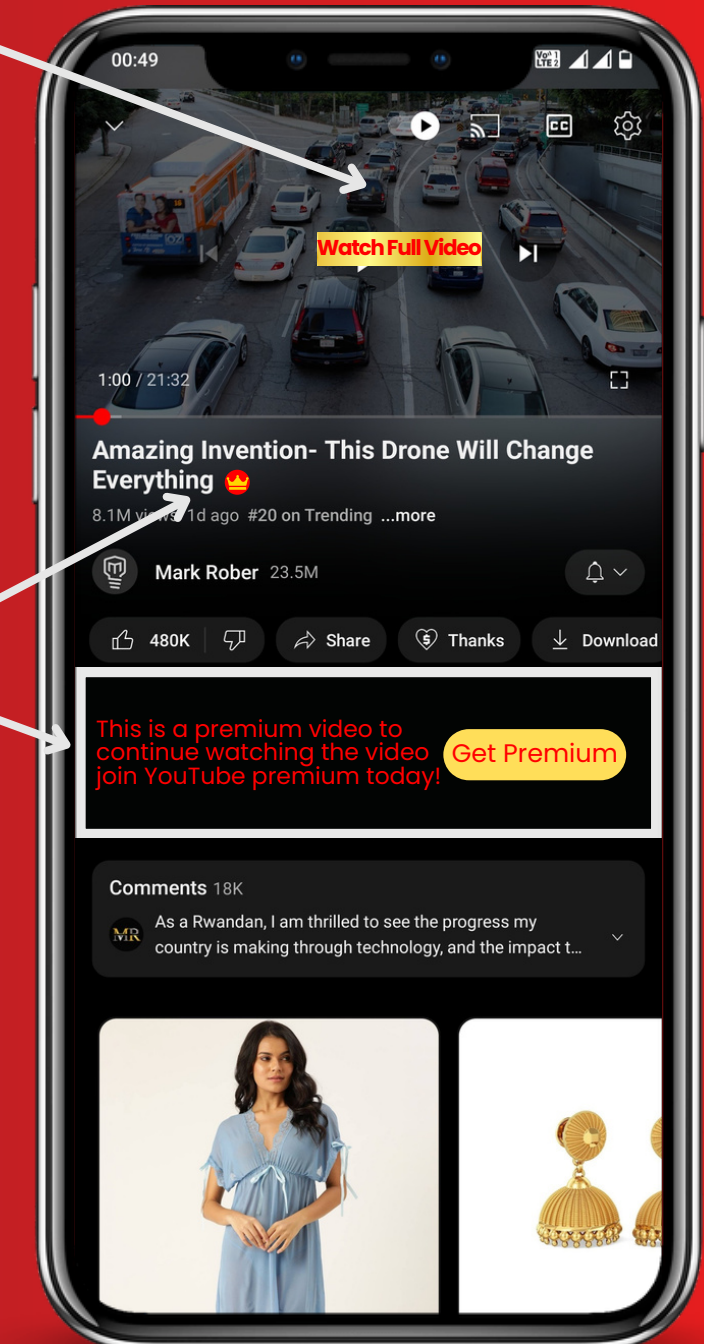
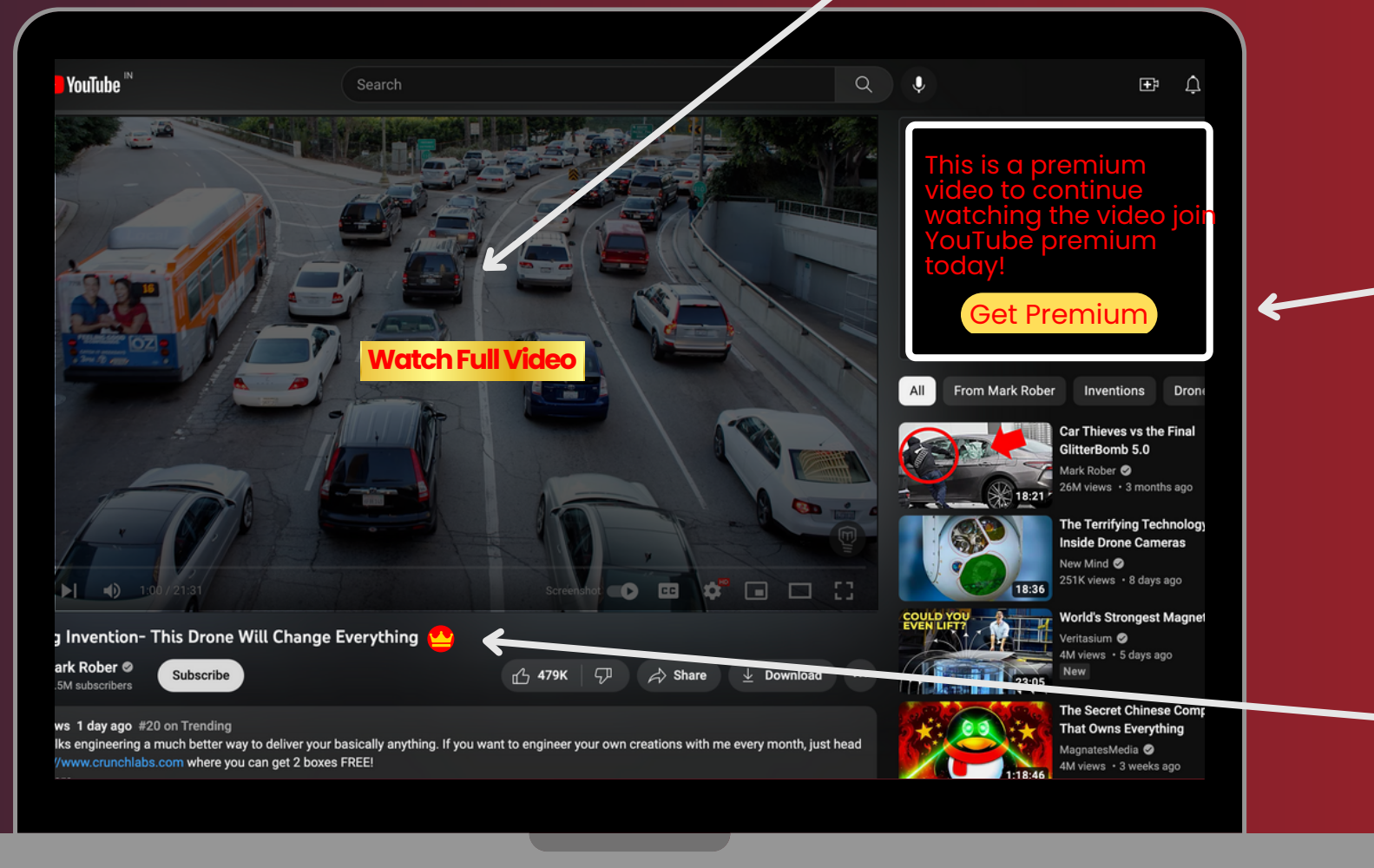
- The premium video will play for only 10% of the video length after that the video will not be playable for Free user.
- The user will see a premium CTA button in the video.

The following CTA and info box will be visible only to the FREE user. If the viewer is a premium subscriber then nothing will be shown.

The in-video CTA to convert the free user into premium user.

The Premium info box along with the CTA to get the maximum conversion from user

The premium icon will be visible after the video title to indicate premium video





NORTH STAR METRIC: MONTHLY RECURRING REVENUE

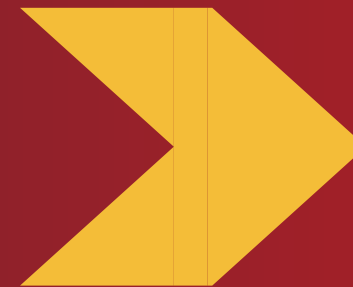
	Metrics	Reasoning
Awareness	# of clicks on the premium videos	This will help us understand if the users are aware of the feature.
Activation	# premium videos watched by Premium users.	After onboarding do the user still continue to watch premium video.
Adoption	# of users who have brought a Premium subscription after clicking video CTA.	To see if the users are really getting covered to premium users.
Engagement	daily Avg session time on watching premium video	Amount of time spent by the users on the platform watching premium videos.
Retention	Daily active Premium users	To check if premium users continue to come back to the platform and provide value.



Why the Solution will fail?

Pitfall

Due to the multiple subscription models of Youtube, users might get confused with channel membership. Where Creators provide access to users to specific videos only. Users might get confused with premium videos and special channel membership videos.



Mitigation

Youtube can make sure that the channel membership videos never get indexed and is not visible on search. So the users can always only see Premium videos on the feed. And Youtube can use the Medium payment model to pay creators the view of premium videos by users.

A possible reason for failure

How to tackle it