

YOUTUBE: THE CULTURE OF CO-CREATION

WHEN BRANDS, CREATORS AND VIEWERS HAVE AN EQUAL SEAT
AT THE TABLE

Partner dell'evento

Media partner





IRENE MONTONE

**Media & Creative Lead
Google Italy**

21 November, 2023





01

01

A POWER SHIFT FROM TRADITIONAL MEDIA GATEKEEPERS TO VIEWERS

DEMOCRATIZING CONTENT VALUE

01

ATTENTION
THRESHOLDS ARE
~~LOWERED~~ *Changing*

01

WE LIVE IN THE ERA OF CHOICE

BY **CARSTEN ANDREASEN FANGEL**, *GROUP MARKETING RESEARCH & INSIGHTS MANAGER, YOUTUBE ADS MARKETING*

01

YOUTUBE HAS THE CONTENT
PEOPLE NEED



PEOPLE WATCH MULTI-FORMAT & MULTI-SCREEN

**GO
BIG**

**Explosion of
Streaming/cT
V**

#1 in reach and watch time
among all ad-supported
streaming services

They love what
they love

#1 in growth by
watch hours
over the past
two years

**Go
Shorts**

**Explosion of
Shorts**

YouTube Shorts has passed
70B/daily views
2B/monthly logged users



01

! INSIGHT !

YouTube's anchoring is also boosted by its multi-format capabilities

“ With YouTube I can watch it on any device at any time because it has **both short and long form videos**...YouTube has almost got an infinite number of people making videos, so you can always find something that relates to you.¹”

MALE, 25-34

59%

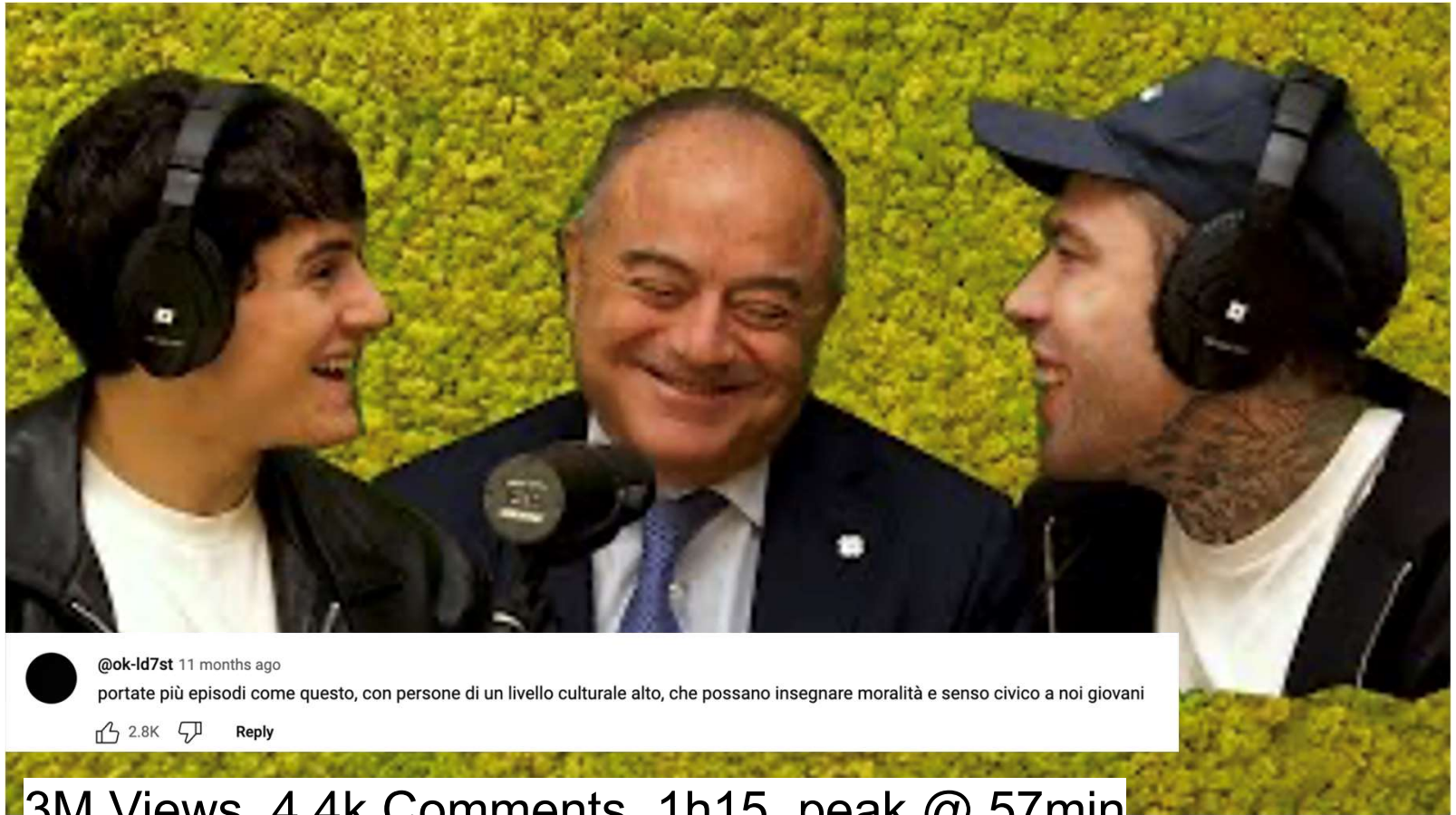
of video viewers in Italy say they choose short-form videos to discover a new product or brand, while 59% choose long-form videos to go deep into a particular topic / type of content²


Source: [1] Google/MTM, Mirrors and Windows EMEA exploration, qualitative depth interviews with UK media service users, 2023

Source: [2] Google/Cint, YouTube Shorts Survey, IT 2023 n=1047, A18-64 monthly viewers of short-form videos, fielded from 06 March - 14 March 2023

01

PARLIAMO DI MAFIA CON IL MAGISTRATO GRATTERI



 @ok-ld7st 11 months ago
portate più episodi come questo, con persone di un livello culturale alto, che possano insegnare moralità e senso civico a noi giovani

 2.8K  Reply

3M Views, 4.4k Comments, 1h15, peak @ 57min

THE NEW NORM: CO-VIEWING



01

02

FROM PALINSESTO TO

PERSONAL

~~PRIME~~ TIME

Curate

d



Ancho

! INSIGHTS !

USERS CREATE ASSOCIATION BETWEEN CONTENT PLATFORMS AND THE EMOTIONAL NEEDS THEY ANSWER, ACROSS MULTIPLE DEVICES

“ [YT] is always the default for practice things ... and while platforms like Netflix and Amazon offer some, they aren't as open as YouTube so they have their limits. ”¹

MALE, 30-39

42%

of viewers in Italy say that YouTube enables them to find the exact content they like at any moment.

YouTube ranks significantly higher than TV.²

Sources: (1) Google/TBA, Why We Watch, UK, DE, 24 x qualitative immersion in each market (UK, DE), 18-65yo, representative mix of male/female, ethnicities, living situation, ABC1C2, employment status, locations, 2023. Mix of devices, days, and amount of time spent watching video across platforms per week. (2) Google/MTM, Mirrors and Windows, IT, 2023, People who claim to use the following media services at least once a month: n=1,544 YouTube; n=1,224 Instagram; n= 1,377 Facebook; n=653 Twitter; n=797 TikTok; n=329 Twitch; n=1,022 Netflix; n=1,140 Amazon Prime Video; n=540 Disney+; n=1,217 Broadcaster on demand services; n=1,591 Broadcast TV channels

02

03

TRADITIONAL DEBATES OVER CONTENT QUALITY BEGIN TO PALE

WHY WE WATCH 2023

! INSIGHTS !

03



We disproportionately value things we've spent time and effort investing in¹

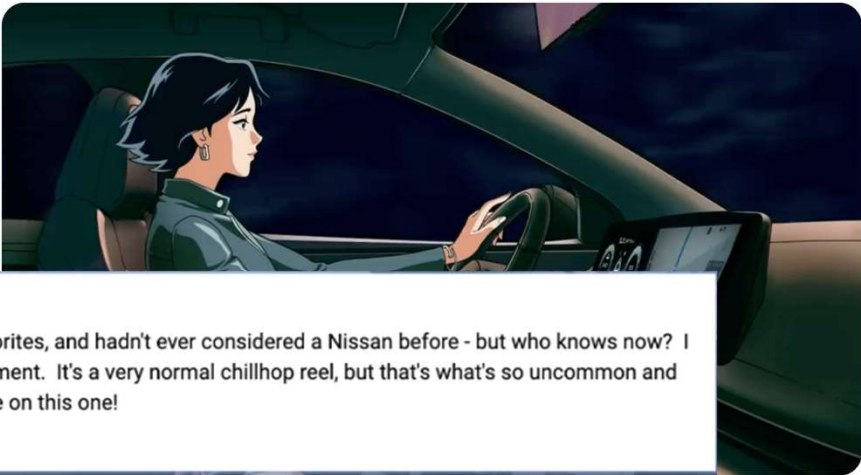
WHY WE WATCH 2023

Sources: Google/TBA, UK, DE, Why We Watch, 24 x qualitative immersion in each market, 18-65yo, representative mix of male/female, ethnicities, living situation, ABC1C2, employment status, locations, 2023. Mix of devices, days, and amount of time spent watching video across platforms per week.
 (1) The "IKEA Effect": When Labor Leads to Love, Michael I. Norton, Daniel Mochon, Dan Ariely, Harvard Business School, 2011.



CREATORS & VIEWERS REDEFINE (CO-CREATED) CULTURE

04



Johnnie Weathersby III 3 months ago

I've been letting this ad run for 20 minutes. I've sent it to friends, saved it in my favorites, and hadn't ever considered a Nissan before - but who knows now? I genuinely want to shake the hand of whoever greenlit this in the advertising department. It's a very normal chillhop reel, but that's what's so uncommon and endearing about it. Amazing job & sincere kudos for having your finger on the pulse on this one!

👍 995 🗨️ Reply

Watch **Nissan's** lo-fi road trip



CO-CREATION CULTURE: FANDOM

! INSIGHTS !

04

66%

of viewers agree that creators define what is normal or common in society.¹⁹



VIEWERS RANK YOUTUBE

#1

for content that feels real and authentic, which is the most important consideration when looking for something to watch ²

New kind of

58%

of YouTube users in our survey say that they want to support the creators they relate to by watching ads alongside their content.²³



Source: [1] Google/MTM, Mirrors and Windows EMEA exploration, qualitative depth interviews with NL media service users, 2023
[2] Google/MTM, Mirrors and Windows, IT, n=1,721 people who use at least one online video service a month (across YouTube, social media, Broadcast TV and streaming)

CO-CREATION CULTURE: FANDOM

New kind of



Fraffrog | Gelati Sammontana
@fraffrog • 1.5M subscribers



**Michele Molteni | Casa
sull'albero**
@MolteniMichele • 1.18M
subscribers

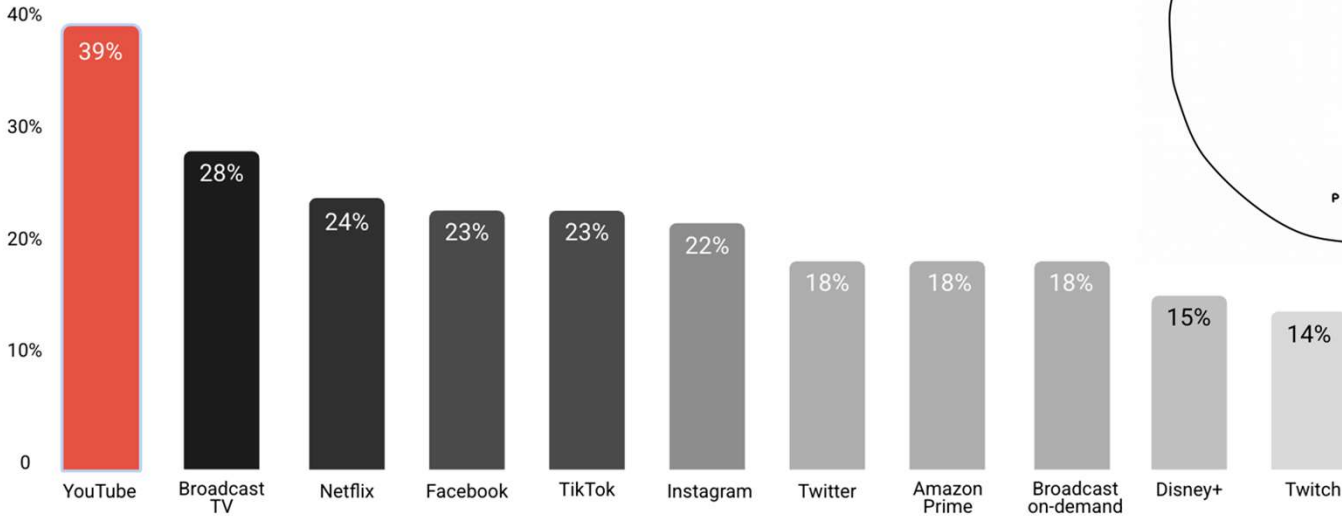


TheShow | DettoFatto
@theshowisyou • 4M subscribers

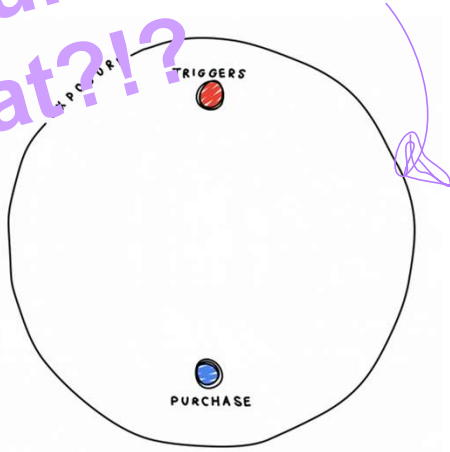
YOUTUBE HELPS PEOPLE LEARN MORE THINGS ABOUT THE WORLD

! INSIGHTS !

Perceptions of YouTube vs other platforms – % select 'Has helped me learn things about the world that I wouldn't have without it'



Funnel what?!?



05

Source: Google/MTM, Mirrors and Windows, IT, 2023, People who claim to use the following media services at least once a month: n=1,544 YouTube; n=1,224 Instagram; n= 1,377 Facebook; n=653 Twitter; n=797 TikTok; n=329 Twitch; n=1,022 Netflix; n=1,140 Amazon Prime Video; n=540 Disney+; n=1,217 Broadcaster on demand services; n=1,591 Broadcast TV channels

05

AI SHRINKS THE
GAP BETWEEN AN
IDEA AND THE
REALITY

*(in our
head)*



“AI will enable people to **push the boundaries of creative expression** by making the **difficult things simple** and the **impossible dreams possible**”

Neal Mohan, YouTube CEO

06

WHAT'S IN FOR BRANDS?

01

YOUR BRAND MULTIPLIED

(embrace every format)
GO BIG (CTV Screen). GO SHORTS. Create and plan multi-format and multi-screen. AI solutions could help to adapt!

02

LEARN FROM THE UNEXPECTED

Do not assume!

(reducing some control)
Discover what people love w/ AI-powered media solutions and TEST (along the funnel) new contents/passions

03

MOVE AT THE SPEED OF (CO-CREATED) CULTURE

(winning the attention game)
Play the game and plan some budget to EXPERIMENTS new formats, new screens and new way to engage your fandom

07

CREATORS INTERVIEW



**Stefano
Caridi**
YouTube Partner
Manager



The Quinetto's
Creators

THANK YOU

