

# YouTube: A platform that will remain top in the next decade.

Entong Xu

York University, Toronto, M3J 1P3, Canada;  
xuentongyt@gmail.com

## Abstract:

This paper explores why the YouTube video platform can maintain its advantages over the next ten years. Through a multi-dimensional analysis of YouTube and based on publicly available data, it is found that: 1) YouTube has reliable security; 2) YouTube has stability; 3) YouTube has advanced Promotion Strategies; 4) YouTube has an optimistic market size and development prospects. The research results show that YouTube has the characteristics of stable development in many aspects and can maintain its existing advantages in the future.

**Keywords:** YouTube; Advertising placement; Google; Safety and Stability.

## I. Introduction

In recent years, the rapid development of the Internet has had a profound impact on people's lifestyles. People have utilized the new form of information platforms to meet their needs as they faced restrictions such as remote work and distance learning, as well as the closure of social and entertainment venues. In this process, there was a rapid increase in the demand for video content, and people began turning to online video platforms to obtain information, entertainment, and social interaction. We witnessed the prospect of internet companies in the new era. We realized that media content may occupy a larger part of our lives than ever before, becoming an increasingly indispensable component.

Platforms such as TikTok, YouTube, and live streaming services have experienced growth or undergone content reforms, intensifying competition in the realm of media content. The YouTube platform has performed very well in providing users with high-quality content and operating the video community. Therefore, it is essential to analyze YouTube to illustrate why I believe it will continue to be a significant platform in the Internet landscape in the next decade.

In the paper, we have collected and compared data on various aspects of YouTube in recent years, including information obtained from the official website and related information from multiple news websites, thereby obtaining information on YouTube's user scale, advertising revenue, and platform development plans, and have drawn charts based on the data to present the research results.

## II. Analysis of the Safety and Stability of the YouTube Platform

In November 2006, Google acquired YouTube for \$1.65 billion and operated it as a subsidiary company. To this day, YouTube has become the leader in the video platform market, with 5 billion video views per day. Maintaining the long-term operation of such a massive platform requires very high standards for the safety and stability of the underlying platform management.

After investigating the rules and algorithms behind YouTube, I found that the platform has made significant efforts in these two areas.

### II. A. Analysis of YouTube Safety

YouTube's core security guarantee lies in its comprehensive content review mechanism. YouTube adopts a multi-faceted approach to scrutinize and evaluate user-generated content, combining machine learning algorithms and a professional human review team. The automated system scans videos and identifies content that may violate YouTube's community guidelines, flagging them for further human review. The manual review process is carried out by a trained staff team, who carefully evaluate the context and nature of the flagged content and make detailed judgments on whether to allow publication. Through this layered approach, integrating advanced technology and professional human assessment, YouTube successfully ensures that the content on its platform is suitable for mainstream audiences, making it a thriving center of the content ecosystem.

YouTube has established a dedicated partnership program

for high-quality content creators, attracting a large number of creators to the platform through a series of incentive measures and professional support. However, YouTube does not blindly accept all applications but rather conducts a comprehensive review of the creators' historical track record, content quality, and community contributions to ensure that the signed content partners all have good creditworthiness and a sense of responsibility.

Once creators who violate platform rules or engage in unscrupulous behavior are discovered, YouTube will not hesitate to terminate the partnership and impose severe punishments such as blocking and canceling revenue sharing, to maintain the cleanliness of the platform ecosystem. At the same time, YouTube also provides professional training for its signed creators, helping them master skills in content planning, production, and operations, continuously improving content quality and avoiding negative impacts. It can be said that YouTube's strict management and comprehensive empowerment of content creators have made an important contribution to the platform's safe and stable operation.

As the new content format of YouTube, YouTube Shorts has been launched recently. Since its launch, YouTube Shorts has seen rapid growth, with over 1.5 billion monthly active users and a daily average of 30 billion views. However, as Shorts has continued to develop, the behavior of some users has compromised the safety of the platform environment, such as abusing links in Shorts' comments and descriptions and sending spam and fraudulent information. [1]

To reduce the issues of spam comments and fraudulent activities, YouTube has updated its policies, including disabling banner links and making links in short comments and descriptions non-clickable. These measures help creators use Shorts more safely and interact with their audiences.

Links are an important way for creators to share information and recommend products/brands with their community. While YouTube has been reducing misleading links, they are also actively exploring safer ways to allow creators to use important links within their content.

From August 23, 2023, viewers on both mobile and desktop devices will start seeing clickable links in the creator channel info next to the "Subscribe" button. What's more, clickable links will allow creators to guide Shorts viewers to their other types of content, such as long-form videos. By the end of September, YouTube will start introducing a safer way for creators to direct viewers from Shorts to other YouTube content.

## II. B. Analysis of YouTube Stability

YouTube, as the world's leading video-sharing platform, relies heavily on advertising revenue to maintain its stability and continuous development. Leveraging its massive user base, abundant content resources, and precise ad targeting capabilities, YouTube has built a highly mature advertising ecosystem. This not only provides advertisers with an ideal advertising channel but also generates substantial advertising revenue for YouTube.

As the leading global video-sharing platform, YouTube boasts over 2 billion active users, a staggering scale that commands attention. According to statistics, YouTube's monthly user watch time even exceeds 1 billion hours, and this massive user traffic and viewing time provide advertisers with unparalleled advertising exposure opportunities.

Firstly, YouTube has a globally expansive reach. Its users span across more than 200 countries and regions, covering a diverse range of age groups and backgrounds. This large and heterogeneous user base provides a solid foundation for advertisers to launch global advertising campaigns or implement targeted advertising. Unlike most other platforms that focus on specific domains, YouTube's diverse content creation environment enables the coexistence of a wide variety of video categories and user demographics. This allows advertisers to have a broad selection of advertising placement options, catering to a wider range of advertisers. As a result, YouTube enjoys a clear advantage in terms of advertising revenue sources and stability.

Secondly, YouTube's user base exhibits extremely high activity levels. These users spend a tremendous amount of time on YouTube each day, watching and sharing video content. Such high-frequency and long-duration user behavior significantly boosts the exposure and interactivity of advertisements on the YouTube platform, providing advertisers with excellent video viewing data that further incentivizes repeat advertising placements.

Furthermore, YouTube's user base possesses broad consumption capabilities, as it includes a large number of young users and professional elites with strong consumption potential. These user segments not only have a high awareness and acceptance of advertising content but also hold considerable purchasing power, allowing them to generate more tangible business value for advertisers.

As a leading global video-sharing platform, YouTube's user stickiness is also the key to its stability. First, YouTube has a massive video content library covering a wide range of types and topics, which can continuously meet the diverse viewing needs of different users. At the same

time, the many high-quality content creators on the platform can constantly provide fresh, attractive new content, allowing users to immerse themselves in video viewing for a long time.

Meanwhile, YouTube's intelligent recommendation algorithm can accurately recommend content that interests users. Precise personalized recommendations based on users' browsing habits push videos that users are interested in, which not only enhances the user viewing experience but also promotes continuous user usage.

Furthermore, YouTube's cross-device synchronous viewing experience also greatly enhances user stickiness. Users can log in and watch on PCs, mobile devices, smart TVs, and other multi-platforms, realizing seamless synchronization of content and viewing progress, improving the convenience and coherence of the user experience, and creating a YouTube ecosystem that allows users to browse content more easily and enjoy the lifestyle of being surrounded by YouTube content.

In summary, relying on a rich content supply and intelligent personalized services, YouTube has built a solid user base, laying a solid foundation for the platform's long-term stable development. This means that even if the popular entertainment methods change, users are still inclined to maintain the original entertainment form, that is, to continue using YouTube every day, ensuring that YouTube will not experience significant user churn in the short term, and also providing the YouTube team with a relatively long time to respond, providing crucial support for YouTube's stability.

### III. Analysis of YouTube Platform's Advertising and Promotion Strategies

YouTube's revenue is mainly derived from advertising. As pay-TV subscriptions have declined in recent years, making it difficult to attract advertising revenue, YouTube has absorbed a portion of this revenue. In the first quarter of this year, YouTube's advertising revenue grew 21% year-over-year.

In 2023, YouTube's global advertising revenue was approximately \$315 billion. By comparison, Paramount Global, one of the world's largest entertainment companies, had a total revenue of \$296 billion in 2023, which includes the company's entire business, not just advertising revenue. Over the past three years, YouTube's partner program has paid out \$70 billion to creators.[2]

As the global leader in the video industry, YouTube is not only the preferred destination for users to relax and be entertained but also an important platform for them to actively search and find information to help with their pur-

chasing decisions. It's worth mentioning that 54% of users admit that they often turn to YouTube to look for reviews of products or services - this proportion is twice as high as on other platforms.

Through video advertisements, YouTube can generate revenue for content creators. This is achieved through YouTube's partner program. YouTube pays creators a share of the ad revenue, which primarily comes from the various types of advertisements inserted into the videos, including overlay advertisements, display advertisements, skippable advertisements, non-skippable advertisements, and bumper advertisements.

YouTube typically pays creators 55% of the total ad revenue, while retaining 45% for itself. This means that if a video generates \$1000 in ad revenue, the creator would receive \$550. The actual revenue range can vary greatly. Estimates suggest that a video with 1 million views may generate an average revenue between \$750 to \$2000, but this figure can fluctuate significantly. Some videos may earn higher revenues, especially those that attract high-value advertisements, such as those in the tech, finance, or business categories. [3]

Compared to traditional video advertisements, which only have an average viewing rate of 66%, YouTube advertisements have a viewing and listening rate of up to 95%. Promoting through YouTube not only brings high-quality brand exposure but also generates sales lead advertisements. Data shows that 70% of users searched for or purchased a brand's product after seeing their ad on YouTube. [4]

Currently, the most common paid promotion methods on YouTube are CPM (cost per thousand impressions) and CPV (cost per view). Different companies can choose based on their marketing strategies and costs, but the prerequisite is to conduct an effective analysis of the entire market and capture user attention through creative advertisements to the greatest extent possible.

To have more relevant YouTube videos recommended in search results, effective SEO (Search Engine Optimization) is crucial. For example, a coffee brand can use specific keywords in the video title, description, and tags on their YouTube videos about the coffee-making process. When someone searches for different stages of coffee preparation on Google or YouTube, the platform can identify these keywords and recommend the brand's relevant videos.

Of course, YouTube video SEO optimization requires optimizing multiple aspects such as title, description, tags, and thumbnail to effectively improve the relevance and matching degree of the YouTube videos. Additionally, by

analyzing the YouTube Analytics data to see which search keywords users are finding the videos through, the brand can explore creating more useful content on their website, such as videos, images, and text, that aligns with those keywords.

## IV. Analysis of YouTube's Platform User Scale

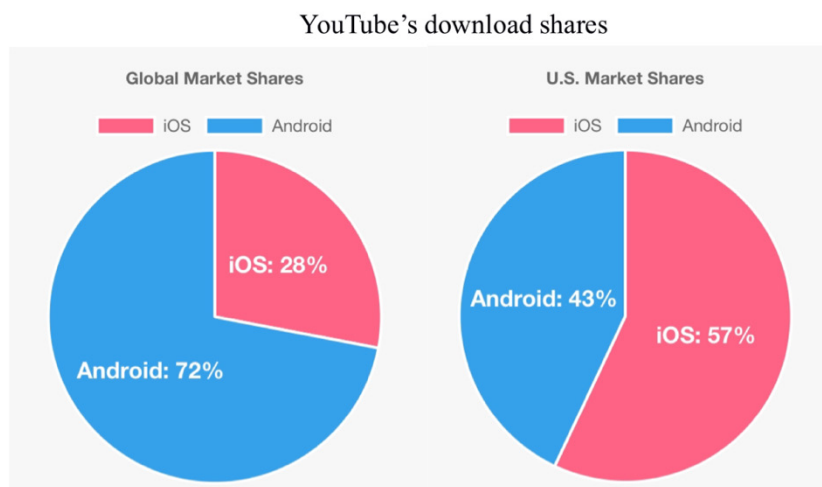
### IV.A. Current Scale of YouTube

YouTube is Google's video platform and the second most visited website globally, after Google itself. YouTube has over 2 billion monthly active users, and this massive user base underpins the platform's immense business value. Currently, the global internet user population has reached

5.3 billion, approximately 66% of the world's total population. Reports indicate that YouTube has 2.53 billion global users, which is about 48% of the global internet user base.

The United States has a population of 335 million, with 319 million internet users, accounting for 95% of the total population. Within the US, YouTube has 246 million users, which is around 77% of the country's internet user base.

Globally, as depicted in Fig.1, YouTube's download share on Android devices is 72%, while on iOS it is 28%. In the US market, YouTube's download share on Android is 43% and on iOS it is 57%.



**Fig.1 Comparison of downloading YouTube software in different regions and on different systems.[5]**

The diverse content on YouTube allows it to reach a wide range of user demographics. Users from different cultural backgrounds can find content that interests them on the platform. Moreover, YouTube currently has over 2 billion monthly active users, with an average viewing time of 90 minutes per day. In the US, over 74% of adults are YouTube users, and globally, male users are more prevalent. These users tend to be more interested in serious, informative video content. For businesses targeting audiences aged 25 and above, YouTube is undoubtedly the best platform choice.

### IV.B: Trends in the growth of YouTube's user base

YouTube has shown a good understanding and acceptance of trends. As an established company and a video platform giant on the Internet, it has a solid user base that provides stable revenue. However, when faced with the impact of TikTok in the past few years, YouTube did not remain stagnant. Instead, it actively responded to external changes and made necessary adjustments to adapt, rather than simply maintaining the status quo of its existing business.

**Table 1 Comparison of key economic data of the pipeline in 2022 and 2023**

Quarter Ended June 30		
	2022	2023
Revenues	\$69,685	\$74,604
Change in revenues year over year	13%	7%
Change in constant currency revenues year over year	16%	9%
Operating income	\$19,453	\$21,838
Operating margin	28%	29%
Other income (expense), net	\$(439)	\$65
Net income	\$16,002	\$18,368
Diluted EPS	\$1.21	\$1.44

As shown in Table 1, YouTube, the video streaming platform under Alphabet, has experienced significant growth in advertising revenue in 2023, in sharp contrast to the decline in advertising sales faced by many media companies, particularly linear TV companies. According to Alphabet’s financial report released on Tuesday, July 25th, YouTube’s advertising revenue reached \$7.665 billion, surpassing Wall Street analysts’ expectations for the second quarter (\$7.43 billion) and representing a year-on-year growth of 4.4%. This growth ends the three consecutive quarters of decline in YouTube’s ad revenue, reflecting the recovery of the advertising market and the attractiveness of the YouTube brand. Alphabet’s overall revenue for the second quarter was \$74.6 billion, a year-on-year increase of 7.1%. The company’s net profit was \$18.37 billion, or \$14.4 per share, representing a year-on-year growth of 14.8%. [6].

### **Conclusion:**

As the internet has developed and user demands have be-

come increasingly diversified, YouTube has established its leadership position as a global video platform, leveraging its advantages in security, stability, advertising strategies, and user scale. Through rigorous content scrutiny, a mature advertising ecosystem, and a deep understanding of user behavior, YouTube not only provides a stage for creators to showcase their talents but also opens up a fertile marketing landscape for advertisers. Looking to the future, YouTube’s adaptability and innovative capabilities suggest that it will continue to provide global users with an even richer and more diverse audiovisual experience. YouTube is poised to maintain its leading position in the video platform landscape for the next decade and beyond.

### **References**

- [1]. InsiderIntelligence.com/
- [2]. <https://www.cnbc.com/>
- [3]. <https://www.cnbc.com/>
- [4]. Information on: Statscounter.com/
- [5]. Information on: <https://www.sec.gov/>