

Wazee Digital has been publishing and managing YouTube content on behalf of our clients for many years. We have a dedicated department of YouTube content management experts, their specialty is around claiming to maximize revenue for our clients. Wazee Digital not only offers publishing and claiming services for content rights holders but we also serve as subject matter experts. Below are some of our most frequently asked questions. If you don't see your question answered below, or you are looking for more information, please contact your Account Manager or email [contact@wazeedigital.com](mailto:contact@wazeedigital.com).

### **Why should I put my content on YouTube?**

Publishing your content on YouTube will allow you to monetize and expand your brand by making it discoverable and searchable for consumption by YouTube's monthly 1 Billion viewers. As YouTube reaches more 18-49 year-olds than any cable network in the US, it's an impactful way to reach audiences. (<http://expandedramblings.com/index.php/youtube-statistics/>)

### **How do I make money from YouTube?**

#### **There are two different ways to monetize content:**

1. Running ads on your channel- Advertisers pay per view and ad format type, this revenue is split between the creator (you) and YouTube.

After setting up your YouTube Channel and an AdSense account, a decision needs to be made on the type of ads you would like to have displayed or viewed on your YouTube Channel. These range from display ads on the side of your channel to having (skippable or non-skippable is determined by you) video ads play before, during or after your video.

Ad Formats Available

<https://support.google.com/youtube/answer/2467968>

Creator Academy Course- Making money with YouTube

[https://creatoracademy.youtube.com/page/lesson/ad-types?utm\\_source=YouTube&utm\\_medium=Medium&utm\\_campaign=Help\\_Center\\_YouTube\\_advertising\\_formats\\_Q2\\_2016](https://creatoracademy.youtube.com/page/lesson/ad-types?utm_source=YouTube&utm_medium=Medium&utm_campaign=Help_Center_YouTube_advertising_formats_Q2_2016)

2. Claiming

Claiming is when someone uploads a video to YouTube who doesn't have the rights to the video and the rightful owner claims the ad revenue for that content.

Example: A football fan channel, Quarterback Highlights, on YouTube creates a short video made up of Peyton Manning's best touchdown throws. This video receives 10M views after Superbowl 50. The video of Peyton Manning doesn't belong to Quarterback Highlights, it belongs to the NFL. The NFL can put a claiming right on the best touchdown video and earn a portion or all of the ad revenue from the 10M views on that channel. The other option is the

NFL can issue a block, a takedown, or a mute of the content.  
More information about claiming can be found here:  
<https://support.google.com/youtube/answer/6013276?hl=en>

*There are many different ways to claim your content. One is through Content ID with YouTube, others are manually claiming and/or automatically through software options. These options are non-exclusive meaning you can use one or more than one option.*

### **Can I control what type of ads show on my YouTube Channel?**

Yes, you have control over:

1. What type of ad formats are run on my page
2. Which ads run (i.e. are there certain advertisers or categories of ads I would prefer not to have on my page?)
3. Which videos are monetized- not all videos need to be marked for monetization (available for certain types of ad formats only)

### **What type of content should I publish to YouTube?**

To answer this question, we recommend that you ask yourself the following questions:

1. What is your goal of publishing on YouTube?
  - a. Is it to reach more audience and spread the message of your brand?
  - b. Is it to claim content and monetize and/or to prevent others from using it?
2. Is my content brand-friendly?
3. Will it draw viewers?
4. Is my viewership large and loyal?

### **How do I get started?**

To get started, you will need to first set up a YouTube Channel

[https://support.google.com/youtube/answer/2498474?hl=en&ref\\_topic=4355169](https://support.google.com/youtube/answer/2498474?hl=en&ref_topic=4355169)

#### 3 ways to set up a YouTube channel

1. Private- only those you invite can view your channel (maximum of 50 usernames) or is a means to monetize your content without the videos being made available to the public
2. Public- anyone can view
3. Unlisted- videos are not available to the public, only those who have the YouTube URL are able to access channel

### **Set up your channel to Monetize**

<https://support.google.com/youtube/answer/72857>

### **Setting up Core to publish directly to YouTube**

This is a paid-for feature of Wazee Digital Core, allowing users to publish and manage content directly to YouTube channels.

For more details on Core YouTube publishing:

<http://core.help.wazeedigital.com/m/53398/l/557789-how-do-i-manually-publish-to-and-manage-an-asset-on-youtube?id=557789-how-do-i-manually-publish-to-and-manage-an-asset-on-youtube>

### **Maximizing the potential of viewers**

1. Market Reach- share links to your YouTube Channel through Facebook, Twitter, and/or Snapchat (tease the content to drive views).
2. Refresh content on a regular basis- the most successful YouTube Channels are ones that publish new video on a consistently and frequently
3. Timeliness- ensure video is posted and claimed as soon as possible, YouTube pays only from the time it is claimed/posted forward.
4. Live Streaming- set up live streams on YouTube- this can be on a private channel or the public channel

### **How do I know the amount of money I am accruing?**

YouTube offers a variety of analytics to help analyze and optimize the earning potential of your channel. The information readily through YouTube Analytics ranges from monthly revenue reports to viewer trend graphics such as what day/time do I have the most viewers and what country are they from?

<https://support.google.com/youtube/answer/1714323?hl=en>

<https://creatoracademy.youtube.com/page/lesson/m10n-analytics#yt-creators-strategies-3>

### **How can Wazee Digital help me manage my content on YouTube?**

Wazee Digital offers a variety of options to make it easy to publish video to YouTube. Ask your account manager for details.

Options include:

1. Set-up and configuration of YouTube publishing with Core- initial system configuration and workflow set up in Core
2. Training- custom training on the YouTube functions with Core, provided via webcast or in person
3. DIY YouTube publishing and management of content with Core
4. Publishing services- Wazee will curate and publish content on client's behalf
5. Claiming services- Wazee is manage the claiming on a client's behalf, protecting copyrights and maximizing revenue