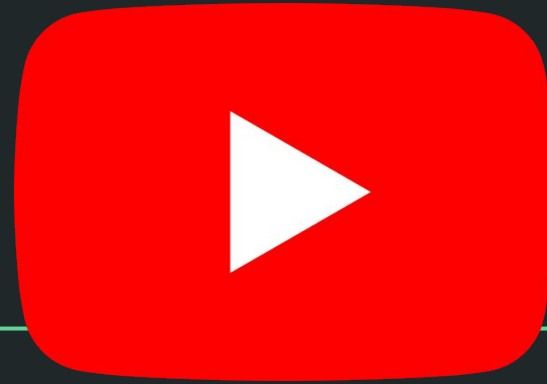


YouTube



Introduction to YouTube

YouTube: What is it?

- An American online video sharing and social media platform
- It is owned by Google, launched in 2005
- It is the 2nd most visited website
- With more than one billion monthly users
- More than one billion hours of video watched each day
- Generates money:
 - Advertisements
 - Paid content ie. movies and exclusive content
- Generated \$19.8 billion in 2020



YouTube: Main Purpose



- Provides a simple way for people to store videos online and share them with others
- Lets people upload, view, and share videos
- Videos can be rated (likes or dislikes)
- Viewers can subscribe to channels they like
- Videos can be commented on if viewers log into their own accounts
- You + Tube
 - The **You** being user may submit their own television (the **Tube**)
- Endless topics: information, entertainment, advice, music, comedy, guides, recipes, hacks and more

YouTube: Navigating as a Viewer






- You can sign into YouTube through your google account
- Use your gmail and password to go and create an account
- Once you are signed in you can
 - like or dislike videos
 - Manage your history
 - Save videos to watch later
 - Subscribe to your favourite channels
 - Flag videos that you think shouldn't be there
 - And Search any topic you can think of

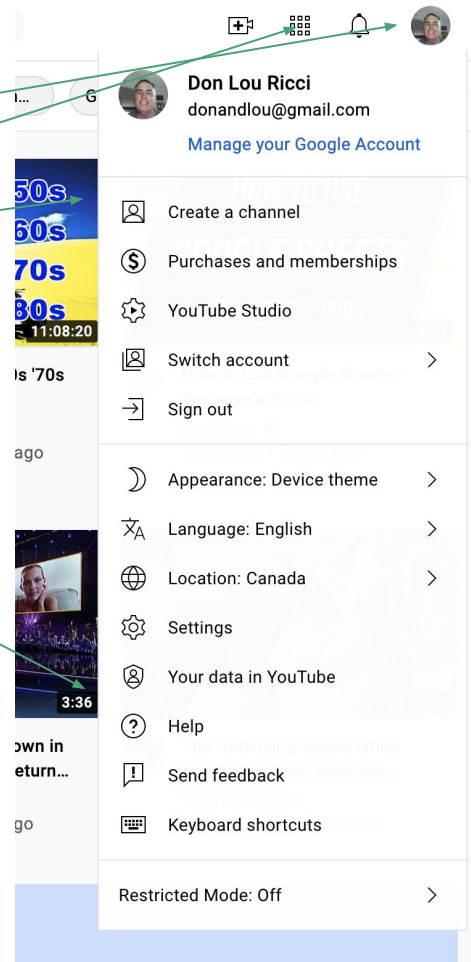


YouTube: Manage Your Account

- Click on your icon
 - This opens up a menu
 - Check out the options:
- YouTube apps
- Search (with your voice)



-  YouTube TV
-  YouTube Music
-  YouTube Kids
-  Creator Academy
-  YouTube for Artists



YouTube:



- Regular Search Bar



- Left Menu

- Opens Side Bar



- Home Page



Home

- Explore topics



Explore

- Subscriptions

- Lists all the channels you have subscribed to



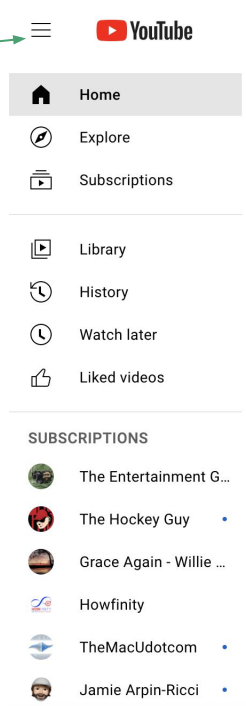
Subscriptions

- Library

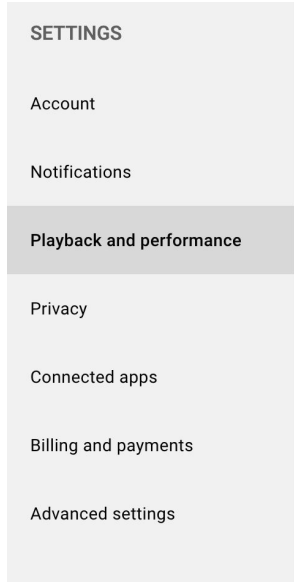
- Your history
- Watched later
- Playlists
- liked



Library














More from Youtube:



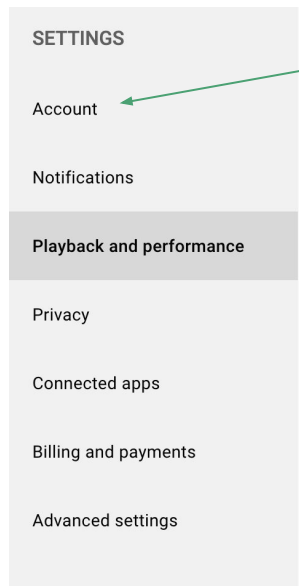
- Left Menu contains More:
 - Check out each of these sections where you can rent or buy or borrow items,
- Settings
 - Contains these items:

MORE FROM YOUTUBE

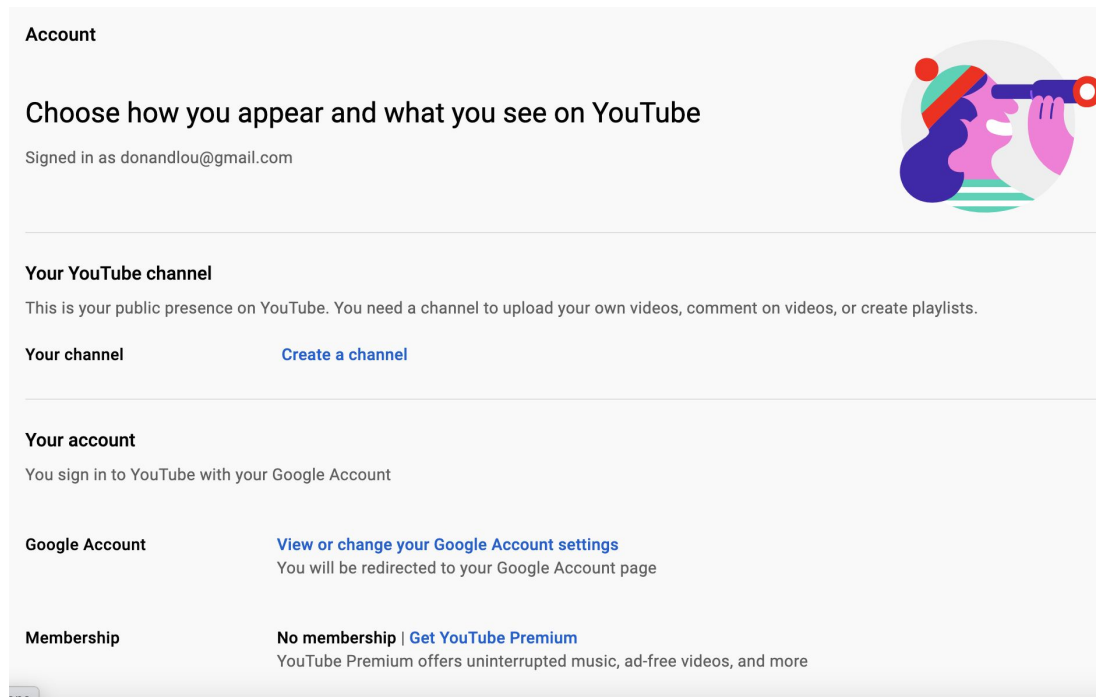
-  YouTube Premium
 -  Movies & Shows
 -  Gaming
 -  Live
 -  Fashion & Beauty
 -  Learning
 -  Sports
-
-  Settings
 -  Report history
 -  Help
 -  Send feedback



YouTube: Settings -- Your Account



Account
Page



YouTube: Setting -- Notifications



SETTINGS

Account

Notifications

Playback and performance

Privacy

Connected apps

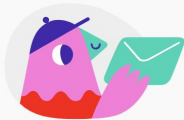
Billing and payments

Advanced settings

Notifications

Choose when and how to be notified

Select push and email notifications you'd like to receive



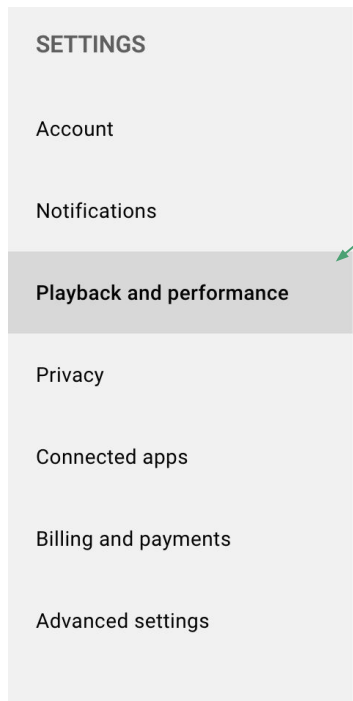
General

Manage your mobile and desktop notifications

Your preferences

- Subscriptions**
Notify me about activity from the [channels I'm subscribed to](#)
- Recommended videos**
Notify me of videos I might like based on what I watch
- Activity on my channel**
Notify me about comments and other activity on my channel or videos
- Activity on my comments**
Notify me about activity on my comments on others' videos
- Replies to my comments**

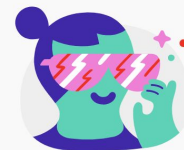
YouTube: Setting -- Playback & Performance



Playback and performance

Control your video viewing experience

Playback settings apply to this browser only



Info cards

Show in-video info cards [?](#)

Subtitles and Closed Captions

Always show captions

Include auto-generated captions (when available)

AV1 settings

Auto (recommended)

Prefer AV1 for SD [?](#)

Always prefer AV1 [?](#)

Inline Previews

Show video previews while browsing



YouTube: Setting -- Privacy



SETTINGS

Account

Notifications

Playback and performance

Privacy

Connected apps

Billing and payments

Advanced settings

Privacy

Manage what you share on YouTube

Choose who can see your saved playlists and subscriptions
Review [YouTube Terms of Service](#) and [Google Privacy Policy](#)



Playlists and subscriptions



Keep all my saved playlists private

Playlists created by others won't appear on your channel. Playlists created by you have separate, individual privacy settings. [Learn more](#)



Keep all my subscriptions private

Your subscriptions won't be visible to others, unless you use features that make them public. [Learn more](#) about what could make your subscriptions visible or manage your subscriptions [here](#).

Ads on YouTube

You may see ads on YouTube based on general factors, like the topic of a video. The ads you see may also depend on your [Google Ads Settings](#). To learn more about how ads work for family accounts with kids, visit the [Google for Families Help Center](#).

YouTube: Setting -- Connected Apps






SETTINGS

- Account
- Notifications
- Playback and performance**
- Privacy
- Connected apps
- Billing and payments
- Advanced settings

Expand your experience

Connect YouTube with other apps and watch more easily
[See all sites authorized to access your Google Account](#)



- | | | |
|--|---|-------------------------|
|  | Activision ID
Connect accounts and watch approved events and videos for a chance to win in-game rewards | CONNECT |
|  | Battle.net
Connect accounts and watch approved events and videos for a chance to win in-game rewards | CONNECT |
|  | Epic Games
Connect accounts and watch approved events and videos for a chance to win in-game rewards | CONNECT |
|  | Garena
Connect accounts and watch approved events and videos for a chance to win in-game rewards | CONNECT |
|  | MLBB
Connect accounts and watch approved events and videos for a chance to win in-game rewards | CONNECT |

YouTube: Settings -- Billing & Payments



SETTINGS

- Account
- Notifications
- Playback and performance**
- Privacy
- Connected apps
- Billing and payments
- Advanced settings

Billing and payments

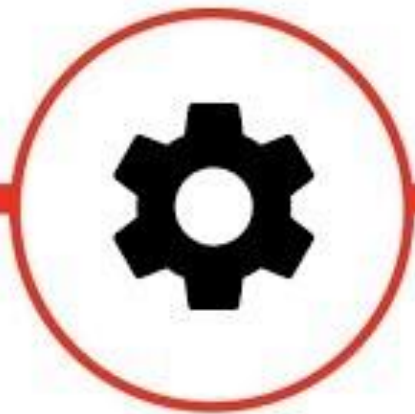
Choose how you make purchases on YouTube

Quick purchase is disabled.

You will be asked to verify your account for all YouTube purchases

[Learn more about purchase verification](#)

ENABLE

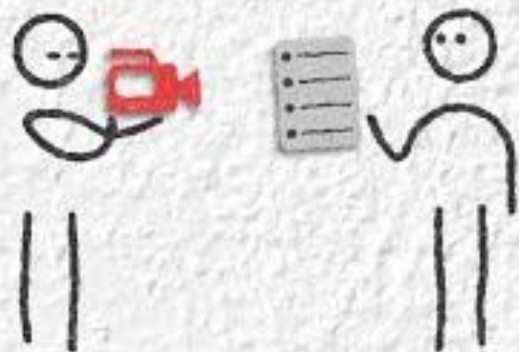




SIGN UP



Creating with **COMMON SENSE**



YouTube: An Advanced Look

- The following videos take a more advance look at YouTube
 - Making you own **Channel**
 - Building your **Brand**
 - More from the point of view of active participants than just viewers
 - How to make money from YouTube
- View these videos at your own pleasure



CREATOR BASICS

An illustration featuring a woman with dark hair wearing a yellow sari, holding a white megaphone. The background is a collage of shapes and colors: a blue area with a white grid and a red plus sign, a large yellow circle, a red pentagon, and a red YouTube play button icon with two white plus signs. The overall style is flat and modern.

Create Your Channel

PROCESSING 26%

1

publish' to make your video live

Translations

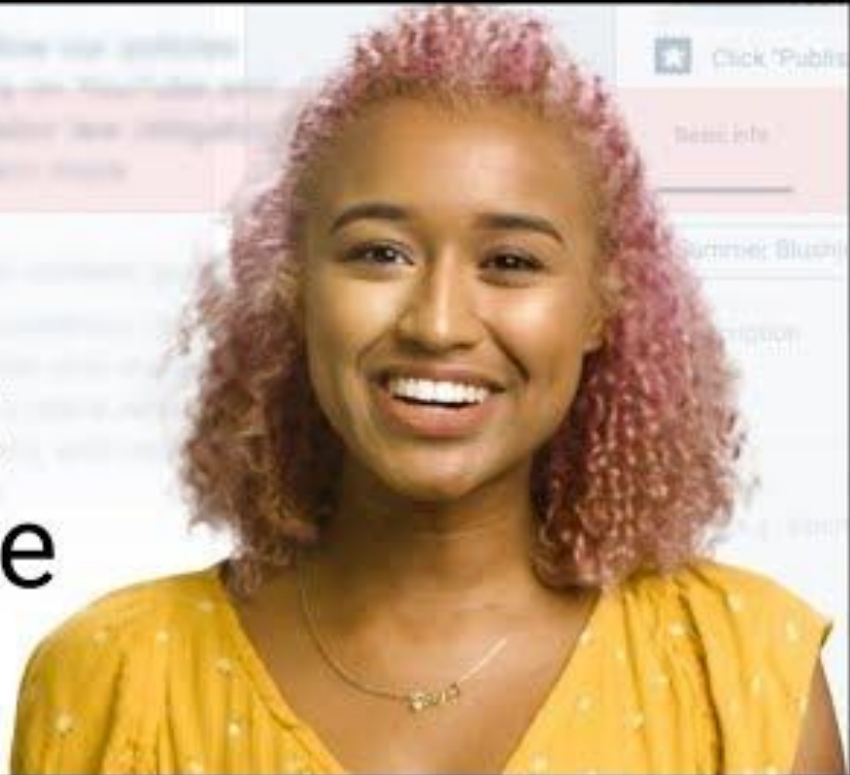
Advanced settings

Getting **STARTED** on YouTube



2

Learn the **BASICS** of YouTube



3

BRANDING

Your YouTube Channel

