FACEBOOK VS YOUTUBE VIDEO CONTENT THAT ROCKS
WHO IS THE REAL VIDEO CHAMPION
The Landscape

Facebook Is Gobbling Up YouTube’s Audience

Facebook is suddenly a serious player in video

Facebook’s dominance of the worldwide video market is under threat as Facebook continues to ramp up its charge to increase its share of the lucrative online video.
The Platforms

Facebook vs. YouTube

You don't have a video war. It's not about the video war and whether you decide back your video performance.

3 BILLION
3-SECOND VIDEOS VIEWS PER DAY

4 BILLION
30-SECOND VIDEOS VIEWS PER DAY
MOBILE INVENTORY

65%  

50%

PLATFORM DIFFERENTIATION

PRICING MODEL

COST PER 1000 IMPRESSIONS (CPM)
SET MAX BUDGET PER DAY OR MAX BUDGET PER IMPRESSION

COST PER 30-SECOND VIEW (CPV)
SET MAX BUDGET PER DAY AND COST PER VIEW
USER EXPERIENCE

IN-FEED, AUTO-PLAY
SOUND INITIATED WITH USER CLICK

1. [Video icon]
2. [Video icon]

SKIPPABLE AD PLAYED BEFORE
OTHER YOUTUBE CONTENT

CONTENT LENGTH

IDEAL FOR SHORT FORM CONTENT
(15 - 30 SECONDS)

IDEAL FOR LONG FORM CONTENT
(30 - 90 SECONDS)
COMPETITIVE ADVANTAGE

AUDIENCE DATA
- Accurate & effective targeting at scale
- Custom interests keyword capabilities

WATCH TIME
- Largest platform for original content creators; contributing to more engaged audience and longer video watch times

ENGAGEMENT
76.9% of shares come from Facebook while 23.1% come from YouTube within the first 24 hours.

SHELF-LIFE
YouTube is the industry leader for content discovery – proven with Super Bowl Commercial and TV clips searches.
Facebook’s Problems

Theft, Lies, and Facebook Video

Facebook says it's now streaming more video than YouTube. To be able to make that claim, all they had to do was cheat, lie, and steal.

I'm a professional YouTube creator. Some people think that this is some kind of joke but I have 30 employees. All of them work in the online video industry, about half of them work directly on producing videos for our educational YouTube channels. We're a small, profitable business.

Facebook is an interesting, emerging platform for us. Reaching an audience is valuable, even if there's no way to turn that value into money. So I'm excited about the potential future of Facebook as a video platform.

But there are a few things that make me wary, not of their ability to grow my business, but of whether they give a shit about creators, which is actually pretty important to me. Let's go through them one by one.
Facebook’s Problems

THEY LIE

3s vs. 30s*
Facebook’s Problems

THEY CHEAT

<table>
<thead>
<tr>
<th>Data</th>
<th>YouTube</th>
<th>Upload</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Video Views</td>
<td>108*</td>
<td>438**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20,536</td>
</tr>
<tr>
<td>Average Video View Duration</td>
<td>1:26</td>
<td>.22</td>
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<tr>
<td>Post Reach</td>
<td>13,184</td>
<td>74,752</td>
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<tr>
<td>Post Likes</td>
<td>204</td>
<td>1,117</td>
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<tr>
<td>Post Comments</td>
<td>2</td>
<td>21</td>
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* is for clicks to open the YouTube video. ** is for clicks to open the Facebook video (rather than autoplay)

A second video did better both natively and as an embed, but did MUCH better natively.
Facebook’s Problems

THEY STEAL
Methodology

- 25 day test with same budget, September 1st – 25th
- 30 second video
- National Targeting (excluding Sarasota)
- Budget:
  - TruView: $2,488.12
  - Facebook: $2,489.63
  - Difference: $1.51
SIESTA BEACH

THE NO. 1 BEACH IN AMERICA

TRIPADVISOR 2015
## Paid Performance

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Performance +
Performance +

People Taking Action ....236,338

Post Likes ...........1,491

Post Comments ............79

Post Shares ............468

Page Likes ............170
WINNER?
SOME ADDITIONAL THOUGHTS
1. DISCOVERY
2. CONTENT DISTRIBUTION
3. PREMIUM CONTENT
CONCLUSION
QUESTIONS & THANK YOU