



BEYOND YOUTUBE

Jumpstart a Video Monetization Business,
Mature a YouTube Strategy.





OVERVIEW

YouTube, the free streaming video service revolutionized online video, making it easy for everyone to share video online and through social networks.

YouTube is a platform considered for budding artists, influencers or creators. It gives them a space to showcase their talent - for free. YouTube is beyond competition. With more than 1 billion average worldwide monthly visits, it is one of the most trafficked sites on the Internet.

YOUTUBE's PRO:

Google Search Ranking

Owned by Google, YouTube videos get indexed in Google's search results.

When you're just starting out with live streaming, platforms like YouTube can be a boon because they allow you to reach the largest of audiences online. It's also the second most popular search engine, next to Google.

YOUTUBE's PRO:

Audience Reach / Brand Awareness

2nd most popular search engine, next to Google. Effective player for building brand awareness and getting eyes on your content.

If you are into video marketing, you know you need to be there, if someone is searching on a keyword related to your brand's video, it has a better chance of showing up and driving awareness of your brand.

The social sharing strength of YouTube helps build brand awareness and is a powerful way to engage with audiences in the early stages of the customer journey.

YOUTUBE's PRO:

Community

Social network to drive social engagement with your brand and facilitate conversation around your content.

YouTube's Partner Program allows influencers to earn money off their YouTube channels by placing ads within videos. Google (AdSense) places these ads and pays a creator based on factors like a video's watch time, length, and viewer demographic.

Influencers on YouTube earn a certain amount of money for every 1,000 views they get on a single video. The amount of money YouTube pays a creator for every 1,000 views is called the CPM rate, which stands for cost per mille - views (Latin for 1,000). There is no "average CPM" for any YouTube channel. CPM will vary according to how popular your channel is with the viewers. More subscriber and video views means more advertisers will be tempted to bid to place ads on your videos at a higher CPM rate.

HOW EFFECTIVE IS YOUTUBE?



**Audience
Reach**



**Google Search
Ranking**



Community

THE BOTTOM LINE

YouTube was designed as an entry point for video creators. As a first-to-market free video hosting solution, YouTube helped many organizations to use online video and marketers used it as a simple way to reach millions of viewers without impacting their marketing budget.

Today, businesses looking to maximize their revenues and create an effective video monetization strategy are moving past just relying on YouTube. As video has become a centerpiece content for consumers and brands, YouTube's many limitations are prompting organizations to look for more professional solutions ensuring return on investment and driving profitability.



YOUTUBE'S LIMITATIONS TO YOUR VIDEO BUSINESS

There are many trade-offs to using YouTube. Particularly if video monetization has become a cornerstone of your brand's video strategy.

“
**USING YOUTUBE AS THE ONLY VIDEO
HOSTING AND MONETIZATION
SOLUTION COMES AT YOUR (BUSINESS)
EXPENSE.**”

Here is how the free site falls short and what it actually costs you.

The New Youtube Partner Program (YPP)

In 2018, all YouTubers have taken a back seat as YouTube has implemented new requirements to monetize videos. The new YouTube Partner Program says that a channel/creator must meet a set of guidelines in order to monetize videos. To apply for monetization (ads attached to videos), creators must have tallied 4,000 hours of overall watch time on their channel within the past 12 months and have at least 1,000 subscribers. New channels will need to apply. And their application will be evaluated when they hit these milestones.

Limited Monetization Options And Income

A free live streaming platform like YouTube currently offers advertising as the only monetization option. Unless you have millions of subscribers - the revenue from these ads doesn't represent a solid income stream.

“
**THE YOUTUBE PAY RATE IS USUALLY
VERY LOW, THE AVERAGE “SALARY”
FOR CHANNEL OWNERS IS BETWEEN
\$1.50 AND \$3 PER 1000 VIEWS.**”

The YouTube Memberships feature is not available to all channels. To gain access, a channel must already be in the YouTube Partner Program, have more than 30,000 subscribers, and have zero policy strikes. All YouTube Memberships cost \$4.99. They can be upgraded to higher tiers, and each tier has its own price point and perks.

For every YouTube Membership payment, the owner of the channel receives 70% of the funds while YouTube takes 30%. This calculation is made after the cost of taxes is applied, so the YouTuber likely gets slightly less than the expected \$3.49.

2020 Terms of Services

Licence to YouTube:

By providing Content to the Service, you grant to YouTube a worldwide, non-exclusive, royalty-free, transferable, sublicensable licence to use that Content (including to reproduce, distribute, modify, display and perform it) for the purpose of operating, promoting, and improving the Service.

Website Seo:

Youtube 1 VS Your Brand O

Videos are considered high quality content and are rewarded in search results. However, if all brand's content lives on YouTube, brands are clearly missing out on the valuable search engine traction they offer as Google reads the video as a YouTube video. Once a video is uploaded onto YouTube, YouTube "owns" that video file and gains the SEO for the YouTube's site, not the brand's website. For brands aiming to drive traffic to their own website, website SEO is extremely important.

“BY EMBEDDING THEIR VIDEOS ON THEIR OWN WEBSITE USING THEIR OWN VIDEO AND MONETIZATION PLATFORM, BRANDS WILL ACHIEVE BOTH ASSET SEO AND WEBSITE SEO.”

Video Context:

No Relevancy And Consistency

On YouTube, the recommended videos that appear in the “Up Next” section could be anything!

Most of the time inundating viewers with irrelevant banner ads and competitive content, nothing consistent nor relevant with the message of your brand. A viewer could often see competitors' content or ads pop up next to your videos. When viewers finish watching a video, the “recommended videos” diverts the viewer from your brand's content.

“VIDEO BUFFERING, LOW QUALITY, NEGATIVE BRANDED VIDEO EXPERIENCE PROMPT CONSUMERS TO ABANDON THE VIDEO AND NOT COMPLETE A PURCHASE.”

Branding:

Limited Customization Options

Company's branding and customization options on a YouTube channel are very limited. When YouTube's player is embedded on a company website, YouTube's branding - only - shows up, which can damage your brand's credibility.

User-Experience:

No Control

The user experience is managed by YouTube entirely. Organizations have no control on the quality of (live) video streams and monetization experience. Video buffering, low quality, negative branded video experience prompt consumers to abandon the video and not complete a purchase.

Administrative Control: No Users Limitations

With YouTube, anyone at a company with admin rights can have full access to YouTube without users/levels limitations of administrative access. If you have an extensive video library and are planning to scale it, YouTube doesn't allow for different levels of user controls making central management and administration of these videos impossible.

Firewalls: Denied Access To Your Content

Firewalls that block sites like YouTube are another obstacle for content owners willing to optimize their video monetization. Some workplaces and certain countries like mainland China block access to YouTube.

Analytics: Missing Out The Reality

YouTube's analytics for videos hosted on its player are helpful but when it comes to tracking lead-generation and engagement, ROI and purchases on your video - they're superficial - because they can't be tied to individual prospects.

Also, if you need to make an edit to a video you're already hosting on YouTube - no matter how minor the change - it will have analytics consequences because you will lose all viewing history and stats associated with it.

“WHEN IT COMES TO TRACKING LEAD ENGAGEMENT, ROI AND PURCHASES ON YOUR VIDEOS - THEY'RE SUPERFICIAL, BECAUSE THEY CAN'T BE TIED TO INDIVIDUAL PROSPECTS.”

THE BOTTOM LINE

If you are hoping to establish a profitable business with a YouTube channel, the journey to profit on YouTube is extremely difficult. Video Monetizing on ad revenue alone is a daunting task. It can take a long time to acquire the number of active users and commenters to make any money from advertisements. That can become frustrating, especially when only a limited amount of YouTube payments come in.

Integrating the channel with Google AdSense to monetize YouTube videos is the common first step - however, there are other ways to drive revenue and get your brand awareness out into the world. At present, most YouTube channel owners resort to one powerful recipe: diversifying income.

As YouTube is hampering the future of many channels and presenting many trade-offs, content owners are now turning to new monetization strategies to overcome YouTube's disadvantages, generate new revenue streams and diversify incomes from their online video inventory.

MATURING YOUR VIDEO MONETIZATION BEYOND YOUTUBE

WHY INPLAYER?

Video monetization experts, **InPlayer** is connecting together the OVP, Payment and Over-The-Top worlds with industry-leading pay-per-view and subscription features. Our deep **partners ecosystem** of video streaming and front-end providers enable content owners looking for Youtube alternatives to monetize more efficiently their videos, get more revenue and benefit from the best

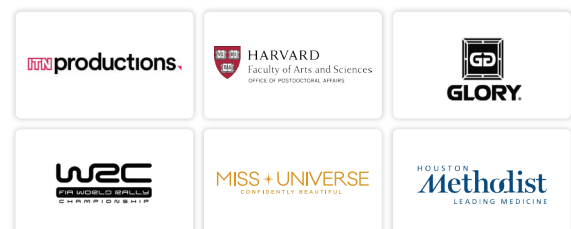


Online Video Platforms (OVP) options combined with our industry-leading monetization and subscriber management platform. All in one place. Our purpose-built platform is dedicated to open up reach, capture and engage audiences online - create new revenue streams with a secure and easy-to-use paywall. Unlike YouTube, InPlayer offers full ownership, business autonomy and flexible video monetization options - from

ongoing subscriptions to payment for a single video - selling directly to consumers in just a few clicks and opening up lucrative new revenue streams. InPlayer takes away the complexity and costs of setting up a monetization business providing customers and end-users 24/7/365 support.

INPLAYER'S 10+ YEARS KNOWLEDGE AND EXPERIENCE IN ONLINE VIDEO, STREAMING MEDIA / OTT PLATFORMS IS INDUSTRY-LEADING.

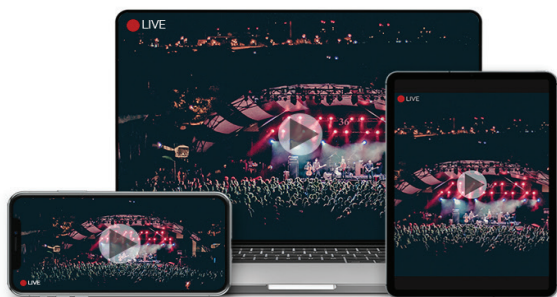
Trusted by the largest influencers, audio/visual production agencies, event management firms, online rights holders, streaming platforms and content owners in the world - supporting 600+ live streaming events a month.



HOW TO JUMPSTART YOUR VIDEO MONETIZATION BUSINESS AND SECURE REVENUE ?

Secure And Quick To Market

Security and control are key to maintaining the value of high-worth content. With InPlayer, any business can quickly and securely (Built-in authentication, single sign-on options, subscription registration, tracking capabilities) monetize content at no starting costs, no minimum subscribers, nor watching time. Our zero-fee entry level allows immediate start and ROI.



Built To Scale Your Video Business

Whether you're just starting out with video monetization or building your business around it, we understand the challenges of driving new subscribers and scale a video business. Our platform is supporting your business and lets you scale as you grow. All payments are sent directly and immediately to the payment processor of your choice.

Flexible Monetization Models

Choose from flexible monetization models (pay-per-view, subscriptions, advertising) to fit your business needs. For each video or collection of videos, define entitlements (for freemium, vouchers), authentication pay-per-view or subscription payment with flexible access options and pricing models (seasonal subscription or key moments / highlights offerings).

“RECEIVE VIEWER'S PAYMENT AS SOON AS A TRANSACTION HAPPENS. OUR PLATFORM IS SUPPORTING YOUR BUSINESS AND LETS YOU SCALE AS YOU GROW.”

Own Your Data, SEO and Revenue

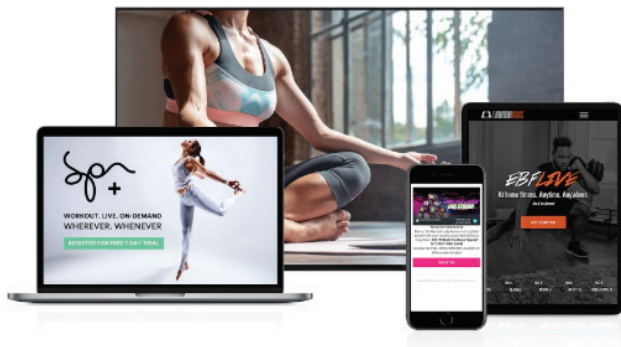
Build your own audience instead of renting one. Use InPlayer to bring your audience to you, with tools that make your website (not social media) the go-to destination for your content. Reach audiences directly and start relationships with viewers. You own the data AND all revenue goes directly to you. Embedding videos on your own site through an OVP, rather than YouTube, will improve your SEO because your brand “owns” the video file.

Keep Your Viewers Focused

When visitors watch videos on your site, they're engaged in your branded environment without the distractions. B2B brands, turn viewers into qualified leads by promoting white papers, demos and products next to your player. B2C brands, convert prospects into customers and drive immediate sales by offering **promotions, vouchers**, seasonal offerings or discounts to related events next to the player.

Captivating On-Brand Experiences

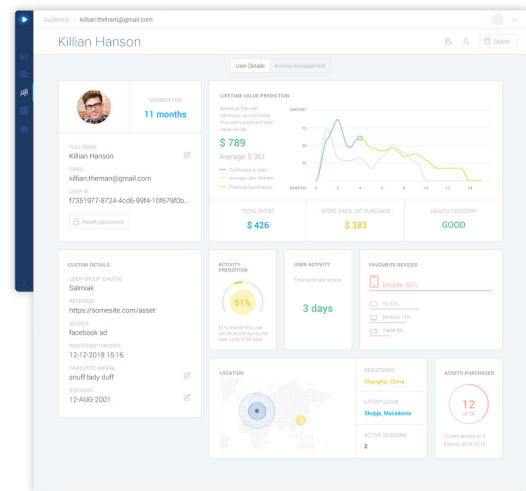
The InPlayer White-label paywall is embeddable in any website and has an extensive set of options, **including templates, layouts and combinations**. With no ads, competitive noise or third-party logos, your brand will be at the center of the attention with easy-to-navigate purchasing experiences cross-platforms and devices, globally.



Get Deeper Analytics

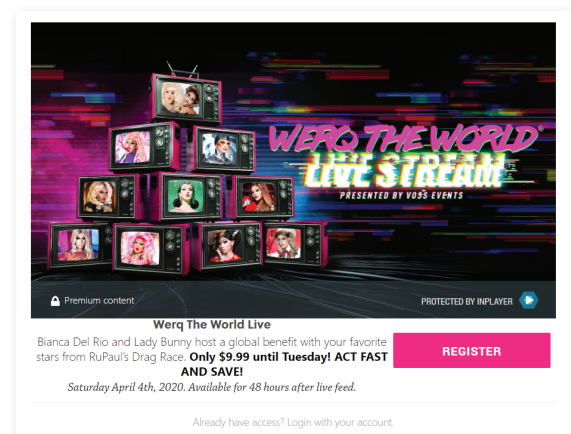
InPlayer offers a much more complete suite of metrics than YouTube. **Real-time integrated analytics**, engagement data and purchase predictions to track and measure purchasing, engagement viewership and content metrics. Boost growth strategies with algorithm-powered data to support your

video monetization decisions, build segmented profiles to retarget engaged fans and attract new ones.



You Are In Control

All your video assets are under your control on your own branded site and apps. Organize, distribute, promote and monetize each asset or package the way you wish. **Synchronize and syndicate** the distribution and monetization of multiple video assets to multiple destinations (partners, affiliates, franchises, etc.) from a single centralized dashboard. Create accesses for different groups and persons in your organization. This allows you to keep all of your company's video assets on one platform and allow specific people to manage key areas of your video strategy.

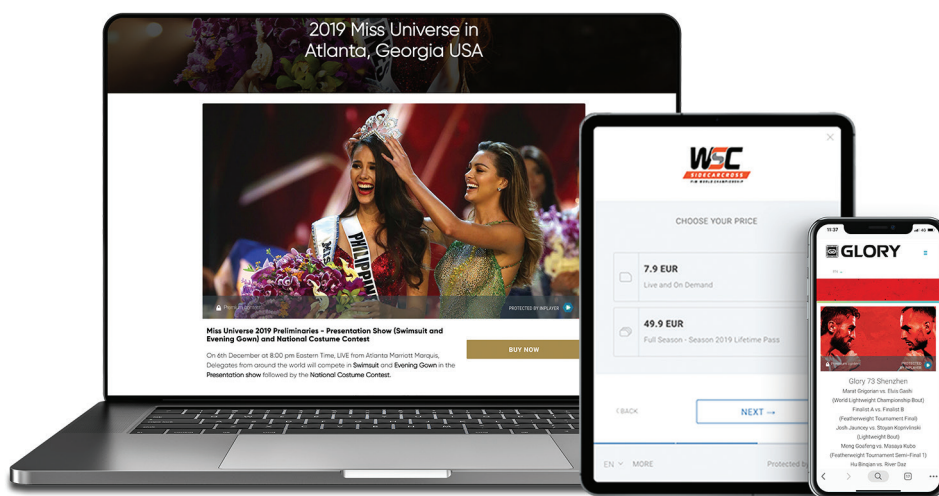


Higher Security For Identity And Payments Transactions Gdpr And Pci Compliant

InPlayer is fully certified and committed to maintain all clients data and payments fully compliant, achieving and upholding ongoing compliances. With a range of DRM options ranging from AES encryption to enterprise grade PlayReady, we are protecting your content with the highest security standards.

Get Your Team and End-Users 24/7/365 Support

We are video experts and understand the complexities of managing live and on-demand monetization. Your teams receive an account manager invested in your success, supporting you to build the exact video monetization model. Your end-users receive tailored and unmatched quality multilingual support 24/7/365 for any issue that arise.



THE BOTTOM LINE

YouTube free streaming video service revolutionized online video, making it easy for anyone to share video online through social networks.

However, its limitations have caused many content owners to look at a more professionally-focused solution that will either jumpstart an online video monetization business or mature a YouTube strategy.

It's time to take a look at a solution that will maximize your investment in video, power your reach and convert it into revenue with the best user experience.

THE INPLAYER ADVANTAGE

KEY PLATFORM ATTRIBUTES		YouTube	InPlayer
	Audience Reach / Brand Awareness	✓	✓
	Community	✓	✓
	Secure And Quick To Market	✗	✓
	Built To Scale Your Video Business	✗	✓
	Flexible Monetization Models	✗	✓
	Own Your Data, SEO and Revenue	✗	✓
	Keep Your Viewers Focused	✗	✓
	Captivating On-Brand Experiences	✗	✓
	Get Deeper Analytics	✗	✓
	You Are In Control	✗	✓
	Higher Security For Identity And Payments Transactions Gdpr And Pci Compliant	✗	✓
	Get Your Team and End-Users 24/7/365 Support	✗	✓