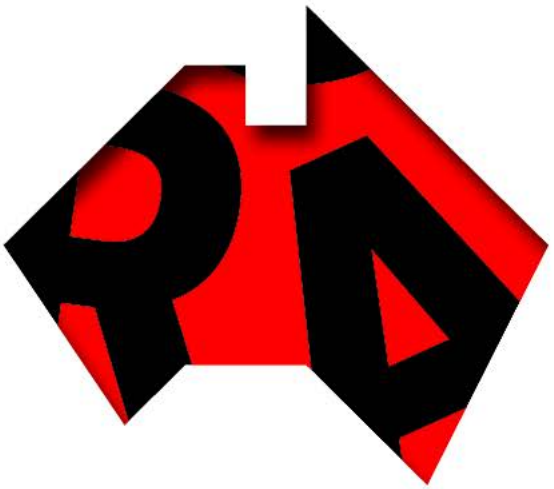


YouTube

THE AUSTRALIAN STORY

Executive summary

YouTube is the world's most popular video site. A billion hours of content is watched around the globe every day. Australian stories and voices are finding new global audiences, and Aussie creators are building their presence both in Australia and around the world. In 2016, more than 550,000 hours of video was uploaded by Australian creators, and over 90% of views on Australian channels came from overseas.

That sort of opportunity is drawing creative and entrepreneurial Aussies to YouTube's platform. Gone are the days when future Australian stars had only traditional formats like TV to bring their ideas to life. Instead, YouTube delivers a global audience of keenly engaged viewers who are watching more online content than ever before.

The demand for Australian content on YouTube is booming, with more than 2,000 Australian YouTube channels earning between $1,000 and $100,000 from YouTube in 2016. And more than 100 channels earned more than $100,000 from YouTube in 2016.

This revenue is generated from the advertising that is displayed against their content on YouTube. Creators are also earning money offline through fan meetups, merchandise sales and sponsorships off the back of their YouTube channels.

From how-to-draw tutorials to action-packed short films, uniquely Australian stories are being shared on YouTube and seen all over the world.

As well as hosting all of this great Australian content, YouTube is helping to build the new creative ecosystem that online streaming services have given rise to by directly supporting creators. Through workshops, commissioned content and partnerships with established industry bodies, YouTube is providing a new wave of creators with the tools they need to build sustainable careers in an ever-changing media environment.

But it is not just users and creators who benefit from the YouTube platform. Content owners are monetising their content on YouTube with Content ID, YouTube's proprietary copyright management system. This technology enables rightsholders to identify user-uploaded videos that contain their content, giving them the choice to track, block or monetise that content. Since launching the system in 2007, YouTube has paid out more than US$2 billion from Content ID alone to rightsholders who have chosen to monetise their content.

The number of content creators in Australia has more than doubled in the past 15 years as the internet has opened up new opportunities for users to share their stories. With YouTube's global reach the possibilities for Australian creators are endless!

01

YouTube: The Australian Story

What is YouTube?

YouTube is an online video sharing platform that empowers people to create content and to share that content with friends, family and even a global audience.

The first ever video on YouTube was a 19 second clip called "Me at the Zoo" posted in April 2005 by one of the founders of YouTube, Jawed Karim.[1]

YouTube has grown from these humble beginnings to become the world's most popular online video site in just 12 years, with over one billion users.

The popularity of the YouTube platform means the opportunities for creators on YouTube are incredible.

1 Me at the Zoo (April 23 2005) YouTube <https://www.youtube.com/watch?v=jNQXAC9 VRw>.



Each day, YouTube users watch a billion hours of video. This generates billions of views for videos created by the global creative community.



Every minute, more than 400 hours of new video are uploaded to YouTube.



YouTube has launched local versions in more than 88 countries, including Australia.



You can navigate YouTube in a total of 76 different languages (covering 95% of the Internet population).

YouTube: The Australian Story

02

YouTube in Australia

Australians have embraced YouTube both as a source of information and entertainment, and as a platform to share Aussie stories with each other and with the world.

Aussies love to watch

Australians spend more time watching screen content today than ever before - over 100 hours per month, which is an increase of 10 hours since 2006.[2]

And Aussies are increasingly turning to YouTube as a key place to watch content.

In July 2017, 14.7 million Aussie adults spent an average of 20 hours and 59 minutes per person that month watching videos on YouTube.[3]

Recent research from the Australian Communications and Media Authority also found that Australian children are increasingly viewing content across a range of platforms, with the use of multiple devices and platforms becoming typical. While the TV set is still the most popular device for kids to view children's programs, 68% of Australian children aged 0-14 watch children's programs available on demand for free over the internet on platforms such as YouTube Kids.[4]

2 AlphaBeta, 'Bigger Picture: The New Age of Screen Content' (Report, December 2016) 6.
3 Nielsen Digital Content Ratings, Video, Computer, and Mobile," July 2017, P18+.
4 Australian Media and Communications Authority, 'Children's television viewing and multi-screen behaviour' (Report, August 2017) 20.

Aussies love to tell stories

YouTube has given a voice to a new generation of Australian content creators.

Australian creators are amongst some of the most popular in the world. In Australia, the number of content creators has more than doubled over the last 15 years. This increase has been nearly wholly driven by the entry of 230,000 new online video creators.[5]

Increasingly, Australians are using YouTube to not only launch, but also to build, their careers. For example, Troye Sivan,[6] one of Australia's new global superstars, went from vlogging in his bedroom on his laptop in Perth to performing around the world promoting his Billboard-topping album.

YouTube creators in Australia punch above their weight in terms of popularity and the number of Australians finding audiences on YouTube continues to grow.

In 2016 there were:

- More than 1800 Australian YouTube channels with more than 10,000 subscribers;
- More than 400 Australian YouTube channels with more than 100,000 subscribers.



5 AlphaBeta, above n 2, 7.
6 See, eg Troye Sivan, YouTube <https://www.youtube.com/user/TroyeSivanTV>.

YouTube: The Australian Story

03

How Australian creators use YouTube to build a business

One of the most inspiring things about YouTube is the way people around the world use it to express their passion and creativity - which helps to create and grow a fanbase, and in turn, build a career.

IN 2016 MORE THAN 100 AUSTRALIAN YOUTUBE CHANNELS EARNED MORE THAN $100,000

Today, there are millions of channels from over 80 different countries that earn revenue from their videos through the YouTube Partner Program - from independent musicians, comedians and creators, to some of the world's biggest record labels, movie studios, news publishers and broadcasters.

The amount of revenue YouTube drives to content creators has continued to grow - for example, the number of channels earning more than US$100,000 per year on YouTube is up 50% year-over-year.[7]

Australian creators are embracing the monetisation opportunities that YouTube provides.

7 Google, How Google Fights Piracy (2016), 4. <https://drive.google.com/file/d/0BwxyRPFduTN2cl91LXJ0YjlYSjA/view>.

How do Aussie creators make money on YouTube?

The primary way creators make money from their YouTube videos is from advertising. Creators receive the majority of the advertising revenue generated from ads associated with their content. Advertising appears on YouTube in several different forms, including display and video advertising.

The key ingredients for a profitable YouTube channel are a loyal, engaged community and a steady stream of great videos. Creators can grow their audiences with videos that people love to watch.

For Australian content creators wanting to monetise their content, they need to apply to join the The YouTube Partner Program. As members of the program, creators can earn money from advertisements served on their videos and from YouTube Red subscribers watching their content. Once a channel reaches 10,000 public views, their channel activity is reviewed to make sure the content adheres to the YouTube Partner Program policies, YouTube's Terms of Service, and its Community Guidelines.[8] Once approved all they need to do is keep making great content that people want to watch!

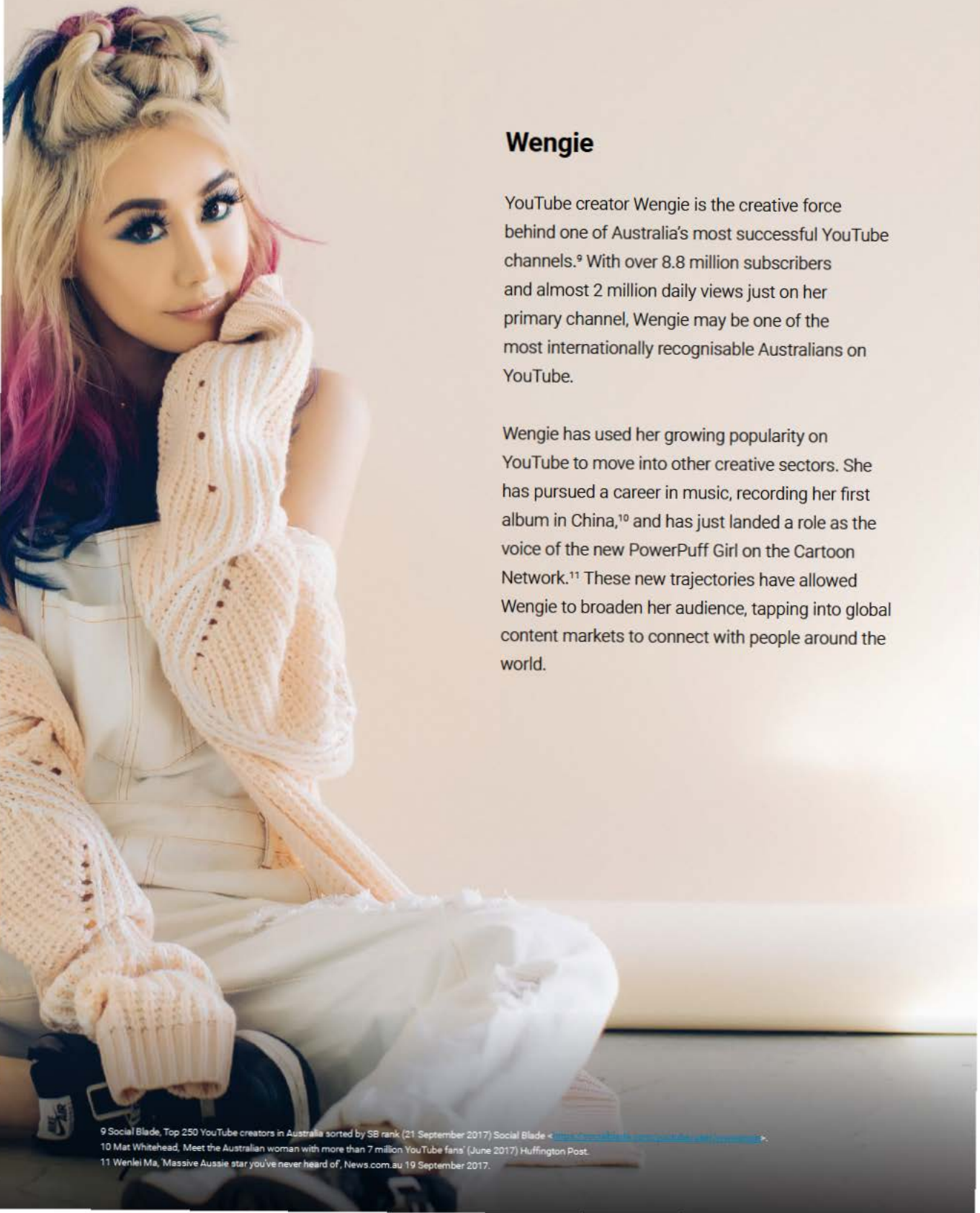
Aussie creators are monetising their content on YouTube. In 2016:

- More than 2,000 Australian YouTube channels earned between $1,000 and $100,000 from YouTube;
- More than 100 Australian YouTube channels earned more than $100,000 from YouTube.

YouTube as a springboard for wider creative success

Many content creators are also able to translate their popularity on YouTube into entirely new revenue streams and business opportunities. On top of revenue earned from advertising on YouTube, creators have been able to diversify their success through new projects from broadcasting deals, merchandising, fan meet-ups, sponsorships and brand endorsements, and best-selling books.

8 Requirements include that the video is advertiser-friendly, created by them or they have permission to use it commercially, and complies with YouTube Partner Program policies, YouTube's Terms of Service, and Community Guidelines.



Wengie

YouTube creator Wengie is the creative force behind one of Australia's most successful YouTube channels.[9] With over 8.8 million subscribers and almost 2 million daily views just on her primary channel, Wengie may be one of the most internationally recognisable Australians on YouTube.

Wengie has used her growing popularity on YouTube to move into other creative sectors. She has pursued a career in music, recording her first album in China,[10] and has just landed a role as the voice of the new PowerPuff Girl on the Cartoon Network.[11] These new trajectories have allowed Wengie to broaden her audience, tapping into global content markets to connect with people around the world.

9 Social Blade, Top 250 YouTube creators in Australia sorted by SB rank (21 September 2017) Social Blade <https://socialblade.com/youtube/top/country/au>.
10 Mat Whitehead, 'Meet the Australian woman with more than 7 million YouTube fans' (June 2017) Huffington Post.
11 Wenlei Ma, 'Massive Aussie star you've never heard of', News.com.au 19 September 2017.

04

YouTube: The Australian Story

Aussie creators are sharing Australian content with the world

Australian stories are incredibly popular on YouTube. Australians love to watch Aussie content on YouTube - and so does the rest of the world!

There are now more than 65 Australian YouTube channels with more than 1 million YouTube subscribers, that's more than double last year's number. This means the potential global audience for Australian content continues to grow. To put this into perspective, the highest rating free to air television show in Australia in the week of 13-19 August 2017 was *The Block,* with a total estimated viewing audience of 1.35 million.[12]

In 2016, over 90% of the views of videos from Australian YouTube channels were from overseas viewers.

This shows the popularity of Australian stories for a global audience- and represents a significant export opportunity for the Australian creative sector both in terms of cultural exports and revenue.

12 OzTam, Consolidated Metropolitan Top 20 Programs 5 City Ranking Report (August 2017) <www.oztam.com.au//documents/2017/OzTAM-20170813-EMetFTARankSumCons.pdf>.

Aunty Donna

Aunty Donna is an Australian trio of comedians and content creators. The Aunty Donna channel hosts comedy and variety entertainment content. Their success on YouTube (with over 153,000 subscribers and 22 million video views) was enhanced by their award winning "1999" web series developed exclusively for YouTube, supported by Screen Australia and Google's Skip Ahead funding.



A high share of views of Aunty Donna content come from the United States. This allowed the trio to build a following in America, which enabled them to perform in Los Angeles. The major sold out show at Largo attracted people who travelled from across America to see the gig. This paved the way for a US Tour in 2017, following on from sell out audiences at Comedy Festivals, packed houses in London and Edinburgh and a debut tour in Australia and New Zealand.

05

YouTube: The Australian Story

What kinds of content are being created by Australian creators?

It is clear that the Australian screen content industry is growing - with more creators engaged in the industry, and more viewing options for consumers.

As screen content is becoming available on more platforms, and tailored for a wide range of devices, Australians are increasingly viewing content online.

Australian creators are embracing this shift to online.

More than 550,000 hours of video was uploaded by Australian creators to Aussie YouTube channels in 2016. This equates to an average of more than 1 hour every minute.

Platforms like YouTube have enabled the creation of entire new genres of content that would not usually be shown on broadcast television. In part this is because YouTube allows creators to commercialise niche content by aggregating small audiences across multiple countries.

An example of an Australian creator that has done just this is Primitive Technologies. Videos on the channel record the creator in Far North Queensland making primitive objects such as tools and huts from scratch using only natural materials. There is no explanation or dialogue in the videos. This genre of content would never have been commissioned by a broadcaster. Despite this, the channel - which was only launched a couple of years ago - has already attracted more than 4.5 million subscribers and its 26 videos have been viewed more than 270 million times.



Humour, entertainment, and screen content that advertises Australian lifestyles, cultural attitudes, and creative talent is finding international success. However, Australian YouTube channels are particularly popular in the 'Education' and 'How To' genres,[13] with Australian creators and educators finding great success with videos focusing on education, science, health, business, engineering and history.

YouTube has become increasingly important in Australian education, becoming the 'go to' screen content resource for teachers at all levels of schooling.[14]

Teachers can find YouTube videos that illustrate key concepts from a lesson, often to illustrate concepts in a fun way, with production values that appeal to students. Teachers are also increasingly producing their own videos and lessons and sharing these on YouTube for the benefit of other teachers and students - in Australia and globally.

13 AlphaBeta, above n 2, 18.
14 Stuart Cunningham et al, 'Screen Content in Australian Education: Digital Promise and Pitfalls' (Queensland University of Technology, 2016) 21.

WooTube

Eddie Woo is a maths teacher that students are actually paying attention to, and not just in his own classroom. Eddie has more than sixty thousand subscribers on YouTube and his videos have been watched by school students across the country more than five million times.

He started his channel, MisterWooTube, back in 2012 when one of his students was diagnosed with cancer and forced to miss out on a lot of class time. Recognising that a platform like YouTube might be able to offer a solution, Eddie began filming his classes and posting them online.

"Actually, we have technology now which can help with this, why don't I just take my phone, and then when my lesson started I just hit record." [15]

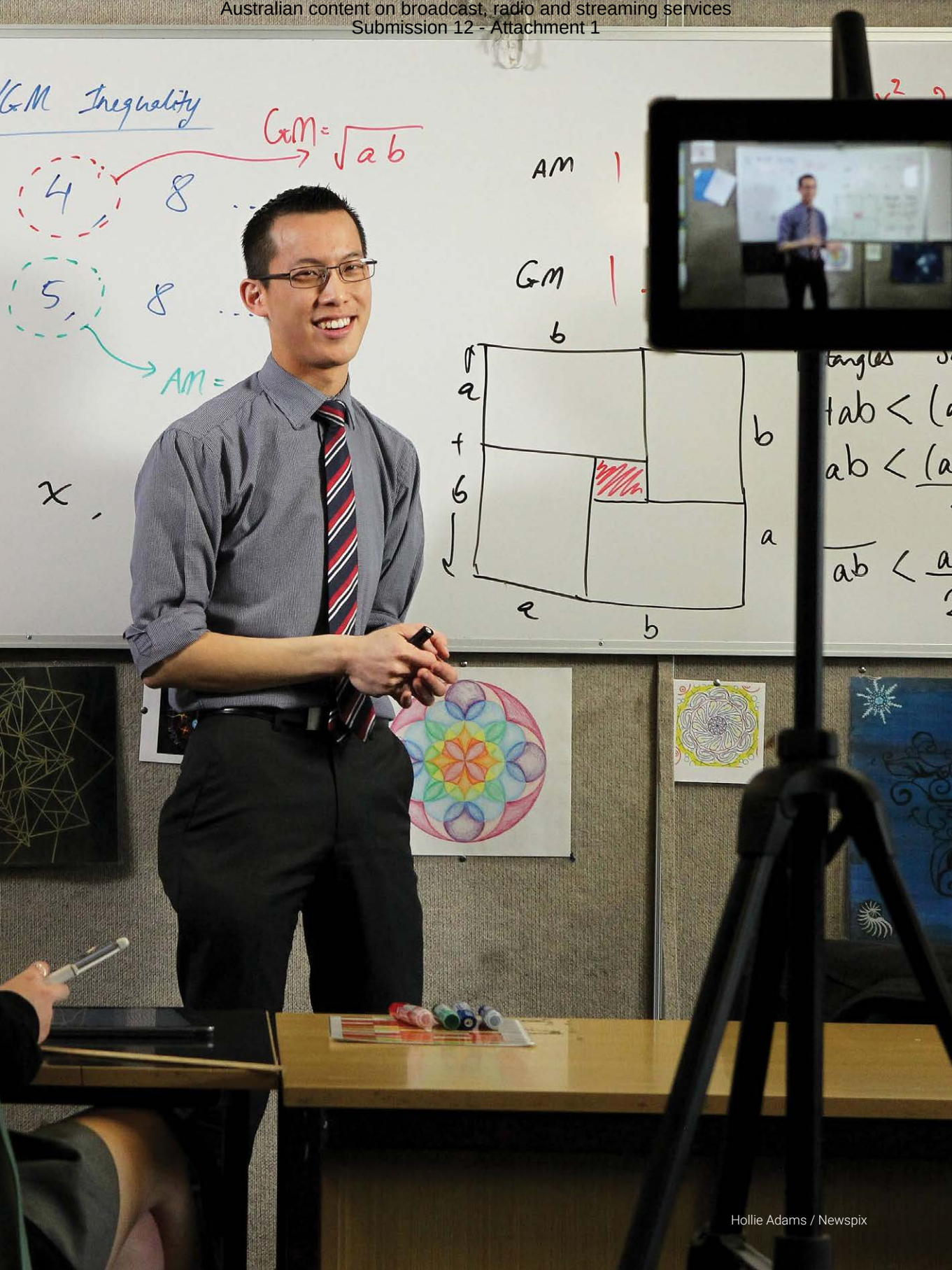
Students in Eddie's maths classes began to notice his recordings, and the videos were shared between classes, eventually reaching students right around Australia.

The YouTube channel has been particularly empowering for rural students in small towns, where teaching resources are already stretched thin. By allowing teachers and students to access content online for free, Eddie has used YouTube to remove some of the barriers that are faced by geographically isolated schools.

"Since YouTube is as close as the smartphone in a student's pocket, it's enabled me to support the learning of students in diverse contexts that I would never have dreamed of reaching otherwise. I receive emails and messages everyday from students around the country, especially in regional and remote areas where trained mathematics teachers can be hard to come by. But more than that, I've also been contacted by numerous pre-service and experienced teachers who have used my channel to aid them in understanding complex ideas and finding ways to explain these concepts in the classroom."

Like many content creators on YouTube, Eddie chooses not to monetise this content and YouTube earns no revenue from it.

15 ABC, 'Channelling Mr Woo', Australian Story 1 May 2017 (Eddie Woo).



Hollie Adams / Newspix

YouTube: The Australian Story

06

Some great Aussie YouTube success stories

There are dozens of Australians creating exciting and unique content on YouTube, and many of them are able to make it a full-time gig. While we often see headlines featuring the latest overnight viral sensation, most successful Australian creators spend years learning and refining their craft and building up a dedicated fan base.

With hundreds of millions of views between them, book deals and TV shows, these are just a few of the Aussie creators making their living, and building a business, around YouTube.



Australian content on broadcast, radio and streaming
Submission 12 - Attachment 1



Mighty Car Mods

The world's number one online DIY automotive and adventure show isn't run by mechanics. It's written, filmed, presented and produced by two regular Aussie guys, and hosted on YouTube. That's what makes Mighty Car Mods videos so appealing: it's relatable. You may not see Lamborghinis or the Swiss Alps in a Mighty Car Mods video, because most people aren't driving Lamborghinis in Switzerland. Instead, the content suits anyone who wants to have a crack at cheap, easy mods on their own cars at home.

When Blair and Marty first started making videos online they were tinkering with cars in their garage. That was all the way back in 2007, when YouTube was only two years old. The first video they posted got about three hundred views, which, at the time, was huge. They were surprised that three hundred people wanted to watch them tinkering with a car - but they did, and they asked for more!

Fast-forward ten years and Mighty Car Mods has almost two and a half million subscribers and their videos average over 370,000 views per day.[16] Mighty Car Mods videos average more than 20 minutes in length, and are avidly watched by fans keen for the next episode.

That many hits is appealing to advertisers, but it's not just the content creators who are building a strong business from the power of YouTube. Hugely successful YouTube channels like Mighty Car Mods are quickly becoming key to the marketing strategy of major retailers that are now able to advertise to a dedicated, niche fan-base.

Brands like Super Cheap Auto (who sponsor Mighty Car Mods) are teaming up with established content creators to borrow some of the credibility that popular YouTube channels have built up over millions of views. [17]

"Being from the music world, we slowly built a business over the years applying a model used successfully by many bands. Adding touring, merchandise, licensing and production along with any advertising revenue. YouTube is the platform we go to first as it's where our fans know to find us. The weekly videos we produce about modifying cars are free to watch and while the income is required to buy the cars, tools, parts and production equipment, we started doing this for fun and to this day we can still say we have a lot of fun doing what we do."

The guys have featured in Variety's #Famechangers Digital Star Ranking, a list of the top-twelve most influential players on the internet,[18] Mighty Car Mods is the perfect example of Aussie YouTube creators turning their millions of views into 'offline' revenue streams as well as exporting Australian entertainment and culture to the rest of the world. The Mighty Car Mods channel is so popular that Blair and Marty have signed a deal with Discovery Networks to broadcast existing episodes on Foxtel locally as well as internationally into Europe, Africa, The Middle East and the USA, opening up an entirely new audience across multiple demographics.

But being picked up by a television broadcaster isn't necessarily the end goal for the new generation of online content creators. Despite their deal with Discovery, Mighty Car Mods still broadcast their weekly show on YouTube before it gets replayed elsewhere. [19]

16 Social Blade, User Statistics Table for Mighty Car Mods (19 September 2017) Social Blade <https://socialblade.com/youtube/user/mightycarmods/monthly>.
17 Jessica Gardner, 'Rising YouTube stars shake up media scene', Australian Financial Review, 30 January 2015.
18 Variety Staff, Mighty Car Mods: No. 12 on #Famechangers Digital Star Ranking (22 July 2015) Variety <http://variety.com/2015/digital/news/mighty-car-mods-youtubers-famechangers-digital-star-ranking-1201544859/>.
19 AlphaBeta, above n 2, 15.



RackaRacka

The guys behind RackaRacka, Danny and Michael Philippou, are twin brothers from Adelaide, and they've been called the 'most successful content creators in Australia' by the head of Screen Australia.[20] With over four million subscribers on YouTube and more than five hundred million views, it's easy to see why.

The twins have been making videos together since they were nine years old, but they shot to internet-stardom in 2014 with their fantasy-fight-scene-mashup 'Harry Potter vs Star Wars'.[21] That first viral hit was an over-the-top mix of choreography, comedy and combat that has since become the RackaRacka's instantly recognisable style. The brothers shot the video in two days and edited it in five. It cost them $200 to make and stars a friend of theirs who was visiting from Sydney. The video was shared by celebrities like George Takei (Star Trek) and the RackaRacka won the 2014 Australian Online Video Awards.

RackaRacka features in the top ten most subscribed channels in Australia, and their most popular video has close to fifty million views.[22] RackaRacka is also reaching a global audience through YouTube with their action-packed fight scenes being played on US late night shows Jimmy Kimmel and Conan O'Brien. They've produced commercials overseas and made appearances in Europe and the US.

"Without YouTube we wouldn't be anywhere. Before it we were struggling to be noticed or seen. YouTube gave us access to millions of people and the opportunities it has provided us are incredible!"

Being able to reach a global audience is a massive advantage for both content creators and advertisers, opening up markets that are unobtainable through traditional broadcasters.

Their huge profile has helped Danny and Michael transition to the silver screen in Australia, teaming up with a local production company to develop a full length feature film.

20 Graeme Mason, The Good, The Bad and the Possible' (Speech delivered at the Screen Producers Australia conference, 16 November 2016).
21 RackaRacka, Harry Potter vs Star Wars (28 April 2014) YouTube <https://www.youtube.com/watch?v=9N5KyjM5v0c>.
22 RackaRacka, Marvel vs DC (Avengers Battle!) (20 April 2015) YouTube <https://www.youtube.com/watch?v=zNlLAp2OGi8&t=90s>.



SketchShe

John Appleyard / Newspix

SketchShe is an all-female creative force who have gone from being a struggling sketch group to some of the most successful Aussie YouTube creators. Their unique brand of 'car-aoke' videos on YouTube launched them into the halls of internet fame. They've since been labeled "the new frontier for female driven comedy",[23] with close to one million subscribers on YouTube, the SketchShe trio has appeared on Australian breakfast telly as well as the Ellen DeGeneres Show and Good Morning America.

Motivated by their mutual love to entertain, the girls originally created a sketch show pilot intended for television. After having little success with the Australian networks, they turned to social media to generate a fan base. Three months after creating a YouTube channel the girls uploaded their first hit, Bohemian Carsody. Using the global reach of YouTube, the video went viral and has now been viewed almost 30 million times. Billboard credited SketchShe for a 261% surge in streaming of the Queen original.[24]

Following their international success, SketchShe has recently been announced as hosts of the world's first online-only talent show, Megastar that is being shot in Los Angeles. They will also be regular contributors on Foxtel's The Slot, a showcase of Aussie YouTube talent.[25]

23 Kate Bastians, 'Social Media Queens SketchShe Building on Car-aoke Videos to become the New Frontier of Female-Driven Comedy', Daily Telegraph, 2 June 2017.
24 William Gruger, 'Viral Videos Cause 'Bohemian Rhapsody' and 'Hypnotize' To Debut on Streaming Songs' Billboard, 20 March 2015.
25 Holly Byrnes, 'Foxtel has commissioned a new comedy series, The Slot featuring your YouTube favourites' News.com.au, 12 May 2017.

Draw With Jazza



Josiah Brooks started his YouTube channel Draw With Jazza back in 2012, hoping that it would one day help to pay his bills. Five years later, Draw With Jazza has two million subscribers, and his videos have been viewed over one hundred and eighty million times.

Draw With Jazza is a great example of an Aussie YouTube creator turning a passion into a profession, and he dispels the myth that a channel needs to 'go viral' to be successful. In his first year making art tutorial videos on YouTube, Josiah only had about 5,000 subscribers. But he continued to develop his work on YouTube, and in his fifth year of posting videos, Draw With Jazza hit a million subscribers.

"YouTube has made it possible for me to run an art entertainment channel from regional Victoria, which reaches a large global audience and provides a substantial income. My channel began within a 'niche', producing specialized content, although over time I've been able to shift towards the mainstream and compete with some of the world's top YouTube channels."

His success on YouTube didn't happen overnight, but his persistence paid off. Through his YouTube channel, Josiah has been offered a book deal and a children's television show, broadcast weekly around Australia on ABC ME, as well as the ABC ME YouTube channel.[26] 'Cartoon It Up' is a children's TV show, where Josiah takes two randomly generated themes and creates a cartoon out of the results.

As well as his video content, which is sponsored by major brands like Adobe and Disney, Josiah has also been able to monetise his YouTube success through his best selling App, 'Jazza's Arty Games', and an online store hosted on his website. Here he's been able to sell artwork, games, reference packs and e-books. He's even selling his 'signature photoshop brushes' allowing viewers on his YouTube channel to develop advanced skills in digital art.

26 Josiah Brooks, My Own TV show and Book!?! (18 September 2016) YouTube <https://www.youtube.com/watch?v=e8RV97gx.ho>.

YouTube: The Australian Story

07

YouTube investments in the Australian content ecosystem

As well as investing in the technology underpinning the YouTube platform,

being a free platform which enables Aussie creators to tell their stories to the world, YouTube is investing heavily in the creative ecosystem here in Australia. These investments are supporting Australian content creators through direct funding, awards programs and hands-on workshops with established industry professionals. By collaborating with government agencies, tertiary education bodies and other key industry figures, YouTube's creative initiatives are bringing the next generation of Australian creators together with the experts who can help them forge successful careers in an ever-changing industry.

Skip Ahead

Skip Ahead is a joint initiative by Google in partnership with Screen Australia that supports the next generation of Aussie content creators. The program provides project funding of up to $250,000 for Aussies with an established subscriber base who are creating exciting new content on YouTube. The funding helps successful applicants to produce longer, narrative-driven content that could be one-offs, or serve as a pilot for a new series.

As of September 2017, the 14 videos developed in the Skip Ahead program had amassed more than 27 million views on YouTube,[27] and RackaRacka called the initiative "the perfect stepping stone" in their career. Past recipients of the funding have included Draw With Jazza, SketchShe and Mighty Car Mods, just to name a few.

27 Screen Australia, Skip Ahead turns four: $500K for online creators from Google and Screen Australia (9 September 2017) Screen Australia News. <https://www.screenaustralia.gov.au/sa/media-centre/news/2017/09-09-skip-ahead-turns-four>.



YouTube Red Originals

YouTube's premium ad-free subscription service, YouTube Red, had its Australian launch in 2016. YouTube Red offers original content and is another way for YouTube to help content creators take their careers to the next level.

Through this initiative YouTube has already started to invest in original family programming, with four new programs currently available on YouTube Red. This includes its first Australian original - Fruit Ninja - an animated series created in partnership with Australian game developer Halfbrick.

The partnership between YouTube and Halfbrick has lead to an initial 13 episodes of a new original animated series, 'Fruit Ninja Frenzy Force', which is shown on Halfbrick's YouTube channel.

The series is also accessible from within Halfbrick's Fruit Ninja games, which reach around 60 million users per month.[28]

The ability to generate new web series content based on the success of popular mobile games like Fruit Ninja is a perfect example of the diverse opportunities that YouTube makes available for Australian content producers. These sorts of collaborations reflect the changing media consumption habits, and trends that show a move away from broadcast-based linear content.

The YouTube Kids mobile app provides a fun and educational place for families to explore and discover millions of videos; 25% of the content featured within the app at launch was Australian. The app was developed with features designed for early literacy, limited dexterity, and easy video viewing.

28 Amy Remeikis, Halfbrick Studios inks YouTube deal for children's series' The Sydney Morning Herald, 26 June 2015.

YouTube Pop-up Space

In order to support the creative ecosystem in countries around the world, YouTube has established dedicated YouTube Spaces where creators have access to professional studios and equipment.

YouTube Spaces bring together the most creative people on YouTube to learn, connect and create with one another. The Spaces can be found across the globe offering events and workshops, as well as the latest production resources to help creators to bring their biggest ideas to life.

As well as these permanent Spaces, YouTube hosts pop-up Spaces in order to support a diverse range of creators in different cities. YouTube has hosted three pop-up Spaces in Sydney, two of which were hosted in collaboration with the Australian Film, Television and Radio School (AFTRS).

These events have allowed creators to shoot original content in professional studios with access to the latest production equipment and industry expertise. The end goal of the initiative is to produce unique digital video content for the creator's own YouTube channel. Videos that were developed at the first YouTube Pop-up space in Sydney were viewed over 10 million times and included original content from RackaRacka and other successful creators.

As well as the production of amazing new content, the pop-up Space program has included hands-on training in production fundamentals and improving presence across Google and YouTube, as well as opportunities to collaborate and network with other players in the industry. The initiative is a unique opportunity for AFTRS students and others within the industry to gain an insight into the process of developing content for a global audience on YouTube.

VidCon Australia

VidCon is the world's leading online video festival, dedicated to developing content creators, strengthening the online video community, and kick starting the careers of emerging video artists.

For the first time in 2017, in partnership with YouTube, VidCon came to Australia, connecting more than 7,000 aspiring YouTube creators, industry partners and fans. With a suite of creative workshops, Q&As and networking events, VidCon supported the whole online Australian ecosystem to build and strengthen key connections, develop creators' skills and careers, and foster a thriving and collaborative online video community.

Following the success of Australia's first VidCon, with YouTube's support, the festival will return to Australia in 2018.

Creator Workshops

YouTube hosts regular workshops to help Australian YouTube creators develop the skills they need to make appealing content and build successful YouTube channels. Workshops are specifically tailored to creators of different levels of experience on the YouTube platform, such as through 'Content Labs' and 'Creator Days', where YouTube teaches them about things like audience development best practices, the fundamentals of content creation for YouTube and brand-building.

YouTube also works with traditional content creators such as through the Screen Producers Australia's Ones To Watch program. Ones to Watch is a mentoring program pairing experts in the creative industry with up and coming Australian producers. As a program partner of that initiative, YouTube runs an annual workshop for participants in creating content for YouTube.

Queensland Government

The Queensland Government has recently partnered with YouTube to invest in original creative content. The partnership has resulted in the launch of two separate programs: CQ Series and Screen Queensland's YouTube Entrepreneur Program.

The CQ Series program is open to Queensland-based YouTube creator's and provides five awards between $10,000 and $30,000 each. The funding is designed to support both aspiring and established content creators on YouTube to develop the quality of their content and expand their audience globally, as well as offering first-hand experience at the YouTube Space in LA.

Screen Queensland's YouTube Entrepreneur Program is open to proposals from content creators with targeted strategic plans to expand their YouTube audience and business and invests in strategies to increase or diversify content, improve skills, boost marketing, collaborate with other content creators within and beyond the YouTube platform, or engage new audiences in innovative ways.

The CQ Series is run in partnership with Griffith University and Queensland University of Technology.

08

YouTube: The Australian Story

Traditional content owners are also using YouTube to promote their content and earn additional revenue

The popularity of the YouTube platform has opened up new audiences and important new revenue streams for traditional content industries.

Broadcasters

Broadcasters have also joined forces with YouTube to deliver content across multiple channels and to earn additional revenue.

As part of its Olympics coverage in Rio 2016, The Seven Network formed an exclusive partnership with Google to distribute highlights, clips and compilations on a dedicated YouTube channel. The channel received more than 15 million views in Australia and had a total watch time of almost 40 million watch minutes, during the Olympics fortnight.

The ABC is also using YouTube to distribute news content created by student journalists in regional areas through Behind The News (BTN). BTN is a long running ABC initiative aimed at school students, helping them to understand current issues and news that impacts their world. Through the program's YouTube channel, BTN produces and distributes short reports by students that may only be viewed by a few hundred people in regional areas. These sorts of initiatives allow regional communities and groups with niche interests to be informed by content that wouldn't otherwise be created or distributed.

Film industry

Movie studios have harnessed the power of YouTube to promote the release of feature films. Studios like Warner Brothers now maintain dedicated channels for film trailers and previews, like the theatrical trailer for Mad Max: Fury Road. That trailer alone has been viewed over twenty-six million times, and was distributed freely through YouTube. This content is easily shareable on social media, and plays a significant role in building hype before the release of a film.

US$1 BILLION PAID TO THE MUSIC INDUSTRY FROM ADS IN 2016



Music industry

YouTube also has partnerships with every major record label, as well as hundreds of collecting societies, independent labels and music publishers, to help artists succeed on YouTube. Through licensing agreements with our partners, and revenue sharing tools offered on YouTube, rights holders are paid when fans visit YouTube to watch their favourite music videos.

In the 12 months to December 2016, YouTube paid out more than US$1 billion to the music industry from advertising alone. And fan-uploaded content accounts for roughly 50% of the music industry's revenue from YouTube.

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YouTube: The Australian Story

Content ID – Protecting and monetising content on YouTube

Content ID is YouTube's proprietary copyright management system. It is a web-based tool that allows rightsholders to protect and monetise their content on YouTube.

As of January 2017, Content ID has been used by over 9000 partners.

YouTube has invested more than US$100 million in building Content ID.

Rightsholders can use Content ID to identify user-uploaded videos containing their content, and choose whether to monetise, track or block that content.



MONETISE

Allow users to view the video and display advertisements with it.



TRACK

Allow users to view the video without advertisements; collect statistics about video views.



BLOCK

Don't allow users to view the video on YouTube.

Any of these actions can be country-specific. For example, a content owner may choose to monetise a video in one country, and block or track in another.

Content ID works by scanning videos uploaded to YouTube against more than 600 years of audio and visual reference content. It then applies the rightholders' preferred action. YouTube has more than 65 million active reference files in our Content ID database as of February 2017, making it the most comprehensive in the world.

The vast majority of rightsholders - more than 90 per cent - choose to monetise their claims, leaving their content up on YouTube. That means that users benefit as well - they get to continue to freely remix and upload their new creations that use existing works.

In the music industry, 99.5 per cent of reported sound recording copyright claims are automated through Content ID.

Since launching Content ID in 2007, over 600 million videos have been claimed by partners, and YouTube has paid out more than US$2 billion to rightsholders who have opted to monetise their content through Content ID.

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YouTube: The Australian Story

YouTube Community Guidelines

We've set a few ground rules to keep YouTube safe and fun for everyone.

It's all about respect.

Copyright on YouTube

We take copyright seriously and we expect our users to do the same. That means users not uploading videos that they didn't make, or using content in videos that someone else owns the copyright to, without necessary authorisations. Our Copyright Centre contains more information on the ground rules.

Harmful or dangerous content

We don't allow users to post videos that encourage others to do things that might cause them to get badly hurt, especially kids. Videos showing such harmful or dangerous acts may get age-restricted or removed depending on their severity.



#Sharesomegood

Video affects us like no other medium. It can heighten our passions, stoke our fears, awaken us to new experiences, make us laugh and cry. It can educate, build understanding and even change the way we see our world. But not everyone uses the internet with positive intent.

With Australians spending more time using the internet to connect, communicate and consume content, there is greater potential for negative messages to spread quickly. YouTube recently partnered with Vice and the Foundation for Young Australians to launch sharesomegood.org, a campaign aimed at helping people to understand what hate speech is, to know what to do when they see it, and how to counter it with positive messages.

As part of that initiative we brought together more than 100 creators and activists to a YouTube Pop-up Space in Sydney to inspire them to use their voices to promote tolerance and inclusion. We challenged them to come up with an idea or a story that tackles difficult issues such as hate and extremism, and that seeks to spread a more positive message.

One example of the positive contributions made by filmmakers as part of the #sharesomegood project was Where are you from? by Amie Baines and the team at EndFrame.[29] The video highlights the cultural diversity of Australians to promote unity and explores how this affects identity and connection to the rest of the world.

29 Amie Baines, Where are you from? (29 May 2017) YouTube <https://www.youtube.com/watch?v=0KY3weVe9s0&index=8&list=PLOrekbpuHjd3GYl_MQk62uS5Y8JiTmkg_>.

Hateful content

YouTube is a platform for free expression, but we don't support content that promotes or condones violence against individuals or groups, based on race or ethnic origin, religion, disability, gender, age, nationality, veteran status, or sexual orientation/ gender identity, or whose primary purpose is inciting hatred on the basis of these core characteristics. This can be a delicate balancing act, but if the primary purpose is to attack a protected group, the content crosses the line.

Threats

We take things like predatory behavior, stalking, threats, harassment, intimidation, invading privacy, revealing other people's personal information, and inciting others to commit violent acts or to violate the YouTube Terms of Use very seriously. Anyone caught doing these things may be permanently banned from YouTube.

Nudity or sexual content

YouTube is not for pornography or sexually explicit content. We also work closely with law enforcement and we report child exploitation.

Google