



Television Shows Are the Most Successful Traditional Video Content Brands on YouTube

The top ten mainstream TV Shows generate an average of 36 million monthly views and average 2 million YouTube subscribers.

There's much debate, but few good comparisons of the way we watch television to the way we watch video on YouTube, where even professionally produced channels come in thousands of different combinations of content, quality and packaging. But in a detailed analysis of more than 616,000 YouTube videos from 375 mainstream video entertainment companies (from television, sports, film and gaming), branded TV Shows generate the strongest returns, outpacing the field by 2-3x when measured by monthly views and YouTube subscribers.

Across categories, these mainstream content producers succeed largely on the coattails of repurposed content. Most have done so by pulling forward and packaging archival content (see: *Top Gear*) but some notable exceptions have found marked success with consistently produced original content (see: *Late Night with Jimmy Fallon*). Channels backed by a property or celebrity with a strong social

following have an advantage on YouTube, more often converting content to views and subscribers.

The top channels in our Entertainment Brands study have a clearly defined YouTube strategy and are adapting audience development tactics from the most successful indigenous YouTube channels. But as a group, they still have a lot of upside potential: The Top 100 channels on YouTube overall include just 5 of our Top Entertainment channels and outpace the Entertainment channels by 4x on monthly views.

The 375 Entertainment brand channels in this study account for:

1.3 billion	616,888
Total Monthly Views	Total Videos Uploaded
74 million	136,408
Total Subscribers	Average View Per Video

TOP 5 BRANDS IN EACH CATEGORY

By Subscribers

Sports Teams & Organizations

1. NBA
2. WWE
3. UFC
4. Real Madrid C.F.
5. Official Olympic Channel

Studios & Films

1. Marvel Entertainment
2. Warner Bros. Pictures
3. Disney Pixar
4. Muppets Studio
5. UTV Motion Pictures

TV Channels & Networks

1. National Geographic
2. Comedy Central
3. BBC
4. ESPN
5. Disney Channel (Latin America)

TV Shows

1. The Ellen Show
2. Jimmy Kimmel Live
3. Top Gear
4. The X Factor USA
5. The X Factor UK

Video Games & Consoles

1. PlayStation
2. Call of Duty
3. Rockstar Games
4. Battlefield
5. Assassin's Creed

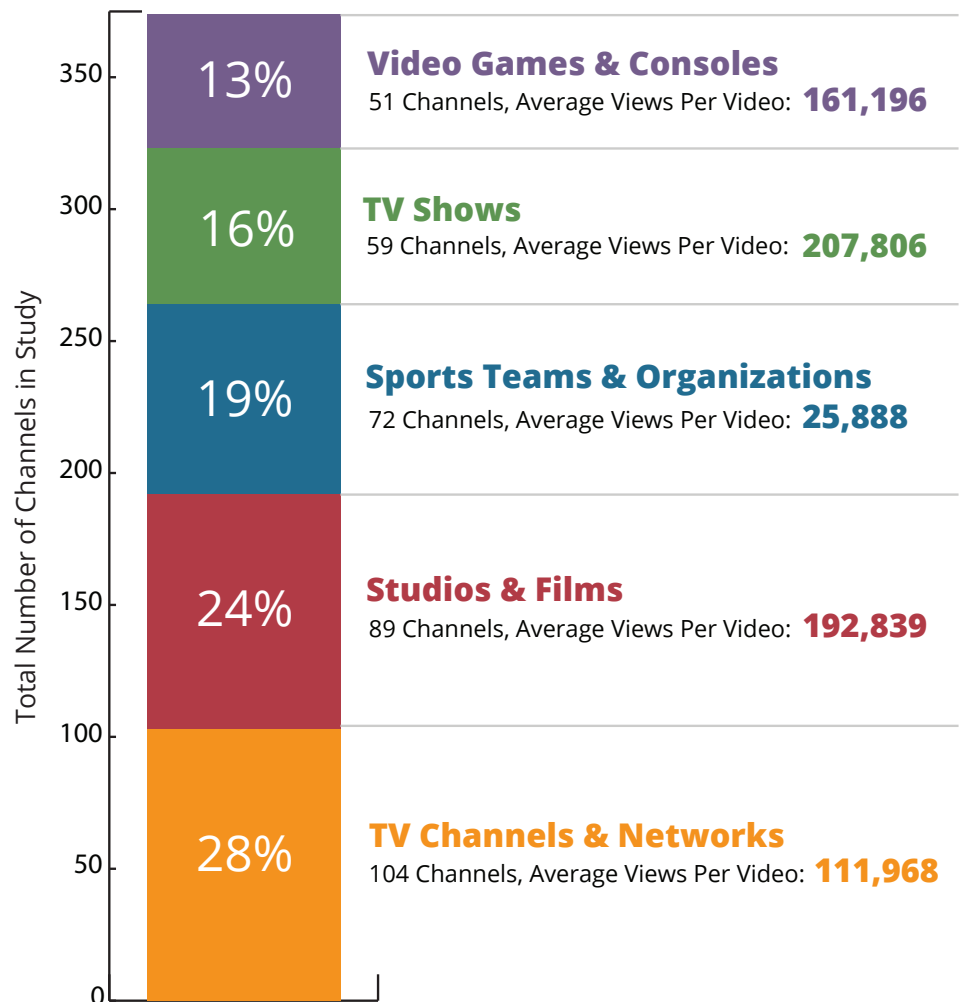
Top Entertainment brand channel scores and statistics based on OpenSlate data, week of August 15, 2013. n=375. Music channels were not included in this study.

Our study looks at 375 YouTube channels produced by traditional entertainment brands from the following categories: TV Shows, TV Channels & Networks, Sports Teams & Organizations, Studios & Films and Video Games & Consoles. The breakout is below.

The Top 5 channels in each category account for a disproportionate share of the subscribers in the report – roughly 37%. The TV Shows category accounts for the majority of larger channels, with more than 11 of the top 20, ranked by monthly video views.

Top Entertainment Brand Channels on YouTube

By Category

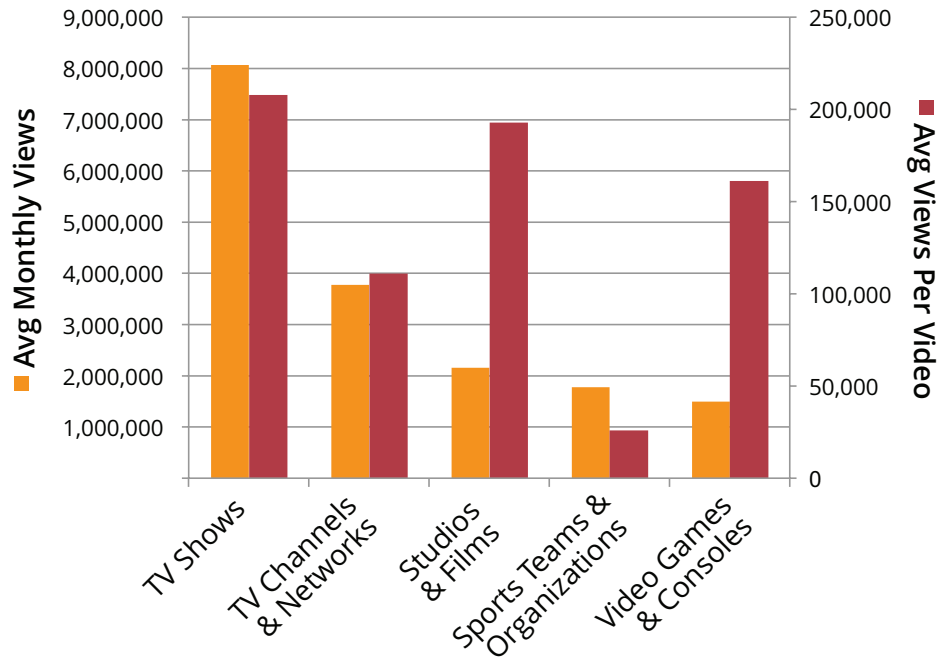


Converting viewers to subscribers is the bedrock of any successful YouTube channel. Personality driven TV shows with a commitment to volume are finding the best returns here: Ellen tops the charts with 6.4 million subscribers, the result of a consistent 8-10 clips per day in season and 1-2 clips per day in the off-season.

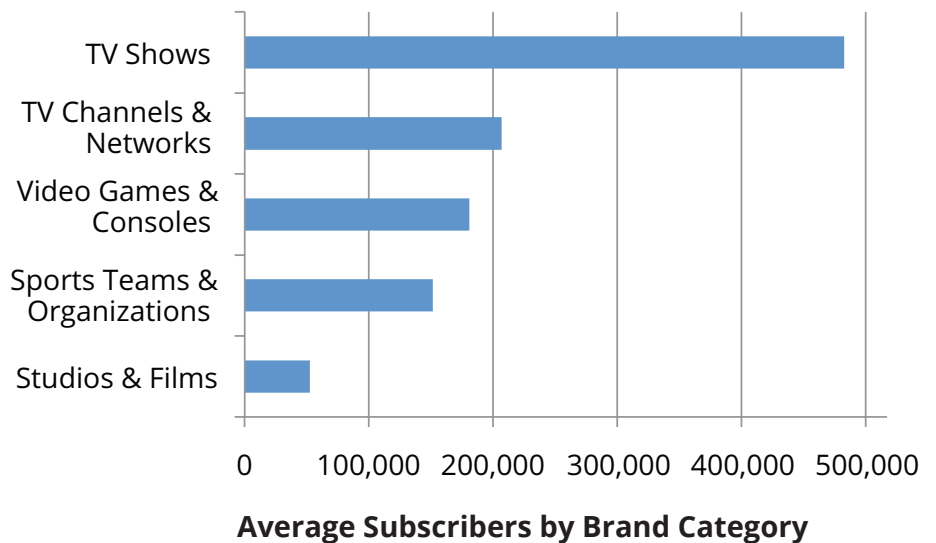
Lacking volume and consistency, Studios & Films have the hardest time building a sustainable audience.

Overall, channels in the TV Shows category have the most Twitter followers, 817,000 on average. Gamers are more prone to engage with entertainment brands on Facebook, arming channels in that genre with an average of 4 million likes.

YouTube Views



YouTube Subscribers



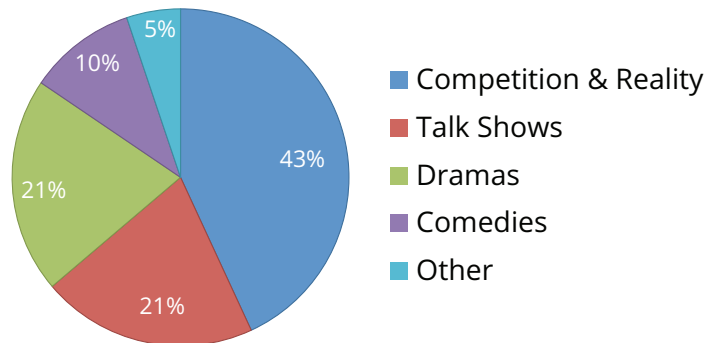
The Competition & Reality genres help secure the popularity of TV Shows on YouTube. *The X Factor* takes 3 of the top 20 TV Show slots with their US and global editions of the show, alongside channels from *The Voice*, *America/Britain's Got Talent* and *American Idol*. Celebrities, with their millions in social media followers, drive 4 of the top 10 TV Show channels (Conan, Ellen, Kimmel and Fallon).

TV Comedy Shows publish the fewest videos per channel, but with the highest view-per-video at 307,220. TV Talk Shows in our report had by far the highest volume of videos (2,171 video on average) and the most subscribers (1,013,000 on average).

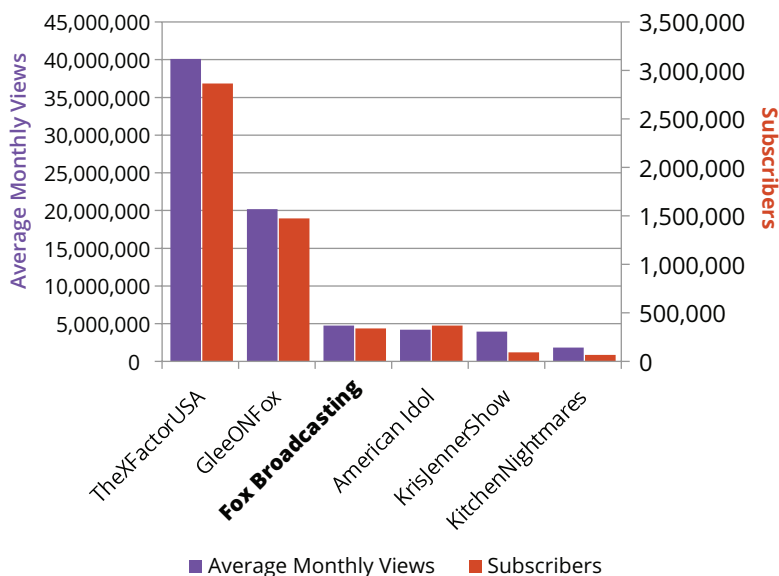
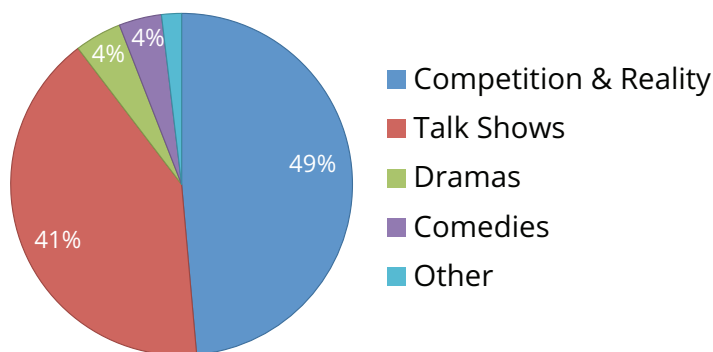
TV Networks have gained traction on the platform, despite their more amorphous identity, with brands like National Geographic, ESPN, BBC, and Discovery rounding out the top ten in that category. And despite their differences with YouTube, Viacom's Comedy Central has the second biggest subscriber count in the TV Channels & Networks category at 2.2 million.

When compared side-by-side with their Network counterparts, individual TV Shows typically outperform their umbrella brands.

Shows by Genre



Views by Genre



Top 20 Brands by SlateScore

**TOP ENTERTAINMENT
BRANDS ON YOUTUBE**










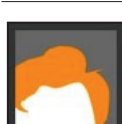
The **SlateScore** is a quality metric calculated using data about a channel's engagement, consistency, influence, reach and momentum. It's on a scale from 1-1000 with higher being better. Scores of 600 or better are in the top 3% of all channels in OpenSlate.

Channel Name	SlateScore	Subscribers	Engagement	Consistency	Influence
TheEllenShow	809	6,419,557	9.7	7.4	9.7
NBA	804	4,338,241	9.8	7.1	9.7
JimmyKimmelLive	775	3,004,345	9.6	5.3	9.6
PlayStation	774	1,832,792	9.8	4.4	9.6
WWEFanNation	762	1,842,637	9.6	7.2	9.6
NBCTheVoice	746	849,185	9.1	8.1	9.4
BBC	742	1,360,399	9.6	4.6	9.5
UFC	738	1,222,704	8.9	7.4	9.5
teamcoco	734	853,429	9.2	7.1	9.4
TopGear	721	2,979,798	7.8	7.9	9.6
Nintendo	716	424,432	9.3	6.5	9.2
TMZ	715	467,513	9.4	5.7	9.3
latenight	712	695,382	9.1	5.3	9.3
comedycentral	711	2,238,797	8.4	5.4	9.6
NationalGeographic	709	2,882,136	8.1	7	9.6
BritainsGotTalent09	708	1,462,842	8.2	7.3	9.4
CALLOFDUTY	708	1,549,331	8.8	5.5	9.4
MARVEL	702	765,250	8.7	4.4	9.4
TheXFactorUSA	700	2,865,850	6.6	9	9.6
ESPN	696	1,245,038	9.5	4.4	9.5

Top 10 Brands by Engagement

TOP ENTERTAINMENT BRANDS ON YOUTUBE

OpenSlate measures and scores all professionally produced YouTube channels on their ability to drive meaningful interaction with their audience. Our Engagement score describes the relative success of channels in doing so on a scale of 1-10, with 10 being better.

	SLATESCORE	ENGAGEMENT	CONSISTENCY	INFLUENCE
	804	NBA 9.8 ENGAGEMENT	7.1 CONSISTENCY	9.7 INFLUENCE
	774	PlayStation 9.8 ENGAGEMENT	4.4 CONSISTENCY	9.6 INFLUENCE
	809	TheEllenShow 9.7 ENGAGEMENT	7.4 CONSISTENCY	9.7 INFLUENCE
	775	JimmyKimmelLive 9.6 ENGAGEMENT	5.3 CONSISTENCY	9.6 INFLUENCE
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	742	BBC 9.6 ENGAGEMENT	4.6 CONSISTENCY	9.5 INFLUENCE
	696	ESPN 9.5 ENGAGEMENT	4.5 CONSISTENCY	9.5 INFLUENCE
	715	TMZ 9.4 ENGAGEMENT	5.3 CONSISTENCY	9.4 INFLUENCE
	716	Nintendo 9.3 ENGAGEMENT	6.5 CONSISTENCY	9.2 INFLUENCE
	734	teamcoco 9.2 ENGAGEMENT	7.1 CONSISTENCY	9.2 INFLUENCE

The SlateScore™ is on a scale from 1-1000 with higher being better. Scores of 600 or better are in the top 3% of all channels in OpenSlate.

Engagement, Consistency and Influence are calculated on a scale of 1-10 with higher being better.

The Top 100 entertainment brand channels in our report generate a disproportionate share of audience and views for the category. They also produce significantly more content than the Top 100 channels on YouTube *overall*, with a video count of nearly double. But without legacy restrictions on their model and with a laser focus on exploiting the value and scale of the YouTube platform, *native* channels have a distinct advantage over mainstream video content producers at driving audience, which has led to an average of 4x greater views and 7x greater subscribers.

