

CARIBBEAN DANCE MUSIC CONFERENCE 2015

**THE IMPORTANCE OF YOUTUBE:
OPTIMIZATION, MARKETING, MONETIZATION**

a practical discussion

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MY PHILOSOPHY

**TODAY...We are in the era of DISINTERMEDIATION in entertainment.
Creators are no longer beholden to gatekeepers such as labels, distributors, terrestrial radio, etc.**

You can speak directly to fans and build something out of nothing.

Cost of technology and production is low, access to fans and distribution is high.

**Goal of an artist looking to build a career -
Focus on creating audio and video content, building audience, and maximizing revenue to earn
living doing what you love.**

**No better place than YouTube,
especially for Caribbean Music and EDM**



We'll discuss practical ways for building a following on the platform in order to generate revenue and build fan base.

A little bit about me...

full spectrum of music industry experience

street teams >>concerts >> licensing >> marketing >> A&R >> distribution >> digital >> brand /advertiser support

- Concert promotions/street team - UCLA JazzReggae Festival The Fader Farm Team rep
- Label - Mystic Urchin Music, Jamaica x U.S.
- Scion A/V Label + Scion Radio + Nationwide Scion Tours & Industry Events
 - 50+ brand-powered albums, events at WMC, SXSW - Began work in Electronic Dance Music - 2007
- 2012 Co founded WE ARE MASSIV - Electronic and Caribbean Dance Music inspired lifestyle brand
- 2012 began work with Machel Montano as part of his international A & R and content team
- 2012 to present - Collective Digital Studio - multi-channel network representing content creators



**At CDS we have built the most influential network of YouTube properties centered around EDM,
Caribbean, and Afrobeats Music. We are unmatched in scale, authenticity, and variety.**



**15 MILLION YOUTUBE SUBSCRIBERS
300 MILLION MONTHLY YOUTUBE VIEWS**



**1 MILLION EVENT ATTENDEES
10 MILLION SOCIAL CONNECTIONS**

WHY YOUTUBE?



THE WORLD'S BIGGEST MUSIC DISCOVERY PLATFORM.

**VERY POWERFUL ALGORITHM >>
allows for visibility to broad audience**

Through release of consistent content you can grow a fan base rapidly and at relatively low cost.

**Done properly it will be your most effective marketing platform
and a significant revenue generator.**

Build other platform followings off the back of audience.

HOW IT WORKS.

**YouTube makes money by serving ads.
The more videos a viewer watches, the more ads it serves.**

**Algorithm rewards channels that get viewers to watch multiple videos in a row.
Goal is to have high TOTAL WATCH TIME.**

**You'll be seen as a trusted content source in the eye of the algorithm >>
YouTube will send viewers your way**

Why is YouTube good for Caribbean Music and EDM in particular?

Caribbean music and EDM sub-genres aren't as readily available on traditional outlets.

People mainly listen to these genres on YouTube.

Lots of piracy in these genres.

Promoters use music without permission .

Dance crews use Caribbean Music in their dance videos.

CONTENT ID is YouTube's advanced tool for tracking and monetizing intellectual property.

Jamaican producer RVSSIAN's "Whine and Kotch" has 28 MILLION VIEWS
4,500 "User Generated Content" Uploads are being monetized.



TACTICS FOR BUILDING CHANNEL/AUDIENCE.

Consistent content.

Devise low cost, consistent release plans

EXAMPLE RELEASE PLAN

**One 4 song EP >>
approx 20 pieces of content**

- Art Tracks
- Lyric Videos
- Music Videos
- Behind The Scenes



Drop content on a consistent basis over a month period, don't upload at once and cannibalize viewership.

Message content release schedule to fans over social. Set up appointment viewing "i.e. Throwback Thursdays, New Music Monday's, etc."

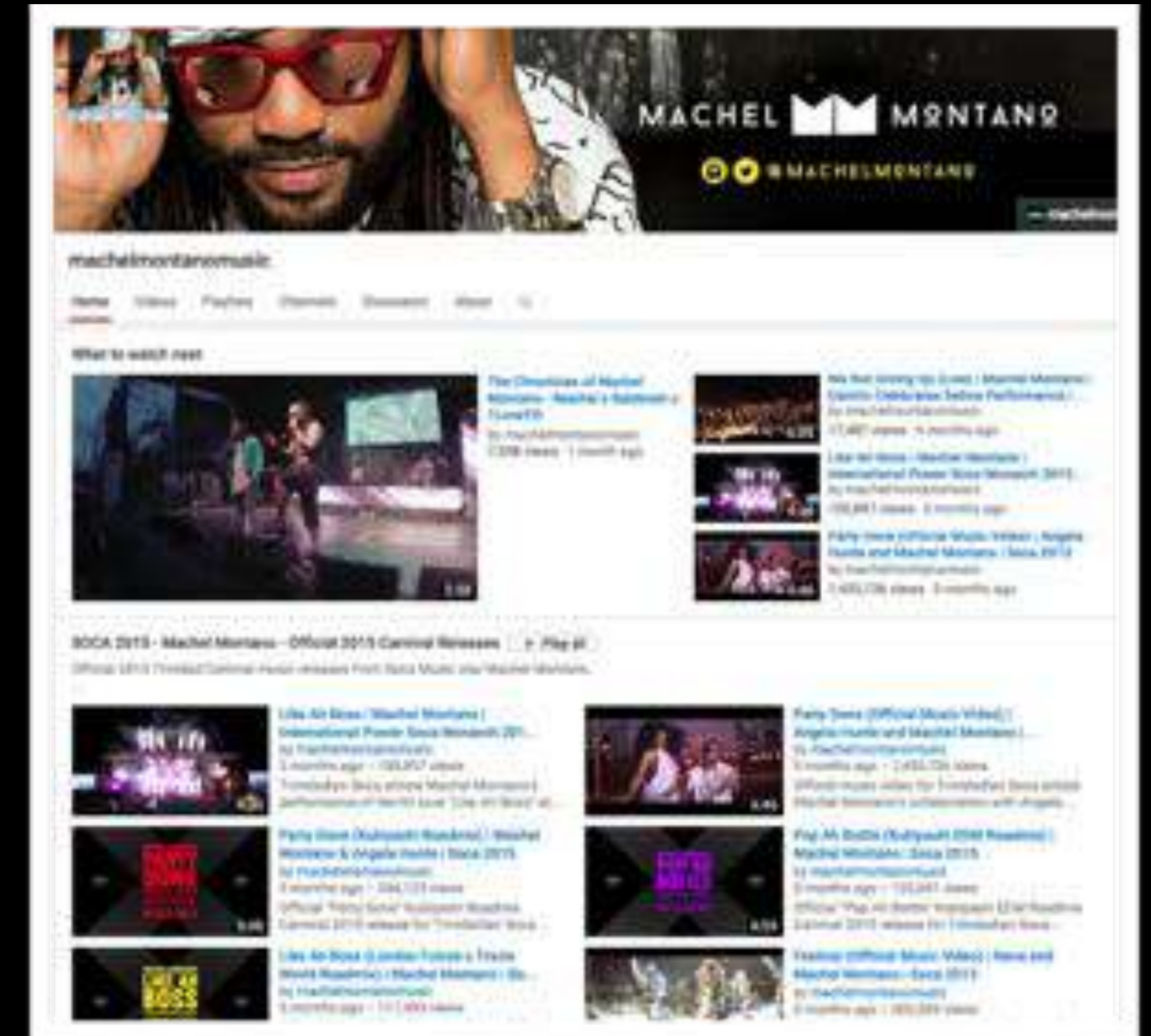
CHANNEL OPTIMIZATION.

Proper metadata and content organization is critical for building your algorithmic profile.
Stick to these and your subscriber base and viewership can grow fast.

Example of fully optimized channel: [Machel Montano](#)

AREAS OF FOCUS

- CHANNEL MESSAGE
- CHANNEL HEADER ART
- CHANNEL LAYOUT
- PLAYLISTING
- INVIDEO PROGRAMMING
(AVATAR & FEATURED VIDEO)
- AUDIENCE ENGAGEMENT
- VIDEO DESCRIPTIONS
- CUSTOM END CARDS
- ANNOTATIONS
- THUMBNAILS
- TAGS/METADATA
- RELEASE SCHEDULE
- VIDEO TITLE STRUCTURE
- PLAYLIST WATCH PAGE



CHANNEL OPTIMIZATION.

Fully optimized video example.

END CARD & TITLE



DESCRIPTION

Published on Sep 17, 2014
Timaya "Sanko" official music video, produced by Orbeat
Please Subscribe to my channel: http://www.youtube.com/subscription_center?add_user=OfficialTimaya

Dem Mama Records presents the official music video for Nigerian Afrobeat artiste Timaya's newest official single "Sanko," produced by Orbeat.

Watch Timaya's official music video for the song "Hold Me Now": <https://www.youtube.com/watch?v=9cXvk...>

New Timaya album "Epiphany" coming soon on September 25, Track Listing:
Bow Down
Sanko
Lal Lal ft. Terry G
Love (My Baby)
Gbagam ft. Deetii and Phyno
Bad Man Tin
Girls Dem ft. Patoranking
Happy ft. Sir Shina Peters
Nanna Hall Kinn

TAGS

Timaya sean paul sean paul 2014
bum bum timaya sanko timaya hold me now timaya
timaya sanko video timaya hold me now bum bum
sean paul bum bum timaya bum bum timaya ukwu
ukwu timaya timaya shake your bum
timaya ft sean paul shake your bum bum ukwu
bum bum remix bum bum bum timaya epiphany
epiphany timaya dancehall 2014 reggae
bom bom Timaya (Musical Artist)
Afrobeat (Musical Genre) Dancehall (Musical Genre)

CONTENT MARKETING

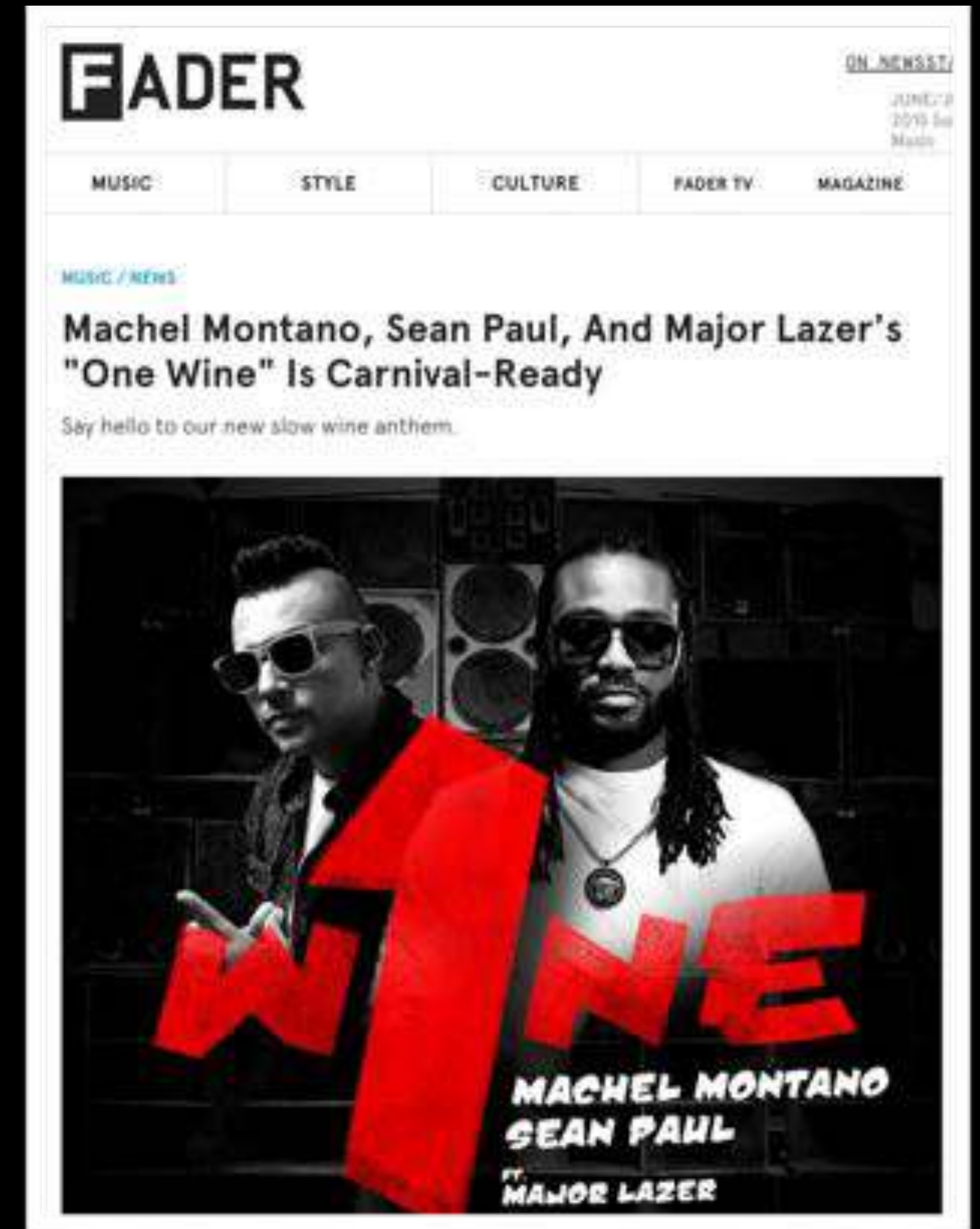
Collaborations Content seeding

Identifying like-minded artists, producers, and DJs to work with will expose you and your content to a wider audience.

Seeding content to blogs, music curation YouTube channels, music industry publications, online magazines, etc. is also critically important.

Make sure you give yourself two weeks prior to your official release date to send private links to your content to editorial teams. They will want this much time to plan exclusive features.

Every piece of content you release on YouTube should simultaneously be pushed over all of your social media profiles as well.



WHERE DOES THE \$ COME FROM?

Revenue is generated for music content on YouTube primarily through advertisements >> pre-roll & companion banners.

ADSENSE: AdSense Revenue is generated by skippable pre-roll advertisements that are bought on a bidding system. YouTube fills the inventory generated by your content's viewership primarily with these ads. These ads run on your channel and on your UGC content.

PREMIUM ADS: Companies like CDS who manage YouTube channels have sales teams that sell premium advertising directly to brands and agencies at a higher rate than TrueView advertising.

BRAND DEALS: If you can build up a highly engaged audience and guarantee brands high viewership on content including their brand messaging and logos, you can get big money from brands.

NOTE: If you want to work with brands in the future, watch what you say and do in your content. Objectionable content may prevent a brand from wanting to work from you, even years down the road.

IN CONCLUSION

Though traditional revenue streams like CD sales and major label deals are almost completely irrelevant, there is no better time for an independent artist to break on their own.

Sales are down but streaming revenue is up.

The power of streaming on YouTube, Spotify, and Deezer, and the emergence of music curation and playlists has made music discovery easier than ever.

There is nothing standing in the way of you and people looking for music like yours.

With focus, determination, strategy, a laptop and internet connection, you can make something out of nothing faster than ever.

CONTACT ME

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