

## **Lift in Viewership from Increasing Distribution**

Load & Track – TubeMogul's Universal Upload and Tracking Tool

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## Background – creation of Load & Track

Load & Track was created to further achieve TubeMogul’s mission of *empowering video publishers*. The service complements our analytics tool by providing video publishers an easy method for deploying video to multiple sites in one fell swoop. This study was undertaken to determine the estimated lift in viewership that video publishers might expect from using Load & Track.

## Case Study: “Bizarre Magic” by Brian Brushwood

Brian Brushwood (a.k.a. “Shwood”), the award winning magician/comedian famous from his self-described “Bizarre Magic” show, was one of TubeMogul’s alpha testers for the Load & Track universal upload and tracking tool. **Through use of Load & Track, Brushwood has seen a 3.5x increase in viewership.**

Prior to using Load & Track, Brushwood received 129 average daily views for his videos posted on YouTube. He wisely distributed his videos on YouTube – still the dominant destination in online video, and on his own site. However, since beginning to use Load & Track at the end of June, Brushwood’s viewership has increased to 446 average daily views – more than 3.5x the views received by using YouTube alone.

### Brian Brushwood, "Bizarre Magic"

*Tracking viewership since using TubeMogul's Load & Track Universal Upload Tool*

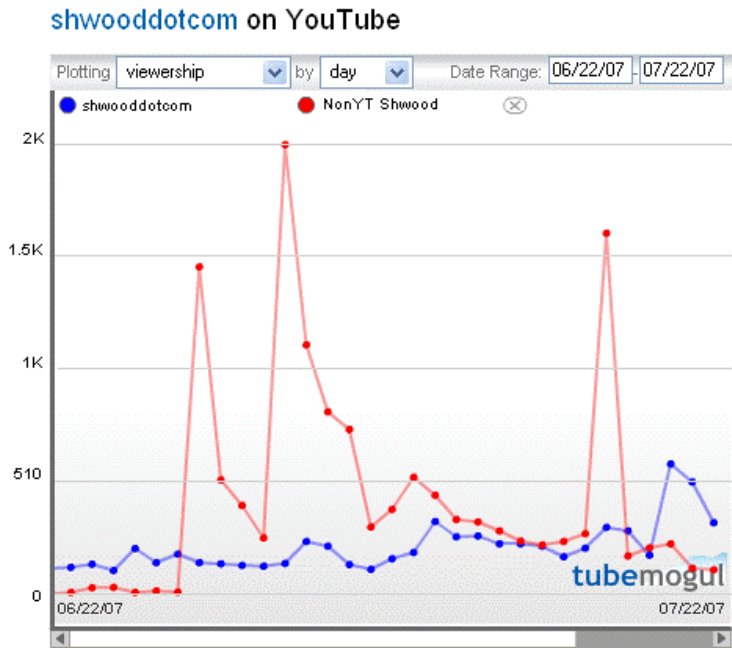
	Before Track & Load		Since Track & Load	
	Average Daily Views	% of Total	Average Daily Views	% of Total
YouTube	246	92.2%	264	28.4%
Non-YouTube	21	7.8%	665	71.6%
Total	267	100%	929	100%

% Increase in views since Load & Track                    **247%**

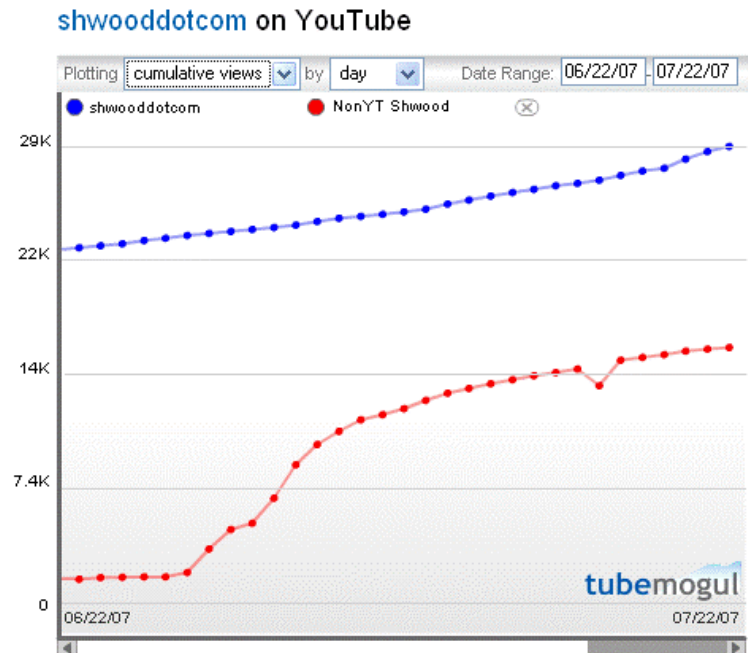
**Brushwood has MORE THAN TRIPLED his viewership by using TubeMogul's Load & Track**

Below are Brushwood’s YouTube viewership numbers (in Blue) compared with his non-YouTube viewership (in Red). The first chart compares daily views; the second compares cumulative views.

## Daily Views – Brian Brushwood’s YouTube vs. Non-YouTube

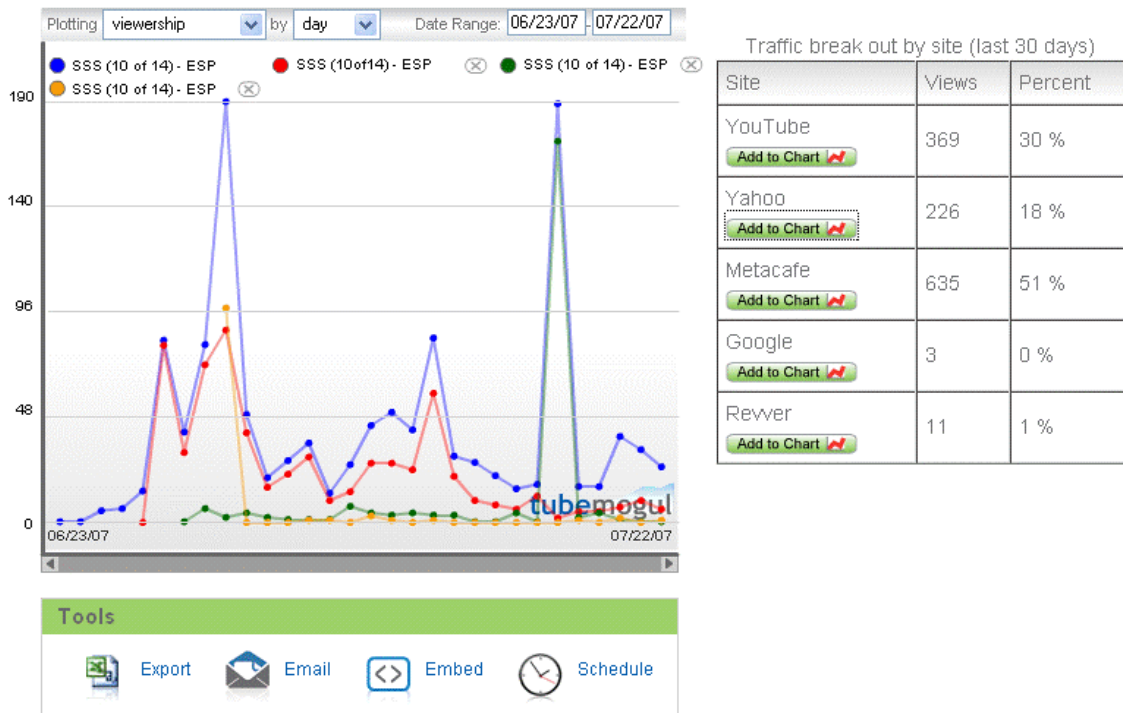


## Cumulative Views – Brian Brushwood’s YouTube vs. Non-YouTube



## Video Analysis

The new Load & Track tool allows even easier analytical capability at the video level than previously possible. By analyzing each uploaded video, we find that different audiences watched the videos at different points in time. This can be seen in the variety of peaks when comparing a video's viewership across sites. An example is seen below from Brushwood's ESP video:



With further analysis, we find that such variations come from videos being featured at different times on different sites, and the natural “bubbling up” that occur separately at each destination. Though this may seem intuitive, this is a departure from the mindset that a viral video is popular generically across sites. In many cases, we find the discovery process within an online destination creates variation in the popularity of a video over time, and the video producer that distributes across several sites can gain significant lift in viewership over exclusive distribution with one site.

## Conclusion

While YouTube is still the preeminent force in online video, video producers who employ a multi-site distribution strategy receive greater viewership than those who do not; however, such a strategy comes at the expense of time spent uploading, which can be substantial. Using Load & Track, TubeMogul's new universal upload and tracking tool, allows users to upload to multiple sites with the added benefit of integration with TubeMogul's analytics tools without spending any more time than it takes to upload to one site.

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