



CULTURE ET INTERNET

Eitan Altman

Feb 22nd, 2013

CONTENT:

- ✘ Streaming applications over the Internet.
Example: **Youtube**. Tools for analyzing popularity.
- ✘ Social networks: **twitter, facebook, linkedin**.
Analysis tools for twitter and facebook.
- ✘ Specialized social networks: **vodcaster** (cinema and micro-critics).
- ✘ Blogs and their analysis tools.
- ✘ How to create a social network

CONTENT

- ✘ Business models and popularity
- ✘ Virality and buzzes in the internet
- ✘ Access to knowledge and culture in the Internet: Hadopi, the general license approach

BUSINESS MODELS AND POPULARITY


- ✘ Targeted advertisement based on users' profile.
- ✘ Selling contents (e.g. tweets)
- ✘ Selling services for social network users. E.g.: direct access to a large number of users.

Both the content creator and the content provider are interested in increasing popularity of content.

Also used as a source of revenue

EXAMPLE: YOUTUBE

ntemlibre100 Subscribe 154 videos ▾



Astoria Piazzolla

EMIGRACIONES

EFS
ÉTABLISSEMENT FRANÇAIS DU SAND

www.dondetslang.com

00:14 / 10:42

Like Add to ▾ Share 34,269


Uploaded by ntemlibre100 on Aug 20, 2010
No description available.

100 likes, 1 dislikes
Artist: Astor Piazzolla


Show more

Top Comments

This is one of the most beautiful pieces of music I have ever heard. Piazzolla never ceases to amaze me.
LucasLin 2 months ago 3



Jeff Martin
Cours de
Piano Jazz
imusic-school
Apprenez la musique avec des artistes



Direct star: Morning Star
by lapoupeequipue
35,901 views Ad

Top Tracks for Astor Piazzolla

Astor Piazzolla - Romance Del Diablo
by anes1001
54,899 views


Piazzolla: Le Grand Tango (Yo-Yo Ma)
by cellopera
9,566 views

Milonga para tres - Astor Piazzolla
by extremaydura006
11,666 views

EXAMPLE: YOUTUBE

AD 1

ntembre100 Subscribe 154 videos ▾



The video player shows a black and white image of Astor Piazzolla playing the bandoneon. A red banner at the bottom of the video frame contains the logo for 'EFS ÉTABLISSEMENT FRANÇAIS DU SANG' and the website 'www.dondtslang.com'. A yellow arrow points to the top-left corner of the video frame.

Like Add to ▾ Share 34,269

Uploaded by [ntembre100](#) on Aug 20, 2010
No description available.

100 likes, 1 dislikes
Artist: [Astor Piazzolla](#)

[Show more](#)

Top Comments

This is one of the most beautiful pieces of music I have ever heard. Piazzolla never ceases to amaze me.

[LucasLin](#) · 2 months ago · 3

AD 2



Jeff Martin
Cours de
Piano Jazz
imusic-school
Apprenez la musique avec des artistes



Direct star: Morning Star
by [lapoupeesquipue](#)
35,901 views

Ad

Top Tracks for Astor Piazzolla

Astor Piazzolla - Romance Del Diablo
by [anes1001](#)
54,899 views

Piazzolla: Le Grand Tango (Yo-Yo Ma)
by [cellopera](#)
9,566 views

Milonga para tres - Astor Piazzolla
by [extremaydura006](#)
11,666 views

AD 3

EXAMPLE: YOUTUBE

AD 1

The image shows a YouTube video player interface. At the top, there is a channel name 'ntembre100', a 'Subscribe' button, and a dropdown menu showing '154 videos'. The video player itself displays a video of Astor Piazzolla playing the bandoneon. A red advertisement banner is overlaid on the bottom half of the video, featuring the logo for 'EFS ÉTABLISSEMENT FRANÇAIS DU SANG' and the website 'www.dondtsang.com'. Below the video player, there are buttons for 'Like', 'Add to', and 'Share', followed by a view count of '34,269'. The video is identified as 'Romance Del Diablo' by 'Astor Piazzolla'.

AD 2

The advertisement features a man, Jeff Martin, sitting at a piano. The text reads 'Jeff Martin Cours de Piano Jazz' and 'imusic-school Apprenez la musique avec des artistes'.



Direct star: Morning Star
by lapoupeesquie
35,901 views
Ad

Top Tracks for Astor Piazzolla

Astor Piazzolla - Romance Del Diablo
by anes1001
54,899 views

Piazzolla: Le Grand Tango (Yo-Yo Ma)
by cellopera
9,566 views

Milonga para tres - Astor Piazzolla
by extremaydura006
11,666 views

AD 3

Recom
graph

This is one of the most beautiful pieces of music I have ever heard. Piazzolla never ceases to amaze me.

LucasLin 2 months ago 3

POPULARITY

Various definitions of popularity of content:

- ✘ Total number of views
- ✘ Number of views in a given period
- ✘ Number of “likes” or the rank
- ✘ Degree of virality: how much did the network contribute to the increase in the number of viewers.
- ✘ Other considerations: potential number of interested users

CLASSIFICATION OF POPULARITY MODELS

According to whether there is a fixed bounded target population or not.

- ✘ Example: announcing an exhibition.
- ✘ Examples of unbounded targets: news bulletin.
The same person may be interested again in contacting a source of information.
- ✘ Timelines
- ✘ Time scale: even a bounded target population may behave as an unbounded if the infection rate is small enough

CLASSIFICATION

- ✘ According to degree of virality

LINEAR GROWTH: IMMIGRATION.

- ✘ There is only an external source of demand for content. The network itself is not used to infect other users.
- ✘ **Unbounded target population.**
- ✘ One does not get contaminated due to an epidemic process, but due to intentional search of a content.

MODELS OF EXPONENTIAL GROWTH: BRANCHING PROCESSES

- ✘ Branching processes are used to describe the growth of populations.
- ✘ The key parameter is **virality**: the average number of direct offsprings of an individual.
- ✘ If it is larger than 1 then we get exponential convex growth of the instantaneous population size.
- ✘ If it is smaller than 1 then a finite population will be contaminated. The total population grows like a concave exponential function.

EPIDEMIC MODELS

In branching, one assumes that the distribution of the number of off spring does not depend on the population size.

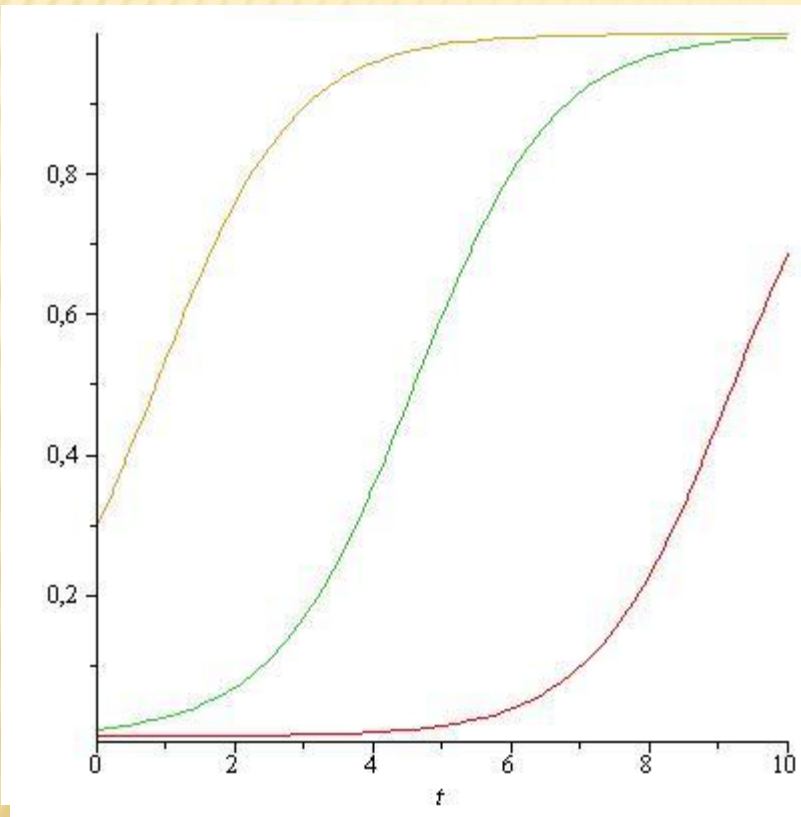
In practice, the population may be limited. Thus the more there are infected, the smaller is the probability for new infected.

BOUNDED POPULATION VARYING VIRALITY:

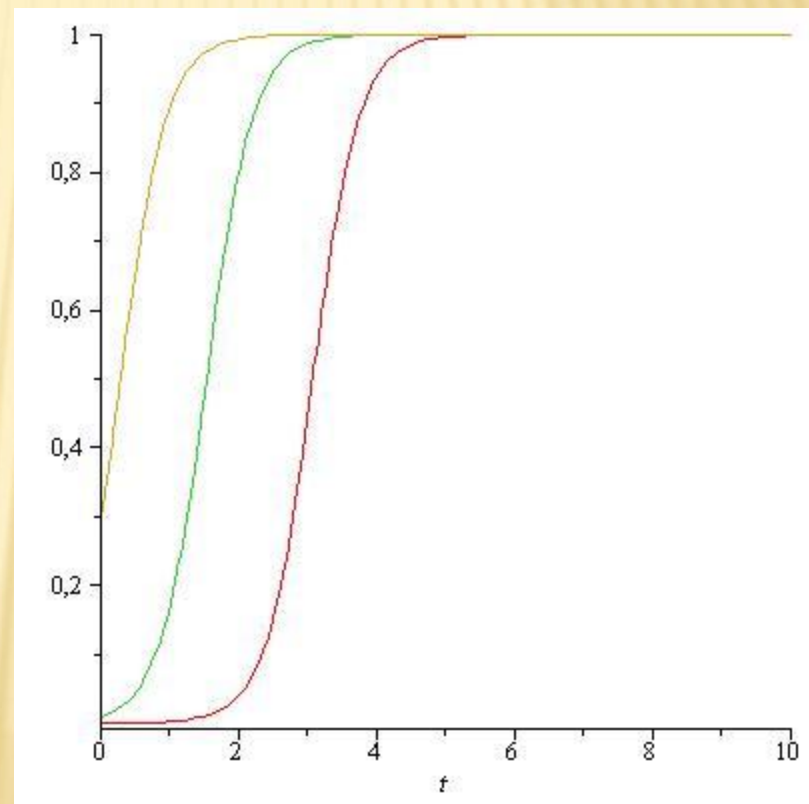
✘ Fraction of infected: $\frac{dx}{dt} = kx(1 - x)$

EXAMPLES WITH $X(0) = 0.0001, 0.01, 0.3$

✗ $k=1$



$k=3$



PROPAGATION MODELS WITHOUT VIRALITY, WITH MAX POPULATION SIZE

- ✗ Growth rate decreases

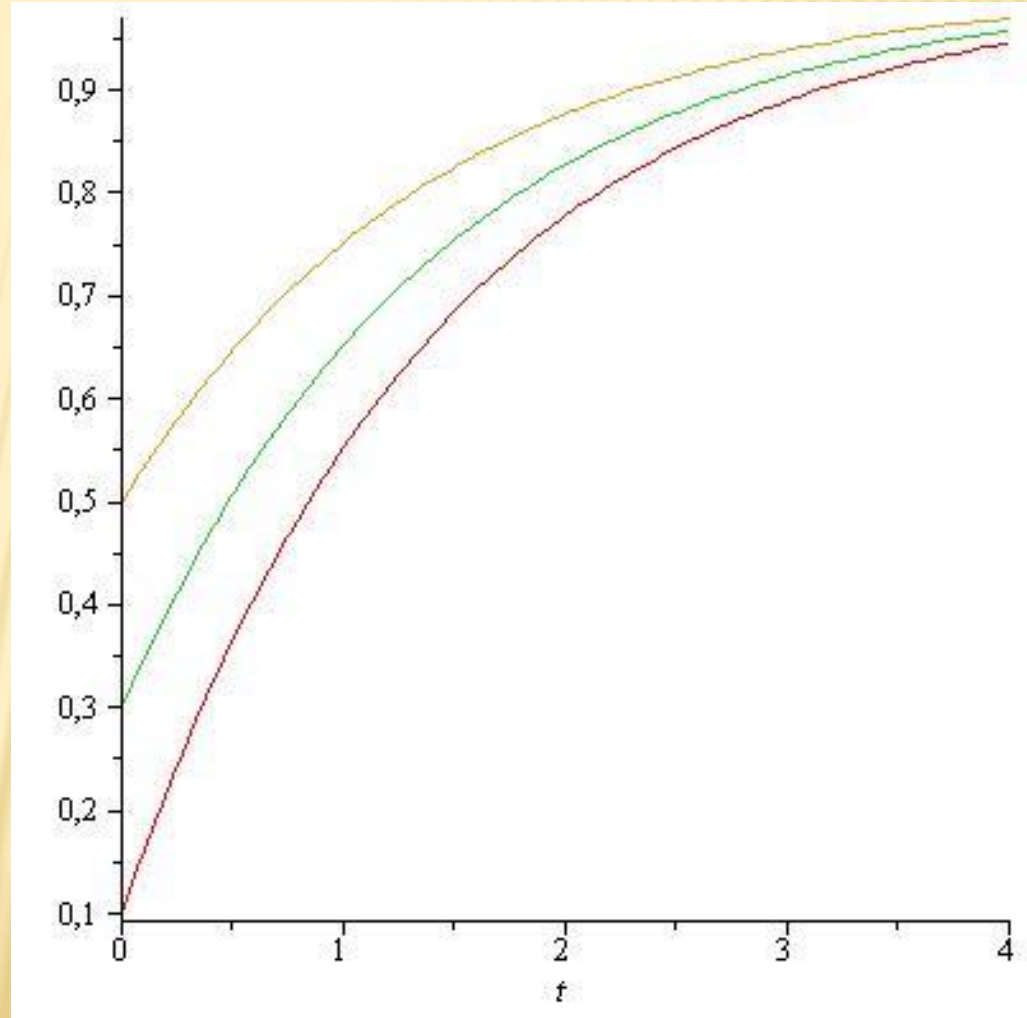
$$\frac{dx}{dt} = M(1 - x)$$

M is the size of the population that will be attained.
There is an apriory limit.

Branching process with low virality: no a priori limit.
A finite population is attained simply because of a
low interest in the content.

CURVES WITH DIFFERENT $X(0)$

✘ Converge to 1



WHAT CAN WE LEARN FROM YOUTUBE

- ✘ As a general user

President Obama Sings "Sweet Home Chicago"

whitehouse 2,720 videos



Music & the Arts

Backstage at the White House: Tedeschi &
by whitehouse
54,660 views

President Obama Welcomes Guests to "In
by whitehouse
21,945 views

President Obama at the University of Miami
by whitehouse
27,501 views

First Lady Surprises White House Tour
by whitehouse
89,265 views

President Obama's Bilateral Meeting with
by whitehouse
13,356 views

3/20/12: White House Press Briefing
by whitehouse
301 views

A LIST CONTAINING OTHER AD EVENTS: SHARING AND EMBEDDING



Significant discovery events

	Date	Event	Views
A	02/22/12	First view from a mobile device	107,108
B	02/22/12	First embedded on – facebook.com	75,452
C	02/22/12	First referral from YouTube search – obama singing	31,008
D	02/22/12	First embedded on – whitehouse.gov	23,221
E	02/22/12	First referral from – facebook.com	19,180
F	02/22/12	First embedded on – plus.google.com	11,465
G	02/22/12	First referral from YouTube search – barack obama singing	7,892
H	02/22/12	First referral from YouTube search – obama sings	6,601
I	02/22/12	First embedded on – failblog.org	5,824

"Ave Maria" (Biebl) - 2006-07 Tualatin HS Concert Choir

Total views: 32,894



Ave Maria Mater Dei (2006) by composer Daniel J. Knaggs

Like

Add to

Share

914 views

Total views: 914



Nearer My God to Thee (for 9 cellos) - ThePianoGuys

THEPIANO GUYS

+ Subscribe

36 videos ▾



Modern Classical Music

Linear growth

Period: 1 year



Like



Add to

Share



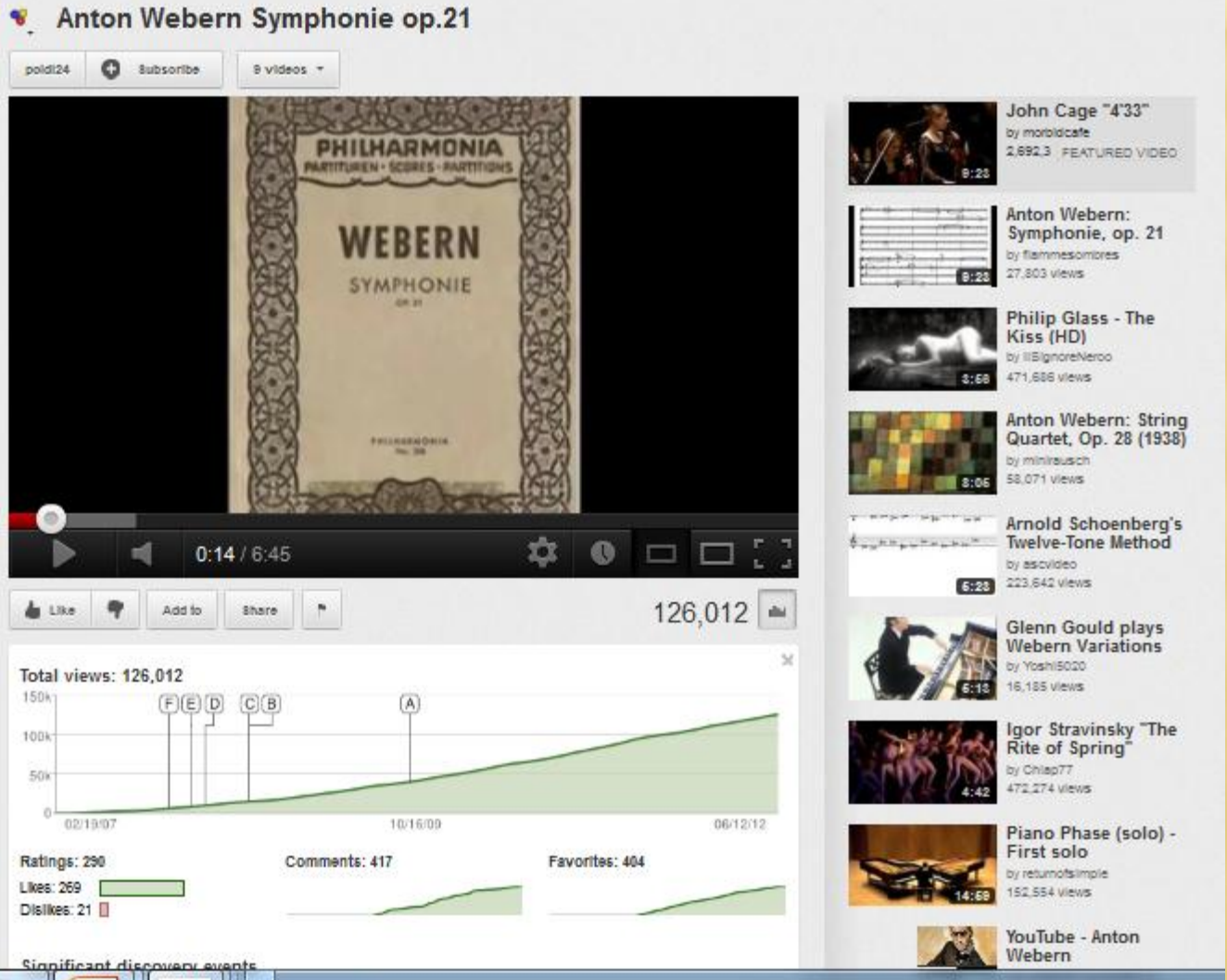
2,224,576



Total views: 2,224,576



EXAMPLE OF MODERN CLASSICAL MUSIC LINEAR GROWTH OVER 5 YEARS 2007-2012



Boulez - Sur Incises (extract) - Ensemble InterContemporain

Jre55591

Subscribe

43 videos



Like



Add to



Share



64,009



Total views: 64,009



Ratings: 243

Comments: 149

Favorites: 357

Likes: 225

Dislikes: 18

CONVEX PROCESS

✘ Branching, or early epidemic phase

Tchaikovsky 5th Symphony - (WHOLE) - Gustav Mahler Jugendorchester

JureGorzoan [Subscribe](#) 28 videos [Download This Video](#)



Peter Iljitsch Tschaikowsky
Symphonie Nr. 5 in e-Moll, op. 64

00:17 / 46:30

Like [Add to](#) [Share](#) 314,600

Total views: 314,600



Ratings: 1068
Likes: 1068 
Dislikes: 15 

Comments: 217 

Favorites: 314 

- Pepsi Football Remix by PepsiSWE 65,919 views Ad
- How To Approach A Woman by DeStorm 22,875, FEATURED VIDEO
- mozart requiem karajan by caglin 622,376 views
- Beethoven Piano Concerto 5 complete by videomedia123 133,191 views
- Relaxation Piano Music I - Chopin, by Kamibambolraptor 1,464,900 views
- Mozart: Piano concerto n. No. 21 in by Alessandro152 459,132 views
- Symphony No. 9 (Ludwig van) by FotoKadir 180,136 views
- Beethoven Moonlight Sonata (Sonata al by TheIchiGo999 3,790,746 views
- Tchaikovsky :

POPULAR CLASSICAL MUSIC EPIDEMIC ROUTING ONE YEAR PERIOD.



MOZART: POPULAR CLASSICAL MUSIC,

W. A. MOZART " Symphony No. 20 D Major (1772)

vivaldilandmozart

Subscribe

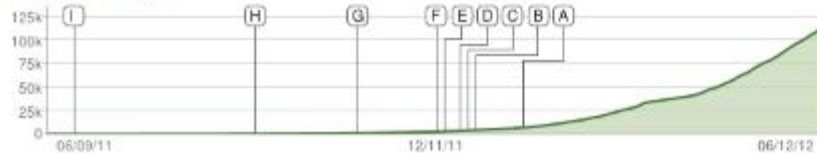
164 videos



A year and a half of a
Convex growth
Popular classical music

Like Add to Share 113,517

Total views: 113,517



Ratings: 249

Likes: 244

Dislikes: 5

Comments: 28

Favorites: 130

Significant discovery events

Date	Event	Views
------	-------	-------



Pantamera - Familien

by pantameranu

35,325 views

Ad



Die Zauberflöte
(Wolfgang Amadeus)

by BPanther

1,507,1

FEATURED VIDEO



Mozart: Piano
concerto n. No. 21 in

by Alessandro152

459,132 views



Mozart - Violin
Concerto No. 3 in G,

by Am4d3usM0z4rt

74,145 views



Beethoven Piano
Concerto 5 complete

by videomedia123

133,191 views



Mozart - Symphony
No. 31, "Paris" - I.

by moltoallegro19

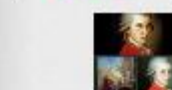
47,359 views



Symphony No. 40 -
Mozart | Full Length

by DrGiffen

754,170 views



YouTube - Wolfgang
Amadeus Mozart

Wolfgang Amadeus Mozart,
baptismal name JOHANNES

157,522 videos



Tchaikovsky 5th
Symphony - (WHOLE)

by JureGorican

245,700 views

EPIDEMIC BEHAVIOR

EPIDEMIC BEHAVIOR

JS Bach - Partita for solo violin no. 3 in E Major BWV 1006 Preludio

Th3Yees

Subscribe

18 videos



2 years period
Epidemic routing
Populr classical music

Like

Dislike

Add to

Share

Print

277,942

Info

Total views: 277,942



3 year old Jonathan playing "Allegro" by esenuk
495,671 views
FEATURED VIDEO



7 year old violinist No.2 (mendelssohn violin) by ysjin
469,150 views



Konzert In D Major (Adelaide-Konzert) by olivessj0923
328,804 views



Bach - Sarabande in D minor - Anne-Sophie by karateko
241,791 views



Violin Solo by Multi-Talented 4 Years Old by thaabstract
20,952,993 views



(Champion of vienna cup) Edouard LALO by RayLin0910
198,856 views



Homeless Boy Steals The Talent Show by inspirationbygod
50,509,973 views

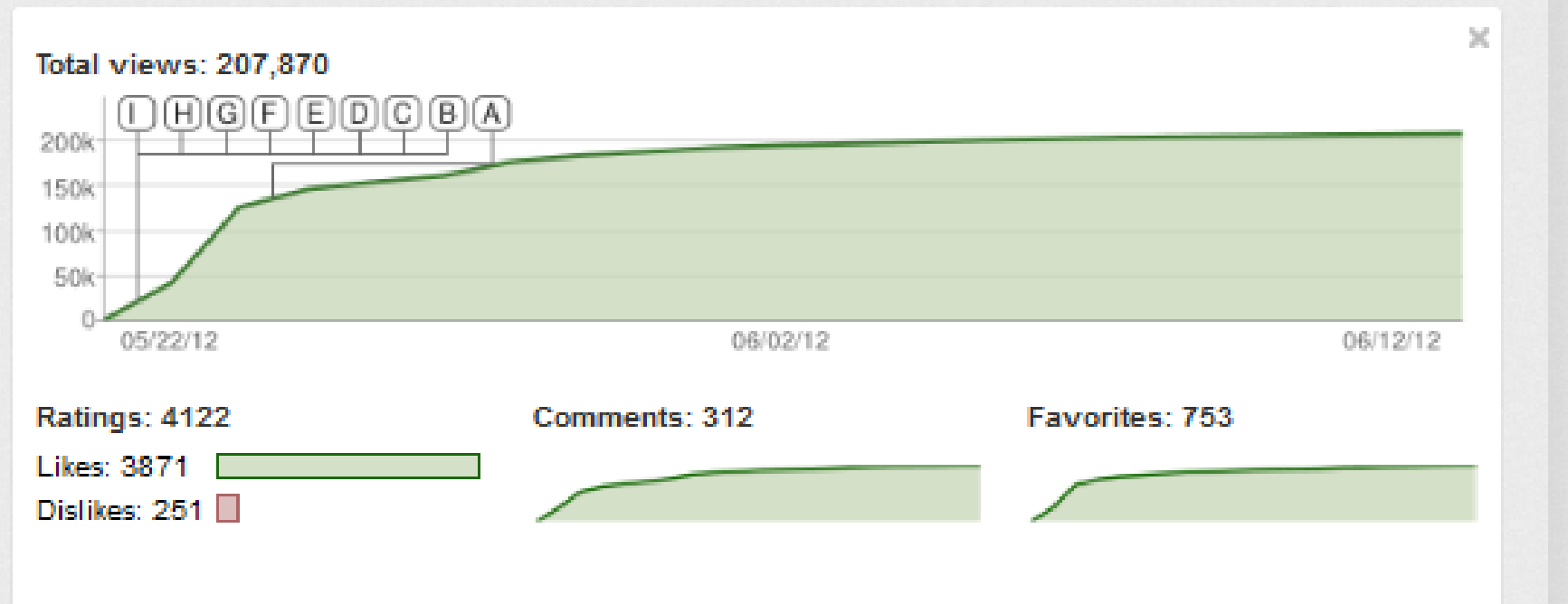


[HQ] Itzhak Perlman

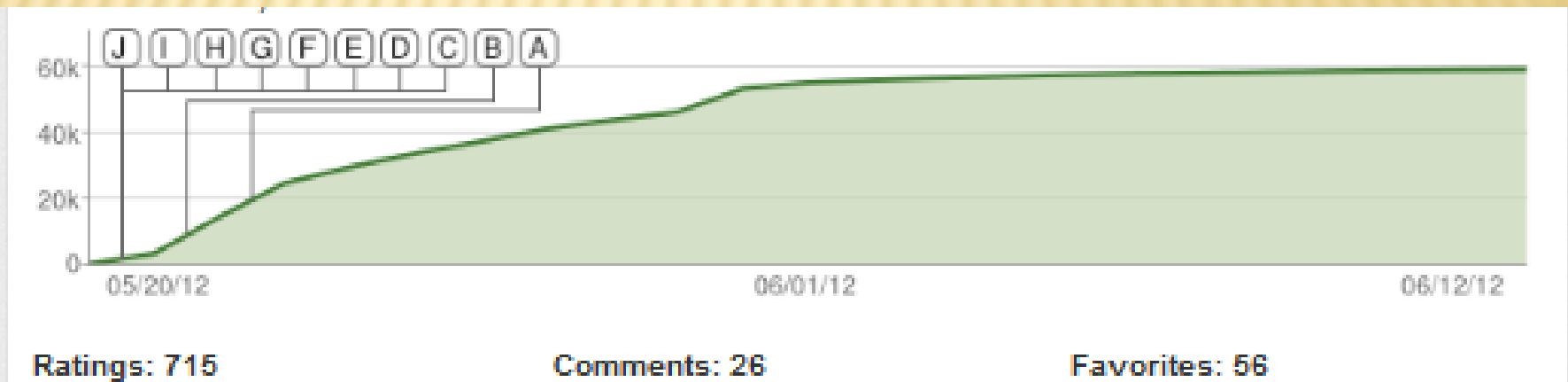
CONCAVE BEHAVIOR

CONCAVE BEHAVIOR

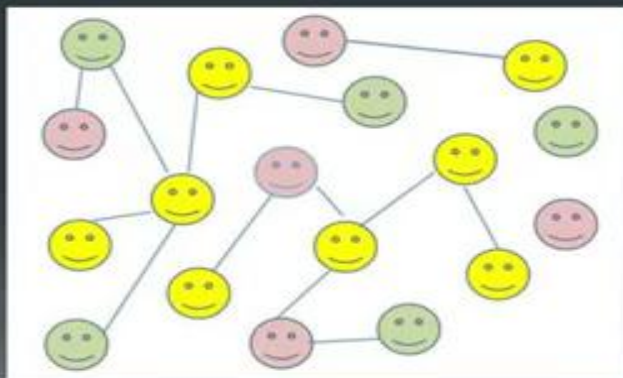
President Obama and the Fight for LGBT Rights



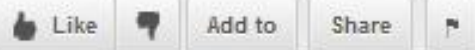
President Obama on Creating an Economy Built to Last



THE SOCIAL NETWORK SONG BY VALENTINA MONETTA VIDEO CONTEST 2012 CLIP BY EITAN ALTMAN



This video is public.



498 views

Video statistics

[View more stats](#)

Because this video has been claimed by a copyright owner, statistics cannot be made public.

Views and discovery



Loreen - Euphoria
(Sweden) 2012

by eurovision

13,881,251

FEATURED



The Social Network
Song - San Marino

by GarikAvakianTube

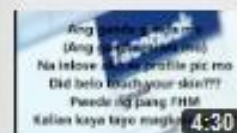
2,018 views



Valentina Monetta
Facebook uh oh oh

by Sorin Adrian Dorha

769 views



Da Facebook Song
Tanya Markova

by jovea22

14,920 views



Eurovision 2012 San
Marino Valentina

by DeMarcus2506

6,096 views



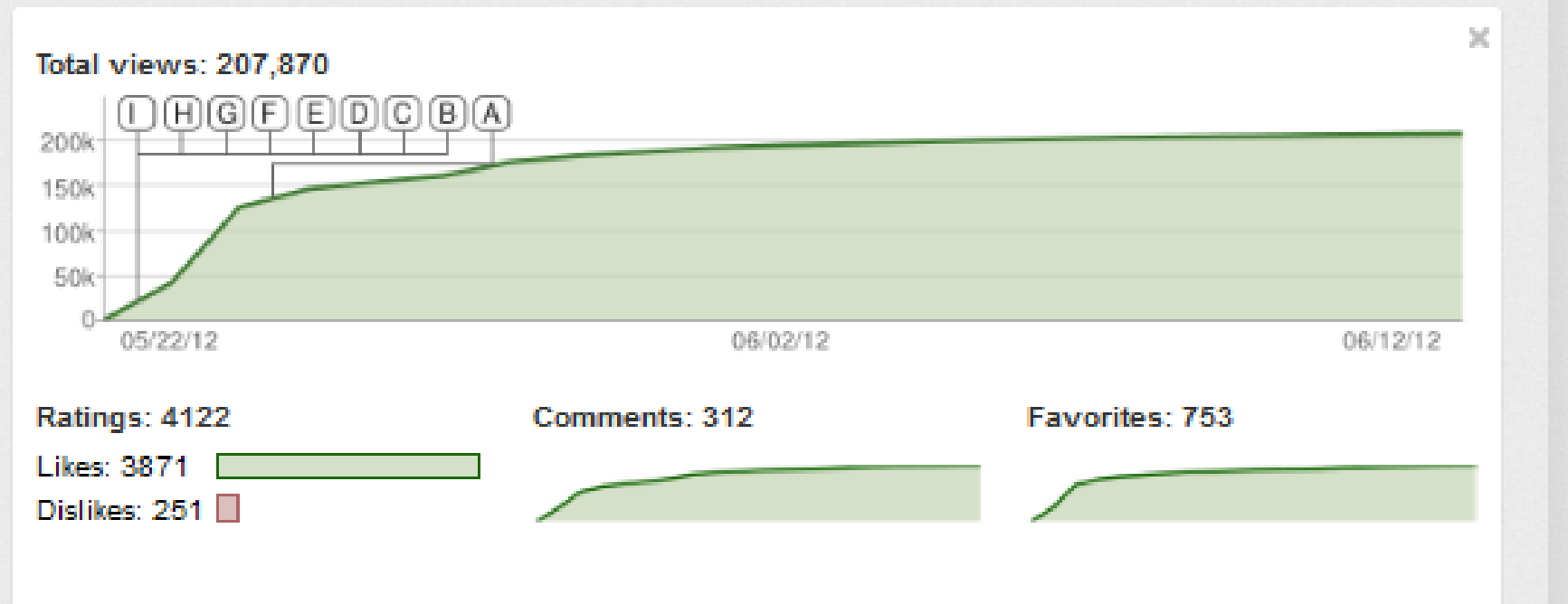
The Social Network (SoundTrack) - A

by ramsri374

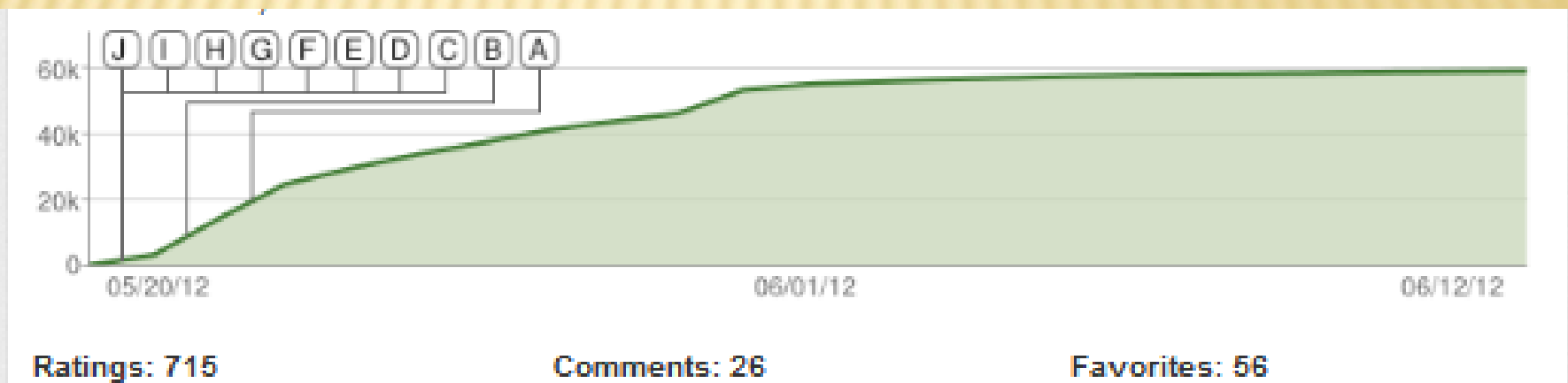
3,104 views

HYBRID CONCAVE BEHAVIOR: EXPONENTIAL AND LINEAR

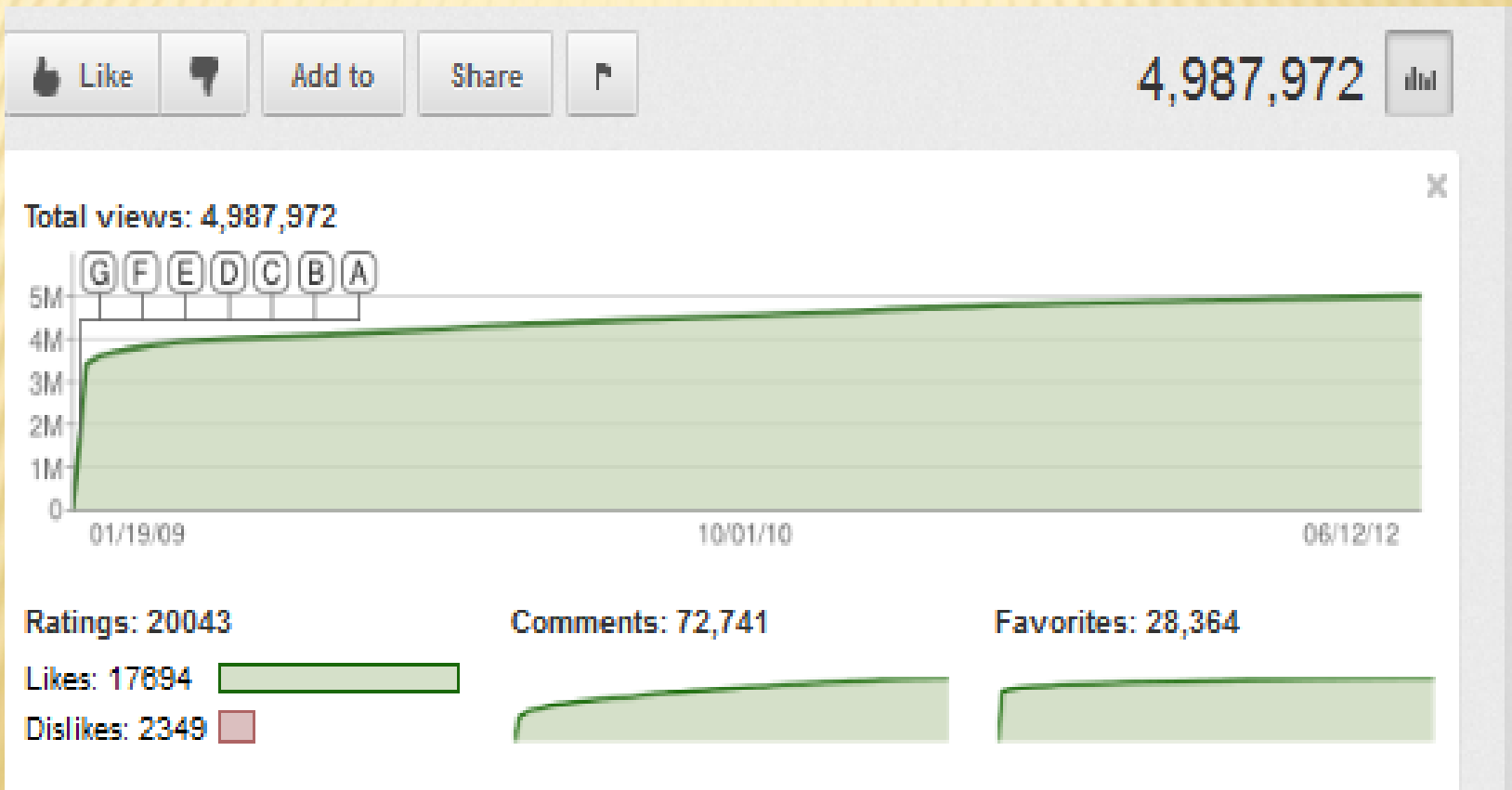
President Obama and the Fight for LGBT Rights



President Obama on Creating an Economy Built to Last



✘ President Barack Obama 2009 Inauguration and Address 3 years. Concave? Epidemic?



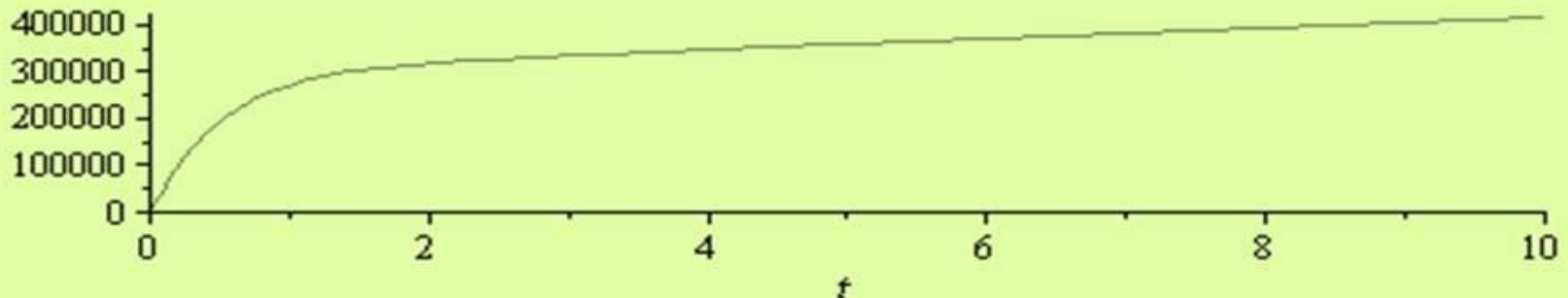
COMBINATION: LINEAR GROWTH + CONCAVE GROWTH, 2 MONTHS

President Obama Sings "Sweet Home Chicago"

Total views: 404,721



$$Y(t) = 300000(1 - \exp(-2t)) + 12000t$$



“NON POPULAR VIDEOS”


UNPOPULAR VIDEO WITH MANY VIEWS AND MANY DISLIKES

Los dragones existen - YouTube - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Zimbra: LinkedIn (307) (1) Welcome, Eitan | Lin... https://zimb...=2&view=html Los dragones existen - You... People You May Know | Lin... Non je ne Regrette Rien - Y... La Commission européenn... New Tab

www.youtube.com/watch?v=Xjw5QH-MD_A existen los dragones




14,809

Like Add to Share

Video statistics

Views and discovery



Date	Views
06/30/07	0
01/30/10	~5,000
09/01/12	14,809

14,809 Views

- Dragon ball z budokai tenkaichi 3 Todos los by espectroshadow 254,979 views 9:22
- [4] Vida - Peces [Parte 1] by ScienceChannelYT 222,376 views 9:56
- Monsterquest - Dragones Reales - 1 de by reyesibaceta 107,816 views 9:05
- Dragones: La Leyenda se hace Realidad. 5/10 by NBZink 213,238 views 9:52
- Dragones: La Leyenda se hace Realidad. 2/10 by NBZink 384,905 views 9:04
- Dragones: La Leyenda se hace Realidad. 10/10 by NBZink 187,087 views 10:08
- Pokemons de Carne y Hueso, si existen!! by wwwPEORESNA.com 51,442 views 3:07
- Dinosaurios gigantes

2005 01/09/2012

Engagement



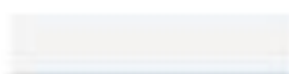
29

Comments



6

Likes



0

Favourites



20

Dislikes

Audience

Top locations

Mexico

Peru

Spain

Top demographics

Male, 35-44 years

Male, 13-17 years

Male, 45-54 years

FAMOUS EXAMPLE

✘ Why linear growth?



1:12 / 3:48

Like Add to Share

39,794,936

Video statistics

Views and discovery



Key discovery events

- A First referral from YouTube search: [rebecca black](#)
Sep 16, 2011 - 1,001,342 views
- B First referral from YouTube search: [rebecca black friday](#)
Sep 16, 2011 - 4,689,573 views

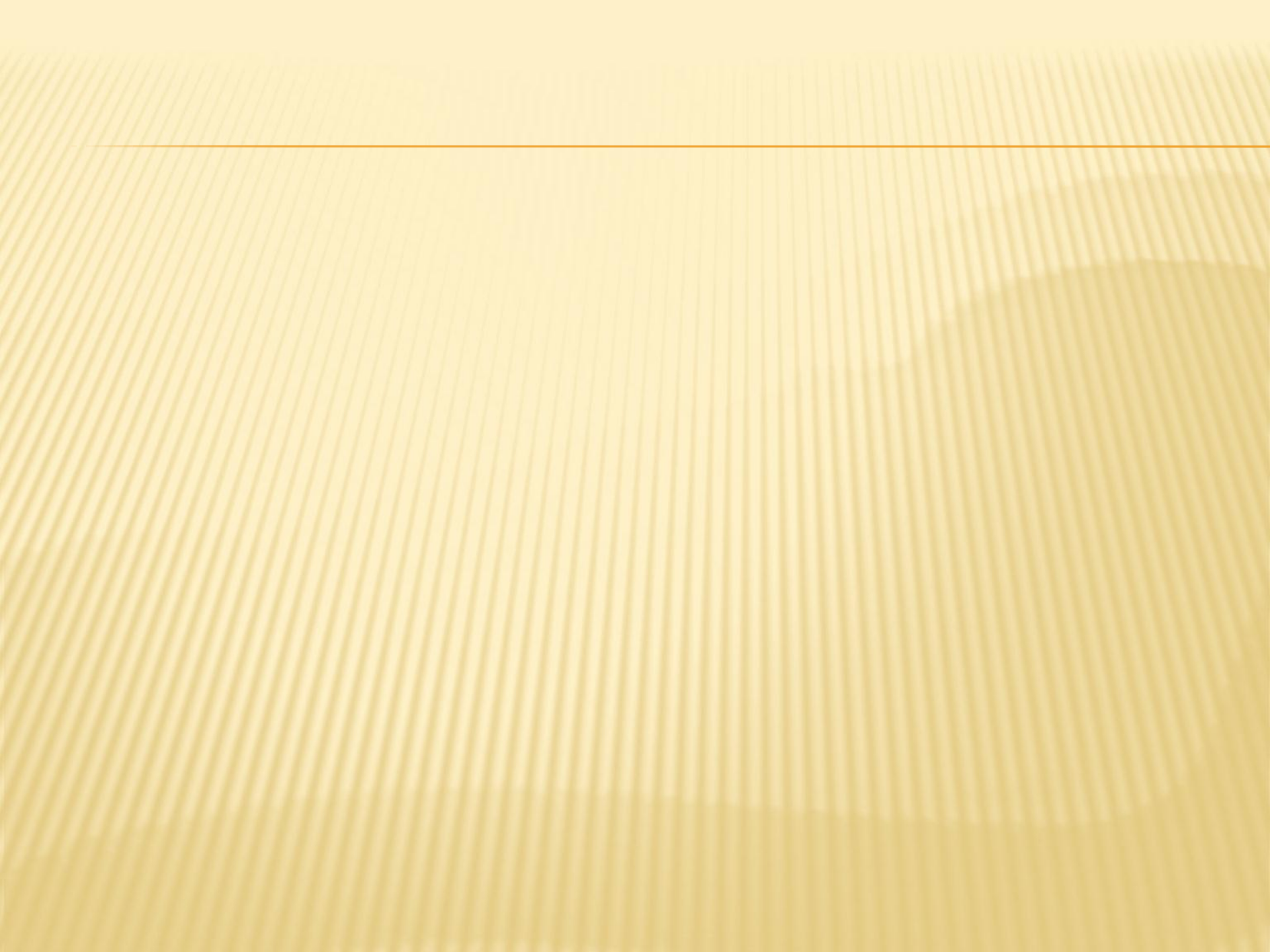
Show more events

Engagement



Audience

- #### Top locations
- United States
 - Canada
 - United Kingdom
- #### Top demographics
- Female, 13-17 years
 - Male, 13-17 years
 - Male, 18-24 years



JUMP IN VIEWS DUE TO EXTERNAL EVENT (2ND HOSPITALIZATION)



Like Add to Share 209 views

Video statistics

Views and discovery



Key discovery events

- A** First referral from YouTube search: [joyeux anniversaire annick](#)
Aug 27, 2012 - 3 views
- B** First referral from: [facebook.com](#)
Aug 27, 2012 - 12 views

0:30 Ad

- Je lui fête son anniversaire surprise**
by ESCALOPEdotCOM
58,863 views **FEATURED**
1:21
- Brain surgery removal of metastatic tumor**
by MicroNeuroSurgeryOrg
240,891 views
4:19
- Novel Neurosurgery at Johns Hopkins -**
by JohnsHopkinsMedicine
44,317 views
8:15
- Anesthesia vs Neurosurgery**
by hautegirl
328,061 views
3:30
- A neurosurgeon talks about his job**
by ChicagoTribune
49,090 views
3:21
- Cirurgia para tumor cerebral (HD)**
by Ed Zerati
508,312 views
6:30
- BRB, NEED BRAIN SURGERY!!! (3.6.12 -**
by CTFxC
377,770 views
18:01
- Neurosurgeon: I Experienced Afterlife**
by TheYoungTurks
67,618 views
5:56
- Contribution of Ariel Orda, Chairman of**
1:56

JUMP IN THE SLOPE OF THE LINEAR INCREASE



Like Add to Share 295 views

Video statistics

Views and discovery



Les Cinq Légendes
by ParamountFrance
281,412 views
0:35

Le Corbeau et le Renard - Vidéo Fable
by HelloKidsVideos
530,551 views
2:07

Un mix de chansons algéroises
by yachmina
302,425 views
1:05:55

La cigale et la fourmi
by Eitan Altman
179 views
2:05

[French for beginners 145 minutes to learn]
by imagiers
1,416,825 views
2:26:35

Le Corbeau et le Renard
by likesalla
62,138 views
2:23

Le corbeau et le renard - Fable de la Fontaine
by Horizonspoetiques
5,072 views
2:07

Les Trois petits Cochons-En
by mrvincent47300
11,373,310 views
7:57



0:29 / 2:26

Like Add to Share

149 views

Video statistics

Views and discovery

149

Views



Key discovery events

Les Cinq Légendes
by ParamountFrance
281,412 views
0:35 Ad

Einat sings HURT by Christina Aguilera
by Einat Altman
105
4:05 FEATURED

Beethoven Violin concerto (Perlman & by TodoGardel
165,875 views
48:41

Kid sings "A Sheinem Cholem" (Yiddish)
by shiezoli
112,350 views
6:51

Contribution of Ariel Orda, Chairman of
by EITAN Meir ALTMAN
1 view
3:54

Itzhak Perlman plays Klezmer
by yakovsmimov55
1,204,335 views
10:36

Giora Feidman & Gershwin-Quartett /
by krogius83
30,667 views
8:37

Giora Feidman: The Klezmer's Freilach
by Thelonious Wehwalt
93,776 views
3:52

Yiddish vs. German: an experiment.
by ikhvevsnit

Avignon (France): I've got Peace in my Fingers

Einat Altman

Subscribe

11 videos



Like Add to Share

666 views



Teddy Bear Puppies Ready
by sterenberg1
130,785 views

Ad



I've got Peace in my Fingers (Susan)
by Eitan Altman
14,781 views




I've got Peace in my fingers
by EITAN Meir ALTMAN
818 views



Peace in my fingers video contest. Planet
by TheBelchertown
5,308 views



Create Your Own Video Using Susan Salidor's
by Jay Rehak
1,377 views



Aesop's Fable: The North Wind and the










Video statistics

Views and discovery



Key discovery events

- A** First referral from related video: [I've got Peace in my Fingers \(Susan Salidor\)](#)
Jul 7, 2012 - 388 views
- B** First referral from related video: ["Peace in My Fingers" Music Video - Susan Salidor](#)
Jul 8, 2012 - 7 views
- C** First view from a mobile device
Jul 8, 2012 - 23 views
- D** First referral from YouTube search: [peace in my fingers](#)
Jul 9, 2012 - 6 views
- E** First referral from related video: [Create Your Own Video Using Susan Salidor's "Peace in My Fingers" Win \\$100!](#)
Jul 29, 2012 - 8 views
- F** First referral from related video: [I've got Peace in my fingers](#)
Aug 4, 2012 - 21 views
- G** First referral from related video: [Einat chante "Pour que tu m'aimes encore" \(Celine Dion\)](#)
Aug 12, 2012 - 5 views
- H** First referral from YouTube search: [i've got peace in my fingers](#)
Aug 13, 2012 - 5 views
- I** First referral from related video: ["Israel loves Iran" based on the children song "Peace in my Fingers" \(Susan Salidor\)](#)
5,862 views
- J** Total views: 666

-  **2:32** 16,693 views
-  **1:41** **I've Got Peace in My Fingers - Susan Salidor**
by TheWenter96
279 views
-  **"Israel loves Iran" based on the children**
by Eitan Altman
5,862 views
-  **9:02** **Theater history: Mahabharata in**
by OnlineDramaturgy
1,662 views
-  **1:55** **Free MP3 of "I've Got Peace in My Fingers"**
by Jay Rehak
6,299 views
-  **3:32** **Halloween Song: Them Bones Susan Salidor**
by Jay Rehak
1,316 views
-  **1:42** **Danza 'I've Got Peace in My Fingers' by**
by Ceip Antonio Valbuena
953 views
-  **6:22** **The Best of France - Avignon**
by emeritamanansala
32,089 views
-  **Travel France - Visiting the Avignon Bridge**

INFLUENCE OF OTHER VIDEOS IN THE CHANNEL

Eitan M Altman Subscribe 5 videos Download mp3



0:04 / 14:58

This video is public.

Like Add to Share

115 views










Video statistics

Make these stats publicly visible

View more stats

Views and discovery



-  **Paris sous l'occupation**, by Eitan M Altman 13 views 10:39
-  **France Telecom Grand Prix award of the** by Eitan M Altman 114 views 7:34
-  **Downtown, Haifa, 2012** by Eitan M Altman 2 views 4:14
-  **Atal Bihari Vajpayee Speech : Amazing** by Hindubhumi 131,889 views 4:10
-  **Wadi Salib, Haifa** by Eitan M Altman 2 views 0:23
-  **A Coyne A Dawkins and a Mathematician walk** by HannibaltheVictor13 216 views 14:51
-  **Thu Minh Body Language Official** by Dominikjazz 2,124 views 5:15
-  **Daaru Desi - Song Promo - Cocktail** by erosentertainment 7,118,499 views 2:18
-  **Things I Don't Understand About Girls** by MarcusButlerTV

This video is public.

Like Add to Share

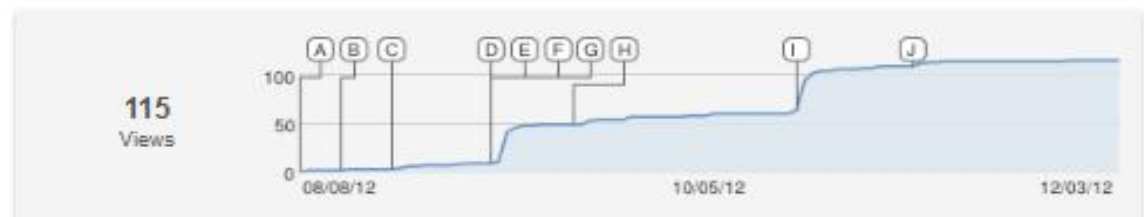
115 views

Video statistics

Make these stats publicly visible

[View more stats](#)

Views and discovery



Key discovery events

- A** First referral from: [Google](#)
Aug 8, 2012 - 7 views
- B** First view from a mobile device
Aug 14, 2012 - 9 views
- C** First referral from YouTube: [/channel/UCZ5_2xfijtOWaiDIMmYqdQ](#)
Aug 21, 2012 - 10 views
- D** First referral from related video: [Spatio-temporal evolution of languages in Twitter](#)
Sep 5, 2012 - 3 views
- E** First embedded on: [facebook.com](#)
Sep 5, 2012 - 4 views
- F** First referral from: [facebook.com](#)
Sep 5, 2012 - 7 views
- G** First referral from: [linkedin.com](#)
Sep 5, 2012 - 9 views
- H** First referral from YouTube search: [altman eitan](#)
Sep 17, 2012 - 2 views
- I** First referral from related video: [France Telecom Grand Prix award of the French Academy of Science 2012](#)

A Coyne A Dawkins and a Mathematician walk
by HannibaltheVictor13
216 views
14:51

Thu Minh Body Language Official
by Dominikjazz
2,124 views
5:15

Daaru Desi - Song Promo - Cocktail
by erosentertainment
7,118,499 views
2:18

Things I Don't Understand About Girls
by MarcusButlerTV
268,738 views
5:57

HOW TO SAY HELLO IN 30 LANGUAGES
by DizastaMusic
541,944 views
1:19

57. TALKING TO YOUR CRUSH (just do it)
by JayFluent
101,296 views
5:06

Praxias orofaciales- Cuento del gusanito.
by logopediaperu
515,865 views
3:36

Love Language - A Linguagem do amor
by Raphael Martins
683,174 views
4:40

KRAKEN LENGUAJE DE MI PIEL
by mhflatin
148,395 views
4:11

INFLUENCE OF PUBLICITY

Attribution des Prix
de l'Académie des
Sciences,
16 octobre 2012

0:02 / 7:33

This video is public.

Like Add to Share

235 views

Video statistics

Make these stats publicly visible

View more stats

Views and discovery

235
Views



Key discovery events

(A) First referral from related video: [France Telecom Grand Prix award of the French Academy of Science 2012](#)

- by PascalLemoineProjet
299 views
Ad
- The Great Pyramid :
Lost Legend of Enoch**
by DiscloseTruthTV
1,645 views
1:17:48
- Tsunami - Caught On
Camera - P1**
by noeuro
28,648,889 views
10:58
- Monster High - Una
Fiesta Divina de la**
by MonsterSpainHigh
82,840 views
1:08:25
- Enoch, The Story
Behind the Bible**
by BlueMediaMagic
14,252 views
9:03
- Especial Monster High -
Espantada de Isla**
by Tsrefes
5,209,247 views
43:38
- ET Realities with Dr.
J.J. Hurtak**
by academy24
7,288 views
7:26
- Enoc un hombre que
camino con Dios -**
by Xavi Perez
17,925 views
55:13
- ENOCH & ELIJAH
RETURN TO PLANET**
by thirdeaglebooks
44,068 views
14:52
- Contact has begun
Dr's JJ and Desiree
Hurtak**
by Top2299



Attribution des Prix de l'Académie des Sciences, 16 octobre 2012

0:03 / 7:03



Like



Add to

Share



151 views



Video statistics

Views and discovery

151
Views

Key discovery events



凤凰传奇-最炫民族风
MV

by fountainpark723

1,382,160

FEATURED



3/3 - Colloque sur la
Kabylie : Intervention

by Hace Mess

210 views



La crise pour les nuls
2/2 au 13/09/2011

by general3gaulle

4,032 views



2/3 - Colloque sur la
Kabylie : Intervention du

by Hace Mess

258 views



1/3 - Colloque sur la
Kabylie : Intervention

by Hace Mess

1,304 views



Shad: LE CIRCUIT JUNO
DES OEUVRES D'ART

by mbacmedia

28 views



Edition 2012 -
Académie de Créteil -

by FondationEADS

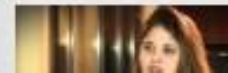
58 views



CIMETIERE DU GRAND
JAS A CANNES, L'UN

by SUSEJ474

222 views



Edition 2012 -
Académie de Versailles

VIDEO COMMENTS: EMBEDDING A VIDEO AS COMMENTS

The screenshot shows a YouTube video player interface. The main video is titled "El Torreador de la Opera Carmen de Bizet" and features a bullfight scene with yellow text overlaid. The video player includes a progress bar at 00:09 / 10:02 and various control icons. Above the video, there are buttons for "BackToOslo", "Subscribe", "4 videos", and "Download mp3". To the right, a list of recommended videos is displayed:

- Étienne Drapeau - Tes ma femme, t'es la plus**
by LaGuerrillaProd
768,479 views
FEATURED
- Adya Classic Vol.1 13 The Marriage Of**
by kwongliang
117,727 views
- Eli Eli אלי אלי**
by BackToOslo
26 views
- Adya Classic Vol.1 - 10 Ode To Joy**
by kwongliang
156,784 views
- Avinu Shebashamayim**
by 5736krull
24,733 views

At the bottom of the player, there are buttons for "More videos from BackToOslo" and "BackToOslo".

Views and discovery

165

Views



Key discovery events

- A** First view from a mobile device
Sep 1, 2012 - 10 views
- B** First referral from related video: [Carmen \(Bizet\) The Royal Opera](#)
Sep 3, 2012 - 2 views
- C** First referral from related video: [Grace BUMBRY - Carmen - Habanera](#)
Sep 8, 2012 - 4 views
- D** First referral from related video: [Avinu Malkeinu. We are not proud of IDF.](#)
Sep 8, 2012 - 14 views
- E** First referral from YouTube search: [carmen bizet](#)
Sep 8, 2012 - 18 views
- F** First referral from YouTube search: [toreadore](#)
Sep 12, 2012 - 4 views
- G** First referral from: [facebook.com](#)
Sep 18, 2012 - 14 views
- H** First embedded on: [facebook.com](#)
Sep 18, 2012 - 20 views



Adya CLASSIC Vol.1 - 11

Eine Kleine

by kwongliang

205,298 views

3:14



Ode To Joy - Adya
(Classic Music)

by MsHollywoodFilm

30,519 views

4:44



Phish - TMWSIY~Avenu
Malkenu~TMWSIY -

by LazyLightning55

6,811 views

8:28



BARBRA STREISAND -
AVINU MALKEINU

by judebelly

1,508,787 views

4:18



Bizet - Carmen -
Habanera

by omraamm

2,392,327 views

3:41



LEA MICHELE - "My
Man" [LIVE @ Tribute

by Sophia Bergamo

72,750 views

2:31



Adya Classic Vol.2 11
Aida

by kwongliang

165,972 views

4:09

WHAT DO WE LEARN FROM YOUTUBE DATA

AS A CREATOR OF CONTENT:

- ✘ How many views according to the profile (age, sex, location)
- ✘ What brought the views: another social network? Another WEB site? The recommendation of Youtube? A search in Youtube etc.? Is it a mobile source?
- ✘ Audience Retention

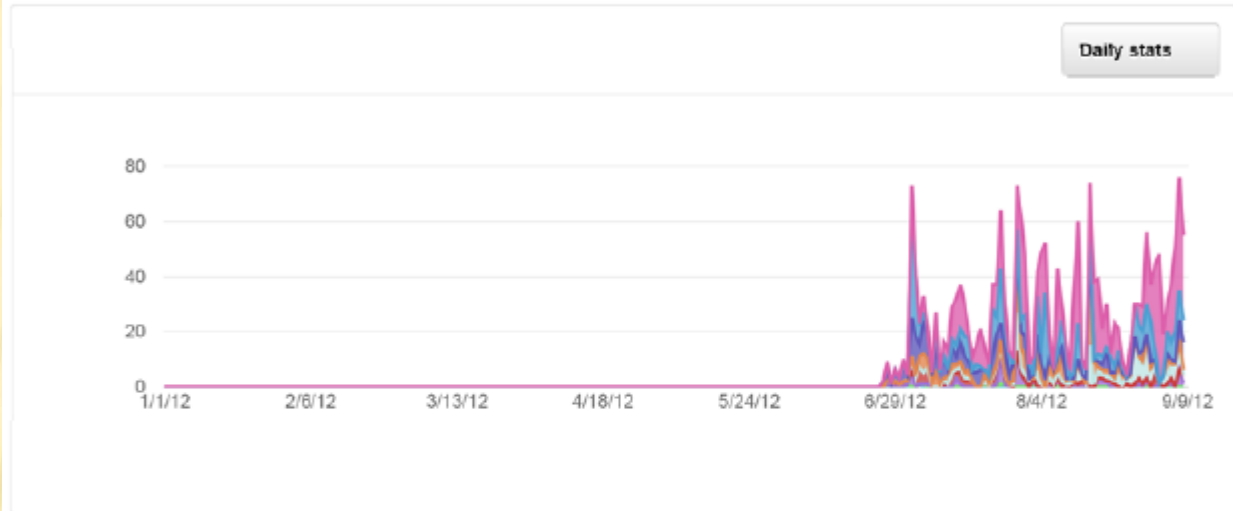
TRAFFIC SOURCE

- 2103 views during 70 days
- 850 from recommendations of youtube
- 172 from other sites

 **I've got Peace in my Fingers (Susan Salidor)**
VIDEO Uploaded: Jun 27, 2012 - Duration: 01:57 - Lifetime views: 2,103

This year (Jan 1, 2012 – Sep 9, 2012)

View referrals from all traffic sources	View referrals from YouTube	View referrals from outside YouTube	Mobile apps and direct traffic
2,103	1,286	180	637

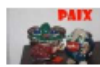


<input checked="" type="checkbox"/> Traffic source	Views	% of total views
<input checked="" type="checkbox"/> YouTube suggested video	850	40.4%
<input checked="" type="checkbox"/> Mobile apps and direct traffic (unknown sources)	438	20.8%
<input checked="" type="checkbox"/> YouTube channel page	282	13.4%
<input checked="" type="checkbox"/> Embedded player (unknown sources)	199	9.5%
<input checked="" type="checkbox"/> External website	172	8.2%
<input checked="" type="checkbox"/> YouTube search	89	4.2%
<input checked="" type="checkbox"/> YouTube – other features	63	3.0%
<input checked="" type="checkbox"/> Google search	8	0.4%
<input checked="" type="checkbox"/> Homepage feeds and subscriptions	2	0.1%

TRAFFIC SOURCE

- × Social Networks:
- × LinkedIn (71)
- × Facebook(38)
- (From INRIA: 5)





I've got Peace in my Fingers (Susan Salidor)

VIDEO Uploaded: Jun 27, 2012 - Duration: 01:57 - Lifetime views: 2,103

This year (Jan 1, 2012 – Sep 9, 2012)

Views 2,103	Monetizable views 1,322
------------------------------	--



Geography | Date

Geography	Views	Monetizable views
1. France	820	549
2. United States	540	450
3. Unknown region	200	191
4. India	149	13
5. Germany	67	0
6. Israel	27	17
7. Italy	24	12
8. Canada	21	10
9. Greece	17	8
10. Netherlands	15	7
11. Tunisia	14	0
12. Japan	13	8
13. Spain	12	10

PROFILE: LOCATION

✘ France: 820

✘ USA: 540

✘ Unknown: 200

✘ Next come locations where I gave talks:

India (87), Germany (37), Israel (27), Italy (24)

PROFILE: GENDER AND AGE

- ✘ 9,8% Fem views
- ✘ 4,4% Fem views in France
- ✘ 7,2% Fem views in US

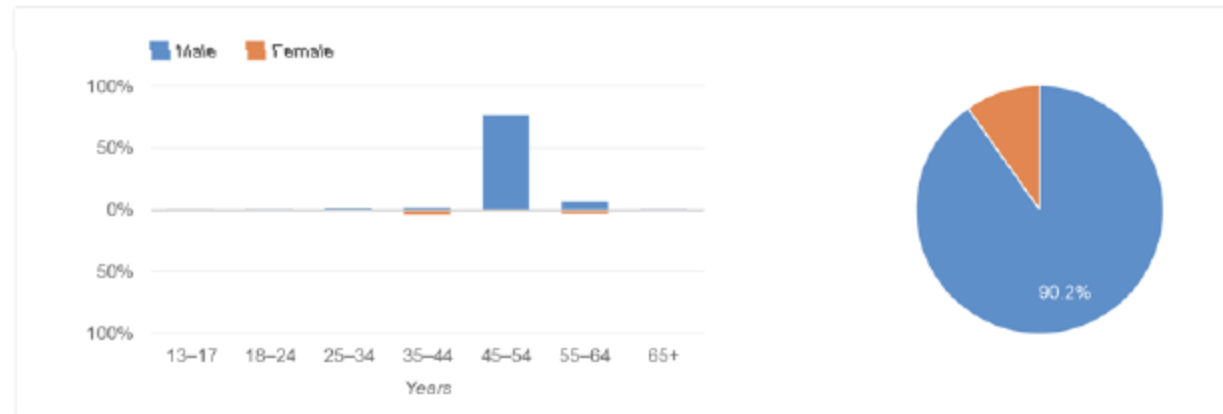


I've got Peace in my Fingers (Susan Salidor)

VIDEO Uploaded: Jun 27, 2012 - Duration: 01:57 - Lifetime views: 2,103

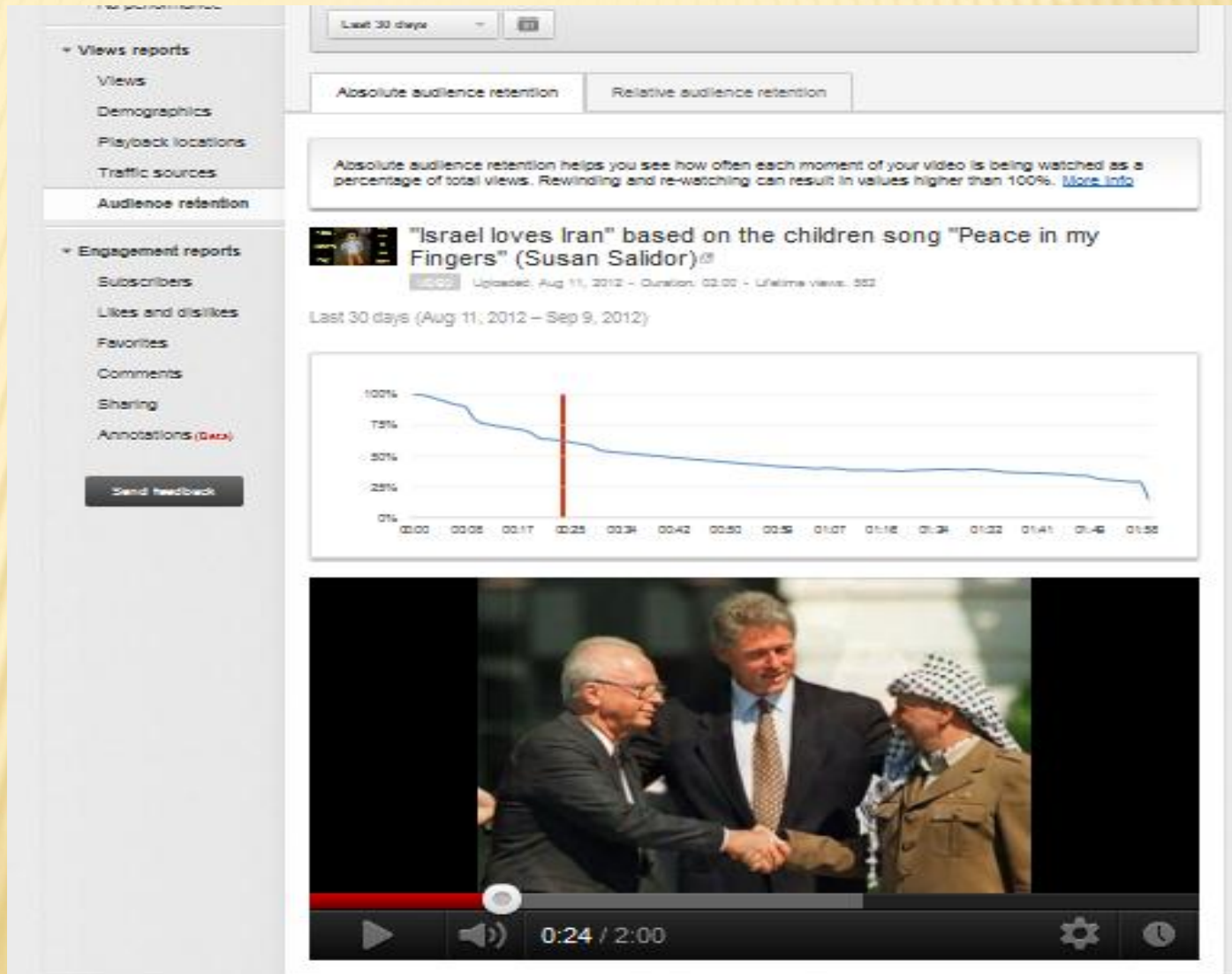
This year (Jan 1, 2012 – Sep 9, 2012)

All	Male	Female
100.0%	90.2%	9.8%



Top locations by views	Views	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Gender
1. France	820	0.8%	1.5%	2.0%	2.0%	90.4%	1.8%	1.5%	
2. United States	540	0.0%	2.8%	3.2%	3.6%	64.5%	24.6%	1.3%	
3. Unknown region	200	0.0%	0.0%	0.0%	17.7%	82.3%	0.0%	0.0%	
4. India	149	0.0%	5.4%	12.0%	5.7%	76.9%	0.0%	0.0%	

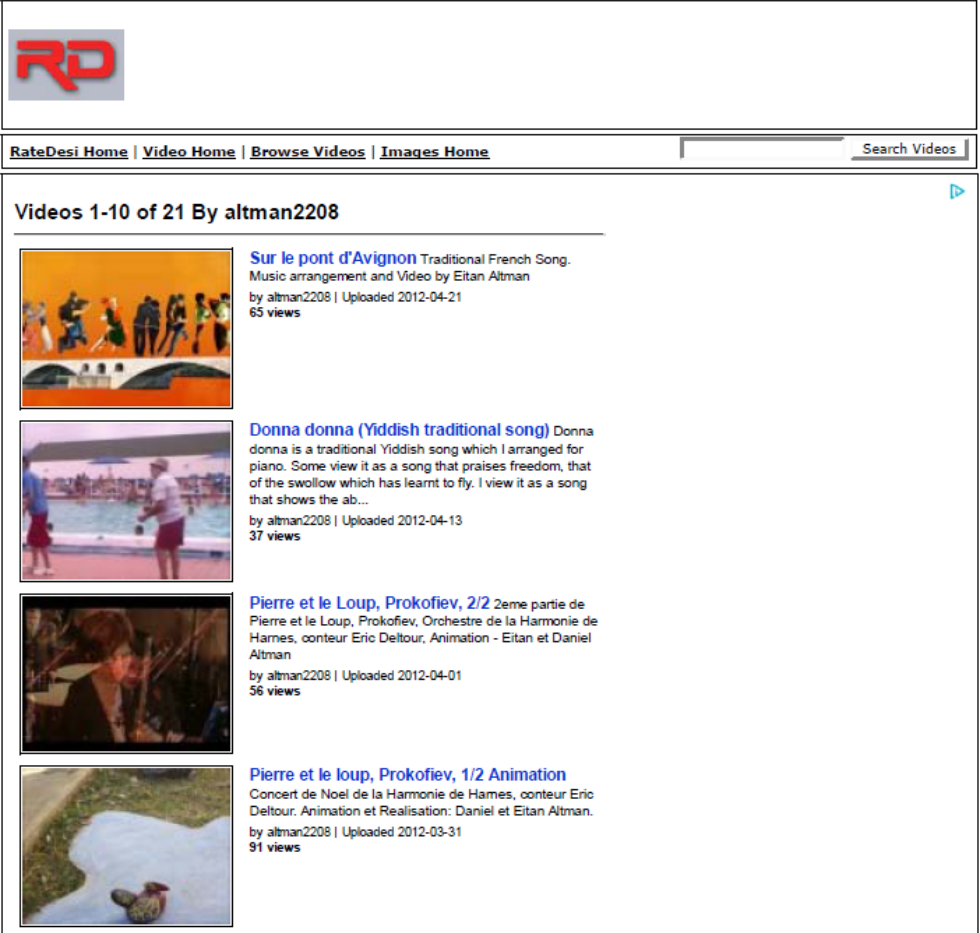
AUDIENCE RETENTION (ALLOWS DIMENSIONNING)



SNOWBALL EPIDEMIC EFFECTS

Other acceleration
Factors:


- Other publishers
- Embed content
- Comments and Responses increase visibility





RD


[RateDesi Home](#) | [Video Home](#) | [Browse Videos](#) | [Images Home](#)

Videos 1-10 of 21 By altman2208

- 

Sur le pont d'Avignon Traditional French Song.
Music arrangement and Video by Eitan Altman
by altman2208 | Uploaded 2012-04-21
65 views
- 

Donna donna (Yiddish traditional song) Donna donna is a traditional Yiddish song which I arranged for piano. Some view it as a song that praises freedom, that of the swallow which has learnt to fly. I view it as a song that shows the ab...
by altman2208 | Uploaded 2012-04-13
37 views
- 

Pierre et le Loup, Prokofiev, 2/2 2eme partie de Pierre et le Loup, Prokofiev, Orchestre de la Harmonie de Harnes, conteur Eric Deltour, Animation - Eitan et Daniel Altman
by altman2208 | Uploaded 2012-04-01
56 views
- 

Pierre et le loup, Prokofiev, 1/2 Animation Concert de Noel de la Harmonie de Harnes, conteur Eric Deltour. Animation et Realisation: Daniel et Eitan Altman.
by altman2208 | Uploaded 2012-03-31
91 views

PROPOSED TASKS

- ✘ Create a video clip or a video slide show (diaporama) on youtube,
- ✘ Create a facebook page, embed the video.
- ✘ Attain 30 “likes” for facebook
- ✘ Compare statistics on the views of the video over facebook using (1) youtube data, (2) facebook data
- ✘ Study: what type of content brought views/likes both through questioners as well as stat.

EXAMPLES:

- ✘ “Cause”: Laicity, Peace, etc.
- ✘ Page on a particular tourist attraction
- ✘ Videos on testimonies of events such as resistance during 2nd world war, Algeria war, Immigration, Civil war in Spain.
- ✘ Cultural events (e.g. Marseille – cultural capital).
- ✘ Artistic creation

ACTIONS TO INCREASE VIDEO'S POPULARITY

- ✘ Choice of title
- ✘ Choice of tags
- ✘ Choice of category
- ✘ Videos: create sequences of videos
- ✘ Embed as video comments
- ✘ Create discussions
- ✘ Embed in facebook pages