

# Creating A YouTube Channel

**W**hat, Why and How

- What is YouTube?
- Why create a YouTube Channel?
- How to create a YouTube Channel

YouTube is a free video sharing platform that makes it easy to both upload and watch online videos. Created by three PayPal employees, the Internet domain name "[www.youtube.com](http://www.youtube.com)" went live on a February Monday in 2005.

Now, YouTube is one of the most popular sites on the Web. Even though it has additional subscription services, such as YouTubeTV, the original video sharing service is still free.

**Term Definition:** Platform is a term used to describe an integrated group of technologies that are used as a base upon which other applications, or services are developed or offered for use.

# What is YouTube?

## YouTube Timeline

About YouTube

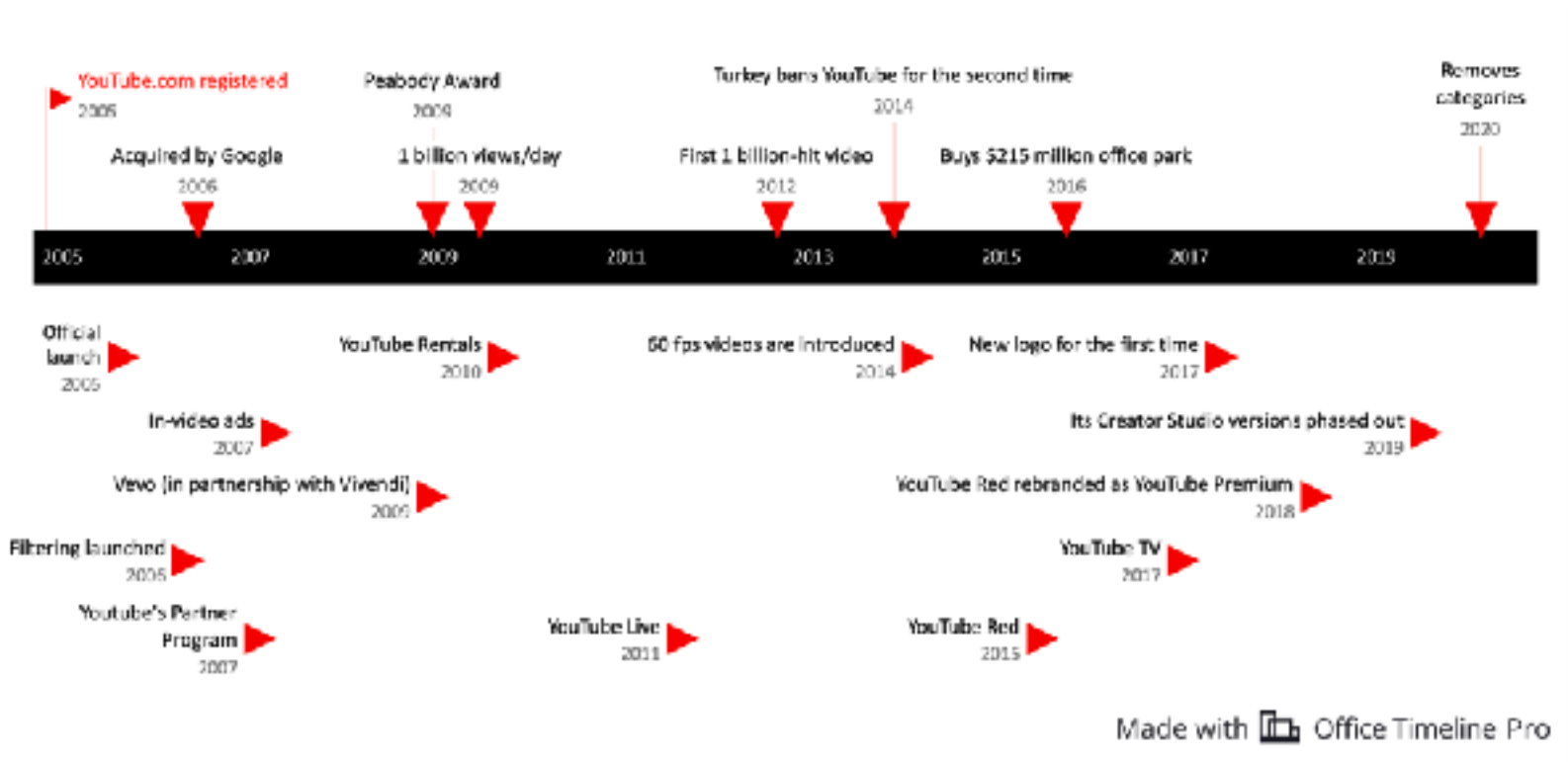
Bought in 2006 for \$1.65 billion by the company (now called Alphabet), that also owns Google Search, YouTube now ranks as the second most used search engine in the world, behind Google Search.



Original Logo from 2005



Current Logo from 2017



Timeline and article can be accessed here: <https://www.officetimeline.com/blog/youtube-history-timeline>

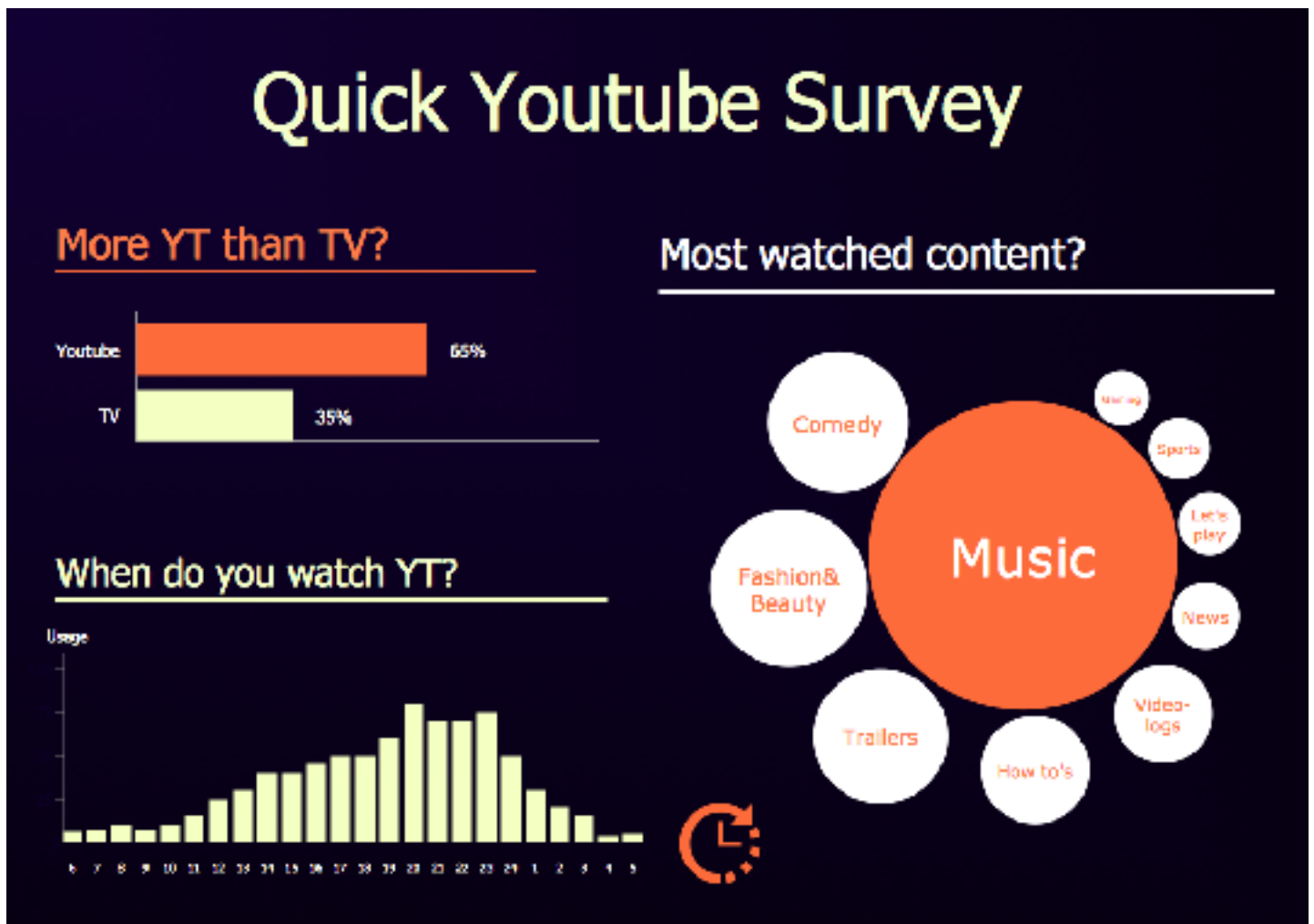
# What is YouTube?

## YouTube Viewership

About YouTube



Here is an infographic inspired by a person using the ConceptDraw DIAGRAM online program giving findings from an undisclosed survey found on Wikipedia Commons, about YouTube viewership.



<https://www.conceptdraw.com/How-To-Guide/picture/Infographics-Data-driven-Infographics-Quick-Youtube-Survey.png>

# What is YouTube?

## YouTube Financials

**A**bout YouTube



**\$6.35 Billion** is the projected cost to Alphabet/Google to operate YouTube.

**\$15.1 Billion** is the reported YouTube revenue for 2019.

**\$127 Million** is the combined total earned by YouTube's highest paid "stars".

**\$315** to the high \$3,000s is the (averaged) dollar range YouTube video influencers are charging per video as part of their portion of the advertising revenue generated by YouTube videos..

<https://www.omnicoreagency.com/youtube-statistics/>

# What is YouTube?

## YouTube General Statistics

About YouTube



500 hours of video is uploaded to YouTube every minute.

11m 24s is the average time spent on YouTube.

30 million daily visitors.

11% of the daily visitor to YouTube are reported to be aged 50 and up.

<https://www.omnicoreagency.com/youtube-statistics/>

# Why Create?

## A YouTube Channel

Reasons discussed:



- To share and connect with family, such as YouTube video greetings
- To better represent the interests of our generation
- To present and share walking tours of neighborhoods, parks and other interesting places
- To preserve, store and share family videos and images
- To promote personal (and family members') businesses and interests
- To connect and share political, social or entertainment interests
- To share know-how, expertise, and how-to with others
- To empower and enrich our lives and the lives of others
- And just for fun!

<https://www.conceptdraw.com/How-To-Guide/picture/Infographics-Data-driven-Infographics-Quick-Youtube-Survey.png>

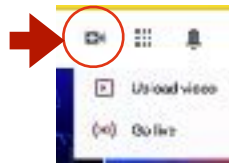
# How to Create?

## A YouTube Channel

Overview of steps with links using the web-based YouTube:

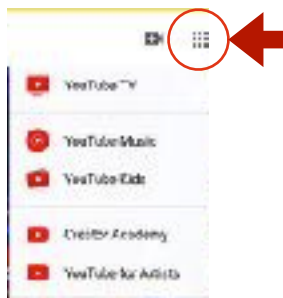
1. Go to [YouTube.com](https://www.YouTube.com)
2. Click on the (hamburger) Menu [left-side of screen] to access the Sign In option
3. Click on the Sign In button, to launch a Google Sign in page
4. If you have a gmail account, sign in using that; if you do not have a gmail account, then click on the words "Create account" and follow the prompts
5. Once you have an account — go to [YouTube.com](https://www.YouTube.com), sign in (if you aren't already)

6. Once you are signed in, click on the Create Icon (to upload a video)

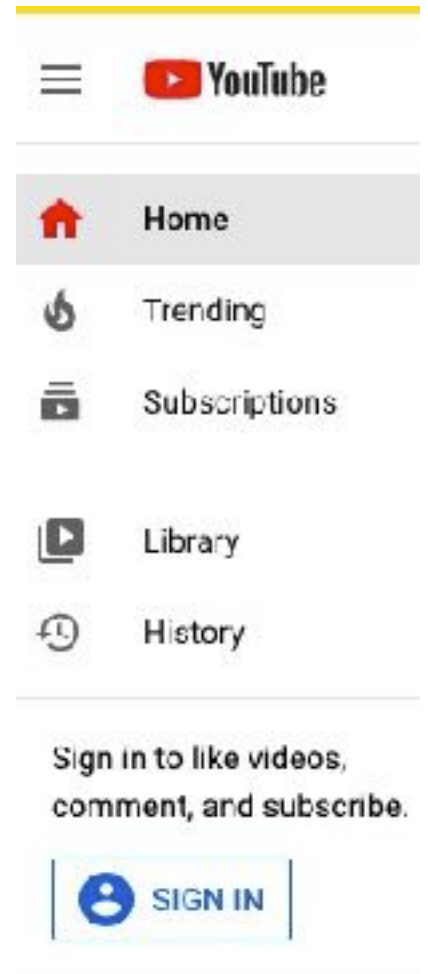


**OR**

6. Click on the YouTube Apps Icon and chose Creator Academy to access and watch YouTube tutorials about creating and uploading videos, and monetizing your YouTube channel



7. Enjoy!



# R

## esources Online - Tutorials

- The YouTube Creator Academy Quickstart Guide  
[https://creatoracademy.youtube.com/page/course/bootcamp-foundations?utm\\_source=YouTube%20Help&utm\\_medium=Help%20Center&utm\\_campaign=cross%20promotion](https://creatoracademy.youtube.com/page/course/bootcamp-foundations?utm_source=YouTube%20Help&utm_medium=Help%20Center&utm_campaign=cross%20promotion)
- The YouTube Help Center Page — Create a new channel  
<https://support.google.com/youtube/answer/1646861?hl=en>
- GCFGlobal / GCF LearnFree.org education site listing of online its YouTube tutorials  
<https://support.google.com/youtube/answer/1646861?hl=en>



# R

## esources Online - General Information

- 15 Popular YouTube Channel Ideas to Get You Started (article) from Lifewire  
<https://www.lifewire.com/popular-youtube-channel-ideas-3486168>
- Why Should You Start a YouTube Channel in 2020 and How to Do it (business perspective article) from Hype - Journal  
<https://hypeauditor.com/blog/why-should-you-start-a-youtube-channel-in-2020-and-how-to-do-it/>
- 10 Myths About YouTube Users (infographic) from Daily Infographic  
<http://www.dailyinfographic.com/wp-content/uploads/2016/04/YouTubeMyths.jpg>
- How to Create a YouTube Channel in 2021 (an in-depth article and website with business focus) from Wyzowl  
<https://www.wyzowl.com/how-to-create-a-youtube-channel/>
- The Highest-Paid YouTube Stars of 2019: The Kids Are Killing It (article) from Forbes magazine online  
<https://www.forbes.com/sites/maddieberg/2019/12/18/the-highest-paid-youtube-stars-of-2019-the-kids-are-killing-it/#461fca8438cd>
- Average Salary of a YouTuber with 1 Million Subscribers (an explanatory article) from ContentCareer website  
<https://contentcareer.com/blog/average-salary-of-a-youtuber-with-1-million-subscribers/>