

YouTube Channel Management & Optimization for 8 Viacom18 Channels in 7 Indian Languages

Engagement Overview

Viacom18 was seeking a media services partner to publish and monetize content for its **8 YouTube Channels in 7 regional languages**. A partner who can scale in an adaptive environment, with rightly skilled manpower, secure infrastructure, logistics & 24*7 support. TO THE NEW and Viacom engaged together because of TTN's comprehensive portfolio of advanced, secured, and scalable media capabilities.

TO THE NEW successfully managed seamless content delivery, consumption, packaging and **monetization for 300+ videos daily on multiple platforms like YouTube, Facebook Videos and Voot**. The team also implemented several initiatives to optimize YouTube content & audience engagement which led to an increase in subscriber base from **5K to a whopping 28 Million**.

About the Client

Viacom18 Media, a joint venture of Network18 and ViacomCBS, is one of India's fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multicultural brand experiences. Viacom18 defines entertainment in India by touching the lives of people through its properties on air, online, on ground, in shop and through cinema.

Business Objective

TO THE NEW worked with Viacom18 to achieve a key business objective of higher monetization of its content on digital platforms including 3rd Party Digital Platforms and its own OTT platform named VOOT. We also worked to drive more traffic from these 3rd Party Digital Platforms like YouTube to VOOT for higher viewership and customer acquisition.

We helped Viacom 18 in finding solutions for these objectives with our digital packaging and fulfillment capabilities:

- A **hybrid solution** to manage video editing, content publishing and YouTube channel management for increased monetization
- **Optimize YouTube** watch time, views & subscriber base by curating the home page, special sections and custom playlists for seamless user experience
- **Increase subscriber base** and **content discoverability** through creative digital packaging

Industry: Media & Entertainment

Service: Media Services & Solutions



Business Solution

- YouTube Management & Optimization for **8 channels of Viacom18**
- Created & optimized digital assets for all YouTube channels including designing high-quality custom video thumbnails & channel banners
- Conducting a thorough research to prepare keyword library for channels & shows, adding them in video metadata, titles, descriptions & tags and consistently optimizing keywords to improve the searchability of videos
- **Managing content packaging** through linear video processing/editing, adding localized content, keywords, metadata, video subtitling, etc
- **Created customized playlists** on the channel for recaps, highlights, full episodes, trending shows, celebrity introductions & more and optimizing the playlists for higher visibility
- Evaluated the performance of existing tags & user searches and updating them on a fortnightly basis as per the user's search patterns
- Handled repurposing and packaging of the videos with custom names & formats for other screening platforms like Facebook Videos, Voot and SHAREit
- Published primetime shows with an **exceptional TAT of 35 mins**; generated overall **25% cost savings** on the claim management process through quick content monetization and reference ID creation to ensure consistency in uploading on YouTube
- Deployed a dedicated team for the project with **24*7 operations support** to ensure quick turnaround time
- Used various tools and functionalities to **automate content updation** on YouTube CMS
- TO THE NEW team, during **Covid Lockdown**, immediately planned its contingency & operational framework to establish a **remote work process** while ensuring NIL impact on output

With in-house experts, localized data publishing capacity, secured facility setup, scalable technology & resources, the team was able to successfully ensure seamless delivery at all times.

Results

TO THE NEW published, packaged, monetized and optimized content for **300+ videos daily on 8 YouTube channels of Viacom18** - ColorsTV, MTV India, Colors Super, Colors Kannada, Colors Bangla, Colors Gujarati,, Colors Marathi & Colors Tamil in seven Indian regional languages.

- Whopping 400% of subscriber growth over the period of 7 years
- Published vernacular content in **7 different languages** across multiple platforms like YouTube, Facebook Videos and Voot
- Successfully generated over **25% cost savings** on the claim management process
- **Automated content updation process on YouTube CMS**, thereby increasing the efficiency of the publishing process

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