YOUTUBE SECRETS: CRITICAL SUCCESS FACTORS FOR YOUTUBERS IN THAILAND

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ABSTRACT

Understanding the success of videos on social media platforms has become an extensive study. Many key questions had high scientific significance and wide practical relevance. This research aimed to study how five popular channels of Thai creators on YouTube had been doing to achieve a successful channel by observing and learning from the statistical data of YouTube Analytics. The researcher focused on nine optimization checklists suggested by YouTube to all YouTubers. The analysis revealed that there were common optimizing factors that made them successful. The results were on different levels according to the number of factors they followed from YouTube's suggestions. The results from this research also appeared that six related factors helped guarantee the results and explained how they worked. The research suggested to include the fundamentals of creative strategies for the YouTubers as the content was one of the most important factors to make the Channel successful. YouTube was one of the digital platforms which was a potential one for earning money. Since it had been developed, it had transformed from a video-sharing site into a job opportunity for content creators in both new and mainstream media. Following the recommendations from this research may possibly help gain more views and earn more money.

Introduction

YouTube is one of the most popular video websites on the internet platform; it was founded in 2005. YouTube is successful for its user-generated contents provided by people from all over the world. According to the statistics (Burling, 2015), it became a key platform for disseminating multimedia information since every minute there would be more than 48 hours of video content uploaded and it generated 3 billion views every day. Millions of videos and clips have been uploaded and shared on this website. The service, created in February 2005 by three former PayPal employees and was bought by Google in November 2006. YouTube now operates as one of Google's subsidiaries. It was the first large-scale video sharing site on the Web and it is available in nearly every country and over 50 different languages. Every single video is free to upload and show on the site which made it an

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amazing array of watchable content (Collins, 2018).

Nowadays the term "Viral Video" is common. It refers to a video clip that people have liked and shared its link to others in their community. Companies and some group of people realized that they have ability to reach potential customers and to make money, so they have built their own YouTube accounts for posting the contents (Digital Unite, 2018). YouTube channel helps earn money in many ways. Starting from advertisements, once the channel had enabled monetization with all formats to maximize revenue, the ads would run on the playing videos. YouTube then connected the channel with the advertisers for the remuneration process. In most cases, channel owners got paid when the viewers watch those ads which meant that the content was valuable, suitable, and interesting for advertisers or audiences. The payment from YouTube was calculated based on how much time the members spend watching a video comparing to others' videos (YouTube Creator Academy, 2021 b).

Nowadays, the YouTubers have more potential to influence the viewers on social media even more than celebrities. Therefore, to become an influencer on social network, the YouTuber should take it seriously on developing the channel.

This research showed the result of 5 successful channels on YouTube. Various factors were bringing to the success. This also showed their techniques and their success from those activities to give an advice for YouTubers who are looking for some techniques to improve their channels.

Research Objective

This research aimed to study the factors influencing success of videos on YouTube channels in Thailand as well as to look for the most important factors influencing the growth of a YouTube channel. By observing the number of Subscribers, Revenue (THB), Watch Time, Average View Duration, number of Views, and number of Likes. Most of the data were collected and gathered from one of the MCN agencies in Thailand which was promoted by YouTube to be the first Thai Multi-Channel Networking Agency. The agency runs this business for more than 9 years and it is a certified partner with YouTube Thailand which guarantees that the data were precise and inside.

Five successful YouTube channels were selected as samplings from their number of views in 2018 comparing with the number of views in 2021 to analyze the similarity, key success factors, and improvement.

Table 1 The number of views of the top five celebrity channels in the network

Celebrity channel	The number of views (as of November 2018)	The number of views (as of March 2021)
Channel A	192,692,947	964,716,794
Channel B	94,177,022	335,298,090
Channel C	38,507,096	233,049,157
Channel D	38,148,415	89,515,846
Channel E	26,232,386	361,843,803

Review of Insight

YouTube was created as a platform for people to upload and share videos on the internet. Not only an amateur and professional musicians and artists but also businesses and many others uploaded their videos for promotion, marketing or simply for sharing as they saw opportunities and benefits in there. YouTube is not just a website for some people. Thousands of them upload their videos on YouTube for a living. Over 10 years since YouTube was created, the size of it is bigger than ever before. The creators of YouTube have been in the spotlight once they stepped in this platform as every user on YouTube is the one who chooses who and what they want to watch, so it depends on many factors that naturally gain the success of YouTube channels (YouTube Creator Academy, 2021 a). According to U.S. teenagers, The Top YouTubers were considered more popular than traditional celebrities like music artists and movie stars because of the fullness of YouTube channels, the majority of them are sustainable income. The 1st subscribed channel in the USA at the moment is "PewDiePie" with more than 500 views per month and over 109 million subscribers. It was originally registered on YouTube in 2006. It runs by a Swedish guy named Kjellberg (2010) who created gaming videos. He simply recorded himself playing video games while adding his comedic commentary to the videos, most remarkably of horror and action video games. Later, PewDiePie began posting his weekly vlogs under the new title of Fridays with PewDiePie which is also a successful content of the channel. He became the most-subscribed user in the year 2013 and the channel was one of the fastest-growing on YouTube, in terms of subscribers gained from 3.5 million to 19 million subscribers (Gutelle, 2013). Additionally, PewDiePie has reached 1.3 billion views in the second half of the year 2013 (Dredge, 2014). PewDiePie's income has been reported quite often by media publications. PewDiePie started earning an estimated $140,000 - $1.4 million per month from YouTube revenue in the year 2013, according to SocialBlade (Zoia, 2014). In June 2014, The Wall Street Journal reported that PewDiePie made about $4 million. And after this report, PewDiePie reconfirmed on Reddit that the amount was roughly around what he earned (Moss, 2014). PewDiePie is continuing to grow up in every dimension. In December 2016, PewDiePie was announced as the highest-earning YouTuber with his annual income of $15 million named by Forbes (Hamedy, 2016).

So how does this popular YouTube channel become a successful lead to making money and becoming a sustainable job? These efforts can be seen in a wide range of areas of interest, from commercial and leisure activities to educational and informational purposes. YouTube had suggested all YouTubers to include 9 checklists into their videos to optimize the channels and stories.

1. Channel Branding/ Banner: The first thing people come to see in the YouTube channel is the Channel Arts and one of them is "Banner" (Jose, 2018). As it's the place for the YouTubers to show what is the channel about (Zantal-Wiener, 2021). The YouTubers can create characteristics that separate their channel from others and communicate the key messages and content to the viewers (YouTube Creator Academy, 2021 a).

2. Timeline: or Channel programming is one of the main characteristics on YouTube to make the YouTubers get their real viewers. Scheduling is not the only important factor for the viewers to know the right time to come back to see the new video uploaded; it's also important for the YouTuber to keep tracking their performances, to find the most traffic

days during a week to be the selected dates for posting the videos in the future (O'Neill, 2011 a, 2011 b).

3. Title: The first thing users look at when they search for a video is a relevant title that will give them the answer that they are looking for (Holland, 2016). But that is not the only function the video's title serves. It is what will get the video on the radar of search results.

4. Thumbnail: is the book covers of the online video platform. It is the first impression of an eye-catching image to draw the audience in (Brown, 2017). So, it is a masterpiece of the channel. YouTube's standard is to automatically select a thumbnail from the video, but for the better solution of the video, the YouTuber should make an exact thumbnail for each video to make it more exciting to attract the audiences.

5. Descriptions: It can convey valuable information that helps the viewers find the videos and understand what is the video about. It is a piece of metadata that helps YouTube and audiences understand the content of the video. Perfect descriptions that are well optimized can lead to the highest rankings in YouTube search (Anna, 2018).

6. Tag: is one of the most important ways to rank the video in YouTube search results. It helps users to find your video when they search the site. When they type the keywords related to the tags, the video will appear in their search results (Smarty, 2012).

7. Playlist: It is a collection of videos on the channel. It is a collection of videos that play in order, one right after the other. It can help define the channel's branding and make it easier for the users to navigate your channel. It makes the viewers go through the content available in the channel easier and also a great aid in viewer retention (Soare, 2018).

8. Information Cards: are preformatted notifications that appear on the desktop and mobile which YouTubers can set up to promote their brand and other videos on the channel (Quarter Lab, 2015). YouTubers can choose from a variety of card types like merchandise, fundraising, video, etc. (Joseph, 2016). Once they are set up, a small rectangular box or teaser will appear in the top right corner of the video to give your audiences a preview of the message. Cards can help to cross-promote other creators, and credit collaborators on the video (YouTube Creator Academy, 2021 a).

9. End screens: are one of the powerful tools which can help extend watch time on the channel by directing audiences to something next at the end of the videos. They can point out the audiences to other videos, playlists, or channels on YouTube, for the benefits of; To call for subscriptions to the channel and to promote your website, merchandise, and crowdfunding campaigns (YouTube Creator Academy, 2021 b).
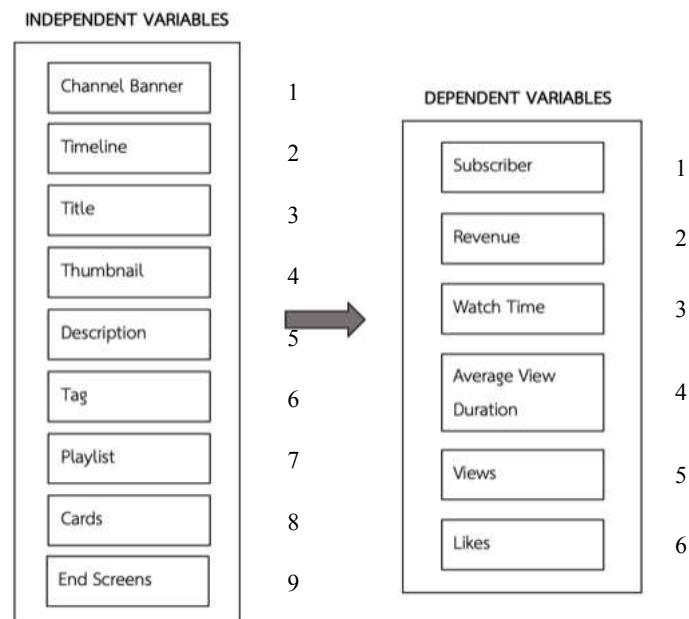
Conceptual Framework

Figure 1 Conceptual framework

Methodology

Qualitative research method was implemented in this research by focusing on the real data from the secondary source certified by YouTube Thailand. The data was verified to be solid and reliable. This study analyzed elements within the channels of 5 YouTubers who are all male celebrities in Thailand. Samplings were selected based on the popularity, similarity in contents, and characters under the supervision of this MCN Networking Agency and they were in the top 5 most views on YouTube in this MCN Networking Agency's network.

To find the answers to support the research questions, the researcher used the Metadata from YouTube Analytics to see how well these channels were doing comparing between 5 channels as well as to compare the differences between year 2018 and year 2021. According to the articles written on YouTube Academy for Creator's website, there were 6 criteria selected to support the Top Five

Channels under the company for this research. The data has been collected twice, one in August 1st-October 31st, 2018 and another in January 1st-February 28th, 2021 according to the advisory from the owner of MCN Company. "As the trend changes recently, a longer period does help create more reliability of the data analysis".

However, the overall perception among social science is that a quantitative method typically seems additional respectable than a quantitative one (Macarthy, 2013). Macarthy explained more on how qualitative research has contributed in many to social studies and has been a reason for many social understandings. By the following quote, the method to answer the research question leads me towards doing the qualitative study by following the suggestions from the experts: 1) The Owner and Managing Director of MCN Networking Agency 2) Content Partnership Manager Thailand of YouTube Thailand 3) 10-year MCN Specialist and Digital Media Lecturer.

"Although various technologies may be used by different researchers, it turns out that everyone is doing science, provided that science is defined as a specific and systematic way of discovering and understanding how social realities arise, operate, and impact on individuals and organizations of individuals (Macarthy, 2013)".

Selecting top five popular channels

In this case, to be the Top Five channels to be selected were the channels with the highest number of views which means that the channels were popular among the viewers. One of the main ingredients is an individual's career but this research focusing on the practical platform. In a YouTube platform with successful channels, there were more than 1,000 of the possible targets to study for this research. According to the suggestion from the experts, there were 6 main criteria selected to see the success of the channels to choose the respondents.

1. Average view duration: the estimated average minutes watched per view for the content, data range, region, and other filters.

2. Likes: is one of the YouTube algorithms that shows how much audiences appreciate the contents of a channel.

3. RevenueL: the amount of money that your channel earned from YouTube.

4. Subscribes: are several people who have followed your channel and your content. So, they can stay updated with your latest videos. And they can become the biggest fans who watch, comment, and share your videos.

5. Views: the total views for the selected date range, region, and other filters.

6. Watch time: the estimated total minutes of viewing time of your content from your viewers.

Due to the YouTubers under this MCN Networking Agency and also for the similarity in the popularity and social-based, all of the respondents are well-known male celebrities in Thailand with similar characters and categories on the video contents.

Observations

After all the channels have been selected and proved by the specialist, it was important to recognize the differences between the respondents. On a YouTube Analytic, certain statistics were attainable for the public such as the number of subscribers, total views counted from the first date the YouTuber joined in, the number of videos uploaded in the channel and the date joined in, etc. but some were not allowed. As mentioned above, the metadata from MCN Networking Agency's system has been used to find the answer for the research question that was not be seen in public, only the internal people will see these stats for more validity and reliability of the answer.

Data analysis

Qualitative analysis is effective in cases like this because it helps with distinctive essential themes and explaining difficult social realities. The qualitative content analysis goes beyond merely counting words or extracting objective content from texts to examine meanings, themes, and patterns that may be manifest or latent in a particular text. It allows researchers to understand social reality in a subjective but scientific manner (Yu, 2015).

Firstly, comparing the statistic between the selected periods of each channel to see the changing percentages in each criterion. Secondly, comparing the percentage from the first step to find the channel with the highest growth among most criteria means that channel is the most successful one. Thirdly, looked back to the 9 optimizing checklists suggested by YouTube and listed what has been done under each channel. The analysis of the observations relied on the valid data of the YouTube Analytics of those 5 channels.

Results

The data were collected twice; one in August 1st-October 31st, 2018 and another during January 1st-February 28th, 2021. The assumptions made from this data were relevant when connected to those numbers. To measure how well the channel is, the YouTubers can see from YouTube Analytics which provides for every channel and could see more deeply for every single video. However, to measure the success of a channel, there are 6 basic algorithms that could show the growth of the channel. Firstly, Subscriber shows the number of viewers who have followed the channel and content. Second, Revenue shows the amount of money that the channel earned from YouTube. Third, Watch Time shows the estimated total minutes of viewing time of your content from your viewers. Fourth, Average View Duration shows the estimated average minutes watched per view for the content, data range, region, and other filters. Fifth, Views shows the total views for the selected date range, region, and other filters. And lastly, Likes shows the number of audiences who appreciate the contents of a channel.

Channel A: Male, 37
Total views: 964,716,794 (March 2021)
Total subscribers: 2,226,436 (November 2018)
Total subscribers: 5,043,894 (March 2021)
First video: March 13, 2015
Video category: Entertainment

• Banner	√	• Tag	√
• Timeline	x	• Playlist	√
• Title	√	• Cards	√
• Thumbnail	√	• End screens	√
• Description	√		

Figure 2 Channel A information

The highest views for this channel were on Music Videos which is out of the YouTuber's or agency's control. The content could not be adapted or changed according to the trend and viewers' interests. They are different from other types of video contents. But once the MV has reached the view's goal, it will be easily grown like triple in every minute until it is out of the trend. MVs have a longer peak period than other types of video contents. Moreover, as this YouTuber is a very famous comedian in Thailand, his comedy content builds more community of viewers. Together with once he became a father of his children, he started to create family entertainment content to catch a new group of viewers.

Among the 9 optimizing checklists suggested by YouTube, Channel A has followed 8 out of all (excepted Timeline). From above, the statistics were showing the growth of Channel A during 2 periods as follows;

Table 2 Subscriber growth rate of channel A (from November 2018 to March 2021)

	November 2018	March 2021	Growth rate
Subscribers	2,026,436	5,043,894	148.90 %

Table 3 The statistics of channel A comparing between August 1ˢᵗ-October 31ˢᵗ, 2018 and
       January 1ˢᵗ-February 28ᵗʰ, 2021 (variety, comedy, music video, and talented content)

Channel A	Subscribes	Revenue (THB)	Watch time (minutes)	Average view duration (minutes)	Views	Likes
01.08.18 to 31.10.18	173,817	127,454.82	94,831,412	2:37	36,106,921	136,945
01.12.19 to 28.02.21	262,927	157,415.66	107,677,013	2:48	38,375,024	234,072

Channel B: Male, 41
Total views: 335,298,090 (March 2021)
Total subscribers: 605,448 (November 2018)
Total subscribers: 1,453,457 (March 2021)
First video: July 10, 2017
Video category: Entertainment

- Banner   √   • Tag   √
- Timeline x   • Playlist   √
- Title   x   • Cards   √
- Thumbnail √   • End screens √
- Description √

Figure 3 Channel B information

Channel B had built viewers within the field of comedy content by creating videos with many popular comedians in Thailand. Later on, the YouTuber became a family man with one daughter. So, he started to create video content with his family. But still, the most 10 successful videos of Channel B were not the family entertainment content which means that the main character of this channel is "comedy". The viewers preferred to watch the comedian content from this channel more than other contents.

Among the 9 optimizing checklists suggested by YouTube, Channel B has followed 7 of them, excepted for "Timeline and Title". The YouTuber has no releasing schedule and also the Title of the video did not follow the instruction.

Table 4 Subscriber growth rate of channel B (from November 2018 to March 2021)

	November 2018	March 2021	Growth rate
Subscribers	605,448	1,453,457	140.10 %

Table 5 The statistics of channel B comparing between August 1ˢᵗ-October 31ˢᵗ, 2018 and
January 1ˢᵗ-February 28ᵗʰ, 2021 (variety, family entertainment, travelling and comedy)

Channel B	Subscribes	Revenue (THB)	Watch time (minutes)	Average view duration (minutes)	Views	Likes
01.08.18 to 31.10.18	103,480	216,999.63	96,853,571	3:18	29,334,537	123,738
01.12.19 to 28.02.21	107,723	277,030.55	103,905,980	3:37	33,169,160	140,871

Channel C: Male, 42
Total views: 233,049,157 (March 2021)
Total subscribers: 586,168 (November 2018)
Total subscribers: 1,464,932 (March 2021)
First video: April 17, 2017
Video category: Entertainment

- Banner √
- Timeline √
- Title √
- Thumbnail √
- Description √
- Tag √
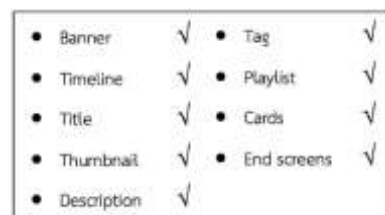- Playlist √
- Cards √
- End screens √

Figure 4 Channel C information

Channel C started creating the video contents under the YouTuber's lifestyle. He is a super-car lover and also a luxury accessories and fashion reviewer. So, he aimed to catch only niche markets such as those who have a similar lifestyle or even those who are addicted to the product reviewing before making the decision on buying. Later, he created a family entertainment content talking about his pregnant wife showing his son's development and how to prepare to be new parents. And right after his son was born, the channel grown even faster than usual. Moreover, among the 5 channels selected in this research, Channel C is the one that followed all optimizing checklists suggested by YouTube. The statistics showed the growth of Channel C during 2 periods as follows;

Table 6 Subscriber growth rate of channel C (from November 2018 to March 2021)

	November 2018	March 2021	Growth rate
Subscribers	586,168	1,464,932	150 %

Table 7 The statistics of channel C comparing between August 1st-October 31st, 2018 and
         January 1st-February 28th, 2021 (lifestyle, product reviewing, family entertainment, and
         comedy)

Channel C	Subscribes	Revenue (THB)	Watch time (minutes)	Average view duration (minutes)	Views	Likes
01.08.18 to 31.10.18	74,762	107,187.49	44,972,974	4:26	10,113,282	65,903
01.12.19 to 28.02.21	194,427	271,919.18	110,330,556	5:42	19,300,101	177,764

Channel D: Male, 29
Total views: 89,515,846 (March 2021)
Total subscribers: 242,608 (November 2018)
Total subscribers: 316,030 (March 2021)
First video: March 15, 2018
Video category: Entertainment

● Banner	x	● Tag	√
● Timeline	√	● Playlist	√
● Title	√	● Cards	√
● Thumbnail	x	● End screens	√
● Description	x		

Figure 5 Channel D information

Channel D owned by a superstar from the singing contest stage. At first, he aimed to follow his dreams by having his own small music company producing musical works, songs, music videos then he expanded the company and create a game show through YouTube platform. Starting from the content about the way to be a superstar by choosing the capability teenagers to join in the competition, doing the challenges, and learning the lesson to be successful superstars. After this game show finished, he started the new variety game show which is now showing on his channel and the rating and feedback are quite good.

But Channel D did follow only 6 out of 9 of the optimizing checklists suggested. Its' banner, thumbnail, and description did not follow the suggestion which made the growth of this channel was not so impressive.

Table 8 Subscriber growth rate of channel D (from November 2018 to March 2021)

	November 2018	March 2021	Growth rate
Subscribers	242,608	316,030	130.26 %

Table 9 The statistics of channel D comparing between August 1st-October 31st, 2018 and January 1st-February 28th, 2021 (music video, songs, talented, comedy, and game show content)

Channel D	Subscribes	Revenue (THB)	Watch time (minutes)	Average view duration (minutes)	Views	Likes
01.08.18 to 31.10.18	48,873	195,248.98	48,995,564	3:01	16,195,622	137,355
01.12.19 to 28.02.21	78,727	197,839	57,930,527	3:24	17,031,461	161,344

Channel E: Male, 42
Total views: 361,843,803 (March 2021)
Total subscribers: 532,555 (November 2018)
Total subscribers: 2,310,893 (March 2021)
First video: May 3, 2018
Video category: Entertainment

• Banner √	• Tag √
• Timeline x	• Playlist √
• Title x	• Cards √
• Thumbnail √	• End screens √
• Description √	

Figure 6 Channel E information

The character and lifestyle of YouTubers from this channel are similar to Channel C, but the content is different. It is a food and traveling entertainment by introducing the viewers to see the places with good and tasty foods on his own presenting way. Channel E has become a collective of people providing knowledge and entertainment. It is the newest channel out of other respondents but still gained more than 150,000 subscribers with over 16 million views in the last 3 months. Channel E followed only 7 optimizing checklists suggested. The popularity of this channel is still acceptable but the success of it could be higher.

Table 10 Subscriber growth rate of channel E (from November 2018 to March 2021)

	November 2018	March 2021	Growth rate
Subscribers	532,555	2,310,893	333.93 %

Table 11 The statistics of channel E comparing between August 1st-October 31st, 2018 and January 1st-February 28th, 2021 (food & travel and lifestyle content)

Channel E	Subscribes	Revenue (THB)	Watch time (minutes)	Average view duration (minutes)	Views	Likes
01.08.18 to 31.10.18	83,803	156,954.83	48,385,398	4:58	9,728,091	91,876
01.12.19 to 28.02.21	150,061	297,446.72	93,515,398	5:39	16,504,318	169,264

Discussion

The results showed that all 9 optimizing checklists recommended by YouTube (Banner, Timeline, Title, Thumbnail, Description, Tag, Playlist, Cards, and End screens) were significant as all factors could support each other to influence the success of videos on YouTube channels in Thailand. There was no such most important factor influencing the growth of a channel but the combination and completion was the answer. Expectedly, the results from this research seemed to have similar idea and support the results from Holland (2016) that found the following YouTubers: Felix Kjellberg (gaming), Zoe Sugg (how to), and Grace Helbig (comedy) had in common with one another regarding on the checklists that influence the success of YouTubers. All of them utilized all 9 checklists in their channels. Holland (2016) reported that Kjellberg has 40,315,481 subscribers, and 10,341,904,335 overall channel views. His videos garnered 29.6 million views per month on average. His estimated yearly income from YouTube reached between $1M-$16.5M. Sugg has 9,458,481 subscribers and 586,711,156 views overall on her channel. She garnered 22.95 million viewers per month. Sugg's estimated yearly income was between $64.6k-$1M. Helbig had 2,781,292 subscribers and 156,687,601 views on her channel. Her total views per month was 7.51 million. Helbig's estimated yearly income was between $22.6K-$361.1K. The three YouTubers earned income through advertisements placed on their videos, brand deals, and additional projects that generated profit outside of their channel (Holland, 2016). They owned the very successful channels. Comparing with the result of Channel C from this research (which implemented all 9 checklists), they have the similar success in terms of popularity as measured by the numbers of subscribers, views, and income.

Conclusion

Not surprisingly, the results showed that the most successful channel is the one followed all suggestions that YouTube had recommended.

Table 12 Summary of optimizing checklists and subscribers expansion

Channel	Optimizing checklists	Subscribers
A	8/9	↑ 148.90 %
B	7/9	↑ 140.10 %
C	9/9	↑ 150 %
D	6/9	↑ 130.26%
E	7/9	↑ 333.93 %

Observing merely from Channel A to Channel D, the growth rate of subscribers had increased in the same direction as the numbers of checklists implemented in the channel. Channel C followed all optimizing checklists and its growth rate is the top among all (increased 150%), followed by Channel A (148.90%), Channel B (140.10%), and Channel D (130.26%) respectively.

However, the surprising result came from Channel E which followed 7 out of 9 from the checklists but the Channel's growth rate is very high (333.93%) even higher than the one applying all optimizing checklist. This could be explained that even if the YouTubers had followed all the suggestions from YouTube but there is no guarantee that the channel will be successful. Another important factor is "Content" which is another priority factor to influence the viewers and retain them to watch the video until the end as Channel E did very well on their contents.

Recommendation

Besides all 9 optimizing checklists, there are other significant factors influencing the video on YouTube. Content analysis is one of those for the YouTubers to concern. There are 9 fundamentals on Creatives Strategy to recommend as follows.

1. Accessibility: Producing and delivering your video in a way that ensures the audiences can access the content. An accessible video should include captions, audio descriptions, a transcript, and an accessible media player. Do not tie episode to the pilot. Show a brief recap of the situation. And make a strong call to action pointing back to the pilot episode.

2. Collaboration: It is another way to make views of the video increasing. By inviting the well-known creator from popular channels and upload that video under your channel. The result from this strategy is "Fans of the popular creator will follow and watch their idol from your channel. The views will increase and also the subscribers will increase too".

3. Consistency: Are there strong recurring elements to this idea? There are ways to be consistent; Have a packaged show format, on a regular schedule, have a consistent personality of the channel, or stay within the theme of the channel.

4. Conversation: Is there an element of speaking directly to the audience? YouTube is one of the social platforms that allow viewers communicate to with you and other viewers. This can create the royalty of the viewers.

5. Discoverability: Making your videos to be easy to find through search or related videos is important as YouTube is one of the search engines that people using around the world, using some words or sentences that is talk of the town or people search often will help your video be found easier.

6. Inspiration: Making the video that being stimulated viewers to do or feel something.

The top creators of the world say that "Do what you love and you will make it the best".

7. Interactivity: Is there a way to involve the audience with this idea? It is content where the viewer actively participates instead of just simply watching, reading, or listening. It includes things like assessments, interactive infographics, quizzes, etc.

8. Shareability: Will the viewers share these videos? It is your gateway to success in content. People always get confused between the word "Shareability" and "Viral" in the situation that the viewers share the video immediately after they finished watching the video. And those viewers will always get this kind of content from their close ones e.g. family, friends, etc.

9. Targeting: Targeting audience from the channel, from the show level, from the individual video level, and targeting the underserved audience.

Limitation

In this research, some confidential parts cannot be appeared like the Channel's names for example. Moreover, YouTube is not the business model that has a specific template to follow and guarantee that every single one will be successful. There were many external factors that the YouTubers and YouTube platforms cannot control such as political situation, trends, audience behavior, unpredictable ads, etc. which can affect the success of video on YouTube as well.

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