Understanding the new digital entertainment world: The YouTube ecosystem and labor force

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Goal and context

- Context → Very thorough review of the YouTube history prior and after its purchase by Google
- Explore business models of YouTube content producers
  - Motivation: Share of advertising revenues → business strategy
  - Business strategies/model: Built on 'gamer' multi-level strategies of services offered linked to the number of viewers/ings
- Digital opportunities? Pareto law
  - Very few content producers make a lot of money
  - A lot of content producers make no money
  - YouTube still a break even organisation?

Comments

- Strong emphasis on ecosystems
  - “Dedicated to the commercialization and proliferation of outlets”
  - Content providers find firms to assist, help and advise them
  - But is the ecosystem really “emerging” rather than transforming itself?
- Authors do a good job of highlighting the reasons for Google to locate its YTSpace
  - Mainly located where content providers are, i.e. where the creation takes place
  - i.e. in an ecosystem already in existence that is developing new skills

Questions?

- How different is the business model now that it is more democratised?
  - Can enough content producers make a living out of this business model?
  - In other words, is it sustainable?
- Google centrality in L.A.'s creative cluster?
  - Physically/geographically or in the use of the YTSpace?
  - "Centrality" is a term also used in network analysis, may want to explore this avenue
  - How does UGC with their "ecosystem" threaten the mainstream entertainment community?

Questions?

- How is Google trying to establish competition/collaboration with the ecosystem already established with its YTSpace?
- What is their goal?
  - Better quality video?
  - More control on content?
  - Diversification into other entertainment?
- Why have established these YTSpace?
  - Demand from the content producers?
- How the ecosystem is transforming with the arrival of these web-content producers is the interesting question
  - How does the cluster react to the arrival of the YTSpace?
  - Is it perceived as disruptive?

Many avenues to explore

Thank you