




16 APRIL 2010, TBILISI, GEORGIA

Creating Popular Online Video Content:

Charlie bit my finger - again !

27 videos



0:29 / 0:56 360p

HDCYT — May 22, 2007 — <http://b61523eyi58zblasj7fj...> Even had I thought of trying to get my boys to do this I probably couldn't have. ... **178,437,492** views

The image shows a screenshot of a YouTube video player. The video title is "Charlie bit my finger - again !". Below the title, there are 27 video thumbnails and a "Subscribe" button. The video player shows a young boy in a blue shirt crying and a baby in a white shirt biting his finger. The video progress bar is at 0:29 / 0:56. The video resolution is 360p. The video description is "HDCYT — May 22, 2007 — <http://b61523eyi58zblasj7fj...> Even had I thought of trying to get my boys to do this I probably couldn't have. ...". The view count is 178,437,492 views, which is highlighted with a red box.

How do they do it?

Online Videos vs Normal Videos

- Like print vs web writing
 - Shorter, more precise
 - So much more can distract the audience
- Duration
 - People seldom watch to the end of a long video
- Idiot-proof
 - Easy to understand; engaging

- Speed
 - The internet audience has absolutely no patience.
- Advertising
 - Traditional ads will just be skipped
- Controversy
 - How to compete with porn?



What the audience likes

CUTE AND FUNNY

KIDS

Laughing baby



Charlie bit my finger

David after dentist



ANIMALS

Surprised Kitty



Sneezing baby panda



Otters holding hands



Dramatic gopher



Male Humour

Jon Iajoie



Fred



Ryan Higa



Popular Culture/Viral/Amazing

**Connie
Talbot**



Rick roll'd



**Chris
Crocker**



**Miss Teen
South Carolina**



WTF??



Lezberado

To attract the audience

- Invest in good equipment
 - Camera/tripod/lights/microphones
- Master editing
- Be spontaneous
 - If you are not, get a good script
- Be memorable
- Look good

clicknetwork.tv clicknetwork.tv clicknetwork.tv
clicknetwork.tv clicknetwork.tv clicknetwork.tv
clicknetwork.tv clicknetwork.tv clicknetwork.tv
That's all!!
clicknetwork.tv clicknetwork.tv clicknetwork.tv
clicknetwork.tv clicknetwork.tv clicknetwork.tv
clicknetwork.tv clicknetwork.tv clicknetwork.tv

Good luck in becoming
the next Youtube star!