

**A presentation on**

# **Uploading a video to YouTube**

**given to the  
Illawarra Computer Enthusiasts (ICE)**

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# Things You Will Need

- computer (desktop/laptop/netbook)
- video to upload
- Internet access
- YouTube account

# **Uploading Your Video to YouTube**

# Step 1: Go to YouTube

To find the website, either Google 'YouTube' or type in this link: <http://www.youtube.com>

## Step 2: Create an account (1)

If you already have one, go onto the next step, else:

- click on 'Sign In'
- click on 'CREATE AN ACCOUNT' (in red box)
- fill in 'First Name' and 'Last Name'
- choose a Google username (and verify)
- if not available select a suggested name

**Note:** This is a Google Gmail account

## Step 2: Create an account (2)

- create a password (indication of password strength)
- confirm password
- enter Birthdate (Month/Date/Year)
- select Gender
- ignore 'Mobile Phone' and 'Current e-mail address'
- un-tick 'Default homepage' box

## Step 2: Create an account (3)

- show that you are NOT a robot
- select 'Australia' as Location
- tick 'Google Terms of Service' box
- then select 'Next Step'
- select a YouTube username (and verify)
- if not available select a suggested name
- your YouTube channel is automatically selected
- you are notified if your YouTube account has been successfully created

## Step 3: Log in to your account

You will need your **YouTube login name** as well as your **password**.



## Step 4: Click the 'Upload' button

- click the 'Upload' button at the top of the homepage
- it's to the right of the search bar, next to 'Browse'

# Step 5: Choose a video file

- click 'Browse' to search for video files on your computer
- YouTube accepts these video formats:

.avi (Audio Video Interleaved)

.flv (Adobe Flash)

.3gp (cell phones)

.swf (Shockwave Flash)

.mov (Mac)

.m4v (h.264)

.mp4 (iPod/PSP)

.wmv (Windows Media Video)

.mpeg or .mpg (Motion Picture Experts Group)

.webm (HTML5)

## **Step 6: Click the 'Upload Video' button**

Nearly here! Just need to fill in some info about the video that's being uploaded.

# Step 7: Enter the details

Required information includes:

- the title of the video
- a description of the video
- what category the video should be in
- the 'tags'

# Step 7: Enter the details (cont.)

Optional details include:

- the Broadcast Options
- the Date and Map Options
- the Sharing Options

## Step 8: Click on 'Save'

- your title, description, etc. will be saved when your video has completed uploading
- when the progress bar is complete, you will have posted your video on YouTube

# **Some Tips**

# If You Are Using Windows Movie Maker

If you are going to upload a video from *Windows Movie Maker*, make sure you've saved it as a **movie file**. Only then will it be available to upload on YouTube.



# How To Improve the View Rate

If you want a lot of views, make the *title* simple, and keep your *tags* short and to the point. You can include your *username* as a tag.

Look at the most viewed videos for **hints** on the title, tags, and other things.

# **Don't Forget to fill in the Video Description Part**

Try to give your video a description that  
doesn't just repeat the title!!

# Check 'Terms and Conditions' BEFORE Uploading

Read YouTube's *Terms and Conditions* on **what** and **what not** to post if you're unsure about whether your content is acceptable.

# Caveats

# Do not upload copyrighted material onto YouTube

- it's against YouTube's user agreement
- any video with copyrighted material will get deleted
- continued breaches will get your YouTube account suspended and legal action could be taken against you
- especially avoid violating copyrights belonging to film studios, independent filmmakers, singers, actors, etc.

# **YouTube only allows a maximum of 15 minutes per video**

- videos that are longer than 15 minutes can be uploaded in two or more parts
- it is possible to earn the privilege to upload single videos longer than 15 minutes

**Avoid any nudity in your video**

**YOUR ACCOUNT WILL BE DELETED!!**

# **A Brief YouTube Timeline 2005 - 2010**



# 2005

**February** ~ The Founders register the domain name and begin work on the site

**April 23** ~ **FIRST** video uploaded to the site

**May** ~ Beta launch of YouTube

**December** ~ Official launch (8 million videos watched per day)

# 2006

**July** ~ 100 million video views per day  
**AND** 65 thousand video uploads per day

**October** ~ Google acquires YouTube for  
**\$1.65 billion**

**2007**

**June** ~ YouTube launches in 9 countries

# 2008

**January** ~ 10 hours of video uploaded every minute

**May** ~ 13 hours of video uploaded every minute

**October** ~ 15 hours of video uploaded every minute

**December** ~ **720p HD** launched

# 2009

**April** ~ Shows and Movies launch with hundreds of movies and thousands of full-length TV episodes

**May** ~ 20 hours of video uploaded every minute

**October** ~ More than **1 billion** views per day

**November** ~ **1080p full-HD** launched

# 2010

**March** ~ 24 hours of video uploaded  
per minute

**May** ~ YouTube exceeds **2 billion** views  
per day

# **Some Facts and Figures**

# Recent YouTube Video Upload Statistics

- 35 hours of video footage is uploaded to the site every minute
- over 13 million hours of footage was uploaded in 2010
- more video is uploaded every 60 days than the three major US television networks produced in 60 years
- each week, YouTube receives the equivalent of 115,000 full-length feature films in uploads



# Recent YouTube Views ~ Usage ~ Content

- over **2 billion** videos are viewed every day
- YouTube Mobile gets over 100 million views per day
- in 2010, there were over **700 billion** video playbacks
- a full 10% of YouTube videos are in HD
- there are **7,000 hours** of full-length movies and television episodes available on YouTube (that's about **3,500 movies**)

# YouTube Demographics

- 70% of YouTube traffic comes from outside the U.S
- YouTube is localised in 25 countries across 43 languages
- the base age demographic for YouTube is 18-54

# Sources Used in this Presentation

- **uploading a video to YouTube:**

<http://www.wikihow.com/Upload-a-Video-to-YouTube>

- **some YouTube statistics:**

<http://www.reelseo.com/youtube-statistics/>

# Any Questions?

