

tubular QUICK GUIDE TO YOUTUBE, FACEBOOK VIDEO & VINE

Actionable Insights on Cross-Platform
Content and Distribution

Tubular Labs is the most widely used video intelligence service, providing actionable insights to top media companies and brands including Comedy Central, HGTV, Activision, Pepsi, Maker Studios, Vice and Interscope Records. Only Tubular tracks over 1 billion videos across 30+ platforms including YouTube, Facebook, Twitter, Vine, Instagram, AOL and Yahoo. Tubular intelligence informs content, promotion, and optimization decisions at the world's top media companies.



At Tubular we strive to constantly analyze the most cutting-edge video trends to help keep you ahead of the curve. Our mission is to track every video everywhere and bring standardization and clarity to online video measurement. With the rise of Facebook Video and Vine, we sought to compare the two emerging platforms to YouTube and provide you with content and distribution recommendations.

In this short overview, we analyze the top 100 YouTube, Facebook and Vine videos in the last 30 days (1/3/15 – 2/2/15) in order to shed light on the most interesting and actionable trends. Questions answered include:

- Who are the top creators, media companies, and brands on each platform?
- What are the different content trends on each platform?
- What are the top videos on each platform?
- How many videos on each platform uploaded in January reached 1M+ views?

This is the beginning of the conversation and we look forward to hearing your questions and feedback.

Best,

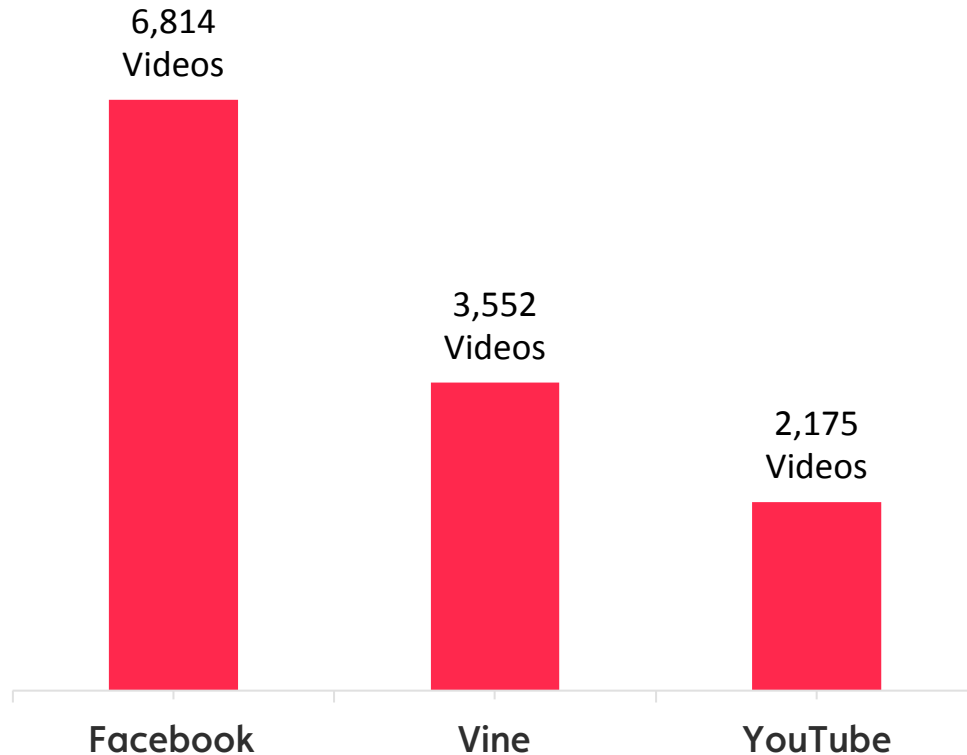
Allison Stern

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Co-Founder & VP Marketing

Tubular Labs

Number of videos with 1M+ views* uploaded in the last 30 days



More newly uploaded Facebook videos hit 1M views each month than on any other platform. YouTube videos, however, have a longer shelf-life, and are more likely to gain continued views over time.

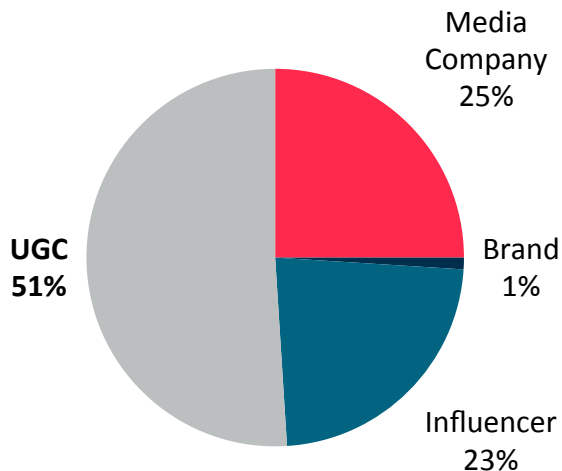
*Views are defined as 30 seconds on YouTube; 3 seconds on Facebook; and 6 seconds on Vine.
Data based on period 1/3/15 - 2/2/15

Who uploaded the Top 100 videos on each platform in last 30 days?

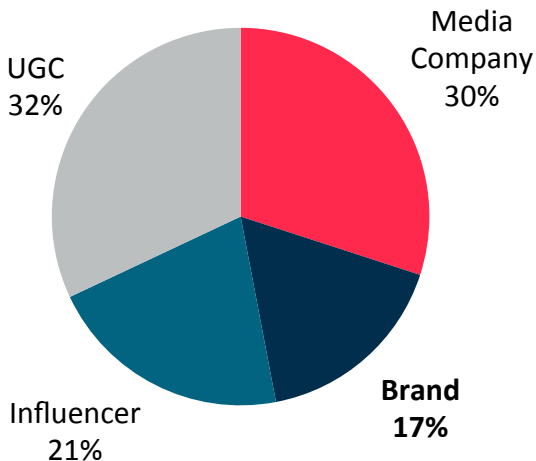


Facebook over-indexes in user generated content, YouTube in brand content, and Vine in influencer content. Premium media content performs well on both Facebook and YouTube.

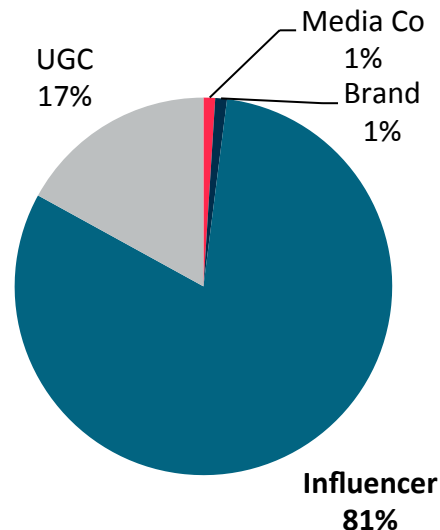
Facebook



YouTube



Vine



* UGC is User Generated Content (uploaded by users); Influencers have at least 250,000 followers/subscribers/fans

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Data based on period 1/3/15 - 2/2/15

Top Media Companies on YouTube in Last 30 Days

	Videos in Top 100	Total Views	Engagement
Marvel	1	32M	1.9%
Late Night with Jimmy Fallon	1	24M	1.5%
Arabs Got Talent	2	17M	1.6%
Fox Movies	1	14M	1.5%
Buzzfeed Video	1	13M	1.1%

Top Media Companies on Facebook in Last 30 Days

	Videos in Top 100	Total Views	Engagement
America's Funniest Home Videos	2	58M	1.7%
Ted (Movie)	2	54M	2.2%
Buzzfeed Video	2	42M	.8%
LA ABC 7	1	30M	.6%
HuffPost Good News	1	26M	1.0%









Top Media Companies on Vine in Last 30 Days

	Videos in Top 100	Total Loops	Engagement
CNN	1	14M	.1%

Top Brands on YouTube in Last 30 Days





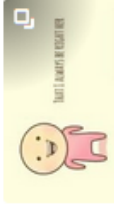
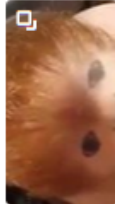


	Also Top on Facebook	Total Views	Engagement
Budweiser	Yes	20M	3.0%
Microsoft	No	13M	1.9%
Kia	No	13M	0.0%
T-Mobile	No	13M	0.3%
BMW	No	12M	0.3%

<div><div></div><div>001</div><div></div></div> <div>New Avengers Trailer Arrives - Marvel's Avengers: Age of Ultron Trailer 2 by Marvel Entertainment</div> <div><div>323K Engagements</div>><div><div>201K</div><div>70K</div><div>51K</div></div></div> <div><div><div><div></div><div></div></div><div></div></div><div>Views</div><div>31.5M</div></div> <div><div>Uploaded</div><div>01/12/2015</div></div>
<div><div></div><div>002</div><div></div></div> <div>Dover Police DashCam Confessional (Shake it Off) by Dover Police</div> <div><div>483K Engagements</div>><div><div>165K</div><div>272K</div><div>45K</div></div></div> <div><div><div><div></div><div></div></div><div></div></div><div>Views</div><div>28.4M</div></div> <div><div>Uploaded</div><div>01/16/2015</div></div>
<div><div></div><div>003</div><div></div></div> <div>"Slap her": children's reactions by Fanpage.it</div> <div><div>360K Engagements</div>><div><div>178K</div><div>145K</div><div>37K</div></div></div> <div><div><div><div></div><div></div></div><div></div></div><div>Views</div><div>25.1M</div></div> <div><div>Uploaded</div><div>01/04/2015</div></div>
<div><div></div><div>004</div><div></div></div> <div>Lars Andersen: a new level of archery by larsandersen23</div> <div><div>431K Engagements</div>><div><div>214K</div><div>192K</div><div>24K</div></div></div> <div><div><div><div></div><div></div></div><div></div></div><div>Views</div><div>24.4M</div></div> <div><div>Uploaded</div><div>01/23/2015</div></div>
<div><div></div><div>005</div><div></div></div> <div>Jimmy Fallon Blew a Chance to Date Nicole Kidman by The Tonight Show Starring Jimmy Fallon</div> <div><div>243K Engagements</div>><div><div>135K</div><div>52K</div><div>55K</div></div></div> <div><div><div><div></div><div></div></div><div></div></div><div>Views</div><div>23.6M</div></div> <div><div>Uploaded</div><div>01/06/2015</div></div>
<div><div></div><div>006</div><div></div></div> <div>2015 Budweiser Super Bowl Commercial "Lost Dog" Budweiser #BestBuds by budweiser</div> <div><div>251K Engagements</div>><div><div>102K</div><div>131K</div><div>18K</div></div></div> <div><div><div><div></div><div></div></div><div></div></div><div>Views</div><div>21.6M</div></div> <div><div>Uploaded</div><div>5 days ago</div></div>
<div><div></div><div>007</div><div></div></div> <div>Crazy Plastic Ball PRANK!! by RomanAtwood</div> <div><div>421K Engagements</div>><div><div>341K</div><div>61K</div><div>18K</div></div></div> <div><div><div><div></div><div></div></div><div></div></div><div>Views</div><div>21.6M</div></div> <div><div>Uploaded</div><div>01/18/2015</div></div>

008		Ellie Goulding - Love Me Like You Do (Official Video) by EllieGouldingVEVO	586K Engagements > 278K 265K 41K	Views 21.6M	Uploaded 01/22/2015
009		Woman Kisses Man Next to Her on Kiss Cam After Date Snubs Her by Oliver Darcy	47K Engagements > 29K 12K 5,954	Views 20.6M	Uploaded 01/09/2015
010		"NFL 2015" — A Bad Lip Reading of The NFL by Bad Lip Reading	272K Engagements > 117K 132K 22K	Views 18.7M	Uploaded 01/22/2015
011		Ellie Goulding - Love Me Like You Do (Official Audio) by EllieGouldingVEVO	239K Engagements > 211K 10 27K	Views 17.8M	Uploaded 01/07/2015
012		Adorable daddy/daughter standoff by Gareth Roe	48K Engagements > 33K 14K 1,148	Views 17.6M	Uploaded 01/17/2015
013		Twins Come Out To Dad by The Rhodes Bros	221K Engagements > 199K 10K 11K	Views 16M	Uploaded 01/14/2015
014		Game of War: Battles Everywhere! by Game of War	12 Engagements > 8 4	Views 15.4M	Uploaded 01/12/2015
015		Nicky Jam - El Perdón Video Lyric (Prod. Saga WhiteBlack) by NickyJamTV	387K Engagements > 221K 147K 18K	Views 14.7M	Uploaded 01/17/2015

Top 15 Videos on Facebook (Uploaded 1/3/15 – 2/2/15)

f	001		Gangsters in Action... Must Watch grin emoticon by Jaan & Arya	Views 47.1M	Uploaded 01/11/2015
		1.7M Engagements			
f	002		What happens when you put a boy in front of a girl and ask him to slap her? Here is how children rea... by Fanpage.it	Views 46M	Uploaded 01/03/2015
		2.2M Engagements			
f	003		He is my hero See Translation by 미경호	Views 44.7M	Uploaded 01/23/2015
		4.2M Engagements			
f	004		健身到一半看到這個，誰受的了阿... (小編中村) See Translation by ETtoday美女雲	Views 43.9M	Uploaded 01/04/2015
		1.2M Engagements			
f	005		Ted 2 - Official Trailer by Ted	Views 38.8M	Uploaded 4 days ago
		2.4M Engagements			
f	006		Golden Globes Thug by UNILAD	Views 38.3M	Uploaded 01/12/2015
		1.6M Engagements			
f	007		Core Workout To Beyonce by The Body Department	Views 36.9M	Uploaded 01/07/2015
		1M Engagements			

f	008		Kiss Cam Thug by UNILAD	Views 35.6M	Uploaded 01/10/2015
			2.8M Engagements > f 2.8M		
f	009		IL DRAMMA DI ESSERE BASSINI ! by Video Incredibili	Views 34.8M	Uploaded 01/13/2015
			1.7M Engagements > f 1.7M		
f	010		This kid can not even believe what is happening right now. #lol #adorable by America's Funniest Home Videos	Views 34.8M	Uploaded 01/12/2015
			1.9M Engagements > f 1.9M		
f	011		Oonom nom.. by Siakap Keli	Views 33.3M	Uploaded 01/05/2015
			2.4M Engagements > f 2.4M		
f	012		Tag that one person smile emoticon by Daniel Amos	Views 33M	Uploaded 01/06/2015
			1.9M Engagements > f 1.9M		
f	013		Say hello to Ed Sheerchin. This is phenomenal. by UNILAD	Views 31.3M	Uploaded 01/25/2015
			1.5M Engagements > f 1.5M		
f	014		Fil masınları əzık-əzık etdi http://video.azertag.az/ by Azertag News-Agency	Views 31.3M	Uploaded 01/14/2015
			739K Engagements > f 739K		
f	015		My 4 year old niece in control.. by Nina Wahl	Views 31.1M	Uploaded 01/05/2015
			1.1M Engagements > f 1.1M		

Top 15 Videos on Vine (Uploaded 1/3/15 – 2/2/15)

17

	Omg I can't stop laughing by Brittany Furlan	Views	Uploaded
001		37.7M	01/21/2015
	762K Engagements > f 43 t 622 v 761K		
	They're filming a Will Ferrell movie here at halftime, in which he drills a cheerleader w/a failed h... by Mike Trudell	Views	Uploaded
002		28.6M	01/21/2015
	9,517 Engagements > f 16 t 661 v 8,840		
	When you're in a relationship and a pretty girl walk by. w/ DeStorm Power, Liane V #KingBach by KingBach	Views	Uploaded
003		26M	01/24/2015
	631K Engagements > f 2,836 t 118K v 510K		
	The reason people with curly hair don't brush by Layanne AbuBader	Views	Uploaded
004		23.7M	01/15/2015
	27K Engagements > t 199 v 27K		
	When your girl bitchin for no reason! #DidYouHaveANapToday by Mobilian.	Views	Uploaded
005		22.9M	01/06/2015
	594K Engagements > f 3,270 t 250K v 341K		
	Phones crack for the silliest reasons! #areyouserious w/ Marcus Johns Cody Johns by Lele Pons	Views	Uploaded
006		22.2M	01/03/2015
	442K Engagements > f 222 t 4,082 v 437K		
	by Vinnyviner	Views	Uploaded
007		21.4M	01/22/2015
	117K Engagements > f 122 t 18K v 98K		

008		Burns in 2015 w/Lele Pons, Cody Johns by Marcus Johns	275K Engagements > 86 12K 263K	Views 19.7M	Uploaded 01/03/2015
009		Who Doesn't Love a Good Car Jam? by Thomas Sanders	413K Engagements > 213 2,557 411K	Views 19.6M	Uploaded 01/03/2015
010		Katy Perry dancing with sharks #HalfTimeShow by SportsViner	45K Engagements > 1,750 37K 6,780	Views 17.9M	Uploaded 21 hours ago
011		HAHAHAHAHAHA WHAT JUST HAPPENED by Jamie	142K Engagements > 11K 127K 3,966	Views 17.8M	Uploaded 01/12/2015
012		Good thing i caught it on camera by CatFish	105K Engagements > 16 3,027 102K	Views 17.6M	Uploaded 01/12/2015
013		The HUNGRY Games w/ Brandon Bowen by Curtis Lepore	564K Engagements > 153 517 563K	Views 17.5M	Uploaded 01/22/2015
014		Kylie from Target by Bailey Elizabeth	216K Engagements > 17 16K 199K	Views 17.5M	Uploaded 01/15/2015
015		When you forget you have the aux cord and try to record the turn up... #CantRecordAndListenToMusicAt... by Jerry Purpdrank	395K Engagements > 252 38K 356K	Views 17.4M	Uploaded 01/08/2015