

youtube channel business plan

YouTube Channel Business Plan: How to Build a Successful Content Empire

youtube channel business plan is more than just a fancy phrase; it's the foundation for turning a passion for video creation into a thriving digital venture. Whether you're an aspiring creator dreaming of viral hits or an entrepreneur aiming to leverage YouTube's massive audience, crafting a well-thought-out business plan is essential. This blueprint will not only guide your content strategy but also help you monetize effectively, grow your subscriber base, and navigate the competitive landscape of online video.

In this article, we'll break down everything you need to know about developing a robust YouTube channel business plan—from defining your niche and content calendar to outlining revenue streams and marketing tactics. Let's dive into how you can transform your channel idea into a flourishing business.

Understanding the Importance of a YouTube Channel Business Plan

Many creators jump straight into filming videos without a clear roadmap, which often leads to inconsistent growth and missed opportunities. A YouTube channel business plan acts as your strategic guide, helping you stay focused on your goals, manage resources wisely, and make data-driven decisions. It's a living document that adapts as your channel evolves, ensuring you keep momentum and scale sustainably.

Beyond just content creation, this plan covers aspects like audience analysis, branding, monetization models, and marketing strategies. By treating your channel like a business from the start, you're setting yourself up for success in a platform where millions of videos compete for attention daily.

Defining Your Channel's Purpose and Niche

Your first step is pinpointing your channel's identity. Ask yourself:

- What topics am I passionate about and knowledgeable in?
- Who is my target audience?
- What unique value can I offer compared to existing channels?

Choosing a specific niche—whether it's tech reviews, beauty tutorials, gaming walkthroughs, or educational content—helps you attract a dedicated subscriber base. Narrowing your focus also improves searchability and makes it easier to develop cohesive content themes.

Conducting Market and Competitor Research

Before you start creating content, it's crucial to understand the existing landscape. Analyzing competitors helps you identify successful content formats, common gaps you can fill, and audience preferences. Tools like TubeBuddy and VidIQ offer insights into keyword trends, video tags, and viewer demographics that can inform your content strategy.

This research phase also sheds light on potential collaboration opportunities and trending topics within your niche, enabling you to position your channel effectively.

Content Strategy: The Heart of Your YouTube Channel Business Plan

Content is king on YouTube, so your business plan must prioritize a clear, sustainable content strategy. This includes deciding what types of videos you'll produce, how often you'll post, and how you'll maintain quality and engagement.

Planning Your Content Calendar

Consistency is a key driver of channel growth. Mapping out a content calendar helps you maintain a regular upload schedule, which YouTube's algorithm favors. It also prevents last-minute scrambles that can compromise video quality.

Consider mixing video formats such as tutorials, live streams, Q&A sessions, and behind-the-scenes clips to keep your audience engaged. Planning seasonal or trending topics in advance can boost views and relevance.

Optimizing Video Production and Editing

Creating professional-looking videos doesn't necessarily require expensive equipment, but investing in good audio, lighting, and editing software makes a difference. Your business plan should outline your production workflow to maximize efficiency.

Allocating time for scripting, shooting, and post-production ensures consistent output without burnout. Additionally, optimizing video titles, thumbnails, and descriptions using SEO best practices is crucial to attract organic traffic.

Monetization and Revenue Streams

A solid YouTube channel business plan includes detailed strategies for generating income. While AdSense remains a primary revenue source, savvy creators diversify their earnings through multiple

channels.

AdSense and YouTube Partner Program

Once you meet YouTube's eligibility requirements—1,000 subscribers and 4,000 watch hours in the past 12 months—you can apply for monetization. Ad revenue depends on views, audience location, and engagement, so growing your subscriber base and watch time is critical.

Sponsored Content and Brand Deals

Brands actively seek YouTubers to promote products and services. Building a media kit showcasing your audience demographics and engagement rates can attract sponsorships. Your business plan should outline how to approach brands and negotiate deals that align with your content.

Merchandising and Affiliate Marketing

Selling branded merchandise or promoting affiliate products adds income layers. Setting up an online store or linking to affiliate partners in your video descriptions are practical steps. This approach also strengthens your brand identity and community connection.

Memberships and Exclusive Content

Platforms like YouTube Memberships or Patreon allow fans to support your channel directly in exchange for exclusive perks. Planning membership tiers and bonus content can create a steady revenue stream while rewarding loyal viewers.

Marketing and Audience Growth Strategies

Even the best content needs strategic promotion to build a loyal audience. Your YouTube channel business plan should include detailed marketing initiatives that extend beyond just publishing videos.

Leveraging Social Media Platforms

Promoting your videos on Instagram, Twitter, TikTok, and Facebook can drive traffic and increase visibility. Tailoring content snippets or teasers for each platform creates buzz and encourages sharing.

Community Engagement and Networking

Responding to comments, hosting live chats, and collaborating with other creators fosters a sense of community. Networking opens doors for cross-promotion and expands your reach organically.

Utilizing SEO and Analytics

Optimizing video metadata—titles, tags, and descriptions—for relevant keywords improves search rankings. Regularly reviewing YouTube Analytics provides insights into viewer behavior, watch time, and traffic sources, enabling continuous refinement of your strategy.

Financial Planning and Resource Management

Treating your YouTube channel like a business means managing finances carefully. Your plan should include budget allocation for equipment, software, marketing, and possible outsourcing (e.g., video editing or graphic design).

Tracking income and expenses helps keep the channel profitable and sustainable. Setting realistic growth milestones ensures you can reinvest earnings to improve production quality and expand your content offerings.

Setting SMART Goals for Your Channel

Specific, Measurable, Achievable, Relevant, and Time-bound goals provide direction and motivation. For example, aiming to reach 5,000 subscribers within six months or increasing average view duration by 20% helps monitor progress and adjust tactics.

Scaling Your Team and Operations

As your channel grows, you might consider hiring freelancers or building a small team to handle tasks like editing, social media management, or customer support. Planning for scalability ensures smoother operations and frees up your time to focus on creative work.

Creating a YouTube channel business plan is a dynamic journey that blends creativity with strategy. By thoughtfully mapping out your content, monetization, and marketing efforts, you set the stage for long-term success on one of the world's most influential platforms. Whether you're just starting or looking to elevate your existing channel, a clear plan keeps you on track and maximizes your potential in the vibrant YouTube ecosystem.

Frequently Asked Questions

What is a YouTube channel business plan?

A YouTube channel business plan is a strategic document outlining the goals, target audience, content strategy, monetization methods, and growth tactics for a YouTube channel to achieve sustainable success and profitability.

Why is having a business plan important for a YouTube channel?

Having a business plan helps creators set clear objectives, identify their niche and audience, plan content consistently, manage finances, and create strategies for growth and monetization, increasing the chances of long-term success.

What are the key components of a YouTube channel business plan?

Key components include channel goals, target audience analysis, content strategy and schedule, branding and marketing plans, monetization methods, competitive analysis, and financial projections.

How do I define my target audience in my YouTube channel business plan?

To define your target audience, research demographics such as age, gender, interests, and viewing habits, and analyze competitors' audiences to identify who is most likely to engage with and benefit from your content.

What monetization strategies should be included in a YouTube channel business plan?

Monetization strategies can include YouTube AdSense revenue, brand sponsorships, affiliate marketing, merchandise sales, crowdfunding via platforms like Patreon, and offering paid courses or exclusive content.

How often should I update my YouTube channel business plan?

It's recommended to review and update your business plan every 6 to 12 months or whenever significant changes occur in your content strategy, audience, or monetization methods to stay aligned with your goals.

Can a YouTube channel business plan help attract sponsors

and investors?

Yes, a well-prepared business plan demonstrates professionalism and clear strategy, making it easier to attract sponsors and investors who want to see potential return on investment and channel growth plans.

How detailed should the content strategy be in the business plan?

The content strategy should be detailed enough to cover content themes, video formats, posting frequency, SEO tactics, and engagement plans to ensure consistent, high-quality content aligned with audience interests.

What tools can help in creating and managing a YouTube channel business plan?

Tools such as business plan templates, project management software (e.g., Trello, Asana), analytics tools (YouTube Analytics, Google Analytics), and financial planning apps can help create and manage your business plan effectively.

How do I set realistic goals in my YouTube channel business plan?

Set SMART goals—Specific, Measurable, Achievable, Relevant, and Time-bound—based on current channel performance, audience growth potential, and monetization opportunities to ensure your goals are practical and motivating.

Additional Resources

YouTube Channel Business Plan: Crafting a Roadmap for Digital Success

youtube channel business plan represents a strategic framework that aspiring content creators and entrepreneurs must develop to succeed in the increasingly competitive landscape of online video. As the platform continues to evolve with billions of users worldwide, a well-constructed business plan is pivotal for transforming a simple channel into a sustainable digital enterprise. This article delves into the essential components of a YouTube channel business plan, highlighting critical considerations, monetization strategies, audience growth tactics, and the operational challenges creators face.

Understanding the Foundations of a YouTube Channel Business Plan

A YouTube channel business plan extends beyond merely uploading videos; it serves as a blueprint for aligning content creation with clear objectives, target audience insights, and revenue projections. The plan articulates how a channel will differentiate itself in niche markets, manage resources, and

adapt to platform changes. Given the platform's dynamic nature, the plan must incorporate flexibility to pivot when new trends or monetization opportunities arise.

Defining Your Niche and Target Audience

One of the most significant determinants of a channel's success is the clarity of its niche. Whether it's educational content, tech reviews, lifestyle vlogs, or gaming walkthroughs, identifying a specific content category allows creators to tailor their messaging and attract a dedicated audience. Market research tools, including YouTube Analytics and third-party platforms like Social Blade, provide insights into trending topics and audience demographics, which can inform the business plan's content strategy.

Understanding the target audience's preferences, age group, geographical location, and viewing habits enables creators to optimize video formats, posting schedules, and engagement tactics. A misalignment between content and audience expectations often results in low retention rates and slow subscriber growth, underscoring the necessity of this analytical approach.

Content Strategy and Production Planning

An effective YouTube channel business plan must detail a robust content strategy that balances quality, quantity, and consistency. This involves planning video themes, scripting, shooting schedules, and post-production workflows. Creators need to assess the resources required, including equipment costs, software subscriptions, and potential outsourcing for editing or graphic design, to maintain high production standards without compromising timelines.

Moreover, the business plan should incorporate a content calendar that aligns with audience peak viewing times and seasonal trends relevant to the niche. This tactical scheduling aids in maximizing viewership and engagement metrics, integral for algorithmic favor on YouTube's search and recommendation systems.

Monetization Models and Revenue Streams

Monetization sits at the heart of any YouTube channel business plan, dictating how a creator will generate income and sustain operations. While the YouTube Partner Program (YPP) is a primary revenue source through ads, its eligibility requirements (1,000 subscribers and 4,000 watch hours in the past 12 months) necessitate alternative or supplemental strategies during initial growth phases.

Advertising and YouTube Partner Program

Once eligible, creators can monetize through display ads, overlay ads, skippable and non-skippable video ads, and sponsored cards. However, ad revenue fluctuates based on factors such as viewer demographics, ad inventory, and engagement rates. Channels targeting affluent or niche audiences often command higher CPM (cost per mille) rates, making audience profiling crucial.

Diversifying Income with Affiliate Marketing and Sponsorships

Affiliate marketing offers an additional revenue channel by promoting products or services linked to the content. Creators earn commissions when viewers make purchases through affiliate links. This model works well for review-based or tutorial content, where product integration is natural.

Sponsorship deals with brands provide upfront payments or product exchanges, often representing a significant income share for mid-to-large channels. Negotiating fair contracts requires creators to demonstrate engagement metrics and audience authenticity, which should be outlined in the business plan's marketing and sales projections.

Merchandising and Membership Models

Merchandise sales, encompassing apparel, digital goods, or branded accessories, allow creators to monetize their fanbase directly. Platforms like Teespring and Spreadshop integrate seamlessly with YouTube, facilitating store setup without extensive technical knowledge.

Additionally, YouTube's channel memberships and Patreon-like platforms enable recurring revenue by offering exclusive content, badges, or early access. These membership models deepen community bonds while stabilizing income streams, essential for long-term sustainability.

Audience Development and Marketing Tactics

A critical pillar of the YouTube channel business plan involves strategies for growing and retaining an engaged subscriber base. Organic growth depends heavily on content discoverability, which is influenced by metadata optimization, viewer retention, and interaction rates.

Search Engine Optimization (SEO) for YouTube

YouTube's search engine operates similarly to traditional search engines, relying on keywords in titles, descriptions, and tags to rank videos. Effective keyword research, using tools like Google Trends and TubeBuddy, should be embedded into the planning phase to ensure content aligns with popular search queries without sacrificing relevance.

Thumbnails and compelling titles are equally important—they serve as the first impression and can drastically impact click-through rates. The business plan must address branding consistency to establish recognizability and trustworthiness.

Leveraging Social Media and Collaborations

Cross-promotion on platforms such as Instagram, Twitter, and TikTok can drive traffic back to the YouTube channel. Collaborations with other creators expose the channel to broader audiences, a

tactic that proves particularly effective in niche communities.

The business plan should allocate time and budget for networking and promotional activities, balancing organic and paid campaigns to optimize growth.

Financial Planning and Resource Management

An often overlooked but critical element of a YouTube channel business plan is the financial forecast and operational budgeting. Creators must estimate startup costs, recurring expenses, expected revenue, and break-even points.

Budgeting for Equipment and Software

Initial investments in cameras, microphones, lighting, and editing software vary widely, but quality directly impacts viewer perception. Budgeting for upgrades and maintenance ensures the channel remains competitive as production standards evolve.

Time Management and Outsourcing

Content production is time-intensive. The business plan should outline workflow efficiencies and the potential for outsourcing tasks like video editing, thumbnail creation, or social media management. This delegation allows creators to focus on content ideation and audience engagement.

Evaluating Risks and Sustainability

The YouTube ecosystem is subject to algorithm changes, policy shifts, and fluctuating advertiser demand, all of which pose risks to revenue stability. Including contingency plans and diversified income streams in the business plan helps mitigate these vulnerabilities.

Creators must also consider burnout and creative stagnation as operational risks. Incorporating periodic content audits, audience feedback mechanisms, and innovation incentives keeps the channel vibrant and relevant.

In conclusion, a comprehensive youtube channel business plan combines strategic foresight with tactical execution across content creation, monetization, marketing, and financial management. As the platform grows increasingly competitive, creators who invest in detailed planning are better positioned to navigate challenges and capitalize on emerging opportunities, ultimately transforming their channels into thriving digital businesses.

Youtube Channel Business Plan

youtube channel business plan: Make Money From Faceless YouTube Automation MRR By Khaled Baoween Khaled Baoween, 2024-04-17 Faceless YouTube Automation MRR appears to refer to a concept or a business model related to generating Monthly Recurring Revenue (MRR) through automated YouTube content creation or management without revealing the creator's identity or showing their face on the platform. This could involve various strategies such as: Automated Content Creation: Using software or algorithms to generate and upload videos automatically based on certain criteria like trending topics, keywords, or specific niches. Content Curation: Curating existing videos from other creators or sources and compiling them into thematic playlists or channels. Monetization Strategies: Implementing various monetization methods such as ads, sponsorships, affiliate marketing, or selling digital products/services related to the content niche. SEO and Marketing Automation: Leveraging automation tools for search engine optimization (SEO), social media marketing, and audience engagement to drive traffic and increase visibility. Outsourcing and Delegation: Hiring freelancers or virtual assistants to handle different aspects of content creation, management, and promotion. The term faceless suggests that the creator prefers to remain anonymous or undisclosed, possibly to avoid personal branding or to maintain privacy. This approach allows focusing solely on the content and its profitability without associating it with a specific individual. MRR, or Monthly Recurring Revenue, is a key metric for subscription-based businesses, indicating the predictable revenue generated from subscriptions or recurring payments on a monthly basis. In the context of YouTube, it could refer to the consistent revenue generated from ad monetization, memberships, or other recurring sources. Combining automation with YouTube content creation can streamline processes, scale operations, and potentially generate passive income over time. However, it's essential to adhere to YouTube's policies and guidelines to ensure compliance and avoid penalties such as demonetization or account suspension.

youtube channel business plan: Ultimate Guide to YouTube for Business The Staff of Entrepreneur Media, Jason R. Rich, 2018-03-27 Reel in the Profits with YouTube YouTube delivers more than a billion minutes of streaming content to 1.3 billion active users every day. That's equivalent to one-third of all internet users and at least a billion reasons to start creating videos that promote your business, brand, products, and services today. Entrepreneur Magazine's Ultimate Guide to YouTube for Business is the video marketing blueprint you need to create videos that educate, entertain, and inspire viewers to take action. You'll learn how to plan, edit, promote, and share your videos with the public, as well as how to leverage YouTube's tools to help spotlight your business and your products without spending a fortune. From video production to promotion, this guide shares the battle-tested strategies and tried-and-true advice from successful YouTube experts to help you: Set up your channel and become a YouTube Partner to start monetizing your videos Create a virtual community that uses and loves your products Cater your videos to your target audience at every stage—pre-production, production, post-production, and promotion Drive traffic to your channel, website, or social media with optimized video titles, tags, playlists, and more Promote your YouTube videos using Facebook, Twitter, Google+, and other social sites Make a video go viral with the help of blogs, websites, and other online resources Find out what a YouTube channel can do for you as you learn to create your channel, leverage it as a marketing tool, and maximize your return on investment.

youtube channel business plan: A Seniors Guide to YouTube: How to Build Your YouTube Channel in Retirement Virginia Grant, Have you ever thought about sharing your stories, hobbies, or expertise with the world through YouTube but weren't sure where to start? Whether you're looking for a creative outlet, a way to connect with others, or even a source of extra income in retirement, this book is designed to help you navigate the process with confidence. Covering everything from setting up your channel to filming, editing, and growing an audience, this step-by-step guide makes YouTube accessible—no technical experience required. Learn how to

create engaging videos using simple equipment, optimize your content for discovery, and build a channel that reflects your unique interests and personality. Designed specifically for seniors, this book breaks down the essentials in an easy-to-follow, conversational style. It addresses common concerns, such as feeling camera-shy, understanding YouTube's monetization options, and avoiding the pitfalls that discourage many new creators. Whether you want to document your travels, share your knowledge, start a passion project, or turn YouTube into a business, this book gives you the tools and confidence to get started.

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youtube channel business plan: Write Your Business Plan The Staff of Entrepreneur Media, 2015-01-19 A comprehensive companion to Entrepreneur's long-time bestseller Start Your Own Business, this essential guide leads you through the most critical startup step next to committing to your business vision—defining how to achieve it. Coached by a diverse group of experts and successful business owners, gain an in-depth understanding of what's essential to any business plan, what's appropriate for your venture, and what it takes ensure success. Plus, learn from real-world examples of plans that worked, helping to raise money, hone strategy, and build a solid business. Whether you're just starting out or already running a business, to successfully build a company, you need a plan. One that lays out your product, your strategy, your market, your team, and your opportunity. It is the blueprint for your business. The experts at Entrepreneur show you how to create it. Includes sample business plans, resources and worksheets.

youtube channel business plan: AI Monetization of your Faceless YouTube Channel Raymond Wayne, 2023-10-19 Do you feel like you're falling behind in today's fast-paced YouTube culture? You've probably seen people's subscription counts explode, views stream in, and comments overflow their videos as they made thousands of dollars using the site. But here's the catch: A large portion of them aren't even speaking with their own voices or revealing their identities. This may seem paradoxical, especially if you've been led to believe that your unique voice and charisma are crucial to your success in the content creation industry. What if, however, we told you that you can build a successful YouTube channel even if you don't want to be the channel's face? Think of your YouTube experience if you didn't have to worry about being camera shy, having the right lighting, or being

the center of attention. The first ever faceless YouTube channel to be monetized by artificial intelligence AI Monetization of your Faceless YouTube Channel This powerful and useful manual will teach you: Why, with so many options for using artificial intelligence, RIGHT NOW is the perfect time to launch your anonymous YouTube channel and begin making money. The second most crucial step you need to take before launching an anonymous YouTube channel is: - How to make sure the niche you pick for your anonymous YouTube channel can make you money. - The most effective strategies for making money with your nameless YouTube channel. -How to quickly and simply employ artificial intelligence (AI) techniques to determine which keywords will bring in the most viewers to your nameless YouTube channel's videos. The one artificial intelligence tool you need to develop interesting video ideas for your anonymous channel -The most effective artificial intelligence (AI) tools for writing captivating scripts for your videos. How to use the greatest artificial intelligence movie maker and make videos of such excellent quality that your viewers will crave for more! The ten greatest AI tools for optimizing video titles, descriptions, and tags to get to the top of the YouTube search results. Plus a lot more... Today's AI tools are the unsung heroes behind many popular channels, enabling producers to stay nameless while still delivering fascinating content. Reasons Why You Can't Afford to Ignore This Disruptor Adapt or perish is not an option in YouTube's ever-changing environment. What worked yesterday might not today, as competition increases. But with AI helping you out, you're doing more than simply keeping up; you're actually gaining ground. By investigating YouTube tactics powered by AI: You unlock a wealth of possibilities where your content will resonate even if there is no human face or voice attached to it, and you are liberated from the constraints of conventional content development.

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youtube channel business plan: The Business Plan Reference Manual for IT Businesses Fernando Almeida, José Santos, 2022-09-01 There is a great worldwide desire to launch new technology-based business. In this sense, and increasingly, entrepreneurship courses have arisen in several universities and many of the courses in the management, administration and engineering areas already offer entrepreneurship curricular units. Throughout those programs, the teams develop key integrated competencies in innovation, entrepreneurship and technology that will ultimately enable the students to create and develop new technology-based businesses. The *Business Plan Reference Manual for IT Businesses* provides a reference manual for undergraduate and graduate students that intend to launch their start-up business in the IT field. It helps them to create and model the business plan of their business. Therefore, this manual is mainly aimed at instructors who want to offer a practical view of the process of modeling, designing and developing an IT start-up. Additionally, it can be individually used by entrepreneurs who wish to launch their start-up businesses in IT field. The structure of the book was defined taking into account different approaches to the construction of the business plan, which basically consider a disaggregation of some of these chapters in others smaller (e.g., marketing plan into products/services and market,

financial plan into investment plan and economic-financial projections). We chose to aggregate these dimensions into a single chapter, which in our view facilitates the process of analyzing a business plan. It is also relevant to mention the inclusion of “Chapter V – Prototype description” which is innovative and intends to take into account the application of this business plan template to the information technology sector.

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Lauren Mitchell, 2025-08-12 How to Start and Grow a YouTube Channel in 2025 Launching a successful YouTube channel in today's world is more than just uploading videos—it's about understanding a constantly evolving platform, connecting with your audience, and turning passion into performance. Whether you're a complete beginner or someone looking to refresh and reignite a stagnant channel, this book is your ultimate guide to navigating YouTube in 2025 with clarity, confidence, and strategy. This isn't filled with outdated tips or generic motivation. This is a comprehensive, no-fluff roadmap designed specifically for creators who want to grow sustainably, creatively, and intentionally in the current digital age. You'll go beyond surface-level tricks and uncover what really works—from algorithm shifts to monetization models, audience-building to brand identity. Every chapter is crafted to walk you through practical steps you can take right now—regardless of your niche or starting point. Inside This Book, You'll Discover: The 2025 YouTube Landscape: What's New and What Works Finding Your Niche: Standing Out in a Saturated Market Planning Like a Pro: Content Strategy That Converts Gear Up: Tools and Tech You Need (and Don't Need) Creating Your Channel: Branding, Setup, and Optimization Filming and Editing: Keeping It Fast, Fresh, and Professional The Algorithm Decoded: How YouTube Thinks in 2025 You'll also learn how to master thumbnails and titles that drive real clicks, publish like a pro with tags and timing that matter, and grow your subscriber base even if you're starting from zero. From building a loyal fanbase to exploring monetization options beyond ad revenue, this guide arms you with the knowledge to take full control of your YouTube journey. Scroll Up and Grab Your Copy Today!

youtube channel business plan: YouTube Jean Burgess, Joshua Green, 2018-08-28 Since launching as a website for everyday video-sharing in 2005, YouTube has become one of the world's most powerful digital media platforms. Originally published in 2009 when YouTube was only four years old, this book was the first to systematically investigate its cultural impacts and politics, highlighting the productive tensions between its amateur community rhetoric and its commercial media logics. Since then, YouTube has grown as a platform and matured as a company. Its business model is built on coordinating the interests of and extracting value from its content creators, audiences, advertisers and media partners, in a commercial setting where YouTube now competes with other powerful social media and streaming television platforms. Meanwhile, YouTube's diverse communities of content creators, who developed the platform's most distinctive cultural forms and genres, have strong ideas and interests of their own. While preserving the original edition's forensic analysis of YouTube's early popular culture and uses, this fully revised and updated edition weaves fresh examples, updated theoretical perspectives and comparative historical insights throughout each of its six chapters. Burgess and Green show how, over its more than a decade of existence, YouTube's dual logics of commerciality and community have persisted, generating new genres of popular culture, new professional identities and business models for the media industries, and giving rise to ongoing platform governance challenges. The book is essential reading for anyone interested in the contemporary and future implications of digital media platforms and will be particularly valuable for students and scholars in media, communication and cultural studies.

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