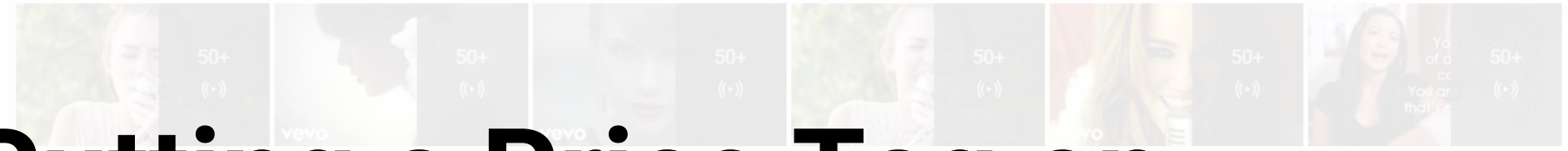


- Home
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YouTube Mixes Nonstop playlists based on a song or artist

# Putting a Price Tag on Corporate Identity: The YouTube Case



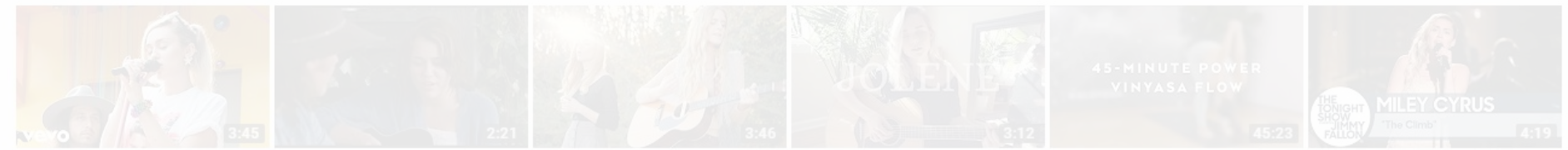
Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session)

Watch It Again



Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session) | Miley Cyrus - Jolene (Backyard Session)

Recommended



Miley Cyrus - See You Again in the Live Lounge | Butterfly Fly Away - Hannah Montana Official Video | Let Me Love You / Don't Mean You / Assuotin | Jolene - Dolly Parton (Cover) by Allie Verhagen | 45-Minute Power Vinyasa Flow with Diakha Smith | Miley Cyrus Closes The Tonight Show with Jimmy Fallon

Adapted from YouTube (2018a)

# Overview of “Putting a Price Tag on Corporate Brand Identity: The YouTube case”



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# YouTube as a Dynamic Platform Connecting YouTube Creators and Viewers



- Launched in February 2005.
- Founders had difficulties to find and watch user generated videos online about remarkable events that had happened: *Tsunami in Indonesia, Janet Jackson clothing malfunction at the Super Bowl.*
- Core values within YouTube's brand identity:
  - Freedom of expression*
  - Freedom of information*
  - Freedom of opportunity*
  - Freedom of belonging*
- Google bought YouTube in October, 2006.

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# YouTube's Revenue Streams Consist of Advertisement and YouTube Red



- Today, successful **YouTube creators** reach millions of **viewers** per video.
- **YouTube** offers space for **advertisers** in videos with a 45% cut of the fee.
- YouTube offers content creators a 55% cut of the advertisement profits.
- *YouTube creators have become 'YouTubers' who make a living creating YouTube videos.*
- YouTube Red is a monthly subscription service where YouTube shares its own produced movies and series.

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# YouTube Communicates the Responsibility of Direct Stakeholders within its Policies and Community Guidelines



Adapted from YouTube (2018b)

- General guidelines
- Age-restricting
- Warnings
- “3 strikes and you’re out” policy
- *YouTube faces the challenge to decide what is ethically correct or not.*

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# YouTube Allows Viewers to 'Flag' Disturbing Content once Posted on the Platform



Viewers 'flag' content that does not match the community guidelines.

Adapted from YouTube (2018c)

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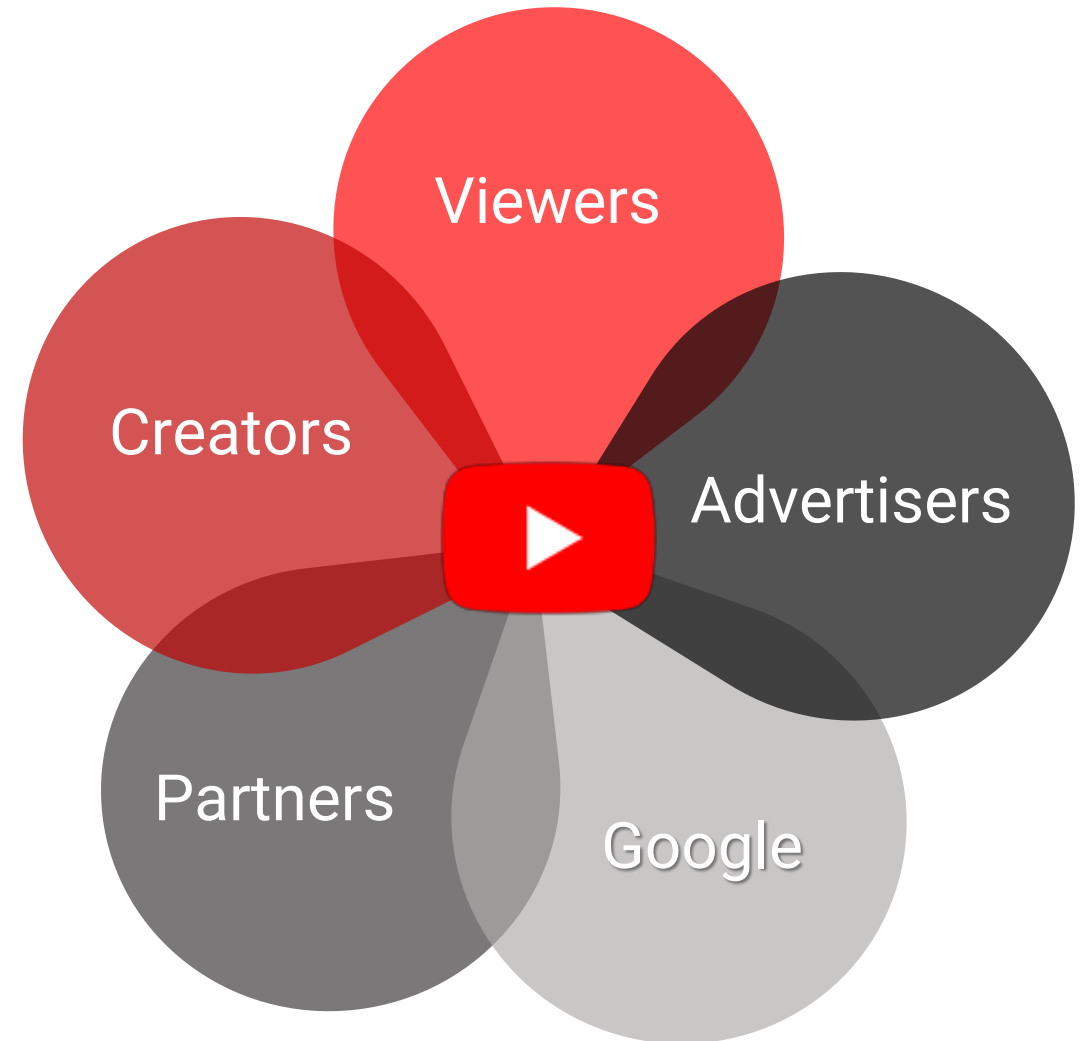
Decision

Reflection

# YouTube is Tasked with Aligning and Managing all Relevant Stakeholder Interests to Successfully Operate



- YouTube has to **balance various stakeholder interests**.
- YouTube prides its identity of **freedom** and engaging content.
- Critique on:
  - *Creator content crossing the boundary*
  - *Vague community guidelines*
  - *Restrictions on freedom to upload*
  - *Algorithms checking content*



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# YouTube's Latest Scandal Regarding Logan Paul Caused Huge Debates within the YouTube Community



- Heavily critiqued video: *"We found a dead body in the Japanese Suicide Forest"*.
- Critiques:
  - *Disrespecting the dead.*
  - *Immoral.*
  - *Jokes about the situation.*



- Logan Paul
- YouTube Creator
- 16 million subscribers
- Target audience: teenagers

Know Your Meme (2018)

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# The Logan Paul Scandal Has Dragged on for Months and Has Caused YouTube to Re-evaluate its Position



December 31<sup>st</sup> 2017:  
Vlog post



Liveleak (2018)

*We found a dead body in the Japanese Suicide Forest".*

January 2<sup>nd</sup> 2018:  
Apology number 2



Twitter (2018b)

January 24<sup>th</sup> 2018:  
Suicide awareness video



YouTube (2018d)

February 5<sup>th</sup> 2018:  
Back on YT: first real vlog



Independent (2018)

December 2017



January 1<sup>st</sup> 2018:  
Apology number 1

Twitter (2018a)

Twitter (2018c)



taking time to reflect  
no vlog for now  
see you soon

17 AM - Jan 4, 2018

14,902

January 3<sup>rd</sup> 2018:  
Taking a break



ABC News (2018d)

February 1<sup>st</sup> 2018:  
Interview with ABC News

February 2018

Tasting rats and  
giving CPR to a  
dead fish

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# YouTube Faces Ongoing Critique from Various Stakeholders



**lauren**   
 @laurDIY



Your hustle ends when you start using inhumane, sick and immoral topics to pull your views. As a creator on @YouTube, I'm not going to sit silent as others try to pass off triggering content as entertainment. Twisted and wrong.



**Sophie Turner**   
 @SophieT

Following

@LoganPaul You're an idiot. You're not raising awareness. You're mocking. I can't "biology" is.

**PdroPM**

YouTube is realizing they need to control the content, just like a old fashioned tv channel system...

Posted on Feb 9, 2018 | 6:06 AM



**Kandee Johnson**   
 @kandeejohnson

Dear @youtube, after the Logan Paul dead body of a suicide victim, uses the heartless jokes next to the body, there are certain creators. How is this allowed for children! Horrifying

9:31 AM - Jan 2, 2018

9,909 2,128 people are talking about this

**Rock1m1**

Youtube needs to be more agile for actions like they were today.

Posted on Feb 9, 2018 | 5:56 AM

outrage  
re was a

utube does

by **Jana Alexander** | Feb 12, 2018, 12:41pm EST

2018

K people are talking about this

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YouTube Mixes Nonstop playlists based on a song or artist

My Mix YouTube	Mix - Pop music YouTube	Mix - Taylor Swift YouTube	Mix - Miley Cyrus - Jolene (Backyard Session) HD   LYRICS YouTube	Mix - Miley Cyrus YouTube	Mix - Glee - Mine (Lyrics) YouTube

Watch It Again

# Management Question

Miley Cyrus - Jolene (Backyard Session) HD   AnyWayNL 6.8M views • 5 years ago	Miley Cyrus - The Backyard Sessions - "Jolene" Miley Cyrus 142M views • 5 years ago	Glee - If I Die Young (Lyrics) LoveAllSongs4Ever 11M views • 4 years ago	The Last Song - "When I Look At You" by Miley Cyrus Touchstone Pictures 63M views • 7 years ago	Bon Iver at AIR Studios (4AD/Jagjaguwar Session) boniver 7.9M views • 6 years ago	Bon Iver - I Can't Make You Love Me / Nick of Time SavannahSP 33M views • 6 years ago

Recommended

Adapted from YouTube (2018a)

Miley Cyrus - See You Again in the Live Lounge vevo 3:45	Butterfly Fly Away - Hannah Montana [Official Video] 2:21	Let Me Love You / Don't Wanna Know (Acoustic) 3:46	Jolene - Dolly Parton (Cover) by Alicia Kristianson 3:12	45-Minute Power Vinyasa Flow Flow With Briahy Smith 45:23	Miley Cyrus Closes The Tonight Show with Jimmy Fallon 'The Climb' 4:19



# YouTube Needs to Decide their Standpoint Reacting to Ongoing Critique by Re-evaluating its Brand Identity



**As the board re-evaluate YouTube's brand identity:**

*How could YouTube possibly adapt its brand identity?*

- 1) Evaluate the key challenges
- 2) Define alternatives solutions
- 3) Chose the future strategic actions of YouTube

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# Reflecting on your Recommendation



- 1) Does your recommendation correspond more with a reactive or proactive approach to managing YouTube's community?
- 2) *Did you take a brand-oriented (identity) or market-oriented (reputation) approach?*

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YouTube

Mix - Miley Cyrus  
YouTube

Mix - Glee - Mine (Lyrics)  
YouTube

Watch It Again

# Management Decision

Miley Cyrus - Jolene (Backyard Session) HD |  
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6.8M views • 5 years ago

Miley Cyrus - The Backyard Sessions - "Jolene"  
Miley Cyrus  
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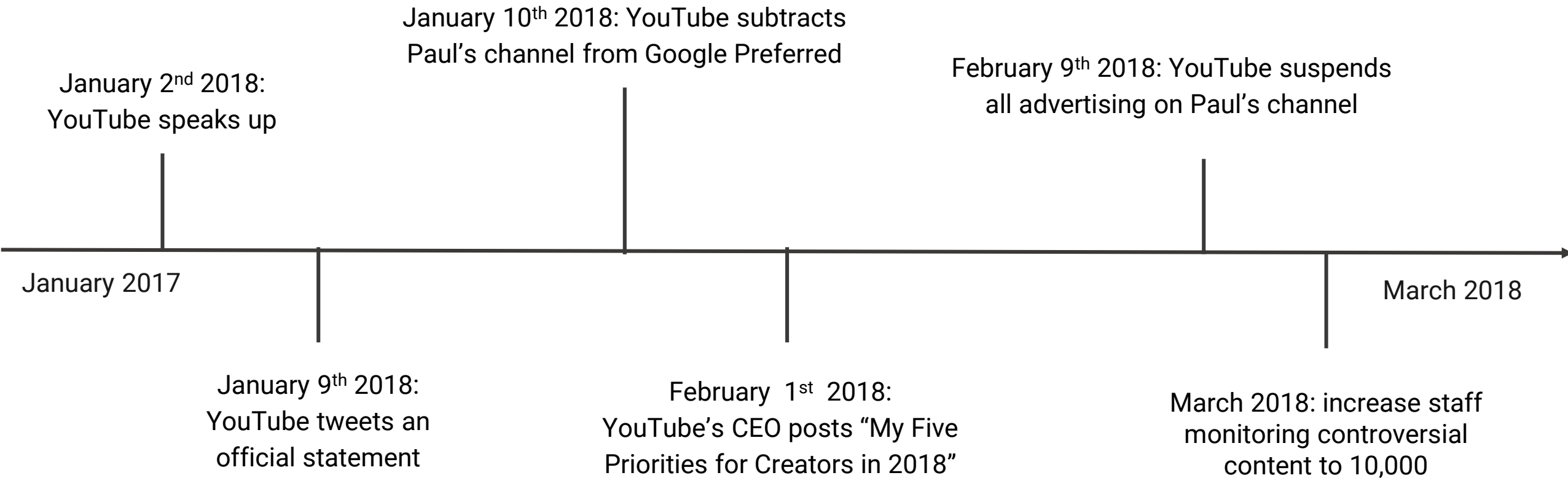
45-Minute Power Vinyasa Flow  
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4:19





# An Overview of YouTube's Reaction to the Logan Paul Case and the Strategic Decisions That Followed This Case



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## 2 January, 2018: YouTube's Reaction to the Logan Paul Case and the Strategic Decisions that Followed this Case



### YouTube responds to prolific YouTuber Logan Paul's video featuring apparent dead body

“Our hearts go out to the family of the person featured in the video,” **YouTube's statement reads.** “YouTube prohibits violent or gory content posted in a shocking, sensational or disrespectful manner. If a video is graphic, it can only remain on the site when supported by appropriate educational or documentary information and in some cases it will be age-gated. We partner with safety groups such as the National Suicide Prevention Lifeline to provide educational resources that are incorporated in our YouTube Safety Center.”

Polygon (2018)

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# 9 January, 2018: YouTube's Reaction to the Logan Paul Case and the Strategic Decisions that Followed this Case



#Create  
Black  
History

YouTube 

@YouTube

Segueix 

An open letter to our community:

Many of you have been frustrated with our lack of communication recently. You're right to be. You deserve to know what's going on.

13:50 - 9 de gen. de 2018

Twitter (2018d)

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# 10 January, 2018: YouTube's Reactions to the Logan Paul Case and the Strategic Decisions that Followed this Case



#Create Black History

**YouTube Creators** 

@YTCreators YouTube Creators 

In response to Logan Paul's recent pattern of behavior, we've temporarily suspended ads on his channels.

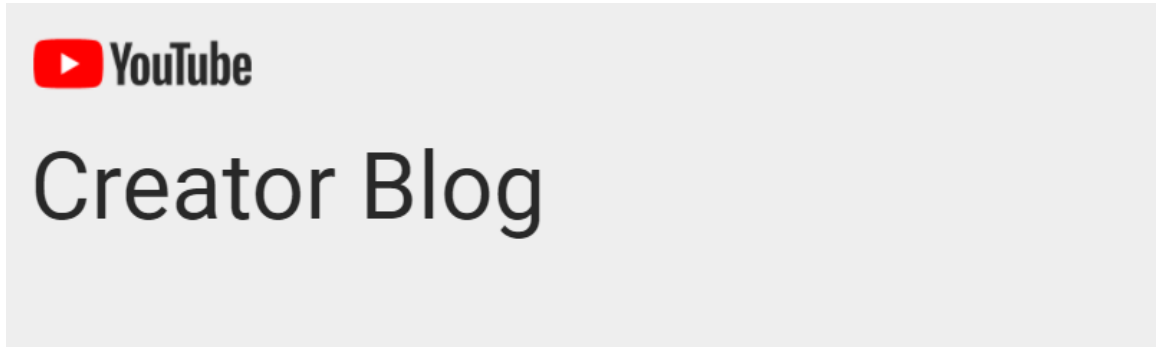
10:00 AM - Feb 9, 2018

 148K  34.9K people are talking about this 

Twitter (2018e)



# 1 February, 2018: YouTube's Reactions to the Logan Paul Case and the Strategic Decisions that Followed this Case



## My Five Priorities for Creators in 2018

Thursday, February 1, 2018

Dear YouTube Creators,

I want to start off 2018 the same way I want to see it through: with a spirit of openness, transparency and enthusiasm. So to kick off the year, I wanted to share our top priorities with you for 2018.

YouTube (2018e)

## YouTube Speaks up:

“As YouTube grows, I want to remain focused on our mission to give everyone a voice and show them the world. It’s my commitment in 2018 to ensure we do this responsibly, with greater openness, smarter policies, more engaging products, more revenue for creators, and a higher emphasis on learning and education”.

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# 9 February, 2018: YouTube's Reactions to the Logan Paul Case and the Strategic Decisions that Followed this Case



## YouTube Suspends All Ads on Logan Paul's Channels

By Todd Spangler | [@xpangler](#)



Variety (2018)

### YouTube's reasoning:

“This is not a decision we made lightly, however, we believe he [Logan Paul] has exhibited a pattern of behaviour in his videos that makes his channel not only unsuitable for advertisers, but also potentially damaging to the broader creator community”.

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# YouTube's Managerial Decision: Keep a Reactive Strategy with Small Alterations



## Strategic Perspective

- Keep leveraging on freedom as core values within a *reactive approach*.
- Protecting its community from inappropriate content.

## Five Priorities for creators

- Prioritizing transparency and communication.
- Supporting creator's success.
- Giving people more ways to engage with videos.
- Tightening and enforcing our policies.
- Investing more in learning and education.

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# Key Actions Moving Forward Include Creating New Policy Guidelines and Improving the Video Reviewing System



## Specific Actions

- Apologies from YouTube.
- Increase number of moderators to keep an eye on content up to 10,000.
- Readjusting the way monetization works on the platform.
- By March 2018 manually reviewing the videos of Google Preferred list. Ads will only run on videos that have been verified to meet YouTube's ad-friendly guidelines.
- New policy guidelines.

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# Evaluating the Case and Determining the Case Solvers Reaction



1. What do you think of YouTube's decision?
2. Is there anything YouTube could improve in your opinion?
3. Did anything come up that you had not thought of yet?

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