



WHO WINS?

YOUTUBE VS IGTV



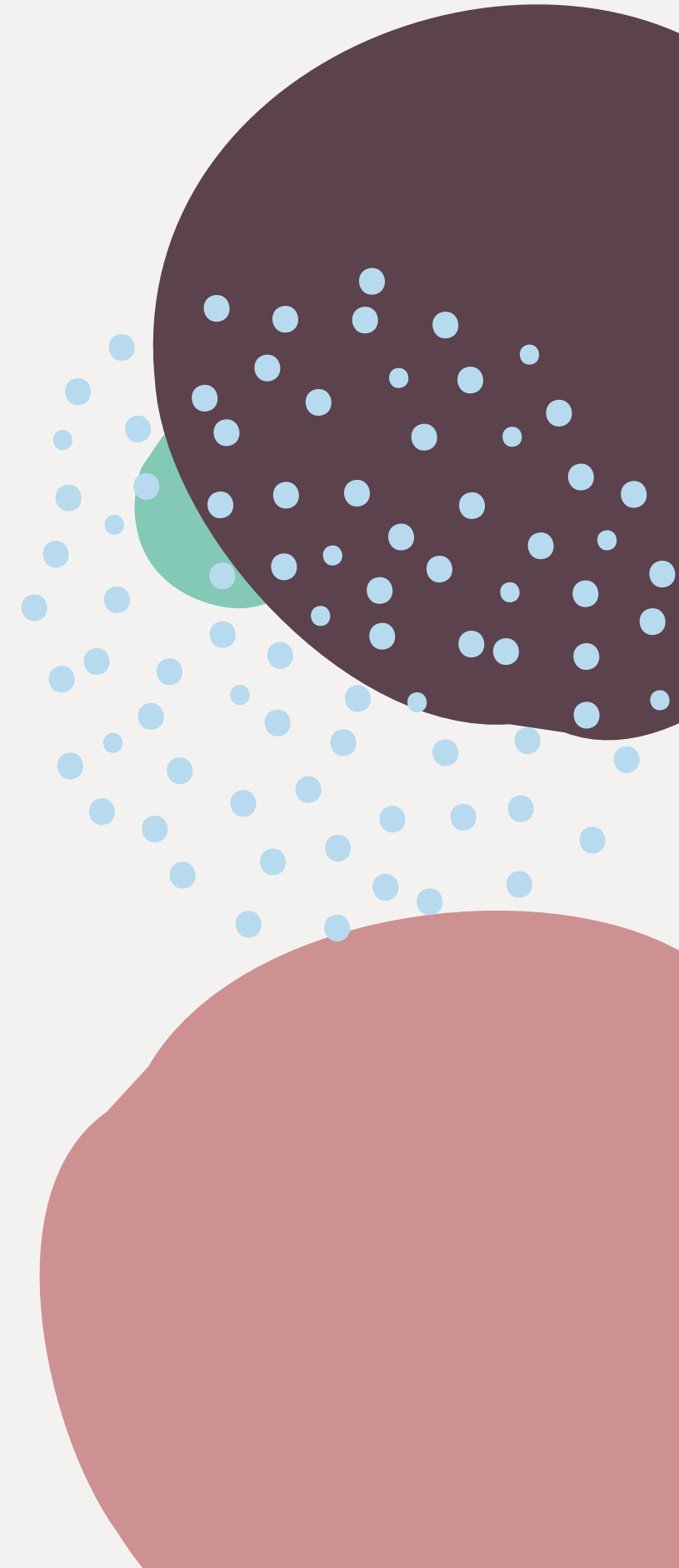
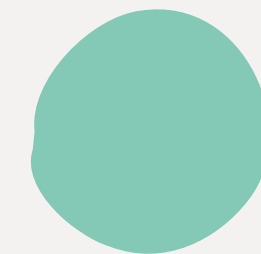
2Billion Users  
(INCLUSIVE OF EVERY  
AGE GROUP)  
PREFER YOUTUBE

800M Users  
(MAINLY YOUTHS)  
PREFER  
INSTAGRAM



# Factors for comparison

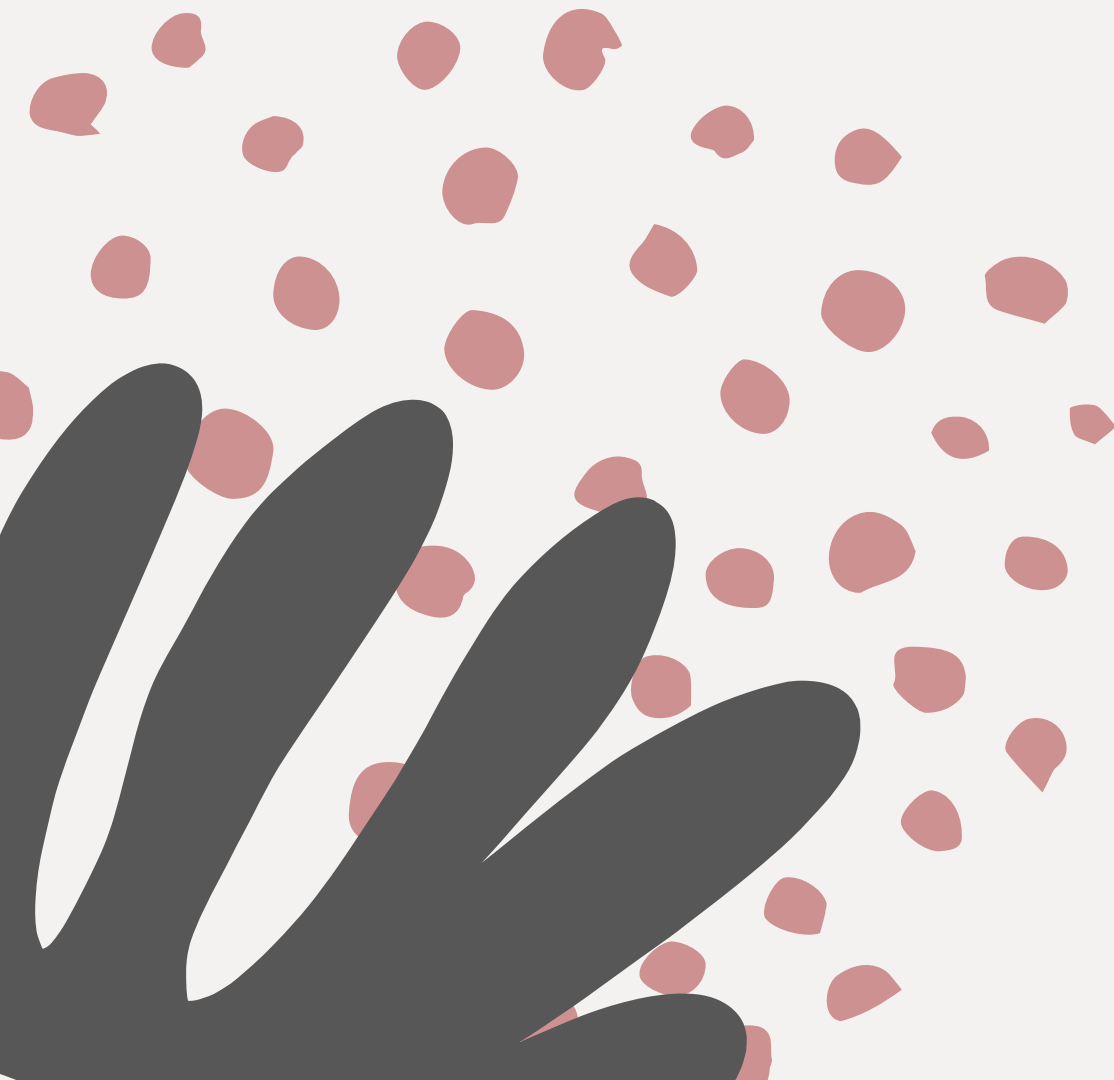
1. Search engine visibility
2. Organic views
3. Desktop view
4. Mobile view
5. Editing before uploading
6. Monetization
7. Insights
8. User loyalty





# SEARCH ENGINE VISIBILITY

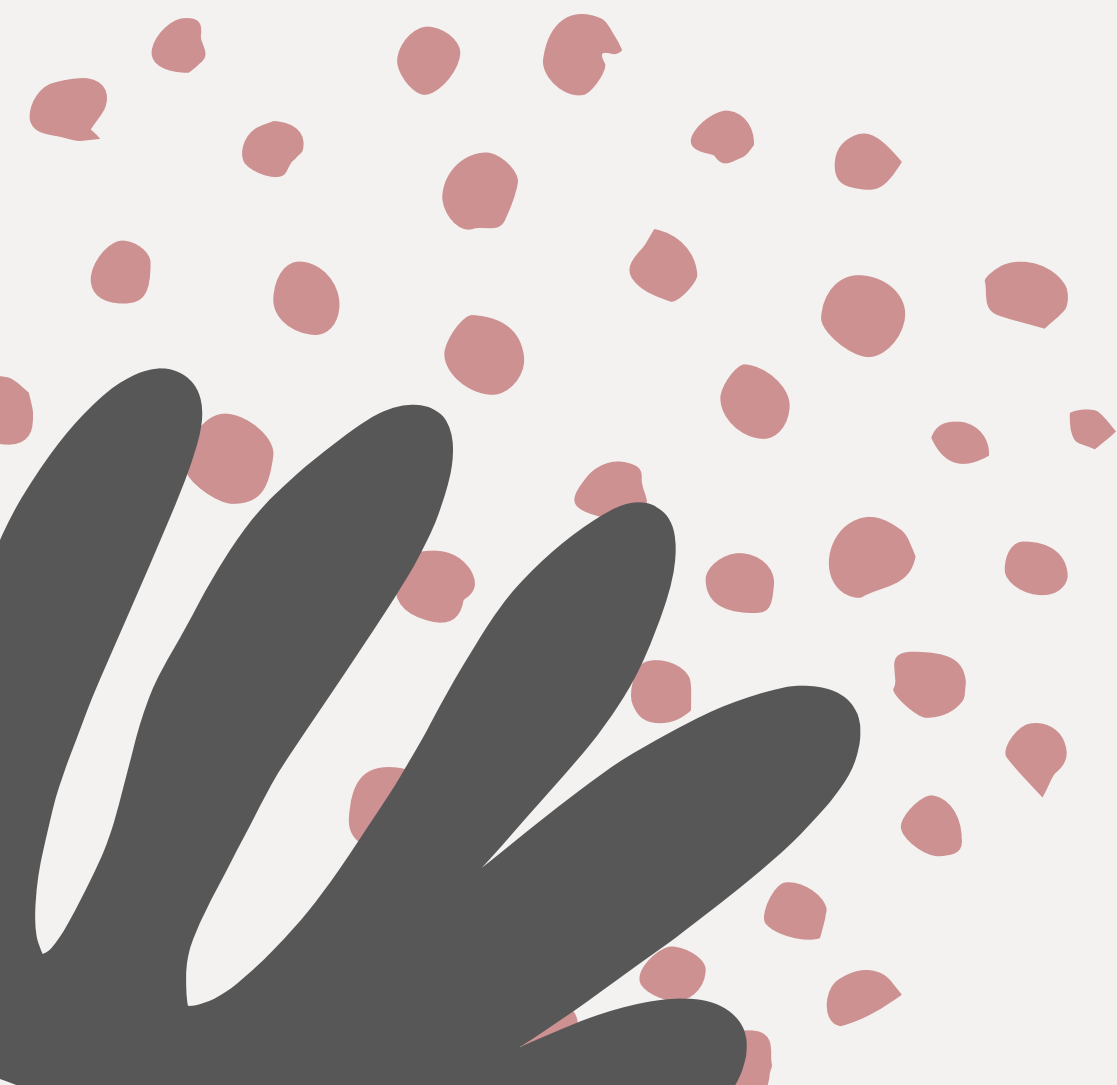
- Youtube lets you enhance title and video description according to the keywords
  - IGTV does not support optimizing the same
- As a result, Youtube videos appear on search results, IGTV videos don't appear on search results
- 





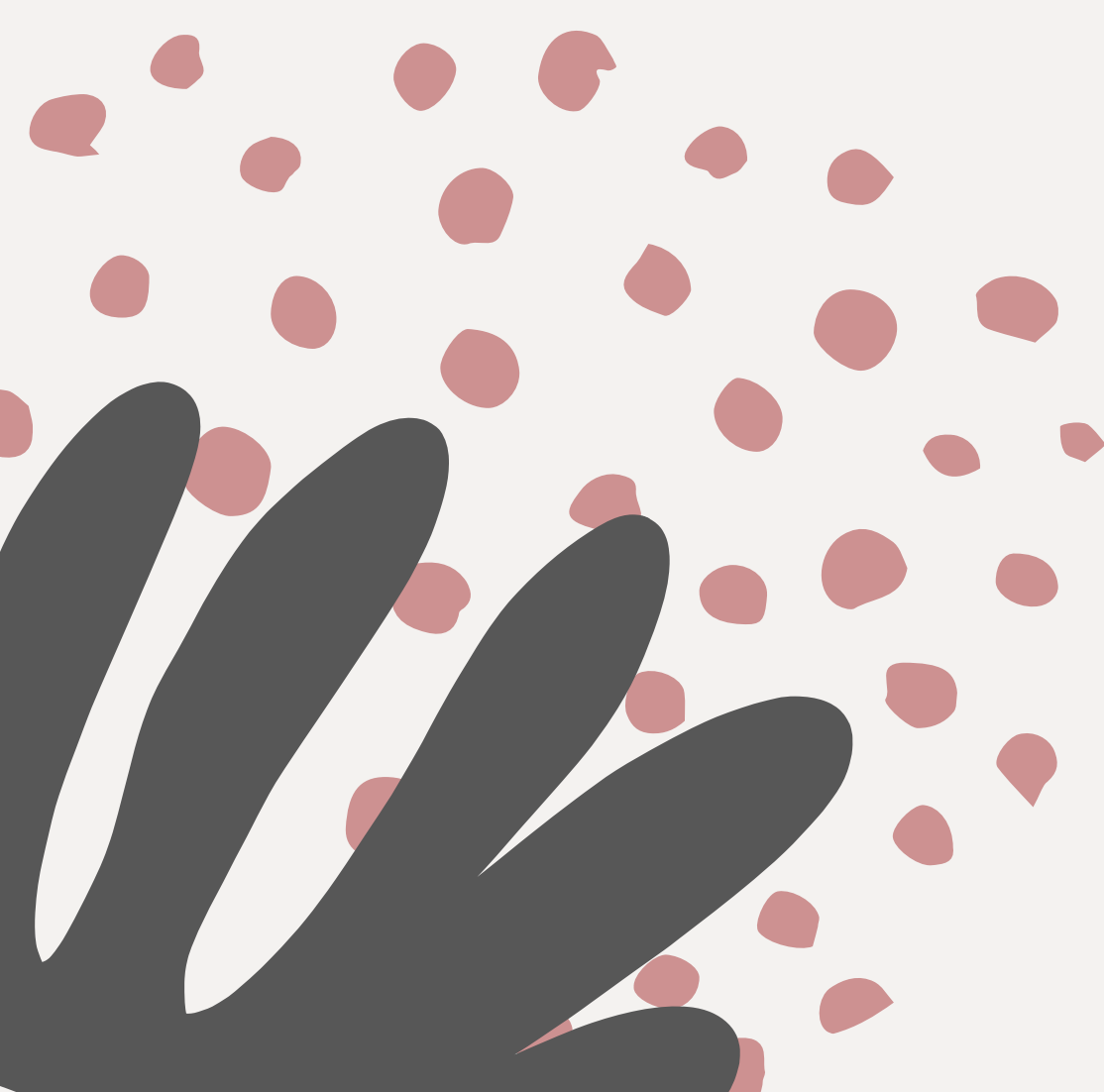
# ORGANIC VIEWS

- IGTV is the best platform to get the organic views through reposting and writing trendy hashtags
- However, YouTube platform needs promotion
- Thus, for organic views, IGTV is the best platform compared to youtube





# DESKTOP VIEW

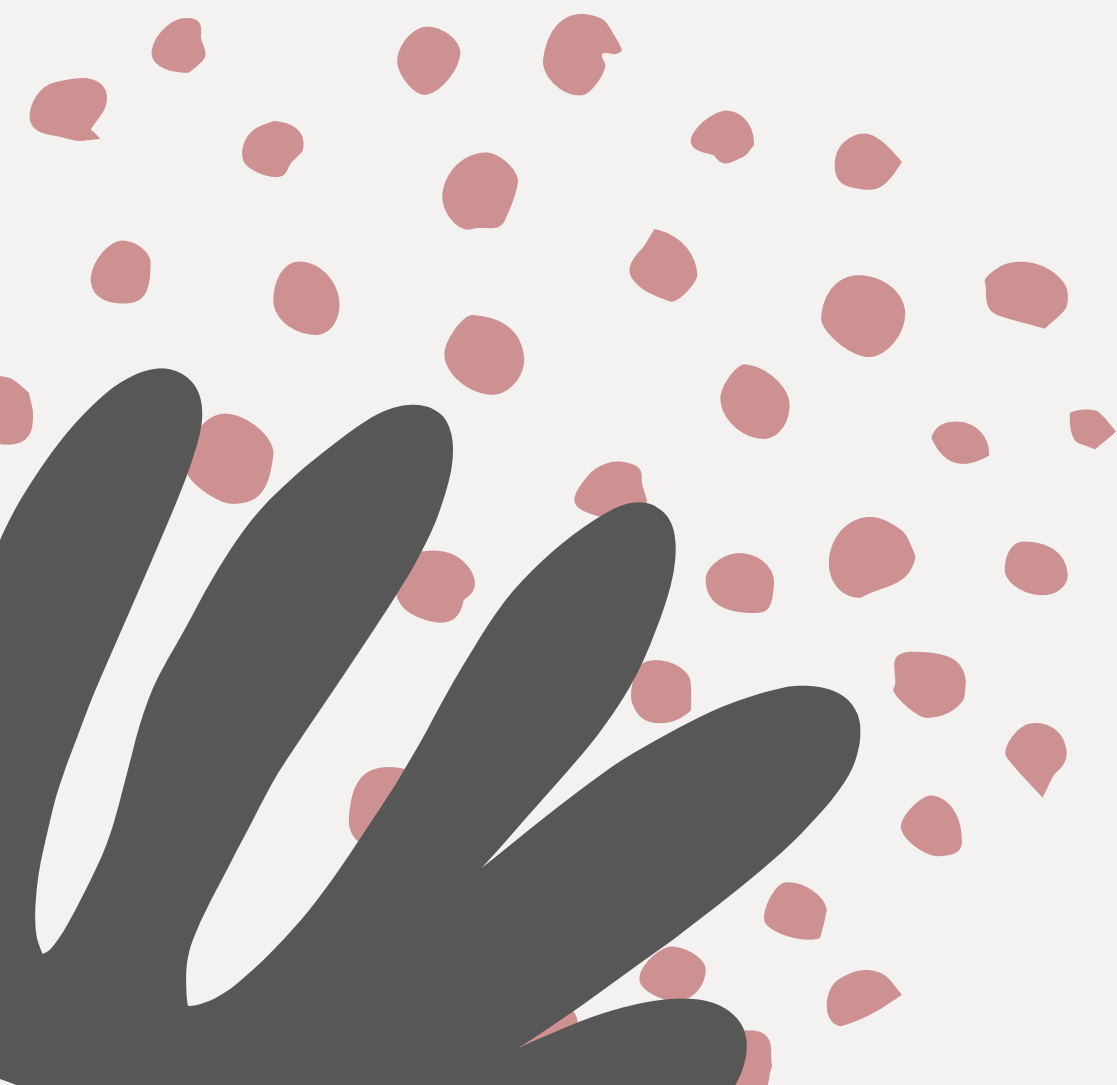


- YouTube is supported by desktop screen and gives you the control of speed and quality of the video as well
- IGTV feature is supported by mobile screen only
- Thus, YouTube offers the user a better streaming experience through desktop screen



# MOBILE VIEW

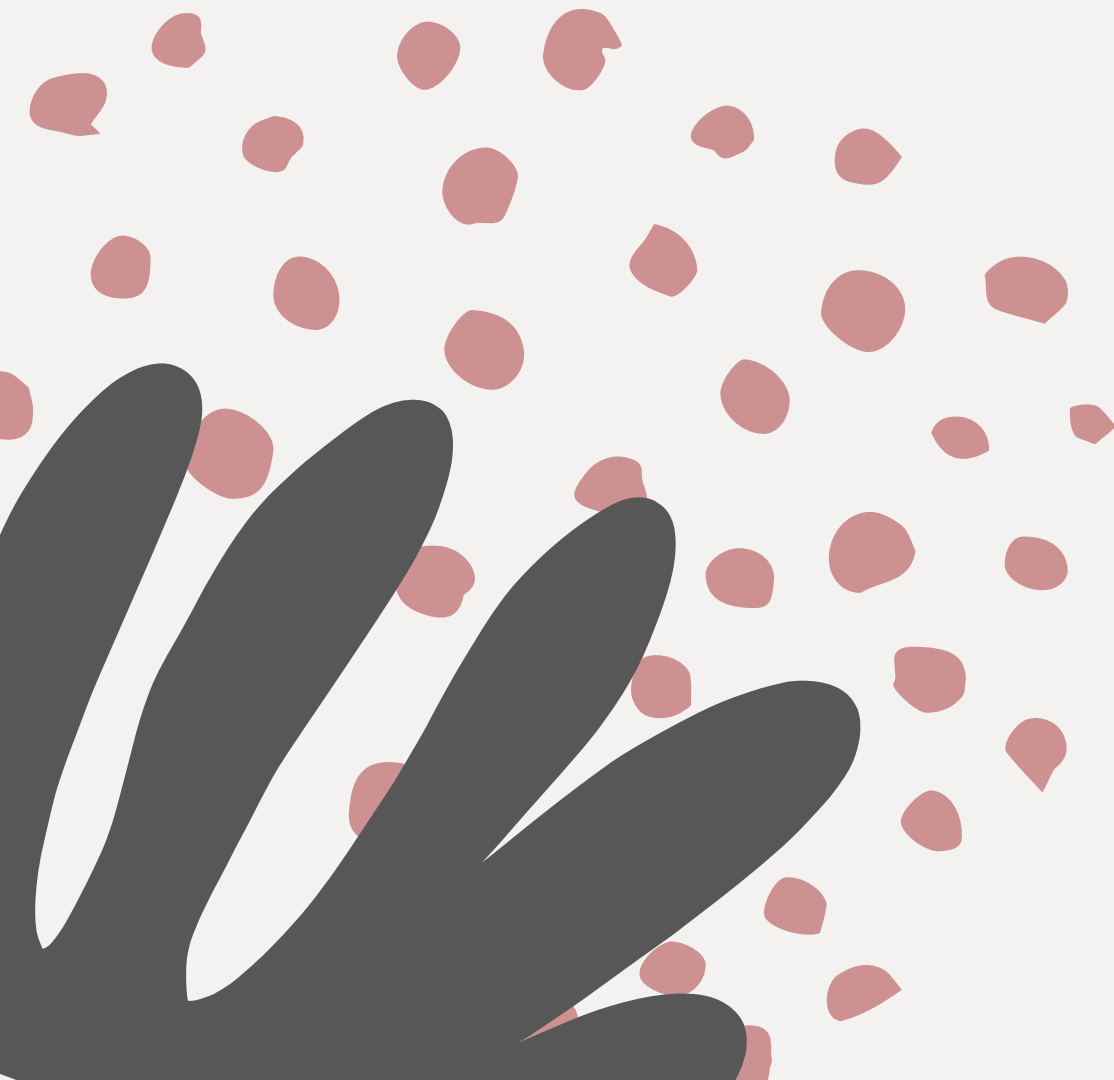
- IGTV gives user a better experience through mobile screen
- The video size is enhanced according to the mobile screen
- IGTV allows you to upload a video maximum of 10 minutes





# EDITING BEFORE UPLOADING

- Youtube has a unique feature, where in, the platform allows you to edit a video before you upload
- IGTV doesn't support editing and hence it has to be made according to the mobile screen
- IGTV leads to cutdown if not edited according to the size, while youtube doesn't lead to any cut down

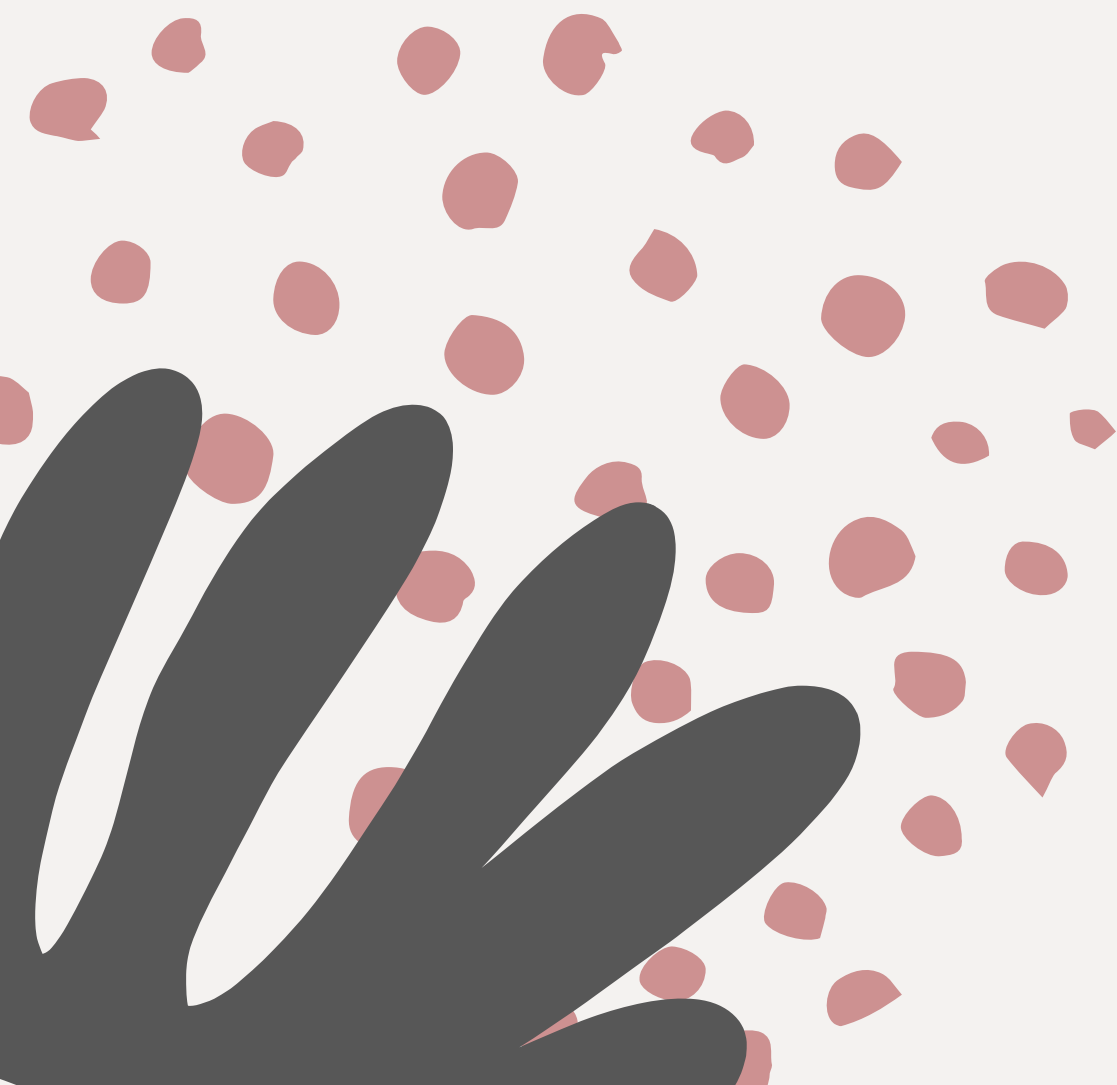






# MONETIZATION

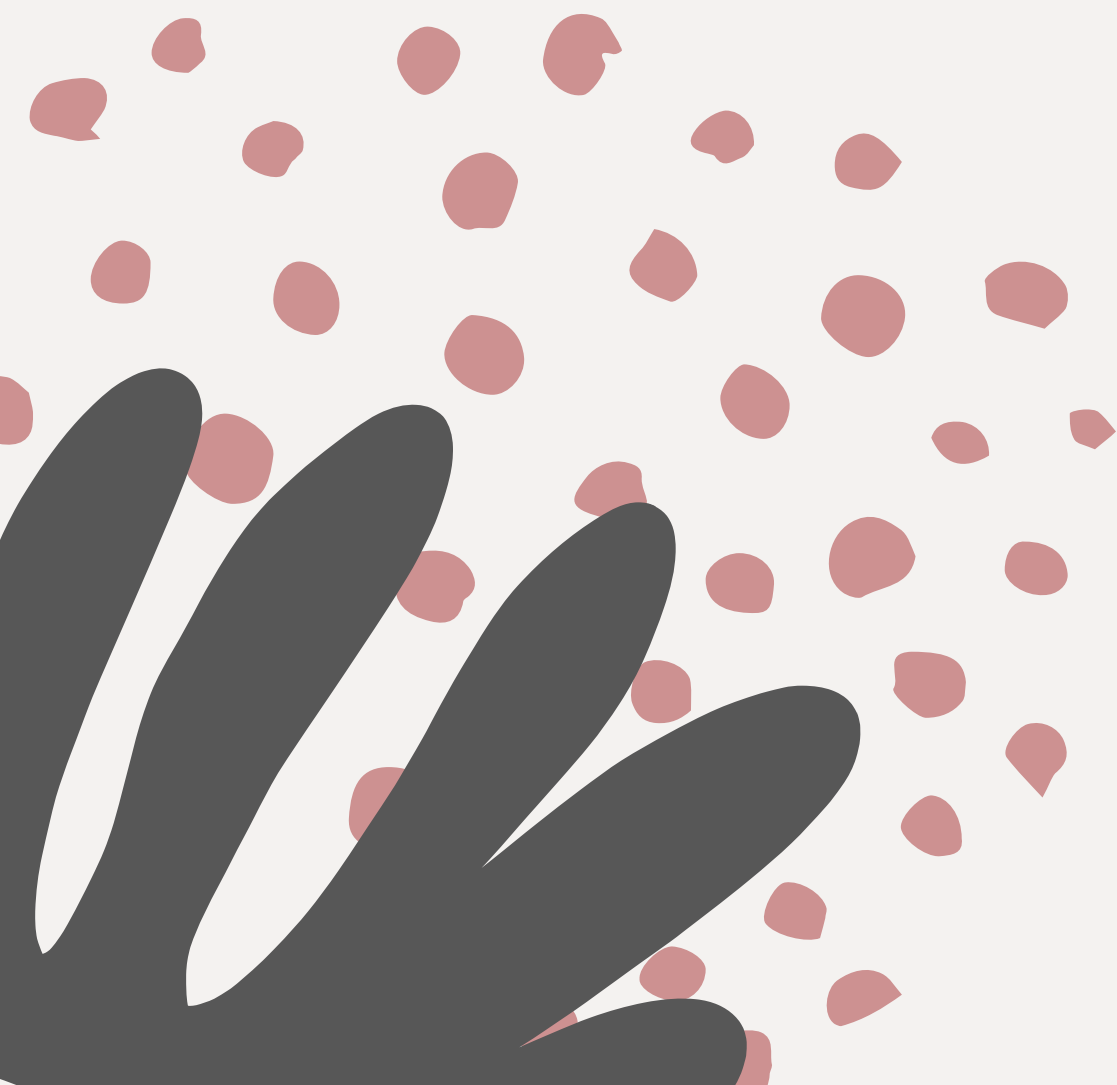
- The ultimate purpose behind making videos is generating revenue
- YouTube is connected to google adsense and let people run an ad on your video and helps you earn out of it
- IGTV doesn't allow you to do that as it is completely organic





# INSIGHTS

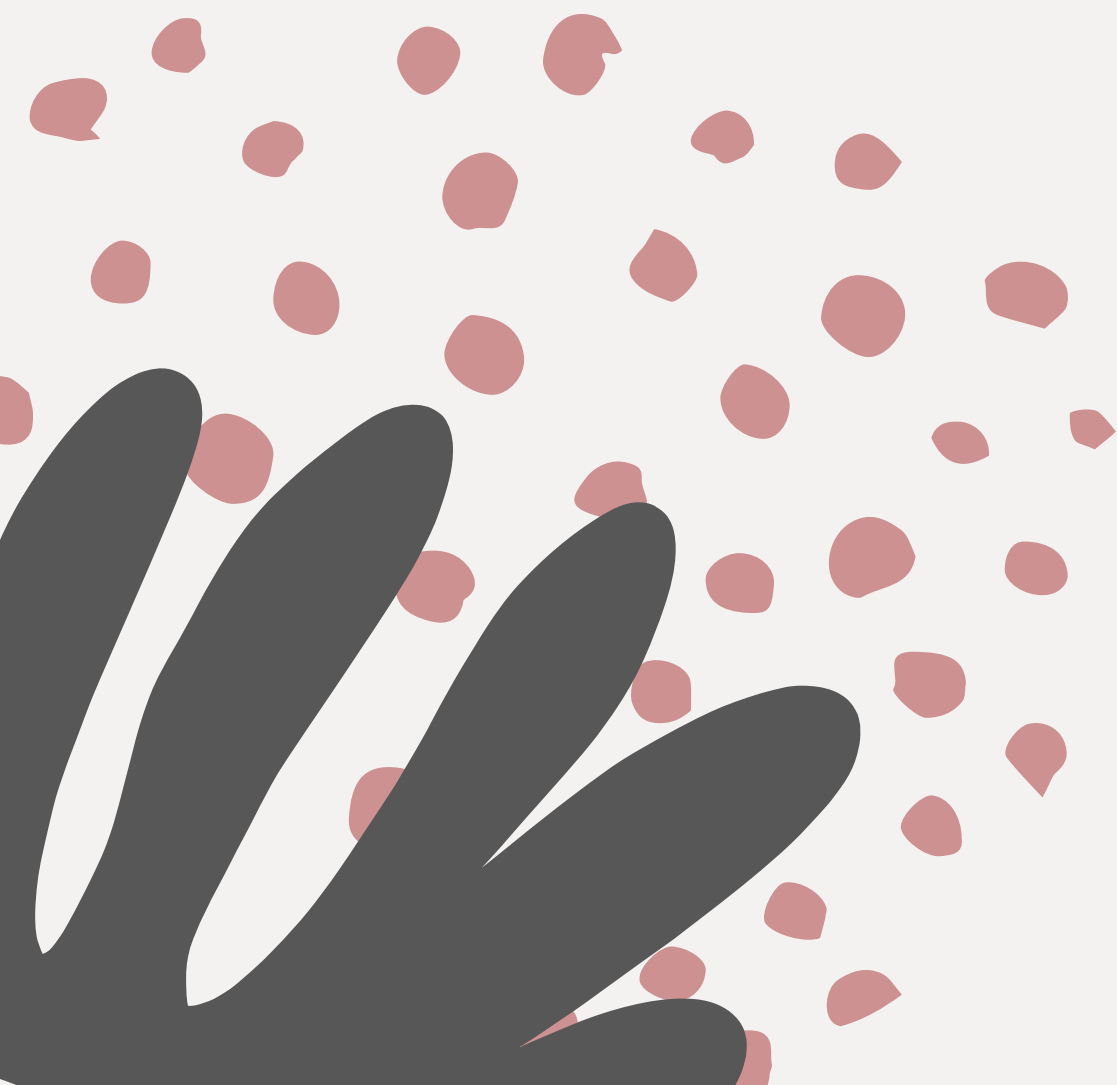
- Google analytics is a tool to study your users well and it can be accessed through Youtube
- Instagram has its own insights portal inbuilt on their app
- Youtube having accurate insights helps you for remarketing





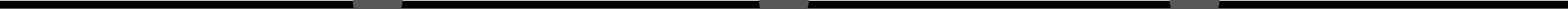
# USER LOYALTY

- YouTube being in the market for a long period of time has an user loyalty advantage
- However, content is important for both the platforms
- YouTube has a feature of subscribing and hence could get user loyalty, IGTV has a long road to travel.





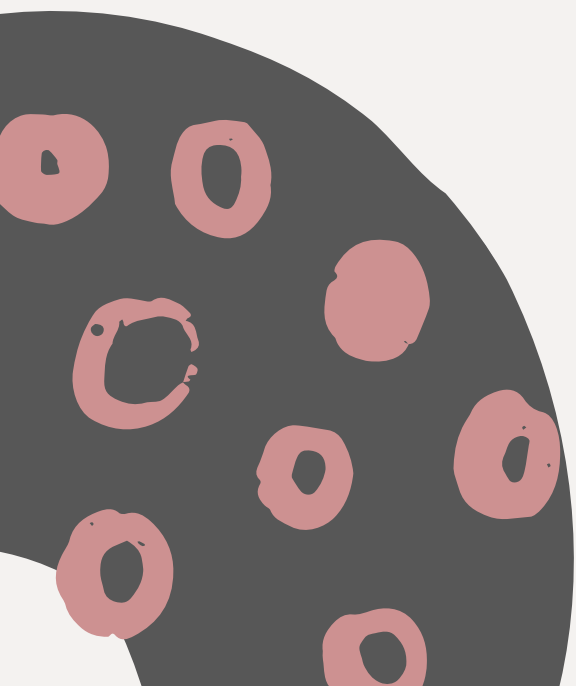
# Conclusion



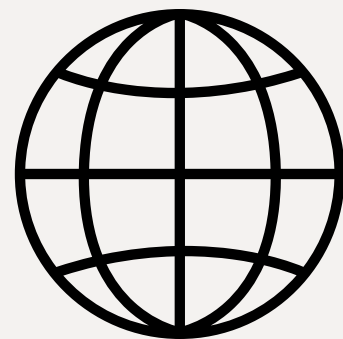
IGTV is more in  
context with  
entertainment

Youtube is more  
generic in nature  
where you get  
everything what  
you look for

We conclude that  
choice of a video  
streaming platform is  
subjective and  
depends on an  
individual's  
requirements



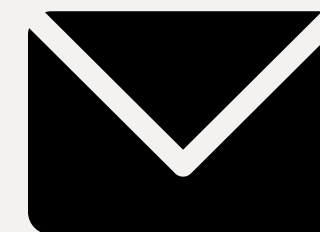
Connect  
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socially



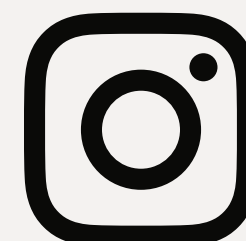
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THANK YOU

