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YouTube Marketing Opportunities and Prospects in Turkey

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Abstract

Given the unique context of Turkey as a YouTube marketing environment, the investigation considered YouTube marketing opportunities and prospects in the country. The discussion covered YouTube as a virtual platform, its history, YouTube marketing, data on global YouTube users and its usage, and data on YouTube users and its usage in Turkey before offering a conclusion on the matter. YouTube is a platform that combines user-generated video content hosting and social networking functions. More than a decade after its launch, design modifications occurred to develop YouTube's commercial value to advertisers, creators, and viewers. YouTube marketing describes marketing on YouTube or use of YouTube as a marketing tool. As a marketing platform, YouTube offers a website conducive to advertising through the website itself or through channels with content that complies with YouTube standards and attracts a significant number of advertisement audience. In return, creators receive payment for monetized advertisement views and receive rewards for promoting brands and products. YouTube has amassed billions of users worldwide and realized billions in advertisement revenue earnings per year. YouTube marketing in Turkey is growing, stringent government censorship of the platform in some cases, as indicated by the year-on-year increase in digital advertisement spending that includes display/click and social media advertising. YouTube opportunities exist for brands and products that cater to the younger age group and for channels in the entertainment, film and animation, gaming, and music genres. Marketing opportunities also exist in other channel genres. YouTube marketing prospects in Turkey is positive due to the marketing opportunities for the Muslim demographic and by the expanding YouTube channels, creators, and influencers. The paper gives also examples of YouTube marketing issues in Turkey and it gives a statistical view of the big YouTube channels in the perspective of their reach. Finally, it concludes with the idea that YouTube is an important digital platform tool in Turkey to reach to target population which consist of more young population. Regarding that Turkey's population average is young in general and stating that Turkey is one of the youngest countries in age in population within Europe its underlined that YouTube is an important marketing vehicle for marketing in local targets for both local industry players and international industry players who want to target Turkish population.

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Keywords— YouTube, Marketing, Turkey, Young Population, YouTube Statistics, YouTube

Introduction

Over the last 13 years, YouTube has become a globally popular website for viewing videos. YouTube has created local versions in at least 91 countries and made the website navigable in 80 languages (YouTube, 2019a). YouTube's current tagline is "broadcast yourself" (YouTube, 2019b). As a website open to everyone, it attracts a wide range of users and caters to diverse interests. Marketing is a process that affects the interests of a broad range of stakeholders. YouTube gave rise to marketing opportunities. Gains from marketing depend on YouTube users and its usage in a specific market. Turkey is a market that provides a unique context for YouTube marketing. Turkey is a Muslim country and the government imposes stringent censorship of offline and online media. From May 2008 to October 2010, the government of Turkey blocked access to YouTube to pressure the company to remove videos that the government deemed to be disrespectful to the founder of Turkey (International Justice Resource Center, 2016). In 2014 and 2015, the government of Turkey temporarily banned access to YouTube to demand the removal of videos used to express political dissent (Peker and Schechner, 2015). Succeeding temporary bans of YouTube involved requests to remove videos deemed inimical to national security. In March 2018, the parliament passed a law requiring local and international streaming and digital television services to register with the regulatory body Turkish Radio and Television Supreme Council (RTUK) and comply with the same rules as television broadcasters. The regulatory body has the authority to evaluate media content and impose penalties, revoke licenses, request the withdrawal of content, and seek a court order to impose compliance. (The Economist, 2018) The temporary ban of YouTube in Turkey due to political videos has marketing implications. On one hand, marketing opportunities exist outside of the political sphere. On the other hand, stringent censorship may create a restrictive and disruptive environment for YouTube use and concurrent marketing opportunities. A temporary ban on YouTube affects all advertisers, creators, and viewers regardless of their engagement in political videos censored by the government.

Given the unique context of Turkey as a marketing environment, it is imperative to investigate the opportunities and prospects of YouTube marketing in the country by considering information on YouTube users and its usage in Turkey. The discussion covers YouTube as a virtual platform, its history, YouTube marketing, data on global YouTube users and its usage, and data on YouTube users and its usage in Turkey before offering a conclusion on the matter.

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YouTube as a Virtual Platform

As a virtual platform, YouTube integrates video creation and social networking to foster a participative culture that encourages users to create and share original videos in a website environment conducive to building social connections. A participatory culture means limited barriers to artistic expression and social engagement, strong support for creating and sharing content, informal peer-to-peer mentorship, a belief about the value of contributions, and a sense of social interconnectedness. (Chau, 2010) YouTube is a storytelling online venue. Content uploaded on the website expresses the manner that creators perceive an experience. Social connections that emerge through the content uploaded on YouTube serve as the basis of shared digital experiences, attitudes, and behaviors. (Kavoori, 2015) With the evolution of the functions and features of YouTube, the website is a venue for sharing user-generated videos, a platform for social networking through the commenting and other interactive features of the website, and a virtual space for advertising or marketing via the YouTube Partner Program or direct or indirect endorsement by YouTube creators and influencers. It is a platform for creativity and a framework for participation. YouTube supports the creation and sharing of user-generated content to build a networked community by providing users with the means to make comments on videos, subscribe to channels of their choice, like or dislike a video, share videos in other platforms, connect to other channels and establish a community, and send messages. YouTube has a culturally transformative impact in the digital world as a venue for making social connections. As a marketing venue, YouTube opens marketing opportunities by fostering a community where individuals determine preferences and make choices based on the choices of other people within the network. (Soukup, 2014)

History of YouTube

YouTube as a company came about on 14 February 2005 with three PayPal employees, Jawed Karim, Steve Chan, and Chad Hurley, as its founders and \$3.5m from Sequoia Capital as seed capital (Burgess and Green, 2018). A turning point in the history of YouTube is the mainstream media attention generated by the demand of NBC Universal on February 2006 for YouTube to remove a satirical video clip from Saturday Night Live that was posted on YouTube on December 2005 and viewed by millions within the first two weeks together with 500 other clips for copyright infringement. Media attention signaled the potential of YouTube to reach out to a wide audience. (Burgess and Green, 2018) In October 2006, Google bought YouTube for \$1.65 billion (Arthurs et al., 2018). In August 2007, the first advertisements rolled out. By November 2007, YouTube has become one of the most widely accessed entertainment websites. (Arthurs et al., 2018) In April 2008, YouTube video uploads have reached 85 million. In 2010, YouTube went through a strategic shift when it changed the tagline of the website from “your digital video repository” to “broadcast yourself”. It has become a platform for self-expression. (Burgess and Green, 2018) Due to this change, YouTube provided a platform that accommodated amateur videos as well as professional commercial content and created a conducive environment for advertisers. YouTube was the first website to introduce live streaming in 2011. (Arthurs et al., 2018) By 2013, YouTube reported more than 100 hours of video uploads on the website (Burgess and Green, 2018). At this point, YouTube was building the website into a hybrid commercial space through the monetization of advertisements embedded on websites. At the least, YouTube offered advertising opportunities on the website as a means of generating brand awareness. By 2016, Google presented its own study indicating the extent that the website engages users who belong to the 18 to 24 years old age range and its involvement in actively managing content to minimize risks to advertisers. Authentic appeal of amateur videos led to the branding of YouTube creators as influencers, which links the commercial value of a channel to the reputation of the creator. In 2017, YouTube ranked second behind Google in terms of user traffic (Burgess and Green, 2018). In 2018, YouTube changed its policy on channel monetization from 10,000 views to 1,000 subscribers and 4,000 viewing hours and implemented demonization for channels that violate its video policies (Kain, 2018). Smaller channels had to focus on growing the channel to be able to offer value to advertisers and larger channels had to ensure they comply with policies to continue benefitting from monetization. These changes also allowed YouTube to lessen the risk to advertisers and attract more advertisers to the website. At present, YouTube has billions of users and earn billions in annual advertisement revenue. YouTube’s growth as a website and the evolution of its features and functions that support the integration of user-generated content creation, social networking, and advertising remain unprecedented (Burgess and Green, 2018).

Global Impact of YouTube

Ciampa et al. (2015, p.9) described YouTube as “a new business and entertainment frontier” because it offers an unlimited opportunity for attracting an audience, much like the early days of television, which represent a wide range of interests and needs. YouTube has changed the world through its utility for a wide range of purposes, particularly advertising, content archiving, educational support, entertainment, journalism, political expression, and other purposes, which cater to various needs and interests (Soukup, 2014). First, YouTube is useful for advertising because Google, the parent company of YouTube, always meant to develop the commercial function of the website (Soukup, 2014). The YouTube Partnership Program fulfills this commercial purpose by allowing advertisers to promote their products and brands to YouTube users and YouTube and creators share the advertising revenue. YouTube becomes a sustainable environment for advertising through the minimization of risks and maximization of gains to advertisers together with the provision of sufficient incentives for creators to build their reputation and comply with YouTube policies to optimize their monetization gains. Professionalization of YouTube, with more creators around the world

considering content creation as a career, and the significant earning capacity of YouTube influencers comprise the incentives for creators to support an environment conducive to advertising. Second, YouTube is useful for archiving the billions of hours of videos uploaded by users to the website (Soukup, 2014). These videos constitute intangible heritage. YouTube is also a repository of the collective memories built by the social interactions generated by videos and social networking features. Third, YouTube is useful as a tool for education (Soukup, 2014). A growing trend in YouTube is the uploading of educational materials by faculty members for students to access. Academic institutions also use the creation of content for upload on YouTube as a learning experience for students, especially in the fields of information technology, public relations, and marketing (Payne et al., 2011). Some courses also require students to make YouTube marketing projects to learn and practice marketing on this platform (Myers, 2017). Fourth, YouTube is useful as an entertainment platform. YouTube has changed the entertainment industry by breaking the monopoly of television on the distribution of videos (Soukup, 2014). It has also changed the music industry by providing an alternative to the high budget production of music videos. Fifth, YouTube is a venue for journalism, especially citizen journalism brought about by the participatory culture. Critiques question the merit of citizen journalism because these are subjective. However, the same criticism applies to some contents of mainstream tabloids. Citizen journalism offers a unique experience of situations, especially since most reporting content come from direct participants or witnesses. Mainstream media sometimes use content from citizen journalists. It is through the crossover of the content to mainstream media that results in the greatest gains for YouTube creators. Sixth, YouTube is useful as a venue for political communication (Soukup, 2014). Politicians use YouTube as a means of communicating and interacting with voters. YouTube also offers opportunities for the political participation of non-traditional political figure or parties, especially in restrictive political environments. Seventh, YouTube is also useful for a range of other purposes, such as for facilitating cultural participation, creative expression, religious community building, military recruitment, building a fan base, interpersonal community building, and animal interests and advocacies.

YouTube Marketing: The Definition of YouTube Marketing

YouTube marketing simply means marketing through YouTube or using YouTube as a marketing tool (Miller, 2011). Miller (2011) further explained YouTube as a marketing tool for creating brand awareness, advertising brands and products, retail promotion, generating direct sales, offering product support, implementing internal training, facilitating employee communication, and recruiting talents. Marketing videos can be informative, educational, entertaining, or a combination of two or all three forms depending on the target audience and marketing goals. Similar to marketing in traditional or other digital venues, a YouTube marketing involves the identification of the purpose of the videos, the target audience, the target audience needs and wants, the product or brand to promote, the message, measures of the results, and content that best fit the objectives. Video content can be repurposed commercials, infomercials, instructional videos, product presentations and demonstrations, walk-throughs, customer testimonials, company introduction, expert presentation, business vlogs, executive speeches, company seminar presentations, user or employee-generated content, or humorous clips. YouTube as a marketing tool should become a clear component of the broader marketing strategy to ensure its coexistence with television marketing and other aspects of the marketing strategy. Businesses can also create a YouTube channel for directly uploading videos and directly targeting an audience, managing comments and interacting with subscribers and commenters, and linking the YouTube channel with the official website and other official social media pages. YouTube supports business-to-consumer and business-to-business marketing.

Forms of YouTube Marketing

Companies and advertisers have different YouTube marketing options. Soukup (2014) explained that YouTube advertisements could be in the form of a mini film, advertisements placed on the main user's page, advertisements embedded on videos with a skip option, or product placement. A mini film is a longer advertisement usually with a runtime of several minutes and tells a story. This form of advertisement can build sympathetic and emphatic sentiments about a brand or product. However, the impact of a mini film advertisement depends on the quality of the video. High-quality videos are able to sustain the attention of viewers for the duration of the mini film. Advertisements placed on the main user's page can be a clickable video or text or strip overlay. Advertisements embedded in a creator's video can also be a full video advertisement or a text or strip overlay advertisement shown at the bottom of the screen while the creator's video is playing. After several seconds, the viewer has the option to skip the video advertisement as well as close the text or strip overlay advertisement. Shorter exposure to clickable advertisements or advertisements with a skip option can be effective in establishing a positive viewer's first impression of a brand or product. Product placement involves sending a product to a creator or arranging for the mention, use, review or endorsement of a brand or product within the video of a YouTube creator. Product placement can influence viewer perception and preference, but this does not work for all brands or products. It is important to use product placement in channels and videos of creators that fit a brand or product.

Importance of YouTube in Marketing

According to Smith, Fischer, and Yongjian (2012), ignoring YouTube wastes the opportunity for marketing gains. Cunningham (2012, p. 415) proposed the term "social network markets" to describe the marketing impact of the monetization and professionalization of YouTube videos. As a social network market, YouTube is a venue where

“individual choices are made on the basis of others’ choices” with the networked preferences enhanced by the common daily use of social media websites (Cunningham, 2012, p. 415). YouTube is a promising marketing platform because of the culture of self-promotion expressed through the “broadcast yourself” tagline of YouTube. Brands and products support the self-promotion of YouTube creators. At the same time, the YouTube videos of creators can provide information on brands and products, often in a subtle manner. This system works for brands seeking a subtle real-world placement. American Airlines benefit more from YouTube advertising because using social media platforms that support conversation and link sharing, such as Facebook and Twitter, tend to elicit negative sentiments towards the brand. (Smith, Fischer and Yongjian, 2012)

YouTube marketing has exponentially grown more in the private sector when compared to the public sector but the marketing value of YouTube is high in the public sector as much as in the private sector. In the private sector, gaming, beauty and fashion, culinary, and comedy are areas where YouTube marketing has grown (Wu, 2016). Schwemmer and Ziewiecki (2018) explained that marketing through social media influencers has become more popular, especially among beauty and fashion brands. Use of YouTube marketing in the public sector, especially for promoting tourism is an area for improvement, such as in Turkey. Gumus (2016) reported that the metropolitan governments in Turkey are not optimizing social media platforms for attracting tourists and distinguishing a tourism destination. Among the 30 metropolitan governments covered by the study, 2 metropolitan governments do not have an official Facebook account, 4 city governments do not have an official Twitter account, 19 city governments do not have an official Instagram account, and 17 city governments do not have an official YouTube account.

Impact and Outcomes of YouTube Marketing

YouTube marketing yields positive gains when an advertisement is able to attract attention, sustain interest, create the perception of having a positive influence on users, and tied to a broader marketing strategy. Susarla, Oh, and Tan (2012) explained that YouTube supports content creators and advertisers alike through the ability of the platform to spread electronic content rapidly and create networked relationships. However, the success of videos varies. Successful videos are those that spurred social interactions. Social influence depended on conformity in terms of opinion formation and the direction towards search and discovery. Lee and Watkins (2016) looked into the influence of vlogs on viewer perception of the featured luxury brands and found that viewing vlogs elevated luxury brand perception and purchase intention. The extent of impact depends on para-social interaction with the video creator. Gupta, Singh, and Sinha (2017) investigated the attention, interest, desire, and action (AIDA) model for measuring the impact of YouTube advertising in the context of beauty product advertisements. The results showed that YouTube advertising contributes to the popularization of a brand by attracting the attention and the interest of viewers. YouTube advertising forms part of a broader marketing strategy that targets attention and interest but with the rest of the marketing strategy addressing desire and action. Bi, Zhang, and Ha (2018) looked into YouTube testimonial videos or videos about the personal experiences of a product as an electronic word-of-mouth marketing. The results showed that these videos influence the perception of viewers about a product. Viewers share a positive testimonial to their social network if they perceive the content to have a good influence on them but they also share negative testimonials to their social network if they believe that they may also have the same bad experience. Marketers should support the visibility of positive testimonial videos and exert remedial measures towards negative testimonial videos to ensure gains from YouTube in terms of electronic word-of-mouth marketing.

Different forms of YouTube advertising variedly affect the extent of marketing outcomes. Some forms of YouTube advertising may yield better results than other forms. Hansen, Lee, and Lee (2014) investigated the factors that affect the perception of YouTube users about the credibility of user-generated advertisement when compared to a traditional advertisement. In general, creators as consumers are more credible sources of user-generated advertisement than advertisers who generate traditional advertisements. Viewers tend to have a more positive attitude towards a user-generated advertisement and a stronger inclination to engage in YouTube features relating to the user-generated advertisement, such as searching for content related to the advertisement, rating the video, or commenting on the video. However, positive attitudes about the user-generated advertisement did not necessarily transfer to the brand. A transfer of positive attitudes to the brand depends on brand familiarity, the complexity of the message, and novelty of the message. User-generated advertisement increases engagement in the message conveyed but viewers have to be familiar with the brand, know information about the brand and are motivated to spread the message to their social networks. Younger YouTube users are more inclined to engage in and share brands featured in user-generated advertisements, which imply that this form of advertising may appeal more to a particular age group. Wendt, Griesbaum, and Kolle (2016) explored the impact of viral stealth videos when compared to product advertising videos. Viral stealth marketing involves spreading messages about a brand or product through videos with viewers unaware of the marketing effort. A comparison of viral stealth videos and product advertisement videos showed a more frequent positive regard for viral stealth videos relative to product advertisement videos. Product advertisement videos facilitated brand awareness but caused a mixed result in terms of brand assessment. An implication is the sufficiency of product advertisement videos in generating brand awareness but using both types of advertisement could facilitate both brand awareness and positive brand assessment. Companies and advertisers should explore various forms of advertisements.

Factors Influencing the Impact and Outcomes of YouTube Marketing

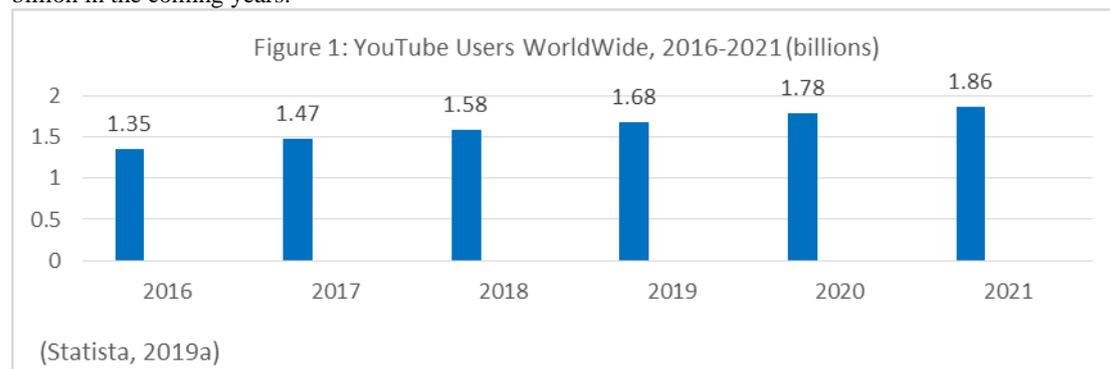
Since the impact of YouTube marketing is contingent on strategic and contextual factors and various forms of YouTube advertising yields different results, the success of YouTube marketing depends on the management of the factors that influence the impact and outcomes of this digital marketing endeavor. These strategic and contextual factors may refer to YouTube viewers and the use of this platform or to YouTube creators and the content of the advertisement.

Some factors relate to YouTube users and its usage. Viewer engagement affects the spread of marketing messages on YouTube. Khan (2017) identified the motives for engagement of YouTube users and found that a relaxing entertainment motive had the strongest impact on the liking or disliking of a video, social interaction determined commenting and uploading, and information giving is the strongest motive for sharing videos. A relaxing entertainment motive explains passive users while social interaction and information seeking motives account for reading comments. While entertainment appeals to passive viewers, marketing activities that facilitate social interaction and deliver valuable information support interactions about a brand or product and the sharing of marketing messages. In addition, Duffett, et al. (2019) investigated YouTube marketing communication in the context of developing economies, particularly the impact of online usage and user demographics on marketing outcomes. Data from Romania and South Africa showed a positive link between brand liking and brand preference as an outcome of YouTube marketing communication. Access through a personal computer and mobile devices, longer use of YouTube, the frequency of use of YouTube, duration of every use of YouTube, and younger age group were factors that affected the propensity of YouTube users to like and prefer advertised brands on the website.

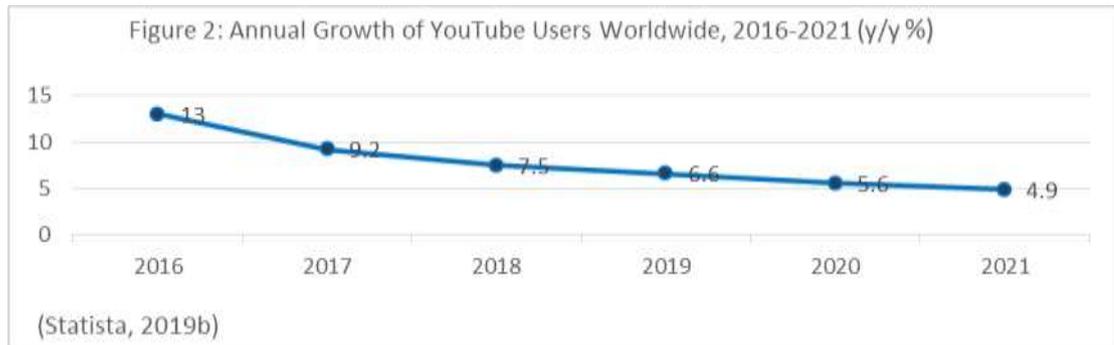
Other studies focused on aspects related to the creators and content. In terms of the creators or influencers, Yoganasimhan (2012) explained that the result of marketing efforts on YouTube depends on the size and structure of a creator's social network because these affect the popularity of uploaded videos and the advertisements connected to these videos. Similarly, Mir and Rehman (2013) studied the impact of the number of posts, views, and reviews on perceived credibility and usefulness of product content generated by YouTube users and found that the number of posts, views, and reviews about a product has a positive impact on perceived credibility and usefulness of the product. Furthermore, perceived credibility and usefulness translated into considerations in their purchasing decisions. Mohr (2014) also explained that seeding to widely connected people, celebrities, and personalities with a large following is the best way of achieving results through viral marketing. YouTube users with a wide reach tend to engage in viral marketing activities and deliver the best results. With regard to content, Dehghani et al. (2016) investigated the four dimensions of entertainment, informativeness, customization, and irritation as factors that may affect advertising value, brand awareness, and purchase intention. Entertainment, informativeness, and customization are strong positive drivers while irritation is a negative factor in YouTube advertising. Advertising value affects brand awareness and purchase intention. Similarly, Yang et al. (2017) investigated consumer attitudes towards online video advertisements and found that entertainment, informativeness, irritation and credibility influence purchasing attitudes and flow influence shopping intention and behavior. Xiao, Wang, and Chan-Olmsted (2018) further explained that trustworthiness, social influence, argument quality, and information involvement were factors that affect viewer perception of the credibility of the information shared by influencers.

YouTube Users and Its Usage Worldwide

YouTube has amassed billions of users around the world. An estimation of YouTube global users for 2016 until 2021, as shown in Figure 1 below, showed that the number has been increasing and it should increase further in the coming years. In 2019, YouTube has 1.68 billion users worldwide. By 2021, there is likely to be 1.86 billion users worldwide. However, YouTube (2019a) has reported that there are already 1.9 billion logged-in users per month as of the end of 2018, which is more than a quarter of the world population. On a daily basis, there are at least 30 million active YouTube users and around 300,000 are paying YouTube users (Omnicores, 2019). Based on the number reported by YouTube and the expected increasing trend in global users, the number of YouTube users in the coming years will likely be even higher than projected. It will not be a surprise if the number of YouTube users surpasses 2 billion in the coming years.



While there is agreement over the billions of current YouTube users and the expected increase in global YouTube users in the coming years, the rate of increase may be decreasing due to the saturation of existing markets. The year-on-year percentage growth in global YouTube users, as shown in Figure 2 below, is decreasing from a 13% increase between 2015 and 2016 to a 4.9% increase between 2020 and 2021. Market saturation means large numbers of YouTube users viewing advertisements in different countries and for YouTube to increase the number of global users further; it needs to tap into unsaturated markets. Marketing opportunities for companies, advertisers, creators, and viewers can motivate more people around the world to use YouTube.



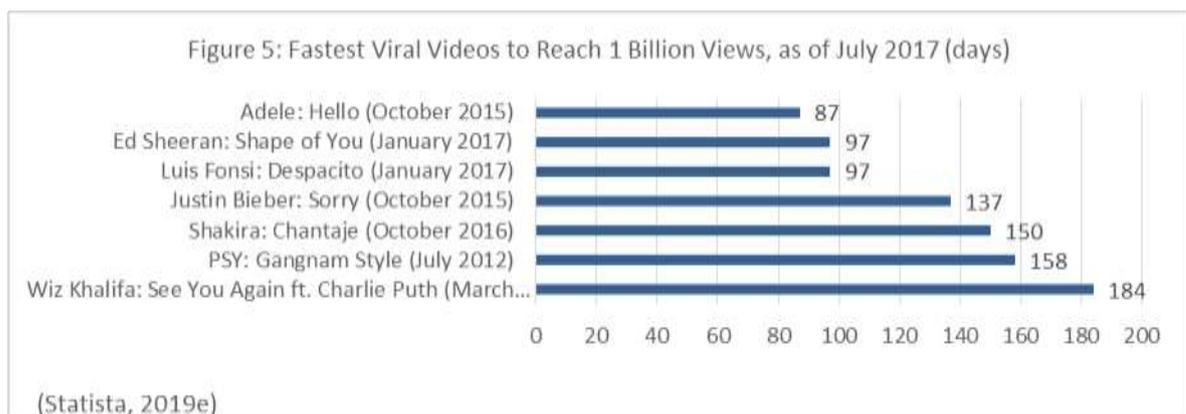
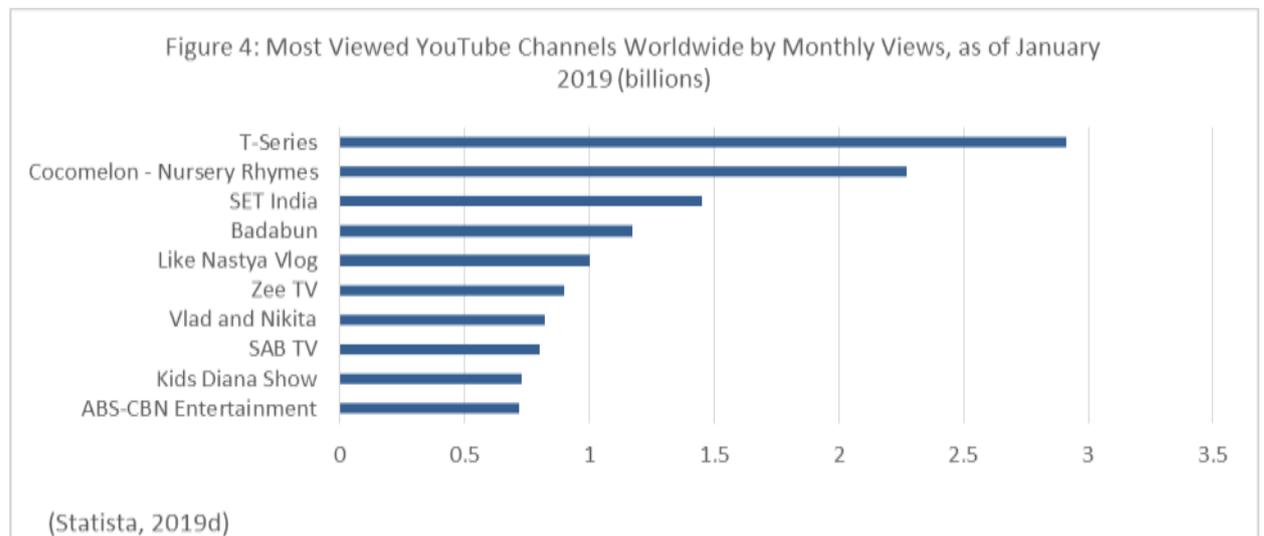
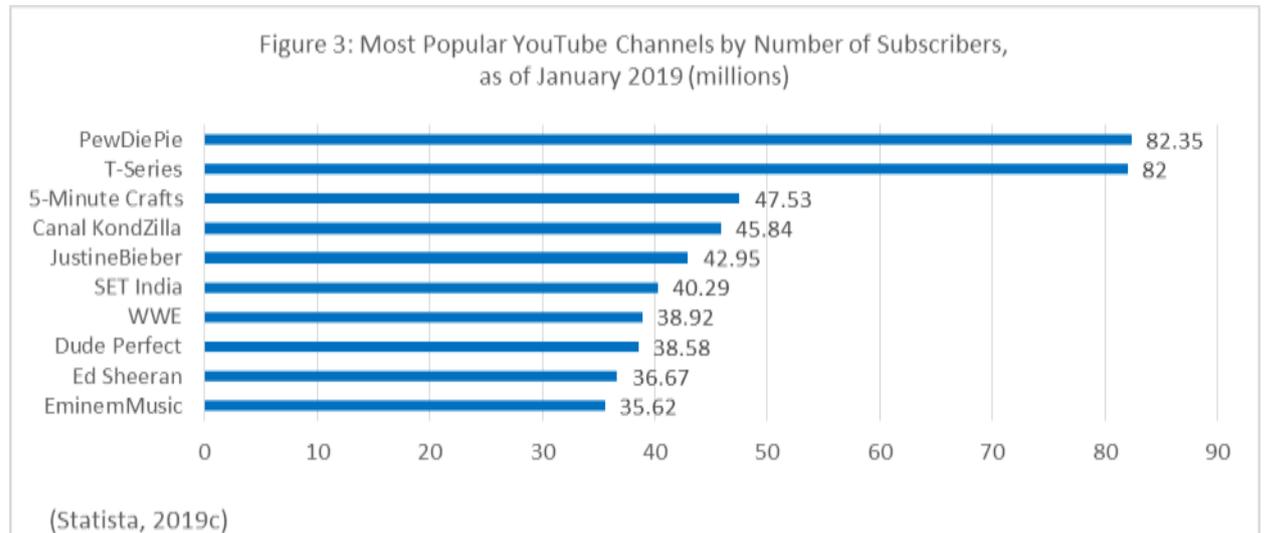
YouTube users worldwide devote a significant amount of time on the platform. On average, a viewing session of YouTube users lasts 40 minutes, which continues to increase year-on-year by as much as 50% (Omnicores, 2019). People are using YouTube for longer periods. In total, people watch at least a billion hours of video to account for billions of views (YouTube, 2019a). YouTube users worldwide view around 5 billion videos every day (Omnicores, 2019). More than 70% of YouTube views occur through mobile devices (YouTube, 2019a), which amounts to 500 million mobile YouTube views each day. An increasing viewing session and the sheer number of viewing hours per day around the world support the marketing opportunities offered by the platform.

YouTube user demographics indicate the diversity of needs and interests addressed by the platform. Approximately 62% of YouTube users are males and 38% are females. Males primarily watch soccer or strategy games. Females mostly watch beauty and fashion videos. At least 80% of YouTube users reside outside the United States. The 35-45 and 55 or older age groups are the fastest growing group of users. However, around 37% of users who belong to the 18-34 age group binge watch videos. Millennial users prefer YouTube to television. About 75% of adults who use YouTube watch videos for their nostalgic value as opposed to obtaining information from tutorials or current events reports. Some 9% of small businesses are present on YouTube. (Omnicores, 2019) Diversity in the interests and needs of YouTube users means opportunities for marketing a broad range of brands and products in the platform to potential consumers worldwide.

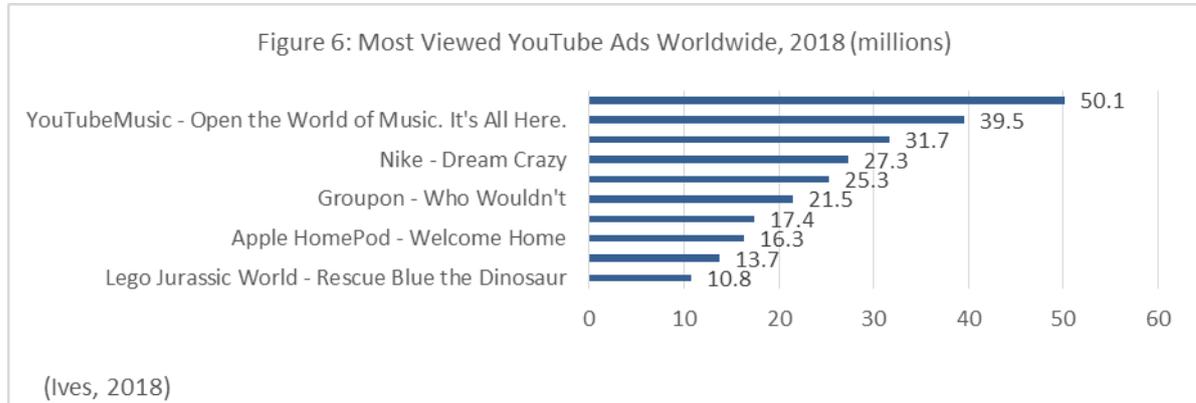
With regard to user content generation, YouTube users generate more than half of all videos on the platform with the most commonly occurring videos about youth or pop culture (Kavoori, 2015). About 50 million YouTube creators generated and uploaded five billion videos as of June 2018. Creators upload around 300 hours of videos each minute. (Omnicores, 2019) The number of channels with at least 1 million subscribers grew by more than 75% year-on-year. In terms of creator earnings, the number of channels generating annual six-figure earnings increased by more than 40% year-on-year, the number of channels generating annual five-figure earnings increased by more than 50% year-on-year, and the number of channels with more than one million subscribers grew by more than 75% year-on-year. (YouTube, 2019a) The millions of YouTube creators, the increase in the number of channels with 1 million subscribers, and the increasing number of channels generating significant earnings indicate the potential and realized gains of YouTube marketing.

YouTube user needs and interests reflect through the channels with the most subscribers and the most views and the fastest viral videos. In terms of the most number of subscribers, entertainment channels have the most number of subscribers. Figure 3 below shows the top 10 YouTube channels as of January 2018. PewDiePie is a gaming and comedy channel owned by a Swedish YouTube user. T-Series is a music label and movie studio in India. 5-Minute Crafts is an American channel about do-it-yourself projects. Canal KondZilla is a Brazilian music channel. JustineBieber is the official YouTube channel of the American artist of the same name. SET India is an entertainment channel. WWE is the official YouTube channel of the World Wrestling Entertainment, Inc. Dude Perfect is an American sports and comedy channel. Ed Sheeran is the official of the British artist of the same name. EminemMusic is the official channel of the American artist Eminem. By having the highest number of subscribers, these channels are able to offer companies and advertisers with millions of viewers. With regard to the most views, entertainment channels generate the most views, as shown in Figure 4 below. Half of the entertainment channels with the most views are the official channels of entertainment companies that offer free clips and paid full viewing of shows. The remaining half are independent entertainment channels offering shows for children or comedy shows for adults.

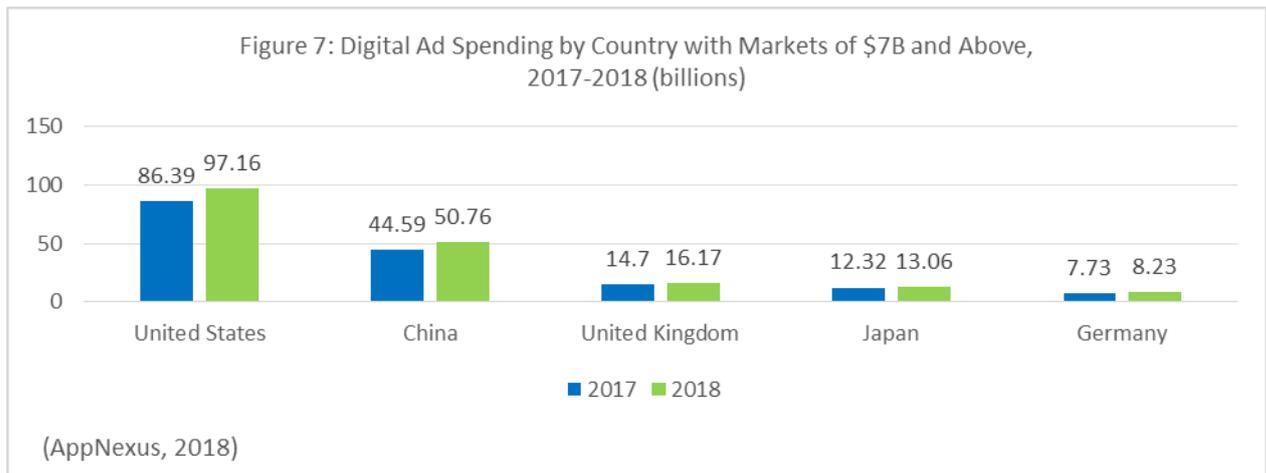
Similar to channels with the most number of subscribers, channels with the most views also provide a wide reach to brands and products marketed globally. With regard to the fastest viral videos, Figure 5 below shows that the most shared videos are music videos, with Adele’s 2015 music video *Hello* reaching 1 billion views in 87 days. Similar to television, entertainment channels integrate advertisements into the shows and music videos are advertisements of the artist, the song, and the music label.



Most viewed YouTube advertisements worldwide, as shown in Figure 6 below, reflect the extent of viewer exposure of YouTube advertisements. Viewed YouTube advertisements are those watched in full or watched for the time required for the monetization of a view. Excluding the YouTube advertisement, the four most-viewed advertisements were high-cost and high-quality entertaining videos from large companies. The Nike advertisement featured the American football quarterback Colin Kaepernick. The Groupon advertisement debuted during the 2018 Super Bowl. The Apple Advertisement combined music, art, and film. The Lego Jurassic World advertisement was a collaboration with a high-grossing Hollywood movie. These advertisements coincided with entertainment channels having the most subscribers and most views and music videos most likely to become viral advertisements.

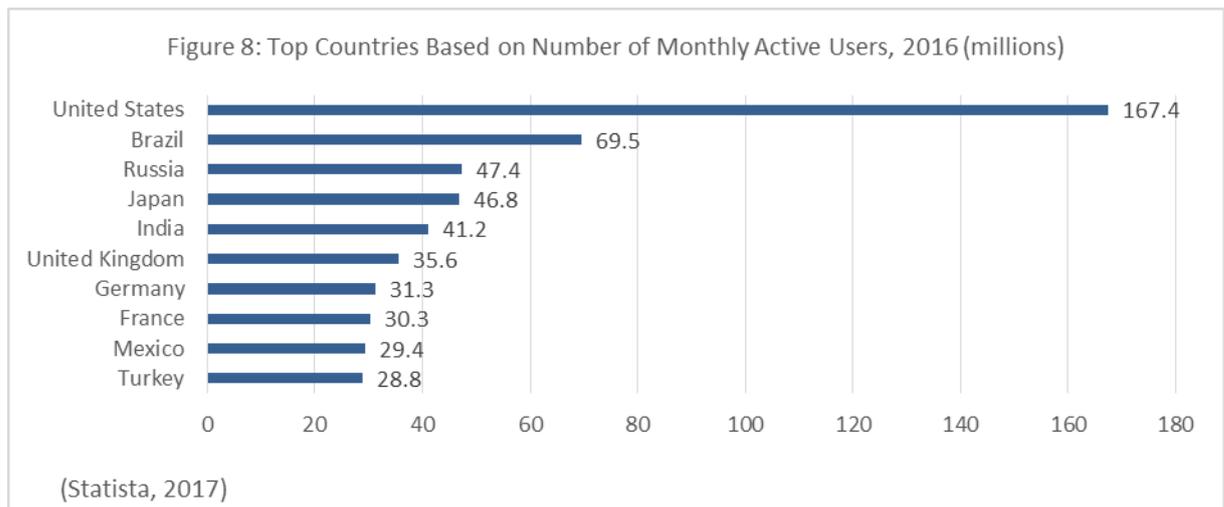


A reflection of the gains from YouTube marketing is the increasing YouTube advertising revenue worldwide, which has increased from over \$1 billion in 2010 to \$4.28 billion in 2015 and more than \$8 billion in 2018 (Statista, 2019f). There is also an observed increase in digital advertising spending in the largest markets, as shown in Figure 7 below. In the United States, which has the highest number of YouTube users, digital advertising spending increased by 12.5% from \$86.39 billion in 2017 to \$97.16 billion in 2018. Similar increases also occurred in many countries, including China and the United Kingdom.



YouTube Users and Its Usage in Turkey

There are a significant number of YouTube users in Turkey, as shown in Figure 8 below, which reached 28.8 million in 2016 to make the country the top tenth country in terms of the number of monthly active users. Turkey is the only Muslim country that made it to the top ten countries with the greatest number of monthly active users. The 28.8 million monthly active users represent 37% of the total population of Turkey. Moreover, around 63% of the people in Turkey use social media and YouTube has a 55% penetration rate, which is higher than the 53% penetration rate of Facebook, 50% penetration rate of WhatsApp, 46% penetration rate of Instagram and 36% penetration rate of Twitter in 2017 (statirm Administration, 2018). A large number of YouTube users comprise a significant audience for advertisements catering to the Muslim market in Turkish.



In terms of user demographics, Kurtulus, Ozkan, and Ozturk (2015) grouped the social media users in Turkey into five clusters, which are 1) social pioneers, 2) observers/watchers, 3) content creators, 4) engagers, and 5) game lovers, as shown in Table 1 below. There is widespread social media use in Turkey, but people use social media primarily to follow others in order to access information and interact socially. Using social media for original content creation is not yet common. Social pioneers are mostly male undergraduate students and have very favorable regard over their overall social media activities. Observers/watchers are mostly males age 27 to 31 are least active. Content creators engage in content development. Engagers, mostly females working in the private sector, perform slightly above average with regard to following others and reading the social media entries of other people and in participating in social networks and groups. Game lovers are mostly females looking for entertainment on social media. Observers/watchers and engagers comprise the greatest share of social media users in Turkey. Using social media for original content creation is not yet common among Turkish users, who focus instead on consumption and participation. Even so, the minimum daily social media use of less than an hour is at par with the global average use. With increased user confidence in content development, especially among those in the 22-31 age group, there is a huge potential for growth of influential creators and advertising opportunities.

Table 1:
Categorization of Social Media Users in Turkey

	Age Group	Daily Internet Use	Daily Social Media Use	Purpose for Using Social Media
Social Pioneers	22-26	More than 7 hours	3 to 5 hours	Social interaction; entertainment
Observers/Watchers	27-31	1 to 3 hours	Less than 1 hour	Searching for information
Content Creators	22-31	More than 7 hours	1 to 3 hours	Sharing Information
Engagers	27-31	1 to 3 hours	1 to 3 hours	Searching for information; entertainment
Game Lovers	22-31	3 to 5 hours	1 to 3 hours	Entertainment

(Kurtulus, Ozkan and Ozturk, 2015)

YouTube use is significant in Turkey. YouTube is the eighth most accessed website even during the government ban in 2015 and 2016. Although YouTube content creators are not very common in Turkey, the existing creators account for 88 million videos uploaded on YouTube per month (StatCounter, 2019). However, the growing ubiquity of YouTube video creation could increase the number of creators that upload YouTube content in the country. About 75% of YouTube users visit YouTube for its social media function and 41% visit YouTube to access news. An explanation for the use of YouTube for news is the distrust of the traditional media outlets due to their ties to the

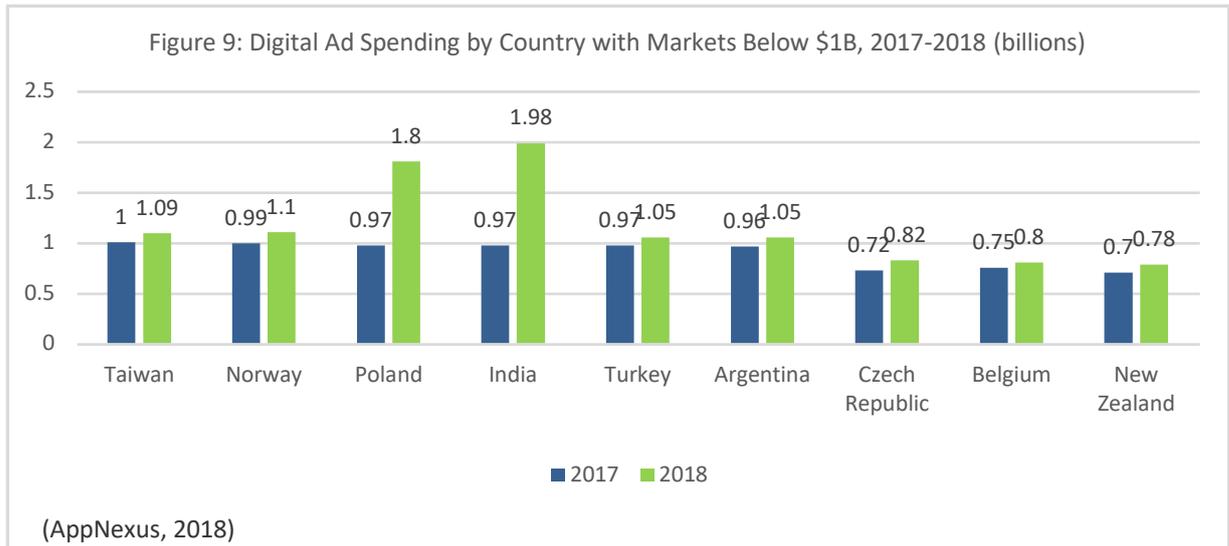
government and the heavy censorship of the media in Turkey. (Yanatman, 2018) An analysis of the top 100 most viewed channels in Turkey, as shown in Table 2 below, indicated that the channels fall under 12 categories, with 88 channels falling under the film & animation, entertainment, music, and gaming categories. Most of these are official channels of movie and television personalities, music artists, media production companies, and music streaming companies. Entertainment channels uploaded the most videos, but music channels garnered the most views at 28.4 billion. Although there is only one news & politics channel, it uploaded 9,098 videos that generated .302 billion views. At the same time, several channels by independent creators have made it to the top 100 list. YouTube itself and the channels that provide entertainment, facilitate connectivity and offer information on current affairs are likely to account for marketing gains in Turkey. As the creation of YouTube videos becomes more commonplace in Turkey, it is likely that the number of creators and influencers will increase and so would advertising revenue and advertisers.

Table 2:

Top 100 You Tube Channels in Turkey by Channel Category, Videos, and Views

	# of Channels	# of Videos	# of Views (billions)
Film & Animation	34	49,899	20.0
Entertainment	24	70,935	17.3
Music	20	36,944	28.4
Gaming	10	13,626	6.7
Education	2	662	.612
People & Blogs	2	1,209	.835
How-to & Style	2	1,610	.835
Comedy	2	4,936	1.6
News & Politics	1	9,098	.302
Show	1	249	.431
Travel & Events	1	174	.510
Science & technology	1	830	.322
Total	100	190,172	77.78
(Tunga and Geris, 2017)			

Advertising on social media websites is gaining acceptance in Turkey. In 2017, digital advertising expenditure reached a level of around \$345 million (Statista, 2019g). In 2018, digital advertisement spending in Turkey increased by 12% to make the country the top fifth digital advertising spender among countries with markets below \$1 billion, as shown in Figure 9 below. In 2019, spending should increase up to \$425 million (Statista, 2019g). Advertising based on display/click increased by 7.10% from \$154.68 million to \$165.66 million and social media advertising increased by 29.67% from \$49.42 million to \$64.08 million (Interactive Advertising Bureau, 2018). A further increase in YouTube users in Turkey, an increase in the number of creators, and diversity in channels would encourage more advertiser.



Conclusion

YouTube marketing emerged due to the unprecedented development of this platform as a host of user-generated content and a social networking venue together with the rapid growth in the number of users worldwide. As a marketing platform, YouTube offers a website conducive to advertising through the design of the website itself and through channels with content that complies with YouTube standards and attracts a significant number of advertisement audience. In return for allowing advertisements in videos, creators receive payment for monetized advertisement views and receive rewards for promoting brands and products. YouTube marketing worldwide is a multibillion-dollar endeavor, with YouTube reaching at least \$8 billion in advertising revenue in 2018 and the top channels receiving millions in earnings. However, studies showed that YouTube marketing does not automatically yield positive results. A successful YouTube marketing campaign depends on a range of factors including the integration of YouTube advertising into a broader marketing strategy, a high-quality video advertisement or an eye-catching non-video advertisement, advertising through YouTube channels and creators whose reputation and content fit the product or brand, and advertising through channels with a large number of subscribers and views.

YouTube marketing in Turkey is growing, as indicated by the year-on-year increase in digital advertisement spending that includes display/click and social media advertising. YouTube opportunities exist for brands and products that cater to the 22-31 age group and fit the entertainment, film and animation, gaming, and music genres. Marketing opportunities also exist in news and politics channels, especially since a sizable number of YouTube users in Turkey use the platform to access news. A growing number of channels in how-to and style, people and blogs, travel and events, comedy, show, science and technology, and education also offer marketing opportunities for various brands and products. YouTube marketing prospects in Turkey is positive for two reasons. First, as the only Muslim country in the top 10 countries with the greatest number of monthly active users, YouTube offers a venue for brands and products catering to this demographic to reach out to target consumers. Second, YouTube usage in Turkey is expanding. YouTube creators and influencers are not yet very common. However, there would be more channels catering to a broader range of interests as more young people learn about the career and financial opportunities of YouTube video creation from their international counterparts and the existing creators in Turkey. A diverse range of channels with large viewership provides advertisers with more channels that fit their brand and product. An increase in independent creators also means that advertisers can benefit from the stronger influence of and trust towards user-generated advertisements when compared to traditional advertisements.

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