Modern Masculinity

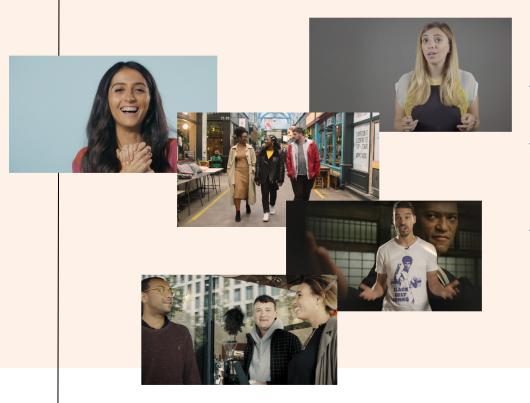
Iman Amrani, Guardian Journalist

January 30th 2020



- **Solution GNI project to create YouTube-first content**
- Speak to new audiences in new ways on YouTube
- Deepen relationship with our YouTube community





- News industry challenge
- * To speak to new audiences we have to be **more diverse**
- GNI project gave us a great opportunity to build a new team



- Digital journalist
- Millennial
- Authentic voice
- Stories in male spaces







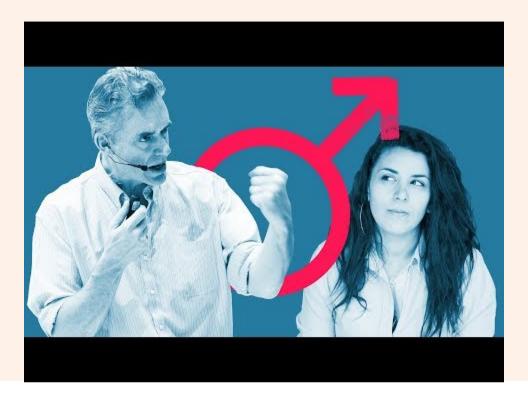
Insight and approach

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- **Perception** of The Guardian
- Media trust and tribalism
- **Toxic** online debate

- Open and conversational
- Informal tone
- **Community** focused







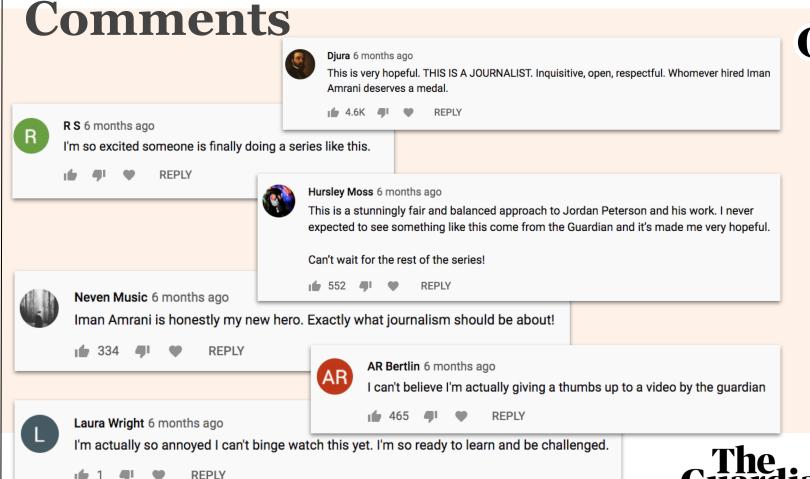


1,060,000 subscribers



- → Reach new audiences
- → Increase % watch time from subscribers
- → Increase engagement
- → Improve quality of conversation
- → 12,500 new subscribers direct to videos
- → Watch time from subscribers increased
- → All interactions metrics improved
- → Comments constructive and positive





- Be brave
- **&** Be authentic
- **&** Be distinctive



Let's talk numbers...

Views = 1,835,876 = 183.5k per episode

Watch time = 172398.4 hours watched = 10,343,904 minutes watched = 19.6 years watched

Subscribers gained = 14,348 = 1/128 views*

*this is a ridiculously good conversion rate. The first episode had one new subscriber for every 68.5 views. The whole series combined has a better subscriber conversion rate than any other video we've published in the last three years.



More numbers...

Demographics

- 78.5% of the audience is under 35
- 92.1% of the audience is under 45

Much younger than channel average.

- 93.1% of the views are from men (well...)
- 23.6% in the UK
- 22.4% in the US
- 5.8% in Canada
- 4% in Australia
- 3.3% in Germany (pretty average for us)

Others

One of the key metrics of the YouTube project funding was to raise watch time and views from subscribers. We have a channel average of 2-4% most months.

Masculinity has had 11.7% of its views and 12.6% of its watch time from subscribers.

So not only is it reaching new audiences but it's also building a loyal audience, which is key to growth on the platform.



What's Next?

Modern
MasculinitySeries Two

UFC

Circumcision

Pornography

And more....



