



Modern Masculinity

Iman Amrani, Guardian Journalist

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Purpose



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



Team diversity



- ❖ 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**

Iman Amrani



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



**The
Guardian**

Insight and approach

G

- ❖ **Perception** of The Guardian
- ❖ **Media trust and tribalism**
- ❖ **Toxic** online debate
- ❖ **Open and conversational**
- ❖ **Informal** tone
- ❖ **Community** focused



**The
Guardian**

Episode one

G



**The
Guardian**

Targets



The Guardian

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

**The
Guardian**

Comments



Djura 6 months ago

This is very hopeful. THIS IS A JOURNALIST. Inquisitive, open, respectful. Whomever hired Iman Amrani deserves a medal.

4.6K [REPLY](#)



RS 6 months ago

I'm so excited someone is finally doing a series like this.

[REPLY](#)



Hursley Moss 6 months ago

This is a stunningly fair and balanced approach to Jordan Peterson and his work. I never expected to see something like this come from the Guardian and it's made me very hopeful.

Can't wait for the rest of the series!

552 [REPLY](#)



Neven Music 6 months ago

Iman Amrani is honestly my new hero. Exactly what journalism should be about!

334 [REPLY](#)



AR Bertlin 6 months ago

I can't believe I'm actually giving a thumbs up to a video by the guardian

465 [REPLY](#)



Laura Wright 6 months ago

I'm actually so annoyed I can't binge watch this yet. I'm so ready to learn and be challenged.

1 [REPLY](#)

**The
Guardian**

Challenges



- ❖ 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
Masculinity
Series Two**

UFC

Circumcision

Pornography

And more....





Any questions?