

Produced in Native



# Strategic Onsite

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# Onsite Agenda

15 mins

Welcome & Recap of 2019 (so far) - [Raj](#)

15 mins

Background Info & Context - [Tanaya & Carissa](#)

45 mins

- Recap: YTK Value Prop research
- Understanding our Users
  - What do parents think of YT Kids today?
  - Kids Under 8 - What do they want? What do they need?

90 mins

Discussion: YTK Vision & Objectives - [Raj & Josh](#)

60 mins

Discussion: Potential 2-Pager Questions







**Reading Month  
/ Word of the  
Day**

**Heroes  
Takeover**

**New  
Onboarding**

**Channel  
Corpus v1**

**Age-Based  
Content  
Options**  
(coming VERY  
soon!)

**YTK Web**  
(Coming soon!)

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Google | YouTube



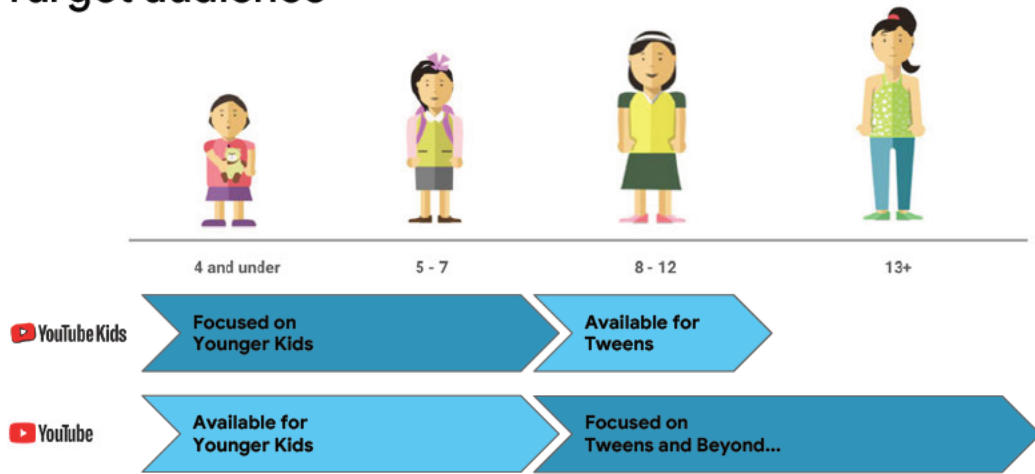
# Goals for today!



- Define YTK **vision** & **objectives**, to help us prioritize the right features to focus on going forward.
- Define a shortlist of **strategic questions** that align to these objectives

Vision & objectives

## Target audience



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# Background & Context

## Rewind to last March (3 years since launch)

### What was our unique reason for being according to users?

Fielded global quant research with 12k parents of 2-8 year olds users to **better understand the most important emotional drivers -- hopes, fears, joys or aspirations -- for millennial families today**

### What was keeping non-users from considering us?

Fielded qual research in US, DE, UK and FR to **better understand real and perceived barriers to consideration and trial among competitive app users**

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## 2018 data: Top 8 global emotional priorities of parents of kids 2-8

*These territories represent a map of the emotional landscape which include the **core hopes, fears, aspirations, and desires** that are the bedrock of decision-making process for families.*

2018:

1. Protection & Safety

2. Preparing Kids For Success

3. Healthy Lifestyles

4. Playing & Laughing Together

5. Family First

6. Saving For The Future

7. Education

8. Money Worries

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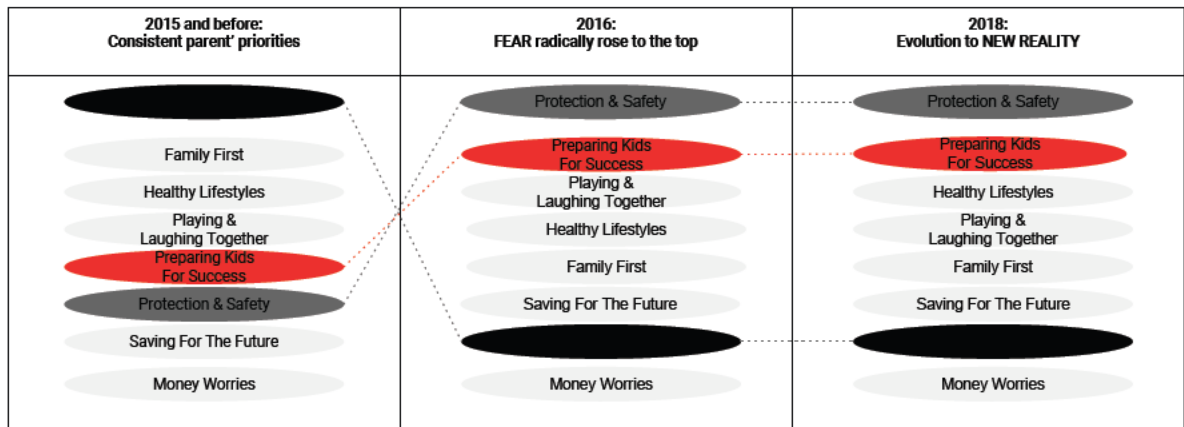
Source: [The Family Room Global Family Passion Points™](#), YouTube Kids Implications and Opportunities, June 2018



Let's start with the top 8 global emotional priorities for parents with kids 2-8 in 2018. You can see territories like "protection and safety", "preparing kids for success," etc.

But to really interpret these priorities, it's imperative to understand how these have trended.

## Macro Context: 2016 sparked two dramatic shifts in parents' emotional priorities globally, prior to which had been very stable



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### Hypotheses on what caused and further sustained this shift:

- Politically induced fear from the 2016 election campaigns
- Repeated school shootings in 2016
- BREXIT (2016)
- Rising anxiety about toxic environment
- Climate change
- 24 hour news cycle

## There has been a shift in what parents believe will result in great prospects

### Preparing Kids for Success

#### 1st Priority: Character

##### "Doing the right thing"

*Raising someone who will be a good person (8/150)*

*Teaching the value of honesty (79/150)*

*Teaching my child to speak up for what they believe in (36/150)*

#### 2nd Priority: Self-Discovery + Actualization

##### Cultivating a strong sense of self

*Nurturing confidence and self-esteem (10/150)*

*Helping them discover their strengths & passions (29/150)*

*Helping my child to express who they really are (29/150)*

#### 3rd Priority: Practicality + Realism

##### Pragmatism to prepare kids for future challenges

*Prepares my child for real life (90/150)*

*Teaching my child the value of hard work and determination (31/150)*

*Developing skills that ensure they will get a good job (47/150)*

#### 4th Priority: Self Reliance

##### A push to be self-sufficient

*Encouraging my kids to take initiative vs. waiting for others (43/150)*

*Solving problems on their own (39/150)*

*Raising a child who can care for themselves (26/150)*

### Education

#### 5th Priority: Grades

##### The fruits of schooling

*Making sure my child gets into a good college (55/150)*

*My child's grades in school (80/150)*

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Source: [The Family Room Global Family Passion Points™](#), YouTube Kids Implications and Opportunities, June 2018





## YouTube Kids has emotional equity in “Preparing Kids for Success,” among others

*Despite only being three years old, **YTK is already an emotionally rich brand.***

*In fact, YTK ignites three of the top four territories for parents of kids 2-8 yo*

2018:

1. Protection & Safety
2. Preparing Kids For Success
3. Healthy Lifestyles
4. Playing & Laughing Together
5. Family First
6. Saving For The Future
7. Education
8. Money Worries

## YouTube Kids' emotional assets are broad and rich

| #2 Preparing kids for success                                                  |                                                                                                            | #3 Healthy lifestyles                                                                                  |                                                                                                 | #4 Playing and laughing together                                                       |                                                                                                                 | #7 Education                                                                            |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| My child discovering their world                                               | Helping them discover their strengths and passions                                                         | My child's happiness                                                                                   | Kids feeling good about themselves                                                              | Letting my kids just be kids                                                           | Spending more time together as a family                                                                         | Fostering a sense of imagination                                                        |
| Helping my child see and experience the wonders of the world outside our doors | Encouraging kids to recognize their own passions and give them the support to develop their unique talents | Making sure my child's naturally happy and sunny disposition is not crowded out by the demands of life | Parents' desire to raise self-aware, self-confident, and self-loving kids with high self-esteem | Giving kids the time and space to laugh, play, grow and revel in the joys of childhood | Carving out time every day from our busy, over-scheduled lives to share a moment together without interruptions | Nurturing an innate and life-long sense of curiosity, wonder, discovery and imagination |
| 137                                                                            | 134                                                                                                        | 130                                                                                                    | 121                                                                                             | 146                                                                                    | 113                                                                                                             | 153                                                                                     |

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... but our unique emotional point of differentiation against competitors is rooted in **self-discovery** (“helping them discover strengths + passions”)

**#2 Preparing kids for success**

Helping them discover their strengths and passions

Encouraging kids to recognize their own passions and give them the support to develop their unique talents

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## Unpacking “Strengths and Passions”

There has been a fundamental shift among parents around the world in what it means to be raising a child prepared to succeed in life, with a new emphasis on helping them discover their strengths and passions.

This is taking a “follow the child” approach to learning in which the role of a teacher is less about imparting skills from an established curriculum and more about **igniting and uncovering latent interest**.

**It’s through these intense and fickle fascinations that they explore the world. Their passion leads to learning and the more they learn, the more **confident** they feel.**

**Implication:** YTK is at the intersection of trending consumer needs (preparing kids for success) and a strong brand connection that is ownable (self actualization) versus competitors.

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So igniting this Passion Point, your brand is seen by parents as an important aid in this process of their child's self discovery. Don't presume to step into their child's world with an agenda or curriculum based on external experts.

Rather, your user experience is seen by parents as a way for kids to look inwards, to dip their toe in water of life's many possibilities, and to ultimately find and embrace a passion they call their own.

### YTK Value Prop: Self-discovery as our higher purpose

YouTube Kids empowers kids to **uncover and develop their unique passions** in an exploration environment made just for them (with a little help from grown-ups)

#### Discover the world to develop passions

- Unmatched breadth and depth of content that spark kids' creativity
- Content that inspires real-world honing of passions: whether it's [singing and dancing along to "Let it Go"](#) (even in [another language](#)), [baking a cake](#), [doing a science experiment](#) or [drawing a picture of your favorite character](#)

#### Easily find what they want in a kid-friendly environment

- Search engine for kids that fuels kids' self-directed journeys for answers
- Fun, browseable, visual UI that kids can use on their own
- App designed for early literacy and limited dexterity - larger buttons, visual and audio indicators
- Easy video and corpus navigation - auto full-screen, simple back buttons, continuous play, editorial programming and recommendation algorithm

#### Where grown-ups can create the right experience for their family

- Robust Parental Controls to customize the experience: Create profiles for each kid to **personalize their preferences and video recs**, handpick the videos and channels your kids watch, block videos and channels, turn search on/off to control the amount of content your kids can browse, limit screen time

#### Table Stakes: A safer corpus

- An improved system using a mix of filters, user feedback and human reviewers to keep the videos in YouTube Kids family friendly
- Built-in video reporting feature allows parents to flag content that shouldn't be in the app for fast review and to improve the app experience for everyone
- Specific Kids app policies

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- Value proposition is an internal articulation of our brand's purpose and should act as the marching orders for all of the YTK teams
- The value proposition is really an evolution to a richer emotional territory from where we operated 3 years ago (e.g. empowering kids to explore their limitless curiosity). "Curiosity" is a conduit to uncovering passions -- and when a kid discovers passions, they develop confidence and when they have a strong sense of self, they can stand up negative externalities.
- It also very clearly pulls apart three important themes that need to be distinguished from each other: quality, suitability and safety
- Focus on the parentheticals: 1. inclusion of grown-ups was a deliberate choice to address "parental" attitude towards parenting and brands 2. We chose "grown up" versus "parents" to be inclusive and 3. Our interpretation includes the YTK team as part of those grown ups that will help empower kids!
- First benefit (discover the world to develop passions) is all about our corpus
  - Our efforts against quality (Wally) really fall here
- Second benefit (easily find in a kid-friendly environment) is all about the combination of search and the UI. Our product is a catalyst to help kids uncover that latent interest
- Third benefit (create the right experience) is all about customization and the fact that we know and love that there is no one-size-fits-all (why

- we're not a passive curated experience). Today the product proof points (or RTBs) are all about parental controls but you can see how the roadmap might evolve to lean into a participatory experience for parents in a more meaningful way.
  - Our efforts against suitability fall here. For example, parents feel differently about the suitability of halloween content and that's ok. We are giving them the tools to tailor the experience.
- Finally, having a safer corpus is table stakes for us. We don't have a right to play as a kids product if we are perceived to be unsafe.
  - This includes all of our work -- backend and policy wise -- to address the safety of the corpus.

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# Category Truths

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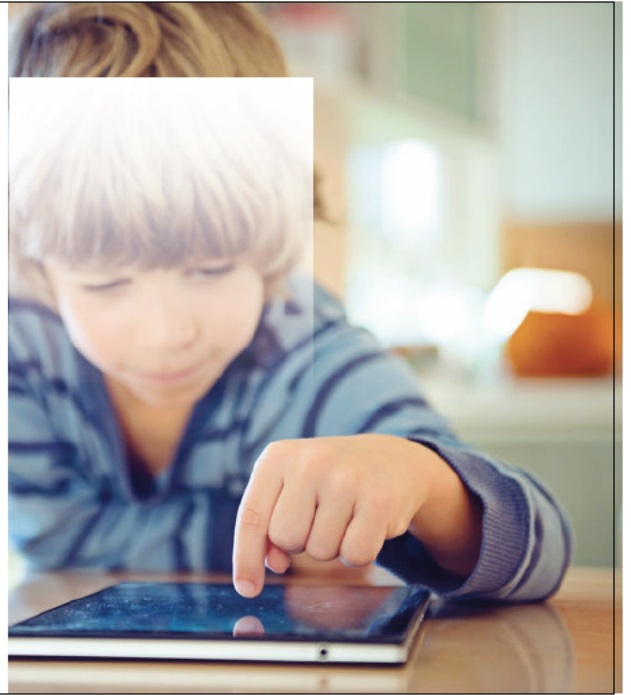


## **Parents need a babysitter to entertain their kids for short periods of time (<2 hours)**

Parents do not want to monitor content. They want to trust that they can leave their child on their own with the app to safely and independently be entertained.

Independent use of the app is important because parents want time to themselves- to cook dinner, do laundry, help other children with homework, or just relax.

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Highlight the jump out arrow

## They feel guilty about handing over the device and allowing the use of these apps



Guilt is rooted in uninvolved and the fear of being of being a bad parent by letting the app to do their job: engage, entertain and educate their kids.

**Guilt is alleviated when kids are learning or if the app is educational.**

**Guilt increased if the viewing is passive, the content is low quality, or if the kids are exhibiting addictive behavior.**

Guilt is compounded if the parent loses track of time and the child spends 2-3 hours on a low quality, non-educational app.

Some rationalized this guilt because they would rather have their kids home on screens as a means of keeping them safe.

[Video Clip](#)

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Google |  YouTube

Highlight the jump out arrow

## Educational content alleviates the guilt parents feel when they use screen time as a babysitter

- When asked about endemic YTK content, DIY videos were “loved” by parents because they feel the videos educate through hands on activities.



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## Parents look for different types of educational content as their children grow



**Competitive users** are attracted to the educational content they find on apps like PBS Kids and BBC Kids.

- However, parents of 6-12 year-olds acknowledge that their children have outgrown the content of these apps.



**Parents of younger kids (2-4)** like that their children gain foundational knowledge from educational apps, i.e. learn their colors, numbers, letters.

- They are quick to share that their child's knowledge of these foundational elements is well beyond that of their peers. *"He is only three and he can count to twenty."*
- Beyond traditional learning, parents are also appreciative of the social-emotional learning that happens with shows like Daniel Tiger.



**Parents of older kids (5-8)** define education beyond school-based learning to enrichment. *"Expands what he is interested in"; "Establishes morals"; "Engages their minds".*

- While parents of older kids like the idea of their kids spending time on educational apps especially those recommended by teachers; they acknowledge that education apps do not hold their child's attention for long periods of time.

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# Barriers

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## 2 Key learnings from our barriers research

### [Awareness is our biggest barrier]

There is a clear **lack of awareness** and **understanding of YouTube Kids value proposition** and why it's **different from YouTube Main**, which is our biggest growth opportunity;

### [Trust is our most important barrier]

Most non-users tend to think that the content available on YouTube kids is **low quality, non enriching** and leads to **passive, mindless viewing due to a negative halo effect from YouTube**. The good news is that when they use the app, it becomes their favorite online video app;

**Trusted sources (educators, online reviews, word of mouth, social media presence)** play a big role to influence parents decision to choose an app - it's a low hanging fruit to drive choice when they consider using an app for kids;

1- Parents are more similar than they are different. They need a babysitter to occupy their children for a short period of time. They do not want to monitor content, they want to trust that they can leave their child on their own with the app to safely and independently be entertained. But they feel guilty about it. *>French parents seem to feel less guilty but they set up stricter time limit.*

2- **Lack of awareness and differentiation with YouTube main:** Most non users are not aware of YTK (16% in the UK, 15% in FR, 16% in DE\*). The lack of awareness is compounded by negative perceptions due to a lack of differentiation vs YT main . The good news is when they use the app, it becomes their most preferred app - 51% UK, #1, FR 52%, DE 49% followed by Netflix (25% UK, 19% FR, 18% DE)

3- **Impression that there is mostly non enriching, dubious contents on YouTube Kids.** The impression is that the majority of endemic content available on YouTube kids is low quality, not fit for kids, hidden advertising and leads to passive, mindless viewing. This creates a lack of trust & adds to the feeling guilt when using apps as a babysitter.

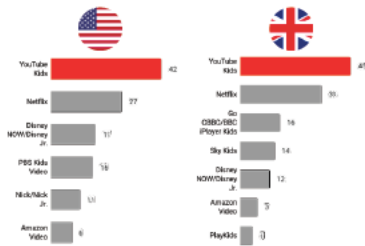
4- **Online reviews, word of mouth, social media presence play a big role to influence parents decisions.** This is our lowest hanging fruit is to drive choice when parents make the decision to download a new app.

5- The product education film succeeded in lifting brand metrics in UK (+21pts “is a good way for kids to explore their curiosities”, DE (, FR and differentiation with YouTube main and intent to download in DE (+17pts) and FR (+13 pts)

# Parents who use YT Kids show higher preference & trust

Among parents who use YT Kids, YT Kids is their most preferred kids app

Parents' Preferred App  
Brand Aware - YTK Users



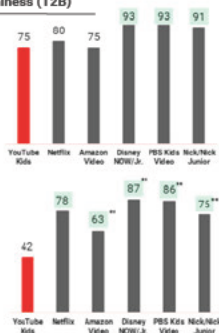
But YT Kids lags traditional kids' media brands on trust. With non-users, trust is 33pts lower.

App Trustworthiness (T2B)

Brand Aware

YTK Users

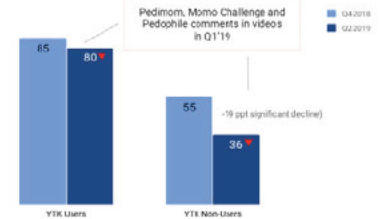
YTK Non-Users



Negative news that breaks through leads to more significant erosion with non-YTK users

"I feel good about my kid using YTK"

Parents of kids aged 2-12



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Source: YouTube Kids Brand Tracker 2019





# Perceptions around content are at the heart of barriers among non-users'

Importance vs. YTK Perception - US

|                                                                           | Importance | YTK Perception | GAP<br>(Agreement - Importance) |
|---------------------------------------------------------------------------|------------|----------------|---------------------------------|
| restrict inappropriate content                                            | 94%        | 44%            | -50%                            |
| has tools to help keep content safe                                       | 93%        | 43%            | -50%                            |
| be easy to use for my child                                               | 93%        | 51%            | -42%                            |
| has educational content                                                   | 92%        | 48%            | -43%                            |
| has content specific to my child's age                                    | 92%        | 53%            | -39%                            |
| has wholesome, enriching content                                          | 91%        | 38%            | -53%                            |
| has content that promotes strong values                                   | 90%        | 37%            | -53%                            |
| has content that showcases positive role models and messages for my child | 90%        | 40%            | -50%                            |
| hold my child's attention                                                 | 89%        | 54%            | -35%                            |
| entertain my child                                                        | 89%        | 55%            | -34%                            |
| has content recommendations relevant to my child's age                    | 86%        | 46%            | -38%                            |
| be easy to use for you                                                    | 85%        | 55%            | -31%                            |
| has tools to help me customize to what is appropriate for my family       | 83%        | 41%            | -42%                            |
| has content recommendations relevant to my child's interest               | 82%        | 49%            | -33%                            |
| provide variety                                                           | 82%        | 58%            | -24%                            |
| be used by my child independently                                         | 81%        | 51%            | -30%                            |
| has active or interactive content                                         | 79%        | 39%            | -40%                            |
| has content that inspires engagement with the real world                  | 78%        | 37%            | -41%                            |
| has content that can be downloaded so app can be used without wifi        | 71%        | 28%            | -43%                            |
| has tools to help customize the app for my child                          | 71%        | 39%            | -32%                            |
| has content that inspires offline activities my family can do together    | 69%        | 31%            | -38%                            |
| has content certified, verified, or endorsed                              | 62%        | 33%            | -29%                            |
| has unique content not found anywhere else                                | 49%        | 38%            | -11%                            |
| be recommended by friend/family                                           | 46%        | 29%            | -17%                            |
| has content that is produced by the app /brand                            | 42%        | 34%            | -8%                             |
| has content that is made by other app users                               | 23%        | 39%            | 15%                             |

Perceptions of content is the #1 barrier to driving consideration

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US YTK NonUsers (n765)

Q14 - How important is it to you that the apps that your 2-8 year old(s) use..?

Q17 - Please indicate your agreement with each of the following statements about the YouTube app:

## Overall, YTK performs well on key metrics but non users do not fully believe that we deliver against attributes that support our brand promise



### Key Metrics

Parents with Kids 2-4, 5-8, 9-12 years old, YTK Users, YTK Non-Users

Triangulated with copy test non exposed group for validation

|                                                                     | Total | Kids 2-4 | Kids 5-8 | Kids 9-12 | YTK Users | YTK Non-users |
|---------------------------------------------------------------------|-------|----------|----------|-----------|-----------|---------------|
| Has quality content for kids                                        | 81    | 79       | 78       | 85        | 85        | 61            |
| I feel good about my kid using                                      | 81    | 77       | 82       | 83        | 85        | 55            |
| Helps kids discover their interests                                 | 80    | 81       | 82       | 77        | 83        | 63            |
| Has content I can trust                                             | 79    | 75       | 80       | 82        | 84        | 54            |
| Has effective tools for parents to customize their kid's experience | 76    | 77       | 77       | 77        | 81        | 48            |

Significantly higher/lower than Total @95 confidence

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**Base:** All Those Aware of "YouTube Kids" @ FLAGFAM.

**US: Total** YouTube Kids - December 2018 (n=572)

**Parents w/ kids aged 2-4:** YouTube Kids - December 2018 (n=166)

**Parents w/ kids aged 5-8:** YouTube Kids December 2018 (n=207)

**Parents w/ kids aged 9-12:** YouTube Kids December 2018 (n=199)

**YTK Users:** YouTube Kids - December 2018 (n=480)

**YTK Non-Users:** YouTube Kids December 2018 (n=92)

**K\_OKR** Parent OKR. Thinking about your <insert age> year old kid, please indicate how much you agree or disagree with the following statement for each app.

[INSERT BRAND] Has content I can trust

[INSERT BRAND] Helps kids discover their interests

[INSERT BRAND] Has quality content for kids

I feel good about my kid using [INSERT BRAND]

[INSERT BRAND] Has effective tools for parents to customize their kid's experience

1. Disagree strongly
2. Disagree slightly

3. Neither agree nor disagree
4. Agree slightly
5. Agree strongly

# YT Kids Parent Education Strategy

## Objective:

Ensure parents who use YouTube understand their choices for family content

## How we do it:

1. Drive awareness of YT Kids as a separate, standalone app
2. Help parents understand why it's better than kids content on YT (main)

## GTM Pillars:

### PILLAR 1

Educate parents on YTK as a separate app + its benefits

### PILLAR 2

Provide transparent and accurate information

### PILLAR 3

Build equity via trusted partners

## Tactics:

On-platform TrV + Nitrate campaigns to drive awareness and downloads

Drive parents to [new.parent.edu website](https://new.parent.edu/website) through campaign and SEM

Outreach to key partners (PTA, Kids & Family Adv Comm, Parent Panel)

# Who are our kid users?

*How are they using YTK?*

*How can YTK better meet their needs?*

*Sneak preview of some features we're working on*

carissak@

Deck illustration: annlu@

- CONTENT is king
- Search
- Explore
- Passive watch experience
- How is SUBS doing? (Ask Lucy)
- Parent-child r'ship

Use case for using YTK (relax on weekday) --- younger kids; (shared space, using tablet) →

8 year old boy with 5 year old sibling

Why are they using YTK and not other apps? Why are they using YTK that day? What do they use other apps for? Why are they better?

In a few words...

A **toddler** is impulsive,  
loud and hard to reason  
with.

*\*Obviously with some variation*



**VOICEOVER:**  
Just recognizing character Elsa.  
Doesn't search. Can say it. Uses voice search w/ parent 'Elsa'

In a few words...

A **preschooler** speaks in full sentences, has creative thoughts, is impulsive and *generally* extroverted.

*\*Obviously with some variation*



### **VOICEOVER:**

**Imagine a toddler who wants to watch Elsa drawing videos.**

**Says to voice search:** OK Google, how to draw Elsa please

In a few words...

An **early elementary schooler** is more logical and thoughtful, slightly more reserved and less impulsive.

*\*Obviously with some variation*



What types of drawing videos? Easy drawing

“Elsa drawing for easy level only please”

**“Elsa drawing easy level only please”**





# Preschool

Source: Understanding kids, play & interactive design (Mark Schlichting) & [@everythingcaptured](#)

[@everythingcaptured](#)

On unsplashed

- 3-5:
  - Imaginative play, emerging creativity!
  - Still learning to read and write
  - Aren't fluent speakers yet

### Abilities & milestones

- Can't read well
- Want immediate sense of control
- Master cause and effect
- Need time to integrate new experiences
- Imaginative, creative, playful: Anything is possible!
- Developing executive function: Still unable to focus well

### Abilities & milestones

- Can't read well
- Want immediate sense of control
- Master cause and effect
- Need time to integrate new experiences
- Imaginative, creative, playful: Anything is possible!
- Developing executive function: Still unable to focus well

### Design implications

- Minimize language
  - Give verbal directions and reinforce steps visually
  - Make iconography clear and explicit
- Need positive and timely feedback
  - Appreciate familiarity and consistency of repetition
  - Make things look tappable
  - Give them meaningful things to tap on, reward actions with responsive interfaces
- Incorporate play: Interactive and easy to play
  - Adding human voice to inanimate objects brings delight
- Use design elements consistently throughout the experience
- Help kids focus

- Make iconography clear and explicit: Be literal



# Early Elementary

Source: Understanding kids, play & interactive design (Mark Schlichting) & [unicon.de](#)

### Abilities & milestones

- Want greater independence as 'big kids'
- [By 6] Can sound out and decode unfamiliar words
- Emerging readers, but reading levels still vary a lot
- [7 +] Becoming more logical
- Dynamic and fragile self-esteem
- Love collecting things

### Abilities & milestones

- Want greater independence as 'big kids'
- [By 6] Can sound out and decode unfamiliar words
- Emerging readers, but reading levels still vary a lot
- [7 +] Becoming more logical
- Dynamic and fragile self-esteem
- Love collecting things

### Design implications

- Give them autonomy
  - Ex. Personalization
- Create activities that stimulate logical thought, require problem-solving skills
- Limit text instructions since it still takes effort for them to process
- Be positive and reassuring: Seeking to improve and sensitive to failure
- Use collecting badges and characters within game play



[@everythingcaptured](#)  
On unsplashed

Time spent on screen media:  
Brazil

**In Brazil, kids watch videos for up to  
~6h a day.**

- [Viacom study](#) (2017): On average, Brazilian kids (2-5 yr olds) spend 42h/week in front of screens

[go/ytktbr](#)

U.S. kids = 2-4 YO (2017; Common sense media): avg 2:39 a day (average approx 19h a week)

- (ex. Videos only allowed after homework/household chores)

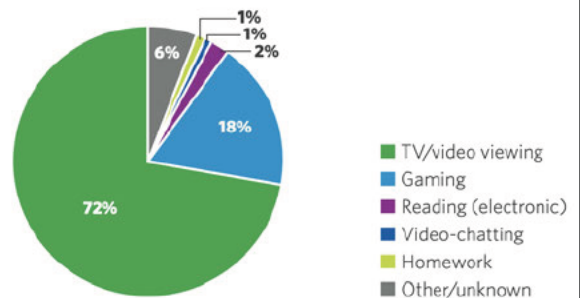


## Time spent on screen media: U.S.

In U.S., kids below 8 spend an average of **2½h each day on screen media** (2017).

**Video viewing** is still the dominant screen activity for kids below 8:

- Kids spend ~17 min/day watching online videos



**FIGURE 2. Screen Media Time, by Activity, 2017**

Among 0- to 8-year-olds, proportion of average daily screen time devoted to:

[Commonsense Media Census \(2017\)](#)

## Online videos and content from subscription services form a substantial part of the mix

- Kids spend ~17 min/day watching online videos

## Context of use

**Kids (0-8) are mostly watching videos in shared spaces.**



## Context of use

**% kids with TV in their bedroom is declining.**

**In shared spaces, many families often leave the TV on in the background most of the time.**

TABLE 6. Media in the Home, by Device, 2011-2017

| Among 0- to 8-year-olds, percent who live in homes with:                  | 2011              | 2013             | 2017             |
|---------------------------------------------------------------------------|-------------------|------------------|------------------|
| <b>Television</b>                                                         |                   |                  |                  |
| • Television set                                                          | 98% <sup>a</sup>  | 96% <sup>b</sup> | 98% <sup>a</sup> |
| • DVD player                                                              | 80% <sup>a</sup>  | 78% <sup>b</sup> | 86% <sup>a</sup> |
| • Internet-connected TV                                                   | NA                | 30% <sup>a</sup> | 75% <sup>b</sup> |
| • Subscription video service (e.g., Netflix, Hulu, or Amazon Prime Video) | NA                | NA               | 72%              |
| • Cable TV                                                                | 68% <sup>ab</sup> | 70% <sup>a</sup> | 65% <sup>b</sup> |
| • DVR                                                                     | 35% <sup>a</sup>  | 28% <sup>b</sup> | 44% <sup>c</sup> |
| • HD antenna                                                              | NA                | NA               | 29%              |
| • TV in child's bedroom                                                   | 42% <sup>a</sup>  | 36% <sup>b</sup> | 29% <sup>c</sup> |
| • TV on all/most of the time in home                                      | 39% <sup>a</sup>  | 36% <sup>a</sup> | 42% <sup>b</sup> |

[Commonsense Media Census \(2017\)](#)

TV in the home and bedroom.

The percent of children with a TV set in their bedroom has continued to decline (Table 6).

On the other hand, a large number of children still live in homes where the TV is left on “always” or “most of the time,” whether anyone is watching or not (42 percent, up from 36 percent in 2013). The data indicate a relationship between how much time children spend watching TV and how often the TV is left on in the home (see Figure 6).

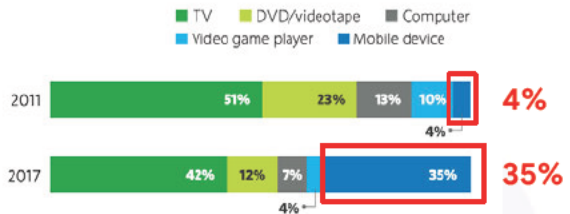
Children who live in homes where the TV is left on all or most of the time, whether or not anyone is watching, spend far more time watching it (1:24) than do those who live in homes where the TV is hardly ever or never left on (:26); this does not appear to be an artifact of age, since the likelihood of having the TV on even when no one is watching does not vary by the age of the child.

## Devices used

**The proportion of screen time spent on mobile devices has increased tremendously over the years.**

**FIGURE 1. Screen Media Use, by Platform, 2011 vs. 2017**

Among 0- to 8-year-olds, share of time spent with:



Note: *Video game player* includes console and handheld players. *Mobile device* includes smartphone, tablet, iPod Touch, or similar device. Totals may not add to 100% due to rounding.

Commonsense Media Census (2017)

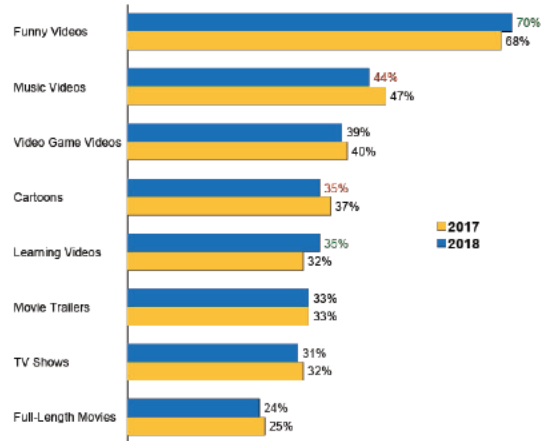
## Content watched

Kids are watching even more **funny videos** and **videos where they learn to do something**.

“Traditional” video content such as music videos and cartoons have shown declines.



## Kids 6-17: Types of Online Videos Watched



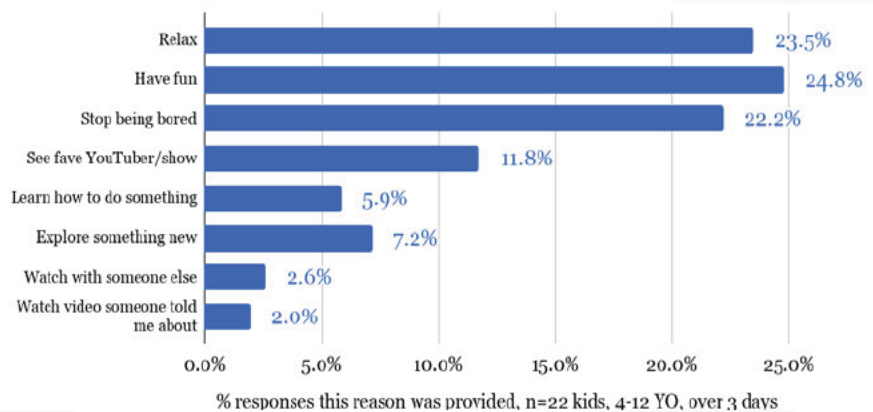
Source: LMX Family 2017 & 2018. Among Kids 6-17 Who Watched Videos Online, n=7,111 for 2018.

Red = lower than 2017, Green = higher than 2017 @ 95% CI

Q: What kinds of videos do you like to watch on video websites, like YouTube, Vimeo or on other video websites?

## Motivations for using YTK

Kids come to  
YTK to be  
entertained



Motivations for using YTK over 3 days ([Michigan study '17](#))

Weekdays: More requests for “Relax”, “Explore something new” and “Watch video someone told me”

Weekends: More requests for “Stop being bored” and “Learn how to do something”

## Motivations for using YTK: India

**In India, independent of their parents' influence, learning through videos is a big use case for kids (unlike kids in the U.S.).**

Several kids mentioned watching videos to learn how to do numerous things, from school assignments to making slime and learning magic tricks.

**7 yr old showing us a Christmas card he learnt how to make through watching a video**

Several kids mentioned watching videos to help with their school assignments. In the diary study, many parents also requested for more school-related educational content. Most kids (across all ages and gender) enjoy watching DIY videos, especially those involving crafts and magic tricks.

Ideas for crafts, dance, songs

Science models, school projects. "Tables: It will become very easy for us to learn when we watch videos" -Haripriya, 8F

Parents request for videos that help supplement school/homework

In the diary study, many parents requested for more school-related educational content to help kids with projects.

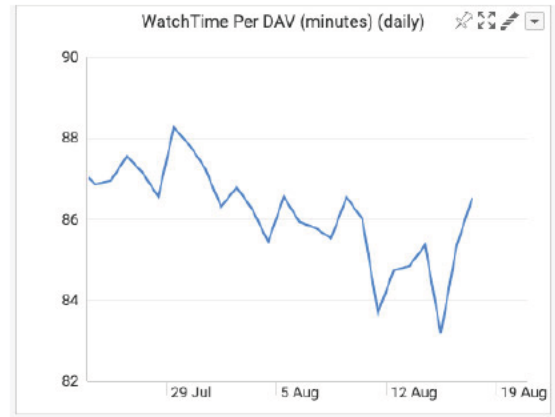
**How are kids using YTK?**





WT/DAV

Kids spend **more than an hour** (~86 min) on YTK each day

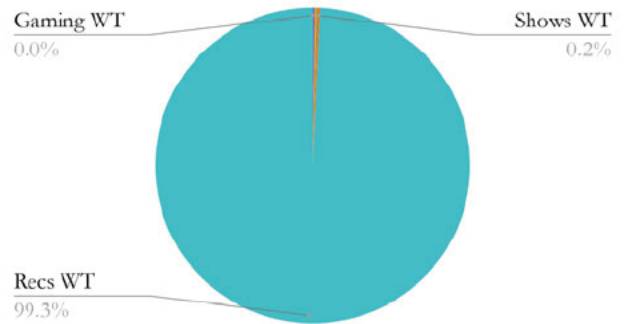


Jul 24 - Aug 18 2019, Source: [go/ytk-data](https://go.ytk-data)

DAVs: 9.99m  
WT/DAV: 86.13 min

## WT across categories

Most kids find videos to watch on the  
'Recommended' category

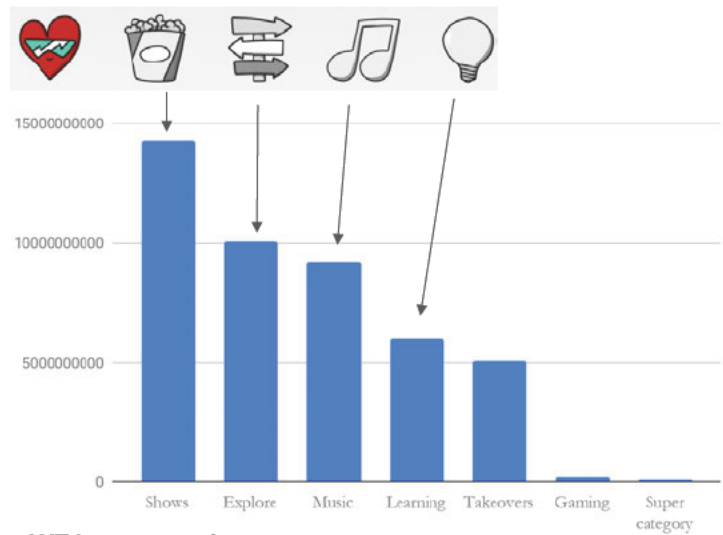


Jul 24 - Aug 18 2019, Source: [go/ytik-data](https://www.youtube.com/ytik-data)

## WT across categories

**WT across categories maps onto order of categories on home screen.**

Kids just want to start watching videos immediately when they come into YTK.



**WT by categories**

Jul 24 - Aug 18 2019, Source: [go/ytk-data](#)

Shows: 31.89%

Explore: 22.4%

Music: 20.5%

Learning: 13.4%

Takeovers: 11.3%

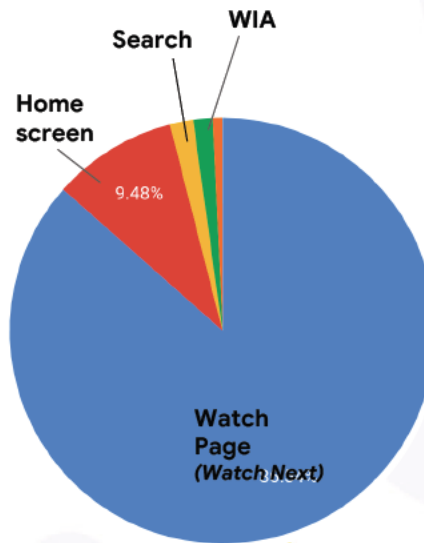
Gaming: 0.4%

## WT by source

Once kids find a video, most of the time, they stay on the Watch page to watch more videos.

*\*Search-initiated WT.*

*But watchtime from WN could also be from search queries*



% Watchtime by source

Aug 1 - 31 018

[Source](#)

Tap from home and end up staying on watch page.

## YTK Kid Personas [\(Meet YTK Study: 2015\)](#)

I'm Stampy's #1 fan!



### Super fans (~20% of kids in study)

**Interests:** Mostly engage with 1 topic/genre of content (Minecraft, Rainbow Loom, Robots)

**Needs:** Connect with favorite characters, role models or interest



Mickey is my favorite... and science experiments!

### Balanced (~40% of kids in study)

**Interests:** Consistently engage with 1-3 topics/genres, but watch variety of other things as well

**Needs:** Choose from a small set of appealing topics, with opportunities to branch out.

I like to explore and find any video that interests me.



### Open-minded (~40% of kids in study)

**Interests:** Many varied interests

**Preschool needs:** Easiest to please. Need appealing content on canvas to choose from.

**School-age needs:** Need ways to stay engaged and discover interesting new content. Ex. craft or viral video playlists

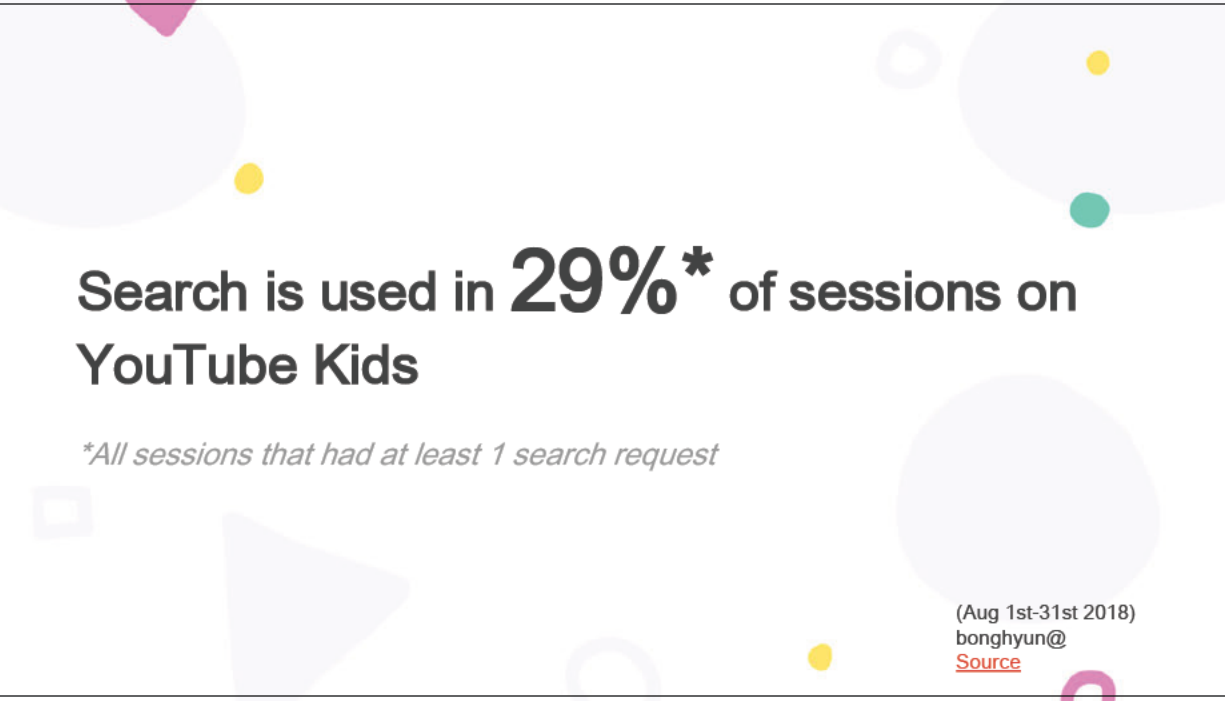
Balanced content examples: Minecraft, Baking, Frozen, KidzBop, Fairly OddParents, Dinosaurs, Play-doh

Open Minded Content Examples: Crafts, viral videos, toy videos, sports, science and animals

[Source:](#) go/meetytk >> 3-12 year olds; >88 kids

**Q: How often do kids search in YTK?**

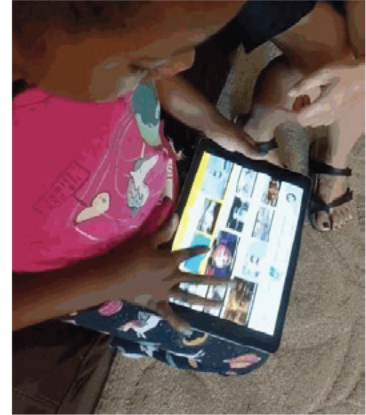
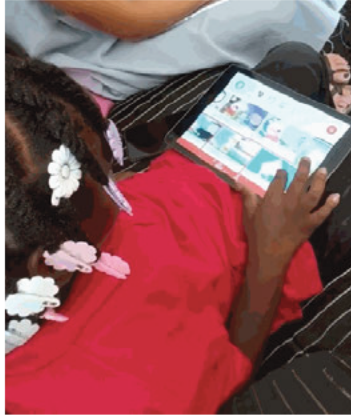




# Search is used in **29%\*** of sessions on YouTube Kids

*\*All sessions that had at least 1 search request*

(Aug 1st-31st 2018)  
bonghyun@  
[Source](#)



- (ex. Having a particular video in mind, then searching in Google and land in YT to watch a video),
- They browse when interested in new content when they have more time and effort
- The more indecisive you are, the more content you'll have to sort through to find something to watch

**P1 (9YO): Search for people I like - sister forever; switch b/w voice and text search**

**P2 (7 YO): Only search for JojoSW and MLP; only type search- like typing. Only wanna watch those 2 things. ; asked for search history**

**P3 (5 YO): Doesn't know how to search; watches stuff on homescreen only; watches YTK only w/ older sis who looks for stuff for her**

**P4 (7YO): Mostly search for "brave wilderness"**

**P5 (7.5YO): Only text search; no voice search. Only search for 1 YouTuber "Yanny"**

**P6 (6.5YO): Stopped using YTK; can't find content he wants.; whenever search**



- for smth and cant find it, just leave app. Uses voice search coz it's easier - typing's hard [even tho he knows how to spell]

P7 (9YO): Not aware of voice search. Don't usually search; just browse for vids (relies heavily on WN)

P8 (6YO): Only uses voice search. Searches for 1 thing - Peppa Pig

## Browse > Search

**Most kids usually prefer browsing (ex. home screen, WN tray) over searching in YTK.**

- Searching takes a lot of effort (ex. How, what?)
  - Similarly, adults browse when they don't want to put in a lot of effort to figure out what to watch
- Limited device time
- Recs are good!
  - Content (pun intended) with watching related content

[YTK Search Insights '18](#)

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## Search use cases



### Kids often choose to browse first and only search when:

- They can't find anything good to watch in Recommended (or on the homescreen)
- They have a specific video/YouTuber they want to watch
- They want to re-watch content
  - Search = WIA

[YTK Search Insights '18](#)

- Across all ages, kids usually default to browsing first before searching, unless they have a specific video in mind
  - They trust that they're able to find good recommendations on Home
  - "Recommended" usually has the latest videos

## Search Expression

The key driver of what kids search for is familiarity

- For kids who search, their queries are often limited to 1-2 familiar topics/shows/channels
- Limited in knowledge of how to use search to find new content (+ *what* new content to search for)

[YTK Search Insights '18](#)

## Search Expression

**Even when kids search, they most often repeat search queries**



- They like revisiting things they love
- They don't know what to search for beyond what they're used to or their favorite shows/characters
  - Most kids (above 6) learn about and use search independently
- Limited vocabulary

[Meet YTK Search Report](#)

Kids may not think to search for other interests beyond their favorite show or character.

**Q: How often do kids use voice search?**  
**Does this differ across ages?**



## Voice vs Text Search

Search through  
voice and text are  
roughly similar

Started with  
text

Suggest  
**27%**

Text search  
**19.6%**

Voice search  
**47%**

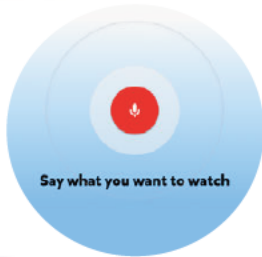
Voice search  
accounts for 49.6% of  
all searches in  
younger mode, and  
42% in older mode.

Overall breakdown of  
search input method

(Sep 6th-12th 2018)  
scottpeterson@  
[Source](#)



## Voice search use cases



- Typing is really slow, voice search is more efficient
  - Keyboard is the slowest input method for kids below 8
- Clumsy fingers
  - "Sometimes your finger just goes on the wrong words"
- Can't spell
  - "This YouTuber has a difficult name"

YTK Search '18

# Principles

How we've applied these into designing features in YTK





# Voice Search

Privileged & Confidential

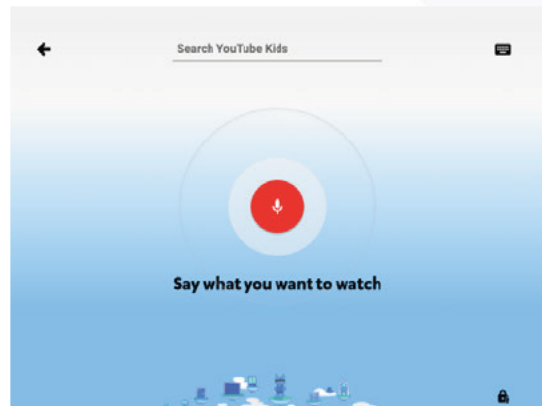
UX: annlu, schurman, shalle, amysuen, lettie  
UXR: carissak  
PM: liandrea@v.miyengar@  
ENG: praveen [redacted], troy [redacted]

May 2019



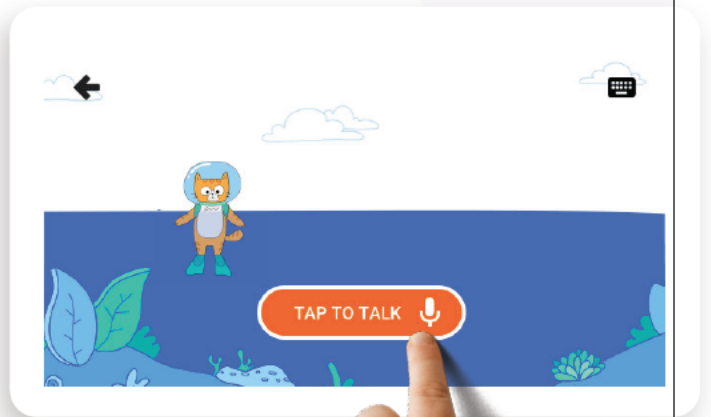
### Pain points:

- Jarring moment
- No control over when to start speaking



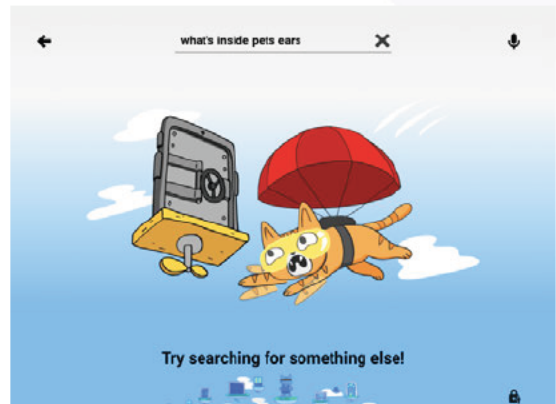
Voice Search Foundational, Part 1, 2

- Give kids control over experience
- Intuitive to use

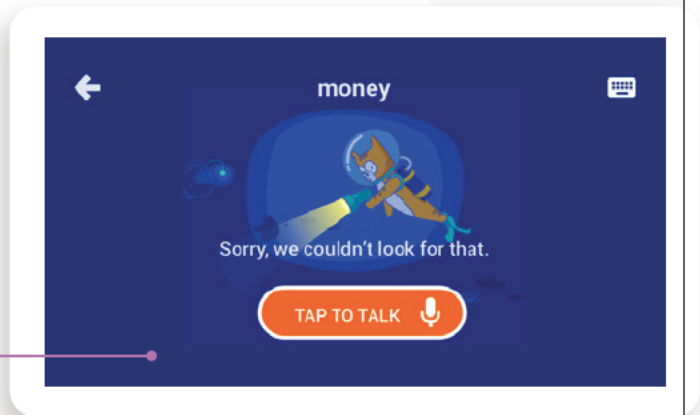


## Pain points:

- Can't read
  - "This means my internet doesn't work" -6M
- No way forward
  - "When it can't find what I want, I just exit out of YTK" - 7F



- Be literal
- Give verbal directions and reinforce next steps visually



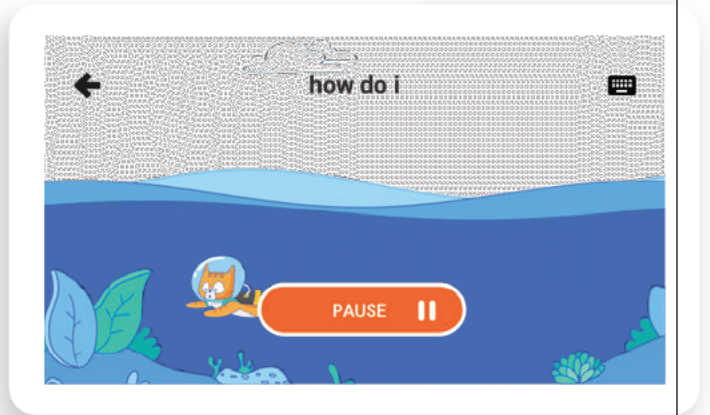
**Pain point:**

- “Just in case YTK can’t hear me”



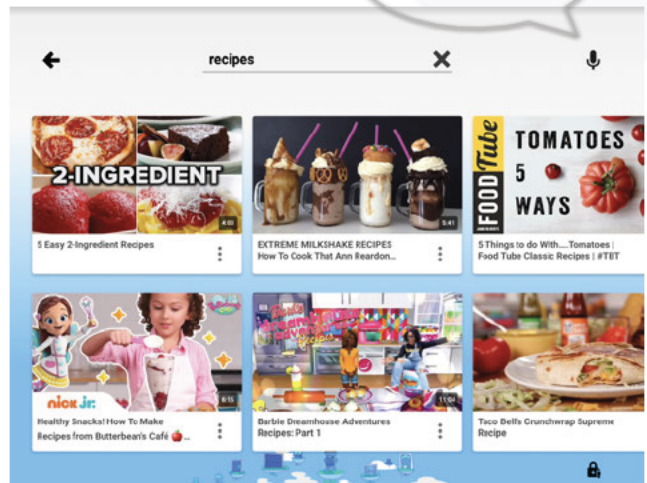


**Make the process  
transparent:**  
**“We hear you!”**



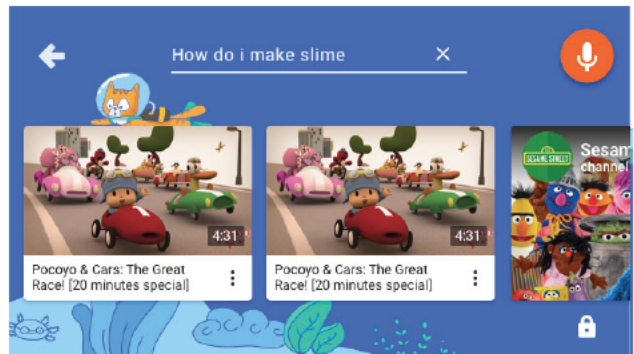
**Pain point:**

- No voice confirmation of input



“Here are some videos  
about ‘how do i make slime’”

**Provide verbal  
confirmation to aid  
comprehension**





# Content Discovery

Privileged & Confidential

UX | annlu@, carissak@, shalle@





## Content is king

- Kids leave the app when they can't find content they want or when they can't find interesting/new content to watch
  - However, most often, kids don't know what else to watch other than what they're familiar with.
- This is why we need to provide support to kids in exploring new content

# Overview

## Goal

To empower kids to **navigate and discover the breadth of the Kids corpus.**

**HMW help kids proactively discover new content?**

Foundational: Part [1](#), [2](#), [3](#)  
Iterative: Part [1](#), [2](#), [3](#), [4](#)

# Overview

## Goal

To empower kids to **navigate and discover the breadth of the Kids corpus.**

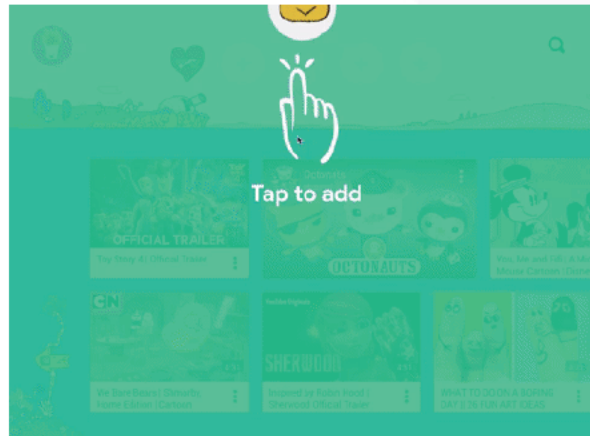
**HMW help kids proactively discover new content?**

## Target audience

- **Age group:** 5-7 year olds
- **Use case:** I want to find something interesting to watch, but I don't know *what* to watch (don't know what's good/interesting)

Foundational: Part [1](#), [2](#), [3](#)  
Iterative: Part [1](#), [2](#), [3](#), [4](#)

- Limit text
- Make things look tappable
- Give them meaningful things to tap on, reward actions with responsive interfaces

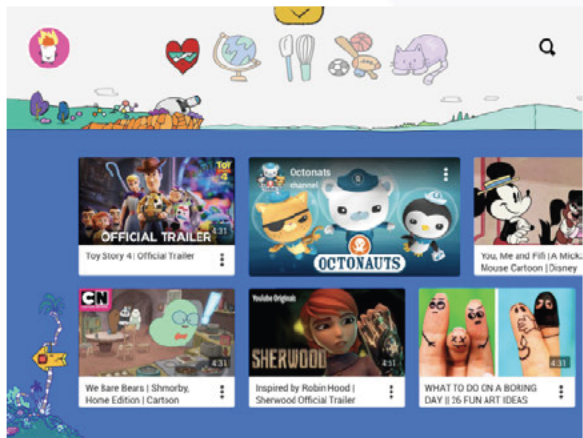
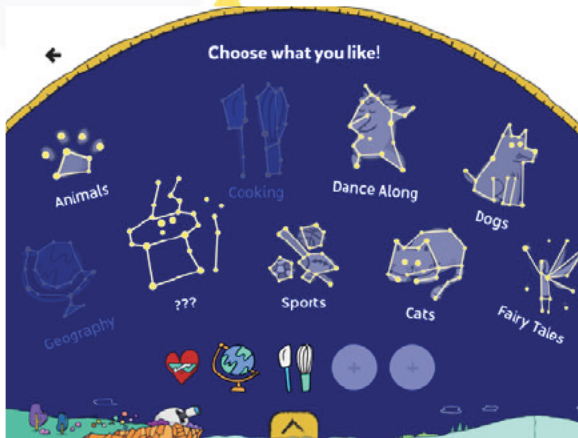




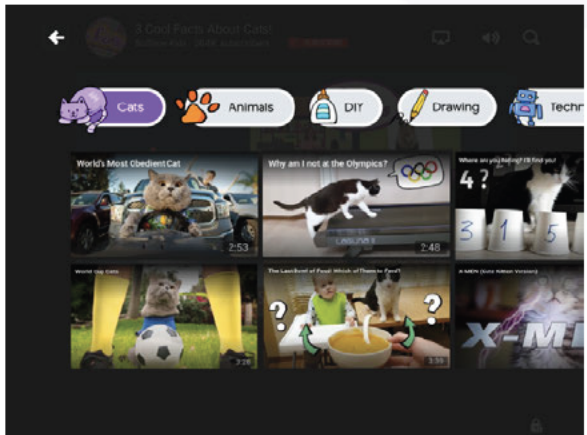
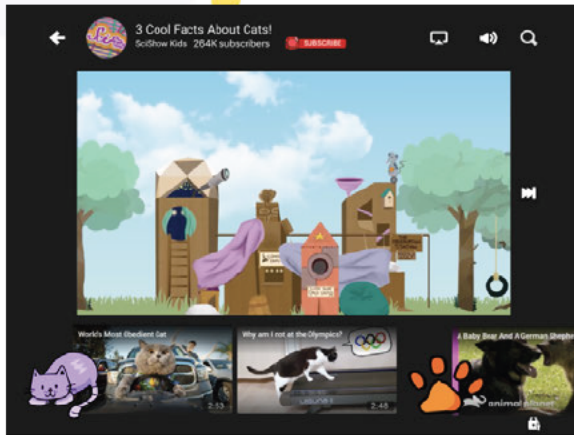
- Give kids control and choice
- Personalization
- Incorporate delight



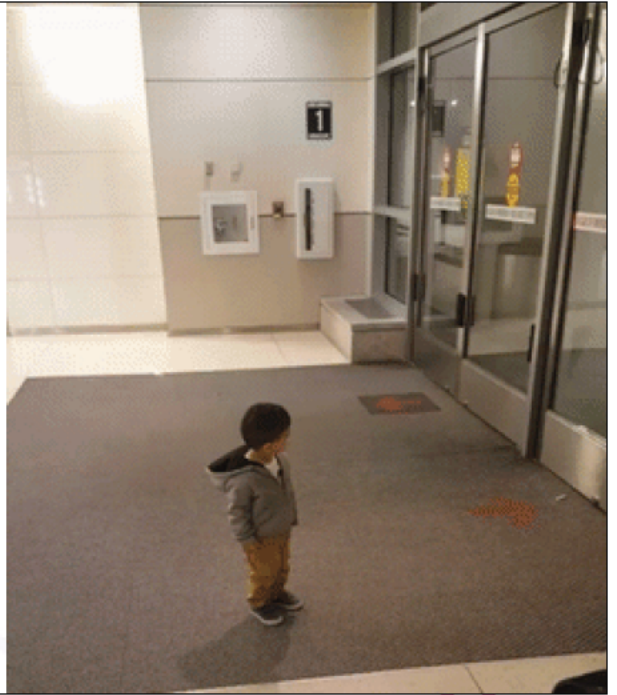
- Provide contingent feedback: Aids comprehension
- Provide context: Increases engagement



- Reduce passive consumption: Encourage hands-on experience
- Establish connection, provide context



## Empower kids

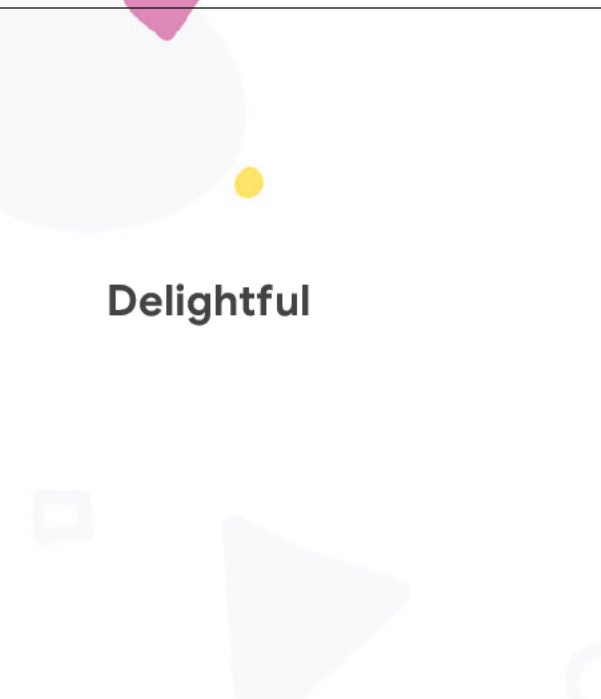


- More efficient ways to get to the video I'm looking for:
  - Ability to filter for channel vs video
  - Ability to correct previously made search instead of having to do it all over again

## Intuitive experience



- More efficient ways to get to the video I'm looking for:
  - Ability to filter for channel vs video
  - Ability to correct previously made search instead of having to do it all over again



**Delightful**



- More efficient ways to get to the video I'm looking for:
  - Ability to filter for channel vs video
  - Ability to correct previously made search instead of having to do it all over again

# Principles

## Keep it simple

Don't try to incorporate too many ideas into one concept.

## Give kids control and choice

Giving kids more autonomy over their watch experience makes this less passive and empowers them to direct their own experience.

## Make structure visible: Tie content to structure

Provide contingent feedback (immediate and relevant) for children to aid comprehension.

## Provide context: Explain why *briefly*

Make the connection explicit/**Build the bridge**: Visually communicate to children why they are seeing certain recommendations/new content.

## Establish connection: Keep it relatable and relevant

Connect to kids' daily lives: Relate what they're seeing to their world.

Meet kids' needs based on what they're open to, or what they can afford at that moment.

## Generate excitement: Incorporate delight

Incorporate delight: When it's a hands-on, playful experience, kids will be more open to discovery of new content.

However, bells and whistles should not detract from the core concept.



## Explain to kids WHY they're seeing these recs (Netflix)

In mid-March, Netflix announced a new tool that may provide a further boost. Netflix has always used a character bar to help children choose an appealing character; now, an avatar from one of the streamer's original series will speak, telling users more about each offering. You can imagine this being integrated in the near future with voice assistants, such that children too young to type will be able to interact with a visual and voice character that will lead them to a satisfying content. Voice assistants have the potential to "rebundle" all the content that's come unbundled, searching across platforms for the IP, everywhere it sits.

<https://variety.com/2019/digital/news/netflix-kids-profile-video-previews-1203167505/>

"They're shorter, they're in the character's voice and they're focused on the character," explained Netflix TV product innovation director Cameron Johnson. "They're not telling you the full arc of the story, they're just saying: This is who this character is."

<https://www.dubitlimited.com/blog/lets-give-them-something-to-talk-about-kids-pathways-to-content-part-2?fbclid=IwAR2mjGxXThPS83NJmug8410Ot4PUJK3r8qPcbA11wnYof1zzeK7092Dr8hU>

## Key Takeaways

- Kids are naturally curious
- Kids love to play
- ....but YouTube Kids is mostly a passive watch experience
- However, kids *want* and *are willing* to do so much more in the app!
  - Help them explore the world: Find good quality content
  - Get them engaged: Kids are accustomed to interactivity and love personalization



1. How kids use app - go to content first, easiest way possible (browse)
2. Kids also willing to do other things in app
  - a. When they're bored



# Onsite Agenda

15 mins

Welcome & Recap of 2019 (so far) - [Raj](#)

15 mins

Background Info & Context - [Tanaya & Carissa](#)

45 mins

- Recap: YTK Value Prop research
- Understanding our Users
  - What do parents think of YT Kids today?
  - Kids Under 8 - What do they want? What do they need?

YOU ARE HERE

90 mins

Discussion: YTK Vision & Objectives - [Raj & Josh](#)

60 mins

Discussion: Potential 2-Pager Questions



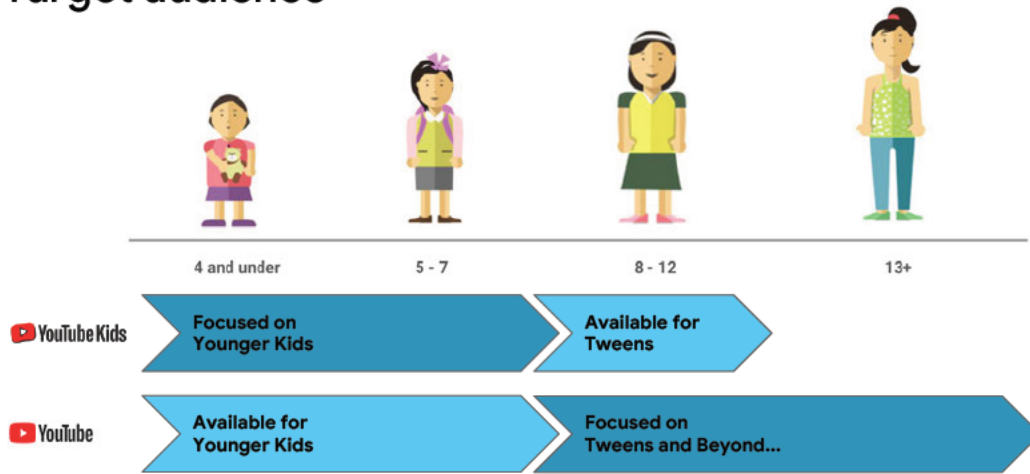
Discussion:

# YTK Vision & Objectives

# How will YT Kids align with Kids on Main?

Vision & objectives

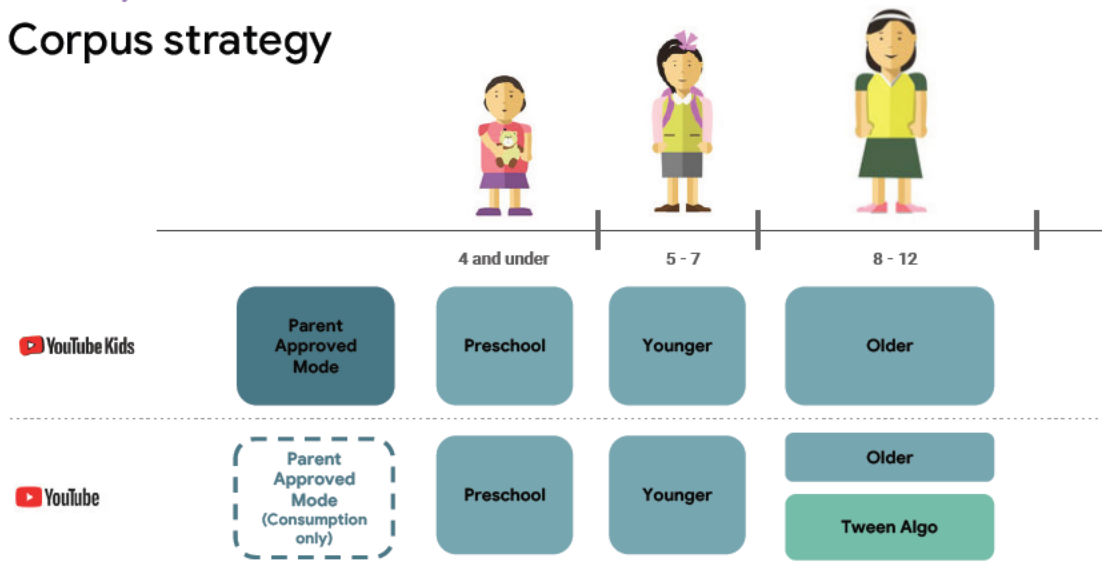
## Target audience



Confidential & Proprietary

Google | YouTube

# Corpus strategy



Confidential & Proprietary

Google | YouTube

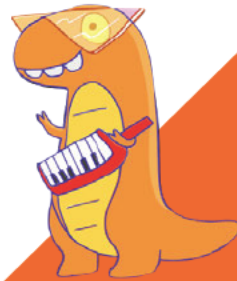
Identity strategy

|                                                                                                                                                            |  |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  <b>Kid profiles</b> for shared devices<br>(using Unicorn Light Profiles) | ✓                                                                                 | ✓                                                                                   |
|  <b>Unicorn</b> for kid devices, work<br>across Google                    | ✓                                                                                 | ✓                                                                                   |

If the **identity model** and **content** are the same...

## How do we differentiate the YT Kids app?

(hint: Features)



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# Goal for today!

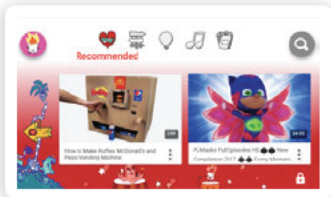


Define YTK **vision** & **objectives**, to help us prioritize the right features to focus on going forward.

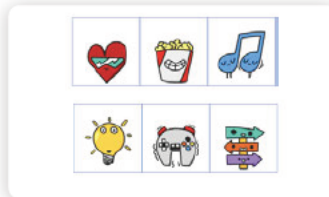


## Vision & objectives

# How is YT Kids differentiated today?



- “Kidified” UI, delight.



- More curated experience (categories, collections).



- Features tailored for kids (voice search).

- **Added** safety features for parents (blocking, PAM)

- **Removed** features that aren't meant for younger audiences (comments, sharing, creation)

Confidential & Proprietary

Google | YouTube

Vision:

What does success  
look like for YT Kids?



Confidential & Proprietary

Google | YouTube

## Vision

# What does success look like for YT Kids?



### More magical moments.

We need **more magical moments** for younger kids, that speak to not only what they **love** but what they **need**, developmentally.



### Educational benefits.

We want to derive **educational benefits** from YTK for all our target users, not just preschoolers.



### Parental satisfaction.

We want initiatives that will help drive **parental satisfaction** with YTK.



### Support diverse experiences.

We need to **support diverse experiences** (beyond watching videos) in the YTK app.



### Digital wellbeing.

We want to **promote digital wellbeing** for younger kids.

## Vision & objectives

# Proposed key objectives for YT Kids



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We want initiatives that will help drive **parental satisfaction** with YTK.



### Support diverse experiences.

We need to **support diverse experiences** (beyond watching videos) in the YTK app.



### Digital wellbeing.

We want to **promote digital wellbeing** for younger kids.

## Vision & objectives

# Additional objectives from 8/21 Discussion



### Be a business.

We need to be **additive to the YT ecosystem**, in order to help justify prioritization of initiatives we care about..



### Incentivize family creators.

We need to **help family creators succeed**, and continue to seed the ecosystem with awesome family content.



### Help kids explore.

We want to **help kids discover** more of the awesome content available to them, and help them to explore their world.



### Move most <8 kids to YTK.

By providing a first-class YT experience for younger kids, we want to ensure as many of them move to the YT Kids app as possible.



### Additional objectives mentioned:

- **Drive KOF satisfaction with YT Kids:** Preference to avoid building features just to make KOFs happy, but rather to focus on building the right things for our users, and help KOFs understand and be supportive
- **Spark conversations between Kids/Parents:** For the YTK app this feels like a by-product of doing the right things, not an objective. It should be an objective for Parent Zone, however.
- **Be a sandbox for innovative features:** This is more of a tactical decision, not a strategic objective for feature planning. But we do want to do this! :)

**Question:**

What would we need  
to measure these  
objectives?



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## Vision & objectives

# How would we measure success?

| Objective                   | Potential metrics                                                                           |
|-----------------------------|---------------------------------------------------------------------------------------------|
| More magical moments        | Engagement with features<br>Kid HATS                                                        |
| Educational benefits        | Educational outcomes (surveys/studies)<br>Quizzes in-app to gauge learning                  |
| Parental satisfaction       | Closing “trust gap” between users & non-users<br># escalations<br># blocked/reported videos |
| Support diverse experiences | # innovative features shipped                                                               |
| Digital wellbeing           | Research to measure outcomes                                                                |

## Vision & objectives

# How would we measure success?

### Objective

Be a business; incentivize family creators

Help kids explore

Move most <8 kids to YTK

### Potential metrics

Proof of creators "making it" in YTK; X% of revenue direct from YTK app  
Decrease in low-quality content

WT diversity: Spread WT across more channels, creators, etc.

Under-8 DAVs in YTK vs Froyo



Discussion:

# 2-Pager Questions

**Question:**

What are the strategic questions we need to address?



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**Examples:**

- Can/should we be building features that completely stand apart from those of YT Main?
- How much emphasis can we put on non-video experiences in YT Kids, like reading or games?
- Can we be more aggressive with monetization in YTK, or is that a Parents feature?