

Produced in Native



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Teen Workstream Q1 2023 Update

Pulse | Mar 16, 2023

Executive Summary

- Teens perceive YouTube as informational, not fun or social. Internal and external data show Teen's YTT/day shrinking
- 13-17 age bucket is small (~4% DAU) and poses challenges in running experiments and measuring impact with statistical significance. DS has worked through these challenges and has a playbook with recommendations. Teams should feel empowered to run teen experiments now.
- For 2023, we are taking on aggressive goals to grow Teen SEU10 and cYTT60 bring Teens more inline with platform-wide growth. Youth, Discovery, Shorts and Search teams are partnering on multiple projects to drive this growth.
- To ensure we are enabling the right type of growth, team has various responsibility guardrails to address teen wellbeing issues.
- Building a quarterly scorecard to track impact from launches org wide on Teen NS metrics.

Agenda

Challenges with Teen engagement on YT

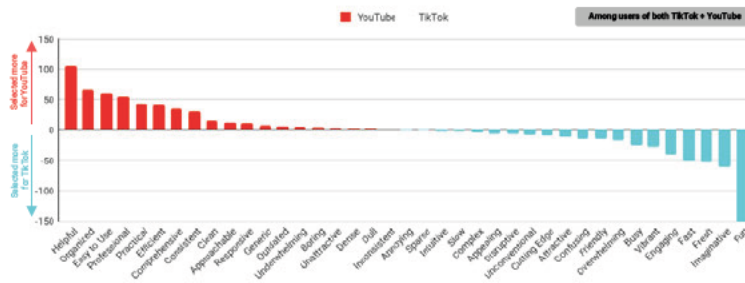
Teen Strategy and 2023 bets

Teen Scorecard

No decisions needed

Teens perceive YouTube as informational, not fun or social

Fun has been consistently stagnant or declining among Teens for YouTube, especially in comparison to TikTok

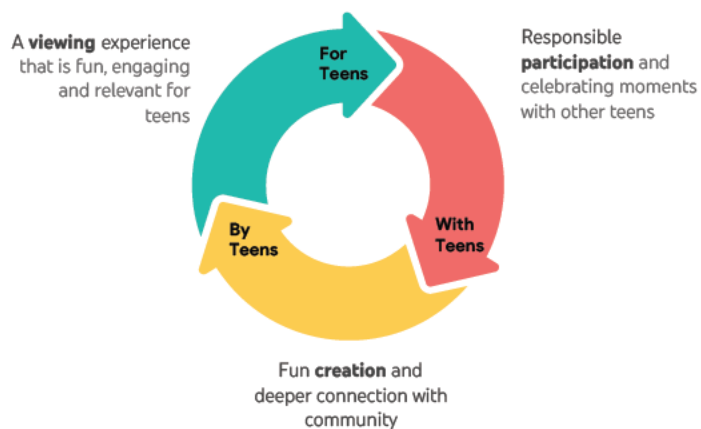


"You can't share a lot or be social on yt, you can only subscribe, that's it."
18yo

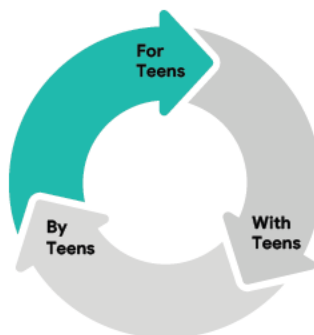
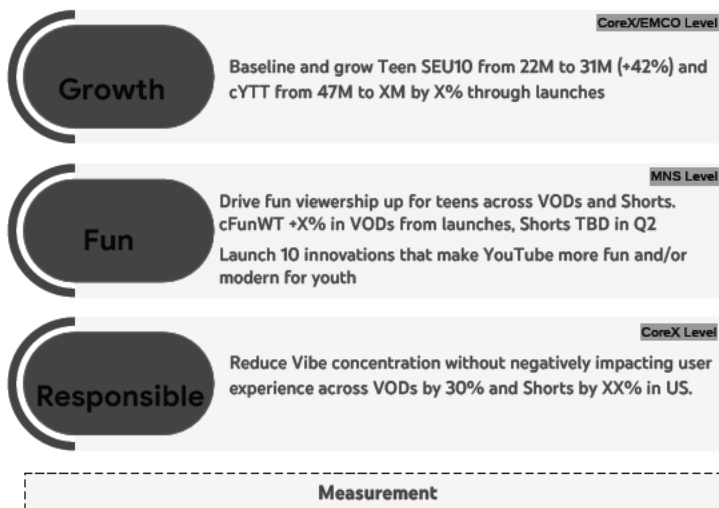
"YouTube is older and much more complicated. People post educational content and longer videos there"
F, 14yo

https://docs.google.com/presentation/d/180WeA_hwvmN-FdkfvhPjmcvnMsBIBqBiDCHC4kuOQsg/edit#slide=id.g13b810780a5_0_258
https://docs.google.com/presentation/d/1fGThYTDVzhVmpzJj4XrF7WVyxQH6-xYXnUxrYZ-Jdfo/edit?resourcekey=0-th_rLXXUrNkv2EY7iFiOaQ#slide=id.g7b2021c7b7_0_797

Multi-year Strategy (from Youth/Fun 2-pager): for teens, by teens and with teens



Today we are focusing on **teen-centric viewer experience** through the lens of our three pillars



Growth

Grow Teen cYTT and SEU10

1 In 2022, we uncovered many challenges with measurements and experiments and now have a playbook to guide the org

- 2
- 1 **Hard to run experiments on a small slice of users**
Teens (13-17) are only ~4% DAU, hard to see statistical significance in standard experiments

- 2 **Traditional YoY growth tracking does not work for age buckets.**
Time-series analysis on age buckets are not accurate as users [graduate across age buckets](#)

Short Term: Teams can use the playbook to run experiments and measure impact for Teens

- 3 **"Declared Teens" doesn't account for all the teens on the platform,**
(Only 27% of teens on YT declare themselves as 13-17). Age Inference model for U18 not available for global use

Long Term: Find alternate approach to "Declared Teens" (Q2 KR)

- **PLAYBOOK**
- [go/youth-exp-okr-guidance](#)
- **Larger experiments**
- Recommend larger experiments (5% per arm) or recommend use of 13-24 cohort
- **Measuring Impact**
- Use 50% experiment size and/or holdbacks to better understand impact on teens.
- **Fixed Cohorts for annual tracking**
- fix user's age buckets beginning of the year and only monitor the metric within the year.

Slide 1

- 1 May want to include the EEA numbers for teens, at least in vo
James Beser, 3/15/2023 9:44:39 PM
- 2 also include something on this slide like "teams should feel
empowered to run teen experiments now"
James Beser, 3/15/2023 9:44:39 PM
- 1 re: playbook
- does that mean we are good to go re expts and measurements for
teens wrt shorts and community? [REDACTED]@google.com
[REDACTED]@google.com [REDACTED]@google.com
Sarah [REDACTED], 3/15/2023 9:50:53 PM
- 1 [REDACTED]@google.com [REDACTED]@google.com
[REDACTED]@google.com [REDACTED]@google.com
[REDACTED]@google.com FYI
Siobhan [REDACTED], 3/15/2023 9:50:53 PM

Non-core teens are more likely to churn than overall non-core

Following Month
Feb, 2023

Base Month Jan, 2023	13-17	Inactive	CASUAL	EMERGING	CORE
	CASUAL	33%	48%	16%	3%
	EMERGING	6%	17%	58%	20%
	CORE	0%	2%	18%	79%

Non Gen-Z	Inactive	CASUAL	EMERGING	CORE
CASUAL	22%	61%	16%	1%
EMERGING	2%	16%	64%	17%
CORE	0%	1%	16%	83%

- **Teens users are more likely to become inactive/downgrade their activity, compared to Non Gen-Z users**
 - 33% of Casual Teens become inactive vs 22% for Non Gen-Z Casual users
 - 6% of Emerging Teens become inactive vs 2% for Non Gen-Z Emerging users
- **Upgrade in Teen activity (Casual → Emerging, Core) is smaller compared to Non Gen-Z users**
 - 19% of Teens Casual users upgraded to Emerging/Core users (compared to 17% for Non Gen-Z users)

The team has looked at many internal and external data points, which all suggest engagement on YouTube is weak. This chart looks at teens vs the rest via the casual/emerging/core activity transitions.

Slide 1

1

[REDACTED]@google.com
for the TikTok data

Assigned to [REDACTED]@google.com
Sheralyn [REDACTED]; 3/16/2023 10:43:59 PM

Teen growth goals for 2023 (shared with CoreX/Emco)

Grow teen **SEU10** from
22M to 31M (+42%)

+42% is in line with Shorts platform level growth target for 2023.

Grow teen **cYTT60** from
47M to XXM with X%*
through launches

Organic growth estimation is 6.4% based on Fargo time series model (upper bound of prediction used)

**Team is still aligning on the target ~5-8% (vs. 3% from launches for YT overall)*

Memo: Teen Growth 2023 Annual goal ([go/teengrowthgoal](#))

Note: As per recommendation from DS, we decided to draw our teen growth goals for global markets (vs kd) and track impact of launches directly on cYTT and SEU10. This helps minimize the measurement challenges associated with small buckets of users.

1 Teen growth in 2022

In 2022 H2, we grew +1.39% ckdVWT for 13-17 from launches. In 2023, we'll continue our work and focus on 13-17 cYTT.

1



Make recs more
relatable to youth

2



Elevate fresh,
trending content

3



Drive efficient
browse and content

4



Increase "fun"
content

Early last year, we started investing in teen growth in discovery, and

[LAUNCHES] Add user age to Home
nomination and ranking models
+0.43% ckdVWT 13-17, +0.42% ckdYTT 13-17

[LAUNCHES] Drive creator connections
by optimizing for new
subscriptions
+0.08% ckdVWT, +0.06% ckdYTT

[LAUNCHES] Add privacy-safe
location signals to Home &
WatchNext recs

[LAUNCHES] Add fresh stats (last
24h clicks) to Home & WN
ranking
+0.06% ckdVWT 13-17, +0.20% kdDAU 13-17

[WIP] Understand content
efficiency in Discovery,
reduce time to first good
watch

[WIP] Understand content
efficiency in Discovery,
reduce time to first good
watch

[LAUNCH] Add a probabilistic min
PCTR threshold on Home (i.e.
"decrease un-fun") to guardrail
VARs
+0.04% ckdVWT 13-17, +0.09% ckdYTT 13-17

we presented at pulse about our strategy, learnings, and successes, and
have made a lot of progress in making YT more relatable, trending,
efficient, and fun.

In H2, we were able to grow teen capped KD Valued WT by 1.39%.

Experiments in Q2

And to put that in perspective, that means that by having a youth focus, we were able to contribute 35% of the total teen growth in that metric across all CoreX launches.

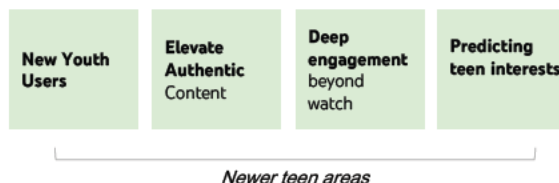
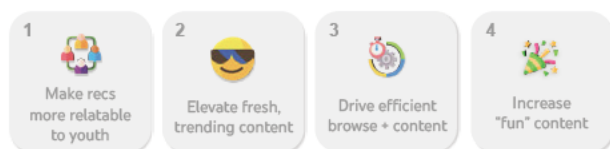
We are excited to continue partnering with the Youth team going forward and to work together to drive teen capped YTT in 2023.

*Min pctr: <https://screenshot.googleplex.com/7dne4Xfs3uvxwsF>

Slide 1

- 3 [REDACTED]@google.com [REDACTED]@google.com can we remind this line so we keep this slide focused on 2022 recap?
James Beser; 3/16/2023 7:39:07 PM
- 1 Sure, perhaps it would be best to just put the 2022 OKR in this title and how we're expanding the focus in 2023 to teens. I'm not sure if +1.39% is the stat-sig or point estimate impact from H2?
- Suggested reframing: "In 2022 H2, we grew ckdVWT for 13-17, 13-24, and overall from launches. In 2023, we'll continue our work and focus on 13-17 cYTT" and we can bold the 13-17 cYTT, wdyt?
Linda [REDACTED] 3/16/2023 4:08:35 PM
- 1 the +1.39% is a sum of point estimates which is how go/corex-impact measures aggregates impact (other teams, including exploration, measure OKR impact this way)
- BTW, we took a CoreX-level OKR for youth growth in Q4: <https://screenshot.googleplex.com/AQz7DFLgPfBVDwz> and only used 13-24 as a proxy for measurement given guidance from DS: <https://screenshot.googleplex.com/BjiLQnKChzKHssU>
Jenny [REDACTED] 3/16/2023 6:05:47 PM
- 1 do we have cYTT number from 2022 H2? should we list that instead of ckdVWT?
- that will be more consistent with metric for 2023, also kd teens is too small to meaningfully measure?
Pooja [REDACTED] 3/16/2023 7:39:07 PM

In 2023 H1 we are building on that foundation, and adding some new areas



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2 2023 OKR: +1.0% Capped YTT and +5.0% SEU-10 for 13-17, through launches
Thanks Jenny.

This year, we're building on that foundation and adding more of a teen lens.

In addition to the current pillars, we also saw from a recent stats review that half of new users are youth, and there is an opportunity to improve the experience for new youth users.

From UXR and teen behavior data, we know that teens value authenticity and interact more on YouTube beyond watching. So we'll give some project examples of these in the next slide.

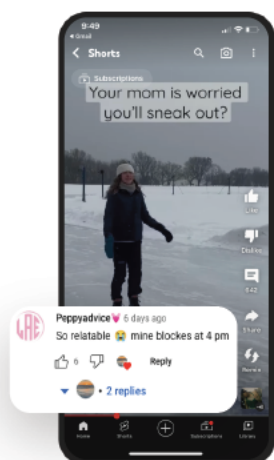
Slide 1

2

██████████@google.com ██████████@google.com should I leave this
here or would you like me to exclude?
Linda ██████████ 3/16/2023 2:02:10 AM

2023 Teen Growth Projects | Examples

[partnership between Youth, Search, Discovery, and Shorts]



Authenticity: 2.5/3.0
 Teenage Relevant: 0.82 (+12
 ppt more relevant than GenY)

Teenage relevant & Authentic content

[WIP] Increase authentic and highly teen relevant content in Shorts and VODs [in partnership w/ Search, Discovery, Shorts]

Deep engagement, interactions beyond watch

[APPROVED] Boost videos with high channel-level like-ratio [in partnership w/ Search]

+0.21% SEU-10 13-17
 +0.05% SEU-10 overall
 +0.23% Search Long Clicks 13-17
 +0.10% Search Long Clicks overall
 +0.20% Search LCTR 13-17
 +0.06% Search LCTR overall

[WIP] Surface videos that inspire comment likes (pCommentLike) on Home

+0.10%* cYTT 13-24
 +0.53%* SEU-10 13-24
 +0.67% SEU-10 overall
 +1.5% Comments Participants overall



We saw from consumer insights that teens value authentic content that's sharing or demonstrating personal experiences, feelings, opinions, or skills. In H1, we're building teen relevance and authenticity signals to identify and better surface this content throughout different surfaces. And we're partnering closely with Search, Discovery, and Shorts teams on these projects.

From teen behavior on YouTube, we've seen that they interact more with likes. Thus in Q4 and Q1, we partnered with the Search team on two launches that boosted videos with high like ratios, and saw wins across Search metrics overall and Teen metrics. Currently, we're extending this thinking to comment participation, such as comment likes, and working with the discovery team to surface videos that inspire comment likes on Homepage.

Slide 1

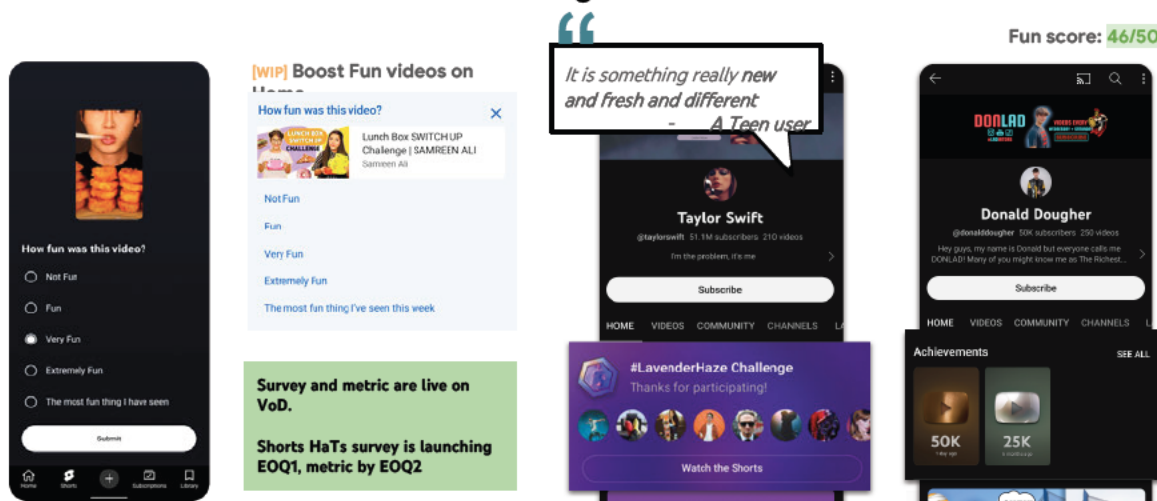
- 2 [REDACTED]@google.com what does pcomment measure?
Sarah [REDACTED] 3/15/2023 2:03:57 AM
- 3 also i dont understand this experiment [REDACTED]@google.com
too
Sarah [REDACTED] 3/15/2023 12:52:42 AM
- 1 [REDACTED]@google.com
Jyoti Ramnath; 3/15/2023 1:33:36 AM
- 3 Hi Sarah and Siobhan, this is a model that predicts for each video/user pair, the likelihood that the user will participate or like in the comments, and we'd like to use this model in Home recs ranking. It's similar to pComment in Shorts IP ranking that launched in the past (go/comment-head-shorts-ranking-launch), and pComment in Posts ranking (WIP, go/posts-pcomment)
- cc [REDACTED]@google.com [REDACTED]@google.com
Linda Ye; 3/15/2023 2:03:57 AM
- 4 [REDACTED]@google.com [REDACTED]@google.com we just got approved to launch boosting videos with high channel-level like ratios in Search, that had +0.20% SEU-10 13-24, would it be better to switch to or add that example?
Linda [REDACTED]; 3/16/2023 6:01:20 PM
- 2 Sure you can add that. Do we know the impact for 13-17?
Jyoti Ramnath; 3/16/2023 6:01:20 PM

Fun

Fun content and features

As Jyoti mentioned, Fun is also one of our key 2023 pillars and we're approaching fun through both content and features.

Investments focused on fun viewing and fun features



Raise Fun content

Using a survey-based approach, teens get more fun content

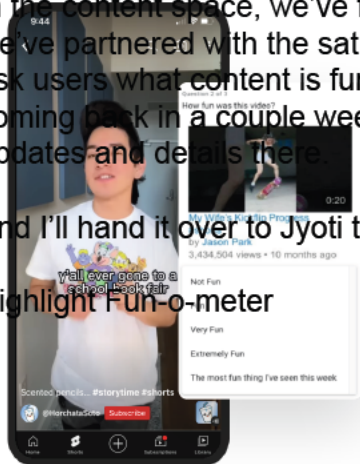
Celebrations in BA bundle (and beyond)

Lean into creator fandom and help make YT feel less lonely without social connection

In the content space, we've found that fun content adds user value. Thus, we've partnered with the satisfaction team to use a survey-based approach to ask users what content is fun and drive that up in our recs. We'll actually be coming back in a couple weeks on Fun Content so stay tuned for more updates and details there.

And I'll hand it over to Jyoti to talk to Fun Features.

Highlight Fun-o-meter



Responsible

Teen wellbeing and guardrail metrics

We want to enable the 'right' kind of growth - have guardrails to monitor various teen wellbeing issues and safety

Teen wellbeing continues to be top of mind for YT, other platforms, and regulators

Problem

PROBLEMATIC CONTENT

Non-violative, non-borderline content that in repetition or high volume impact teen wellbeing

HABITUAL HEAVY USE

Endless scrolling and unintentional consumption

Progress

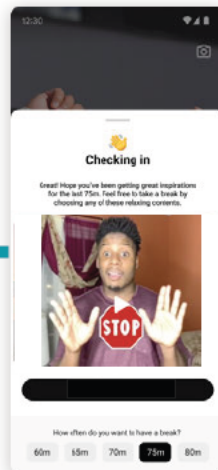
✓ **5** Reduced VIBE concentration on **Watch Next for VOD** in Q1 from **0.91% to 0.61%** for 13-17 in US

2.25X increase on classifier recall for Shorts to near VODs & baseline Shorts by EOQ1

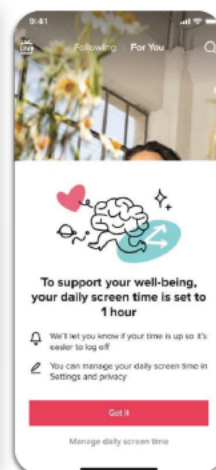
In Q1, ratified problem and wellbeing interventions directional plan to break up endless scroll in Shorts IP.

PULSE in Q2 on measuring user benefit

Directional Concept



"Changes to help teens manage their time on TikTok"



RISKY PARTICIPATION

Potential exposure to risk when participating or creating in YT Community

Slide 1

4

which specific classifiers are we talking about here? cc [REDACTED]@google.com [REDACTED]@google.com

Sarah [REDACTED], 3/15/2023 1:33:35 AM

5

Hi Sarah, this is the Teen Wellbeing classifier (VIBE) that identifies content that may negatively impact teen wellbeing. We launched it on WN for VODs in Jan and have made progress to improve its recall performance for Shorts. Here is the Shorts Intake deck we reviewed with Todd and Jon in

Jan: https://docs.google.com/presentation/d/1Ym21ltBfn4SWFXxx-GMkXs0oeTezXzaMtpfPpFs4pAY/edit?resourcekey=0-9z7fZ2G8n2YX35kyq6S4Fw#slide=id.gdf9f2fb72f_0_15

cc [REDACTED]@google.com

Linda [REDACTED], 3/15/2023 1:33:35 AM

Teen NS Metrics and a scorecard to evaluate impact of Org wide launches on Teen engagement

GROWTH Available in Rasta*		
	cYTT60 (hours)	SEU10
Target	XM	31M
Actual	47M	22M

Home	+X%	+Y%
Search	Start tracking from Q2	
WN		
Youth		
XXX		
YYY		

FUN Available in Rasta*	
cFUNWT30	
Target	+0.5% from launches
Actual	13.9M

RESPONSIBLE Not in Rasta	
VIBE panels	IGVR
0.61%	0.23%
Vibe dashboard	go4GVR-dash

[Live Dashboard](#)

* Rasta metrics are not for Fixed cohort.
For fixed cohort data, pls use the dashboard

Spent time with legal/ GAAP
These are defensible

Next Steps - Team heads down on execution

[Detailed roadmap](#)

	Apr	May	Jun	Q3+
Growth	Teen Relevant	Deep Engagement	Authentic	New User
	Ads Contextualization			
Fun	Celebrations - Building trophies and infra to meet the BA timeline go/celebrationsroadmap			
	Fun VOD Metric	Fun VOD Boost on Home & WN		
	Fun Shorts Survey	Fun Shorts Metric	Fun Shorts Boost	
Responsible	Shorts baseline	Improve VIBE classifier performance for Shorts	VIBE dispersion treatment on Shorts IP	
	Measure user benefit		Overuse wellbeing interventions	
Measurement	Explore Alternate models to reach all teens			

APPENDIX

Teen Reach Problem | “Declared Teens” gaps and other approaches to consider

Evaluating other approaches (ETA EoQ2)

Teen Declared Age

Precision - Acceptable

66% chance a user is truly in the 13-17 bucket.

Recall - Poor

Only 27% of actual Teens declare themselves to be in the 13-17 bucket.

Inferred Age

Precision & recall - Acceptable

~80%/70% for U18 SI

Use case - may be limited for compliance

Investigating whether model can be used for teen growth initiatives

Broader Declared Age

Exploring age cut-offs with greater statistical power (e.g., 13-20)

Teen interest based model

Developing an interest based model (vs. age based model) using video level viewership signals

Slide 1

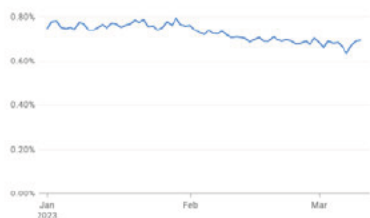
1

James this is the teen reach slide you mentioned

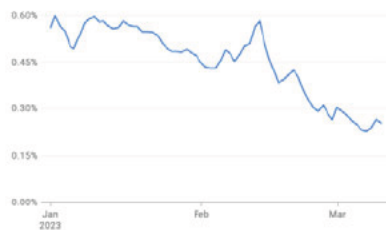
[REDACTED]@google.com
[REDACTED]@google.com
JI [REDACTED] 3/15/2023 5:05:59 AM

Other guardrail metrics

% Racy Views



% sTeen Views



Teens users are more likely to graduate into the next age bucket (18-24) compared to other age groups

		Retention Age Bucket: Mar -01								
		13_17	18_24	25_34	35_44	45_54	55_64	65_UP	UNKNOWN	Inactive
Base Age Bucket:	13_17	70.5%	3.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	26.3%
	18_24	0.0%	74.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	24.2%
	25_34	0.0%	0.0%	76.0%	0.6%	0.0%	0.0%	0.0%	0.0%	23.3%
	35_44	0.0%	0.0%	0.0%	75.4%	0.5%	0.0%	0.0%	0.0%	24.1%
	45_54	0.0%	0.0%	0.0%	0.0%	73.3%	0.5%	0.0%	0.0%	26.2%
Feb - 01	55_64	0.0%	0.0%	0.0%	0.0%	0.0%	72.4%	0.5%	0.0%	27.0%
	65_UP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	71.6%	0.0%	28.4%
	UNKNOWN	0.2%	0.4%	0.4%	0.3%	0.2%	0.1%	0.1%	64.5%	33.6%

- **3.1%** of Teens (13-17) DAU on Feb, 01 **who were retained active 30 days later (Mar, 01) graduated into the next age bucket (18-24)**
- Teens graduation rate is much higher than other age buckets:
 - 0.9% 18-24 migrated into 25-34
 - 0.6% of 25-34 migrated into 35-44

YouTube Overall Gen-Z cYTT (Hours) Forecasts

— Lower Bound — Point Forecast — Upper Bound

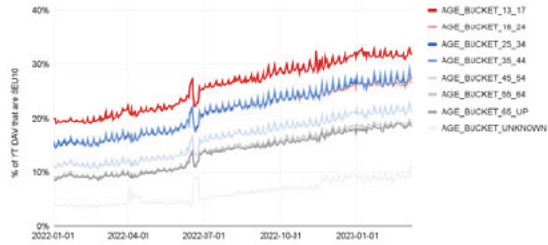


Shorts and Teens - there's good and bad news

The good...

Teens on YT are most likely to be SEU10

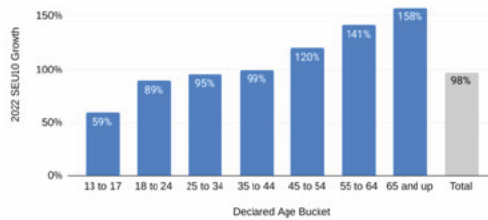
Percent of YT DAV that are SEU10



The bad...

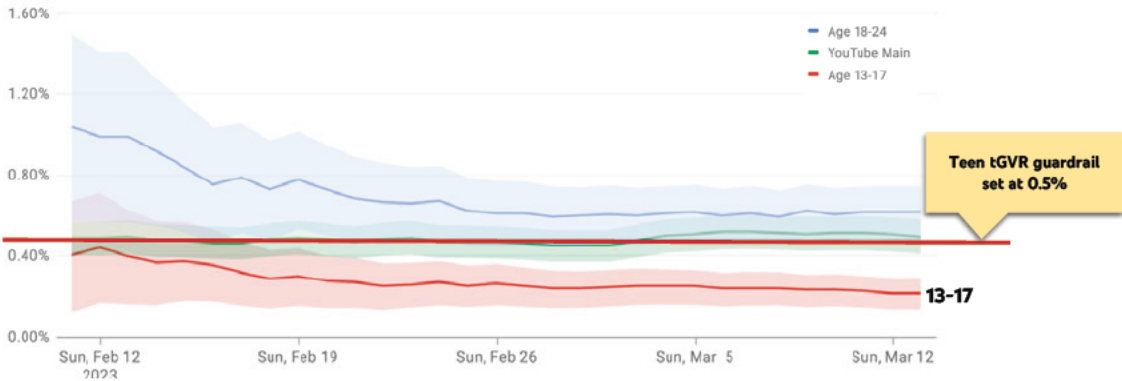
Teens are the slowest growing age group

2022 SEU10 growth split by Declared Age bucket



1 Teen guardrail metrics to ensure growth is responsible

% Teen Gated View Rate (tGVR): Proportion of views on content that is age gated (MA/X)

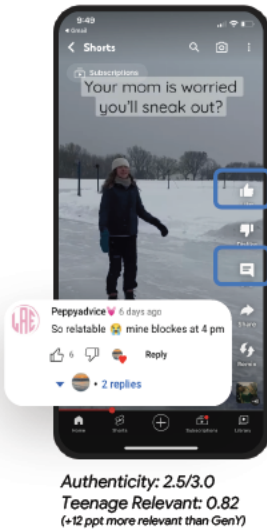


* Also monitoring %Racy views and %sTeen views

Slide 1

- 1 **Is this metric inclusive of VOD and Shorts?**
Jonathan Leavitt; 3/16/2023 3:29:09 PM
- 3 [REDACTED]@google.com would you know if the sampling includes vods and shorts?
Jyoti Ramnath; 3/15/2023 5:49:27 PM
- 1 **Hi, it is both VOD and Shorts**
Caitlan [REDACTED]; 3/15/2023 6:05:39 PM
- 2 **Thanks! Do we have it sliced for VOD vs shorts?**
Jonathan [REDACTED]; 3/15/2023 9:32:51 PM
- 2 [REDACTED]@google.com [REDACTED]@google.com I don't see that we could slice tGVR for VOD vs. Shorts with our Youth Stats query. Can you confirm?
Caitlan [REDACTED]; 3/15/2023 9:43:41 PM
- 1 **The samples have slicing by shorts. And the dashboard actually plot Shorts vs non-Shorts: <https://screenshot.googleplex.com/By5g3av3kbWyEv7>**
Sacha [REDACTED]; 3/16/2023 3:29:09 PM

4 We are improving content recs for teens



Teenage relevant content

[WIP] **Boost high teen-relevance score on Search**

+0.20% SEU-10 13-24

+0.31% Search LCTR 13-24

+0.15% Search LCTR overall

+0.12% SEU-10 overall

[LAUNCH] **Add user age to the Home Sparrow Nominator**

+0.43% ckdVWT 13-17

+0.42% ckdYTT 13-17

[LAUNCH] **Extend the Home Sparrow Nominator to include all Youth users**

+0.28% ckdVWT 13-24

+0.09% YTT 13-24

Personalized trending content

[LAUNCHES] **Add privacy-safe viewer location signals to Home ranking & nomination**

+0.57% ckdVWT 13-17

+0.02% ckdYTT 13-17 (aggregated)

Deep engagement, interactions beyond watch

[WIP] **pCommentLike on Home**

+0.20% ckdYTT 13-24

+0.53% SEU-10 13-24

+0.67% SEU-10 overall

+1.5% Comments Participants overall

Reduce VARs

[LAUNCH CANDIDATE] **Add a probabilistic min PCTR Threshold on Home**

+0.10% ckdVWT 13-17

+0.09% ckdYTT 13-17

Min PCTR: <https://screenshot.googleplex.com/A5ML3RNQoCkyhX>

Slide 1

- 5 [REDACTED]@google.com what does pcomment measure?
Sarah [REDACTED] 3/15/2023 2:03:57 AM
- 6 also i dont understand this experiment [REDACTED]@google.com
too
Sarah [REDACTED] 3/15/2023 12:52:42 AM
- 4 [REDACTED]@google.com
Jyoti Ramnath; 3/15/2023 1:33:36 AM
- 6 Hi Sarah and Siobhan, this is a model that predicts for each video/user pair, the likelihood that the user will participate or like in the comments, and we'd like to use this model in Home recs ranking. It's similar to pComment in Shorts IP ranking that launched in the past (go/comment-head-shorts-ranking-launch), and pComment in Posts ranking (WIP, go/posts-pcomment)
- cc [REDACTED]@google.com [REDACTED]@google.com
Linda Ye; 3/15/2023 2:03:57 AM
- 1 We have many other launched experiments driving growth for the segment from [REDACTED]@google.com efforts- given we have demonstrated success it would be good to call those out?
Nihar [REDACTED]; 3/15/2023 6:30:31 PM
- 5 Yes pls. We can summarize here.
Jyoti Ramnath; 3/14/2023 10:31:07 PM
- 6 Jenny/Nihar, can you add a summary of your experiments on the right side soon. Thanks!
Jyoti Ramnath; 3/15/2023 12:27:51 AM
- 2 [REDACTED] I will defer to you here
Nihar Bhupalam; 3/15/2023 1:30:53 AM
- 2 i dont have edit access but under "teen relevant content" we could put "[Launch] Adding user age to the Sparrow Nominator on Home led to 0.42% Capped KD YTT, +0.43% Capped KD Valued WT for 13-17"
Jenny [REDACTED]; 3/15/2023 5:36:51 AM
- 3 and we can also add "[Launches] Adding privacy-safe viewer location signals (s2 cell, geographical) to the Home Hydra ranking model and Discovery Sessions Nominator led to +0.45% ckdVWT and +0.29% ckdYTT for 13-17 (non-statsig)" and "
Jenny [REDACTED] 3/15/2023 4:27:04 PM
- 7 Gave you edit access. Can you pls add.
Jyoti Ramnath; 3/15/2023 5:32:46 PM
- 4 updated!
- cc: [REDACTED]@google.com [REDACTED]@google.com
Jenny Huang; 3/15/2023 6:30:31 PM

Youth + Discovery | Examples

Teenage relevant content

[LAUNCH] Add user age to the Home Sparrow Nominator

+0.43% ckdVWT 13-17
+0.42% ckdYTT 13-17

[LAUNCH] Extend the Home Sparrow Nominator to include all Youth users

+0.28% ckdVWT 13-24
+0.09% YTT 13-24

Personalized Trending content

[LAUNCHES] Add privacy-safe viewer location signals to Home ranking & nomination

+0.57% ckdVWT 13-17
+0.02% ckdYTT 13-17
(aggregated)

Teenage relevant content

[WIP] Boost high teen-relevance score on Search

+0.20% SEU-10 13-24

Reduce VARs

[LAUNCH CANDIDATE] Add a probabilistic min PCTR Threshold on Home

+0.10% ckdVWT 13-17
+0.09% ckdYTT 13-17

Deep engagement, interactions beyond watch

[WIP] pCommentLike on Home

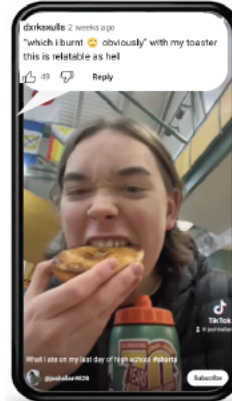
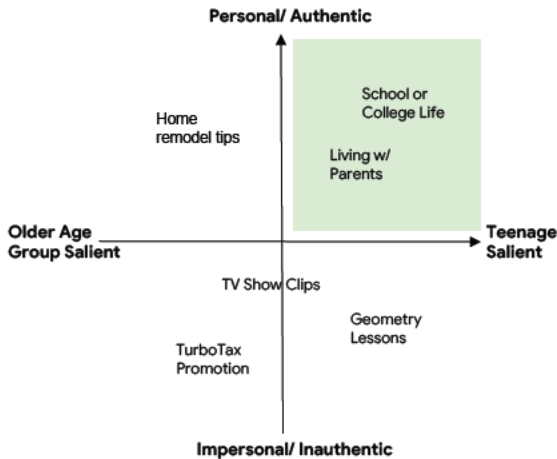
+0.20% ckdYTT 13-24
+0.53% SEU-10 13-24
+0.67% SEU-10 overall
+1.5% Comments Participants overall

Slide 1

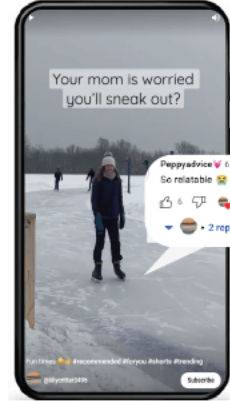
- 7 [REDACTED]@google.com what does pcomment measure?
Sarah [REDACTED] 3/15/2023 2:03:57 AM
- 8 also i dont understand this experiment [REDACTED]@google.com
too
Sarah [REDACTED] 3/15/2023 12:52:42 AM
- 8 [REDACTED]@google.com
Jyoti Ramnath; 3/15/2023 1:33:36 AM
- 7 Hi Sarah and Siobhan, this is a model that predicts for each video/user pair, the likelihood that the user will participate or like in the comments, and we'd like to use this model in Home recs ranking. It's similar to pComment in Shorts IP ranking that launched in the past (go/comment-head-shorts-ranking-launch), and pComment in Posts ranking (WIP, go/posts-pcomment)
- cc [REDACTED]@google.com [REDACTED]@google.com
Linda [REDACTED] 3/15/2023 2:03:57 AM

Youth + Shorts Projects | Examples

Authentic and teenage salient signals can identify more relatable and relevant Shorts content for teens



Authenticity: 3.0 (Very Authentic)
Teenage Salient: 0.93 (+11 ppt more relevant than GenY)



Authenticity: 2.5 (Somewhat - Very Authentic)
Teenage Salient: 0.82 (+12 ppt more relevant than GenY)

We can combine authenticity and teenage salient to identify content that is personal and more relevant to teens. For example, teens sharing their firsthand experiences about school life or about living in their parents' households.

Key user problems to address to drive teen growth this year

Contributions coming from teams org-wide

Need for relevant, authentic & fresh content



"Videos like how to deal with loneliness, stuff to do with like mental health, emotions, and then like, philosophy that I find relatable....." -GenZ adult (source)

Reduce teen VARs



GenZ is averse to interruptions like Ads.

Suboptimal first time experience for New Teen Users

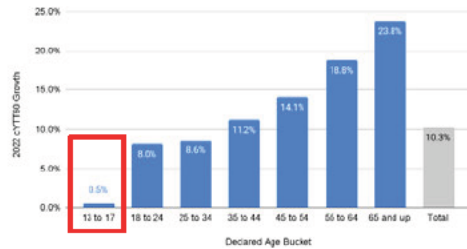


47% of new MAUs are 13-24

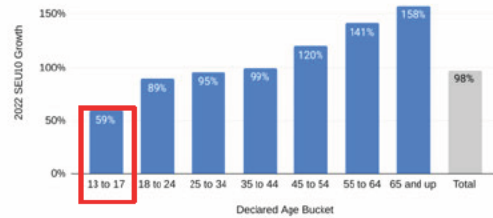
A new user on YT experiences loads of ads and irrelevant content where as a new user on TT is taken straight to content, no ads and nudges to watch and give feedback

1 Teen growth rates for Shorts (SEU10) and overall (cYTT60) show major softness for teens

2022 cYTT60 growth split by Declared Age bucket



2022 SEU10 growth split by Declared Age bucket



Data does NOT account for 'fixed age' cohorting for 13-17 as we dont have y/y stats yet.
Fixed age cohorts are robust to age bucket mix shifts, and will improve 13-17 numbers to a small degree

<https://docs.google.com/spreadsheets/d/1nXlyP8qr68PUj986fgN3W3w7Ths73eDHVgrZu9PQDMk/edit#gid=596289026>

Slide 1

1

██████████@google.com ██████████@google.com
██████████@google.com

I worry that just showing this data gives people the wrong impression of the current state. On the Shorts side, although the growth for Teens is the slowest, they are also the group that is most likely to watch and more heavily engage with Shorts

Alex ██████████ 3/15/2023 9:38:41 PM

4

We should add that to the deck or minimally vo it

James Beser; 3/15/2023 6:35:32 PM

1

+1

Anil ██████████; 3/15/2023 9:38:41 PM

11

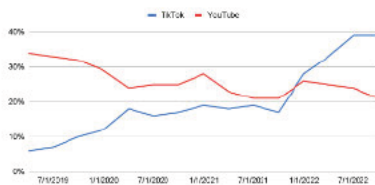
External insights on Teen's declining affinity to YT aligns with internal data trends

Brand affinity to YT declining among Teens

Favorite app among users between age 14-17 in US



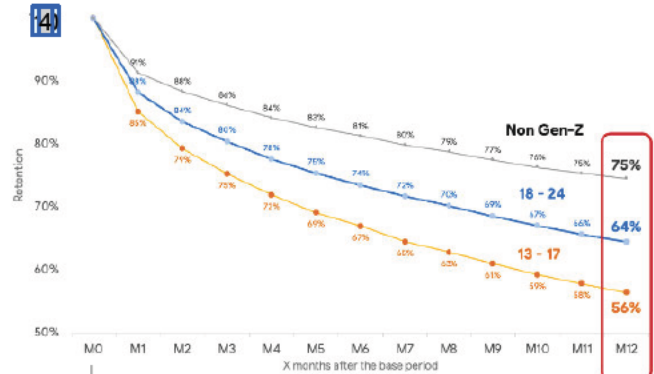
Favorite app among users between age 14-17 in UK



Source: YouTube Marketing Insights & Analytics

Teens have the lowest retention compared to other age buckets

14



Base Cohort: Entire MAU in September, 2021 (user age is fixed during the 12 months)

Slide 1

- 5 this was controversial with cristos no?
James Beser; 3/16/2023 1:42:46 AM
- 9 I believe Anil resolved that? [REDACTED]@google.com
Jyoti Ramnath; 3/15/2023 10:58:45 PM
- 2 I "resolved" it to the the extent I could James.

(the email thread I sent you most recently)
Anil [REDACTED]; 3/15/2023 11:02:13 PM
- 10 Pls note this data is more believable (backed by DS) than the other graph that clearly has issues with age bucket analysis.
Jyoti Ramnath; 3/16/2023 12:19:28 AM
- 6 do we have a YTT version of this slide?
James Beser; 3/16/2023 12:31:52 AM
- 3 Yes, it is more defensible, however nothing is perfect. We can always raise questions around "burner" accounts, multiple accounts per GAIA etc, which we can't answer here in Google.

About multi-account usage, here's what we learned from the Account Lifecycle Team in Core under Diane Tang:

We have no way of determining on a per user basis if a user has multiple active accounts or if they have had previous accounts. Our privacy policies and datasets generally prevent associating accounts together by any common identifier (such as a device identifier). But even if two accounts appear on the same device we don't know if they belong to multiple people or not.`
Anil [REDACTED]; 3/16/2023 12:34:11 AM
- 7 A ytt version is better in our narrative. Eg we don't have a retention okr
James Beser; 3/16/2023 12:54:08 AM
- 4 what do you think about this James? http://shortn/_P2blkNav8u

(also just fyi retention drives capped ytt, but I get your point about how it is an additional step that we don't want the audience to be thinking about)
Anil [REDACTED]; 3/16/2023 1:42:46 AM
- 11 [REDACTED]@google.com you can add the slide here.
Jyoti Ramnath; 3/15/2023 10:54:23 PM

Discovery Pulse Recap

Discovery for Youth Strategy in 2022

In 2022 H2, we grew **+1.39% ckdVWT** for 13-17 from launches. In 2023, we'll continue our work and focus on 13-17 cYTT.

1 Early last year, the discovery team started investing in youth growth

we presented at pulse about our strategy, learnings, and successes, and we've continued to make progress

Make recs more
relatable to youth

In H2, we grew teen capped KD Valued WT by 1.39%.

Elevate fresh,
trending content

Drive efficient
browse and content

Increase "fun"
content

[LAUNCHES] Add user age to Home
nomination and ranking models
+0.43% ckdVWT 13-17, +0.42% ckdYTT 13-17

[LAUNCHES] Drive better connections
by optimizing for new
subscriptions
+0.08% ckdVWT, +0.06% ckdYTT

[LAUNCHES] Add privacy-safe
location signals to Home &
WatchNext recs
+0.05% ckdVWT 13-17, +0.04% ckdYTT 13-17

[LAUNCHES] Add fresh stats (last
24hr clicks) to Home & WN
ranking
+0.06% ckdVWT 13-17, +0.20% kldDAU 13-17

[LAUNCHES] Add a probabilistic min
FCR threshold on Home (i.e.
"do not use this") to guardrail
VARs
+0.10% ckdVWT 13-17, +0.09% ckdYTT 13-17

And to put that in perspective, that means that by having a youth focus within a small team in Discovery, we were able to contribute 35% of the total teen growth in that metric across all CoreX launches.

Our investments are in making YT more relatable, trending, and fun, as well as in new areas for youth like making it more efficient to browse and consume content.

Experiments in Q2

We are excited to continue partnering with the Youth team more closely going forward and work together to drive teen growth in 2023.

Pulse

H2

35%

Launches in themes

Partner with youth

Slide 1

- 8 [redacted]@google.com [redacted]@google.com can we remind this line so we keep this slide focused on 2022 recap?
James Beser; 3/16/2023 7:39:07 PM
- 8 Sure, perhaps it would be best to just put the 2022 OKR in this title and how we're expanding the focus in 2023 to teens. I'm not sure if +1.39% is the stat-sig or point estimate impact from H2?
- Suggested reframing: "In 2022 H2, we grew ckdVWT for 13-17, 13-24, and overall from launches. In 2023, we'll continue our work and focus on 13-17 cYTT" and we can bold the 13-17 cYTT, wdyt?
Linda [redacted] 3/16/2023 4:08:35 PM
- 5 the +1.39% is a sum of point estimates which is how go/corex-impact measures aggregates impact (other teams, including exploration, measure OKR impact this way)
- BTW, we took a CoreX-level OKR for youth growth in Q4: <https://screenshot.googleplex.com/AQz7DFLgPfBVDwz> and only used 13-24 as a proxy for measurement given guidance from DS: <https://screenshot.googleplex.com/BjiLQnKChzKHssU>
Jenny [redacted] 3/16/2023 6:05:47 PM
- 2 do we have cYTT number from 2022 H2? should we list that instead of ckdVWT?
- that will be more consistent with metric for 2023, also kd teens is too small to meaningfully measure?
Pooja [redacted] 3/16/2023 7:39:07 PM

Internal and external data show Teen's YTT/day shrinking

Media & Entertainment

Kids and teens now spend more time watching TikTok than YouTube, new data shows

Sarah Perez @sarahperez / 1:25 PM PDT • July 13, 2022

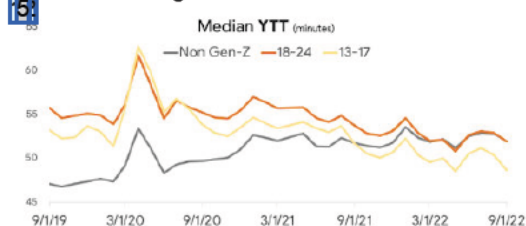
Comment



Image Credits: Quartz

Source: [Techcrunch](#)

Teens Median Daily YTT has been decreasing much more than other age buckets



Slide 1

- 12 [REDACTED]@google.com do you have the source for this?
Jyoti Ramnath; 3/16/2023 3:46:43 PM
- 1 This should come from the appendix of the Youth Stats deck. Please note that this is based on the daily changing age bucket.
- <https://screenshot.googleplex.com/5GGrt6y4k7df7cH>
Eric [REDACTED]; 3/16/2023 3:09:22 PM
- 9 since this is an average vs. a sum i'd imagine the YTT/DAV data is less sensitive to the fixed age problem. do you agree
[REDACTED]@google.com
James Beser; 3/16/2023 3:29:20 PM
- 5 Yes, it is less sensitive, but it also totally misses the the dynamic when DAUs are no longer on YT (i.e not retained or "churned"), or they significantly reduce their days active (i.e become more casual)
Anil [REDACTED] 3/16/2023 3:46:43 PM