

Produced in Native

1

High-level Product Strategy: “Thread the needle”

Once kids have identities we need to make sure we have the right feature sets to keep them engaged in each product,

Slide 1

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

added this exec summary section to try and tease out the top-line story a bit more clearly.

James Beser; 6/24/2016 9:21:18 PM

Our goal

Thread the needle from Kids to Main

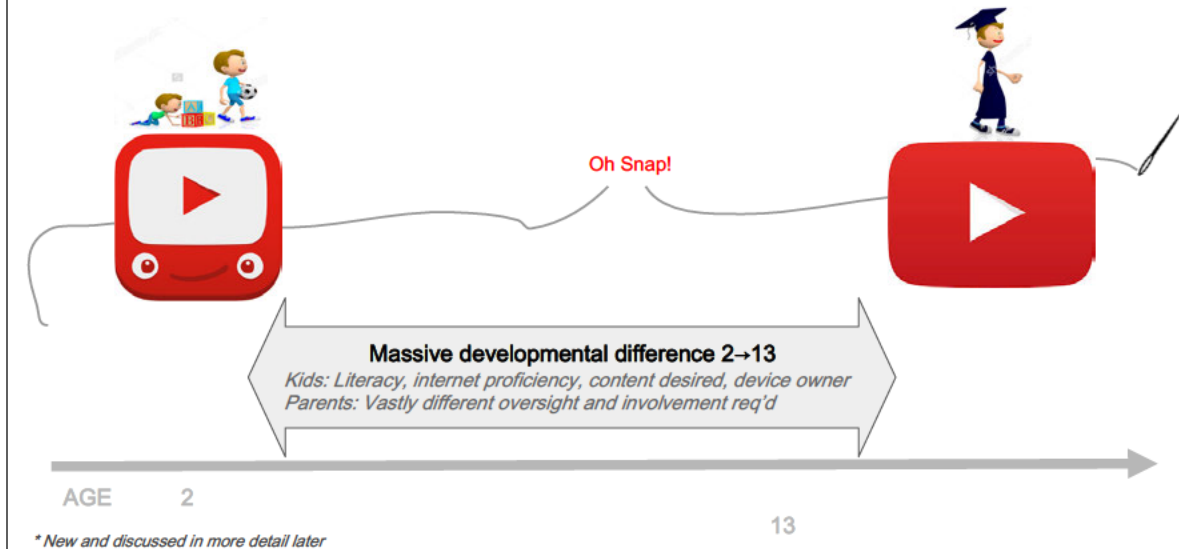


Macs in schools

Give kids a warm send off to main

Challenge: Kids 2→13 have widely varying needs

Neither app fully satisfies the needs of Tweens

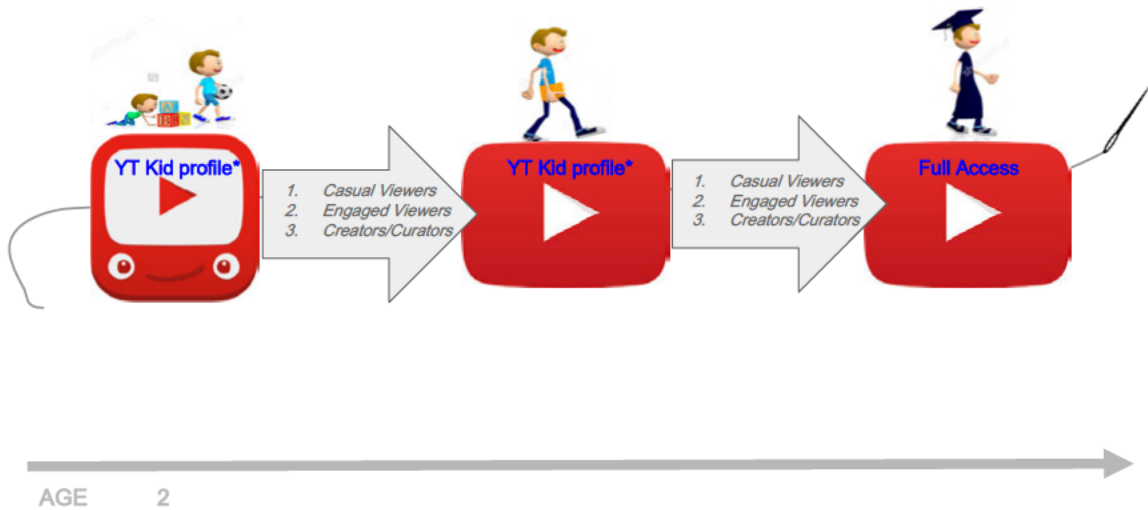


Macs in schools

Give kids a warm send off to main

Proposal: Groom next-gen of logged-in YT Viewers, Fans and Creators

Logged-in experience with Kid profiles that span YTK and Main



* We are ignoring Unicorn implications for now, a small use-case given hyperfocus on kid smartphone ownership and U.S.-only

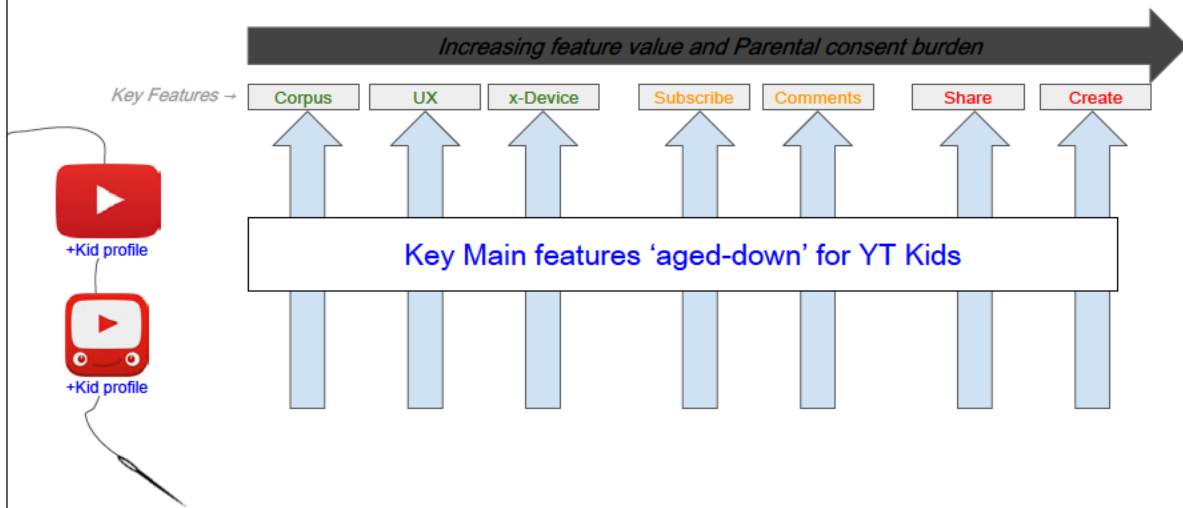
Macs in schools

Give kids a warm send off to main

Framework: Identity as thread, Kid features provide login incentive

Tweens can access any web/app service via myriad ways → YT needs killer logged-in features to compete

Directional



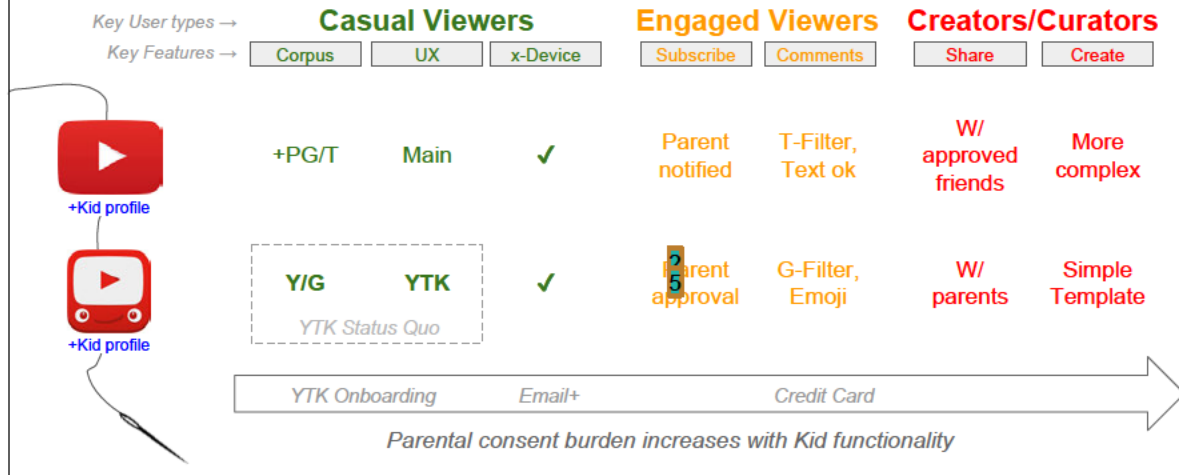
Macs in schools

Give kids a warm send off to main

Identity provides the thread, great Kid features provide login incentive

Tweens can access any web/app service via myriad ways → YT needs killer logged-in features to compete

Directional



Macs in schools

Give kids a warm send off to main

Slide 1

- 2 could be whitelist/blacklist maybe?
James Beser; 6/26/2016 7:55:16 PM
- 1 Kids should be able to subscribe without parental approval
A.J. [REDACTED]; 6/26/2016 7:29:34 PM
- 2 btw...I like this slide
A.J. [REDACTED]; 6/25/2016 7:19:03 PM
- 3 _Marked as resolved_
James Beser; 6/26/2016 6:02:50 PM
- 4 _Re-opened_
James Beser; 6/26/2016 6:02:56 PM
- 3 Any child action that could be seen by other users is going to require cc consent i think... so if we want to align engaged viewers with email+ consent then we should replace commenting w/ liking
A.J. [REDACTED]; 6/26/2016 7:17:35 PM
- 5 made some adjustments - moved credit card under "comment", changed subscribe to like/subscribe as not requiring cc and added a column to casual viewers for 'x-device' and put email+ consent starting here...
James Beser; 6/26/2016 7:29:34 PM
- 1 This is a very busy slide. My eyes glazed over as soon as I saw this. How about splitting this up into three slides and talk about three types of users and how we thread the needle between the two for each one of them.
Balaji [REDACTED]; 6/27/2016 6:35:07 PM
- 6 made a more visual/simple version to intro the thinking, lmk if this helps
James Beser; 6/27/2016 6:27:28 PM
- 2 Id like to see how this would be talked about but I still think it might be better to split it into three different user journeys across YTK and YTMain
Balaji [REDACTED]; 6/27/2016 6:35:07 PM

Some other options considered, and dismissed



"ABC" on steroids

Get Kid age (birthday as part of profile) - 'adapt' the YTK UX/Corpus/features by age when logged in

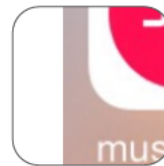
- + YTK app longevity
- + Kids team can drive much of the work
- Only logged in exp ages up
- Incr. risk for 2+ with PG/T
- Unclear if possible



Build Tween App

Build a tween-focused app i.e. YT "Teen"

- + Can focus on Tween experience
- + Works logged out
- + Ad \$\$ (vs. "kids" brand)
- Confusing with Main
- Another app to support



Buy Tween App

Buy a tween-focused app i.e. Musical.ly

- + Can focus on Tween experience
- + Works logged out
- + Ad \$\$ (vs. "kids" brand)
- Will be very expensive
- No clear acquisition target
- Another app to support

Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main

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Strategy Detail

Once kids have identities we need to make sure we have the right feature sets to keep them engaged in each product,

Deep dives behind the strategy across 3 key areas:



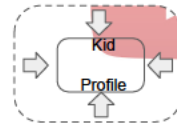
Developmental milestones vs. age

- Parental YT tolerance not 100% correlated to kid development



Kid Identity

- Must support all kids 2-->13
- Must support i18n
- Parental time investment must scale with value



3

“Age-down” Main

- Tween-appropriate
- Scoped-down versions of central YT logged-in features
- Keep YTK ‘pure’, for young kids

- 1) We will not try to artificially keep kids in YT Kids nor push Kids to YT Main
- 2) On the margin, we prefer YT Main

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The question that will come up here is why wasn't this done initially (ie why did we create YTK)? It would be good to have the answers ready.

IMO the answer is that:

Kids 2-6 are fundamentally different and very difficult to get a main experience for them (dexterity issues, super parental concerns etc)

Balaji [REDACTED] 6/27/2016 6:10:23 PM

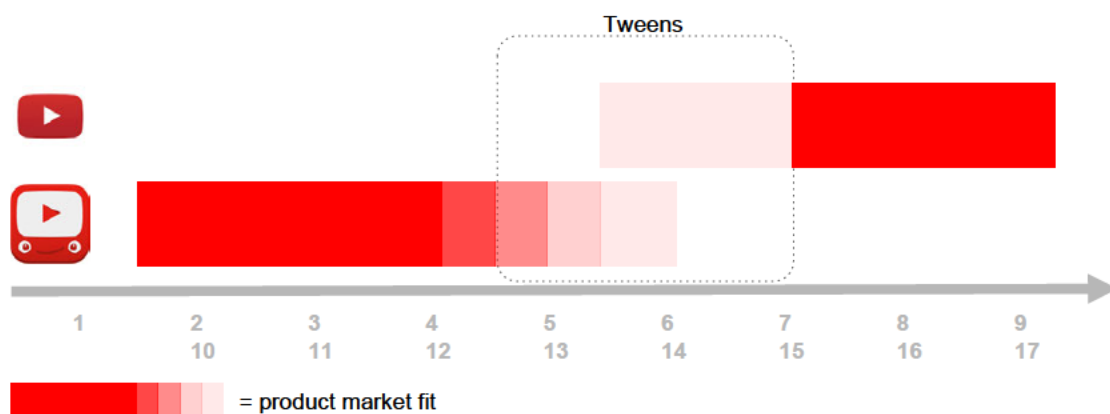


Developmental Milestones (vs. Age)

Once kids have identities we need to make sure we have the right feature sets to keep them engaged in each product,



4 Context: We have a product gap for tweens, creates oppty for others



Gap... between feeling like i'm not a kid anymore and getting a main app account.

Slide 1

7 could be good to more clear list the competitor apps/services that kids do/will end up using (netflix, snapchat, insta, musical.ly, etc). the point being YT main is just another one of these and we have not created any special advantage for a YTK user to come to main over these other cool offerings...

James Beser; 6/24/2016 4:29:27 AM

8 Also would be good to go through these apps and see if they require sign in, birthday, etc to use effectively.

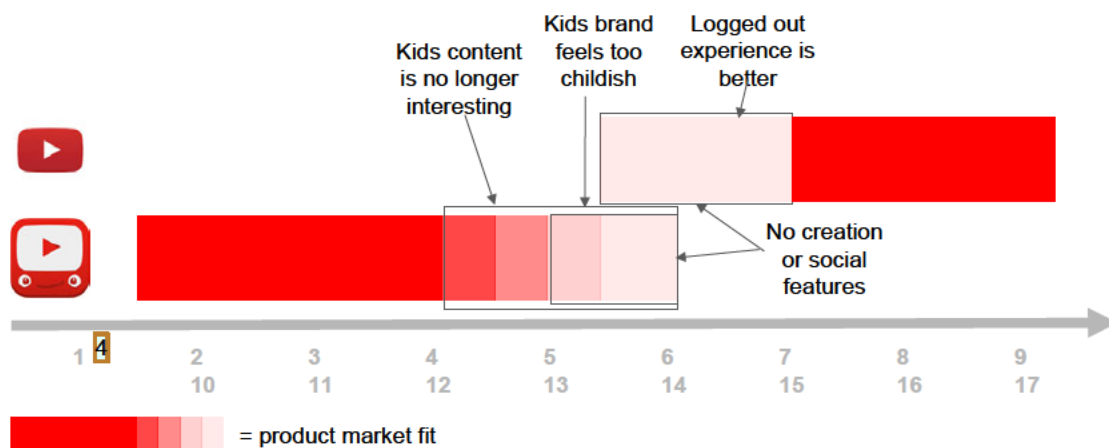
James Beser; 6/23/2016 3:56:34 PM

4 Will do.

A.J. [REDACTED] 6/24/2016 4:29:27 AM



Drop off reasons vary with age and product



Slide 1

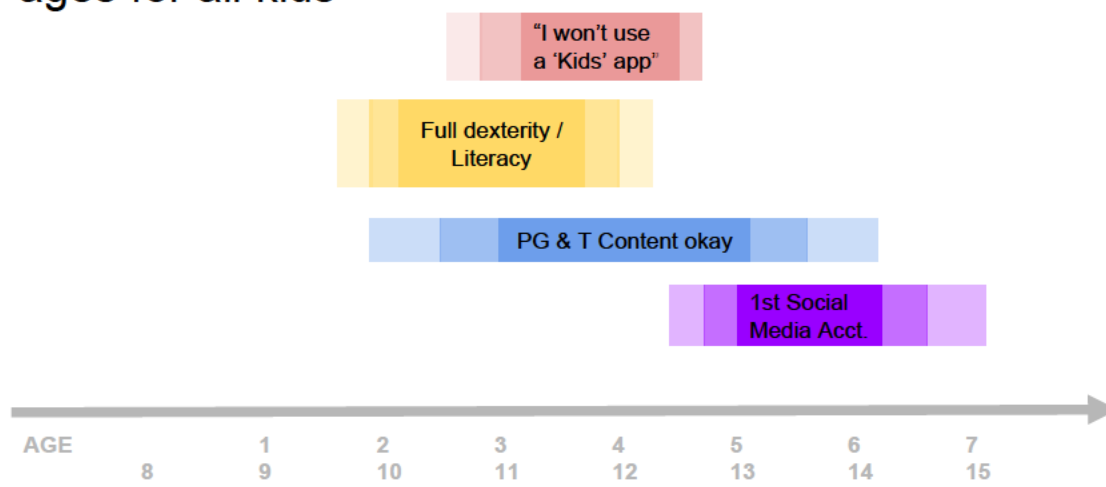
4

Maybe remove the numbers here so that we dont rat hole down what
age certain things happen.

Balaji [REDACTED]; 6/27/2016 6:12:53 PM



Milestones impact product fit & happen at different ages for all kids



Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main

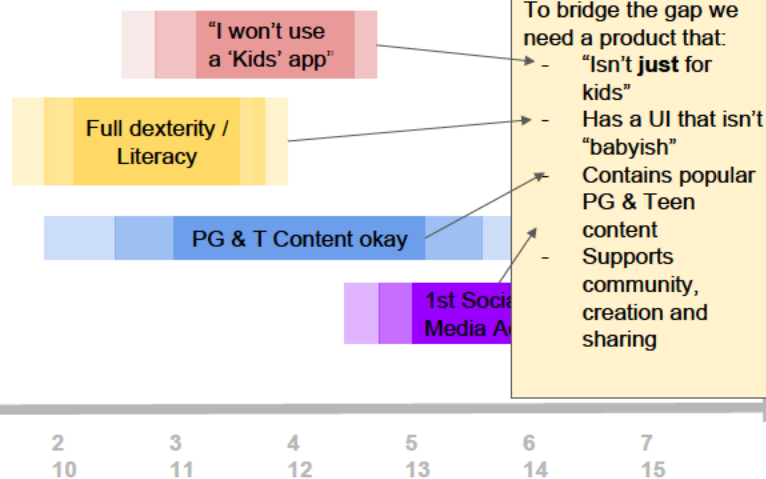
Slide 1

- 9 +lettiemalan@google.com be great to get your pov on this
Reassigned to lettiemalan@google.com
James Beser; 6/27/2016 5:52:58 PM
- 1 go/kidgrid is the summary we're looking for. just stretched the
dexterity/literacy range a bit.
- could add a line around play/social patterns, or privacy/security
needs. Maybe "forming close friend groups around hobbies/interests"
starting around 8/9 as well
Lettie [REDACTED]; 6/27/2016 5:52:58 PM
- 10 perhaps we try to massage in the Parent perspective here as well as
the kid milestones? ie at some point the parent buys the kid a phone,
gets sick of logging in, no longer requires full oversight on the
account, etc.
- +lettiemalan@google.com
James Beser; 6/24/2016 9:26:54 PM

11 Milestones impact product fit & happen at different ages for all kids



As kids hit each of these milestones, YT Kids becomes a worse fit for them.



Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
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Slide 1

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Maybe have a slide after this on parent milestones? le

- 1) parent allows parent-initiated yt sessions subdivided by a) supervised watch time, b) unsupervised watch time
- 2) parent allows kid-initiated yt sessions - subdivided by kid using a) parent identity vs b) kid identity
- 3) comfort with 'teen' content (pg/t)
- 4) buys the kid their own dedicated phone/device and/or all of Google (i.e. Gmail, etc)

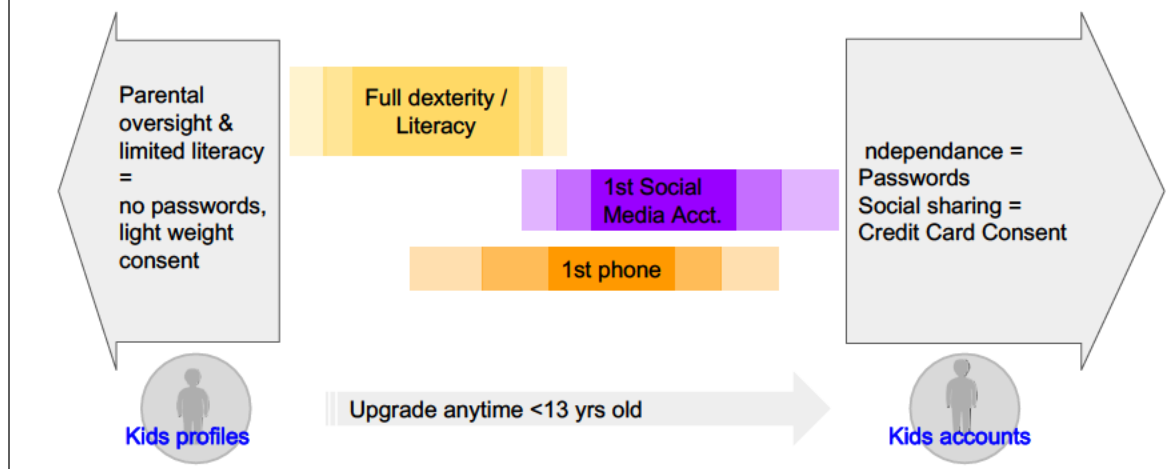
James Beser; 6/27/2016 4:05:04 PM



Kids Identity

Allow kids to make YouTube their own

Kids will have different account needs depending on maturity and parental oversight



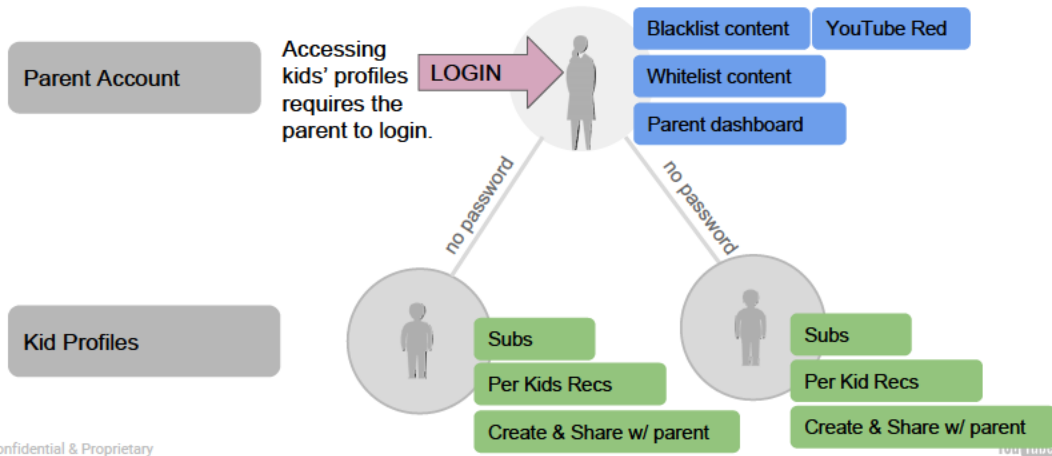
Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main



Phase 1 - Kids profiles

Support engaged kids and fuel retention and watch time



Slide 1

- 12 in keeping with the flow, this phase unlocks the 'casual viewer' use case?
James Beser; 6/27/2016 5:24:55 PM
- 5 The first version of this will but as soon as we launch create and share w/parent we are moving into creators. so it does not align to that use case directly.
A.J. [REDACTED] 6/27/2016 5:11:23 PM
- 13 but isnt it unclear if 'share with parent' is email+ per our last conversation with nate?
James Beser; 6/27/2016 5:24:55 PM

Phase 1 - Identity requirements

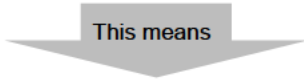
International: Have all YT Kids features available in all YT Kids countries

Password-less for Kids

Quick / easy consent (consumption use case does not warrant heavyweight flow)

Work on both YT Kids app and YT Main.

This means



YouTube Only Email + consent for parent login & kids profile creation

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Slide 1

14

in keeping with the flow, would be good to line up the needs to the developmental milestones framework developed in the previous section. ie these are for Casual Viewing Kids who don't are pre-literate. Also, isnt it a requirement these work across Kids and Main to support Y/G vs. +PG/T respectively?

James Beser; 6/27/2016 2:57:53 PM

Option space for Kids Profiles

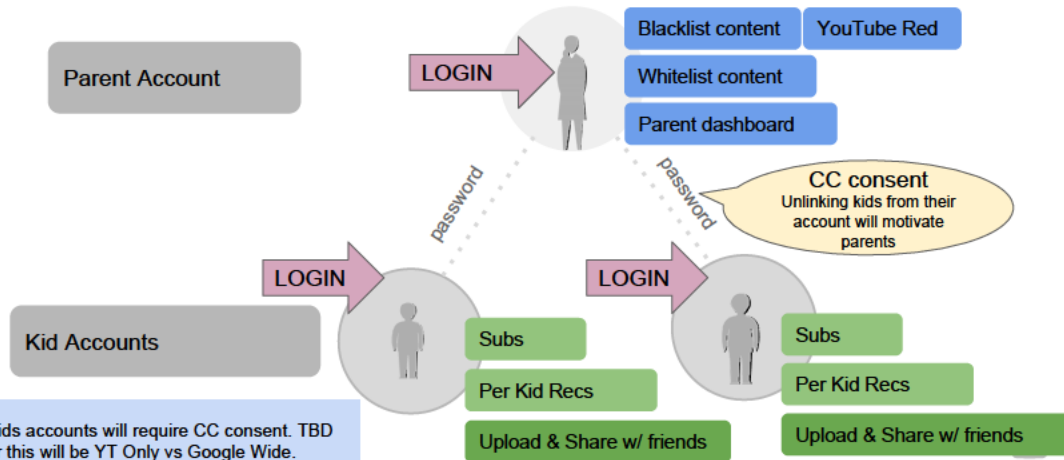
Infrastructure	Legal		
	YT Only Email+ Consent	YT Only CC Consent	Google Wide CC Consent
	Unicorn Light i.e. passwordless unicorn for YT-only	- Timeline dependencies - Not quick and easy	- Ties us to Unicorn i18n timeline - Not quick and easy on to full
	Delegated Gaia (YT personalization profile)	+ No timeline dependency - More dev work? - Conflicts with Unicorn	- Ties us to Unicorn i18n timeline - Not quick and easy on to full
Visitor ID	+ Simple legal story - Significant dev work (hacky).		

CC consent is too heavyweight for feature set

- Make gaia accounts that are only accessible by certain properties
- Store all profile info in YT specific tables, Gaia will be blank and just an id

Phase 2 - Kids Accounts

Unlocks social features & independence for older kids



Slide 1

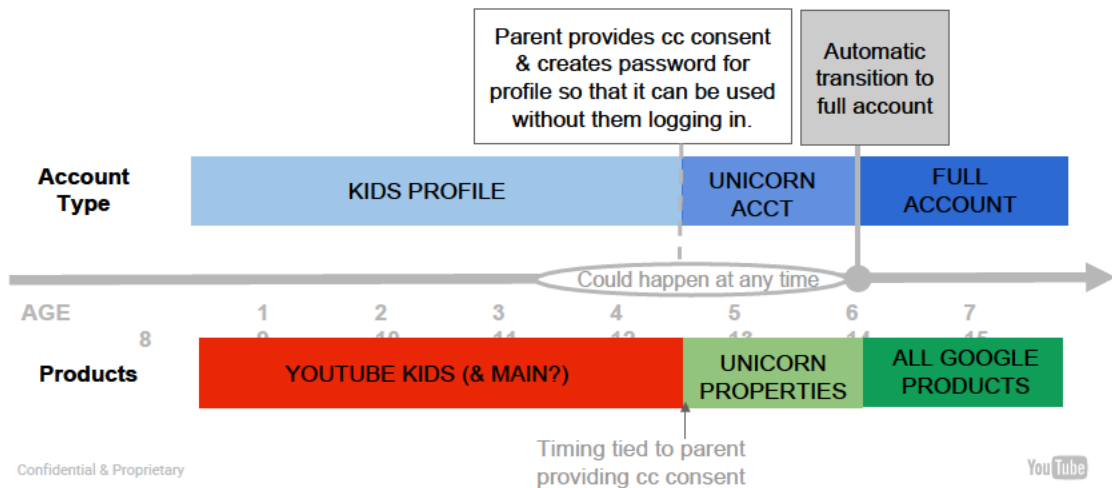
- 15 Should we have a version of slide 16 for this phase? or maybe combine slide 16 (phase 1) with the phase 2 requirements as well as the existing slide 19 (requirements for yt only consent) and have a req's summary slide for identity across the phases?
James Beser; 6/27/2016 3:03:33 PM
- 16 this consent is for the Engaged Viewer, Curator/Creator?
James Beser; 6/27/2016 5:25:17 PM
- 17 also, in keeping with our pivot away from age, lets try to map this to kid milestones vs. age (avoid 'older') here...
James Beser; 6/27/2016 3:01:03 PM
- 6 as per previous comment I don't think consent and profile type alignes with use case. Let talk about this later today.
A.J. [REDACTED] 6/27/2016 5:14:15 PM
- 18 is 'share with parent' the only inconsistency?
James Beser; 6/27/2016 5:25:17 PM

Implications of using YouTube only consent

- Identities will only work in YouTube (Google wide consent must be provided for upgrade to full unicorn account for use in other apps)
- I18n: Our own legal team will be responsible for diligencing profiles as part of each country launch = all features available in all countries.
- Greater adoption expected given lighter weight flow.

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Model of how a kid grows up on YouTube



If we can make yt kids work until a kid gets their first phone then we don't need to make yt kids profiles work on main

Slide 1

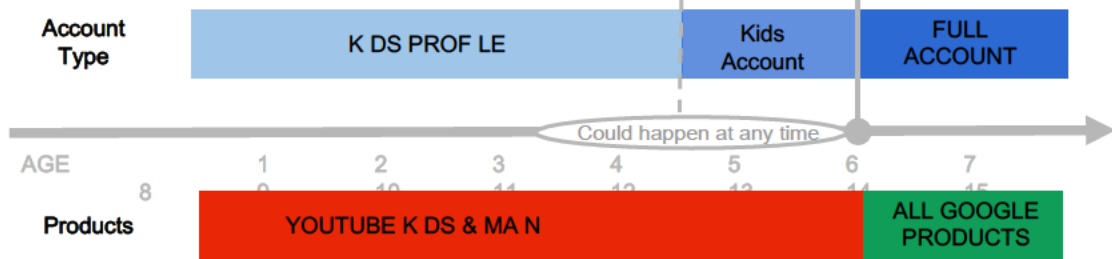
- 19 wonder if we need this anymore given the significant amount of content we've put towards similar topics earlier in the deck?
James Beser; 6/27/2016 3:06:07 PM
- 7 I think this spells it out clearly and is worth keeping even if we go over it quickly.
A.J. [REDACTED] 6/25/2016 2:21:32 AM
- 20 Ok, but i think it needs to be updated to de-emphasize the unicorn parts (i.e. have a track for owning a device and/or wanting access to all google products). also would be good map this to the kid milestones we'd developed previously in the deck to tie it all together better
James Beser; 6/27/2016 3:06:07 PM

Alternate: Model of how a kid grows up on YouTube

If Unicorn accounts never happen on YT in all countries we will use a YT only cc consent for kids account upgrade

Parent provides cc consent & creates password for profile so that it can be used without them logging in.

Automatic transition to full account



Confidential & Proprietary

YouTube

If we can make yt kids work until a kid gets their first phone then we don't need to make yt kids profiles work on main

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Who will use which account where?



Kids profile	Kids who share a device	Kids who think YTK is too childish but don't have their own phone yet I.e. parent has not set pass
Kids account	Kids who are old enough to have their own phone / account but prefer kids UI (unlikely)	Kids with their own devices or who want to use social features / parents who want independence
Adult GAIA account	Parents	Everybody else!

Confidential & Proprietary

YouTube

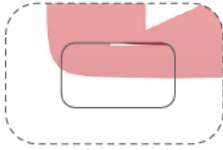
If we can make yt kids work until a kid gets their first phone then we don't need to make yt kids profiles work on main

Slide 1

21

i think putting some content in to tie back to kid milestones it would help to tie the deck together better...

James Beser; 6/27/2016 3:06:56 PM



Age-down Main

Once kids have identities we need to make sure we have the right feature sets to keep them engaged in each product,



Improve experience for kid identities on main

Feature	Full YT Acct	V1 Unicorn	Kids Profile	Kids Acct. Proposed	Logged out
Corpus	full	restricted	restricted	restricted	full
P13n recs	X	X	X	X	X
Subs	X	X	X	X	-
Playlist creation	X	-	X (private only)	X	-
Upload	X	-	X (private only)	X	-
Reactr	X	-	-	X	-
Comment	X	-	-		-

[go/via-report](#)

[go/kids-import](#)

New attribute = is safe for kids.

Slide 1

8

WIP

A.J. [REDACTED], 6/26/2016 7:05:16 PM

22

this is a good summary slide for this section. Thinking we need a YT Unicorn only slide that gives the state of the union there (features supported, timing for us, i18n plan, living room plan, etc). Then an overview of our high-level Main proposal with Kid profiles - and then this slide can highlight the similarities/differences and potential controversial areas

James Beser, 6/26/2016 7:05:16 PM

OLD

Some other options considered...



				
YTK chameleon <i>Get age as part of profiles and 'adapt' the YTK experience by kid age when logged in</i>	→ Brand: Not 'Kids' → UX adapts to age → Corpus adapts to age	N/A	No change	+ YTK longevity + No main dependency - Only logged in exp ages up - Incr. risk for 2+ with PG/T - Unclear if possible
New Tween App <i>Build or buy a tween-focused app i.e. YT "Teen" or Musical.ly, respectively</i>	No change	→ Brand: YT 'Teen'? → UX: Teen focused → Corpus: PG/T	No change	+ Tween experience + Works logged out + Ad \$\$ (vs. "kids" brand) - Another app to support - Confusing with Main
"Thread the needle" <i>Create a portable Kid profile that can be used on YTK and main, keep YTK younger focused, Main+profile for tweens</i>	No change	N/A	→ Brand: YouTube → UX: Main → Corpus: PG/T	+ Fast-track kids to Main + No Age pivot - Lots of main/gaia work - Rationalize with Unicorn

Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main

Slide 1

- 23 my attempt to summarize the following 3 slides. dont love it but mostly because I'm not sure we've really thought these through - or if we even have to propose them if we're not serious about them
James Beser; 6/26/2016 7:43:59 PM
- 9 I think this works.. I tried a different visualization for options 1 & 2 (could do 3 too if it helps) on slides 24 and 25. I personally think it helps to go through the 3 options because throughout this thought process we went from all being in favor of option 1 to all being in favor of option 3 (and even liking option 2 at one point) so I think J&J may need to go through the same thought experiment to get to where we got.
A.J. [REDACTED]; 6/25/2016 7:15:07 PM
- 24 moved this slide up in the deck to come after our proposal. My AI is to put this slide in a similar format to slide 5 for consistency and to de-word/up-level
James Beser; 6/26/2016 6:27:15 PM
- 10 I don't think this slide makes sense until the BTG problems we need to solve are presented: 1) brand 2) babish UI 3) content... these are currently on slide 12.
A.J. [REDACTED]; 6/26/2016 7:01:08 PM
- 25 agree, moved. still want to clean it up tho...
James Beser; 6/26/2016 7:09:49 PM
- 26 Actually, this summary slide is a bit out of place in the "not age" section - thinking now it may make sense in the summary section up top...lets see how the rest of the deck shapes up
James Beser; 6/26/2016 7:43:59 PM

Option 3: How can we get there?

Giving kids a reason to stay logged in is key.

- 1) Parent Login
- 2) Launch Kids Profiles
 - a) Subscriptions
 - b) Personalized Recommendations
- 3) Enable Kids Profiles in Main
 - a) Restricted corpus: Y, G & PG (Maybe Teen)
 - b) Hide comments
 - c) Allow Reactr
- 4) Activate Kids as Creators

Slide 1

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slide feels like appendix

James Beser; 6/24/2016 9:21:55 PM

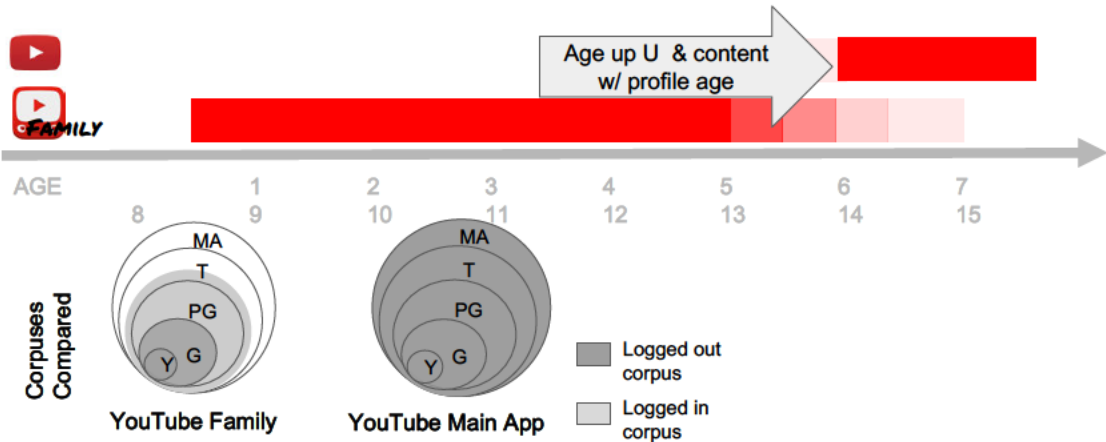
Option 1: Kids app -> Chameleon

Rename app with a more generic name e.g. YouTubeX or YouTube Family.
Use kids profiles to adapt the U and content according to the age of the kid.

✓ Not just for Kids

✓ Full dexterity

✓ PG & T content



Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main

Option 2: New app for Tweens

Create or acquire a completely new app that is just for teens. Possible acquisition could be Music.ly

✓ Not just for Kids

✓ Full dexterity

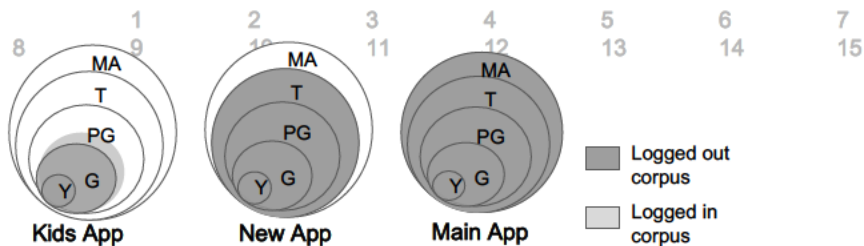
✓ PG & T content

NEW APP



AGE

Corpus
Compared

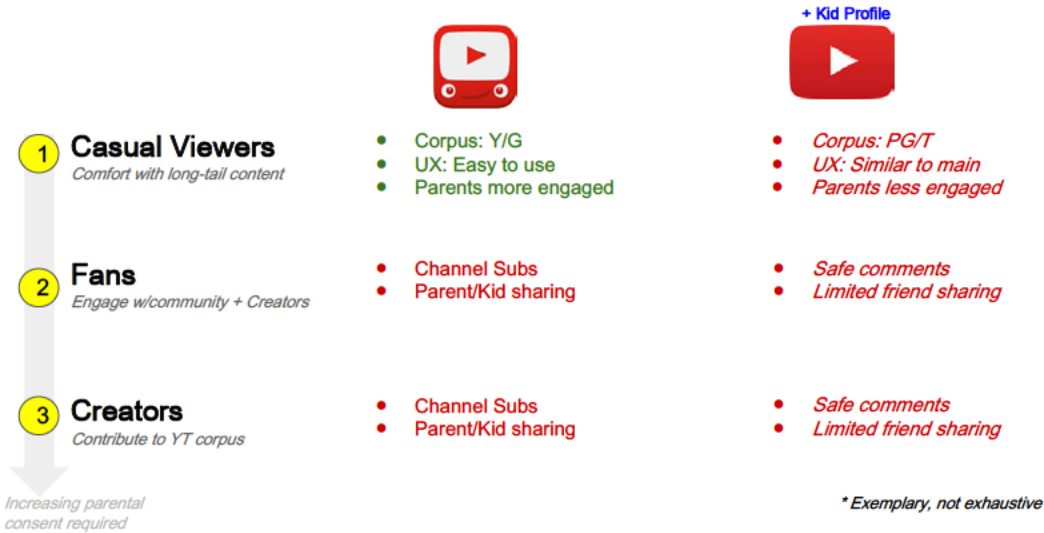


Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
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- Being able to use main

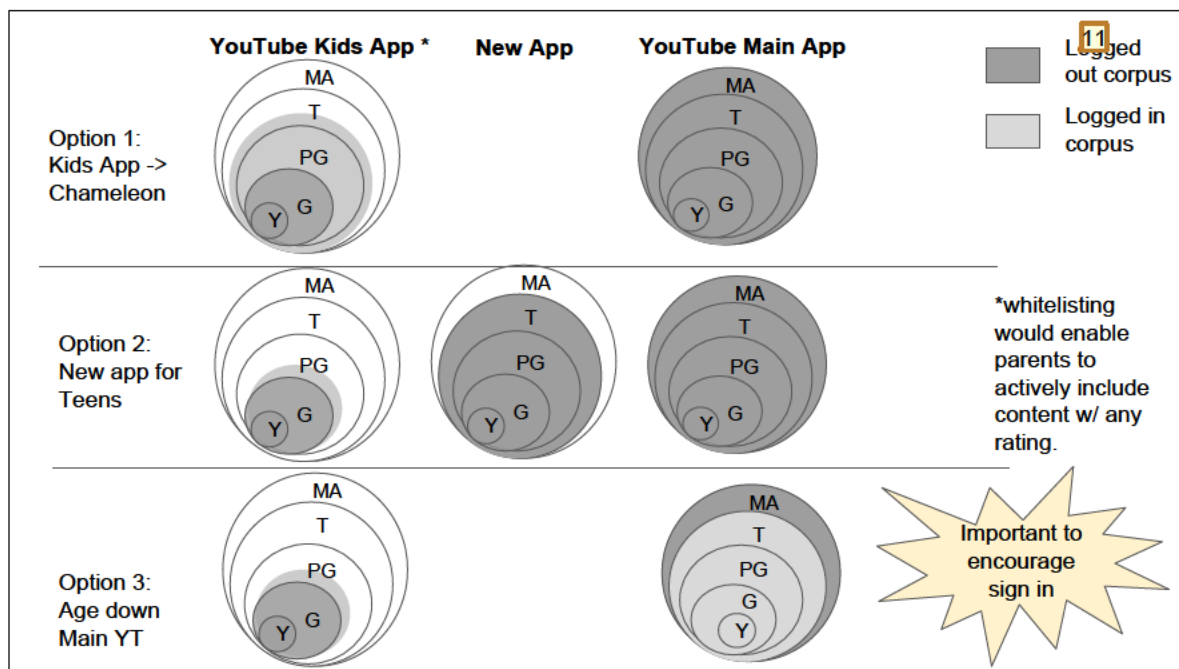
Keep YTK pure for younger kids, age-down main

Keep YTK safe/easy for the youngest kids - unlock advanced content/features for those that are ready



Macs in schools

Give kids a warm send off to main



Slide 1

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appendix?

James Beser; 6/25/2016 1:07:25 AM

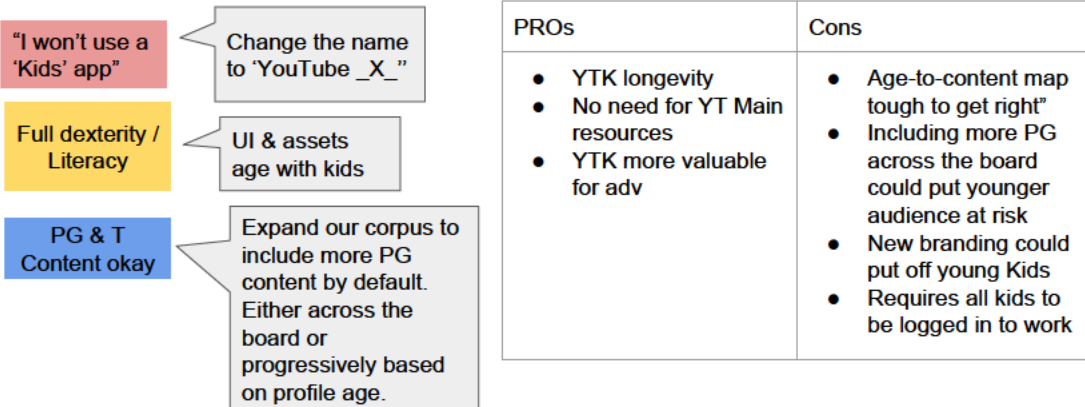
11

sure

A.J. [REDACTED] 6/25/2016 1:07:25 AM

Option 1: YTK as “Chameleon”, No change to Main

Rename app with a more generic name e.g. YouTubeX or YouTube Family.
Use kids profiles to adapt the UI and content according to the age of the user.



Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main

Slide 1

29 i wonder if we can collapse slides 12-14 into one slide that shows all the options together?

James Beser; 6/25/2016 1:14:34 AM

12 We could but I think it would be super dense and undigestible and it might take us longer to get through than just flicking through 3 slides quickly.

A.J. [REDACTED]; 6/25/2016 1:04:49 AM

30 Not sure we need all the details that are there now.

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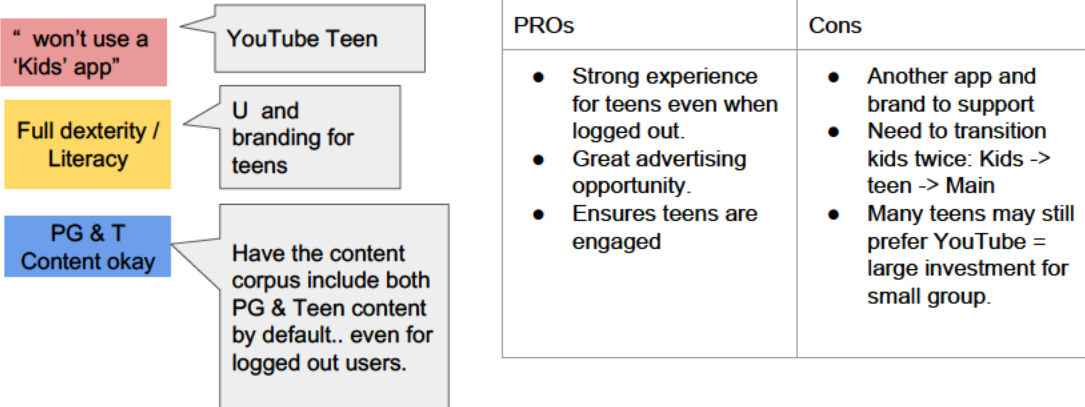
-James

James Beser | Group Product Manager | jamesbeser@google.com |
650-253-5610

James Beser; 6/25/2016 1:14:34 AM

Option 2: Build or Buy new app for Tweens

Create or acquire a completely new app that is just for teens - which Tweens aspire to be. Possible acquisition could be Music.ly

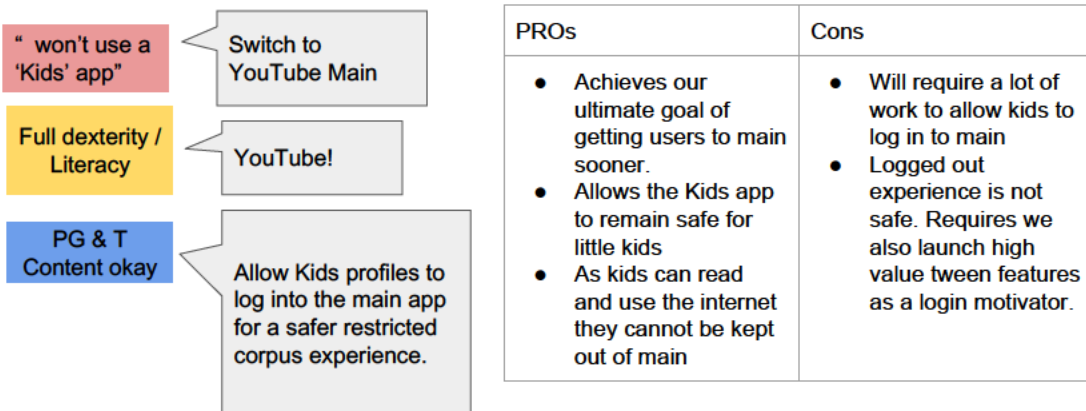


Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

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Option 3: Age down Main YouTube w/Kid profiles

Keep one corpus for all users in YT Kids. Support logged in Kids Profiles in the Main app



Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

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- Getting a phone
- Being able to use main

Options Compared

	Pros	Cons
1) Age up Kids	• Enables kids to stay in the app longer = increased reach • Less dependency on YT Main to support tweens • Would be a more attractive opportunity for advertisers	• Adapting content based on age will never be right (parenting styles and development vary) • Could put younger audience at risk • New branding could put off Kids who feel like the current app is just for them. • Requires all kids to be logged in to work
2) New app for Tweens	• Good / Safe experience for teens even when logged out. • Great advertising opportunity. • Ensures teens are engaged i.e. tweens are not split across apps	• Another app • Need to transition kids twice: Kids -> teen -> Main • Many teens may still prefer YouTube = large investment for small group.
3) Age down Main	• Gets kids to main sooner • Little kids are safe in YTK • Does not artificially force kids in either app.	• Will require a lot of work to allow kids to log in to main • Logged out experience is not safe. Requires we also launch high value sharing / creation tools for Kids as a motivator to stay logged in.

Slide 1

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if we can collapse slides 12-14 into one we wont need this one

James Beser; 6/24/2016 9:23:23 PM

Options Compared

	Pros	Cons
1) Age up Kids	Enables kids to stay in the app longer = Feels like we are artificially forcing kids to stay in the Kids app	Adapting content based on age will never be current app is just for them.
2) New app for Tweens	New app feels unnecessary when the Main app is already great for Teens	
3) Age down Main	Let kids and parents choose when it is the right time to transition to YT Main.	

Slide 1

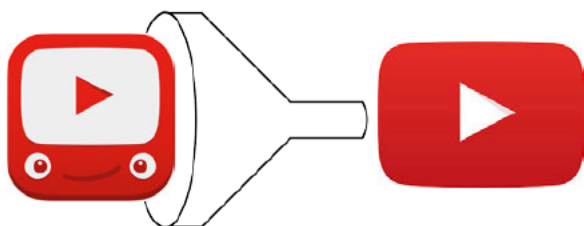
32

same comment as previous slide

James Beser; 6/24/2016 9:23:37 PM

Our goals

- = Give all users under 13 a great experience
- = Feed engaged users into main

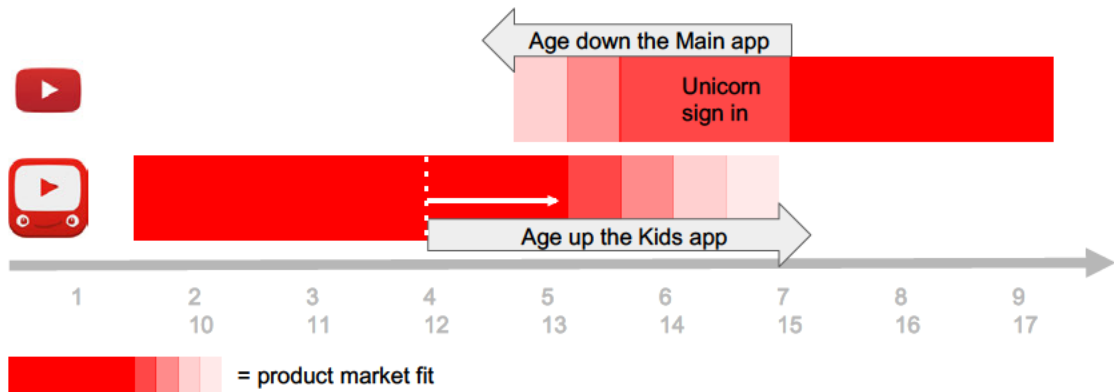


Macs in schools

Give kids a warm send off to main

How could we bridge the gap?

Option 2: Stretch both sides = Age up YTKids and Age down YouTube



Tweens are a better revenue opportunity

For example,

nickjr™ → No ad revenue

nick → \$1B ad revenue

jr™ = KIDS = small ad rev oppty
(YouTube **KIDS**)

We have an advantage — TV has to choose a single lane while *digital can personalize to both.*

Who will use which accounts where

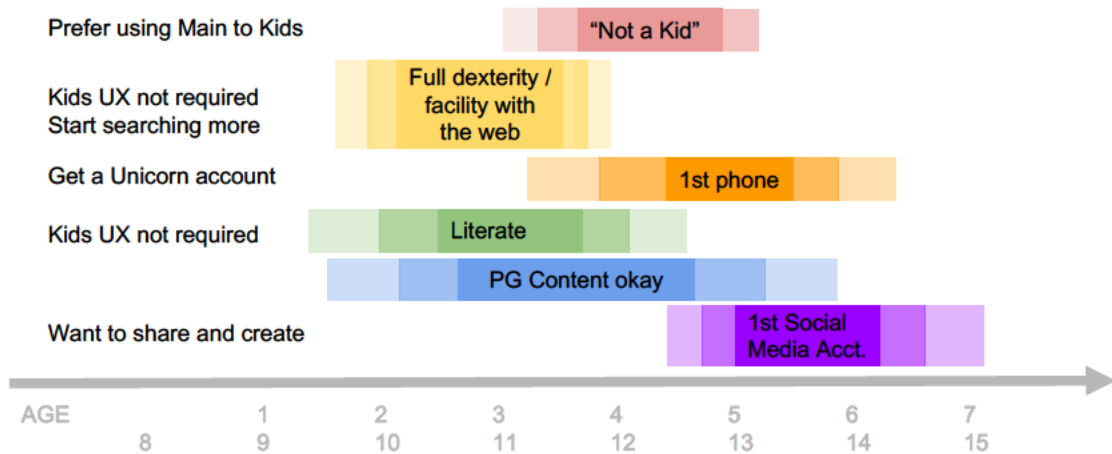


YT Kids profile	2 - 8 yr olds	7-13 yr olds
Full Unicorn Accounts	8 - 13 yr olds (unlikely)	7-13 yr olds
Adult GAIA account	Parents	Everybody else!

Confidential & Proprietary



Milestones impact product fit & happen at different ages for all kids

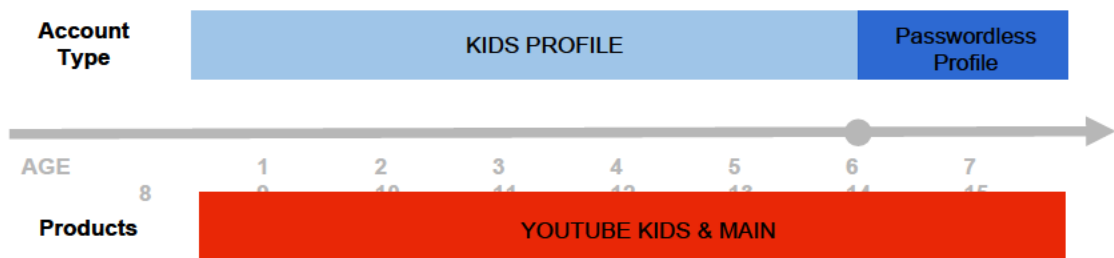


Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main

If kids profiles work on main...What happens if a parent never upgrades?

Eventually a kids profile will turn 13.... What happens then?



Confidential & Proprietary



Slide 1

13

+srinivasanb@google.com
+jamesbeser@google.com here is an interesting question.... if kids profiles work in the main app and the parent never upgrades to unicorn then eventually we will have a 'YouTube Profile' on the parents account.... at this point the profile would have no content restrictions and would essentially be a viewer profile ala what the living room initially talked about.

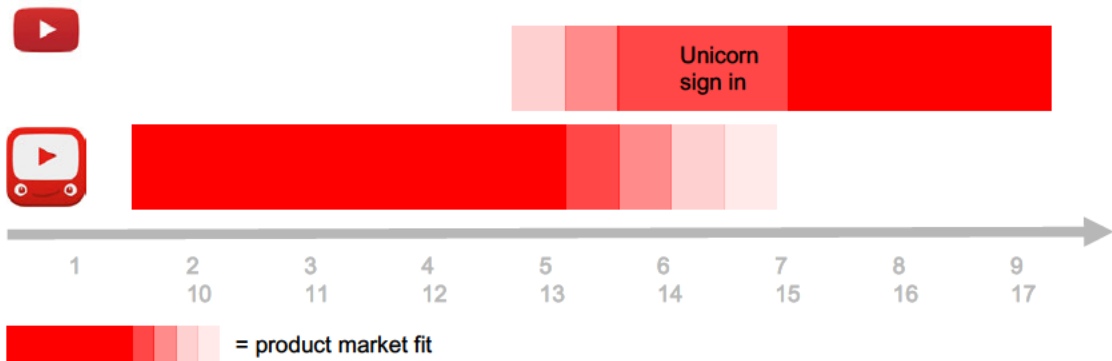
A.J. [REDACTED] 6/21/2016 10:27:14 PM

5

Interesting question. I would suggest we avoid trying to go down this path (ie removal of all content restrictions). If full content is required then lets make these kids get full accounts.

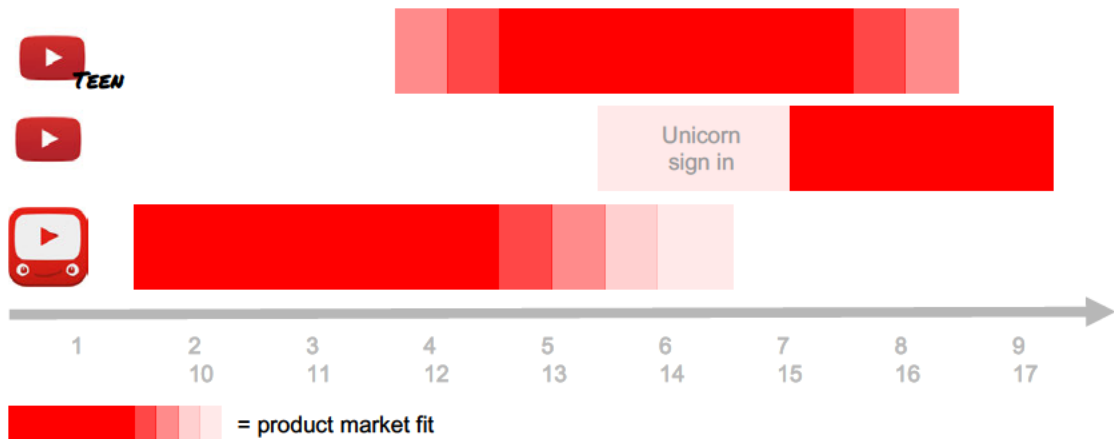
Balaji [REDACTED] 6/21/2016 10:27:14 PM

Goal: Support users of all ages!

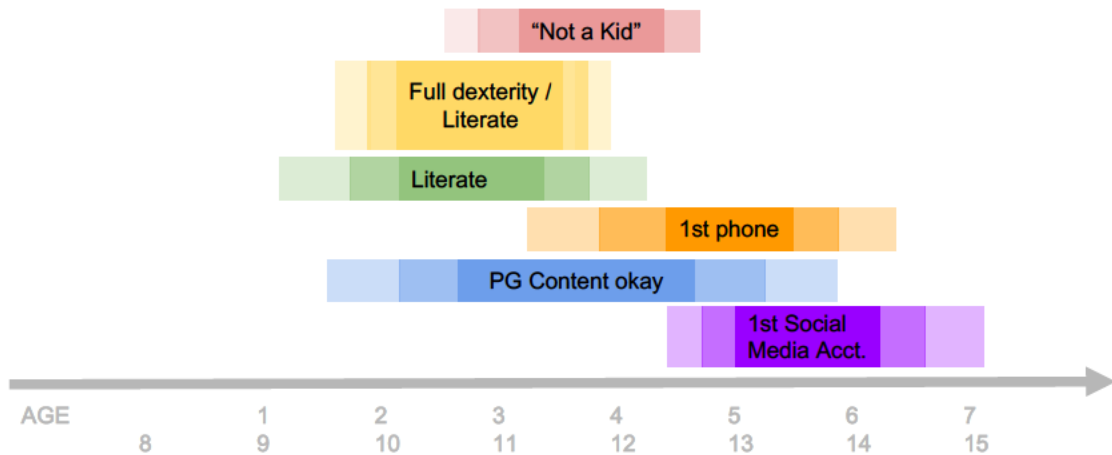


How could we bridge the gap?

Option 1: Make a bridge = launch an experience just for teens



Milestones impact product fit & happen at different ages for all kids



Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

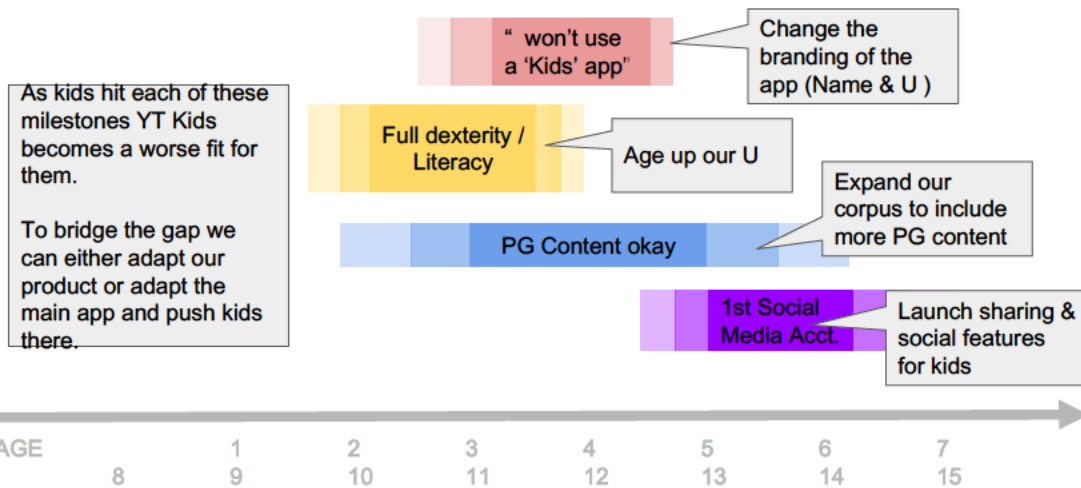
- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main

YouTube “Teen”

- + Great monetization opportunity: Advertisers could target teens just by advertising in the app
- + Could serve teens better?
- Could cannibalize the main app. YouTube is already great for tweens.

Interesting but lots of work. Let's start with lower hanging fruit!

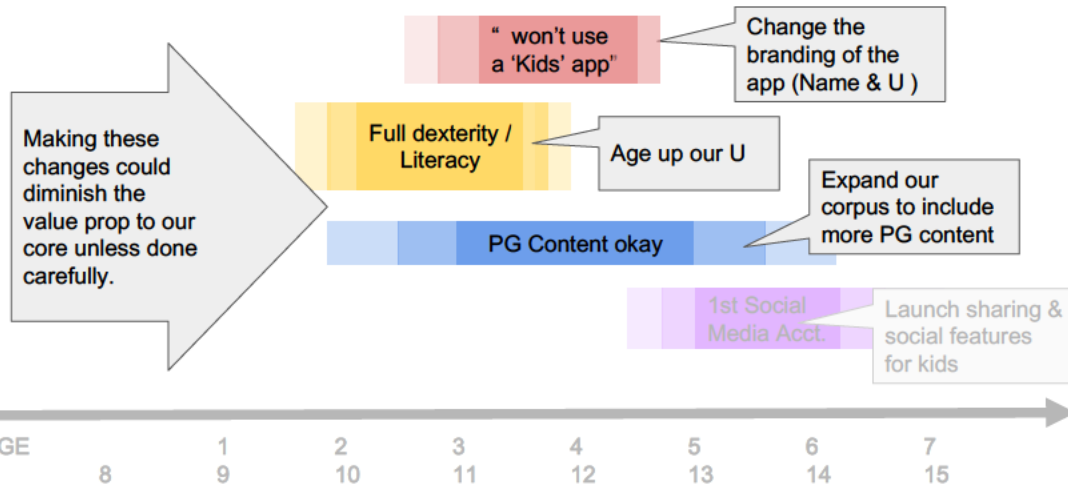
How could we adapt YouTube Kids? We could....



Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
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- Being able to use main

How could we adapt YouTube Kids? We could....

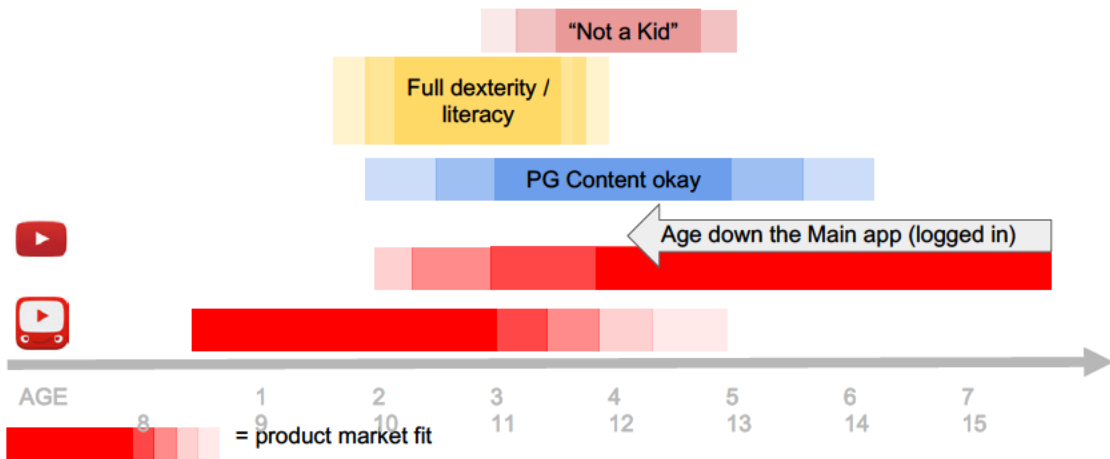


Kids milestones..... We are not age here... kids and parents are on their own timeline.... @13

- Watching pg
- Literacy / reading
- Getting a phone
- Being able to use main

How could we bridge the gap?

Option 1: Push to main - as soon as kids stop needing the kids UI and want PG content... They can go to main



Don't want to push too far... max target up to 9-10?
Smardan, dsharon

Don't artificially hold on to kids

Option 1: pivot on PG

Option2 : pivot on phone

Option 1 (Push to main) Assumptions

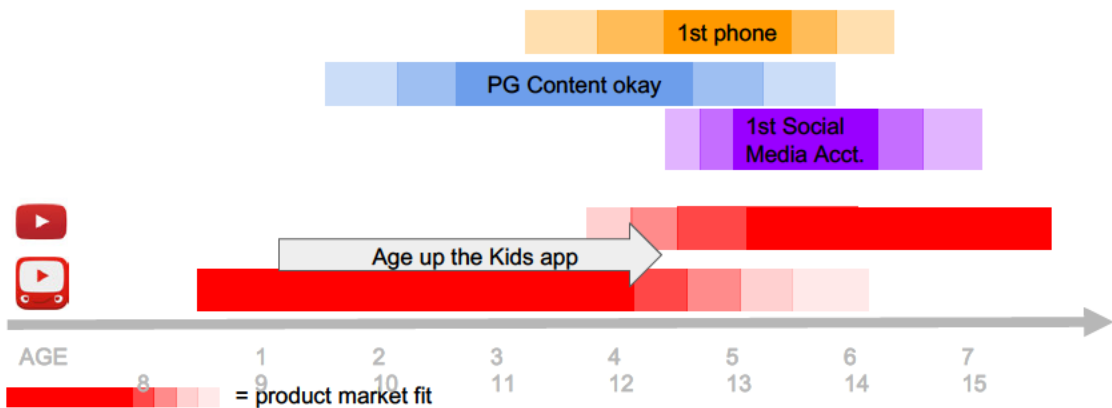
- It is to our benefit to get users to main YouTube before they are teens
- We could have the same content & safety restrictions on main as we do in kids

Problems:

Kids app users can be logged on.... Main app users must be logged in to maintain safety.

How could we bridge the gap?

Option 2: Pivot to main on getting 1st phone / unicorn account



Don't want to push too far... max target up to 9-10?

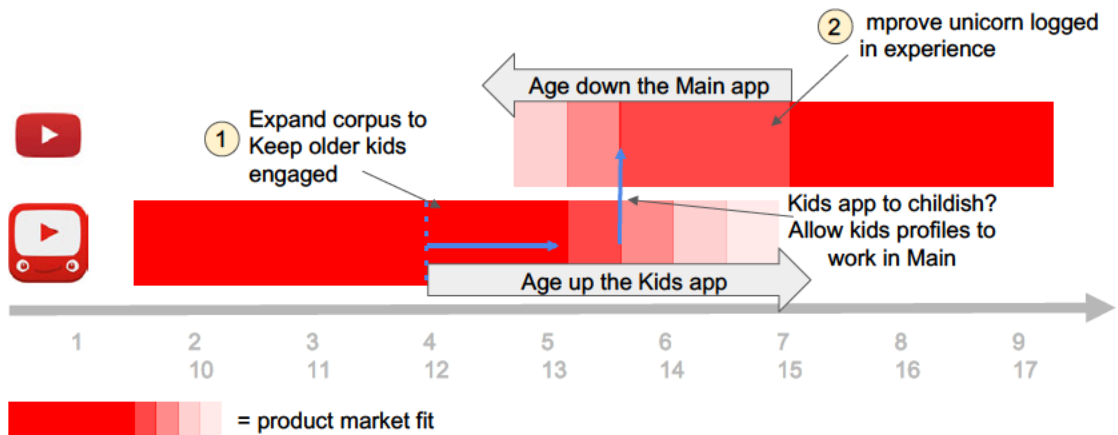
Smardan, dsharon

Option 1: pivot on PG

Option2 : pivot on phone

How could we bridge the gap?

Option 1: Stretch both sides = Push to main



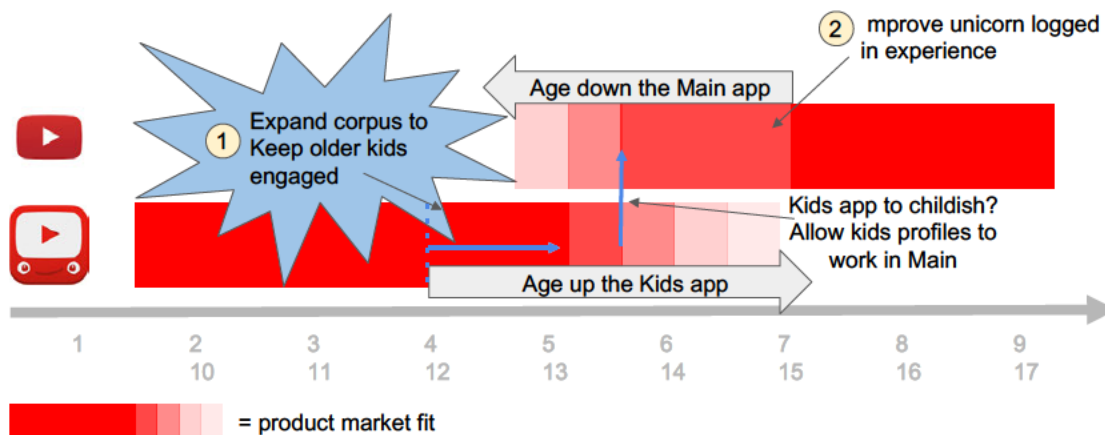
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Smardan, dsharon

Option 1: pivot on PG

Option2 : pivot on phone

How could we bridge the gap?

Option 2: Stretch both sides = Age up YTKids and Age down YouTube



1 Expand the Corpus: 2 ways to do this

- A) **Active:** Parents must involved in the inclusion of new content e.g. share content or approve whitelist suggestions
- A) **Passive:** YTK automatically incorporates more PG content into the corpus. Will likely require a new content classifier "is_kids"

go/via-report

go/kids-import

New attribute = is safe for kids.

Expand the corpus: Active

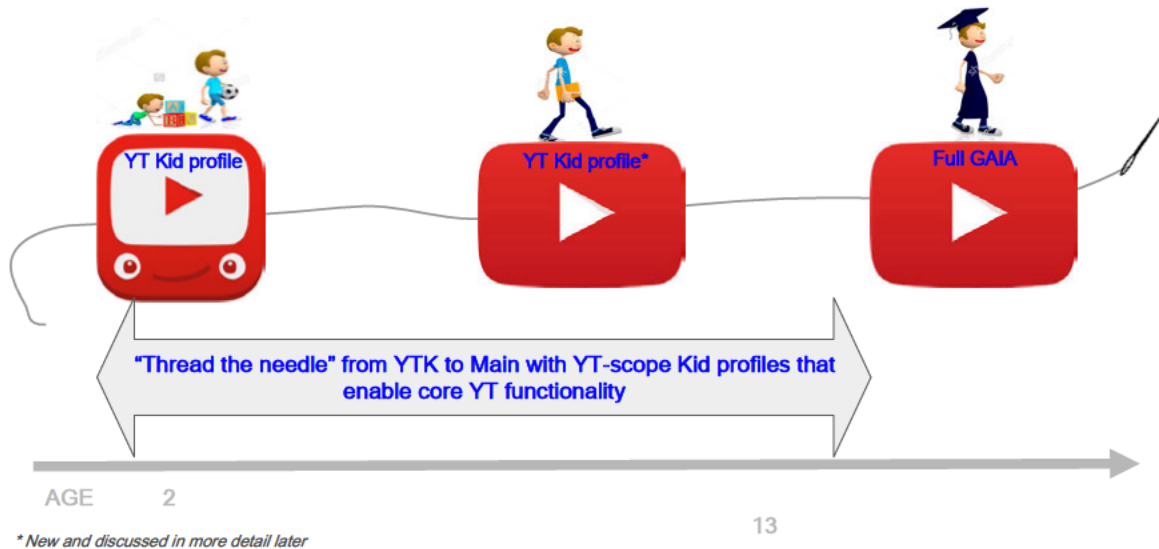
Design principle: Parents won't go into YTKids to add content. We need to reach them where it is convenient.

	Feature	Use Case	
1	Sharing with kids	- Share a nostalgic video - Teach about a current event or topic - Share a funny video or moment	
2	Approve		
3	Kid requests		

Expand the corpus: Passive

Detail on proposed strategies

Proposal: Kid Profiles and logged-in features

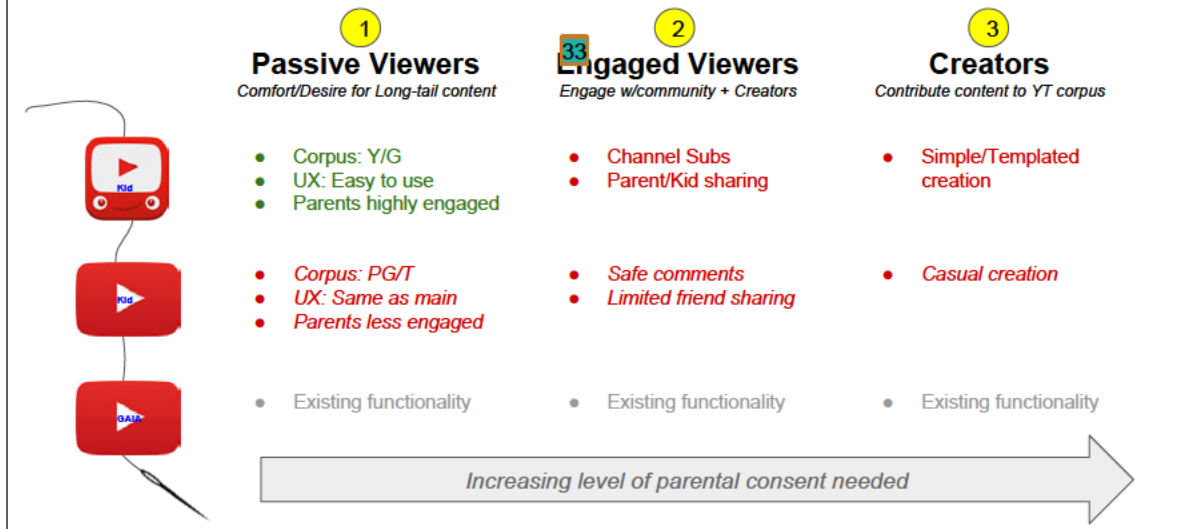


Macs in schools

Give kids a warm send off to main

Detail: Core YT features 3 main YT user modes

'Thread the needle' via age-appropriate versions of key logged-in features



Macs in schools

Give kids a warm send off to main

Slide 1

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fans?

James Beser; 6/24/2016 6:48:48 PM

Product Deep-dives

1) Kid Identity at the core of “threading the needle”

- a) Must support all kids 2-->13 and i18n
- b) Parental control matched to kid capabilities, desire for independence and trustworthiness



YT Main for Tweens

Appropriate versions of central YT Main logged-in features
for young kids

**Pivot on
developmental
milestones (vs. age)**

- 1) We will not try to artificially keep kids in YT Kids nor push Kids to YT Main
- 2) On the margin, we prefer YT Main