

Produced in Native

4 “Autoplay”, or more properly “auto-continuation”

1/16/2015

Slide 1 Comments

- 1 Should we be calling this "Auto Advance"?
Matthew Glotzbach, 1/16/2015 06:51 PM
- 2 Please ... anything other than Autoplay, which has existing connotations to, well, autoplaying the video when landing on watch (or in embeds) as well as implications for ads and viewcounting to boot.
Paul Thiel, 1/15/2015 05:12 PM
- 3 +1 for new name. At one point, we were calling this "AutoNav"
John Harding, 1/16/2015 06:41 PM
- 4 The UX guys told us, a while back that we should talk about "inline playback" and "auto advance". Inline Playback means that a video starts / is playing right inline (in the feed, etc.). Auto Advance means that once one video is done playing, youtube will start playing another / next recommended video without the user having to take an action. So I think, by that nomenclature, this is Auto Advance
Matthew Glotzbach, 1/16/2015 06:51 PM

Outline

Review UI + experience

User feedback and metrics

Partner impact

Note that this has been a feature often requested from viewers for many years, frequently described as “leanback mode”.

Objective: go/no-go on launch

Launch to 25% - 1/20

Launch to 50% - 1/27

Launch to 100% - 2/3

Background

Autoplay UX

The screenshot shows a YouTube interface with a video player and a list of suggested videos. The video player is displaying a video titled "What is the Worst Thing You Ever Heard Your Mommy Say?" by Jimmy Kimmel Live. The video is paused at 3:06 / 3:06. A large play button is overlaid on the video, and a "Cancel" button is visible below it. The video player also shows the "Up Next" label and the "Autoplay" toggle, which is currently turned on. Below the video player, the video title "Kimmel Asks Kids 'Do You Know Any Naughty Words?'" is displayed, along with the channel name "Jimmy Kimmel Live" and a "Subscribed" button. The video has 4,775,286 views. To the right of the video player, a list of suggested videos is shown under the "Up Next" heading. The suggested videos include:

- What is the Worst Thing You Ever Heard Your Mommy Say?** by Jimmy Kimmel Live, 11,539,968 views, 2:50 duration.
- Mix - Kimmel Asks Kids "Do You Know Any Naughty Words?"** by YouTube, 50+ videos, 11 views.
- YouTube Challenge - I Gave My Wife or Girlfriend A Terrible Gift For Valentine's** by Jimmy Kimmel Live, 14,898,306 views, 2:58 duration.
- Have You Ever Smoked Pot?** by Jimmy Kimmel Live, 4,605,076 views, 4:46 duration.
- Five Year Old Genius Arden Hayes on Jimmy Kimmel Live** by Jimmy Kimmel Live, 3,326,633 views, 4:57 duration.
- Mother's Day 2014 - What's the Most Shocking Thing Your Kids Don't Know** by Jimmy Kimmel Live, 2,198,267 views, 3:16 duration.

Slide 5 Comments

1

I've missed this review, but I think the UI could use some work. I was listening to a tune last night and wanted to listen to the current song again. It wasn't clear where to click as the in-player UI was play one video, but the page was for another also the replay button would play the main video (which is what I wanted). Cancel wasn't very button shaped. Could it be a black square.

Some commentary here: <https://screenshot.googleplex.com/fzgQpNFAQD>

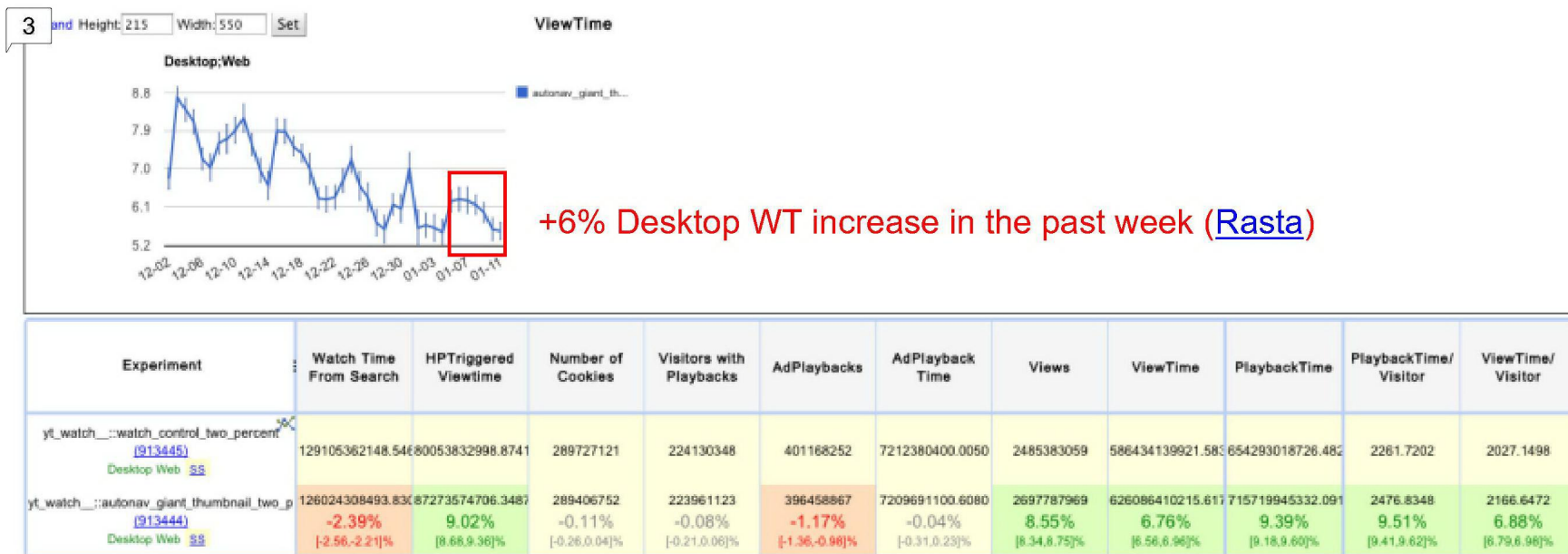
Overall I love the feature, but in this case (I wanted to replay) I was a touch confused.

I think anger could be reduced with a bigger STOP button instead of a tiny cancel.

Pete Bradshaw, 1/16/2015 10:31 PM

Experiment results

+6.76% Desktop WT increase over ~1 month ([Rasta](#))

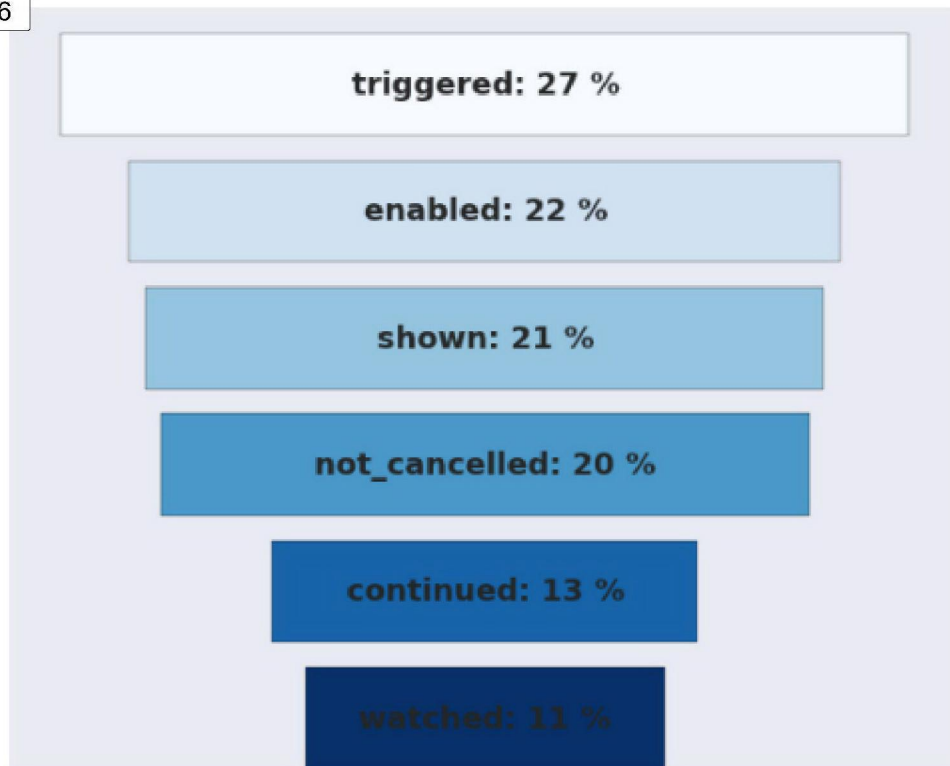


Slide 6 Comments

- 1 I assume we'll be running a holdback to understand the impacts beyond 1 month? It doesn't seem like this downward trend has fully stabilized?
Todd Beaupré, 1/16/2015 05:12 AM
- 2 Seems like a good idea. + [REDACTED]@google.com
Scott Zuccarino, 1/14/2015 11:00 PM
- 3 Standard Operating Procedure.
Matthew Smith, 1/16/2015 05:12 AM

Funnel visualization

6



3

- 84% of watches are autoplay-enabled.
- Users rarely click to cancel (~4%)
- Instead they frequently navigate away instead of autoplaying (~37%).
- Most autoplay watches last > 10s (84%)

Slide 7 Notes

- triggered = the playback reaches the end of video
- enabled = the user has not changed settings to disable autoplay
- shown = the autoplay endscreen appears
- not cancelled = the user does not press the cancel button
- continued = the user starts a subsequent autoplay playback (instead of navigating away)
- watched = the autoplay watch lasts longer than the short_watch threshold of 10s

84% = enabled / triggered

4% = 1 - not_cancelled / shown

37% = 1 - continued / not_cancelled

84% = watched / continued

Slide 7 Comments

- 1 is the 27% triggered the percentage of watches that are autoplay eligible and reach the end of playback? or how does the 27% relate to the 84%?
Jim McFedden. 1/16/2015 07:53 PM
- 2 + [REDACTED]@google.com for confirmation, but my understanding is 84% are enabled, but only 27% of all playbacks reach the end (people don't wait for the credits etc.). Not sure if it's 27% of enabled or all.
Itamar Herzberg. 1/16/2015 07:13 PM

Slide 7 Comments (Continued)

- 3 I added notes below the slide, but I think your interpretation is correct: About 27% of playbacks reach the end of video while 84% of those have autoplay enabled.
Chris Peterson, 1/16/2015 07:53 PM
- 4 Can you clarify what these labels mean? E.g. what's "triggered" vs "enabled" vs "shown"?
John Harding, 1/16/2015 07:45 PM
- 5 + [REDACTED]@google.com Perhaps some notes here.
Itamar Herzberg, 1/16/2015 07:12 PM
- 6 Added notes below the slide. Hope that clarifies!
Chris Peterson, 1/16/2015 07:45 PM

UER + Dogfood feedback

User Research feedback

We conducted a 50 person mechanical turk study to evaluate autoplay. (Full writeup [here](#).)

- ~60% of participants naturally noticed the feature after 4 days.
- ~80% generally liked the feature (of the participants who noticed the feature). People like the toggling ability and found autoplay most useful for music, episodic content, and comedy.
- Users seemed to have two use cases: 1) as a "Pandora-like" discovery engine that helps them find new content, 2) as a convenient way to avoid having to manually select the next video.

Top Fishfood/Dogfood issues

13

16

18

- Runaway sessions pollute Watch history.
 - We pause autoplay when LACT > 4 hours.
- Blowing away comments
 - We pause autoplay when your focus is in a text area.
- Add a next button.
 - We added one.
- Appropriateness of autoplay content.
 - We apply WN content label filtering and do not autoplay into “sensitive subjects” if the current video is non-sensitive.
- Autoplay loops are possible **when Watch History is off**
 - Affects < 1% of users, fix coming at end of Q1.

Slide 10 Comments

- 1 Getting 4 hours of unintended content in Watch History is painful in terms of recovering personalization and/or the user having to manually delete from their history.
- Why LACT > 4 hours vs. 3 or 2? 4 hours seems like a long time for someone to be "intentionally watching passively".
- Might we consider a future improvement that has shorter default autoplay timeout (to reduce runaway sessions) and give users who hit it an option to set a longer or no LACT timeout?
- Todd Beupr , 1/16/2015 07:04 PM*
- 2 It's conceivable that someone would listen to music for 4 hours while working at their desk, listening to autoplay. The product may not be quite there today, but that's a use-case I think we should support. 4 hours gives us runway to get there while still mitigating the watch history problem.
- Scott Zuccarino, 1/14/2015 08:42 PM*
- 3 Also, it seems like another approach to the watch history problem is for systems that consume watch history to be aware of the LACT of each item in the watch history. It's already possible for Mix or playlists to fill watch history with a lot of low-intent watches.
- Mix/playlists are already a large source of WT -- perhaps comparable even to what autoplay will become. Ideally, we would try to solve this problem in a more general way.
- Scott Zuccarino, 1/14/2015 08:46 PM*

Slide 10 Comments (Continued)

- 4 Is the LACT logged with each view already (in logs and/or watch history)?
Todd Beaupré, 1/14/2015 10:44 PM
- 5 I'm not sure exactly where this is logged but know that it is logged for our view count policy. [REDACTED]@ or [REDACTED]@ would know.
Scott Zuccarino, 1/14/2015 10:55 PM
- 6 LACT is available in viewcount and session logs, as part of each /playback or /delayplay request.
Chris Peterson, 1/15/2015 12:32 AM
- 7 I tend to agree that 4 hrs. seems aggressive, especially for a new feature that we're still understanding.
Matthew Glotzbach, 1/15/2015 06:04 AM
- 8 How much effort is it to make LACT time out conditional on whether original seed is in the Music corpus. Seems like a pretty different use case than non-music worth considering.
Todd Beaupré, 1/15/2015 06:22 AM
- 9 I'd imagine that having "smart" timeouts would be a fair chunk of work. What happens to the timeout if I transition from music into, say, entertainment, and then back into music? How do we define music, and how accurate is that definition? What about other use-cases, like comedy and series? We could figure it out, but it'd take time.
- My real issue with smart timeouts is that they feel a little bit like a hack. If we're worried about poisoning p13n recommendations, there are more direct ways for us to fix that issue (e.g. recommendation systems could just throw away all watches generated by WN autoplay, until we build a system for properly discounting them).
Scott Zuccarino, 1/15/2015 10:58 PM

Slide 10 Comments (Continued)

- 10 I am adding lact to watch history. Separately, I'm proposing to log delayplay pings and to use the use view eligibility to decide whether an autoplay should go in watch history.
Bill Saphir, 1/16/2015 12:18 PM
- 11 To be clear, as Scott mentioned, I think that there are two separate problems here: 1) - the important one - is that these watches may cause you to get poor recommendations, and 2) - the less important one - is that these autoplay watches show-up in your watch history page. (2) is less important because many fewer people ever look at their watch history; if it becomes an issue then we can move the autoplay watches to a different section of the watch history, or provide a filter, or something. (1) is indeed very important, and as Scott suggests it would be best to deal with this in the recommendation system by using the autoplay annotation and LACT in order to determine how to influence recommendations. We may need to take some aggressive action to address (1), but it's hard to say until we have more examples and can run experiments for them, so I think it's something to anticipate but not do ahead of time.
Cristos Goodrow, 1/16/2015 05:20 PM
- 12 Back to the question of the 4-hour threshold. Was this chosen arbitrarily? Wouldn't it make more sense to align this with our LACT threshold for view-eligibility?
Did we run experiments w/ different thresholds so we can see what continuation rates look like?
John Harding, 1/16/2015 06:54 PM
- 13 go/autoplays-in-watch-history
Bill Saphir, 1/16/2015 07:04 PM

Slide 10 Comments (Continued)

- 14 What about focus in other areas of the player page? EG the Share box?
Reed Morse, 1/15/2015 10:26 PM
- 15 If you click into any input field (or text area), we'll pause autoplay for you. We'll also pause autoplay if you've scrolled down a bunch.
Scott Zuccarino, 1/15/2015 10:26 PM
- 16 (So, yes, we'll pause autoplay if you've clicked into the share box.)
Scott Zuccarino, 1/15/2015 10:26 PM
- 17 Why does the next button only show when Autoplay is on?
John Harding, 1/16/2015 08:55 PM
- 18 Mainly for simplicity. This is analogous to how previous/next buttons only appear in the player in playlist mode.
Scott Zuccarino, 1/16/2015 08:55 PM

User feedback from experiments

Low feedback volume (~50 reports since early December, less than 0.01% of affected population)

- Sentiment breakdown
 - **81% negative** (17 reports)
 - *"It is so very extremely **annoying** [that] **YouTube has it activated by default**. Why don't you let users decide if they want to turn ON something as annoying as a setting that makes the clip suddenly switch over to something else that the user did NOT choose and has NO interest in seeing??"*
 - **19% positive** (4 reports)
 - *"I can just continue working on whatever im doing and have Autoplay do an **excellent job choosing what I should listen to next** though I believe it can be improved. Excellent job"*
- Other feedback themes
 - Autoplay starts mid-playback ([Bug](#)), confusion on how to disable autoplay, requests for autoplay to be default off (via YouTube Settings)
 - Customization: option to remove video from list, reorder videos, save as playlist

Slide 11 Comments

- 1 Do you think that viewers understand that the toggle is a user setting? That is, that it will apply to all future viewing?
Cristos Goodrow, 1/19/2015 04:02 PM
- 2 No, I don't believe so, which is why some are asking for (or looking for) a default setting on the YouTube Settings page. Sample quotes:
 - "I think the Autoplay is annoying, if you can add an option in Youtube Settings where i can disable it permanently (instead of doing that every time i open a new tab), it would be great."
 - "Please let me these stupid AutoPlay feature in Youtube Videos permanently (!) Disable"
 - "There doesn't seem to be a way to permanently shut OFF the "Auto-play" function. I do NOT like this feature, did NOT ask for it, and I do NOT want it!"*Lauren Cheng, 1/16/2015 06:47 PM*
- 3 If the user is logged in, does the setting apply to all browsers they use? Or is it strictly a browser cookie setting?
John Harding, 1/16/2015 07:03 PM
- 4 Note that users complaining about having to do it over and over again may be clearing/blocking cookies.
John Harding, 1/16/2015 07:03 PM
- 5 +[REDACTED]@google.com +[REDACTED]@google.com
Lauren Cheng, 1/16/2015 07:13 PM

Slide 11 Comments (Continued)

- 6 The Autoplay on/off setting is a browser cookie setting to account for the fact that users can have multiple devices that they may want to use differently. I suspect that the users who are complaining about the setting not sticking are blocking cookies.
Andrea Zvinakis, 1/16/2015 08:47 PM
- 7 How about also adding it as an account setting, like "turn this off across all my devices"?
Cristos Goodrow, 1/16/2015 08:57 PM
- 8 To Cristos' point, that seems like a reasonable idea. Do we see a lot of people turning this off multiple times?
Jack Greenberg, 1/16/2015 09:52 PM
- 9 + [REDACTED]@google.com We've had a very long-standing need to clean up how we handle user options - we have a mix of:
per-playback (i.e. no persistence)
per-browser-session (which is effectively arbitrary, since browser session behavior is erratic)
per-browser
per-account
John Harding, 1/19/2015 04:02 PM
- 10 I'm very concerned about the negative sentiment. The feedback, although low says that 4 of 5 users hate the feature.

Do we have other data-based ways of determining user sentiment?
Matthew Glotzbach, 1/16/2015 07:01 PM

Slide 11 Comments (Continued)

- 11 This data is heavily skewed by response bias. Those who hate autoplay are more likely to send feedback than those who love it.
- The previous slide outlines feedback from a more controlled study where we recruited and surveyed 50 users about their experience with autoplay. Of those users who noticed autoplay, 80% reported liking it.
- Scott Zuccarino, 1/15/2015 06:35 AM*
- 12 (The UER study is actually on the slide before the previous slide.)
- Scott Zuccarino, 1/15/2015 06:36 AM*
- 13 I think this indicates that users generally LIKE autoplay. How many users have seen autoplay? Conservatively, it seems like $1B * 0.06 * 0.3 = 18M$. From that we've received only 21 positive or negative reports. Even if they were ALL negative, I think this indicates that this is a very positively received feature.
- Cristos Goodrow, 1/16/2015 05:30 PM*
- 14 + [REDACTED]@google.com
+ [REDACTED]@google.com
- Please double-check my estimate that we received +/- feedback from < 0.001% of treated population.
- Cristos Goodrow, 1/16/2015 05:35 PM*
- 15 The question I'd have is whether the feedback _rate_ here is higher/lower than overall feedback rate?
- John Harding, 1/16/2015 07:01 PM*

Slide 11 Comments (Continued)

- 16 The 81% negative jumps out at me, much more than the low feedback volume. Perhaps leading with the 19% positive would be a better balance considering the lack of volume here, since the takeaway from this slide shouldn't really be "OMG, EVERYONE HATES IT!"
Todd Beaupré, 1/16/2015 08:10 PM
- 17 :) From this data, I think it's fair to say that those who bother to talk to us about autoplay will have negative feedback.

I'm hoping that folks will notice that two slides back, a UER study (which I trust more) shows that the majority of people who notice autoplay like it.
Scott Zuccarino, 1/15/2015 06:52 AM
- 18 So why bother to even mention user feedback if you are going to discount it with "only the nay-sayers would ever say anything"?
Paul Thiel, 1/15/2015 05:18 PM
- 19 I think it's fair to warn folks that we're going to receive negative feedback on this, and that we expect this negative feedback and still believe that the feature is good.
Scott Zuccarino, 1/15/2015 05:53 PM
- 20 How were the other ~29 reports classified?
John Harding, 1/16/2015 07:01 PM

Slide 11 Comments (Continued)

- 21 They were regarding
1) b/8506095 where we autoplaid the next video mid-playback of the current video
2) Users who didn't know how to disable autoplay or say the setting didn't stick. e.g. "What is up with Autoplay? Where can I turn it off?" and "this new autoplay feature would be awesome if the setting stuck to shut it off"
3) Requests for autoplay to be default off
Lauren Cheng, 1/16/2015 07:37 PM
- 22 Those also seem like they would be "negative" no?
John Harding, 1/16/2015 07:52 PM
- 23 For the most part, that's correct. Although one could interpret a comment like "What is up with Autoplay?" as more neutral in tone. The reports that are categorized as negative in sentiment are more explicit in their opinion, like "TAKE THIS F**KING AUTO PLAY OFF YOUTUBE"
Lauren Cheng, 1/16/2015 08:10 PM

Quantitative analyses

Are people annoyed?

Opt out rate

Cancel button CTR

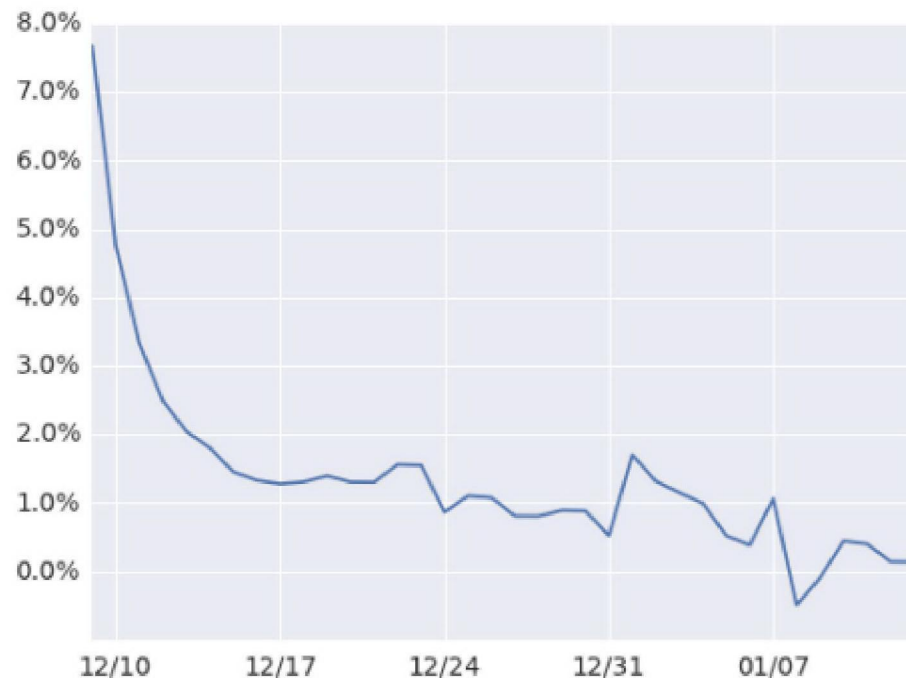
Short watch rate

Opt-Out Rates

Opted In / Out Watches

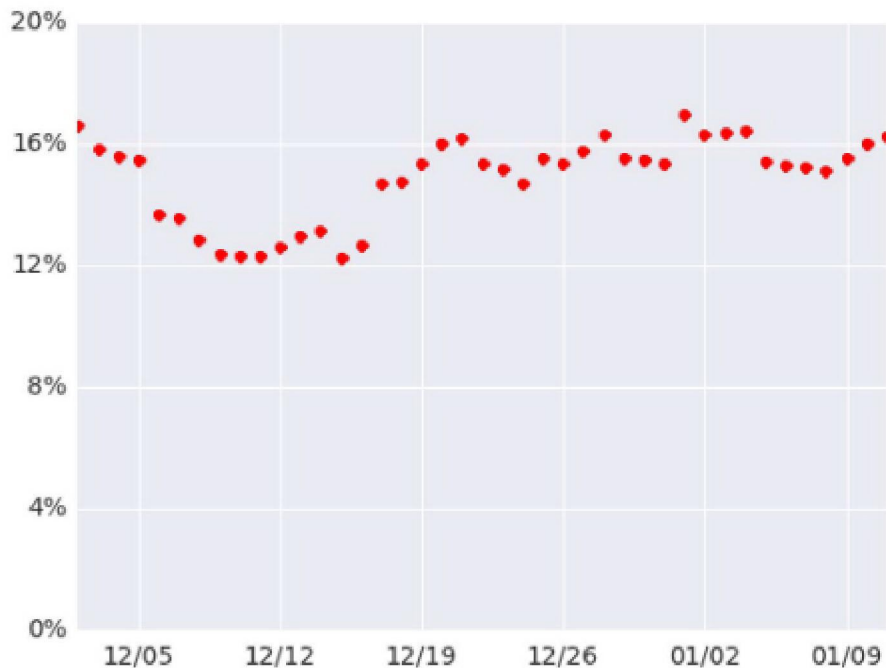


WoW Growth in Opt-Outs



Cancel Rate / Short Watches

Short Watch Rate



Cancel Click Rate



Slide 15 Comments

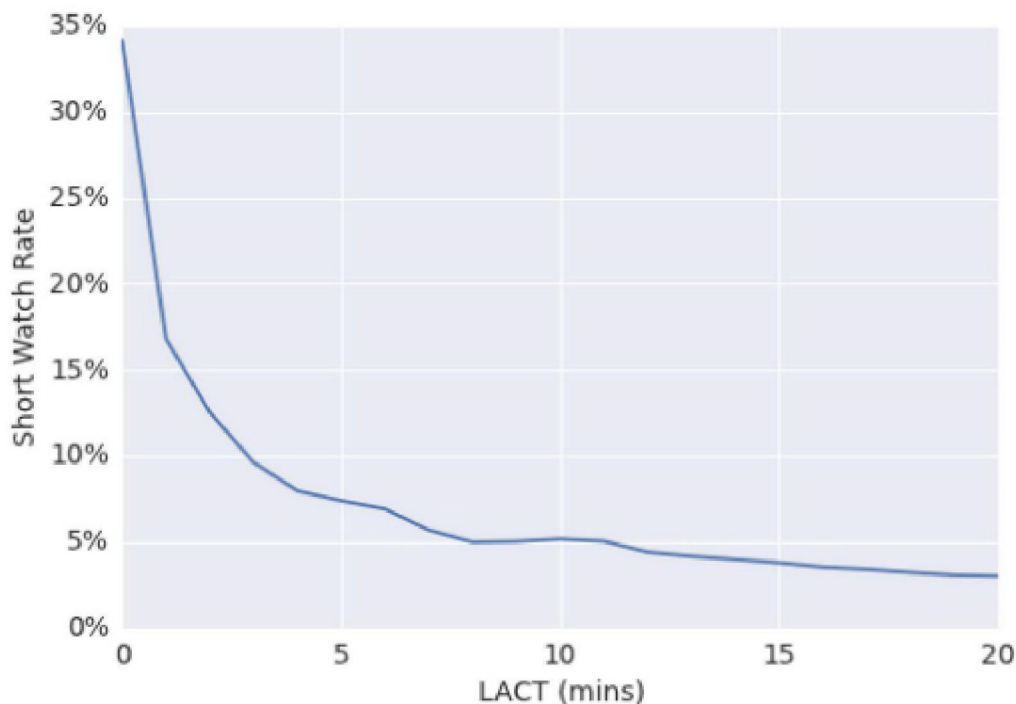
- 1 both these seem to be trending upwards. Do we need to see these stabilize over the course of 30 days (given MAU)? Are we worried they will continue to climb?
Matthew Glotzbach, 1/16/2015 05:45 PM
- 2 Short watch rate seems pretty stable around 16%.

The fact that the cancel button CTR keeps going up shows that users are learning about how to use the feature after experiencing it a couple of times.

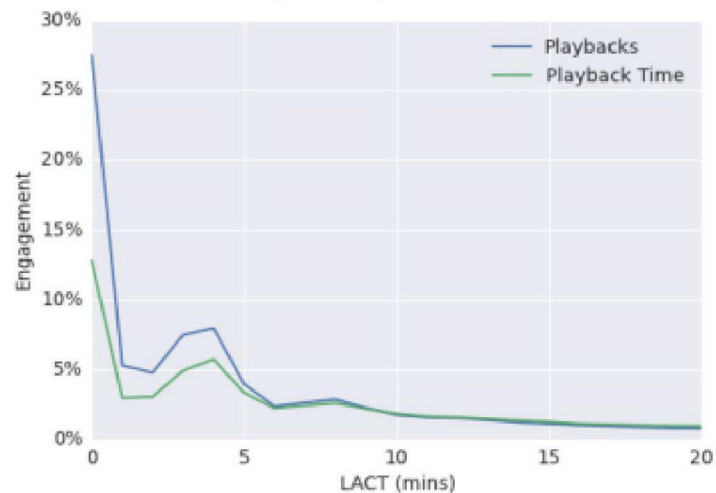
Regarding the question of waiting longer for cancel CTR to stabilize, I'm not sure what we would do differently if we were to wait longer. What CTR threshold would we be waiting for, and what would we do if we hit that threshold?
Scott Zuccerino, 1/15/2015 06:44 AM
- 3 I believe there was a small change in the configuration of the experiment between 12/06 and 12/17 causing a dip in short watches over that period (see slide 32 for a clearer picture). Outside of that time frame the short watch rate seems mostly stable.
Chris Peterson, 1/16/2015 05:45 PM

Short watch rate vs lact

Short Watch Rate



Usage by LACT



For comparison, the short watch rate is ~15% for related playbacks and ~11% for playlist playbacks.

Slide 16 Notes

Note: LACT numbers are rounded down to the minute, so all playbacks starting with LACT in the range $[0, 1)$ are mapped to 0 in the above charts.

Is the WT gain real?

Background tab usage

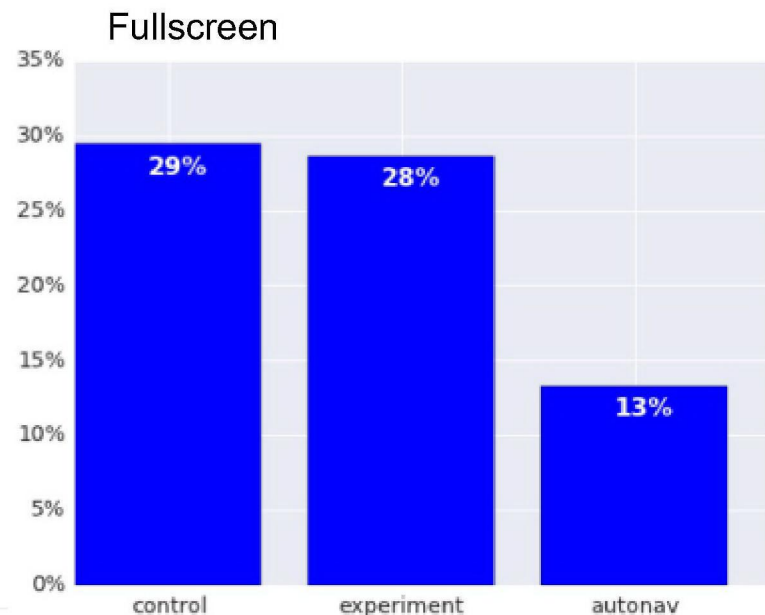
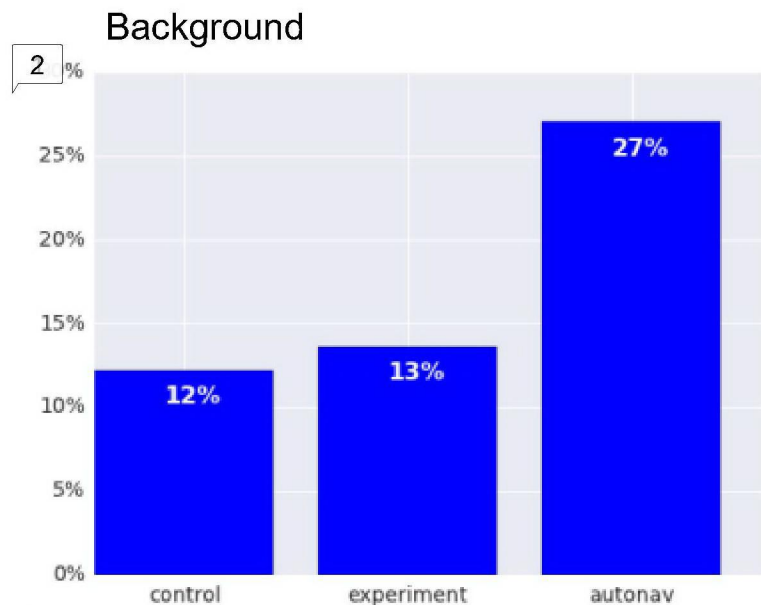
Content type shift (music)

Usage vs LACT

Background + Fullscreen

75% of autoplays are in foreground or fullscreen

11% more background playback time in exp (vs control)



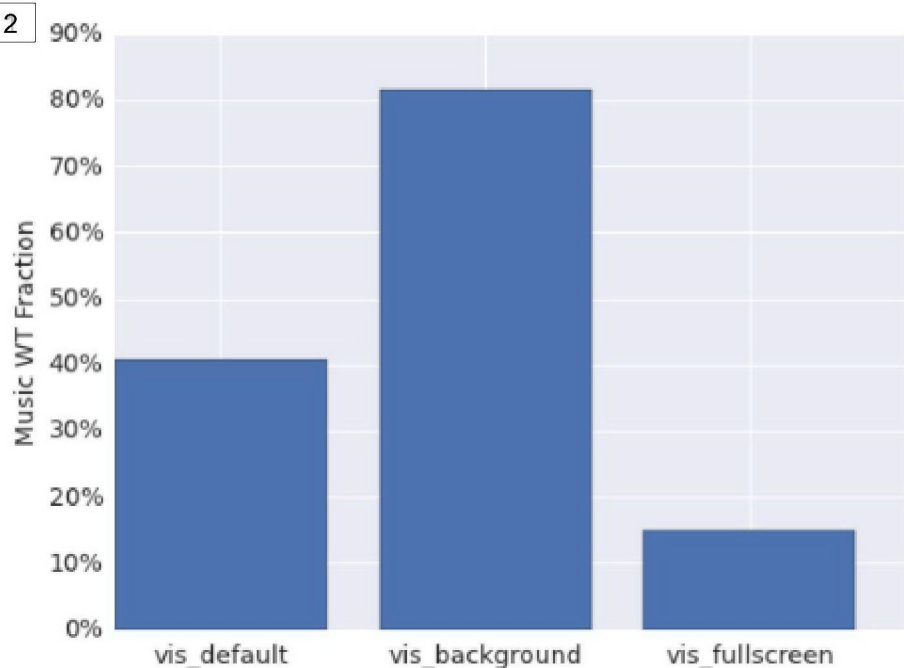
Slide 18 Comments

- 1 What is "experiment" vs "autonav" on these slides?
John Harding, 1/16/2015 09:42 PM

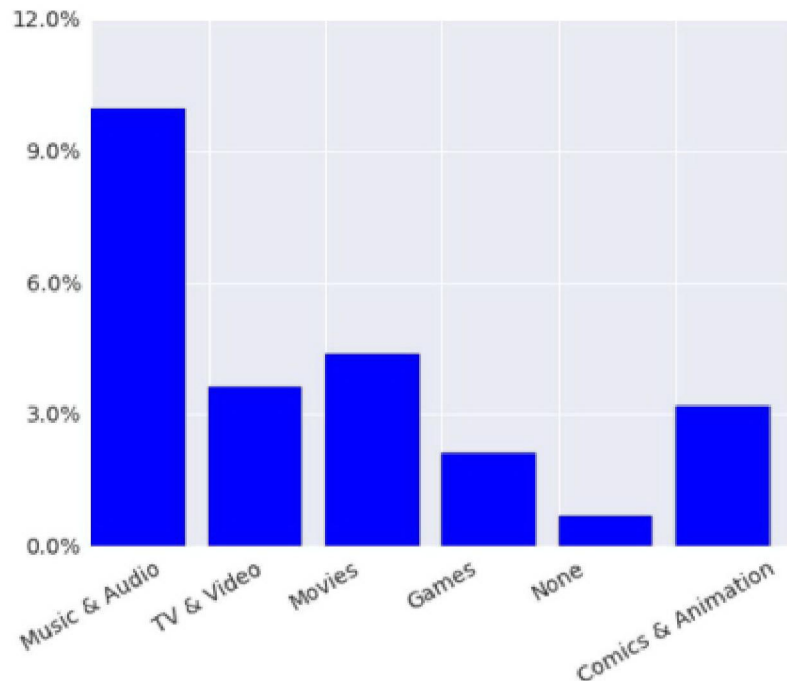
- 2 autonav = just autonav playbacks in the experiment (excluding playbacks from search, homepage, etc)
Chris Peterson, 1/16/2015 09:42 PM

Music accounts for most background usage.

Music WT by Primary Visibility



WT Gains by Vertical



Slide 19 Comments

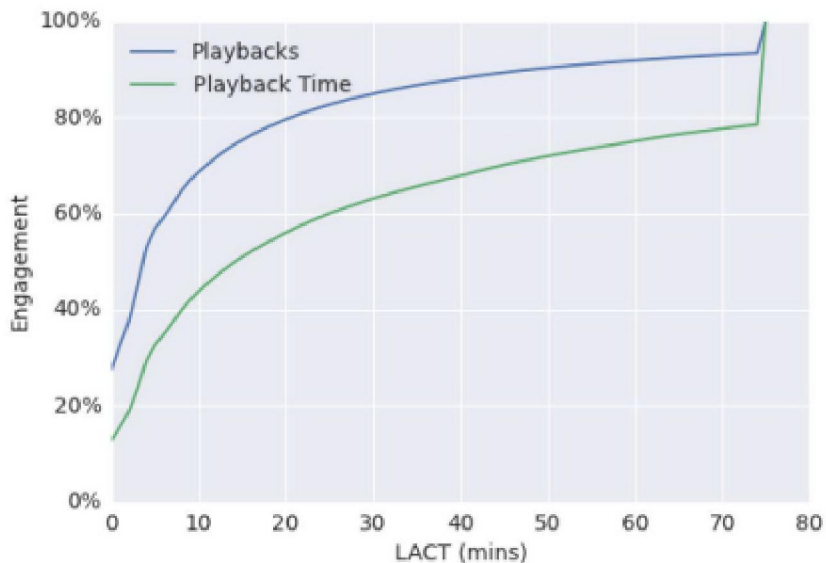
- 1 Is this overall, or autonav?
John Harding, 1/16/2015 09:42 PM

- 2 Overall. But the picture looks the same for each.
Chris Peterson, 1/16/2015 09:42 PM

Usage vs lact

~50% of playback time happens with LACT < 15 min

~20% of playback time happens with LACT > 75 min



Partner impact

Partner impact

New ads policy

Expected impact

Winners/Losers

New ads policy

4

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- No instream ads for first autoplay in a session.
- Require LACT < 450 seconds to show skippable ads (currently, we require LACT < 600 seconds).
- Require LACT < 450 seconds for non-skippable ads (currently, we have no LACT requirements)

Slide 23 Comments

- 1 how does the first bullet relate to reserve ads (forced pre-roll?) Assume we are still honoring those commits and showing the mandatory preroll when we've sold it?
Matthew Glotzbach, 1/15/2015 06:29 PM
- 2 +[REDACTED]@google.com, +[REDACTED]@google.com
Scott Zuccarino, 1/15/2015 06:44 AM
- 3 This policy applies to all ads, incl. reserve ads. This is similar to other no-ads policies we have today, but more stringent, to protect advertiser value.
Eyal Oren, 1/15/2015 06:29 PM
- 4 Are these LACT changes applying to all playbacks or just autonav?
John Harding, 1/16/2015 07:10 PM
- 5 What's the reasoning behind not showing in-stream on first autoplay but being OK to show on second autoplay?
John Harding, 1/16/2015 07:10 PM

Ads policy impact

2

- Revenue up slightly
 - nbc-RPM **+0.59%**, largely driven by increased overlay clicks
 - (real RPM gains coming from non-budget-constrained advertisers)
- View-through rates down
 - MH-VTR : **-1.97%** (mix-adjusted for lact, device differences in expt vs. ctrl)
- Follow-ons positive
 - MH Follow-on views per dollar : **+17.7%** (mix-adjusted across advertisers)
 - partially due to autoplaying advertiser content after an ad

[Full write-up](#)

Slide 24 Comments

- 1 Re: nbc-RPM - increase in absolute clicks or CTR?
John Harding, 1/16/2015 07:12 PM

- 2 If this is RPM, must be CTR? Why do we think this is happening?
John Harding, 1/16/2015 07:12 PM

WT Winners + Losers

About 40% of top channels are statistically significant WT winners (1,238), and about 10% are statistically significant losers (304)

- Many of the biggest winners were music channels, though there were winners from other verticals as well (e.g. comedy, gaming). Example winners:
 - [OneRepublicVEVO](#), +34.3% WT
 - [DemiLovatoVEVO](#), +34% WT
 - [HaHaTV](#), +20.6% WT
 - [DroidCheat](#), +17% WT
- Many of the biggest losers were non-music channels that had MFU promotion. Example losers:
 - [MickeyMouseMovieKids](#), -11.9% WT
 - [DiscoveryTV](#), -6.3% WT
 - [UnivisionNoticias](#), -4.5% WT

Source: [Winners/losers analysis](#) (using ~1 month of data looking at the top 3k partners by views)

Slide 25 Comments

- 1 Any more insight into "why" the losers are losers? Presumably, we are autoplaying to something that would have otherwise lead to a follow on view from their channel? It would be really interesting to know, are these channels' content usually consumed in sets?
Matthew Glotzbach, 1/16/2015 05:46 PM

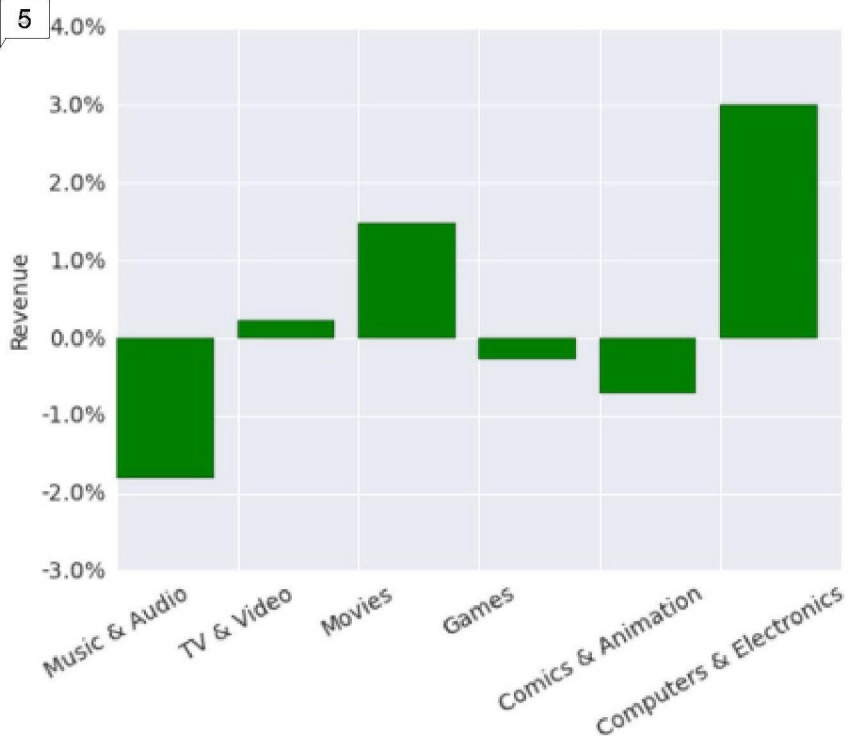
- 2 Many of the losers have two properties: [1] they are not music and [2] they have MFU promotion. The fact that they are not music means that they're less likely to be autoplay destinations. The fact that they have MFU promotion in watch next means that watch next clicks tend to keep users on their channel, even though our Sibyl model predicts that viewers would prefer watching some other content more. For autoplay, we respect our Sibyl model's recommendations. Typically, doing this means that we autoplay onto highly topical content that's been uploaded by another channel. For MickeyMouseMovieKids, for instance, we'll autoplay onto another channel's kids content.
Scott Zuccarino, 1/15/2015 06:50 AM

- 3 I had in mind that we might have wanted to effectively eliminate (or substantially reduce) More From Uploader promotion BEFORE we launch autoplay. The advantage would be that we could take away MFU and be able to demonstrate that in every case this was actually better for the viewer, and didn't really put any inappropriate content into related panels (which was the stated raison d'etre for MFU). However, the autoplay train has been moving along quickly, and it seems like something that viewers generally appreciate. In either order - eliminate MFU or launch autoplay - they are both positive for viewers.
Cristos Goodrow, 1/16/2015 05:46 PM

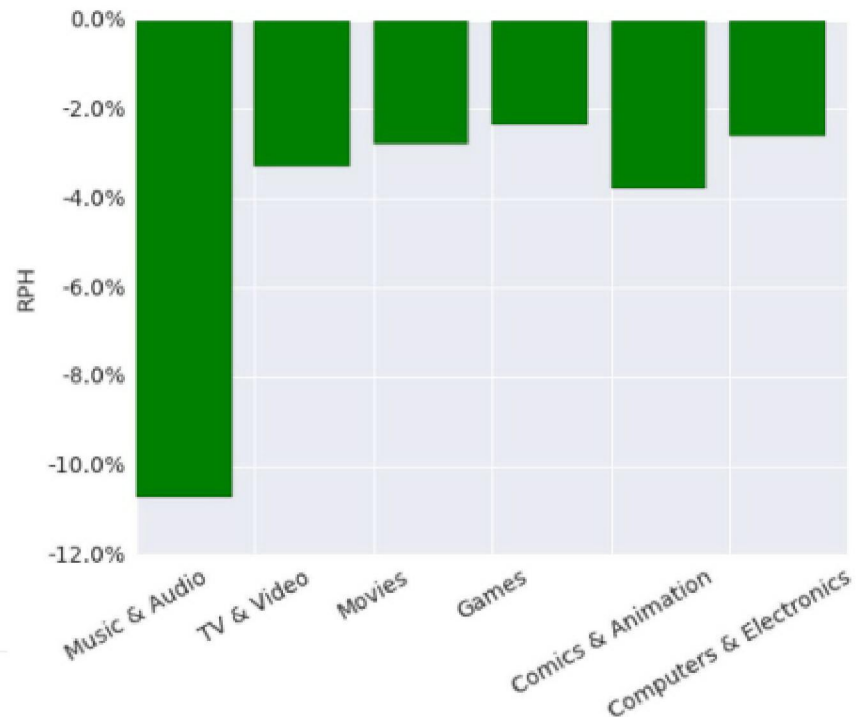
1

Revenue mostly neutral, RPH down.

Revenue Change by Vertical



RPH Change by Vertical

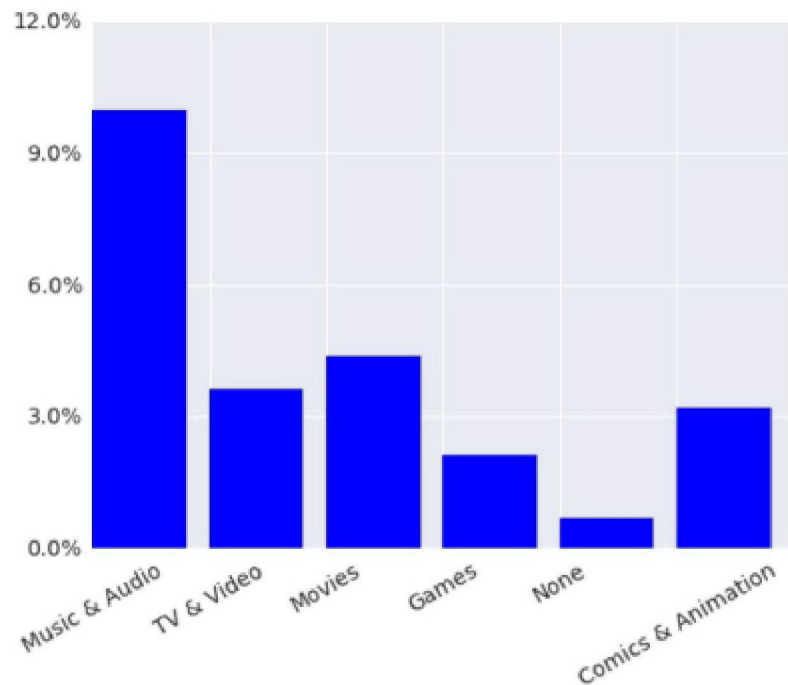
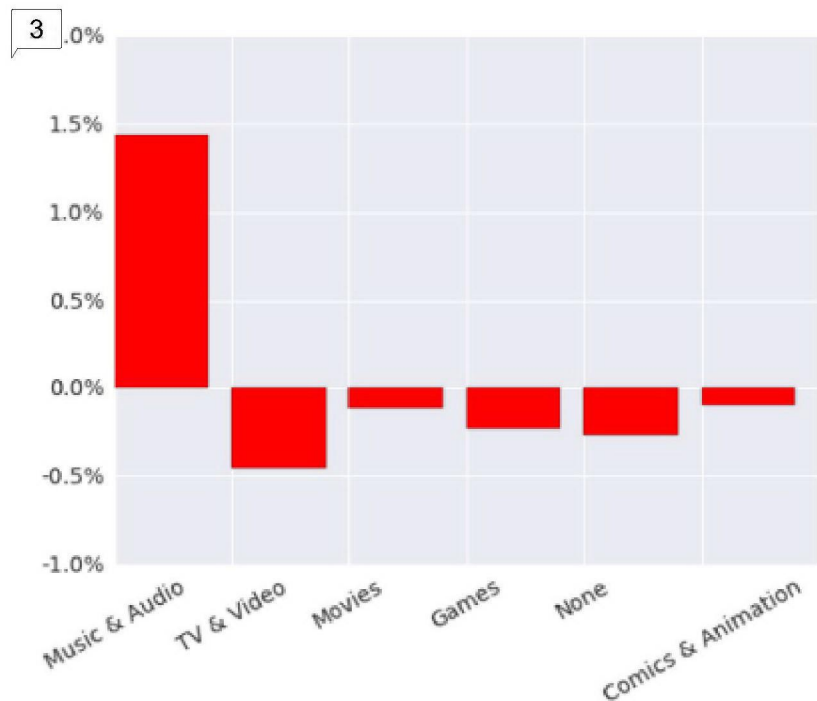


Slide 26 Comments

- 1 "RPH down" seems like the biggest problem here, and may be the reason to hold-off on this launch.
+ [REDACTED]@google.com
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Cristos Goodrow, 1/16/2015 05:47 PM
- 2 This graph doesn't seem to correlate much with the Watch Time impact earlier in the deck - do we understand why?
John Harding, 1/18/2015 04:22 PM
- 3 Revenue is only up very slightly with all the ad policy changes, while Hours watched is up significantly. Thus, overall RPH will naturally go down. The more positive WT impact per vertical, the more negative the RPH impact.
Itamar Herzberg, 1/16/2015 08:01 PM
- 4 + [REDACTED]@google.com + [REDACTED]@google.com You two should catch-up on how we want to measure Rev impact for the 25% launch.
+ [REDACTED]@google.com + [REDACTED]@google.com FYI
Itamar Herzberg, 1/16/2015 10:22 PM
- 5 The RPH is understandable. The puzzling piece is why _absolute_ revenue would go down when watch time goes up.
John Harding, 1/18/2015 04:22 PM

Appendix

WT: All verticals win, but Music fares best.



Slide 28 Comments

1 What's the difference between the two graphs?

David Ross, 1/16/2015 05:38 PM

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Scott Zuccarino, 1/16/2015 05:22 PM

3 Watch time increases across the entire site, lifting usage in every vertical (chart on right).

However, autoplay fits particularly well with patterns of engagement around some content verticals like Music. As such, the fraction of time users spend in each vertical shifts, and users spend relatively more time on music content in the autoplay experiment (chart on left).

Hope this explanation makes sense!

Chris Peterson, 1/16/2015 05:38 PM

Post-launch optimizations

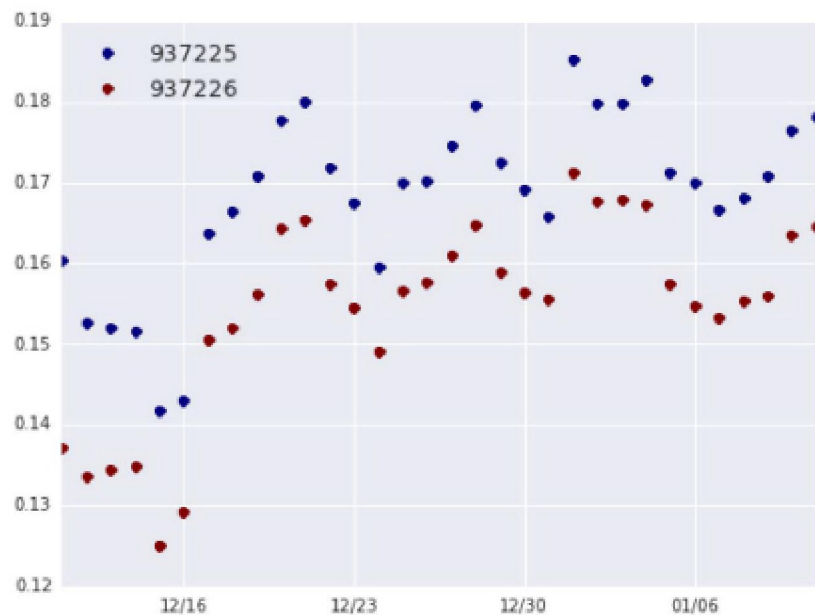
- Eliminate autoplay loops when watch history is off
- Better experience for music
 - use Mix signals and algorithms, experiment with gapless transition for music content
- Ranking improvements
 - autoplay cowatch will be different from click cowatch in WN

New UI is helping

- 0.7% reduction in opt out rate because of the new UI



Short Watches / Cancel Rate, new UI vs Old



Short watch rate for low-lact playbacks by day

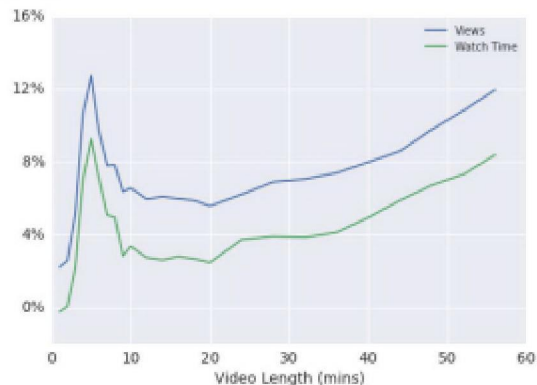
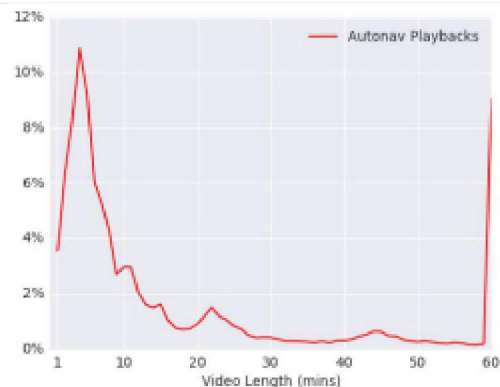
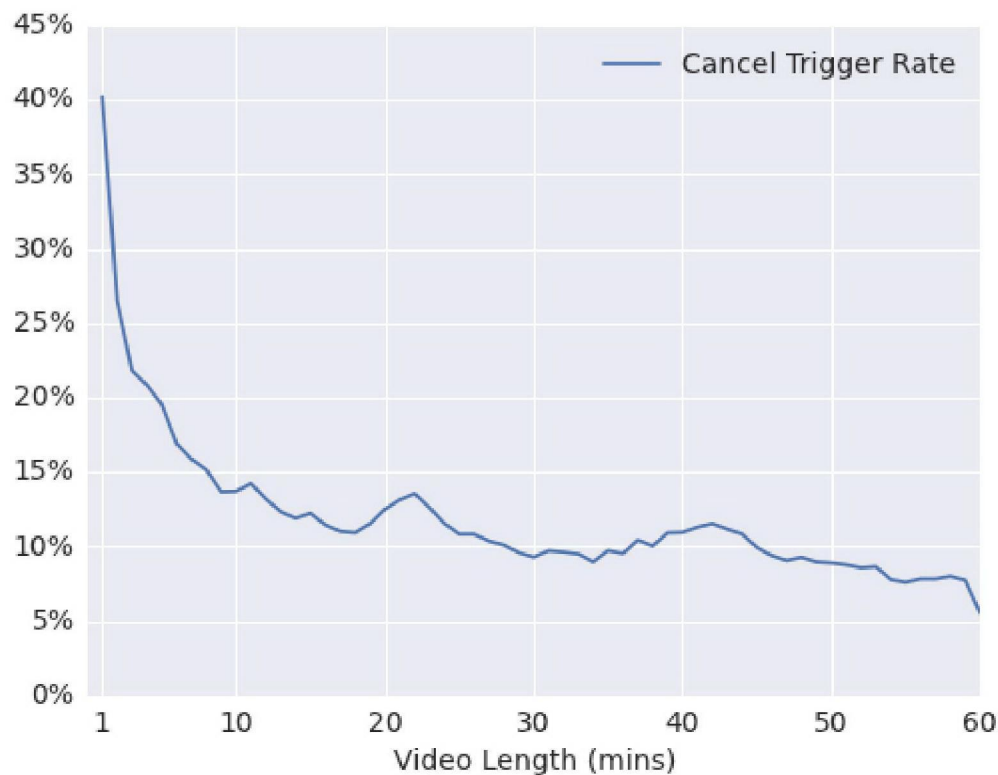
Short watch rate



fraction of playbacks that are low-lact

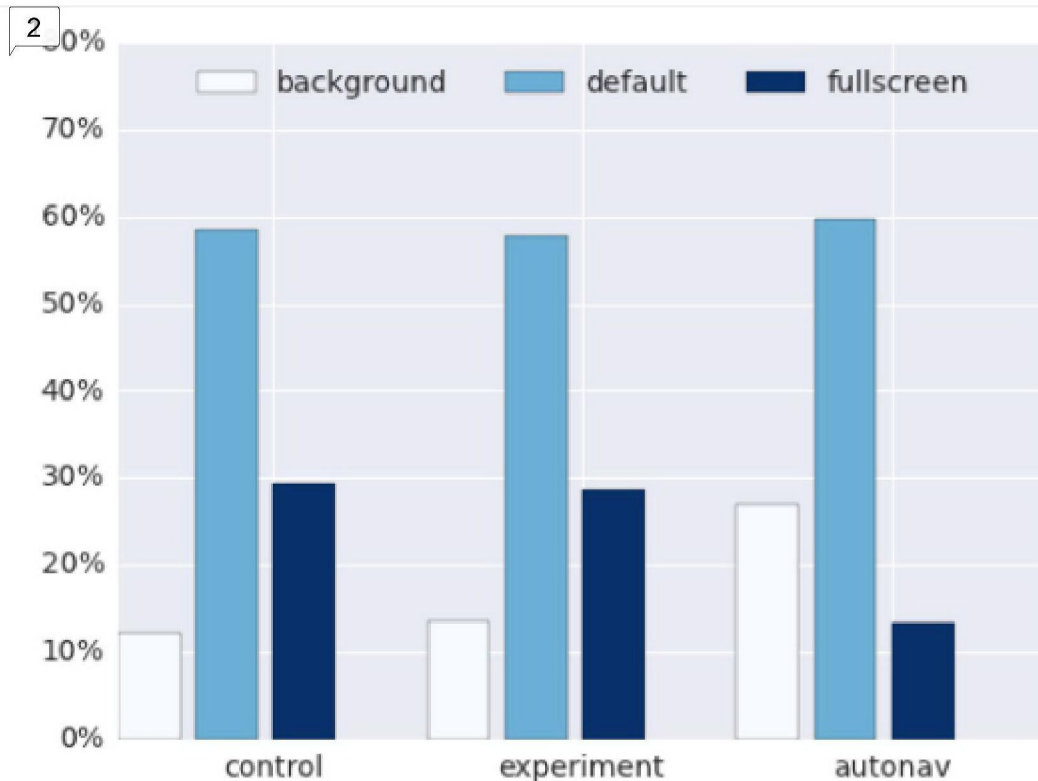


Short content → endscreen impressions.



More background tab usage with Autoplay

- ~75% of autoplays are in foreground or fullscreen
- 11% more background playback time as compared with control



Slide 34 Comments

- 1 What's the difference between experiment and autonav?
Todd Beaupré, 1/14/2015 08:28 PM

- 2 'autonav' refers only to autonav playbacks in the experiment. the chart shows two things:
1) a shift towards background playbacks in the experiment as compared to the control
2) the distribution of visibility modes for just autonav playbacks (~25% in the background).
Chris Peterson, 1/14/2015 08:28 PM

Opt-In + Opt-Out Growth Rates

