



**In the Media
2021**

fabric

Earned Media Placements in 2021

Tubular has appeared in over 867 articles in 368 unique publications like Variety, Digiday, Ad Age, Forbes, Bloomberg and more...

WSJ *The New York Times*

BUSINESS INSIDER **Bloomberg**

Forbes  **The Information**

AdAge **ADWEEK** **DIGIDAY**

VIDEOWEEK  **NEXT | TV**

VARIETY *Vox* **B+C**

 **MediaPost**  **RAPID TV News**
media smart business ready

MEDIAPLAYNEWS 

THE Hollywood REPORTER

Earned Media Placements in 2021

**Data according to [Cision](#)*

UNIQUE ARTICLES GENERATED

867

SOCIAL SHARES OF ARTICLES

28.8K

ESTIMATED AGGREGATE READERSHIP/MEDIA VALUE

(Estimated Actual Post Views)

\$4 Million / 2.1Billion

YEAR OVER YEAR GROWTH

- 16%** increase in mentions
- 1820%** increase in social share of press
- 38%** increase in ad equivalency
- 40%** increase in estimated readership

VARIETY DIGIDAY MobileMarketing



Scott Ernst, Chief Executive Officer

“To some extent they had me at ‘Hello,’” he said. “What really got me excited about Tubular is that we’re really in this formative stage of the industry. We’ve earned this enviable spot around content ratings in initial go-to-market... Right now, social video is underrepresented in media plans.” ([Variety](#))

“The market wants a cross-channel measurement system that evaluates social video as it does TV,” said **Scott Ernst, Tubular Labs CEO**. ([Digiday](#))

“Tubular provides the only enterprise SaaS platform of addressing the pain points of media companies and advertisers who seek to confidently transact in the digital video marketplace,” **added Ernst**. “Brands in particular need to understand the reach and audience quality of what they’re buying. I believe Tubular’s audience ratings product is the catalyst for brands to increase digital video investments.” ([Mobile Marketing Magazine](#))

 MediaPost **DIGIDAY** BC
Broadcasting+Cable

Stephen DiMarco, Chief Strategy Officer

“It is no secret that there is tension in the market around failing measurement currencies, preventing marketers from truly tapping into social video measurement and informed ad targeting,” **observes Stephen DiMarco, chief strategy officer, Tubular.** “Time spent consuming social video has skyrocketed and is fueling the demand for a new standard for evaluating audiences and optimizing investments in social video.”([MediaPost](#))

When you start to do the research into it, online social video, which people are still trying to understand, it’s as large of a platform as any other major media,” said **Stephen DiMarco, chief strategy officer at Tubular Labs.** The only category where linear TV is still king is in sports, he said, due mainly to live game broadcasts. ([Digiday](#))

“This is a new age digital measurement company that has a lot of legs and lots of growth ahead of it,” **DiMarco told Broadcasting+Cable** ([Broadcasting + Cable](#))

EXPANDING EXECUTIVE TEAM

VARIETY

Tubular Labs Hires Market-Research Vet Scott Ernst as CEO



To Ernst, Tubular is poised to expand its reach in social video and make further inroads with ad buyers, brands and publishers as the market continues to expand. “To some extent they had me at ‘Hello,’” he said. “What really got me excited about Tubular is that we’re really in this formative stage of the industry. We’ve earned this enviable spot around content ratings in initial go-to-market... Right now, social video is underrepresented in media plans.” ([Variety](#))

NEXT | TV

Kantar’s Stephen DiMarco Joins Tubular as Chief Strategy Officer



At Kantar, DiMarco helped build a campaign effectiveness business, creating tools for measuring the effectiveness of non-linear ad campaigns. He will bring that expertise to Tubular.

“This is a new age digital measurement company that has a lot of legs and lots of growth ahead of it,” DiMarco told *Broadcasting+Cable*. ([Next TV](#))

ADWEEK

Tubular Labs Appoints 20-Year Global Enterprise Sales Veteran as New Chief Revenue Officer



Baron continued, “Audience, viewership and demographics are changing as young people flock to social and connected TV formats, and away from linear TV. This shift in behaviors is creating a new opportunity in how audiences are measured and marketed to by brands, publishers and agencies,” said Baron. “It is clear that global brands need social video data and insights for proper planning and execution and specifically for understanding reach and frequency. Tubular is the partner that provides that.” ([Adweek](#))

SOURCE OF TRUTH IN MARKETPLACE

The New York Times

Ozy Built a TV Show on a False Claim, Says Its Former Producer



Some of the videos on “The Carlos Watson Show” YouTube channel have received fewer than 100 views, while others have hundreds of thousands or more than a million views. Those figures, and the small number of comments on most videos, “may indicate paid boosting,” according to an analysis by Tubular Labs, a company that tracks audiences for online videos. - [New York Times](#)

VARIETY

ASSESSING THE POTENTIAL MARKET FOR TRUMP'S SOCIAL & STREAMING VENTURES

U.S. YouTube & Facebook Audience Data for Conservative News Outlets

Tubular Labs Audience Ratings for September 2021

Outlet	Unique Viewers	Minutes Watched	Average Minutes per Viewer
Fox News	28.3M	1.1B	39
The Daily Caller	10.4M	46.1M	4
Newsmax	6.5M	82.9M	13
Breitbart	3.7M	12.5M	3
The Blaze	2.4M	42.6M	18
CBN News	2M	11.1M	6
The First	851K	2.2M	3
America's Voice News	716K	1M	1

FOR MORE DATA, VISIT [VIP+](#)

SOURCE: TUBULAR LABS; VARIETY INTELLIGENCE PLATFORM ANALYSIS
NOTE: THE FEDERALIST, NATIONAL REVIEW, AND ONE AMERICA NEWS (OAN) DID NOT RECEIVE ENOUGH VIEWS FOR TUBULAR LABS TO MEASURE

[Tubular Labs](#)' measurement of unique views and time spent in September in the U.S. on YouTube and Facebook shows how online viewership of conservative news outlets is dominated by Fox News, which, while clearly having a right-wing bent, isn't as extreme to the right as its challengers and presumably Trump's ventures. In terms of minutes watched, Fox News pulls in 5.5x more than the seven other outlets combined.

[\(Variety\)](#)

AdAge

THE BONKERS OZY MEDIA SCANDAL IS ALL ABOUT DATA: DATACENTER WEEKLY



- Digging deeper into Ozy Media's performance on YouTube, Tubular has a stat it calls ER30, which is a measure of user engagements per view during the first 30 days.

"Engagements" tallies likes, comments and shares.

According to Tubular, ER30 for Ozy Media content on YouTube "is less than 0.1x compared to a baseline average" of 1.0x on YouTube. That's a data-driven way of saying that Ozy Media has remarkably low engagement for its YouTube video content, which is a red flag that can be indicative of "paid boosting," according to Tubular. [\(Ad Age\)](#)

EXPANDING PRODUCT



Tubular Launches GRP Metrics For YouTube, Facebook



“It is no secret that there is tension in the market around failing measurement currencies, preventing marketers from truly tapping into social video measurement and informed ad targeting,” observes Stephen DiMarco, chief strategy officer, Tubular. “Time spent consuming social video has skyrocketed and is fueling the demand for a new standard for evaluating audiences and optimizing investments in social video.” ([MediaPost](#))

Forbes

Tubular Labs Is Now Able To Tie Social Video Views To Amazon Purchase Decisions



“Social video has weaved its way into the cultural fabric of our society, but until now its impact on commerce was unconventional wisdom,” said Josh Schmiesing, chief marketing officer of Tubular Labs. “Now that the business and publisher communities can see unique reach, frequency and get conversion rates for ecommerce, brands can rethink how they invest in social video and unlock its potential.” ([Forbes](#))

BUY-SIDE STORYTELLING

DIGIDAY

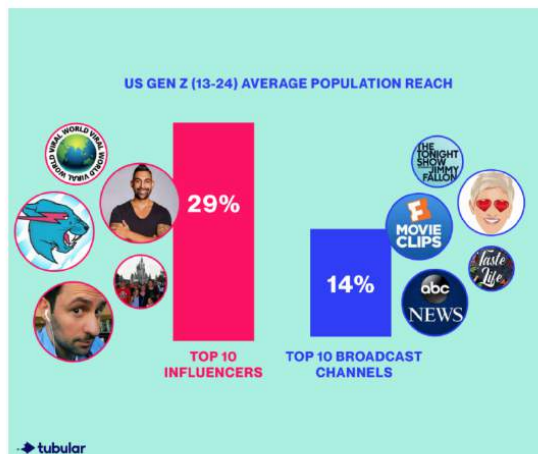
Media Buying Briefing: While some see in-housing slowing down, one new player is looking to move in with brands



But its winners and losers are rather different on the digital stage versus their linear TV base of operations. Tubular Labs, which aims to widen the aperture of video measurement by focusing on social video, dove into the primary late-night shows and their social video impact. **“The market wants a cross-channel measurement system that evaluates social video as it does TV,”** said Scott Ernst, Tubular Labs CEO. ([Digiday](#))

AdAge

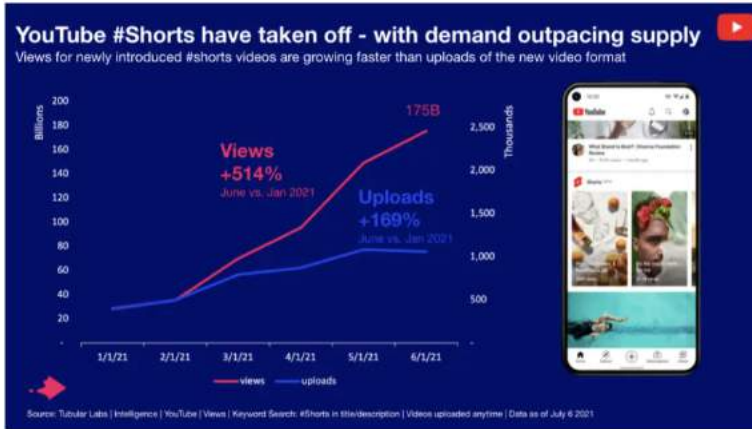
TOP INFLUENCERS REACH TWICE AS MANY GEN ZERS ON SOCIAL AS DO TOP BROADCASTERS



“Influencers know how to reach the young audiences seen on social media and broadcasters often struggle with keeping younger audiences engaged, so working with influencers and learning from them **is something media companies and broadcasters should consider for determining their social strategy,**” says Fischer. ([Ad Age](#)) (avoid paywall [here](#))

BUSINESS INSIDER

Views for YouTube's TikTok competitor are surging and outpacing new video uploads, according to new data



Views for YouTube Shorts were up 514% from January through June, while uploads were up 169%, [according to a new report from Tubular Labs.](#)

...
The top performing content categories for Shorts are funny videos, magic tricks, challenges, and videos about helping others, according to the Tubular labs report. - [Business Insider](#)

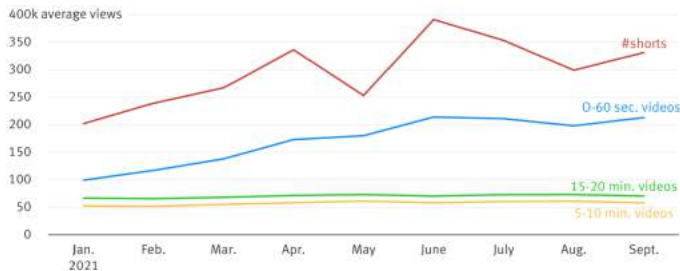


The Information

How TikTok Is Changing YouTube

Short and Sweet

TikTok effect is reshaping YouTube video views

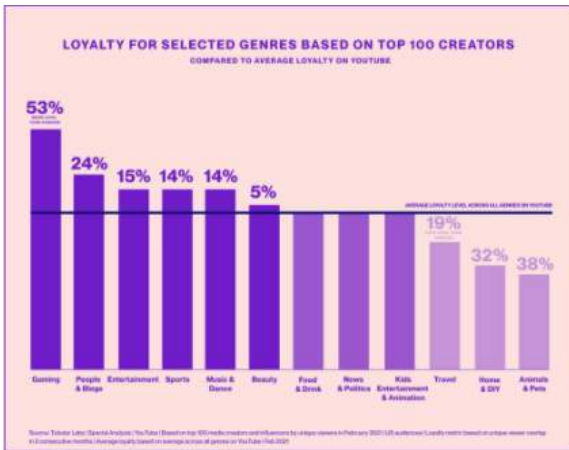


Note: Data represents average views within the first 30 days of being posted; covers videos with at least 5,000 views; there is some overlap between videos in the 0-60-second and #shorts categories; videos tagged #shorts are all 60 seconds or less. Tubular defines influencers as celebrities or public figures with significant social media presences. Source: Tubular Labs

Between January and September, the average number of views of Shorts videos made by “influencers” globally rose 64% within the first 30 days of posting, according to Tubular, which has access to some of YouTube’s own viewership data. ([The Information](#))

Forbes

Video Game Influencers Draw The Most Loyal Fans, And Media Companies Can Learn From Them



YouTube viewers watching gaming content are 53 percent more loyal – i.e., provided “repeated viewership across digital audiences” – than the average YouTube audience member to top creators in that sector, according to the study from Tubular Labs. ([Forbes](#))

AdAge

HOW YOUTUBE AND FACEBOOK VIDEO CONSUMPTION EXPLODED DURING THE PANDEMIC: DATACENTER WEEKLY



The [Global Video Measurement Alliance](#)—which includes Tubular Labs (the social video measurement platform that serves as the data supplier for the GVMA), Group Nine, Discovery, Digitas, ViacomCBS, BuzzFeed and other major players—is out with a new report titled [“Discovering Audiences on Social Video.”](#) Among the most striking revelations are the ones that have to do with the explosion of social video during the pandemic. ([Ad Age](#))(avoid paywall [here](#))



The Fight For Pay TV Subscribers Will Be Won On Online



Denis Crushell
CRO, Tubular Labs

**On TV
& Video**

Since YouTube and Facebook are the two biggest AVOD (ad-supported video on demand) platforms in the world, there's no greater sandbox in which to test, refine and, if necessary, completely alter streaming distribution strategies based on what the intended audience responds to on social video. Measuring likes and comments only scratches the surface, however. Digging deeper into TV-like metrics including watch time and unique viewers on social lets you make better decisions around streaming content. ([AdExchanger](#), contributed by Denis Crushell)

TAKING THE PULSE OF CULTURE

THE WALL STREET JOURNAL.

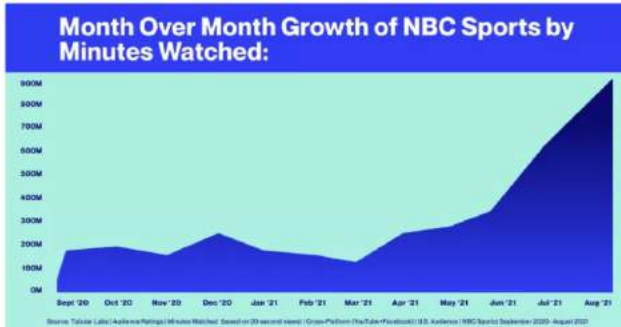
Can Jon Stewart Give Apple TV+ the First Major Hit Talk Show of the Streaming Era?



In that arena, his previous show still dominates. Through last week, politically themed videos from "The Daily Show" have generated 585 million views across [Facebook](#), YouTube and [Twitter](#) this year, according to video measurement platform Tubular Labs. In that period, which generated material on the Jan. 6 insurrection and other contentious events, "The Late Show with Stephen Colbert" came in second with 359 million views for its political clips, followed by "Jimmy Kimmel Live" (330 million). - [Wall Street Journal](#)

Broadcasting+Cable

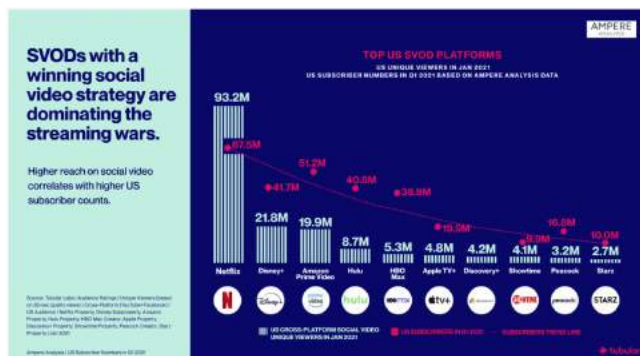
NBC's Olympics Won Gold in Social Video Despite Disappointing Ratings



Though ratings for NBCUniversal's coverage of the Tokyo Summer Games were mostly lower than the Rio Games four years ago, the Olympic grabbed viewers attention in social video, according to an analysis by Tubular Labs. - [Broadcasting + Cable](#)

MEDIAPLAYNEWS

U.S. Viewers Spent 116% More Time Streaming SVOD Content on Social Video Platforms in 2020



The “nostalgia route” was a popular marketing strategy during the pandemic with content that reflected older/familiar movies and TV shows used most by Netflix and Disney+. Beyond subtitled or dubbed trailers, Disney+ expanded its international reach significantly in the past year, with local channels and a social video strategy adapted to local markets. Indeed, more than 30% of Disney’s 101 million global SVOD subscribers come from India. ([Media Play News](#))

TELLING CUSTOMER STORIES

Forbes

How Brut Built An Online Publishing Giant With Better Video Metrics



“As media companies and brands alike navigate media disruption and seek younger audiences, we’re able to provide uniform metrics by which transparent comparison and performance evaluation can lead to increased investment and scale within digital video,” particularly for younger audiences, said Tubular Chief Commercial Officer Neil Patil. ([Forbes](#))

DIGIDAY

Why Overtime is banking on third-party metrics to grow its roster of advertisers



When you start to do the research into it, online social video, which people are still trying to understand, it’s as large of a platform as any other major media,” said **Stephen DiMarco, chief strategy officer at Tubular Labs**. The only category where linear TV is still king is in sports, he said, due mainly to live game broadcasts. ([Digiday](#))

2021 Coverage

B+C

Broadcasting+Cable

[Jon Baron Joins Tubular Labs as Chief Revenue Officer](#)

B+C, 12/16/2021

“This is an exciting time in our evolution as we’ve set ambitious goals for Tubular’s growth with brand customers, and how they transact on the evolving social video landscape,” said Ernst. “Jon is a seasoned leader with deep expertise in social media and marketing technologies. His proven track record growing companies and forging successful partnerships with global brands, agencies, publishers and data providers, makes him uniquely suited for this role and what lies ahead for Tubular.”

Jon Baron Joins Tubular Labs as Chief Revenue Officer

By [Jon Lafayette](#) published about 5 hours ago

Exec had been CRO at Affinio



Jon Baron (Image credit: Tubular Labs)

ADWEEK[®]

[Tubular Labs Appoints 20-Year Global Enterprise Sales Veteran as New Chief Revenue Officer](#)
Adweek, 12/16/2021

“Tubular Labs has a massive market opportunity to help bridge the knowledge gap between the buy and sell side when it comes to video viewership. As an authority in global video measurement across social media platforms, I’m proud to be part of the team to accelerate adoption and scale for our customers,” said Baron. “I look forward to leading the company’s growth strategies for customers both domestically and abroad across all product offerings, as Tubular continues to connect brands directly to culture through social video.”

ADWEEK WIRE

Tubular Labs Appoints 20-Year Global Enterprise Sales Veteran as New Chief Revenue Officer

Tubular Labs, the leader in global social video intelligence and measurement, today announced technology industry veteran Jon Baron has joined its executive team, serving as Chief Revenue Officer (CRO).



DIGIDAY

[‘Breadth and depth’: Observers see more pluses than minuses in Vox Media, Group Nine merger](#)

Digiday, 12/15/2021

“Most of the capabilities that Vox, GroupNine, HuffPost, VICE et cetera compete on are extensible to any audience target,” said Rob Gabel, the founder of Tubular Labs.



[Hot Takes: What’s On Tap For 2022?](#)

TVREV, 12/09/2021

Josh Schmeissing, CMO of [Tubular Labs](#), sees 2022 as the year social video goes mainstream.

Agencies will start normalize buying and evaluating social video alongside CTV as the best way to reach people under 35 and social first sensations such as Bama Rush will work their way into “traditional media channels”



[Nostalgia Marketing & What We Can Learn From John Lewis Ads](#)

Search Engine Journal, 12/08/2021

As the data below from Tubular Labs shows, the John Lewis Christmas ads uploaded to YouTube got more views and engagements several years ago than they’ve received more recently.

...

Well, according to data from Tubular Labs, “Unexpected Guest” got 2.5 million views and 17,500 engagements in its first 30 days.

AdAge

[HOW PRE-PURCHASE VIDEO CONSUMPTION DRIVES E-COMMERCE: DATACENTER WEEKLY](#)

Ad Age, 12/03/2021 (avoid paywall [here](#))

Two key highlights from Tubular's new white paper, "Social Video and Ecommerce: Converting Views to Dollars," which the company shared with Datacenter Weekly exclusively first:

- "[O]ne out of four (25%) consumer electronics sales on Amazon comes from social video audiences who have consumed content about that category. This translates to around \$24 billion of influenced sales for the electronics category."
- "In the apparel category, 23% of clothing, shoes or jewelry sales is influenced by consumption of health & fitness content"—which translates to about \$15 billion of influenced sales.

Forbes

[Tubular Labs Is Now Able To Tie Social Video Views To Amazon Purchase Decisions](#)

Forbes, 12/03/2021 (avoid paywall [here](#))

By leveraging global opt-in behavioral data panels and official measurement partnerships, San Francisco-based [Tubular Labs](#), one of the key players in the social media measurement space, is attempting to highlight the correlation between public video viewership across key social platforms and viewers' subsequent shopping behaviors, such as product browsing, in-cart activities, purchasing and posting reviews on Amazon.

It's the first measurement tool that attempts to quantify something brands and advertisers have been curious about for years: the journey from product evaluation via a review to actual purchase intent and post-purchase follow-up.

"Social video has weaved its way into the cultural fabric of our society, but until now its impact on commerce was unconventional wisdom," said Josh Schmiesing, chief marketing officer of Tubular Labs. "Now that the business and publisher communities can see unique reach, frequency and get conversion rates for ecommerce, brands can rethink how they invest in social video and unlock its potential."



[Tubular Ties E-Commerce Sales To Social-Video Views In New Metric](#)

TVREV, 12/03/2021

If ever there was a Holy Grail of metrics for online video, it's the ability to connect audience viewing habits, especially of ads, with their actual buying habits. Tubular Labs has taken a step in that direction, with a new metric correlating social-video views with purchases on Amazon.

...

"What this suggests to brands is that they should consider the audience that they are paying to be in front of," said Ian Ettinger, Tubular senior product marketing manager. "Whether it is

through their media ad spend, or through branded content, who watches is extremely important because some media publishers deliver more valuable audience(s) that are more likely to shop online.”

Tubular has been prominently involved in industry efforts to create new cross-platform metrics to allow brands to better evaluate where their viewers are. Adding a “bottom-of-the-funnel” component to metrics closes the final part of loop between ad, outlet, audience, and purchase. “Now that the business and publisher communities can see unique reach, frequency and get conversion rates for ecommerce, brands can rethink how they invest in social video and unlock its potential,” said Tubular Chief Marketing Officer Josh Schmiesing.

VIDEOWEEK

[The WIR: Innovid Goes Public, Google Agrees to CMA Oversight of Privacy Sandbox, Tesco Enters Retail Media](#)

VideoWeek, 12/03/2021

Tubular Labs Now Able to Link Social Video to Amazon Purchases

Social video measurement platform Tubular Labs has announced that it is now able to link social video viewership to purchases on Amazon. Tubular is using global opt-in behavioural data panels and official measurement partnerships to connect social video viewership to behaviour on the ecommerce platform like purchases, browsing and reviews. Initial data has found that a quarter of consumer electronic purchases on Amazon are preceded by social video viewing.

CYNOPSIS MEDIA

[12/06/21: Cynopsis Media Tech Update](#)

Cynopsis, 12/06/2021

Tubular Labs announced the ability to correlate social video viewing with e-commerce on Amazon. By leveraging global opt-in behavioral data panels and official measurement partnerships, Tubular is connecting public video viewership across key social platforms with viewers’ shopping behaviors, such as product browsing, in-cart activities, purchasing and posting reviews on Amazon. “Social video has weaved its way into the cultural fabric of our society, but until now its impact on commerce was unconventional wisdom,” said Josh Schmiesing, Chief Marketing Officer, Tubular Labs. “Now that the business and publisher communities can see unique reach, frequency and get conversion rates for ecommerce, brands can rethink how they invest in social video and unlock its potential.”

CYNOPSIS MEDIA

[12/03/21: Kiss and makeup: Lifetime teams with OLAY for mini-movie](#)

Cynopsis, 12/03/2021

Tubular Labs announced the ability to correlate social video viewing with ecommerce on Amazon. By leveraging global opt-in behavioral data panels and official measurement partnerships, Tubular is connecting public video viewership across key social platforms with viewers' shopping behaviors, such as product browsing, in-cart activities, purchasing and posting reviews on Amazon. "Social video has weaved its way into the cultural fabric of our society, but until now its impact on commerce was unconventional wisdom," said Josh Schmiesing, Chief Marketing Officer, Tubular Labs. "Now that the business and publisher communities can see unique reach, frequency and get conversion rates for ecommerce, brands can rethink how they invest in social video and unlock its potential."



[The First-Party Imperative; Real-Time Profiling At Its Best?](#)

AdExchanger, 12/03/2021

Tubular Labs: A quarter of all consumer sales on Amazon come from social video audiences that have watched videos about that category. [[Forbes](#)]

GIZMODO

B R A S I L

[Na Ásia, influenciadores de TikTok e Reels fazem mais sucesso que grandes marcas](#)

Gizmodo Brazil, 12/04/2021

An example of how viewers are not found in the huge market in the southeast of Asia, where more and more is involved with video content generated by influencers, instead of content generated by brands, second research by Tubular Labs.



[Nostalgia Marketing & What We Can Learn From John Lewis Ads](#)

SEJ, 12/08/2021

However, John Lewis may (or may not) not have learned what works (and what doesn't). As the data below from Tubular Labs shows, the John Lewis Christmas ads uploaded to YouTube got more views and engagements several years ago than they've received more recently.



[Asia's Short Video Users Follow Influencers More Than Brands, VidCon Asia Told](#)

Variety, 11/25/2021 (syndicated in [Yahoo!](#) and [Aol!](#))

"[The number of] subscribers has long been the metric of success, but it doesn't really tell you how engaged an audience is, for example they might be subscribed to content but are no longer watching it anymore," said Stephan Jenn, head of Asia Pacific for Tubular. "I'd highly recommend metrics like unique viewership and minutes watched to really assess the reach and engagement of an influencer."



[Deeper data delivers more inspired partnership decisions](#)

The Drum, 11/15/2021

"Brands can no longer rely solely on subscriber and follower counts to make effective planning and partnership decisions," says Kate Ginsburg, head of content and product marketing at global video measurement and analytics platform specialist Tubular Labs. "That's why you need additional attention and engagement measures to dig into how viewers and consumers are really engaging with your content, and even what they do after viewing it."

...

"We used two beauty influencers to compare subscriber counts," Ginsburg explains. "At face value, the influencers looked similar, but for a brand to make a powerful decision they must look deeper, and that's where Tubular data came in. Using this data, the brand was able to see how much each audience was interacting with the influencer's content, which was significantly different."

...

“Just because an influencer has fewer followers, or those followers have a lower propensity to purchase, doesn’t necessarily mean they’re the wrong choice for your brand or your client’s brand,” she says. “In our second case study, one of those influencers would be a great partner for a broadly-based beauty brand, while the other would be perfect for a specialist haircare brand. It’s just a question of having the data available to make the right decision for you. “We bring together attention, engagement and e-commerce data as a resource for advertisers and agencies. It gives them an extra lever to pull when deciding who to partner with.”

The Drum

[Inside NowThis Next, the groundbreaking social event giving women a Vital Voice](#)

The Drum, 11/12/2021

NowThis, the no. 1 most-watched news brand globally on social [Source: Tubular Labs, January 2021], together with the non-profit Vital Voices, and presenting sponsor P&G, to launch NowThis Next.

The Drum

[Taking the scenic route: inside LadBible's virtual road trip for Toyota Yaris](#)

The Drum, 11/12/2021

Beating close competitors, this campaign made the NG Yaris the most-viewed car on Facebook in the UK from a competitor set of 58 automotive social campaigns (Tubular Labs, Jan-June 2021).

AdAge

[THE DODO TOPS TUBULAR'S FIRST GRP-BASED U.S. MEDIA & ENTERTAINMENT VIDEO PUBLISHER RANKING: DATACENTER WEEKLY](#)

Ad Age, 11/05/2021 (avoid paywall [here](#))

Like old-school TV GRPs, Tubular’s GRPs are meant to gauge reach and frequency of impressions in relation to a given target audience during a specific time period. Tubular was already measuring de-duplicated audiences for YouTube and Facebook videos through its Tubular Audience Ratings (TAR); the new GRP measurement builds on that system and is meant to “allow customers to compare against all publishers and monitor the expected delivery

against a target demo to evaluate media partners for cross-platform social video advertising or branded content,” as Tubular put it in a statement.

NEXT | TV

[Wolk: TV Measurement Reaches the Crossroads](#)

NextTV, 11/02/2021

First up is Tubular Labs, which has made its name measuring video on Facebook, YouTube and other social platforms. Tubular just announced that it will be rolling out its own version of the Gross Rating Point or GRP, which was designed specifically for social video.

...

Advertisers like social video because it's very easy to target specific audiences on the platforms and because they are unable to reach those viewers elsewhere in the TV universe. With Tubular Labs' new GRP ratings, they will finally be able to measure the effectiveness of their spend against those audiences in a way that makes it easy to compare both publishers and platforms.

ADWEEK[®]

[Recurrent Ventures Chases Younger Video-Hungry Car Enthusiasts With Donut Media Acquisition](#)

Adweek, 11/09/2021 (avoid paywall [here](#))

In September, Donut Media fetched [94 million views](#) across YouTube and Facebook, according to video analytics firm Tubular Labs.

TVREV

[Hot Takes: TikTok Comes To TV](#)

TVREV, 11/04/2021

[Tubular Labs](#) Head of Content & Product Marketing, Kate Ginsburg focused on the importance of being able to measure social video in a way that allows advertisers to compare it to traditional TV.

As social video is increasingly appearing on TV screens via various platforms, this highlights the ways media are transforming to meet changes in consumer viewing habits—and the need to draw adequate comparisons with linear TV. Transparency

around social video audiences drives increased trust and investment from brands, which ultimately puts greater resources into producing higher-quality content specifically for these platforms.

Licensing.biz

[TheSoul Publishing hires BuzzFeed leader to spearhead expansion](#)

Licensing.biz, 11/05/2021

Tubular Labs reports TheSoul Publishing has garnered the most online media views every month since October 2020, outpacing legacy creators including ViacomCBS, Sony Pictures, Comcast and The Walt Disney Company.



[Meta Platforms Inc \(NASDAQ: FB\) Conducted a Study on The Like and Share Button](#)

Journal Transcript, 11/09/2021

Meanwhile, Tubular Labs has launched a system that uses Gross Ratings Points (GRPs) on non-perishable videos from YouTube and Meta. The system will allow customers to plan and measure viewership, compare channel performance, and optimize investments in Youtube and Meta.



[News Roundup](#)

Videonuze (newsletter), 11/04/2021

News Roundup

Monday, November 1, 2021

> [NBCU, Snapchat Ink Deal to Bring Famous Quotes From TV Shows, Movies to App](#)

Variety

Broadcasters, Social Media

> [Pinterest hops on the live shopping trend with Pinterest TV](#)

The Verge

Commerce, Social Media

> [TikTok is coming to Amazon Fire TV in the U.S. and Canada](#)

TechCrunch

Devices, Social Media

> [Tubular Launches Gross Ratings Points Metrics For YouTube, Facebook Video](#)

Advertising



[Hot Takes: TikTok Comes To TV](#)

TVREV, 11/04/2021

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As social video is increasingly appearing on TV screens via various platforms, this highlights the ways media are transforming to meet changes in consumer viewing habits—and the need to draw adequate comparisons with linear TV. Transparency around social video audiences drives increased trust and investment from brands, which ultimately puts greater resources into producing higher-quality content specifically for these platforms.

Licensing.biz

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Posts

News Roundup

Podcasts

Perspectives

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> [TikTok is coming to Amazon Fire TV in the U.S. and Canada](#)

TechCrunch

Devices, Social Media

> [Tubular Launches Gross Ratings Points Metrics For YouTube, Facebook Video](#)

Advertising

NEXT | TV

[Wolk: TV Measurement Reaches the Crossroads](#)

NextTV, 11/02/2021

First up is Tubular Labs, which has made its name measuring video on Facebook, YouTube and other social platforms. Tubular just announced that it will be rolling out its own version of the Gross Rating Point or GRP, which was designed specifically for social video.

...

Advertisers like social video because it's very easy to target specific audiences on the platforms and because they are unable to reach those viewers elsewhere in the TV universe. With Tubular Labs' new GRP ratings, they will finally be able to measure the effectiveness of their spend against those audiences in a way that makes it easy to compare both publishers and platforms.

MediaPost

[Tubular Launches GRP Metrics For YouTube, Facebook](#)

MediaPost, 11/01/2021

Tubular claims the new system offers unprecedented transparency and predictability for social video viewership on specific channels and helps advertisers plan and measure the viewership for content against target audiences and compare the performance of channels across platforms to optimize investments.

Forbes

[Tubular Launches Gross Ratings Points Metrics For YouTube, Facebook Video](#)

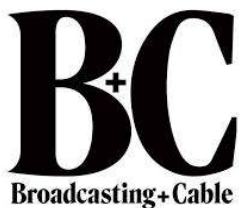
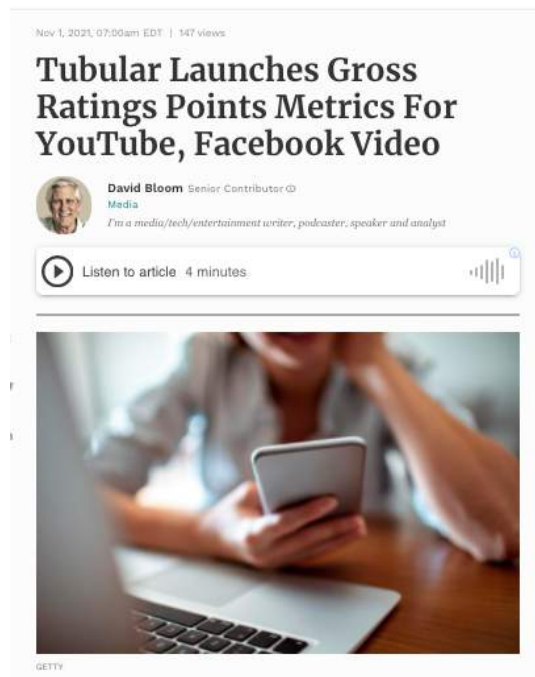
Forbes, 11/01/2021 (avoid paywall [here](#))

“As much as people hate GRPs, because they have no real meaning, they have an important role,” Ettinger said. “You can argue the lack of measurement (on YouTube and Facebook) has really hindered the ability for marketers to embrace the sector. This is the proof that the audience they say they're trying to reach is being reached.”

The announcement comes at a time of great ferment in traditional TV over the ratings provided by Nielsen [NLSN +2.3%](#) to broadcasters and pay-TV networks, with some saying they're seeking other acceptable ways to measure audiences for marketers.

“It is no secret that there is tension in the market around failing measurement currencies, preventing marketers from truly tapping into social video measurement and informed ad spend,” said Tubular Chief Strategy Officer Stephen DiMarco in a release. “Time spent consuming social

video has skyrocketed is fueling the demand for a new standard for evaluating audiences and optimizing investments in social video.”



[Tubular Labs Launches GRP System For Buying Video on Social Channels](#)

Broadcasting + Cable, 11/01/2021

The GRPs are an extension of Tubular Audience Ratings, which measure de-duplicated audience reach and demographic characteristics for videos on [Facebook](#) and YouTube channels, and are based on viewing sessions of at least 30 seconds.

“The time spent consuming social video has skyrocketed, especially in demographics where TV viewership has plummeted — and now more than ever the industry needs a new standard for evaluating audiences and optimizing investments independent of the platforms where the spend is occurring,” said [Stephen DiMarco, chief strategy officer at Tubular](#). “Tubular Audience Ratings and our expansion into gross rating points is built to establish better benchmarks for specific audience viewership, which is critical to unlocking potential for advertisers, growth for publishers and maturing the industry overall.”

GRP measurement is available for publishers with a base of at least 1 million views on Facebook or [YouTube](#).

Measured the traditional way by U.S. unique viewers the [NFL](#) ranks 25th among media and entertainment creators. By GRPs, it ranks eighth.

DIGIDAY

[Media Buying Briefing: How messed up is the CTV marketplace? Bad enough that efforts are being made to fix it](#)

Digiday, 11/01/2021

Color by numbers

Tubular Labs recently calculated what it says are the first gross ratings points for the top 10 U.S. TV network-affiliated creators, based on data from September of this year. (The parenthetical number represents unique viewers across YouTube and Facebook.) They are:

- Fox News: 76.2 (28.3 million unique viewers)
- Inside Edition: 37.5 (19.1 million)
- A&E: 27.6 (15.1 million)
- MSNBC: 27.3 (9.7 million)
- SportsCenter: 23.5 (29.4 million)
- Saturday Night Live: 23.2 (10.9 million)
- Disney Junior: 23.1 (18.0 million)
- ESPN: 22.6 (20.3 million)
- ABC News: 22.3 (28.1 million)
- Love and Hip Hop: 21.7 (8.0 million)

MediaPost

[Tubular Launches GRP Metrics For YouTube, Facebook](#)

MediaPost, 11/01/2021

The Tubular dashboard delivering the GRPs allows comparisons against all publishers and monitoring expected delivery against a target demo to evaluate media partners for cross-platform social video advertising or branded content, according to Tubular.

Tubular cites the example of the National Football League (NFL), which was ranked the 25th-largest media and entertainment channel in September, with 22.7 million unique U.S. viewers, but ranked eighth, with a GRP of 48.2, indicating that its audience watches more frequently than competitive channels.

Another example: “Sesame Street” ranks 36th by U.S. unique viewers (18.8 million), but thirteen overall using GRPs (measured at 33.9).

Tubular Launches GRP Metrics For YouTube, Facebook

by Karlene Lukovitz

GRPs help advertisers plan and measure the viewership for content against target audiences and compare the performance of channels across platforms to optimize investments, ... [Read the whole story](#).



[Tubular Labs claims first cross-platform buying standard for social video](#)

Rapid TV News, 11/01/2021

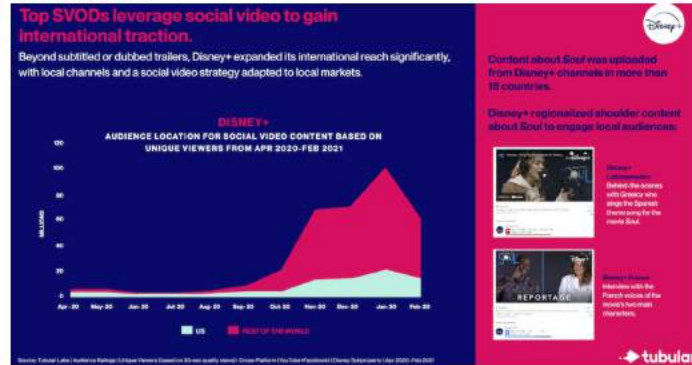
The gross rating point system is a new extension of Tubular Audience Ratings, a tool for measuring the de-duplicated audience reach and demography for channels across social video platforms. Using quality viewing sessions of at least 30 seconds, Tubular’s addition of gross rating points are claimed to bring an “unprecedented” level of transparency and predictability about the performance of social video viewership on specific channels, and enables comparisons that were previously impossible.

In partnership with the [Global Video Measurement Alliance \(GVMA\)](#) — which includes major agencies and media companies including BuzzFeed, ViacomCBS, Digitas and Group Nine Media — Tubular has pushed for the standardisation of social video, adopting and adapting traditional metrics. It says that with GRPs, publishers can prove the value of audiences with metrics advertisers are already familiar with.

Tubular Labs claims first cross-platform buying standard for social video

Joseph O'Halloran | 01 November 2021

Global social video intelligence and measurement firm Tubular Labs has announced the rollout of gross rating points (GRPs) for all non-perishable videos for Facebook and YouTube channels.



ADVANCED TELEVISION

[Tubular launches GRPs](#)

Advanced Television, 11/01/2021

The gross rating point system is a new extension of Tubular Audience Ratings, the industry-first product for measuring the de-duplicated audience reach and demography for channels across social video platforms. Using quality viewing sessions of at least 30 seconds, Tubular’s addition of gross rating points brings a new level of transparency and predictability about the performance of social video viewership on specific channels.

CYNOPSIS MEDIA

[11/01/21: Fox orders Jon Hamm animated comedy](#)

Cynopsis, 11/01/2021

RATINGS

Tubular Labs has rolled out gross rating points for non-perishable videos for Facebook and YouTube channels. The GRP system is an extension of Tubular Audience Ratings, for measuring the de-duplicated audience reach and demography for channels across social video platforms.

Top U.S. Media & Entertainment Creators by September U.S. GRP (including unique viewers)
The Dodo: 97.6 (63.5 million unique viewers)

Cocomelon – Nursery Rhymes: 94.9 (53.9 million)

Fox News: 76.2 (28.3 million)

WWE: 69.8 (23.7 million)

Movieclips: 52.5 (30.5 million)

Source Tubular Labs



[LADstudios appoints new head of production](#)

Rapid TV News, 11/01/2021

LADbible Group is the number one publisher of video content on Facebook and TikTok (according to Tubular Labs) and receives more than three billion views per month across the major platforms.

The logo for Variety is rendered in a large, bold, black, serif font. The word "VARIETY" is written in all caps, with a distinctive, sweeping underline that arches over the letters.

[ASSESSING THE POTENTIAL MARKET FOR TRUMP'S SOCIAL & STREAMING VENTURES](#)

Variety, 10/27/2021 (avoid paywall [here](#))

[Tubular Labs](#)' measurement of unique views and time spent in September in the U.S. on YouTube and Facebook shows how online viewership of conservative news outlets is dominated by Fox News, which, while clearly having a right-wing bent, isn't as extreme to the right as its challengers and presumably Trump's ventures. In terms of minutes watched, Fox News pulls in 5.5x more than the seven other outlets combined.

U.S. YouTube & Facebook Audience Data for Conservative News Outlets

Tubular Labs Audience Ratings for September 2021

	Unique Viewers	Minutes Watched	Average Minutes per Viewer
Fox News	28.3M	1.1B	39
The Daily Caller	10.4M	46.1M	4
Newsmax	6.5M	82.9M	13
Breitbart	3.7M	12.5M	3
The Blaze	2.4M	42.6M	18
CBN News	2M	11.1M	6
The First	851K	2.2M	3
America's Voice News	716K	1M	1

FOR MORE DATA, VISIT [VIP+](#)

SOURCE: TUBULAR LABS; VARIETY INTELLIGENCE PLATFORM ANALYSIS

NOTE: THE FEDERALIST, NATIONAL REVIEW, AND ONE AMERICA NEWS (OAN) DID NOT RECEIVE ENOUGH VIEWS FOR TUBULAR LABS TO MEASURE

The Information

[How TikTok Is Changing YouTube](#)

The Information, 10/15/2021

After YouTube began promoting Shorts, prominent video creators saw faster growth for views of their Shorts compared to views of their longer videos, according to data from Tubular Labs, a measurement firm that tracks video viewership data on YouTube.

...

Between January and September, the average number of views of Shorts videos made by “influencers” globally rose 64% within the first 30 days of posting, according to Tubular, which has access to some of YouTube’s own viewership data. Meanwhile, videos that are five to 10 minutes long saw viewership growth of 11%, while viewership of those longer than 15 to 20 minutes rose 5%.



[Unique Viewers vs Total Subscribers—Beauty Is In The Eye Of The Beholder](#)

TVREV, 10/13/2021

To get a handle on what's driving engagement on social video, [Tubular Labs](#) utilized its Audience Ratings tool to give buyers and sellers a look at one of the high-growth influencer industries: beauty.

 Mumbrella

[LadBible Australia launches creative production studio](#)

Mumbrella, 10/12/2021

LadBible Group said it has had a “stand out year, becoming the biggest media and entertainment content creator in the US [Tubular Labs] with a global audience approaching a billion”.

AdAge

[THE LATEST DATA ON BEAUTY INFLUENCERS: DATACENTER WEEKLY](#)

Ad Age, 10/08/2021

Data is beautiful

Video analytics firm [Tubular Labs](#) gave Datacenter Weekly a first look at its new beauty report titled “Beauty and the Social Media Beast.” To come up with its analysis, Tubular parsed data about more than 20 million beauty-related videos from more than 150,000 creators. Some key insights:



[Ozy Media's Downfall Is An Object Lesson In The Ubiquity Of Fake Traffic – And Marketers Finally Need To Learn](#)

Adexchanger, 10/05/2021

Josh Schmiesing, CMO, Tubular Labs

Ozy had a lot of the right elements to be a major cross-media platform company and they did see some success in social video, generally speaking. However, a look at their engagement rates, from comments to watch time to the velocity of viewing on social video should have been red flags to buyers evaluating their audience claims.

The entire saga underlines the need for broad adoption of independently measured standards for audience reach and engagement that will help establish more trust and unlock the real potential of the marketplace.

The New York Times

[What They Saw in Ozy](#)

New York Times, 10/03/2021 (avoid paywall [here](#))

A recent analysis by the social media measurement company Tubular Labs suggests that Ozy spent heavily to boost the number of views for the videos it posted on YouTube by paying to have its videos pop up automatically onscreen.

AdAge

[THE BONKERS OZY MEDIA SCANDAL IS ALL ABOUT DATA: DATACENTER WEEKLY](#)

Ad Age, 10/01/2021

OK, sure. But Datacenter Weekly, for starters, checked in with social video analytics firm [Tubular Labs](#) about Ozy Media's video performance across YouTube and Facebook. Bottom line: It's ... underwhelming. Some key stats:

DIGIDAY

[‘This is the new majority’: Hispanic Heritage Month highlights the year-round revenue hurdles for Spanish-language publishers](#)

Digiday, 10/04/2021 (avoid paywall [here](#))

For example, digital media company Canela Media launched a free, ad-supported streaming TV network for U.S. Hispanic audiences in May 2020, and Spanish-language TV network Univision followed suit with its ad-supported streamer PrendeTV in May 2021. In August 2021, Spanish-language YouTube videos in the U.S. generated more than 15.9 billion views, a 30% increase since 2018, according to Tubular Labs.

DIGIDAY

[Media Buying Briefing: Walmart moves to eliminate DSP waste for media agencies as its retail media profile rockets](#)

Digiday, 10/04/2021 (avoid paywall [here](#))

Since it's still Hispanic Heritage Month, Tubular Labs has some interesting stats on Latino audiences and their online video viewing habits.

The New York Times

[Ozy Built a TV Show on a False Claim. Says Its Former Producer](#)

The New York Times, 09/30/2021 (avoid paywall [here](#))

Some of the videos on “The Carlos Watson Show” YouTube channel have received fewer than 100 views, while others have hundreds of thousands or more than a million views. Those figures, and the small number of comments on most videos, “may indicate paid boosting,” according to an analysis by Tubular Labs, a company that tracks audiences for online videos.

It's common for companies to pay YouTube to place ads that pop up automatically onscreen before videos, which drives up the number of views. Tubular Labs suggests that Ozy may be using that tactic with its videos.

THE WALL STREET JOURNAL.

[Can Jon Stewart Give Apple TV+ the First Major Hit Talk Show of the Streaming Era?](#)

Wall Street Journal, 09/30/2021 (avoid paywall [here](#))

In that arena, his previous show still dominates. Through last week, politically themed videos from “The Daily Show” have generated 585 million views across [Facebook](#), YouTube and [Twitter](#) this year, according to video measurement platform Tubular Labs. In that period, which generated material on the Jan. 6 insurrection and other contentious events, “The Late Show with Stephen Colbert” came in second with 359 million views for its political clips, followed by “Jimmy Kimmel Live” (330 million).

AdAge

[THE SPANISH-LANGUAGE VIDEO BOOM, AND HOW BRANDS MEASURE UP TO INFLUENCERS: DATACENTER WEEKLY](#)

Ad Age, 09/24/2021

The Spanish-language video boom in the U.S. by the numbers

Timed to Hispanic Heritage Month (Sept. 15-Oct. 15), video measurement firm [Tubular Labs](#) is out with fresh data about Spanish-language video content. A few key stats:

...

Background: Tubular serves as the data supplier for the [Global Video Measurement Alliance](#), which includes Group Nine, Discovery, Digitas, ViacomCBS, BuzzFeed and other major players (as well as Tubular itself).



[YouTube deletes 2 channels of RT's sister project RT DE with 600K subscribers over alleged community guidelines violation](#)

RT, 09/28/2021

RT DE was among the top five German-language channels in YouTube's News and Politics category, based on Tubular Labs data for August, with over 600,000 subscribers and almost 547 million total views.

manilastandard.net

[GMA Network gets 3rd YouTube Diamond Creator Award](#)

Manilla Standard, 09/28/2021

With a daily dose of breaking news and exclusive digital content, GMA News is now the third fastest-growing YouTube account in the country under the News and Politics category according to video analytics firm Tubular Labs. As of September 20, the channel has 8,523,279,860 total views.



[Fox News Wins In Facebook/YouTube Watchtime. ABC News Reaches More People](#)

TVREV, 09/24/2021

According to [Tubular Labs'](#) Audience Ratings – which measure monthly de-duplicated viewers and minutes watched across videos published on Facebook and YouTube – Fox News is the

No. 1 broadcast/radio/film/cable creator in terms of total minutes watched, with 1.2 billion minutes consumed by U.S. audiences in August.



[Brand & Business: GMA News marks 10 million subs milestone on YouTube, gives GMA Network its 3rd Diamond Creator Award](#)

Adobo Magazine, 09/27/2021

With a daily dose of breaking news and exclusive digital content, GMA News is now the third fastest-growing YouTube account in the country under the News and Politics category according to video analytics firm Tubular Labs. As of September 20, the channel has 8,523,279,860 total views.



[Brands Are Scrambling to Get Onto Roblox. Is It Worth It?](#)

Adweek, 09/23/2021

“They go back and forth between digital and physical—it’s a continuum,” Jamie Gutfreund, former CMO of MGA Entertainment and board member at video measurement platform Tubular Labs, told Adweek. “It’s fluid.”

...

Kids are moving from playing with dolls as toys to experiencing the dolls as friends.
Jamie Gutfreund, board member, Tubular Labs



[Kapuso network marks digital milestone](#)

Daily Tribune, 09/23/2021

With a daily dose of breaking news and exclusive digital content, GMA News is now the third fastest-growing YouTube account in the country under the News and Politics category, according to video analytics firm Tubular Labs. As of 20 September, the channel has 8,523,279,860 total views.



[GMA News marks 10 million subs milestone on YouTube, gives GMA Network its 3rd Diamond Play Button](#)

MSN, 09/22/2021

With a daily dose of breaking news and exclusive digital content, GMA News is now the third fastest-growing YouTube account in the country under the News and Politics category according to video analytics firm Tubular Labs. As of September 20, the channel has 8,523,279,860 total views.

Broadcasting+Cable

[NBC's Olympics Won Gold in Social Video Despite Disappointing Ratings](#)

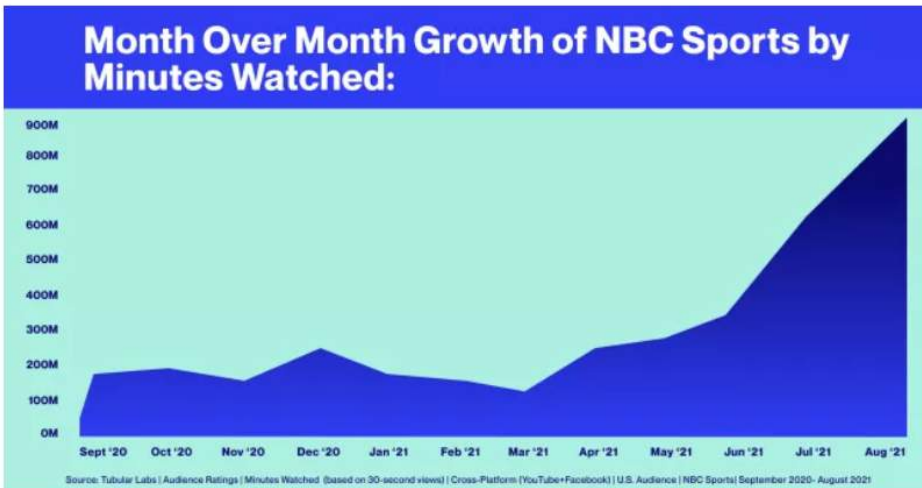
Broadcasting + Cable, 09/22/2021

Though ratings for NBCUniversal's coverage of the [Tokyo Summer Games were mostly lower than the Rio Games](#) four years ago, the Olympic grabbed viewers attention in social video, according to an analysis by Tubular Labs.

Tubular said that from June to August, NBC Sports nearly doubled its U.S. reach to 26.6 million unique viewers with Olympic-related content from 13.9 million.

Tubular said Olympic viewers were more engaged on Facebook in 2021 than they had been during the 2016 games from Rio in Brazil.

Hard-to-get audiences were found watching the official Olympics Channel on YouTube. Facebook's Olympic audience was 64%, with females 18 to 24 making up 17% of its audience.



[9 YOUTUBE SHORTS STATISTICS THAT ARE SHAPING THE FUTURE OF YOUTUBE](#)

Media Kix, 09/15/2021

[Tubular Labs](#) conducted a study of 1.1 million YouTube Shorts. Of the 1.1 million Shorts studied, 72% skewed longer—between 16 seconds and 60 seconds long. The same study revealed 25.6% of the Shorts came from India while 23.4% were uploaded in the United States.

AdAge

[THE LATEST NUMBERS ON APPLEBEE'S VIRAL 'FANCY LIKE' CAMPAIGN: DATACENTER WEEKLY](#)

Ad Age, 09/10/2021 (avoid paywall [here](#))

According to video analytics platform [Tubular Labs](#), Applebee's has racked up 8.4 million views in August and September so far on its [official YouTube channel](#) across five different videos (three posted on Aug. 23 and two on Aug. 30) that are all variations on its "Fancy Like" campaign.

THE LATEST NUMBERS ON APPLEBEE'S VIRAL 'FANCY LIKE' CAMPAIGN: DATACENTER WEEKLY

Plus: Facebook's data struggles, Nielsen's recovery and a \$7,500 pre-owned Saint Laurent blazer

Published on September 10, 2021.



Credit: Applebee's

BUSINESS INSIDER

[La industria de los creadores de contenido más allá de Ibai o El Rubius: estos 'influencers' no son millonarios, pero también se ganan la vida haciendo vídeos para las plataformas audiovisuales](#)

Business Insider - Spain, 09/10/2021

In Spain, it is estimated that there are around 7,500 professional content creators - those with more than 100,000 followers - who can live exclusively by generating content on audiovisual platforms, according to data from the YouTube agency extracted from **Tubular Labs**.

DIGIDAY

[Barstool Sports will launch a channel on Sling TV](#)

Digiday, 09/03/2021 (avoid paywall [here](#))

The partnership is wagering that some of Barstool's devoted fans will migrate over from Facebook, which still delivers the bulk of Barstool's platform video views — **79% of Barstool's 536 million platform video views came from Facebook last month, according to Tubular Labs data** — or from one of the platforms where their content is available on demand. Barstool's video content is also available in channels on Roku, Fire TV and Apple TV.

NEXT | TV THE BUSINESS OF STREAMING VIDEO

[Sling TV Launches Barstool Sports Channel](#)

NextTV, 09/03/2021

According to Tubular Labs data spotted by Digiday this morning, 79% of the 536 million minutes of digital video viewing generated by Barstool Sports in August came via Facebook. Barstool Sports also has apps on Roku, Amazon Fire TV and Apple TV.



[Barstool Sports Channel Launches On Sling](#)

BSM, 09/03/2021

Barstool continues to find ways to reach consumers, as Barstool was found to have 51 million unique viewers and 139 million minutes watched [in the month of June based on a study done by Tubular Labs](#).

Dave Portnoy
@stoolpresidente

Haters punching air

Tubular Labs @TubularLabs

@stoolpresidente started @BarstoolSports as a Boston Newspaper in 2003.

He wrote under pseudonyms to hide the fact that he was producing it alone.

Everyone thought he should quit - but he believed.

Now, Barstool is 1 of the largest Sports Broadcasters in the US.

Here are the
 Top US Sports
 Creators
 Media by
 Unique US
 Viewers in
 June

	SPORTS MEDIA CREATORS	UNIQUE VIEWERS	MINUTES WATCHED
1	Barstool Sports	51M	139M
2	WWE	41M	772M
3	Bleacher Report	26M	62M
4	House of Bounce	23M	51M
5	WWE Network	22M	72M

Source: Tubular Labs | Audience Ratings | Unique Viewers and Minutes Watched. Based on 50-second views | Cross Platform (YouTube+Facebook) | U.S. Audience | U.S. Sports Media Creators | June 2021

2:28 PM · Aug 19, 2021 from New York, USA ⓘ

❤️ 8.8K
💬 97
🔗 Copy link to Tweet

Tweet your reply

[Climbing The Charts: NBC Sports Adds Nearly 300 Million Minutes Watched On YouTube, Facebook During Olympics](#)

Tubefilter, 09/03/2021

Each month, [Tubular Labs' Audience Ratings](#) shines a spotlight on the brands, media companies and influencers with the most unique viewers, and are generating the most watch time across Facebook and YouTube. Outside the margins, though, are some compelling stories about growth—and how specific creators are using social video to increase reach and minutes watched.

Measuring progressions from June 2021 to July 2021, here were some of the biggest movers among top video creators on Facebook and YouTube.

DIGIDAY

[Barstool Sports will launch a channel on Sling TV](#)

Digiday, 09/03/2021

The partnership is wagering that some of Barstool's devoted fans will migrate over from Facebook, which still delivers the bulk of Barstool's platform video views — 79% of Barstool's 536 million platform video views came from Facebook last month, according to Tubular Labs data — or from one of the platforms where their content is available on demand. Barstool's video content is also available in channels on Roku, Fire TV and Apple TV.

TV (R)EV

[Gaming Video Content Keeps Growing, with Influencers Doing the Heavy Lifting](#)

TVREV, 09/02/2021

Gaming content is exploding. And what was once purely a niche culture has become far more mainstream as the gaming industry has branched out into esports, social media communities, merchandise and virtual festivals. The expanded reach beyond what was once considered a “typical” gaming audience continues to open doors for non-endemic brands to get involved with the culture, as [a new report from Tubular Labs explains](#).

Explica .co

[CNN en Español exceeds 20 million followers on Twitter and is the most followed news account in Spanish in the world](#)

Explica, 09/01/2021

CNN en Español's digital team joined, inaugurated its account and today, after a lot of work, it has more than 20 million followers on Twitter and is the most followed news account in Spanish in the world, based on information from the platform of Tubular Labs analysis.

...

The CNN en Español account crossed the barrier of 20 million followers on August 10. And, according to the media rankings provided by the Socialbakers and Shareablee platforms for Latin America, and Tubular Labs at the Spanish-speaking market level, as of June 2021, @CNNEE is the world's largest news account in Spanish.



[Jungle Creations, social media publishing scaleup, sells majority stake to VC Livingbridge, for €36.2 million](#)

EU Startups, 08/25/2021

Jungle's brands now boast over 125 million followers, and four of these brands – Twisted, Four Nine, Level Fitness and Craft Factory – were ranked top three in their respective categories in the UK by Tubular Labs in June 2021, generating over 300 million combined views.



[GMA News and Public Affairs among worldwide leaders in digital video](#)

GMA, 08/25/2021

According to data from Tubular Labs, GMA News ranked No. 5 worldwide among video publishers in the News and Politics category in July. GMA Public Affairs, meanwhile, ranked No. 18 for the month, also ahead of every other Philippine organization in the list.



[Social Video Tune-In Trends: Which Creators Won Minutes Watched In July 2021?](#)

Tubefilter, 08/23/2021

In the United States, though, kids' content continues to reign supreme. [Cocomelon](#) continues to attract the most U.S. unique viewers among U.S. media and entertainment creators.

Tubular Audience Ratings data shows the creator had over 69 million unique viewers in July 2021 and 2.6 billion minutes watched (also No. 1 in the U.S.). [The Dodo](#) was No. 2 for unique viewers with 60.6 million. Meanwhile, Fox News had the second most minutes watched with 964.6 million.



[How a Start-Up in Cyprus Became the Next Big Thing in Online Content](#)

The Hollywood Reporter, 08/20/2021

According to data from social video analytics provider Tubular Labs, TheSoul Publishing's portfolio of short-form video content, which also includes viral hit channels like 123 GO! (challenges, pranks and short-form comedy), Slick Slime Sam (DIY science and experiments, narrated by pink, talking slime) and La La Life (like 123 Go! but with music videos), has rocketed the company to the number one position in terms of social media views on [YouTube](#) and [Facebook](#), ahead of the Walt Disney Company, ViacomCBS, Comcast, WarnerMedia or Sony Pictures Entertainment.



[Barstool Sports Tops Sports Content Creators Online](#)

Barrett Sports Media, 08/20/2021

Whether it is on Twitter, Instagram, YouTube, or Sirius, chances are if you take in sports, you take in [Barstool Sports](#). That idea was proven by a study performed by Tubular Labs, published Thursday afternoon. The company revealed Barstool has 51 million unique viewers watching 139 million minutes of content in the United States in June.



[Social Video Tune-In Trends: Which Creators Won Minutes Watched In July 2021?](#)

Tubefilter, 08/23/2021

Tubular Audience Ratings data shows the creator had over 69 million unique viewers in July 2021 and 2.6 billion minutes watched (also No. 1 in the U.S.). [The Dodo](#) was No. 2 for unique viewers with 60.6 million. Meanwhile, Fox News had the second most minutes watched with 964.6 million.



[How El Dodo's Facebook and YouTube strategy led to profitability in three years](#)

Digiday, 08/16/2021 (avoid paywall [here](#))

In June, El Dodo claimed it earned 800 million views between Facebook and YouTube, citing internal figures. According to Tubular Labs, however, El Dodo garnered 188 million views on Facebook and 37 million on YouTube for a total of about 225 million views that month.

That month, Tubular Labs also ranked The Dodo as the 20th most viewed creator in the world across all social media platforms, aside from Instagram, which the data analyst no longer analyzes.

PREVIEWING IN THE PLATFORMS
How El Dodo's Facebook and YouTube strategy led to profitability in three years



DIGIDAY

[Why Trusted Media Brands acquired viral video publisher Jukin Media](#)

Digiday, 08/13/2021 (avoid paywall [here](#))

In the past 12 months, from August 1, 2020 to July 31, 2021, Jukin's four collective brands generated 12.3 billion views on Facebook alone, according to Tubular Labs, averaging about 1 billion views per month.

Conversely, TMB's portfolio received about 5 million views on Facebook all together, with Taste of Home and Family Handyman driving the bulk of those views, according to Tubular Labs.

VIDEO ADVERTISING
Why Trusted Media Brands acquired viral video publisher Jukin Media



AdAge

[YOUTUBE SHORTS' FIRST GLOBAL ADS FEATURE MUSIC FROM BTS, THE WEEKND AND MORE](#)

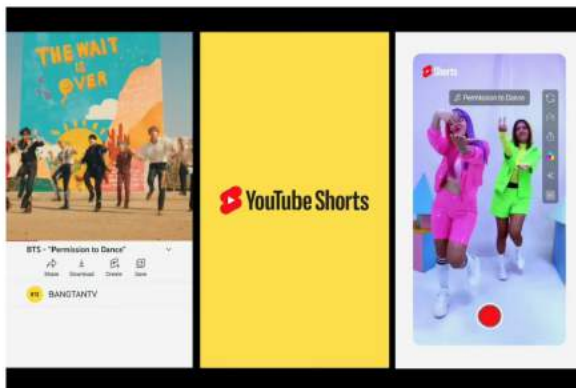
Ad Age, 08/11/2021

As YouTube, a longtime destination for lengthier videos, looked to satisfy users' desire for short-form video and observed social platforms such as Instagram and Snapchat rolling out their own copycat TikTok features, YouTube began rolling out Shorts in India in September 2020, where it began surpassing 6.5 billion daily views. In March 2021, YouTube brought Shorts to the U.S. According to [exclusive data](#) from Tubular Labs, views for short YouTube videos increased by 153% from January to the beginning of August.

YOUTUBE SHORTS' FIRST GLOBAL ADS FEATURE MUSIC FROM BTS, THE WEEKND AND MORE

The social platform is promoting its short-form video feature on rival apps

By [Ilyse Liffreing](#), Published on August 10, 2021.



Credit: Youtube



[Which Content Creators Are Using YouTube Shorts \(And Why\)?](#)

Search Engine Journal, 08/11/2021

According to Tubular Labs data, more than 152,000 accounts have uploaded 1.1 million Shorts to YouTube in the past couple of weeks.

These Shorts have received a combined total of 46.3 billion views and 2 billion engagements, which include likes, shares, and comments.

...

Well, I'm not shocked to find that Tubular Labs categorizes virtually all of them as influencers. In fact, 1.1 million out of the 1.1 million Shorts uploaded in the last three weeks were uploaded by influencers, which Tubular Labs defines as "a personality, celebrity, or public figure with significant social presence."

AdAge

[WHAT MARKETERS NEED TO KNOW ABOUT THE SHORT VIDEO BOOM ON YOUTUBE: DATACENTER WEEKLY](#)

Ad Age, 08/06/2021

Short videos, with a runtime of 60 seconds or less, are booming on YouTube, according to [Tubular Labs](#), the video measurement platform that serves as the data supplier for the [Global Video Measurement Alliance](#), which includes Group Nine, Discovery, Digitas, ViacomCBS, BuzzFeed and other major players (as well as Tubular itself).

...

Tubular does comprehensive tracking of videos by various criteria on a real-time basis, but for the purposes of its current study of video engagement vis-à-vis runtime, it also did a week-over-week analysis across 2021 so far. Tubular's weekly data shows that short videos racked up 33.2 billion views on YouTube from Jan. 4-10 and 83.9 billion from July 26-Aug. 1.

...

Tubular points to YouTube creator [Tsuriki Show](#), a family from Moldova—Vova and Anya and their two kids—that's been on YouTube since July 10, 2019, but in pivoting to producing pretty much nothing but Shorts, managed to rack up the second-most unique viewers, 677.4 million, of any YouTube creator globally in June. In 2021 so far, Tsuriki Show, according to Tubular, accounts for an astonishing 7.2 billion of the 1.9 trillion global views for 60-seconds-or-less YouTube videos.

WHAT MARKETERS NEED TO KNOW ABOUT THE SHORT VIDEO BOOM ON YOUTUBE: DATACENTER WEEKLY

Plus: the latest ad industry employment stats, incentivizing consumers to share their data and more

Published on August 06, 2021.



[Climbing The Charts: Which Top Creators Are Growing Watch Time Across Facebook And YouTube?](#)

Tubefilter, 08/06/2021

Every month, [Tubular Labs' Audience Ratings](#) showcase which brands, media companies and influencers have the most unique viewers, and are generating the most watch-time across Facebook and YouTube. Within the margins, though, are stories about growth—and how those creators are using social video to drive greater reach and minutes watched.

...


Despite already being a top-10 U.S. influencer by minutes watched (in the U.S.), [MrBeast](#) still saw numbers skyrocket in June, from 957.2 million to 1.4 billion. The rapid ascent moved him from No. 9 to No. 4 among U.S. influencers, and kept him squarely among the top cross-platform creators in the U.S.

For comparison, MrBeast has similar minutes watched numbers in the U.S. to Fox News (across YouTube and Facebook, anyway).

Climbing The Charts: Which Top Creators Are Growing Watch Time Across Facebook And YouTube?

By John Cassillo • 08/06/2021 • [f](#) [t](#) [in](#) [e](#)





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[30 Social Media Metrics That Matter Throughout the Customer Journey](#)

Search Engine Journal, 08/04/2021

Fortunately, Tubular Audience Ratings use cross-platform uniques to measure de-duplicated audience reach across YouTube and Facebook.

In fact, a new report from the Global Video Measurement Alliance (GVMA) says [53%](#) of social video consumption in the U.S. comes from persons 18-34, compared to just 8% for linear TV.

On the other hand, 66% of linear TV's audience is 55 or older, while that demographic is only 13% of social video's audience.

...

Since few of their own posts didn't spark conversations, it may explain why Cisco has sponsored 347 videos in the last three years, according to Tubular Labs data.

BUSINESS INSIDER

[YouTube will start paying creators \\$100 to \\$10,000 a month for short-form videos. Here's how to qualify.](#)

Business Insider, 08/03/2021 (avoid paywall [here](#))

And it seems demand for short videos is outpacing supply. Views for YouTube Shorts were up 514% from January through June, while uploads were up 169%, [according to a recent report from Tubular Labs.](#)

BUSINESS INSIDER

[How creators can get paid from YouTube's \\$100 million 'Shorts Fund'](#)

Business Insider, 08/05/2021

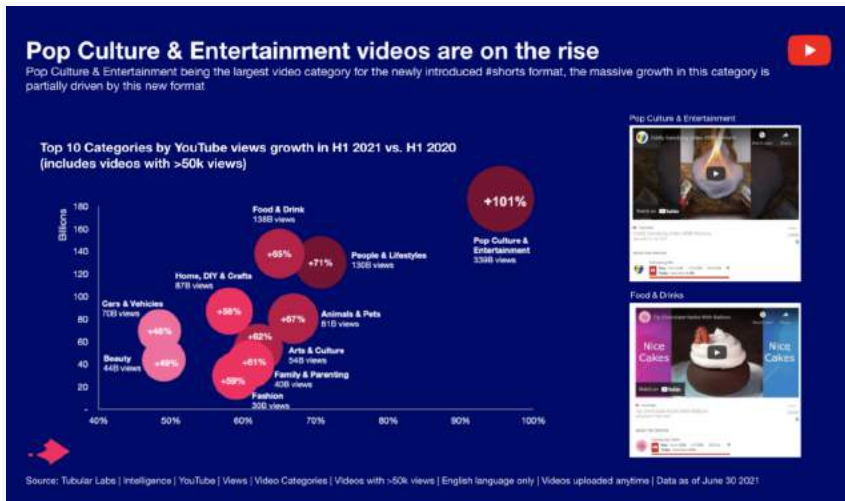
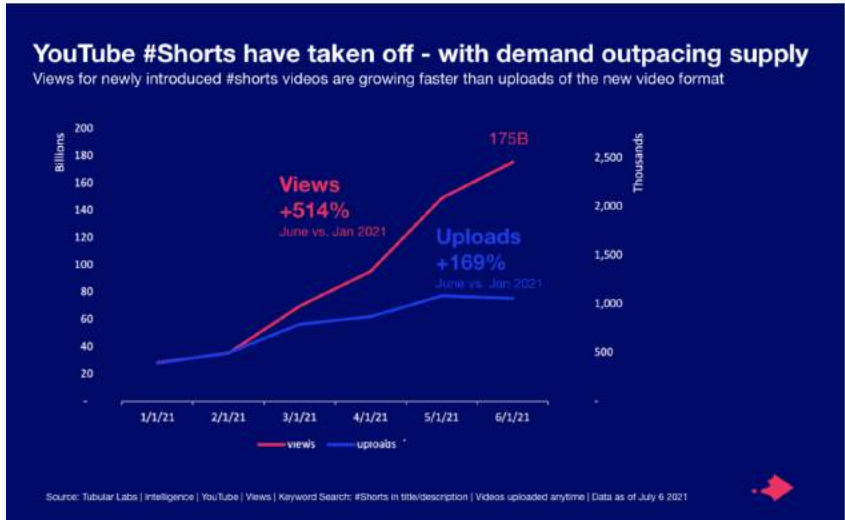
Earlier this year, YouTube released its TikTok competitor, Shorts, to users in the US. [Now, views for new Shorts are outpacing uploads, according to a report from Tubular Labs.](#)



[Data Shows, YouTube Shorts Gives Tough Competition To TikTok Soon After Its Global Launch](#)

Digital Information World, 08/05/2021

[Tubular Labs](#) also looked into the matter and indicated that there is maximum credibility to the success of YouTube Shorts. One creator, Jake Fellman, indicated that one of his Shorts that got starred in the explore option by the algorithm received huge feedback by amassing 184 million views, his highest ever.



[Digital Studio Titan TheSoul Publishing Hits 100B Social Media Views](#)
MarTech Cube, 08/10/2021

Data from social video analytics provider Tubular Labs places TheSoul Publishing in the #1 position, since October 2020, of most social media views across YouTube and Facebook — ahead of all digital-first studios and legacy media companies — including the Walt Disney Company, ViacomCBS, Comcast, Moonbug, WarnerMedia, Sony Pictures Entertainment, Jellysmack, and more.

...

The media powerhouse was also recently recognized by Tubular Labs for its highly-popular content, topping the charts in Tubular Labs' 2020 Awards with the most unique global viewers in 2020 (644 million, tied with The Walt Disney Company).

BUSINESS INSIDER

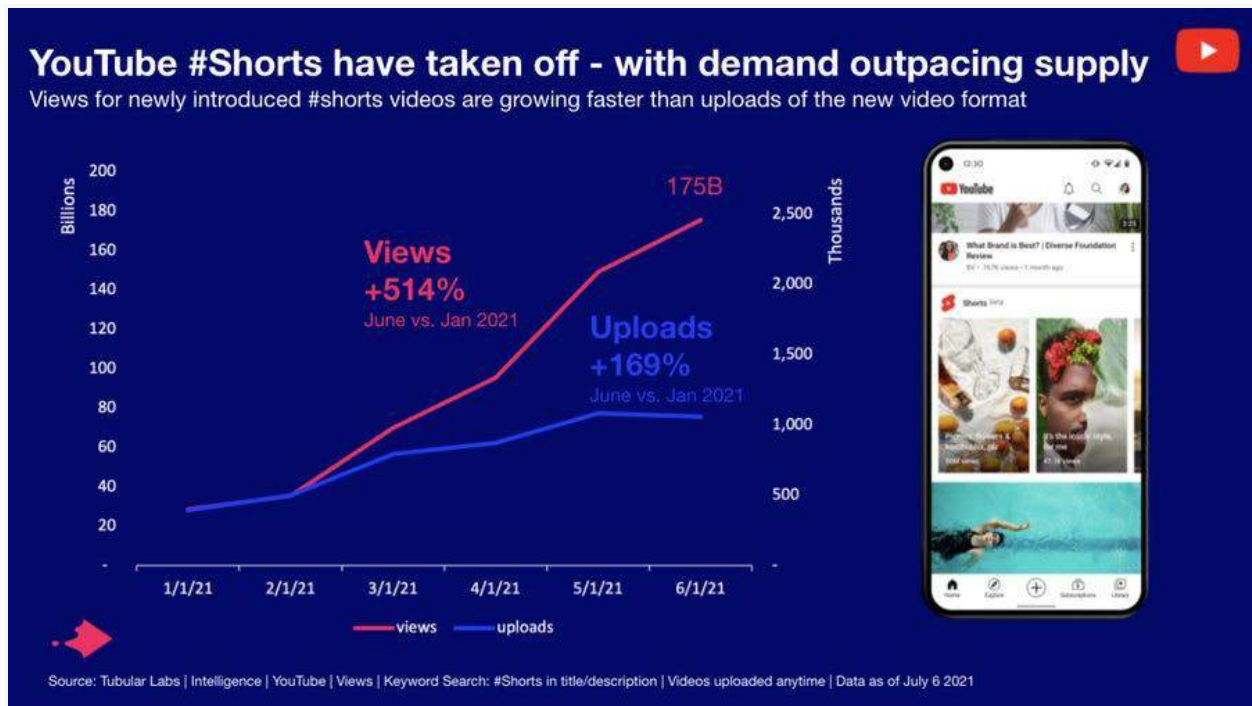
[New data suggests YouTube Shorts are a big opportunity for creators, with views on new videos outpacing uploads](#)

Business Insider, 07/29/2021 (avoid paywall [here](#))

Views for YouTube Shorts were up 514% from January through June, while uploads were up 169%, [according to a new report from Tubular Labs](#).

[In an earnings call with investors last week](#), YouTube also revealed that Shorts had surpassed 15 billion global daily views, up from the 6.5 billion views [reported three months ago](#).

Taken together, these stats suggest there's a big opportunity for creators.



MARKETS INSIDER

[YouTube Shorts Fund: Monetization Requirements, How to Qualify](#)
Markets Insider (Business Insider), 08/03/2021 (avoid paywall [here](#))

Since its launch, Shorts has boosted viewership for some creators and led to quick subscriber growth, [YouTubers previously told Insider](#).

And it seems demand for short videos is outpacing supply. Views for YouTube Shorts were up 514% from January through June, while uploads were up 169%, [according to a recent report from Tubular Labs](#).

The roll-out of the Shorts fund comes at a time when YouTube is looking to compete against TikTok, Instagram, and Snapchat to be seen as a platform where creators can reach new audiences, earn money, and build a sustainable business.

AdAge

[WHY SHA'CARRI RICHARDSON, OUSTED FROM THE OLYMPICS, IS MARKETING GOLD: DATACENTER WEEKLY](#)
Ad Age, 07/30/2021 (avoid paywall [here](#))

According to digital video measurement company [Tubular](#), in the run-up to the Olympics, Richardson-related video content drew more views on Facebook—8.9 million over a 90-day period through July 22 (the day before the opening ceremony)—than video content about any other U.S. athlete.

WHY SHA'CARRI RICHARDSON, OUSTED FROM THE OLYMPICS, IS MARKETING GOLD: DATACENTER WEEKLY

Plus: Robinhood's marketing strategies, jobless claims in context, how to find out what data Apple has on you and more

Published on July 30, 2021.



AdAge

[HOW NIKE AND ADIDAS DEPLOYED DIGITAL VIDEO LEADING UP TO THE TOKYO OLYMPICS](#)

Ad Age, 07/26/2021 (avoid paywall [here](#))

As part of a new series of brisk, data-driven deep dives into digital marketing strategies, today we're looking at the digital/social video content of two iconic sportswear brands, Nike and Adidas, in the run-up to the Tokyo Summer Olympics. We'll be citing data shared exclusively with Ad Age by [Tubular Labs](#), the video measurement platform that serves as the data supplier for the [Global Video Measurement Alliance](#), which includes Group Nine, Discovery, Digitas, ViacomCBS, BuzzFeed and other major players (as well as Tubular itself). We'll also show you two of the top-performing videos from each brand.

VARIETY

[For Ambitious Social Media Creators, Jellysmack Powers Fast Growth](#)

Variety, 07/26/2021

Its data- and tech-driven approach has delivered some eye-opening numbers. In 2020, creators who worked with Jellysmack reached a collective average of 125 million U.S. viewers per month. (That's the fourth-largest social audience in the U.S. overall for any company, behind only some giant media conglomerates, according to insights from leading global video audience measurement firm Tubular Labs.) Jellysmack has helped more than 250 individual creator partners grow their audience and maximize their revenue with its signature Creator Program.

tubefilter

[Insights: Netflix Looks To An Immersive Future With Gaming Initiative](#)

Tubefilter, 07/23/2021

After all, Netflix spent an estimated \$879,000 on TV advertising for the show, and generated more than 51 million impressions, according to estimates from iSpot.TV. **The company also sprinkled 10 trailers and other videos across Facebook and YouTube, grabbing nearly 20 million views, according Tubular Labs.**

DIGIDAY

[Media Briefing: Publishers' programmatic ad businesses have rebounded to pre-pandemic levels](#)

Digiday, 07/22/2021 (avoid paywall [here](#))

Overtime's CRO Rich Calacci said he believes it will take a lot more than internal metrics to close a sale, especially when working with new partners, and is working with Tubular Labs to earn those needed metrics.

DIGIDAY

[Future of TV Briefing: The free, ad-supported streaming TV market has come of age](#)

Digiday, 07/21/2021 (avoid paywall [here](#))

Why Overtime is banking on third-party metrics to grow its roster of advertisers:

- The sports media outlet is counting on Tubular Labs' data to prove its video viewership.
- The third-party validation is seen as necessary to attract and retain advertisers.

DIGIDAY

[Why Overtime is banking on third-party metrics to grow its roster of advertisers](#)

Digiday, 07/18/2021 (avoid paywall [here](#))

As the Gen Z and millennial cohort of 18- to 34-year-old internet users continues to grow, the reach that social video can get has started exceeding linear TV, according to Tubular Lab's research study with The Global Video Measurement Alliance.

"When you start to do the research into it, online social video, which people are still trying to understand, it's as large of a platform as any other major media," said Stephen DiMarco, chief strategy officer at Tubular Labs. The only category where linear TV is still king is in sports, he said, due mainly to live game broadcasts.

...

Calacci: Whether it's our show "League Ready," which was sponsored by State Farm, or "Drafthouse," sponsored by Rocket Mortgage, in both those cases, with third-party validation coming from Tubular, we're able to show a higher engagement rate versus our competitive set for those two series, which is really important because we're a video lead business. Tubular is exclusively a video-led data set and being able to figure out what the sweet spots are for telling that story is really important.

Why Overtime is banking on third-party metrics to grow its roster of advertisers



DIGIDAY



[Toyota Pulls Olympic TV Ads In Japan; Tinuiti Buys Bliss Point Media](#)
AdExchanger, 07/20/2021

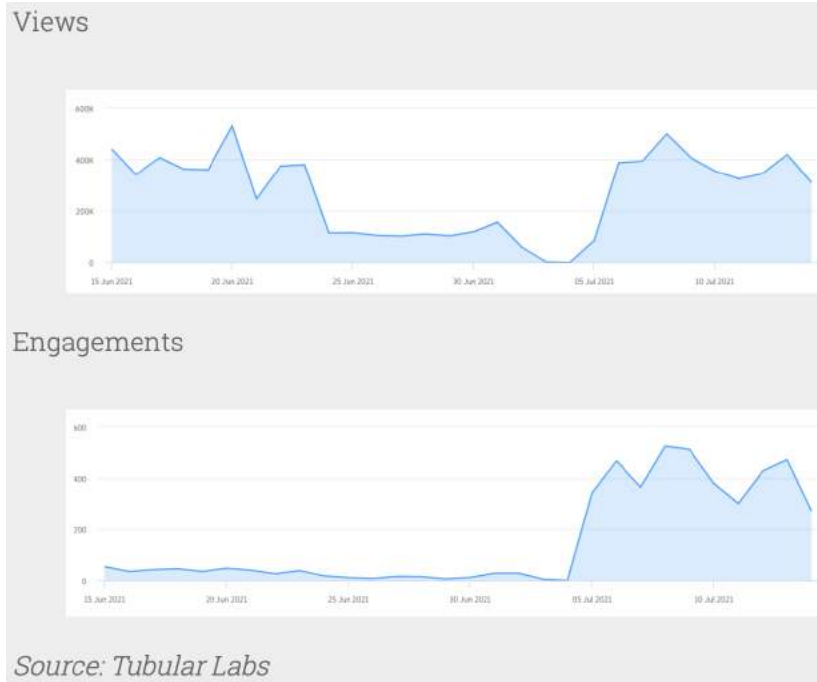
Going Into Overtime

The sports content and streaming company Overtime is leaning into third-party validation as a way to attract – and keep – advertisers. The company produces more than 40 series and short-form video content on YouTube, Snapchat, IGTV, Instagram and TikTok. But marketers want assurances from publishers that they're reaching a young audience, and Overtime CRO Rich Calacci told [Digiday](#) that third-party measurement and verification is critical, despite the supposed end of third-party data. "If you succumb to the temptation of grading your own homework, as that has happened in the past, and you don't offer third-party validation to your brand, you miss a huge growth opportunity," he said. "[Marketers] need to see the data that says this dollar is going to get this audience. You need third-party validation to be able to attract and retain new brands."

TV (R) EV

[Pete Davidson Proves a 'Smart' Spokesperson](#)
TVREV, 07/15/2021

Instagram wasn't the only story. According to social video measurement firm Tubular Labs, the Twitter posts of the same campaign generated a notable bump in engagement. Five Twitter posts generated over 3 million views and 3,000 engagements in the week after they were published.



[Top 40 Viral Videos of All Time](#)

Search Engine Journal, 07/16/2021

Another video that went viral in YouTube’s first year was Evolution of Dance. Uploaded by Judson Laipply in April 2006, it has 309 million views and 1.6 million engagements, according to [Tubular Labs](#) data.

...

In March 2011, he wrote in [Tubular Insights](#), “We’ve been set up and manipulated – played like a second-hand guitar. Not by Black, mind you – I remain fairly convinced that she’s just a normal 13-year-old. I think the real puppet master here is Ark Music Factory.”



[SBJ Unpacks: MLB sees audience gains for Derby](#)

Sports Business Journal, 07/13/2021(newsletter)

A video of Londoners rioting in the streets after the Italy-England UEFA Euros final shot and posted by Urban Pictures, a London-based freelance video journalist, drew 18 million views, according to data from Tubular Labs analyzed by SBJ's David Broughton, the most of any Euro-related Twitter video last week. In all, 21.8 million videos were posted July 10-12, per Tubular, generating 156 million total views.

VARIETY

[Sinclair's RSN Streaming Service Is a Gamble, but a Necessary One](#)

Variety, 7/12/2021 (avoid paywall [here](#))

Given that YouTube has been broadcasting free MLB games this season, VIP+ also reached out to social video analytics firm Tubular Labs to quantify viewership. With MLB a core part of Sinclair's offering and cord-cutters being part of the desired market for the new service, the viewership of the YouTube games is a good proxy for general interest in streaming baseball.

2021 MLB YouTube Games Total Audience

Date	Fixture	Total YouTube Audience
18-Jun	Tigers at Angels	1.9M
10-Jun	Dodgers at Pirates	1.4M
22-Apr	Angels at Astros	1.3M
13-May	Cardinals at Brewers	1.1M
2-Jun	Mets at Diamondbacks	1.1M
20-May	Giants at Reds	972K
6-May	Braves at Nationals	892K
7-Apr	Rays at Red Sox	883K
28-Apr	Twins at Indians	719K
22-Jun	Athletics at Rangers	619K
27-May	Phillies at Marlins	606K

FOR MORE DATA, VISIT [VIP+](#)

SOURCE: TUBULAR LABS

DIGIDAY

[All Def owner Culture Genesis snags \\$5M in revenue after gaining YouTube ad sales rights](#)

Digiday, 07/12/2021 (avoid paywall [here](#))

Having an in-house sales team was among the criteria YouTube considered when granting Culture Genesis sales rights, according to Rogers. Other considerations included the company having multiple channels — through All Def Digital, Culture Genesis operates more than 10 of its own YouTube channels, per Rogers — and an active audience. In June, All Def Digital

received 9.8 million views on YouTube, an 8% dip year over year, according to data from Tubular Labs.

Business of Esports

[Study Shows Video Game Influencers Draw The Most Fans](#)

Esports News, 07/12/2021

According to a recent report from Tubular Labs, video game influencers have some of the most supportive fans in the world. Youtube viewers that watch gaming content are 53% more loyal than average website audience members.

AdAge

[The No. 1 reason to return to the office. Pride in retrospect, and leaky Facebook data: Datacenter Weekly](#)

Ad Age, 07/03/2021

Pride by the numbers

Now that Pride Month is a wrap, a quick look at Pride's footprint across social video, via analytics platform [Tubular Labs](#), which has shared the following stats exclusively with Datacenter Weekly:

- Facebook videos with a Pride theme (and specifically labeled or tagged as such) generated 71.4 million views in June.
- Brands posted 17 percent of all of June's Pride videos on Facebook.
- Among the top Facebook videos about Pride from the influencer realm: "[Daddy's Girl](#)," from AmbersCloset, in which Amber Whittington brought on her father, former NFL running back Arthur Whittington, to talk about Pride (and specifically his lesbian daughter).



[OpenSlate Rejoins The YouTube Measurement Program Following Contract Deadlock](#)

AdExchanger, 07/06/2021

In the updated YTMP, partners are classified within three categories: brand suitability and contextual targeting, brand safety reporting and content insights. Members (sans OpenSlate)

include Integral Ad Science, DoubleVerify, Channel Factory, Pixability, Zefr, Tubular Labs, Sightly, VuePlanner and Wizdeo.

AdAge

[FACEBOOK'S PRIDE MONTH DIGITAL VIDEO PUSH BY THE NUMBERS: DATACENTER WEEKLY](#)

Ad Age, 06/25/2021 (avoid paywall [here](#))

[Tubular](#), the digital video measurement platform, tells Datacenter Weekly that so far in Pride Month, Facebook is dominating.

...

As of this writing, Tubular says that Facebook-produced Pride-related videos have racked up more than 23 million views on Facebook—more than any creator.

FACEBOOK'S PRIDE MONTH DIGITAL VIDEO PUSH BY THE NUMBERS: DATACENTER WEEKLY

Plus: The cookie remains on the menu (for now), and the Olympics and BET Awards ad surge

By [Simon Dumenco](#). Published on June 25, 2021.



Credit: Facebook

VIDEOWEEK

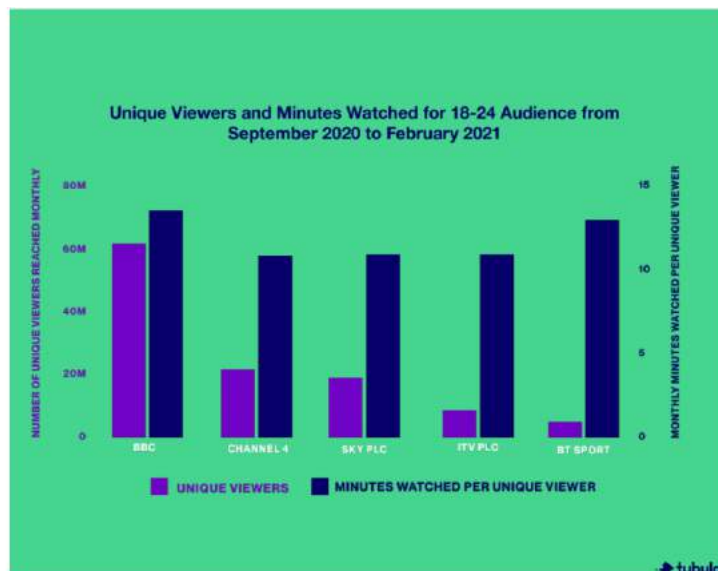
[How UK Broadcasters Are Using Social Video to Capture Gen-Z](#)

VideoWeek, 06/28/2021

According to research from Tubular Labs, a video measurement and analytics platform, among the 18-24 group, the BBC is the British broadcaster with the biggest social video following on YouTube and Facebook. They have an estimated 60 million viewers worldwide, but interestingly the majority of their followers aren't necessarily in the UK. In fact, the research revealed that one of their top channels is BBC Hindi, an international news service.

...

Tubular's reports show Sky to be the broadcaster with the next biggest audience among 18-24 year olds after Channel 4, followed by ITV and then BT Sport. Although BT Sport has the smallest audience of the five broadcasters included in the report, its social content viewers spent some of the longest time consuming the content. The Tubular Labs research revealed that the average monthly viewing time for each unique viewer of BT Sports' Facebook and YouTube videos was around 13 minutes, the second highest of all the broadcasters included in the report.



Tubular Labs | Audience Ratings | Average Monthly Number September 2020-February 2021 | Minutes Watched per Unique Viewers | Unique Viewers | Global | 18-24 | De-duplicated unique viewers across Facebook and YouTube based on 30-second views | Property Level | Custom List

Vox

[Who runs the world? Not teen girls.](#)

Vox, 06/21/2021

“Young women have long been drivers of popular culture,” [begins a blog post on Tubular Labs](#) from 2019, “and this year’s booming teen subculture is no different: the VSCO girl.”

...

The Tubular post outlines all the ways brands and advertisers can appeal to the elusive VSCO girl. “With influencer power and dollars to spare,” it concludes, “the emergence of VSCO girls could be a slam dunk for apparel, skincare, and lifestyle brands who catch on in time.”



[NetsDaily Off-Season Report - No. 1](#)

Nets Daily, 06/27/2021

Videos created by the Nets and posted to an NBA -owned Twitter page generated 13.1 million views during the second round of the [NBA playoffs](#) (June 5-20), the most of any of the eight remaining teams, according to data from Tubular Labs.



[Billie Eilish, H.E.R. Concert Grabbed Most Amazon Prime Day Attention](#)

Forbes, 06/25/2021

Amazon.com published four main videos this month tied to Prime Day, which technically lasted closer to two days (blame it on inflation), and sprinkled roughly 70 of the videos across its many YouTube pages around the planet, according to data compiled by [Tubular Labs](#).

...

Together, the two videos generated 6 million YouTube views, according to Tubular. By contrast, the other two videos – about the sales and tips to shopping more effectively – were barely noticed, combining for just 17,000 views:

1. Amazon.com: [Prime Day Show x Billie Eilish | H.E.R. | Kid Cudi - Watch Now](#) (3.5 million views)
2. Amazon.com: [Prime Day Show x Billie Eilish | H.E.R. | Kid Cudi](#) (2.5 million)
3. Amazon.com: [Prime Day 2021](#) (14,400)
4. Amazon.com: [5 Tips for Shopping Prime Day](#) (3,000)



[Nets set pace with social videos among second round NBA playoff teams](#)

Sports Business Journal (newsletter), 06/22/2021

Videos created by the Nets and posted to an NBA-owned Twitter page generated 13.1 million views during the second round of the NBA playoffs (June 5-20), the most of any of the eight remaining teams, according to data from Tubular Labs analyzed by SBJ's David Broughton. Overall the 6,693 uploads made by the eight teams garnered 156 million views.

Top NBA teams for Twitter video views during conference semifinals (team-made videos from June 5-20)			
RANK	TEAM	VIDEO VIEWS	VIDEOS POSTED
1	Nets	13.1 million	164
2	Clippers	7.8 million	242
3	Bucks	7.4 million	325
4	Hawks	5.8 million	121
5	Suns	5.3 million	103
6	76ers	4.6 million	127
7	Jazz	3.8 million	123
8	Nuggets	2.9 million	51



[Battlefield 2042' Tops E3's Most Popular Video Game Trailers](#)

Forbes, 06/17/2021

Three Battlefield 2042 trailers – the official reveal trailer on both EA's [EA](#) -0.9% Battlefield channel and IGN, and the official gameplay trailer on EA's channel – are among the top 10 most watched YouTube game videos for the month, according to audience data compiled by Tubular Labs.

...

By contrast, the new Forza game may have bagged the most anticipated game award from a group of game-publication editors, but its trailer attracted a far more modest 2.7 million views, according to Tubular. It was 10th on the Top 10 list.

...

That event featured 30 games, mostly from its studios and newly acquired Bethesda Games, including Forza and the next Halo, which didn't even make Tubular's top 10 for the month. It also showcased Battlefield 2042, separately from EA's presentation

...

Here's the top 10 gamer teaser/trailer videos since June 1, according to Tubular:

1. Battlefield: Battlefield 2042 Official Reveal Trailer (ft. 2WEI) (15.0 million views)

TV (R)EV

[Loki 'Most Watched' Disney+ Series Premiere. Was It Most-Promoted?](#)

TVREV, 06/15/2021

According to data from iSpot, from April 1 through June 13, Disney+ ads featuring Loki delivered nearly 612 million TV ad impressions. Nearly 529 million of those came via the standalone Loki spot, and overall, the approach around Loki leaned heavily on Disney-owned networks. Over 21% of all Loki-related TV ad impressions came from ABC, and over 50% came from Disney-owned networks. Disney+ also utilized tentpole programming for promos, with the most impressions coming during NBA games (5.8% of TV ad impressions), Good Morning America (2.9%), America's Got Talent (2.4%) and college basketball (2.2%).

AdNews

[Stop talking about gaming, it's time to start talking about gamers](#)

Ad News, 06/15/2021

Post-pandemic predictions from Newzoo show that the world's 2.8 billion gamers in 2020 will grow a further 6.4 per cent across 2021. IDC expects around 75 per cent of the pandemic-driven increase in mobile games will persist indefinitely **and Tubular Labs just released findings that gaming influencers draw the most loyal fans**; 53 per cent more loyal than average and three times more than other entertainment audiences. So with that size and scale[1], gaming is better thought of as a culture than a category, and a culture many brands simply can no longer ignore.



[iHeartMedia : Nowthis & Double Asterisk Launch "After The Uprising." New Investigative Podcast Series On Ferguson Aftermath In Partnership With iHeartMedia](#)

Market Screener, 06/16/2021

Today NowThis, the no.1 most-watched mobile news brand globally [Tubular Labs, June 2020], announced the release of its second long-form podcast series, produced with podcasting start-up Double Asterisk and iHeartMedia.

AdAge

[HOW YOUTUBE AND FACEBOOK VIDEO CONSUMPTION EXPLODED DURING THE PANDEMIC: DATACENTER WEEKLY](#)

Ad Age, 06/11/2021 (avoid paywall [here](#))

The [Global Video Measurement Alliance](#)—which includes Tubular Labs (the social video measurement platform that serves as the data supplier for the GVMA), Group Nine, Discovery, Digitas, ViacomCBS, BuzzFeed and other major players—is out with a new report titled [“Discovering Audiences on Social Video.”](#) Among the most striking revelations are the ones that have to do with the explosion of social video during the pandemic.

DIGIDAY

[Media Buying Briefing: Synthetic experiences outgrow their novelty status as they attract more brands](#)

Digiday, 06/14/2021 (avoid paywall [here](#))

With linear TV ratings continuing to shrink, the Global Video Measurement Alliance is going on the offensive to convince media buyers and brands that social video is a legitimate alternative for their ad dollars. Using data compiled by Tubular Labs, [GVMA’s June report points out content genres](#) where social video has comparable reach to linear TV, and genres where it out delivers linear.

Bloomberg

[How YouTube Unboxing Videos Helped Kids Take Over the Toy Industry](#)

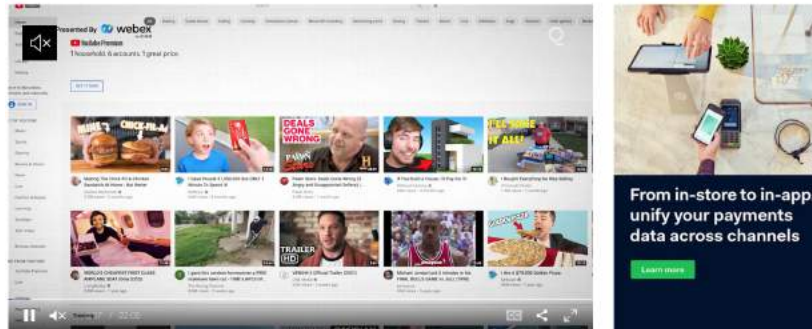
Bloomberg, 06/11/2021

By the end of 2018, the L.O.L. brand had eight of the top 10 best-selling toys in America, according to NPD group, giving MGA another hit line to rival the earlier phenomenon of its Bratz dolls. And last year L.O.L. content on YouTube earned 5.1 billion views, Tubular Labs said.

How YouTube Unboxing Videos Helped Kids Take Over the Toy Industry

It's "created a revolution, not an evolution," says one media executive.

By [Matthew Townsend](#)
June 11, 2021, 9:11 AM MDT



[Insights: Punch-Drunk Over Social Media's Pugilistic Profit Plans](#)

Tubefilter, 06/10/2021

Online, where'd you expect an event featuring a prominent influencer/huckster to do well, it created a mini-industry of media, generating some 326 million views from 9,400 YouTube uploads, according to [Tubular Labs](#).



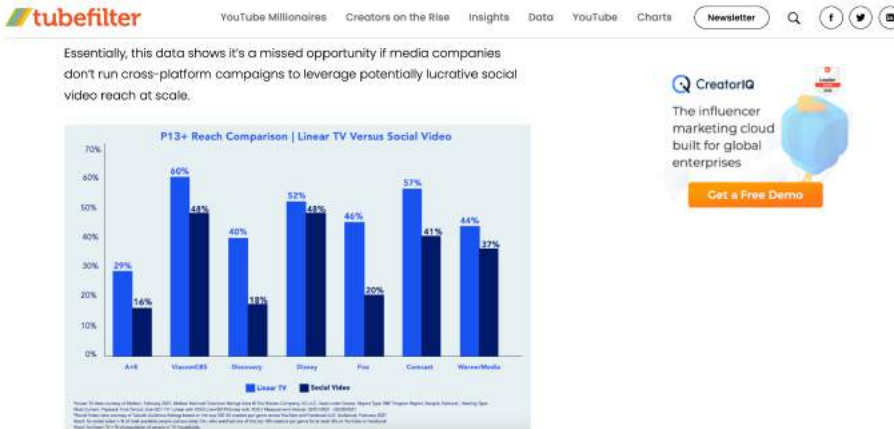
[YouTube Millionaires](#) [Creators on the Rise](#) [Insights](#) [Data](#) [You!](#)

By David Bloom • 06/10/2021 • [f](#) [t](#) [in](#) [e](#)



[Videos On YouTube And Facebook Get 70% As Much Viewership As Linear TV Shows \(Report\)](#)
 Tubefilter, 06/09/2021

Within the report, data from Tubular and Nielsen shows that for traditional linear TV companies, social video (Facebook and YouTube, in this case) offers about 70% of the reach that linear provides. For others, the divide's even slimmer. Walt Disney Co., for instance, is nearly even (52% vs. 48%) in terms of reach on social vs. linear TV.



CYNOPSIS MEDIA

[06/09/21: Snoopy spends summer on Apple TV+](#)
 Cynopsis, 06/09/2021

The Global Video Measurement released a report on the challenges facing media owners and advertisers during the 2021 upfronts season. “Discovering Audiences On Social Video” offers reasons why social video can be used to the advantage of advertisers, including:

- * Changes and challenges in the pay TV market: The decline in linear TV viewing across all demographics except adults 65 and older has been dramatic, especially for teens and adults 18-34, who are watching less than half the linear TV than they were in 2010.
- * Complementary audiences for social video and linear TV: Traditional linear TV companies have made national scale a major part of what’s offered to advertisers. For these companies, across all owned properties, social video offers 75% of the reach that linear provides, and for Disney, nearly the same reach.

CyprusMail

Founded 1945

[From Cyprus, TheSoul Publishing reaches over 1bn social media followers](#)

Cyprus Mail, 06/10/2021

TheSoul Publishing’s channel portfolio includes 5-Minute Crafts, Bright Side, 123 GO!, Avocado Couple, La La Life, Teen-Z and Slick Slime Sam. According to Tubular Labs February 2021 announcement, the company is at top of their charts of the most unique global viewers in 2020 (644 million, tied with The Walt Disney Company). The company’s most popular channel, 5-Minute Crafts, is also a top-10 YouTube channel.

[Report: Social Video Generates 70% As Much Reach As Linear TV. Fills In Demo 'Gaps'](#)

MediaPost, 06/03/2021

It argues that the facts support the importance of using social video as a complement to reach audiences that linear, with its ongoing declines in overall viewership and younger demographics in particular, no longer reaches. And that this will only become more important as linear’s premium-content ad inventory continues to decline and its CPMs continue to rise.

The screenshot shows a MediaPost article with a navigation bar (News, Events, Awards, Members, More) and a search icon. The article title is "Report: Social Video Generates 70% As Much Reach As Linear TV, Fills In Demo 'Gaps'". The author is Karlene Lukovitz @KLmarketdaily, published yesterday. A bar chart titled "P13+ Reach Comparison | Linear TV Versus Social Video" compares reach percentages for Linear TV and Social Video across seven categories: A+E, ViacomCBS, Discovery, Disney, Fox, Comcast, and WarnerMedia. The chart shows that Social Video reach is significantly higher than Linear TV reach in all categories, with the largest gap in the A+E category (29% vs 16%).

Category	Linear TV (%)	Social Video (%)
A+E	29%	16%
ViacomCBS	60%	48%
Discovery	40%	18%
Disney	52%	48%
Fox	46%	20%
Comcast	57%	41%
WarnerMedia	44%	33%



[Social video emerges as key complement to linear TV](#)

Rapid TV News, 06/07/2021

In all, the Discovering Audiences on Social Video study showcased how social video has seen audiences grow in the US and by genre, attract younger demographics not seen in linear TV and engage viewers at a high rate. It noted the changes and challenges in the pay-TV market with a 'dramatic' decline in linear TV viewing across all demographics except adults 65 and older has been dramatic. Especially for teens and adults 18-34, who are watching less than half the linear TV than they were in 2010.

Señal News

[IS SOCIAL VIDEO EMERGING AS A KEY COMPLEMENT TO LINEAR TV?](#)

Senal News, 06/08/2021

The decline in linear TV viewing across all demographics - except adults 65 and older - has been dramatic, especially for teens and adults 18-34, who are watching less than half the linear TV than they were in 2010, according to the [Global Video Measurement Alliance's](#) latest report. On contrary, social video in the United States attracts younger demographics, engages viewers at a high rate, is rapidly growing in comparison to linear TV and is an important complement to linear TV, the company said in the "Discovering Audiences on Social Video: How brands can leverage new reach in the changing media landscape" report.

ADVANCED TELEVISION

[Report: US social video attracts younger demo](#)

Advanced Television, 06/04/2021

Digital video measurement standards proponent the Global Video Measurement Alliance has issued a special report, Discovering Audiences On Social Video: How brands can leverage new reach in the changing media landscape, on the challenges facing media owners and advertisers during the 2021 upfronts season.

DIGIDAY

[Crooked Media will use Team Whistle's Snapchat Discover channel to drive viewers to its YouTube show](#)

Digiday, 06/04/2021 (avoid paywall [here](#))

Whistle reached 64 million unique global viewers in April 2021, according to Tubular Labs' Audience Ratings data measuring 30-second views across YouTube and Facebook. Conversely, Crooked Media, which is home to the popular podcast "Pod Save America," reached around 237,000 in the same period.



[SBJ Media: Pandemic pushes ESPN to change Euro 2020 coverage](#)

SBJ, 06/07/2021

The spectacle had plenty of pre-fight interest, according to SBJ's David Broughton, as data from Tubular shows that approximately 9,400 videos related to the event garnered 326 million views on YouTube since May 1.



[SBJ Unpacks: Ryan Smith's vision for the Jazz](#)

SBJ, 06/07/2021

Mayweather-Paul match generates plenty of interest

Showtime's pay-per-view Floyd Mayweather-Logan Paul spectacle had plenty of per-fight interest, according to SBJ's David Broughton, as data from Tubular shows that approximately 9,400 videos related to the event have garnered 326 million views on YouTube since May 1. FightHype.com (33.5 million) and Logan Paul Shorts (29.6 million) were the top creators by views, though Showtime Sports (23.1 million) and Logan Paul (18.0 million) were third and fourth, respectively. Paul's own "Face to Face With Floyd Mayweather" was the genre's most-watched, with 7.9 million views. CBS Sports' video, "Floyd Mayweather vs Logan Paul: Fight goes the distance" was No. 2, with 6.9 million views.

NEXT | TV

[How Did HBO Max Promote Tune-In for the 'Friends' Reunion?](#)

NextTV, 06/07/2021

HBO Max took to social media as well, though, to make sure Friends fanatics tuned in — either when the special first dropped, or after the fact. Data from Tubular Labs shows that Friends reunion special content (including promos, interviews and clips) generated over 89 million video views on YouTube alone since May 1, with over a third coming from WarnerMedia-owned accounts.



[Data shows some interesting insights into the significance of the loyalty of creators on YouTube, and its impact on digital marketing strategy](#)

Digital Media World, 06/06/2021

In order to get a better overview of the loyalty of creators and how it can impact the marketing strategy, the group of researchers from [Tubular Labs have deeply examined](#) more than a hundred channels of different types of creators from January to February of this year to determine the return rate of audience and which category has more creative adhesion or loyalty than others. By examining the number of views on each video that each channel got in between the period of two months having the limit of 30 seconds, the group also checked the return rate of the viewers on a particular channel.

BROADCASTPRO MIDDLE EAST

[MBC Group achieves over 8.8bn views during Ramadan 2021](#)

Broadcast Pro, 06/03/2021

Moreover, MBC Group currently ranks in ninth position Tubular Labs' leaderboard for global media and entertainment entities.



[MBC GROUP announces Ramadan 2021 performance](#)

Arab News, 06/08/2021

The group also continues to rank on Tubular Labs' leaderboard for global media and entertainment entities (broadcast, cable, radio and film). After entering the top 10 list last year, it has moved up one place and currently sits at No. 9 as per the latest results.

ARAB NEWS

[MBC Group breaks social media record in Ramadan 2021](#)

Arab News, 06/03/2021

Tubular Labs last year ranked [MBC No. 10 in the world for digital and social media views](#) above large international conglomerates including BuzzFeed, the BBC, and Fox Corp, and MBC was currently No. 9 on the list.

OTAKUKART

[KSI Net Worth: How Rich Is The Youtube Sensation?](#)

Otakukart, 06/01/2021

These brothers are ranked first and second respectively as the UK's Most Influential YouTuber Creators in the year 2015 by the Tubular Labs.

Forbes

[Video Game Influencers Draw The Most Loyal Fans. And Media Companies Can Learn From Them](#)

Forbes, 05/31/2021 (avoid paywall [here](#))

YouTube viewers watching gaming content are 53 percent more loyal – i.e., provided “repeated viewership across digital audiences” – than the average YouTube audience member to top creators in that sector, according to the study from Tubular Labs.

Video Game Influencers Draw The Most Loyal Fans, And Media Companies Can Learn From Them



David Bloom Senior Contributor

Media

I'm a media/tech/entertainment writer, podcaster, speaker and analyst

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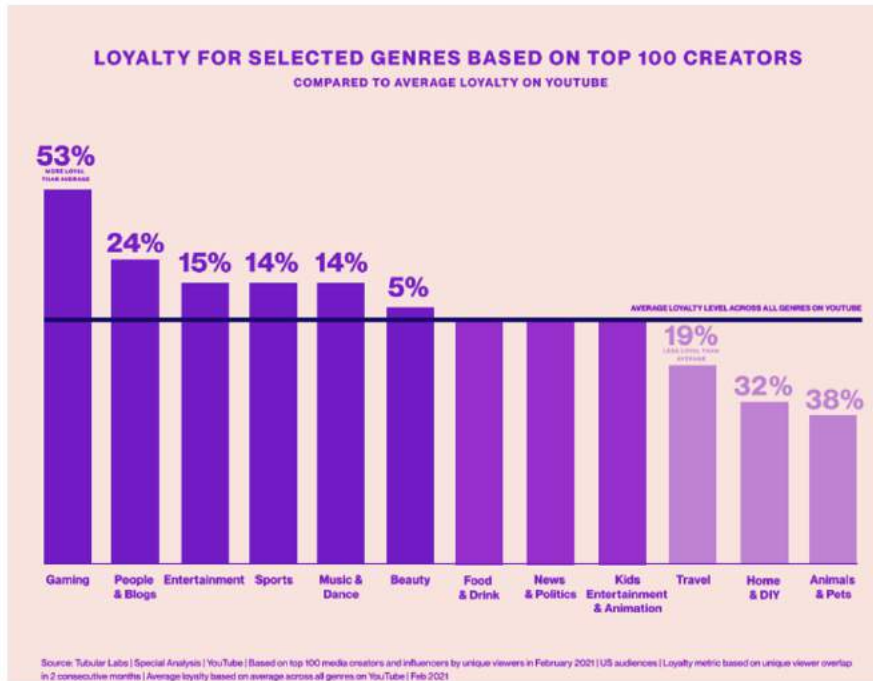
Favorite Gamer nominee British gamer Lia Wolf aka SSSniperWolf at Nickelodeon Kids' Choice Awards in ... [+] AFP VIA GETTY IMAGES



[New Report Looks at Creator Loyalty on YouTube, and What it Means for Marketers](#)

Social Media Today, 05/26/2021

Tubular Labs measured return viewership based on 'the amount of viewers who watched consecutively across both months and who met a 30-second quality threshold'. That provides some new perspective on the channel categories, and specific channels, that are driving the most ongoing engagement. You can download the full report [here](#), but in this post, we'll take a look at some of the key findings.



[A Few Stats That Show How Incredibly Popular Saturday Night Live Is On Social Media](#)
Cinema Blend, 05/28/2021

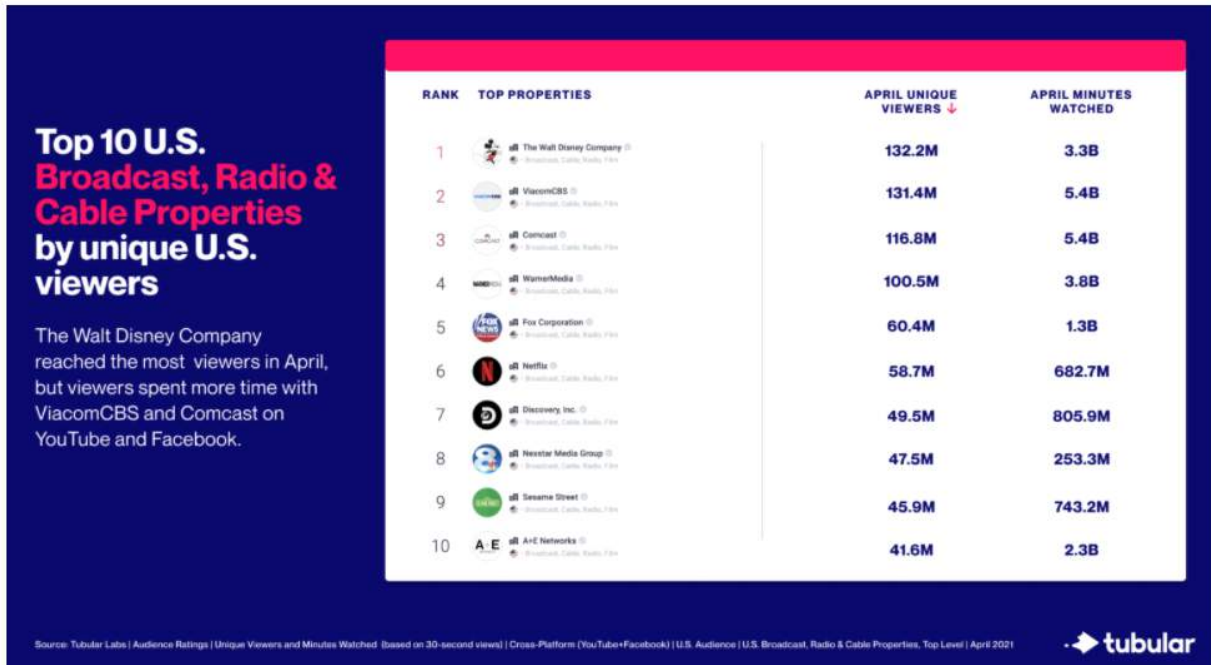
[Next TV](#) pulled together a pretty comprehensive report on Saturday Night Live’s performance with insights from [iSpot.TV](#) and [Tubular Labs](#) during its most recent season, and the numbers in new media are quite impressive. SNL apparently uploaded 374 videos to YouTube from its most recent season. Those clips collectively generated 2.1B ad loads. To put that into perspective, all of the Season 46 episodes collectively generated 3.1B ad impressions on conventional television. **That’s a great sign that SNL is meeting people wherever they want to consume content, and the additional revenue stream should provide a very healthy path for the show to continue forward, even if more people continue ditching broadcast television.**



[Discovery/Warner Merger Makes Conglomerate With 150 Million Monthly Views In US](#)
Tubefilter, 05/27/2021

With data from [Tubular Labs](#), the picture gets a bit more clear for both deals as social video plays a key role in customer acquisition and retention going forward.

Tubular Audience Ratings shows that across Facebook and YouTube, a combined Discovery/WarnerMedia grows into a real behemoth—though you could argue Warner already was one. Warner had double the number of U.S. unique viewers as Discovery, and five times the minutes watched in April 2021.



GLOSSY

[Patrick Starr joins Jellysmack to expand social media reach](#)

Glossy, 06/01/2021

Jellysmack, founded in 2016, originally started as a social media video company that leveraged technology and data to build and scale its own popular social channels into large social communities around the world. For instance, it's ranked No. 1 in beauty, soccer and basketball, and No. 2 in gaming and movies across social channels, according to social video analytics company Tubular Labs.

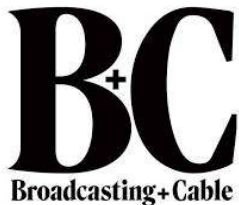
[Better video strategy through in-feed social media](#)

Ad Age, 05/26/2021 [by Twitter, originally posted [here](#)] (avoid paywall [here](#))

Reaching incremental audiences

More people are watching videos on in-feed than ever before. Whether they're watching live play-by-plays, or discovering behind-the-scenes drama from a show they're bingeing on, brands can reach today's audiences by extending their video plan on Twitter.

Video views for U.S. brand and media publishers on Twitter increased 67% from Q1 2019 to Q4 2020. Source: Tubular Labs, Threshold creators with 10,000 monthly views, U.S. Brands and Media Publishers only, Q1 2019 to Q4 2020.



[Saturday Night Live': Advertising and Social Video Trends](#)

Broadcasting + Cable, 05/26/2021

Of course, the TV screen is just one way that viewers engage with SNL — social video has proved to be an extremely effective way for NBC to reach a broader audience for the show. According to social video analytics company Tubular Labs, SNL videos on YouTube have racked up 2.1 billion views this season from 374 uploads. In April, Saturday Night Live had 17.4 million global unique viewers across YouTube and Facebook, with 678.8 million minutes watched globally, per Tubular Audience Ratings. And looking at just the U.S. audience in April, SNL was the third most-watched entertainment creator across YouTube and Facebook, with 523.7 million minutes watched from U.S. viewers in April.



[WarnerMedia and Discovery Combo Could Be the Third Most-Watched Media Conglomerate on Facebook and YouTube](#)

NextTV, 05/24/2021

[Much has already been said \(and speculated\)](#) about what exactly this all means, but today we're looking at a new angle: social video trends from the two giants, using insights from [Tubular Labs](#).

At a high level, the merger is a potential boon for Discovery when it comes to engaging consumers through social video: Per Tubular Audience Ratings for April, across Facebook and YouTube, WarnerMedia racked up 100.5 million unique viewers in the U.S. with 3.8 billion minutes watched, while Discovery had 49.5 million unique viewers and 805.9 million minutes watched during the month. Tubular data shows that the combined company would be the third-most watched media conglomerate on Facebook and YouTube, behind ViacomCBS and Comcast.

WarnerMedia and Discovery Combo Could Be the Third Most-Watched Media Conglomerate on Facebook and YouTube

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 8 minutes ago

WarnerMedia had twice the unique viewers and 5x the minutes watched in April than Discovery, per Tubular Labs



(Image credit: AT&T)

AdAge

[Discover, WarnerMedia top advertisers revealed: Datacenter Weekly Ad Age, 05/21/2021 \(avoid paywall \[here\]\(#\)\)](#)

Social edge

WarnerMedia's networks and content have a major edge over those of Discovery when it comes to social video, according to data shared exclusively with Datacenter Weekly by [Tubular Labs](#). The video measurement company's so-called TAR (Tubular Audience Ratings) data from the most recent full month, April, shows that WarnerMedia properties pulled in just over 100 million unique social video viewers vs. just under 50 million for Discovery properties.

When looking at unique U.S. video viewers on Facebook and YouTube across both Discovery and WarnerMedia networks/properties, the latter's content took five out of the top five in April:

1. The Ellen Show (24.0 million)
2. CNN (23.6 million)
3. WB Kids (16.0 million)
4. Warner Bros. Pictures (15.4 million)
5. Team Coco (13.9 million)

MobileMarketing

[Movers and Shakers: Canela Media, Ogury, Digilant and more](#)
Mobile Marketing Magazine, 05/19/2021

Tubular Labs appoints new CSO

Cross-platform digital video measurement and analytics data solution company, Tubular Labs has appointed Stephen DiMarco as its new Chief Digital Officer.

DiMarco made his first mark on the digital marketing and measurement industry as a founding management team member at Compete. DiMarco helped transform Compete into what is now Millward Brown Digital, where he became President and led the evolution of the company from digital-only brand lift measurement to outcomes-based effectiveness measurement across platforms including digital and TV. DiMarco went on to become the Chief Digital Officer of Kantar in 2018, a role he served in until his move to Tubular.

Wednesday 19-05-2021 14:54

Movers and Shakers: Canela Media, Ogury, Digilant and more

Gabby Fernie



The mobile marketing industry is ever-changing, and that applies to the people as much as the technology. Movers & Shakers is our regular feature following the hottest hires in the industry, so you can keep track of who's joined which company, and what they're doing there.



TV(R)EV

[By the Numbers: Discovery & WarnerMedia Combine for Huge Reach on TV, Social Video](#)
TVREV, 05/17/2021

Per Tubular Audience Ratings, across Facebook and YouTube, Discovery picks up a machine in Warner, which has twice the number of U.S. unique viewers and 5x the minutes watched during any given month:

WarnerMedia

100.5 million unique viewers

3.8 billion minutes watched

Discovery, Inc.

49.5 million unique viewers

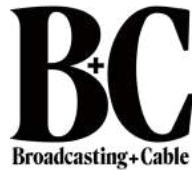
805.9 million minutes watched

Tubular data shows that the combined company would be the third-most watched media property on those platforms (only behind ViacomCBS and Comcast).

[LadBaby and the wild rise of the Facebook Famous](#)

Wired UK, 05/18/2021

“FACEBOOK LOVES RAW content,” says Julius Dein, a 26-year-old creator with over 34 million followers on the platform. Dein – who first went viral filming himself performing magic tricks on the streets of London – now lives with his team of 20 creators in Mexico and claims to currently have the number one most viewed page on Facebook (Facebook doesn’t compile rankings internally so Dein monitors his success via Tubular Labs, an analytics tool.)



[Kantar’s Stephen DiMarco Joins Tubular as Chief Strategy Officer](#)

Broadcasting + Cable, 05/14/2021

At Kantar, DiMarco helped build a campaign effectiveness business, creating tools for measuring the effectiveness of non-linear ad campaigns. He will bring that expertise to Tubular.

“This is a new age digital measurement company that has a lot of legs and lots of growth ahead of it,” DiMarco told Broadcasting+Cable

With linear TV ratings falling, companies are investing more in social content. “Comscore and Nielsen are duking it out, and here’s Tubular, which is slightly under the radar right now, but poised to really dominate the social video space, both on the intelligence and the ratings side,” DiMarco said.

Kantar's Stephen DiMarco Joins Tubular as Chief Strategy Officer

By Jon Lafayette 9 minutes ago

Exec expects to broaden measurement company beyond social media.



Stephen DiMarco (Image credit: Tubular)

mrweb

[Kantar's DiMarco Joins Video Measurement Firm Tubular](#)

Daily Research News Online, 05/14/2021

At Tubular Labs, DiMarco will lead product and the execution of the firm's go-to-market strategy selling to brands and agencies. CEO [Scott Ernst](#) comments: 'Stephen is a recognized leader in media measurement with a deep understanding of the dramatic shift in consumer mindsets and what it means for media companies, agencies and brands. I'm excited for Stephen to lead our product innovation, as Tubular sets its sights on becoming the content and audience ratings authority that empowers confident investments in social video programming and advertising'.

NEXT | TV

[ViacomCBS Leads Broadcast/Cable Category for Social Video Viewers, Minutes Watched](#)

NextTV, 05/14/2021

When it comes to recent consumption of social video, ViacomCBS is a leader among broadcast/radio/cable properties: Per Tubular Audience Ratings for March, its owned accounts across Facebook and YouTube racked up 136.7 million U.S. viewers, with 5.8 billion minutes watched, putting it in first place for the category for viewers and watch-time.

ViacomCBS Leads Broadcast/Cable Category for Social Video Viewers, Minutes Watched

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 3 days ago

A look at how major TV properties are leveraging social video, using insights from Tubular Labs



(Image credit: ViacomCBS)

Forbes

[With Subscriber Misses By Netflix, Disney, Should Streaming Bulls Worry?](#)



Forbes, 05/14/2021 (avoid paywall [here](#))


As for what people are looking forward to watching on Disney's streaming services, Tubular Labs data suggests that company's trailers and other video content on Facebook and YouTube had the second-most global unique viewers this March, with 641.6 million. The company's content also ranked second in March in global minutes watched across Facebook and YouTube, with 11.3 billion.

Forbes

EDITORS' PICK | May 14, 2021, 03:40pm EDT | 576 views

With Subscriber Misses By Netflix, Disney, Should Streaming Bulls Worry?

 **David Bloom** Senior Contributor 
Media
I'm a media/tech/entertainment writer, podcaster, speaker and analyst



Disneyland Resort reopens in Anaheim, Calif., earlier this month. (Jay L. Clendenin / Los Angeles ... [4] LOS ANGELES
TIMES VIA GETTY IMAGES



[GMA Public Affairs gain 15M Youtube subscribers | Spotlight](#)

Philippines Daily Tribune, 05/16/2021

Across popular platforms, GMA Public Affairs has more than 85 million followers. Data from Tubular Labs and Crowdtangle also showed that in 2020, videos of GMA Public Affairs' various programs earned over 6.5 billion combined views on social media.



[Kantar's DiMarco Joins Tubular Labs As Chief Strategy Officer](#)

MediaPost, 05/13/2021

Former Kantar executive Stephen DiMarco is joining social video content and analytics company Tubular Labs as chief strategy officer.

DiMarco will help steer the company into greater adoption of measurement that can compare TV results with video on social media.

Tubular Labs Appoints Kantar's DiMarco As Chief Strategy Officer

by Wayne Friedman , 16 minutes ago



ADVANCED TELEVISION

[Kantar's DiMarco joins Tubular Labs as new CSO](#)

Advanced Television, 05/13/2021

“Tubular is one of the only measurement companies advancing at the speed of consumer behavior, and we are uniquely suited to address the rapidly changing digital video consumption habits facing media owners and advertisers,” said DiMarco, who has spent his career working closely with publishers, brands and agencies as they navigate digital media disruption. He also has spent years serving on the board of trustees for the Advertising Research Foundation (ARF).

While Tubular has historically helped media owners and content creators demonstrate the reach and engagement of their audiences, DiMarco is tasked with directing product and go-to-market

efforts at the buy-side where agencies and brands are scrambling for better data-informed offerings that can help justify digital video investments.

CYNOPSIS MEDIA

[05/14/21: NBCU home shopping](#)

Cynopsis, 05/14/2021

Stephen DiMarco has been named Chief Strategy Officer at Tubular Labs. DiMarco was most recently Chief Digital Officer at Kantar.

VIDEOWEEK

[The WIR: ProSiebenSat.1 Sees Advertising Growth, Sky Inks Programmatic Partnership with The Trade Desk, and Facebook and Google Cost US Broadcasters \\$2 Billion Per Year](#)

Video Week, 05/14/2021

Hires of the Week

Stephen DiMarco Joins Tubular as CSO

Tubular Labs, a social video content and audience measurement company, this week announced the appointment of Stephen DiMarco, former chief digital officer at Kantar, as its new chief strategy officer. As the company furthers its efforts to be the de facto ratings service for comparing TV with premium social video, DiMarco will lead product and the execution of Tubular's go-to-market strategy selling to brands and agencies.

TV (R) EV

[Stuck In 'Messy Middle.' How Long Will Disney Disappointments Continue?](#)

TVREV, 05/13/2021

As for what people are looking forward to watching on Disney's streaming services, Tubular Labs data suggests that company's trailers and other video content on Facebook and YouTube had the second-most global unique viewers this March, with 641.6 million. The company's content also ranked second in March in global minutes watched across Facebook and YouTube, with 11.3 billion.

The most popular Disney-owned YouTube videos since the start of the year are:

- Disney Plus LA: [WandaVision en Disney+](#) (123 million)
- Pixar: ["Float" Full SparkShort](#) (60.8 million)

- Disney Plus LA: [Honra el legado](#) (48.7 million)
- Disney Junior: [Mermaid Rescue | Sofia the First](#) (39.8 million)
- Disney Plus Hotstar VIP: [The Big Bull – Official Trailer](#) (39.5 million)

TVNewsCheck

THE BUSINESS OF BROADCASTING

[Stephen DiMarco Joins Tubular As Chief Strategy Officer](#)

TV News Check, 05/13/2021

More than 6 million U.S. households are estimated to have cut pay TV subscriptions in 2020 — the most subscribers ever in a single year, [according to eMarketer](#). With the pandemic accelerating consumer behaviors toward more digital and ad-supported video viewing, measurement providers have struggled to keep up. This comes at a time when [industry forecasts predict](#) that U.S. social network video ad spending will grow by nearly a third to more than \$19 billion in 2021.

“Tubular is one of the only measurement companies advancing at the speed of consumer behavior, and we are uniquely suited to address the rapidly changing digital video consumption habits facing media owners and advertisers,” said DiMarco, who has spent his career working closely with publishers, brands and agencies as they navigate digital media disruption. He also has spent years serving on the board of trustees for the Advertising Research Foundation.

campaign^{US}

[Movers & Shakers: P&G, Mars, Match, Uber and more](#)

Campaign, 05/13/2021 (avoid paywall [here](#))

Kantar's Stephen DiMarco joined Tubular as chief strategy officer.

TV(R)EV

[Here's How Apollo Makes its Verizon Media Acquisition Worthwhile](#)

TVREV, 05/11/2021

Data from [Tubular Labs](#) shows that among U.S. audiences across Facebook and YouTube, Verizon Media assets were under-leveraged from a video content perspective, with 50.9 million minutes watched in March (329th among properties in March 2021). Especially given the continued popularity of Yahoo's fantasy sports properties, sports would seem an area that Apollo can lean into to immediately grow the value of its new Verizon Media holdings.

MANILA BULLETIN

[GMA Public Affairs breaks 15 million-subscriber mark on YouTube](#)

Manila Bulletin, 05/12/2021

Data from Tubular Labs and Crowdtangle also showed that in 2020, videos of GMA Public Affairs' various programs earned over 6.5 billion combined views on social media. With 1.3 billion minutes, GMA Public Affairs emerged as the most-watched News and Politics media creator in the Asia Pacific region (APAC) in terms of total minutes last September 2020.

NEXT TV

[Discovery Plus Is the Most-Seen Brand on TV So Far This Year](#)

NextTV, 05/06/2021

[Amazon Prime Video](#), meanwhile, takes a similar approach with both traditional TV ads and social video, prioritizing the promotion of original content. While a TV ad for [Coming 2 America](#) is the top Amazon Prime Video spot by impressions (648.5 million, per iSpot), on YouTube, the [Without Remorse trailer](#) has the platform's top view count so far this year, 21.9 million, with nearly all views (20.5 million) occurring within the first week of being posted, according to Tubular. Amazon Prime Video racked up 12.5 million unique viewers for its social videos in March, with 27.9 million minutes watched, per Tubular.

Discovery Plus Is the Most-Seen Brand on TV So Far This Year

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 3 minutes ago

Plus a look at how streamers are using traditional TV ads and social video to woo subscribers



(Image credit: Discovery)

ADWEEK

[First We Feast Has 10 Million YouTube Subscribers](#)

Adweek, 05/05/2021 (avoid paywall [here](#))

Back in April 2020, the YouTube channel had 8.6 million subscribers, according to analytics firm SocialBlade. In March this year, the channel had 28 million views on YouTube, **according to Tubular Labs**. Its Facebook views were significantly higher at 40.4 million that month. But, the brand looks for long-term engagement, more common on YouTube, over short-term spikes in views. “It’s not about generating one-off viral posts. It’s about creating things that people are invested in,” said Schonberger.

Complex Network’s First We Feast Has 10 Million YouTube Subscribers

The food brand includes shows like Hot Ones, Burger Scholar Sessions, Tacos Con Todo and Coneheads



First We Feast hit 10 million subscribers on YouTube.

First We Feast, YouTube



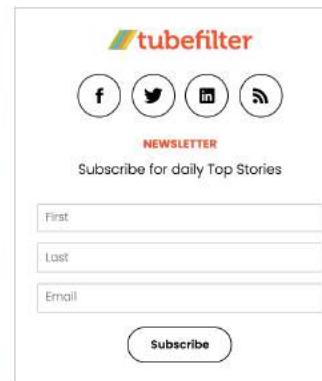
[This Week In Social Video: Billie Eilish, NFL Draft, Kentucky Derby](#)

Tubefilter, 05/05/2021

Billie Eilish made a splash last week, not just announcing a release date (July 30) for her forthcoming album Happier Than Ever, but she also released a video for her first new single—“[Your Power](#).” That video alone racked up over 30 million YouTube views in four days (according to Tubular Labs), and [a teaser for the album](#) added another 839K from April 26 to May 2.

This Week In Social Video: Billie Eilish, NFL Draft, Kentucky Derby

By John Cassillo • 05/05/2021 • [f](#) [t](#) [i](#) [v](#)



tubefilter

[f](#) [t](#) [i](#) [v](#)

NEWSLETTER

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TV(R)EV

[With NFL Deal, 175 Million Customers, Amazon Prime Video Moves Into Netflix's Neighborhood](#)
TVREV, 05/03/2021

There's plenty of heat for new shows too, judging from the latest breakdown by Tubular Labs of most-watched YouTube videos in the past month connected to Prime Video shows. The list is led by a new Michael B. Jordan action film based on a Tom Clancy character:

- 1. [Without Remorse – Final Trailer](#) (21.7 million views)
- 2. [The Underground Railroad – Official Trailer](#) (4.3 million)
- 3. [Borat – Supplemental Reportings – Official Trailer](#) (1.1 million)
- 4. [The Boy from Medellin – Official Trailer](#) (464K)
- 5. [Understanding the “Tap Dance Man” with Ashley Thomas – THEM](#) (356K)




[This Week In Social Video: The Oscars, 'Shang-Chi,' And UFC 261](#)
Tubefilter, 04/28/2021

Though ABC aired the Academy Awards, it did not generate as many Facebook video views around the awards as Mexican entertainment outlet SensaCine, according to Tubular Labs. During the week of April 19-25, SensaCine garnered over 15 million views about the Oscars, versus 4.5 million for ABC, which was one of just three U.S. creators in the top 10 for Oscars content (ESPN and Essence were the others).

This Week In Social Video: The Oscars, 'Shang-Chi,' And UFC 261

By John Cassillo • 04/28/2021 • [f](#) [t](#) [in](#) [m](#)




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[Influencer-created videos are a hit with Gen Z](#)
SmartBrief [newsletter], 04/28/2021 (syndicated Ad Age article)

April 28, 2021

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THE BIG STORY

Influencer-created videos are a hit with Gen Z

In March, the top 10 influencer social channels reached 29% of Generation Z with 150 million unique viewers, compared to the top 10 broadcast social media channels that reached 14% of the same audience with 71 million unique viewers, according to a Tubular Labs study. The study also lists the top 10 influencer and top 10 broadcast channels.

Full Story: [Ad Age](#) (tiered subscription model) (4/28)



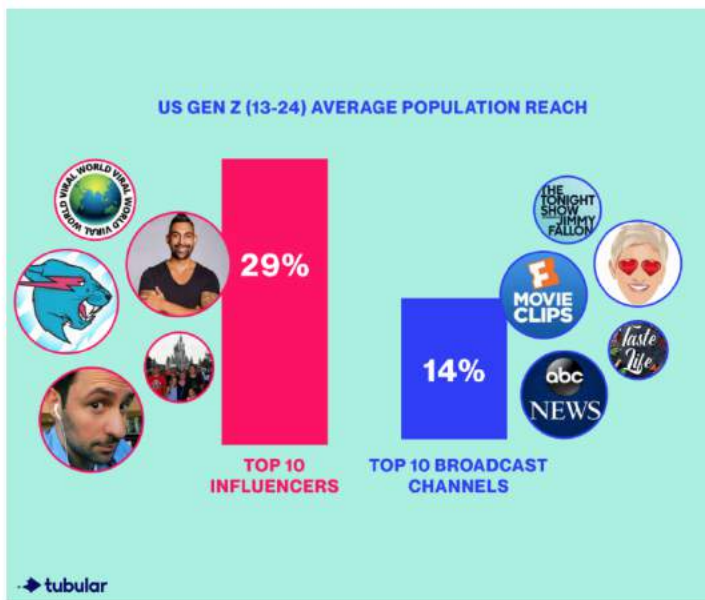
AdAge

[Influencers are reaching twice as many Gen Zers as broadcasters on social media](#)

Ad Age, 04/28/2021 (avoid paywall [here](#))

Katharina Fischer, senior content insights manager at Tubular Labs, says there are more opportunities for broadcasters to leverage influencers and user-generated content.

“Influencers know how to reach the young audiences seen on social media and broadcasters often struggle with keeping younger audiences engaged, so working with influencers and learning from them is something media companies and broadcasters should consider for determining their social strategy,” says Fischer.



Credit: Tubular

TOP INFLUENCERS REACH TWICE AS MANY GEN ZERS ON SOCIAL AS DO TOP BROADCASTERS

Consumption of influencer-created videos surged by 26% over the past year to 133 billion minutes watched

By [Ilyse Liffel](#), Published on April 28, 2021.



Charli D'Amelio with Jimmy Fallon. Credit: The Tonight Show Starring Jimmy Fallon

Forbes

[Jukin, Night Media Partner On NFT Video Service For Viral Social Media](#)

Forbes, 04/27/2021 (avoid paywall [here](#)) (syndicated [TVREV](#))

The heat around NFTs in social media hasn't just been on YouTube or in discussion rooms on audio app Clubhouse, according to figures compiled by online-metrics company Tubular Labs. The top NFT-related videos on Twitter:

1. Elon Musk: [I'm selling this song about NFTs as an NFT](#) (13.4 million views)
2. Crypto.com: [It's Up! @boygeorge presents "YOUR TOKEN BOY"](#) (9.2 million)
3. Saturday Night Live: [What the hell's an NFT](#) (3.5 million)
4. Crypto.com: [Sound On: Get Your Dogecoins ready!](#) (3.3 million)
5. Crypto.com: [Own the Culture You Love. New NFTs from @Bosslogic dropping Friday](#) (2.7 million)

Tubular also compiled the biggest NFT-related creators on Twitter. It's worth noting that both billionaire Elon Musk and musician Grimes, Musk's companion and mother of his child, are in the top five.



TV(R)EV

[Quick Viewership and Advertising Insights for the Oscars](#)

TVREV, 04/26/2021

Of course, the action wasn't just on the TV screen: Brands and viewers activated around the Oscars on social media, especially Twitter. According to [Tubular Labs](#), there were 17.9 million Twitter views for Oscars-related videos on Sunday alone. Verizon had three of the top

Oscar-related Twitter videos by views, such as [this one promoting its 5G Portal Experience](#), with 8.2 million all-time views (it was posted on April 22), 1.7 million of which occurred on April 25.

DIGIDAY

[Media Buying Briefing: While some see in-housing slowing down, one new player is looking to move in with brands](#)

Digiday, 04/26/2021 (avoid paywall [here](#))

Late-night television may not draw huge audiences like Johnny Carson and David Letterman back in the day, but the battle among today’s late-night shows remains intense. But its winners and losers are rather different on the digital stage versus their linear TV base of operations. Tubular Labs, which aims to widen the aperture of video measurement by focusing on social video, dove into the primary late-night shows and their social video impact. **“The market wants a cross-channel measurement system that evaluates social video as it does TV,” said Scott Ernst, Tubular Labs CEO.** Here’s how Tubular ranks the players on social by their March 2021 numbers (including each show’s primary demographic delivery), which is [nearly the inverse of their linear TV](#) ratings:

MEMBER EXCLUSIVE
Media Buying Briefing: While some see in-housing slowing down, one new player is looking to move in with brands



BUSINESS INSIDER

[Overtime Pitch Deck Shows How the Startup Reaches Young Sports Fans](#)

Business Insider, 04/23/2021 (avoid paywall [here](#))

For comparison, social-video analytics firm Tubular Labs ranked Overtime in March as the 13th most-viewed sports creator across platforms including YouTube and Facebook.

PREVIOUS HOME MEDIA

Overtime just raised \$80 million from Drake, Jeff Bezos, and other investors. A recent pitch deck shows how the startup plans to reach more young sports fans.

Claire Adelson and Ashley Rodriguez Apr 23, 2021, 1:25 PM



Overtime cofounder and CEO Dan Porter. John Nowak/SportsPro via Getty Images

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CHART: Uber, Lyft driver numbers still well below pre-pandemic levels



[Brands, Streaming Platforms Join Earth Day Action With Social Video](#) Tubefilter, 04/23/2021

[SodaStream](#) partnered with [Snoop Dogg](#) on a video to promote its limited edition “Art For Action” bottles, with 10% of proceeds going to the [PangeaSeed Foundation](#). It’s generated 2.5 million Facebook video views since it was uploaded on April 10, with one million occurring in the first seven days, according to video analytics company [Tubular Labs](#).

Brands, Streaming Platforms Join Earth Day Action With Social Video

By Eleanor Dowling Semeraro · 04/23/2021 · f t i m



f t i m

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Forbes

[Even With 36 Oscar Nominations, Netflix Says It's 'Still Learning' How To Make Movies](#)

Forbes, 04/23/2021 (avoid paywall [here](#))

Netflix Most Watched Trailers

Audiences appear to be lapping it up. Indeed, one way to approximate fan interest is to look at the biggest U.S. YouTube trailers for Netflix projects. This week's numbers — Netflix's top U.S. trailers since March 1 — come courtesy of [Tubular Labs](#), and show a slate that would fit comfortably with anything Hollywood studios have done the past decade:

1. [The Mitchells vs. the Machines | Official Trailer](#) (24.7 million)
2. [Army of the Dead | Official Trailer](#) (7.8 million)
3. [Thunder Force | Melissa McCarthy and Octavia Spencer | Official Trailer](#) (3.4 million)
4. [Jupiter's Legacy | Official Trailer](#) (2.8 million)
5. [Shadow and Bone | Official Trailer](#) (2.8 million)

Forbes

EDITORS' PICK | Apr 22, 2021, 08:53pm EDT | 214 views

Even With 36 Oscar Nominations, Netflix Says It's 'Still Learning' How To Make Movies



David Bloom Senior Contributor @
Media

I'm a media/tech/entertainment writer, podcaster, speaker and analyst



TV (R) EV

[Netflix Subscriber Numbers Aren't Cause for Alarm Yet](#)

TVREV, 04/21/2021

Though for what it's worth, [Tubular Audience Ratings](#) shows Netflix had 245.3 million unique viewers across Facebook and YouTube in March — 35th among all properties globally. Given social media's younger audience than linear TV, that could provide some hints on which age group Netflix focuses on growing its subscriber base through.

TV(R)EV

[Apple Beefs Up Streaming With New Apple TV 4K, 'Ted Lasso' Season](#)

TVREV, 04/21/2021

Of the 90 YouTube videos Apple TV's uploaded in the last 90 days, just 13 were official trailers or teasers, according to [Tubular Labs](#). However, many of those made up its most-viewed videos (including all of the top five).



[This Week In Social Video: Jake Paul, F9, Twitter's Surprise Endings](#)


Tubefilter, 04/20/2021

Data from Tubular Labs shows that from April 12-18, U.S. YouTube videos about Paul's fight with former MMA champion Ben Askren generated over 70.3 million views. Tops among those [was a video by Paul himself](#) with 2.7 million views. Paul generated the second most views on U.S. YouTube videos discussing the (eventually, one-round) fight, with 9.5 million. Fight Hub TV had the most, with 10.9 million.

This Week In Social Video: Jake Paul, F9, Twitter's Surprise Endings

By John Casillo • 04/20/2021 • [f](#) [t](#) [in](#) [v](#)





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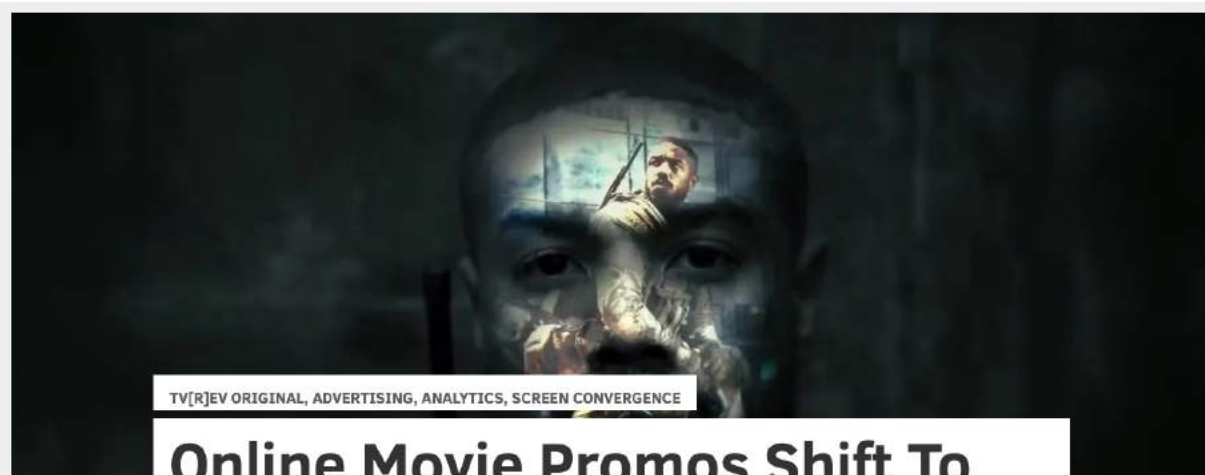
Email:

TV[R]EV

[Online Movie Promos Shift To Theaters And Hybrid Releases](#)

TVREV, 04/19/2021

Other studios have largely held off putting their blockbusters in theaters, shifting launch dates repeatedly, but it's clear from the latest trailers that the mix is shifting. The trailers hitting social video now are promoting films that largely can be seen in person too, or will be available only in theaters, according to the Tubular data.



TV[R]EV ORIGINAL, ADVERTISING, ANALYTICS, SCREEN CONVERGENCE

Online Movie Promos Shift To Theaters And Hybrid Releases

Multichannel News

[Netflix and Sony Pictures: A Look at Their Social Video Strategy](#)

Multichannel News, 04/19/2021

Social video has helped SVOD companies excel in the streaming wars, engaging current audiences and accelerating subscriber growth. According to a recent report from social video analytics firm [Tubular Labs](#), U.S. viewers spent 116% more time watching SVOD content on social video in January 2021 compared to January 2020. Tubular's analysis shows that of the SVODs' U.S. audiences, 67% are 13-34 years old, a coveted demographic. (A note about methodology: This data is based on the U.S. viewing audience, including YouTube and Facebook. The minutes-watched data is based on views of at least 30 seconds.)

Netflix and Sony Pictures: A Look at Their Social Video Strategy

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 3 days ago

With insights from Tubular Labs, including how Netflix may help promote Sony content



"Puppy! A Hotel Transylvania Short Film" (Image credit: Sony Pictures Animation)

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THE BUSINESS OF STREAMING

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Deadline Hollywood (4/18)
- **Netflix and Sony Pictures: A Look at Their Social Video Strategy**
Next TV (4/16)



[This Week In Social Video: Tributes To Prince Philip And DMX, Klem Family Keeps Surging](#)
Tubefilter, 04/15/2021

Royal tributes

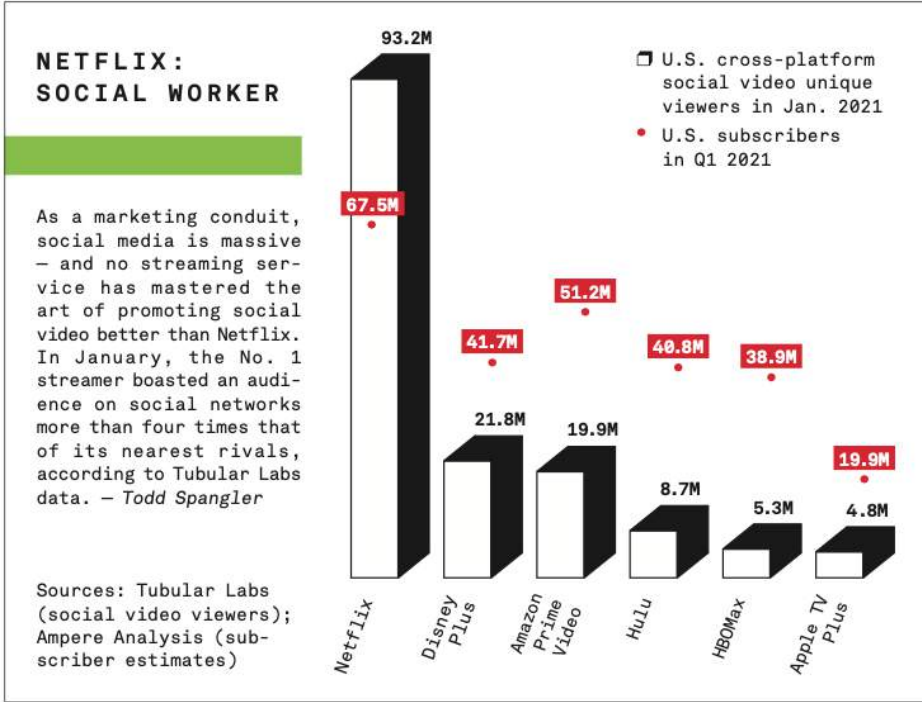
Following the death of Prince Philip, the Duke of Edinburgh, tributes to the husband of Queen Elizabeth rolled in from around the world. Looking at Facebook videos from April 5-11, [Tubular Labs](#) found over 2,500 videos about Prince Philip, amounting to 159 million views.

Many of the top creators obviously came from the United Kingdom, including E4 (9.3 million views), BBC News (7.1 million), Daily Mail (5.1 million) and the Royal Family (4.4 million). However, United States creators like People Royals (4.3 million) and ABC News (3.8 million) still generated plenty of views on the the topic, as did Australian creators like TODAY and 9 News (which had 2.5 million views apiece).



[Netflix: Social Worker](#) [chart]
Variety [print edition], 04/08/2021

As a marketing conduit, social media is massive — and no streaming service has mastered the art of promoting social video better than Netflix. In January, the No. 1 streamer boasted an audience on social networks more than four times that of its nearest rivals, according to Tubular Labs data.



NEXT | TV

[Alan Wolk: Why Social Media Is the Latest Tool in the Streaming Wars](#)
NextTV, 04/09/2021

A new study from [Tubular Labs](#) outlines just how excellent.

Tubular found that the services that made the most extensive use of social media—Netflix and Disney—were also the ones that experienced that greatest subscriber growth.



[MrBeast Signs Exclusive Facebook, Snapchat Distribution Deal With Jellysmack](#)
Tubefilter, 04/07/2021

Jellysmack distributes content on YouTube, Facebook, Instagram, Snapchat, TikTok, and Twitter, and says it currently reaches almost 45% of the U.S. population, **according to data from Tubular Labs.**




[This Week In Social Video: Trailers Face Off, Zags' Game-Winner, Messi vs. Ronaldo](#)

Tubefilter, 04/06/2021

Trailers made up three of the top 10 YouTube videos by U.S. creators from Mar. 29 to April 4, according to data from Tubular Labs. And while the initial trailer for [Space Jam: A New Legacy](#) (starring LeBron James) may have collected the most headlines, its 10.3 million views during the timeframe sat below both the [Rick and Morty season five trailer](#) (11.4 million views) and the trailer for [Handmaid's Tale season four](#) (10.5 million views). It's worth noting, however, that the two show trailers appeared earlier in the week, while the Space Jam trailer only appeared on Saturday.

This Week In Social Video: Trailers Face Off, Zags' Game-Winner, Messi vs. Ronaldo

By John Cosallo • 04/06/2021 • [f](#) [t](#) [in](#) [r](#)



tubefilter

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[Growth Mode: Jellysmack Announces 49 Additions to its Creator Program in Q1 2021](#)

Jellysmack [Medium], 04/07/2021

Jellysmack has built a massive audience and has become the largest digital-first company on social in the United States. Its content attracts over 125M U.S. viewers per month, nearly 45% of all Americans. The company has the fourth largest social media audience in the U.S. overall, behind only media giants Disney, Viacom, and Comcast, per **Tubular Labs**.

DIGIDAY

[‘Exhaustion around the pandemic’: Parenting publishers find value in a break from COVID coverage](#)

Digiday, 04/05/2021

Some Spider Studios, which focuses on social distribution, had their unique viewers drop from nearly 20 million in March 2020 to 8.3 million in February 2021 across Facebook and YouTube, according to Tubular Labs data.

MEDIA
‘Exhaustion around the pandemic’: Parenting publishers find value in a break from COVID coverage



WYLU

CYNOPSIS MEDIA

[04/05/21: Cynopsis Media Tech Update](#)

Cynopsis, 04/05/2021

US viewers spent 116% more time watching SVOD content on social video in January 2021 vs. last year, according to Tubular Labs report, “The New Battlefield: How SVODs Leverage Social Video to Win the Streaming Wars.” Other highlights from the report include:

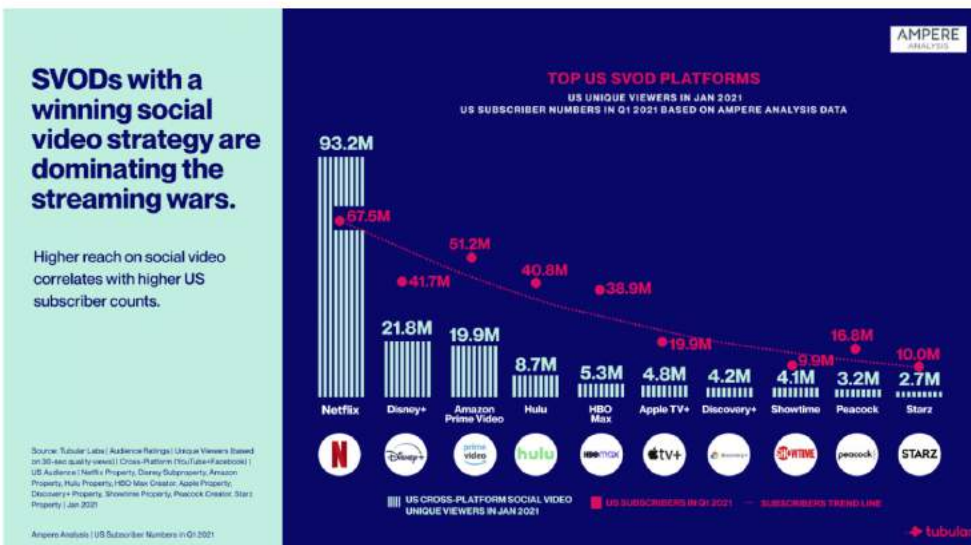
- 67% of top SVOD’s US audiences are 13-34 years old, while only 54% of audiences for top traditional broadcasters fall into the age bracket.
- Netflix diversifies their social video content more than any other SVOD (including longer trailers, special behind the scenes content, interviews, clip compilations, and talent snippets). The “nostalgia route” was a hit strategy during the pandemic. Engaging content reflected older/familiar movies and shows was used most by Netflix and Disney+.

MEDIAPLAYNEWS >>

[U.S. Viewers Spent 116% More Time Streaming SVOD Content on Social Video Platforms in 2020](#)

Media Play News, 03/30/2021

New [research](#) from Tubular Labs, a social video analytics firm, found a 116% uptick in minutes streamed via social media among the Top 10 SVOD platforms through January with 932 million minutes, compared with 432 million minutes in February 2020 — ahead of the pandemic.



RAPIDTVNews
media smart business ready

[US SVOD viewers make beeline for social](#)

Rapid TV News, 03/30/2021

Research from Tubular Labs, the enterprise SaaS provider for de-duplicated audience measurement across social media platforms, has found in January 2021 US viewers spent 116% more time year-over-year watching subscription video-on-demand (SVOD) content on social video.



[This Week In Social Video: Lil Nas X, Vaccinations, Gun Legislation](#)

Tubefilter, 03/31/2021

Rapper Lil Nas X released new single “[Montero \(Call Me By Your Name\)](#)” last week, generating nearly 44 million views on YouTube with the video alone, and 58.3 million views overall from U.S. videos about the artist, according to Tubular Labs. Between the new track and his [Satan Shoes](#) release, he generated a significant bit of both positive and negative buzz, leading to Lil Nas X sparring with various right-wing critics across his various social channels (Twitter in particular).



[Streamers' Promo Video Minutes Watched Leapt 116% In Past Year](#)

MediaPost, 04/01/2021

U.S. viewers watched 932 million minutes of promotional videos for leading subscription video-on-demand services on Facebook and YouTube in January 2021 — up 116%, from 432 million, in February 2020.

That’s according to a Tubular Labs report based on its audience ratings, representing de-duplicated unique viewers and minutes across the two social platforms. The minutes reported were tracked across Netflix, Disney+, Amazon Prime Video, Hulu, HBO Max, Apple TV+, Discovery+, Showtime, Peacock, Starz and CBS All Access.

....

"With the maturity of social media platforms into audience attention juggernauts, companies like Netflix, ViacomCBS, Warner Media and NBCUniversal, among others, have all invested heavily in social video marketing efforts to boost TV tune-in and streaming service subscriptions," says Tubular Labs Chief Revenue Officer Denis Crushell. "This trend was further accelerated in 2020 as COVID-19 and resulting stay-at-home orders spanned the globe, and altered the way the world watches content."

Streamers' Promo Video Minutes Watched Leapt 116% In Past Year

by [Karlene Lukovitz @KLmarketdaily](#), Yesterday



[Social Video Touts Big Premium Streamers, CTV Content](#)

MediaPost, 03/31/2021

Digital media users doubled the time they spent consuming “social video” of premium streaming content -- up 116% -- when looking at a snapshot of specific month periods in 2020 and 2021, according to Tubular Labs, which measures the audiences of social media platforms.

Social video content -- on YouTube and Facebook -- totaled 932 million consumer minutes in January 2021 versus 432 million minutes in February 2020, according to Tubular Labs.

Social Video Touts Big Premium Streamers, CTV Content

by Wayne Friedman , Yesterday



AI THORITY

AI TECHNOLOGY INSIGHTS

[Tubular Labs Releases SVOD Report Showcasing Streaming Wars on Social Video](#)

AiThority, 04/01/2021

[Tubular Labs](#), the world's leading enterprise [SaaS](#) provider for de-duplicated audience measurement across [social media platforms](#), announced the release of its SVOD 2021 report: The New Battlefield: How SVODs Leverage Social Video to Win the Streaming Wars. You can download the report [here](#).

Leveraging Tubular Audience Ratings, de-duplicated unique viewers and minutes watch across Facebook and YouTube, along with its legacy video content measurement system, the report looks at how [TV streaming platforms](#) are competing not only for [audience engagement](#) online but for paid subscribers and TV programming tune-in.

ADVANCED TELEVISION

[Report: Social video new SVoD battlefield](#)

Advanced Television, 03/31/2021

Among the key takeaways from the report, which leverages Tubular Audience Ratings, de-duplicated unique viewers and minutes watch across Facebook and YouTube, along with its legacy video content measurement system:

- US Viewers spent 116 per cent more time watching SVoD content on Social Video in January 2021 vs. last year.
- SVoDs excel at younger audience reach on social video
 - 67 per cent of top SVoDs' US audiences are 13-34 years old, while only 54 per cent of audiences for top traditional broadcasters fall into this younger audience bucket.



[Netflix remaining in the zeitgeist thanks to social media](#)

nScreenMedia, 03/31/2021

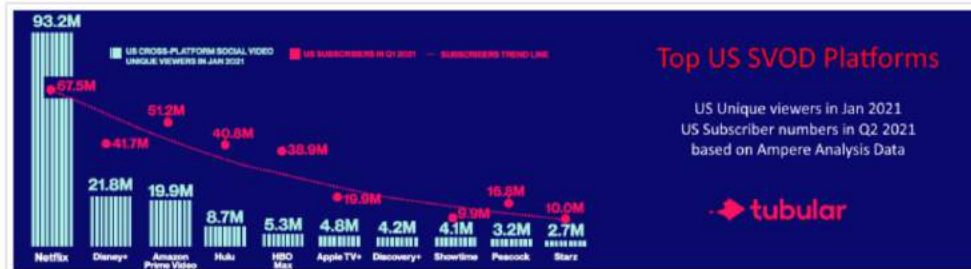
Netflix far ahead in social engagement

[According to a new report](#) by social data analyst Tubular Labs, Netflix is outdistancing its rivals by a long way in social media. The company says that 93.2 million unique Facebook and YouTube users streamed content from Netflix properties in January 2021.

The top US SVOD brand in second place was Disney+, with 21.8 million, more than four times less than Netflix. Amazon Prime Video, in third place, had 19.9 million unique viewers of its social channels. Hulu had just 8.7 million unique viewers through its social media channels.

Netflix remaining in the zeitgeist thanks to social media

31 Mar, 2021 Colin Dixon 0 Comments Market Data, Netflix, Social Media



CYNOPSIS MEDIA

[03/31/21: Ariana Grande grabs a red chair on “The Voice”](#)

Cynopsis, 03/31/2021

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- The “nostalgia route” was a hit strategy during the pandemic. Engaging content reflected older/familiar movies and shows was used most by Netflix and Disney+.



[Report: Social video new SVoD battlefield](#)

TV Tech News UK, 03/31/2021 (syndicating [Advanced Television](#))

Social media platform SaaS provider Tubular Labs has released its SVoD 2021 report, The New Battlefield: How SVODs Leverage Social Video to Win the Streaming Wars, which looks at how TV streaming platforms are competing not only for audience engagement online but for paid subscribers and TV programming tune-in

Multichannel NEWS

[Social Video Trends for 'Clarice', 'Rock the Block', 'Genius: Aretha'](#)

Multichannel News, 03/26/2021

HGTV has also uploaded 19 season two-related Rock the Block videos to its parent account on Facebook. The first, posted on Oct. 6, [revealed the talent lineup](#) with a typical COVID-era virtual video call. It's generated 94.8K views, almost all of which occurred in the first week, **according to Tubular**. The next [Facebook video](#), which went up on Feb. 13 and has 38.2K views, feels more like a traditional TV promo, complete with the lower-third promoting the premiere date.

TV (R)EV

[How Disney+ Pushed Ads Promoting 'The Falcon and the Winter Soldier'](#)

TVREV, 03/25/2021

Disney+ and Marvel also pushed the show on social video. According to [Tubular Labs](#), from Feb. 1 through Mar. 24, The Falcon and the Winter Soldier generated over 90 million views on YouTube, with nearly half of those coming from Disney- and Marvel-owned channels. Tops among those was the [final trailer for the series](#), which appeared just days before the premiere and generated over 6 million views.

DIGIDAY

[How PBS NewsHour is adapting its digital video programming strategy to a quieter news cycle](#)

Digiday, 03/24/2021

Views to U.S. news and politics content “start to normalize in early 2021, after a considerable rise throughout last year,” said Tubular Labs CMO Josh Schmiesing.

In January and February combined, NewsHour's videos received 154 million views on YouTube, compared to 62.2 million in the same period last year, according to Tubular Labs. However, the program has already seen viewership begin to ebb. In February, NewsHour's videos were watched by 15.1 million unique viewers on YouTube and Facebook, down from 26.7 million unique viewers in January, per the social video analytics company.

STREAMING OUTSIDE THE BOX

How PBS NewsHour is adapting its digital video programming strategy to a quieter news cycle



[This Week In Social Video: March Madness, Falcon/Winter Soldier, Cooking](#)
Tubefilter, 03/23/2021

The NCAA Men's Basketball Tournament has always been a place for exciting upsets and last-second shots, but this year's bracket has featured even more than normal (as of Sunday night, it [already set the new record for upsets](#)). That's part of what's fueled over 50 million Twitter video views around March Madness in just a few days during March 15-21, according to Tubular.

Bloomberg

[The Preteen's Guide to Getting Rich Off YouTube](#)
Bloomberg, 03/22/2021 (avoid paywall [here](#))

Now the slate of animated characters includes Combo Panda and Gus the Gummy Gator—both with more than 1 million of their own subscribers. On his main channel, people watch almost 1 million hours of video each day, according to analytics company Tubular Labs.

...

Legal issues are increasingly common for YouTubers, particularly those marketing to children. Kids' programming accounts for more than half of the 20 most-watched YouTube channels in the U.S., according to Tubular Labs.

Bloomberg Businessweek

The Preteen's Guide to Getting Rich Off YouTube

● Ryan Kaij's video empire makes most of its revenue from merchandise, not ads.

By Lucas Shaw and Mark Bergen



PHOTOGRAPHER: SARAH KARLAN FOR BLOOMBERG BUSINESSWEEK

Multichannel **NEWS**

[Watch-Time for Social Videos Around Gaming Sees Explosive Year-Over-Year Growth](#)

Multichannel News, 03/19/2021

Social video analytics company [Tubular Labs](#) examined how much year-over-year growth occurred in February across five genres: sports, gaming, entertainment, kids entertainment and news/politics. (A note about methodology: The data in this article is based on a U.S.-viewing audience, including [YouTube](#) and [Facebook](#). The minutes watched data is based on views of at least 30 seconds.)

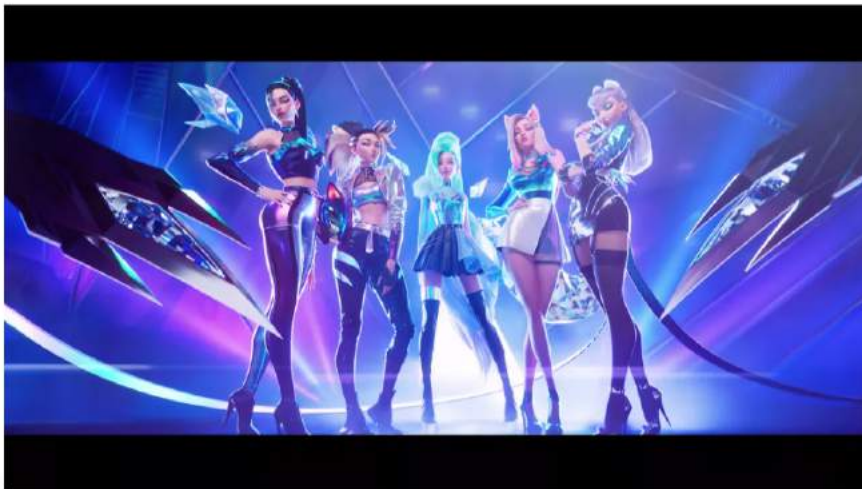
The gaming genre was the clear winner, with 80.1 billion minutes watched in February 2021, an impressive 73% increase from February 2020. Kids entertainment (55.3 billion minutes watched, a 34% increase year-over-year) took second place, followed by entertainment (77 billion

minutes, a 22% increase from February 2020), news and politics (17.2 billion, +17%) and sports (14.5 billion, +15%).

Watch-Time for Social Videos Around Gaming Sees Explosive Year-Over-Year Growth

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 2 days ago

Tubular Labs examines how much year-over-year growth occurred in February across five genres



DIGIDAY

[Team Whistle expands original programming as it chases more brand deals at higher prices](#)

Digiday, 03/19/2021 (avoid paywall [here](#))

Whistle's viewership on its social media accounts (including Snapchat, YouTube, Facebook, TikTok, Instagram and Twitter) is on pace to hit 1 billion views in Q1 of 2021, a 200% increase from Q1 in 2020, Caporoso said. According to Tubular Labs' measurements, Team Whistle's U.S. unique viewers across Facebook and YouTube in February was 37 million. Unique viewers increased four-fold over the last year.

STREAMING OUTSIDE THE BOX

Team Whistle expands original programming as it chases more brand deals at higher prices



THRIVE  GLOBAL

[Jonathan Anastas of Alpha Tech: “Better to ask for forgiveness than permission”](#)

Thrive Global, 03/13/2021

Can you tell our readers what it is about the work you’re doing that’s disruptive?

While this strategy was set very early by our Founder, Chatri Sityodtong, ONE continues to disrupt by applying a traditional Silicon Valley start-up model, creating scaled digital reach and engagement first, then pivoting to monetization once scale is reached. Chatri and ONE were the first to apply this model to sports.

According to Tubular Labs, ONE was the #4 sports property in the world in 2019 looking at Digital video views, achieved by using this disruptive strategy. At Alpha Tech, the disruption focuses on building an Esports business around casual vs. core gamers and mass casual IP not just focusing on shooters. At the end of the day, we believe that this delivers a larger addressable audience pool.

BUSINESS INSIDER

[The top creator economy moves of the week, from talent signings at CAA and 100 Thieves to a string of deals in the audio space](#)

Business Insider (syndicated: [Markes Insider](#)), 03/12/2021 (avoid paywall [here](#))

- Allison Stern, who cofounded the social-video analytics company **Tubular Labs**, is joining the investment firm The Chernin Group as an operating partner, [Tubefilter reported](#).



[Tubular Labs Co-Founder Allison Stern Joins The Chernin Group As Operating Partner](#)

Tubefilter, 03/11/2021

Prior to joining TCG, Stern co-founded Tubular Labs in 2012, a digital video measurement and analytics platform, and subsequently worked on digital partnerships for the Joe Biden's presidential campaign.





[The State of Media and Entertainment 2021](#)

Streaming Media Europe, 03/10/2021

Outside of the main VOD platforms, YouTube also saw a significant increase in average viewing times, which was partially driven by the increase in live content on the platform.

Average video views on YouTube in Europe were up 10% since lockdowns started, according to figures **released by Tubular Labs**. This increase can be attributed to significant growth in certain content areas, such as health & fitness (up 145%), people & lifestyle (up 48%), and music (up 47%). Live-streaming views are also up on YouTube by 12%, with notable rises in news & politics (up 30%) and gaming (up 13%) as the audience sought out both entertainment and information.



[Meghan And Harry's Oprah Interview Sparked A Massive Social Video Phenomenon](#)

Tubefilter, 03/10/2021

A week and a half after the Feb. 15 announcement that CBS would air Winfrey's interview with Harry and Meghan, the prince appeared on the Feb. 25 episode of The Late Late Show with James Corden. The segment, titled [An Afternoon with Prince Harry & James Corden](#), was uploaded to YouTube the following day, and has racked up 19.2 million views so far, with 11 million occurring within the first three days of posting, **according to social video analytics company Tubular Labs**. The clip is The Late Late Show with James Corden's No. 4 most-watched video on YouTube in the 365 days, and CBS Corp.'s No. 1 most-viewed YouTube video in the last 30 days.

Meghan And Harry's Oprah Interview Sparked A Massive Social Video Phenomenon

By Eleanor Dawling Semeraro • 03/10/2021 • [f](#) [t](#) [in](#) [v](#)


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TV (R) EV

[WandaVision and the Renewed Case for Weekly, Serialized TV](#)

TVREV, 03/09/2021

[Data from Tubular Labs](#) shows over 2.6 billion views around WandaVision and Marvel content on YouTube alone this year. While there was worry about how a 17-month break and a strange show to restart with could affect the fan base, it ends up that the constant questions and theories that surrounded WandaVision was the perfect vehicle for the MCU's return.



[This Week In Social Video: 'WandaVision' Wrap-Up, Gator Encounters, Engineering Feats](#)

Tubefilter, 03/09/2021

WandaVision's ninth and final episode appeared on Disney+ this past weekend, but the streaming service wasn't the only place with a large audience as a result. The show—and Marvel-related topics overall—has generated 2.6 billion views on YouTube since Jan. 1, according to Tubular Labs, with totals peaking around the finale. Data shows WandaVision-related videos accounted for over 175 million YouTube views from Thursday, Mar. 4 to Sunday, Mar. 7 alone.

This Week In Social Video: 'WandaVision' Wrap-Up, Gator Encounters, Engineering Feats

By John Cassillo • 03/09/2021 • [f](#) [t](#) [in](#) [e](#)



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[Electronic Arts Stock Shoots up by 1% Amid \\$2.4 Billion Acquisition of Glu Mobile](#)

Brand Spur, 03/09/2021

Moreover, for the first time since summer 2013, Electronic Arts is planning to launch college football in 2021. Though it will not have likenesses of college football players, it will complement the NFL Madden game.

In spite of its cancellation back then, the series has continued to spark passion from fans, living on through blog and video content. **According to data published by Tubular Labs**, since the start of 2019, it has had close to 33 million views on YouTube.

TV(R)EV

[How Golden Globe Winners Were Promoted on Social Video](#)

TVREV, 03/05/2021

Fox Searchlight Pictures made use of various platforms, including YouTube, to promote Nomadland starting in September 2020 with [the official teaser trailer](#). It's generated 3 million YouTube views, 2.9 million of which occurred within the first week of posting, according to Tubular Labs.

The Manila Times[®]

[YouTube names ABS-CBN Entertainment 'most subscribed and viewed' across SEA](#)

Manila Times, 03/07/2021

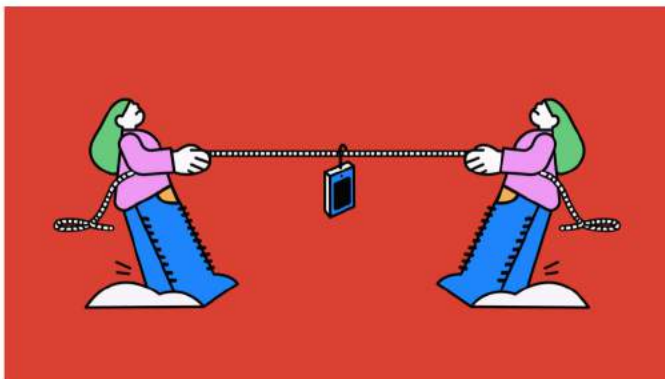
ABS-CBN Entertainment topped all channels in the region after racking up 32.7 million subscribers and over 43 billion lifetime views as of February 2021, according to Tubular Labs, one of the most trusted global video measurement and analytics platforms.

DIGIDAY

[PopSugar Fitness expands health and wellness coverage after success with at-home workout videos](#)

Digiday, 03/04/2021 (avoid paywall [here](#))

PopSugar Fitness does boast an increase in audience in this category: in January, 7 million people visited PopSugar Fitness's site, which targets young people in their 20s — or a 50% increase compared to December 2020, according to the company. In the same period, its YouTube videos' view counts increased by 60%. And consumers spent 130.7 million minutes watching PopSugar Fitness's videos on YouTube and Facebook collectively in January, according to Tubular Labs.





[ONE Championship CMO Jonathan Anastas on Returning to U.S. Primetime TV and Global Goals for the Organization](#)

V13, 03/03/2021

What are your hopes and plans for ONE Championship on a global level?

“ONE is already Asia’s largest global sports media property in history. And, according to (social video analytics company) Tubular Labs, we ended 2019 as the #4 sports property in the world when looking at social video views. For 2021, we look to continue our growth in all of our key markets and look to continue putting on top-notch events, while always placing the safety of our athletes, staff, and fans at the center of all that we do.”



[This Week In Social Video: Daft Punk Farewell, Steve Harvey, Basketball](#)

Tubefilter, 03/02/2021

After a career that spanned almost 30 years together, electronic duo Daft Punk called it quits last week, with a YouTube video that ran eight minutes and was pulled directly from the band’s 2006 film, *Electroma*. Appropriately entitled [Epilogue](#), it was a fittingly low-key goodbye for the helmeted pair. The video also generated 22.3 million video views—the most of any U.S.-based creator for the week of Feb. 22-28.

It was also one of the most-viewed YouTube videos of all time by the acclaimed music group, though admittedly there are only so many to choose from. Daft Punk hadn’t uploaded a new video in over three years before *Epilogue* appeared, and hadn’t put out a new album since 2013. So far, it’s the fourth most viewed YouTube video of all time for the band, though there’s still plenty of time for it to hit No. 1 (which currently has 32.1 million views).



The screenshot shows the tubefilter website header with the tagline "The influencer marketing cloud built for global enterprises" and a search bar. The navigation menu includes "Home", "Creator News", "YouTube Millionaires", "TikTok Millionaires", "Insights", "Data", and "YouTube". The main article title is "This Week In Social Video: Daft Punk Farewell, Steve Harvey, Basketball". Below the title is a photograph of the two members of Daft Punk in their iconic red and black outfits. At the bottom left of the image, it says "By John Cassillo On March 2, 2021".

ad^obomagazine
The word on creativity

[Digital: ABS-CBN Entertainment now the most subscribed, most viewed YouTube channel in Southeast Asia](#)

Adobo Magazine, 03/02/2021

The YouTube channel topped all channels in the region after racking up 32.7 million subscribers and over 43 billion lifetime views as of February 2021, according to Tubular Labs, one of the most trusted global video measurement and analytics platforms.



⚡ WRESTLING RUMORS ⚡

[Very Interesting Numbers On WWE's Online Audience](#)

Wrestling Rumors, 03/02/2021

Brandon Thurston of *Wrestlenomics* has tweeted out the results of a study of WWE's online engagement. From February – December 2020, WWE had 8.3m unique views across multiple social media platforms, putting it above ESPN (6.3m), SportsCenter (6.3m), ABC News (5.7m) and more among US males 13-34, ranking third overall. However, they did not rank in the top ten among US females 13-34. Among US males 25-44, WWE drew 13.7m unique views (#5 overall), compared to 18.2 for ESPN and 20.7m for SportsCenter. They again did not rank in the top ten for US females 25-44.

Brandon Thurston
@BrandonThurston

Among males 13-24, WWE had more unique viewers (8.3M) in the U.S. on YouTube and Facebook than SportsCenter (6.3M) or ESPN (6.3M), from Feb-Dec 2020, according to Tubular Labs.

The winners for US male 13-24 and US female 13-24 audiences

TOP MEDIA CREATORS REACHING US MALES 13-24		
RANK	CHANNEL	AVERAGE MONTHLY REACH (M)
1	Mnet/6ixty	14.0M
2	WorldStar Hip-Hop/WDBH	11.0M
3	WWE	8.3M
4	Lyrical Lemonade	7.2M
5	Inside Edition	6.7M
6	SportsCenter	6.3M
7	ESPN	6.3M
8	ABC News	5.7M
9	Gamology - The Best Of Gaming	5.4M
10	Crafty Panda	5.3M

TOP MEDIA CREATORS REACHING US FEMALES 13-24		
RANK	CHANNEL	AVERAGE MONTHLY REACH (M)
1	Tasty	6.4M
2	5 Minute Crafts	6.3M
3	Cocomelon - Nursery Rhymes	6.6M
4	DisneyMusicVEVO	6.8M
5	Charles & Alyssa Forever	5.6M
6	Crafty Panda	5.7M
7	The Dodo	5.9M
8	Beauty Studio	5.3M
9	Ellen DeGeneres	5.2M
10	BuzzFeed Video	5.2M

11:41 AM · Feb 28, 2021

35 likes, 16 replies, Copy link to Tweet

Multichannel NEWS

[Social Video Spotlight: 'WandaVision'. 'Mandalorian' Tops for Disney](#)

Multichannel News, 02/26/2021

According to Tubular’s recently released [2020 year-in-review report](#), The Walt Disney Company tied with TheSoul Publishing (the Cyprus-based creator of 5-Minute Crafts and other viral-content channels) for global monthly average unique viewers (de-duplicated) across Facebook and YouTube, at 644 million. For the U.S.-only audience, The Walt Disney Company was No. 1 among broadcast and entertainment publishers, with 146 million average monthly unique viewers.

In January, the company took first place for unique viewers with 142.8 million, reaching an estimated 50.6% of the U.S. population over the age of 13 — the highest reach of any U.S. media and entertainment publisher for the month. Audiences watched a total of 3.9 billion minutes of Disney content in January, with unique viewers each watching an average of 27.2 minutes during the month.

Social Video Spotlight: 'WandaVision', 'Mandalorian' Tops for Disney

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 3 days ago

With data from Tubular Labs



(Image credit: Disney Plus)



[WWE Reportedly Growing In Popularity Among 13-24 Males On YouTube And Facebook](#)

Wrestling Inc., 03/01/2021

A new report from [Tubular Labs](#) notes that WWE's popularity among males 13-24 has been steadily rising in recent months, with the pro wrestling company gaining more unique viewers in the U.S. on YouTube and Facebook than the likes of SportsCenter, Lyrical Lemonade, ESPN, and Gamology.

WWE gained 8.3 million unique viewers between Feb-Dec 2020, ranking #3 in popularity among 13-24 males – behind only Movieclips and WorldStar Hip Hop.

See below for the top-10 lists released by **Tubular Labs**:

Brandon Thurston @BrandonThurston · Feb 28, 2021

Among males 13–24, WWE had more unique viewers (8.3M) in the U.S. on YouTube and Facebook than SportsCenter (6.3M) or ESPN (6.3M), from Feb-Dec 2020, according to **Tubular Labs**.

The winners for US male 13-24 and US female 13-24 audiences

Rank	Channel	Unique Viewers (Millions)
1	WWE	8.3M
2	Wrestling Up Your World	6.3M
3	ESPN	6.3M
4	Lyrical Lemonade	7.3M
5	Yoda Kitchen	6.7M
6	SportsCenter	6.3M
7	ESPN	6.3M
8	ABC News	6.7M
9	Gamology - The Best of Gaming	6.3M
10	Crafty Punks	6.3M

Brandon Thurston @BrandonThurston

Among U.S. males 25-44, SportsCenter (20.7M) and ESPN (18.2M) lead WWE (13.7M).

The winners for US male 25-44 and US female 25-44 audiences

Rank	Channel	Unique Viewers (Millions)
1	SportsCenter	20.7M
2	Wrestling Up Your World	19.2M
3	Gamology - Never by Myself	18.0M
4	ESPN	18.2M
5	ProSieben/Maxx Songs & Stories	17.3M
6	WWE	13.7M
7	LACR&A	13.0M
8	ABC News	12.9M
9	Crafty Punks	12.0M
10	D&A	11.4M

EXPLICA .CO

Latest news from around the world

[WEE : WWE rises in popularity in the United States with younger fans](#)

Explica, 03/01/2021

Brandon Thurston of **Wrestlenomics** has published a series of data on his official Twitter account about a new report from **Tubular Labs**, which indicates that WWE’s popularity among men ages 13-24 has increased in recent months. WWE registered 8.3 million unique viewers in the United States on the social networks of Facebook and YouTube between the months of February to December 2020, surpassing SportsCenter, Lyrical Lemonade, ESPN and Gamology.



WEE

WEE: WWE rises in popularity in the United States with younger fans



411MANIA

[WWE Has More Viewers In Males 13-34 On Youtube and Facebook Than ESPN](#)

411Mania, 03/01/2021

Wrestlenomics' Brandon Thurston revealed some new demographic information about the WWE that was taken from a study done by Tubular Labs. According to that study, World Wrestling Entertainment has more unique viewers in the males 13-34 demographic on Youtube and Facebook with 8.3 million than ESPN or SportsCenter, which both have 6.3 million. In that demo, WWE only trails Movieclips (14.5 million) and Worldstar Hip Hop (11 million). However, they didn't rank in the top ten among females 13-34.

Meanwhile, in males 25-44, WWE has 13.7 million unique viewers, putting it behind ESPN (18.2 million) and Sportscenter (20.7 million), as well as MovieClips (19.2 million), Cocomelon Nursery Rhymes (18.6 million) and Pinkfong (17.3 million). Once again, they didn't rank with females 25-44.

Brandon Thurston
@BrandonThurston

Among males 13-24, WWE had more unique viewers (8.3M) in the U.S. on YouTube and Facebook than SportsCenter (6.3M) or ESPN (6.3M), from Feb-Dec 2020, according to Tubular Labs.

The winners for US male 13-24 and US female 13-24 audiences

TOP MEDIA CREATORS REACHING US MALES 13-24			TOP MEDIA CREATORS REACHING US FEMALES 13-24		
RANK	TUBULAR CREATOR	UNIQUE VIEWERS (MONTHLY AVG)	RANK	TUBULAR CREATOR	UNIQUE VIEWERS (MONTHLY AVG)
1	Movieclips	14.1M	1	Tasty	9.4M
2	WorldStar Hip Hop/WSHH	11.0M	2	5-Minute Crafts	8.5M
3	WWE	8.3M	3	Cocomelon - Nursery Rhymes	6.6M
4	Lyrical Lemonade	7.2M	4	DisneyMusicVEVO	6.5M
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6	SportsCenter	6.3M	6	Crafty Panda	5.7M
7	ESPN	6.3M	7	The Dodo	5.5M
8	ABC News	5.7M	8	Beauty Studio	5.3M
9	Gamology - The Best Of Gaming	5.4M	9	Ellen DeGeneres	5.2M
10	Crafty Panda	5.3M	10	BuzzFeed Video	5.2M

11:41 AM · Feb 28, 2021

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[ABS-CBN Entertainment now the Most Subscribed, Most Viewed YouTube Channel in Southeast Asia](#)

LionheartTV, 03/01/2021 (syndicated: [MSN](#))

The YouTube channel topped all channels in the region after racking up 32.7 million subscribers and over 43 billion lifetime views as of February 2021, according to Tubular Labs, one of the most trusted global video measurement and analytics platforms.



[Yoga With Adriene's 30-Day Journey Sparks Explosive Growth For Channel](#)

Tubefilter, 02/24/2021

According to social video analytics company [Tubular Labs](#), Mishler has seen a 61% increase in YouTube subscribers since January 2019, up to 9.47 million, and Yoga With Adriene jumped up the YouTube rankings from December to January.

In December, she was ranked as No. 5 for overall U.S. health, fitness, and self-help creators, but in January she moved up to third place. Globally, in the same category, she was No. 6 for January. In Tubular's influencer-specific rankings, she ranked No. 15 globally in the health, fitness, and self-help category for December, but leaped up to No. 4 in January.



Home Creator News YouTube Millionaires TikTok Millionaires Insights Data YouTube Ch

Yoga With Adriene's 30-Day Journey Sparks Explosive Growth For Channel



By Eleanor Dowling Semeraro On February 24, 2021



[This Week In Social Video: Mars Landing. Rick Lax. Happy Gilmore](#)

Tubefilter, 02/23/2021

Eyes were glued to NASA's latest Mars rover, Perseverance, which landed on the Red Planet last week. Though the unmanned vehicle isn't the first to visit Mars, it's the first to carry a miniature helicopter along with it.

Tubular Labs measured 76.5 million video views about the landing from Feb. 15-21, led by [NASA's video of the event](#), which earned 20.3 million views on its own. NASA's video was the second most watched of any by a U.S. creator during the timeframe, only behind Tekashi 6ix9ine's [ZAZA video](#) (28.1 million views).



[Red Bull is the most successful company on YouTube: discover the full ranking here](#)
Directivos y Empresas, 02/23/2021 (translated from Spanish) (full translation [here](#))

[2btube](#), a Spanish media group specialized in connecting with young audiences and a leading agency in creation, production, and channel management on YouTube, has analyzed the YouTube channels of more than 200 brands in [Tubular Labs](#) and, based on the number of subscribers and the type of content published, presents the first ranking of Spanish brands according to their success on YouTube.

Las marcas en España con más suscriptores en YouTube

Base del estudio: Canales españoles de YouTube producidos por marcas cuyo negocio no es la creación de contenidos y que están realizando Branded Content en la plataforma.

Canal de YouTube	Suscriptores	Sector
RedBull Batalla	6,1 M	Bebidas
Kitoons en Español (IMC Toys)	2,4 M	Juguetes
AprendemosJuntos (BBVA)	1,8 M	Finanzas
PlayStation España	1,6 M	Videjuegos
Fornite ES (Epic Games)	1,4 M	Videjuegos
Platanomelón	1,3 M	Retail
SexPlaceTV	1,2 M	Retail
Ubisoft Spain	1 M	Videjuegos
MyProtein	698 K	Nutrición y deporte
Barbie en Español (Mattel)	665 K	Juguetes
Vodafone Yu	522 K	Telecomunicaciones
Nintendo España	503 K	Videjuegos
MaybellineTvEs (L'Oréal)	426 K	Belleza
EA Sports FIFA España	407 K	Videjuegos
Nestlé Cocina	349 K	Alimentación
Mundo Pinyon (Famosa)	328 K	Juguetes
L'Oréal Paris España	309 K	Belleza
The Bellies Babies (Famosa)	301 K	Juguetes
Leroy Merlin España	295 K	Retail
Diversual	291 K	Retail

Fuente: Tubular Labs
Datos a 15 de febrero 2021



[The emotion in times of chaos or why the videos of 'Eh! Universo 'are a success in social networks](#)

Alicante Plaza, 02/23/2021 [translated from Spanish] (translation in full [here](#))

In 2021 Eh! Universo will blow out the candles for the fourth year while on the way it has positioned itself as the second best entertainment page on Facebook Spain, the fourth in general and the fourth creator of entertainment in Spain on multiplatform, according to analysis by Tubular Labs. As for the key to this success, its creator is clear: "I have understood well the language of the social network, especially Facebook. That platform demanded video to compete with YouTube, which is what we are 100%. Each time longer, more complete and with updated themes, for example, before we were more politicized."

THE PROJECT EXCEEDS 6.2 MILLION FOLLOWERS ON FACEBOOK

The emotion in times of chaos or why the videos of 'Eh! Universo' are a success in social networks

Thais Penalver

VIDEOS, SOCIAL MEDIA

- SHARE
- TWEET
- LINKEDIN
- MENEAME



El xixonenc Javier Iványez, founder and CEO of 'Eh! Universo'



The most read Zenithbr

- 1 Goodbye to miniature golf at Rincón de Loix in Benidorm: they will tear it down to build a new building
- 2 Grouped in municipalities and with unique lists (except Elche): this is how the Cs militancy will vote

SmartBrief

[MMA SmartBrief \(newsletter\)](#)

SmartBrief, 02/19/2021

[Social video viewership rose 56% since pandemic started](#)

Tubular Labs reports that US residents spent 56% more time watching social videos on YouTube and Facebook in December 2020 than they did in February, an increase that rises to 97% for those over 45 years old. Influencers commanded the most attention, with 121 billion monthly minutes, followed respectively by traditional broadcasters and digital-first publishers.

CONSUMER ENGAGEMENT

Social video viewership rose 56% since pandemic started

Tubular Labs reports that US residents spent 56% more time watching social videos on YouTube and Facebook in December 2020 than they did in February, an increase that rises to 97% for those over 45 years old. Influencers commanded the most attention, with 121 billion monthly minutes, followed respectively by traditional broadcasters and digital-first publishers. **Full Story:** [Next TV/Multichannel News \(2/18\)](#)



- **Facebook tests Super app with video chats, paid celebrity shoutouts**

[Social Media Today \(2/17\)](#)

CYNOPSIS

[02/22/21: Television Academy reverses course on Emmy sketch and talk categories](#)

Cynopsis, 02/22/2021

Watchtime on social video increased 56% among US audiences from February-December 2020, according to the Tubular Winners 2021 report. Audiences went to broadcast media creators for entertainment and news, while digital-first media was a top destination for parents and kids. Among US men aged 45 and over, Fox News had the highest average monthly unique viewers, but for US women 45 and over, the Dodo was the top creator by that metric. Disney and ThSoul Publishing both averaged 644 million unique global viewers per month, tops among all media properties.

Watchtime on social video increased 56% among US audiences from February-December 2020, according to the [Tubular Winners 2021](#) report. Audiences went to broadcast media creators for entertainment and news, while digital-first media was a top destination for parents and kids. Among US men aged 45 and over, Fox News had the highest average monthly unique viewers, but for US women 45 and over, the Dodo was the top creator by that metric. Disney and ThSoul Publishing both averaged 644 million unique global viewers per month, tops among all media properties.

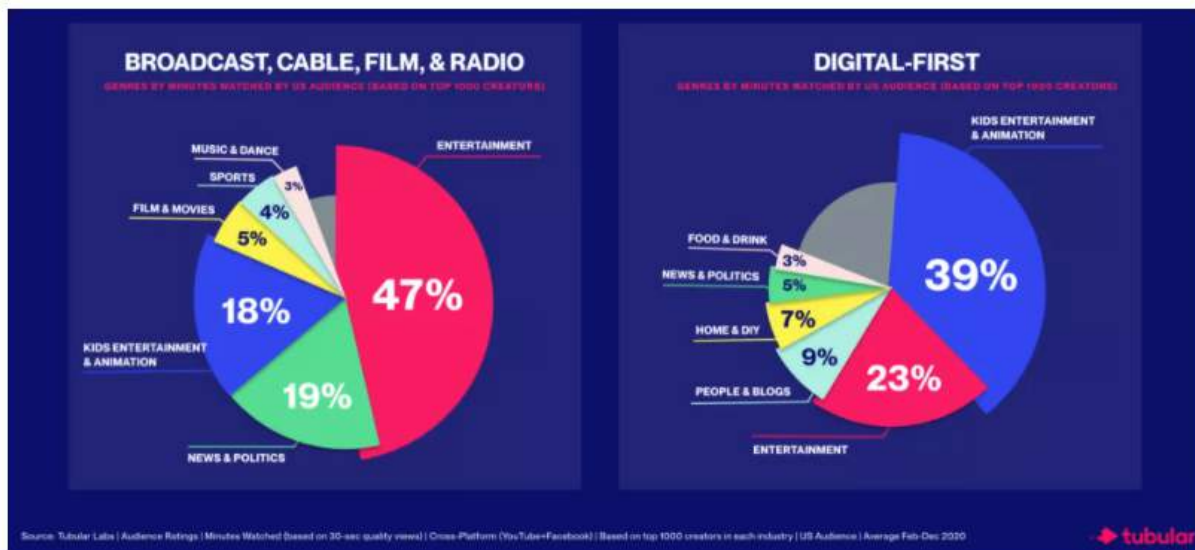
Multichannel^{NEWS}

[Social Video 2020 Year in Review: The Broadcast and Digital Winners](#)

Multichannel News, 02/18/2021

According to a [new report](#) from [Tubular Labs](#), watch-time on social video ([Facebook](#) and [YouTube](#)) increased 56% among U.S. audiences from February to December 2020. And while all demographic groups spent more time with social video during the year, viewers aged 45+ increased their watch-time the most, up 97% from February to December.

Influencers commanded the most watch-time, with 121 billion monthly U.S. minutes of influencer content watched across Facebook and YouTube, followed by videos from traditional broadcasters (37 billion) and digital-first publishers (27 billion). Audiences skewed toward broadcast media creators for entertainment and news, while digital-first creators were a top destination for parents and kids.



+ NextTV Newsletter Mention - 02/19

THE BUSINESS OF STREAMING

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TheWrap (2/18)

MARTECH TODAY[®]

[Breaking down President Biden's data-driven social media strategy](#)

MarTech Today, 02/15/2021 (syndicated: [Marketing Land](#))

“There are a lot of solutions out there for really two things,” said Kramer. “One is social media management in general — your Sprouts and Hootsuites, hyper-focused on how to make publishing and workflow around publishing easy — and the second is social listening tools like Tubular Labs.” These are great tools, said Kramer, but are limited in the information they provide on social content performance.



[This Week In Social Video: Valentine's Day, Cat Lawyer, Impeachment](#)

Tubefilter, 02/15/2021

Chief among those creators was Facebook Watch itself with 6.1 million views, mostly off the strength of just one video, [Facebook Dating Presents: Black is Love](#). In it, the platform featured a candid conversation around love, Black panelists' respective dating experiences, and how the pandemic has altered their approach to relationships. It was also the top Valentine's Day video on Facebook in the U.S. last week, according to Tubular Labs. And it was one of the five most-viewed videos by Facebook Watch in the last 365 days.

Other top Facebook video creators for Valentine's Day content included Dude Dad, Beauty Studio, and The Dodo. As usual, the Dodo particularly resonated with viewers, [featuring various animal pairings](#) (both expected and unexpected) as a tie-in to love and the holiday. Dude Dad instead went for a [more humorous approach to Valentine's Day](#), as a husband tries to make the day special while also dealing with various challenges along the way.



The influencer marketing cloud built for global enterprises



Home Creator News YouTube Millionaires TikTok Millionaires Insights Data YouTube C

This Week In Social Video: Valentine's Day, Cat Lawyer, Impeachment



By John Cassillo On February 15, 2021



[Fates & Fortunes: Feb. 15, 2021](#)

Broadcasting + Cable, 02/15/2021

TUBULAR

Social-media measurement firm Tubular Labs has named Scott Ernst as CEO. He most recently was CEO of Macromill, the Japan-based global marketing research business that went public while he was in charge.



Elaine Chin
(Image credit: Stage 13)

TUBULAR
Social-media measurement firm

Tubular Labs has named **Scott Ernst** as CEO. He most recently was CEO of Macromill, the Japan-based global marketing research business that went public while he was in charge.



Scott Ernst
(Image credit: Macromill)



WARNERMEDIA
WarnerMedia has been

TV(R)EV

[Return of EA Sports' College Football Game Opens Esports to New Fans](#)

TVREV, 02/15/2021

The NCAA Football series is not the first or last game to be cancelled, but because of the passion displayed by fans of the sport, it's been able to live on through social video and offseason team blog content. Data from [Tubular Labs](#) shows the series has generated nearly 33 million YouTube views (from user-created videos) since the start of 2019. While that may not sound like much, that's also fueled by smaller creators making videos about an eight-year old game from two console generations ago. That number definitely surpasses expectations.

BUSINESS INSIDER

[Influencer industry people moves of the week: Here's a rundown of promotions and new hires at firms like Snap and YouTube](#)


Business Insider, 02/12/2021 (avoid paywall [here](#)) (syndicated: [Markets Insider](#))


The social-video analytics firm Tubular Labs hired Scott Ernst as CEO. Ernst previously served as CEO at the marketing-research company Macromill.


Premium HOME > MEDIA

Influencer industry people moves of the week: Here's a rundown of promotions and new hires at firms like Snap and YouTube

Dan Whateley 12 hours ago







campaign^{US}

[Movers & Shakers: Burger King, Coca-Cola, Facebook, TikTok, and more](#)
Campaign US, 02/12/2021 (avoid paywall [here](#))

Video intelligence platform Tubular Labs named former Macromill CEO Scott Ernst as CEO.



[This Week In Social Video: Super Bowl \(Ad\) Shuffle](#)
Tubefilter, 02/11/2021

The Super Bowl may last just four hours, but the buzz around the game goes on for weeks, both before and after. According to Tubular Labs, the NFL not only was a major topic for Twitter videos—but also a top creator itself.

NFL's Super Sunday

The league led the way for Super Bowl-related videos on the platform, generating 42.4 million views on 110 uploads from Feb. 1-7. Tops among those was a clip from game day, [when Tom Brady arrived at the stadium](#). Brady wound up winning his seventh Super Bowl in 10 tries on Sunday evening.

The NFL, of course, wasn't the only creator with Super Bowl video content on Twitter. The topic generated over 169 million views during the timeframe, and the most-watched video was Verizon's promotion for Alicia Keys and [its #BigConcertSmallBiz event](#) (21.6 million views). TV ads made up half of the top 10 Super Bowl videos on Twitter, and 12 of the top 20. Instead of posting ads themselves, many brands wound up partnering with influencers—especially NFL players—to get their messages out.

TV(R)EV

[Pepsi's Halftime Show is the Top Super Bowl-Related Video on YouTube](#)
TVREV, 02/11/2021

According to data from [Tubular Labs](#), the most-watched Super Bowl-related YouTube video wasn't a clip from the game or a commercial — [it was Pepsi's full halftime show featuring The](#)

[Weeknd](#). Uploaded the night of Feb. 7 to the NFL's YouTube channel, it's received 22.3 million views so far, with 19.2 million views occurring within the first two days, per Tubular's analytics. By comparison, the [2020 halftime show with Shakira and J. Lo](#) had received 77.7 million YouTube views within the first two days.

MobileMarketing

[Movers and Shakers: Docomo, Ozone Project, Yext, Uberall, and more](#)
MobileMarketing Magazine, 02/10/2021

Ernst named CEO of Tubular

Tubular Labs, a social video analytics provider, has chosen Scott Ernst as its new Chief Executive Officer, effective 16 February 2021.

Ernst has a proven track record of scaling marketing insights businesses globally. He most recently served as CEO of Macromill, for which he was recruited by Bain Capital to focus the business around global and digital solutions. He was also a founding management team member at Compete, where he drove the go-to-market strategy resulting in the acquisition by WPP's Kantar. He would then, in turn, help transform compete into what is now Millward Brown Digital.

"I'm impressed by Tubular's ascent since its founding in 2012, and I believe the company has all the elements required to be a global measurement authority," said Ernst. "Tubular provides the only enterprise SaaS platform of addressing the pain points of media companies and advertisers who seek to confidently transact in the digital video marketplace," added Ernst. "Brands in particular need to understand the reach and audience quality of what they're buying. I believe Tubular's audience ratings product is the catalyst for brands to increase digital video investments."



[SBJ Unpacks: Early Season NBA Sponsorship Trends](#)
Sports Business Daily - Newsletter, 02/09/2021

Brands Show Up Big For Super Bowl-Related Videos

Super Bowl LV generated over 161 million video views on Twitter from Feb. 1-7, per data from Tubular analyzed by SBJ's David Broughton.

Top 10 Super Bowl-Related Videos From Feb. 1-7 (per Tubular)		
HANDLE	TWEET	VIEWS
@Verizon	Live, After #SBLV	19.4 million
@NFL	For the 10th time, @TomBrady arrives for the #SuperBowl	6.6 million
@AnheuserBusch	Introducing our first-ever Super Bowl commercial	5.9 million
@Verizon	Verizon 5G Stadium in @FortniteGame Creative is NOW OPEN!	5.2 million
@LilNasX	I narrated a commercial for the super bowl you guys	4.4 million
@NFL	Send a message to your team using #RunItBack and #GoBucs	4.1 million
@nikefootball	1 million more boys that girls get to play sports in high school	3.9 million
@ChesterCheetah	Mila and Ashton? Shaggy?? Cheetos #CrunchPopMix????	3.7 million
@saquon	Black-owned small businesses need our help, now more than ever	2.4 million
@FallonTonight	Mike Myers & @DanaCarvey show some of the bits they were doing on the set of their upcoming #SB commercial	2.3 million



[Super Bowl LV Viewing Trends](#)

NextTV, 02/09/2021

The Top Super Bowl Twitter Video Creators

While the [Super Bowl](#) generated plenty of action on the field, there was lots off of it as well. According to Tubular Labs, from Feb. 1-7, Super Bowl-related content generated over 161 million video views on Twitter. The [NFL](#) owned its main event on social video throughout last week in the lead-up to and during the game. However, brands still found ways to get involved in Big Game hype — whether they were advertisers or not.

Tubular Labs shared which Twitter video creators scored the most when it came to views in the last week. While advertisers are all over the list, it's also worth noting that many used NFL players as well to get their messages out. Of the top 20 Super Bowl videos on Twitter, six were from NFL players serving as influencers.

Super Bowl LV Viewing Trends

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 18 hours ago

Big Game insights from Vizio's Inscape and Tubular Labs



Rob Gronkowski and Tom Brady of the Tampa Bay Buccaneers celebrate after defeating the Kansas City Chiefs in Super Bowl LV at Raymond James Stadium on Feb. 7, 2021 in Tampa, Florida. (Image credit: Mike Ehrmann/Getty Images)

CYNOPSIS

[02/07/21: Cynopsis Jobs](#)

Cynopsis - Newsletter, 02/07/2021

Tubular Labs appointed Scott Ernst as CEO. Ernst most recently led Japan-based Macromill to a successful IPO in 2017.



HARDCORE GAMERS

[Thank-You Bonuses in GTA Online and Red Dead Online](#)

Hardcore Games, 02/08/2021

GTA Online shattered its own records once again, with more players than any previous year. Red Dead Online also experienced more players, and more new players, this past December than any time since the launch of the beta. Grand Theft Auto V and Red Dead Redemption 2 also broke records for video views in 2020* — a huge thank you goes out to our dedicated

content creators on YouTube for their [funny](#), [skillful](#), and [artful](#) creations that keep us coming back for more.

* Source: Tubular Labs video performance data



[New Tubular Labs CEO To Tackle International Growth](#)

MediaPost, 02/04/2021

Ernst says he believes that Tubular's audience ratings product can be a catalyst for increased brand spending in digital video, and that the company is positioned to become a global measurement authority.

"There is not a brand in the world that doesn't want to understand the true reach and audience quality of what they're buying in online video, so we'll be approaching all big-picture planning through a global lens," Ernst tells Digital News Daily.



DigitalNewsDaily

New Tubular Labs CEO To Tackle International Growth

by [Karlene Lukovitz](#) @KLmarketdaily, Yesterday



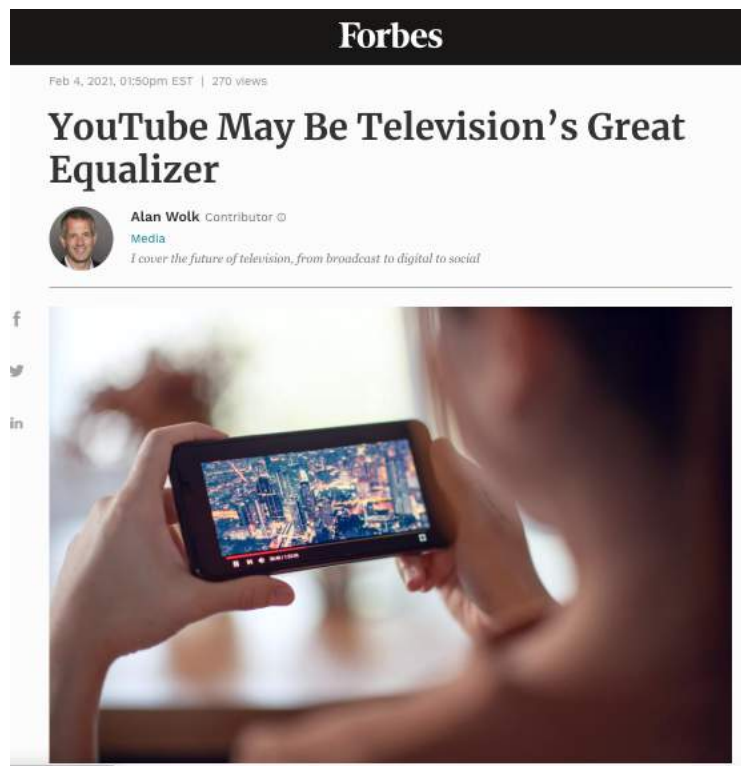
Forbes

[YouTube May Be Television's Great Equalizer](#)

Forbes, 02/04/2021 (avoid paywall [here](#))

To fill this void, and to allow for easier and more precise measurement of social video, a consortium called the Global Video Measurement Alliance was formed two years ago with the stated goal of providing some sort of standardization in what they call the social video space, a space that includes YouTube. Alliance members make use of metrics that are based on Tubular Labs' Tubular Audience Ratings™, which provides a de-duplicated audience and time-based system for measuring video attention across social media platforms.

The GVMA's mission is to collectively adopt universal standards for global digital video measurement, and thus give publishers and brands the power to more fairly evaluate and transact against the true reach and engagement of online video content. According to a recent study by Vorhaus Advisors in partnership with Tubular Labs and its customers, there is as much as \$13 billion in potential attention value waiting to be unlocked in social video.



CYNOPSIS

[02/05/21: CNN's Jeff Zucker isn't going anywhere...yet](#)

Cynopsis - Newsletter, 02/05/2021

Tubular Labs appointed Scott Ernst as CEO. Ernst most recently led Japan-based Macromill to a successful IPO in 2017.



[Klobuchar Unveils Antitrust Reform Bill; Walmart Buys Ad Tech From PaperG](#)

AdExchanger - Daily, 02/05/2021

You're Hired!

Tubular Labs hires market-research vet Scott Ernst as CEO. [[Variety](#)]



[GMA News and Public Affairs dominates digital platforms in 2020](#)

GMA, 02/05/2021

According to data from video analytics firm Tubular Labs, GMA News led all Philippine media organizations in video viewership across all digital platforms for the year, peaking at No.5 worldwide in May 2020 at the height of the Enhanced Community Quarantine in Luzon.

On YouTube, GMA News had over 2 billion video views, leading ABS-CBN News which had 1.6 billion views for the year.

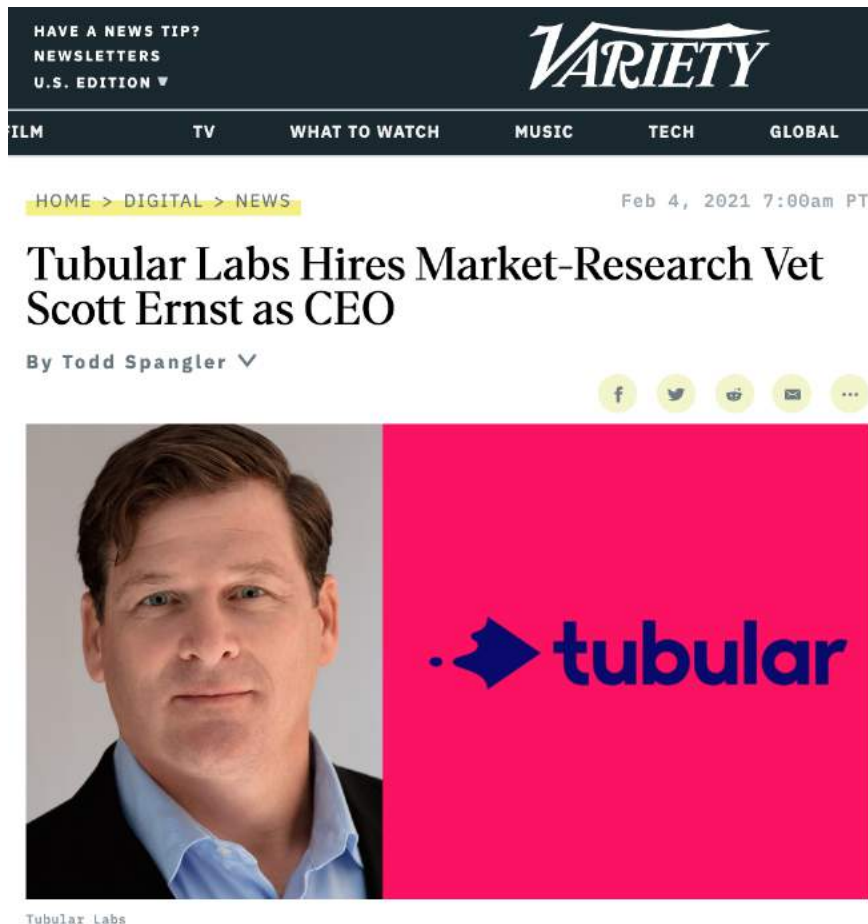


[Tubular Labs Hires Market-Research Vet Scott Ernst as CEO](#)

Variety, 02/04/2021

To Ernst, Tubular is poised to expand its reach in social video and make further inroads with ad buyers, brands and publishers as the market continues to expand. “To some extent they had me at ‘Hello,’” he said. “What really got me excited about Tubular is that we’re really in this formative stage of the industry. We’ve earned this enviable spot around content ratings in initial go-to-market... Right now, social video is underrepresented in media plans.”

“Scott Ernst has the experience to build on Tubular’s success and drive growth globally,” Tubular Labs executive chairman Greg Coleman, who was formerly BuzzFeed’s president, said in a statement. “Scott is particularly well-suited to guide Tubular’s expansion efforts because of his history leading top-tier insight businesses, working directly with brands, media companies, and agencies.”



The screenshot shows the top portion of a news article on the Variety website. At the top left, there is a dark navigation bar with the text "HAVE A NEWS TIP? NEWSLETTERS U.S. EDITION" and the "VARIETY" logo. Below this is a secondary navigation bar with categories: "ILM", "TV", "WHAT TO WATCH", "MUSIC", "TECH", and "GLOBAL". The article's breadcrumb trail is "HOME > DIGITAL > NEWS" and the date is "Feb 4, 2021 7:00am PT". The main headline reads "Tubular Labs Hires Market-Research Vet Scott Ernst as CEO" by "Todd Spangler". Below the headline are social media sharing icons for Facebook, Twitter, LinkedIn, Email, and a more options menu. The featured image shows a portrait of Scott Ernst on the left and the Tubular Labs logo on a pink background on the right. A small caption "Tubular Labs" is visible at the bottom left of the image.

NEXT | TV

[Scott Ernst Named CEO at Measurement Firm Tubular Labs](#)

NextTV, 02/04/2021

“I’m impressed by Tubular’s ascent since its founding in 2012, and I believe the company has all the elements required to be a global measurement authority,” said Ernst. “Tubular provides the only enterprise SaaS platform of addressing the pain points of media companies and advertisers who seek to confidently transact in the digital video marketplace. Brands in particular need to understand the reach and audience quality of what they’re buying. I believe Tubular’s audience ratings product is the catalyst for brands to increase digital video investments.”

[Home](#) > [News](#)

Scott Ernst Named CEO at Measurement Firm Tubular Labs

By [Jon Lafayette](#) 31 minutes ago

Exec most recently was CEO of Macromill



Scott Ernst was named CEO at Tubular Labs (Image credit: Tubular Labs)

TV(R)EV

[Scattered Audiences Put Spotlight on Transparency as Video Publishers Uncover New Revenue Streams](#)

TVREV, 02/03/2021

“There was a material change in the last two years or so where it seems like the platform in general is giving a larger reach for live videos,” added Tubular Labs CRO Denis Crushell. Observing and measuring that material change and being able to adjust content strategy accordingly is how publishers — even behemoths like NBC — can be more agile and responsive to the market, no matter what it’s throwing at them.

...

The [GVMA recently added new members](#) BBC Studios, WildBrain Spark, Digitas and Weber Shandwick as the latest sign of the evolved thinking around the value of social video. By not only adding publishers and brands, but also agencies to its ranks, the GVMA — which emphasizes Tubular Audience Ratings as the transparent measurement standard by which these video revenue opportunities can grow — is showing how the supply side is ready to scale up its investment on these platforms.

Moving beyond the fuzzier, platform-dependent “views” as a metric, Tubular Audience Ratings provide creators and agencies with the ability to identify audiences and watch behavior in ways they hadn’t before, and then act upon it. The results of making informed decisions based on watch time and deduplicated views can help fuel unexpected returns (and dollars to go with it). Using Tubular Audience Ratings, we can see that NBC News is getting watch time per unique viewer beyond even what top, “lean-back” kids content is generating. In December, for example, NBC News was seeing 11.2 minutes watched per unique viewer — while Cocomelon was at (still a very high) 9.0.



[This Week In Social Video: Craft Views, Wolfoo, Super Bowl Ads](#)

Tubefilter, 02/03/2021

Though the top videos from Jan. 25-31 didn’t have a unifying theme, all did seem to be more focused on tool-related tasks instead of simple paper crafts.

That list:

1. [Incredible Gardening Tips and Tricks for Plant Lovers](#) (28.5 million views)
2. [13 Amazing Ideas for Candle Making](#) (23.4 million)
3. [Easy Home Repair Hacks That You Can Repeat](#) (23.1 million)
4. [We've Tested These Repair Tips and Hacks Just For You!](#) (18.6 million)
5. [Turning an Old File Into a Beautiful Knife. Master's Challenge](#) (16.3 million)

According to Tubular Labs Audience Ratings, 5-Minute Crafts had the 10th most unique viewers of any Facebook creator in December, with 49.8 million. However, they were sixth in terms of minutes watched, with 284 million.

This Week In Social Video: Craft Views, Wolfoo, Super Bowl Ads



By John Casillo · On February 3, 2021

Forbes

[How Brut Built An Online Publishing Giant With Better Video Metrics](#)
Forbes, 02/02/2021 (avoid paywall [here](#))

“As media companies and brands alike navigate media disruption and seek younger audiences, we’re able to provide uniform metrics by which transparent comparison and performance evaluation can lead to increased investment and scale within digital video,” particularly for younger audiences, said Tubular Chief Commercial Officer Neil Patil.

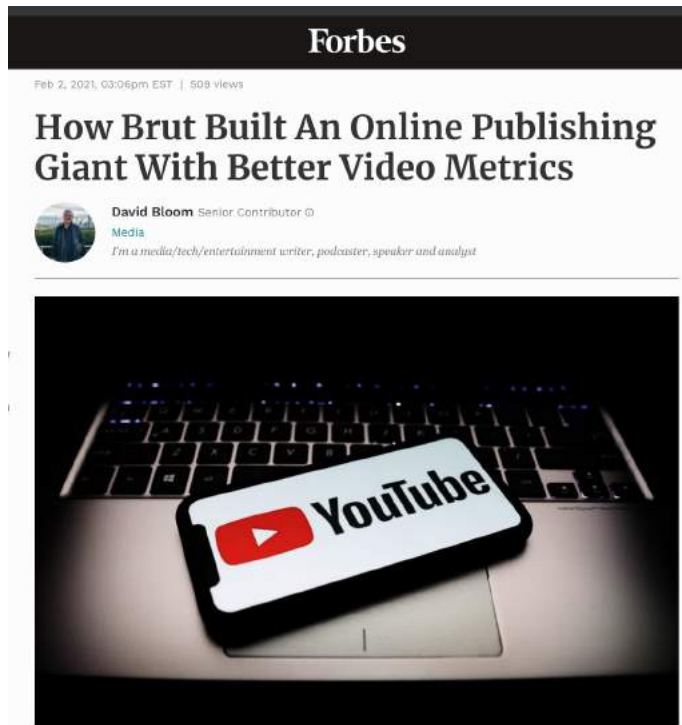
...

“If we can't compare ourselves to TV, and if we don't have these metrics, we can't exist and thrive,” Lacroix said. “Most of our competitors are in GVMA, and what's great is we all work together because we all need these metrics to succeed.”

...

Tubular’s audience ratings system tracks Facebook and YouTube, the two biggest sources of video consumption worldwide, with plans to expand onto Instagram, Twitter, Twitch, TikTok and others. Getting as cross-platform as possible will be important as seemingly every major platform continues to copy all the capabilities of every other platform.

“In our platform partnerships, we want to understand what they’re doing in the market,” Patil said. “It’s really a matter of time when TikTok is more than what TikTok is.”



TV(R)EV

[A Data Dose of NFL, Ahead of the Big Game](#)

TVREV, 02/03/2021

Michelob Ultra also shared the spot on social media, and its [Twitter post](#) has racked up 19.2 million views, making it the brand's most-watched Twitter video ever, as well as the No. 9 Twitter video from U.S. creators uploaded so far in 2021, according to [Tubular Labs](#). Another ABInBev brand, Bud Light, released one of its [Super Bowl ads on Twitter last week](#), and it's generated 16.2 million views, making it the No. 15 Twitter video from U.S. creators so far this year, per Tubular. And Budweiser, which is sitting out the Big Game for the first time in 37 years, has received [4.8 million views on its Twitter video](#) explaining how it's helping bring America back together safely.

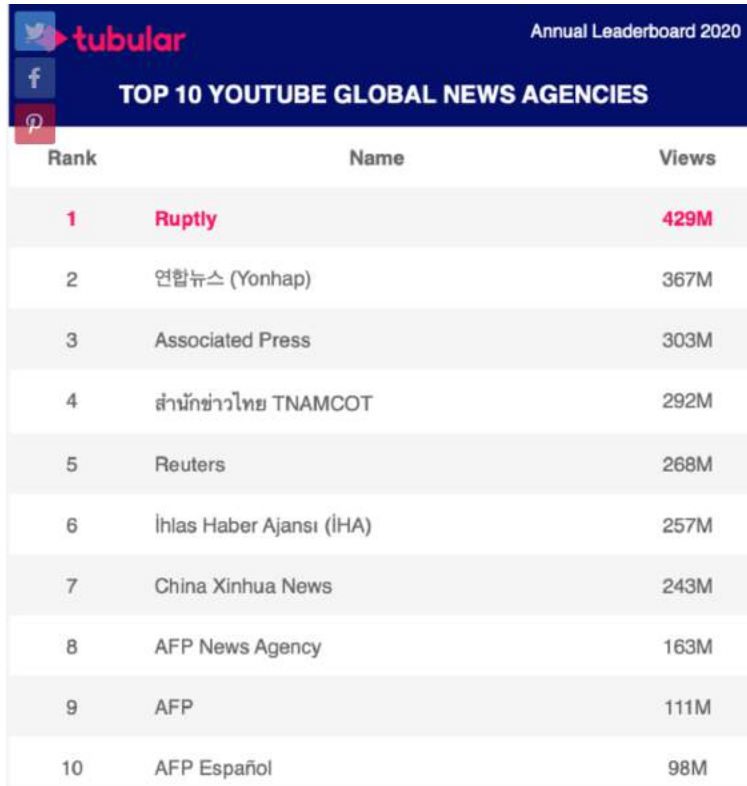


[Ruptly named number one news agency on YouTube for 2020](#)

The Drum, 01/29/2021

Ruptly, the award-winning video news and multimedia agency, was the most-watched news agency of 2020 on YouTube, according to latest figures.

According to data from online video measurement company Tubular Labs, Ruptly claimed the top spot with a staggering 429 million views of its content over the past 12 months.



Rank	Name	Views
1	Ruptly	429M
2	연합뉴스 (Yonhap)	367M
3	Associated Press	303M
4	สำนักข่าวไทย TNAMCOT	292M
5	Reuters	268M
6	İhlas Haber Ajansı (İHA)	257M
7	China Xinhua News	243M
8	AFP News Agency	163M
9	AFP	111M
10	AFP Español	98M



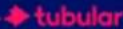
the media online
Credible. Industry. Intelligence.

[Awards Wrap: The Radio Awards entry deadline pushed out, Workshop17 wins global co-working space award, Ruptly named no.1 YouTube news agency](#)

The Media Online, 02/02/2021

Ruptly, the video news and multimedia agency, was the most-watched news agency of 2020 on YouTube, according to latest figures.

According to data from online video measurement company Tubular Labs, Ruptly claimed the top spot with a staggering 429 million views of its content over the past 12 months. The Berlin-based video news agency was significantly ahead of other international outlets such as Yonhap, Associated Press, Reuters, Xinhua, and AFP.

 Annual Leaderboard 2020		
TOP 10 YOUTUBE GLOBAL NEWS AGENCIES		
Rank	Name	Views
1	Ruptly	429M
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4	สำนักข่าวไทย TNAMCOT	292M
5	Reuters	268M
6	Ihlas Haber Ajansı (IHA)	257M
7	China Xinhua News	243M
8	AFP News Agency	163M
9	AFP	111M
10	AFP Español	98M



[Brands, agencies and media companies join GVMA](#)

Rapid TV News, 01/29/2021

“Participating in GVMA helps support our ever-growing digital media and content business,” said Jasmine Dawson, VP consumer engagement [BBC Studios](#) commenting on joining the alliance.

“The GVMA’s collective embrace of uniform, cross-platform audience ratings affords us confidence to increase our investments in digital video content, as well as the evidence required to strike meaningful digital partnership deals.”

“This is an impressive group of trailblazers from the sell- and buy-sides of the media industry joining our alliance,” added Neil Patil, chief commercial officer at Tubular Labs. “As media companies and brands alike navigate media disruption and seek younger audiences, we’re able to provide uniform metrics by which transparent comparison and performance evaluation can lead to increased investment and scale within digital video which is particularly popular with young adults -- especially adults 18-34.”

Brands, agencies and media companies join GVMA

Joseph O'Halloran | 29 January 2021

The Global Video Measurement Alliance (GVMA), a coalition spearheaded by digital video audience measurement firm Tubular Labs, has a number of new several new members including BBC Studios, WildBrain Spark, Digitas and Weber Shandwick.



[The WIR: Apple to Enforce IDFA Changes in Spring, AA/WARC Predict Speedy UK Ad Market Recovery, and Taboola Hints at CTV Ambitions in IPO Announcement](#)

Video Ad News - Week in Review, 01/29/2021

Global Video Measurement Alliance Adds BBC Studios and Digitas to its Roster

The Global Video Measurement Alliance (GMVA), a coalition headed by Tubular Labs, has added BBC Studios, Digitas, WildBrain Spark, and Weber Shandwick to its number. The alliance aims to create and encourage adoption of new measurement standards for video.



Authority Magazine

[Meet The Disruptors: Jonathan Anastas of Alpha Tech On The Three Things You Need To Shake Up Your Industry](#)

Authority Magazine, 01/28/2021

Can you tell our readers what it is about the work you're doing that's disruptive?

While this strategy was set very early by our Founder, Chatri Sityodtong, ONE continues to disrupt by applying a traditional Silicon Valley start-up model, creating scaled digital reach and engagement first, then pivoting to monetization once scale is reached. Chatri and ONE were the first to apply this model to sports.

According to Tubular Labs, ONE was the #4 sports property in the world in 2019 looking at Digital video views, achieved by using this disruptive strategy. At Alpha Tech, the disruption focuses on building an Esports business around casual vs. core gamers and mass casual IP not just focusing on shooters. At the end of the day, we believe that this delivers a larger addressable audience pool.

CYNOPSIS

[01/29/21: HGTV taps a New Kid on the Block for "Farmhouse Fixer"](#)

Cynopsis - Newsletter, 01/29/2021

TECH TALK

Digitas and Weber Shandwick are the first ad agencies to join the Global Video Measurement Alliance, a coalition of companies that agree to a consistent approach to social media measurement using a standard-time, de-duplicated standard based on Tubular Audience Ratings. BBC Studios and WildBrain Spark have also come aboard, joining companies including Vice, GroupNine, Viacom, Discovery and Ellen Digital Network. "As media companies and brands alike navigate media disruption and seek younger audiences, we're able to provide uniform metrics by which transparent comparison and performance evaluation can lead to increased investment and scale within digital video which is particularly popular with young adults – especially adults 18-34," said Neil Patil, Chief Commercial Officer at Tubular Labs.



[Optimizing the News](#)

AdExchanger - Newsletter [syndicating MediaPost coverage], 01/29/2021

Digitas and Weber Shandwick have become the first advertising agencies to join the Global Video Measurement Alliance. [[MediaPost](#)]

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NEXT | TV

[New Members Join Tubular Labs' Global Video Measurement Alliance](#)

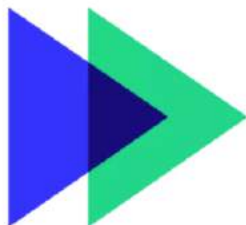
NextTV, 01/28/2021

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New Members Join Tubular Labs' Global Video Measurement Alliance

By Jon Lafayette an hour ago

BBC Studios, WildBrain Spark, Digitas and Weber Shandwick sign up



**Global Video
Measurement
Alliance**

(Image credit: GVMA)

kidscreen

[LEGO. Universal partner on app & toys](#)

Kidscreen, 01/28/2021

Demand for family-friendly music options is also way up in the midst of the pandemic. In March, YouTube views for kids music were [up 21%](#) from the year before, according to market research firm Tubular Labs.



Cyprus Times

[TheSoul Publishing receives multiple Media Excellence Award nominations](#)

Cyprus Times, 01/28/2021

TheSoul Publishing also won multiple [Cynopsis Digital Model D Awards](#) including 'Best Digital Consumer Brand', a 2020 Streamy Award nomination (Best Brand Engagement), while currently ranking as the most viewed content creator across Facebook and YouTube **by Tubular Labs**. TheSoul Publishing was featured in the "Year on TikTok" list alongside top brands and campaigns that inspired creativity and brought joy to the TikTok community in 2020. More specifically, 5-Minute Crafts is highlighted among 'Brands that Built a Community in 2020', recognised for showcasing helpful ideas for craft projects that empower viewers to solve everyday problems with simple, creative solutions.

TheSoul Publishing receives multiple Media Excellence Award nominations



ADVANCED TELEVISION

[Report: Ruptly most watched news agency on YouTube](#)

Advanced Television, 01/27/2021

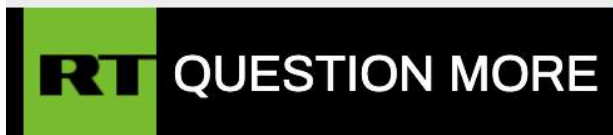
Ruptly, the video news and multimedia agency, was the most-watched news agency on YouTube in 2020.

According to data from online video measurement company Tubular Labs, Ruptly claimed the top spot with 429 million views of its content over the past 12 months.

Annual Leaderboard 2020

TOP 10 YOUTUBE GLOBAL NEWS AGENCIES

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10	AFP Español	98M



[RT's Ruptly was MOST-WATCHED news agency on YouTube in 2020, raking in nearly 430m views](#)

RT, 01/27/2021

According to data from online video measurement company Tubular Labs, Ruptly outperformed all of its competitors, with its content receiving 429 million views over the past 12 months. The company enjoyed a comfortable lead over second-ranked Yonhap, which raked in 367 million views.

RT's Ruptly was MOST-WATCHED news agency on YouTube in 2020, raking in nearly 430mn views

27 Jan, 2021 13:03 / Updated 1 hour ago

[Get short URL](#)



[This Week In Social Video: Bernie Memes, Wrestling, The Super Bowl](#)

Tubefilter, 01/27/2021

WWE's flying leap

[World Wrestling Entertainment](#) is regularly among the [top social video producers](#), but this past week (Jan. 18-24) revealed a big jump on Facebook from 260 million video views to 298 million video views, according to data from Tubular Labs. During the timeframe, WWE leaned heavily on archive footage from past events, with many of those aged clips—some of them over 15 years old—taking home the most views.

WWE's top five videos for the week:

1. [Kofi Kingston's insane Royal Rumble Match saves](#) (20.4 million views)
2. [Randy Orton wins the Royal Rumble Match: Royal Rumble 2017](#) (10.2 million)
3. [The Rock comes to Roman Reigns' aid: Royal Rumble 2015](#) (9.2 million)
4. [Final 4 of the Royal Rumble Match: Royal Rumble 2018](#) (6.9 million)
5. [Goldberg defeats Mark Henry and Randy Orton in Battle Royal: Jan. 19, 2004](#) (6.7 million)

In December 2020 alone, WWE had 1.2 billion minutes watched across Facebook and YouTube, according to Tubular Audience Ratings. That made it 13th among all U.S. creators for the month.



[Influencer Marketing Diversity Report -- Q3 + Q4 2020 Black+ Creator Representation](#)

Outloud Group, 01/22/2021

The Outloud Group's data consisted of 1,602 unique sponsored⁵ YouTube videos while Tubular Lab's Dealmaker data consisted of 13,610 unique sponsored YouTube videos from the top 20 most active US brands in YouTube influencer marketing. All videos included in this study were published between July 1st, 2020 and December 31st, 2020. The 15,212 total videos were hand reviewed with a simple binary tag, which marked if the YouTube channel that published each video featured a Black+ creator or not.

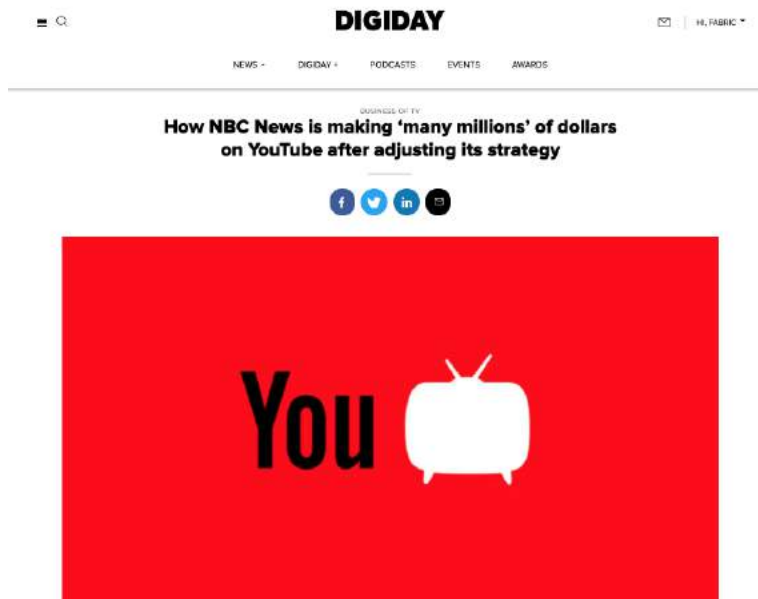
DIGIDAY

[How NBC News is making 'many millions' of dollars on YouTube after adjusting its strategy](#)
Digiday, 01/26/2021 (avoid paywall [here](#))

Coinciding with the rise in revenue is the climb in viewership for NBC News's videos on YouTube over the past year. Through Jan. 21, the networks' news organization has received 205.8 million views on YouTube in January, according to data from **Tubular Labs**. That is a 252% increase compared to January 2020, despite having only uploaded 381 videos this January versus 505 videos uploaded last January. NBC News' YouTube viewership climbed dramatically as the coronavirus crisis escalated. After receiving 61.8 million views on YouTube in February, the outlet attracted 220.6 million views in March. Its video output also increased, from 571 videos uploaded in February to 714 videos uploaded in March.

...

"There was a [material change in the last two years or so](#) where it seems like the platform in general is giving a larger reach for live videos," said Denis Crushell, chief revenue officer at Tubular Labs.



[WATCH THE LINCOLN PROJECT'S DATA-DRIVEN VIRAL VIDEO, PLUS A YOUNG POET'S INSTANT FAME BY THE NUMBERS: DATACENTER WEEKLY](#)

Ad Age, 01/22/2021

The hill she climbed

Amanda Gorman, America's first national youth poet laureate, is overnight-famous at 22, thanks to her star turn on Inauguration Day. (ICYMI: "[Poet Amanda Gorman reads 'The Hill We Climb.'](#)" via ABC News.) To quantify that a bit:

- Videos of Gorman's recitation have racked up more than 28.4 million views on Twitter alone, according to online video measurement platform [Tubular Labs](#).

Campaign Trail ↻

WATCH THE LINCOLN PROJECT'S DATA-DRIVEN VIRAL VIDEO, PLUS A YOUNG POET'S INSTANT FAME BY THE NUMBERS: DATACENTER WEEKLY

Also, the most visible brands on TV during Inauguration Day coverage

By Simon Dumenco. Published on January 22, 2021.



From the number of days spent golfing to the turnover rate of senior advisers ... Credit: The Lincoln Project

AdAge

[MORE SUPER BOWL ADVERTISERS LINE UP AS BUCS SET TO FACE CHIEFS. AND RIP LARRY KING: MONDAY WAKE-UP CALL](#)

Ad Age, 01/25/2021

[Inauguration by the numbers](#)

After all the excitement of last week's inauguration, Ad Age's Datacenter is out with some numbers to put it all into context. Among the findings, Simon Dumenco [reports](#) that videos of youth poet laureate Amanda Gorman's recitation have racked up more than 28.4 million views on Twitter alone, according to online video measurement platform [Tubular Labs](#). Her debut collection, "[The Hill We Climb: Poems.](#)" is currently the No. 1 best seller on Amazon, based on pre-orders, and, according to influencer marketing platform [CreatorIQ](#), she has gained more than 2.8 million followers on Instagram.

Elsewhere, TV ad measurement company [iSpot.tv](#) kept track of all the advertising across national news and information shows on Inauguration Day—and found that Gold Bond racked up the most ad impressions. Meanwhile, the Lincoln Project's latest video on "Trump's legacy" has clocked more than a million views.



**MORE SUPER BOWL ADVERTISERS
LINE UP AS BUCS SET TO FACE
CHIEFS, AND RIP LARRY KING:
MONDAY WAKE-UP CALL**

Plus, Bernie Sanders turns his meme into merch

By [Alexandra Cardine](#), Published on January 25, 2021.



Larry King died at age 87. Credit: Getty via Bloomberg

TV (R) EV

[Tubular Labs: TV Doubles Down On Social Video Heading Into 2021](#)

TVREV, 01/21/2021

TV[R]EV: You're alluding to Tubular Labs' new [TV-like metrics for social video](#). How can Tubular Audience Ratings help media companies invest more confidently in social video as a marketing channel?

Crushell: When you talk to media companies and brands it's all about audience reach and frequency. We're providing the true size of audiences, deduplicated across platforms — by country, by gender, by age. That's helping media companies — mostly from a sales standpoint — really talk to the market about how big their brand is, who they're reaching, etc.



AdAge

[FIVE DIGITAL EXPERIMENTS THAT HELPED JOE BIDEN WIN THE PRESIDENCY](#)

Ad Age, 01/22/2021

These five strategies started as skunkworks, but represent a new standard in authentically connecting with online audiences at scale, not just for political candidates, but for brand marketers as well. All the data used below is public or from **Tubular Labs**. The work was publicly reported, but this creates a cohesive playbook.

...

During the campaign, the average Jill Biden video got 25,000 views/video on Facebook and 422,000 views/video on Instagram, her dominant platform. [Jill Biden's Chicken Parmesan recipe with BuzzFeed Tasty](#) generated 3 million organic views on Tasty's Facebook page, 830,000 on Tasty's Instagram, millions more on paid impressions through BuzzFeed, and another 1 million-plus organic views on Jill Biden's own Twitter and Instagram.

FIVE DIGITAL EXPERIMENTS THAT HELPED JOE BIDEN WIN THE PRESIDENCY

Skunkworks team member offers lessons for product marketers and agencies

By [Allison Stern](#), Published on January 22, 2021.



Credit: Tasty



[The Fight For Pay TV Subscribers Will Be Won On Online](#)
AdExchanger, 01/19/2021 [contributed by Denis Crushell]

Today's column is written by Denis Crushell, CRO at Tubular Labs.

With the maturity of social media platforms into audience attention juggernauts, companies like Netflix, ViacomCBS, Warner Media and NBCUniversal (among others) have all invested heavily in social video marketing efforts to boost TV tune-in and streaming service subscriptions. This trend accelerated in 2020 as the pandemic uprooted the pay TV business. [According to eMarketer](#), more than 6 million US households will cut cable this year – the most subscribers ever in a single year.

But while this attrition illustrates a poor picture for the future of the traditional pay TV business, more households still have a cable subscription than not.

Further, streaming services need to get more creative about how they acquire customers.

Netflix, long the industry leader, may have hit its ceiling for growth, signing up 2.2 million new paid subscribers in Q3 2020 – its [weakest quarter since 2016](#). Meanwhile, Disney's gone full bundle and NBCU's Peacock rollout has been geared toward free with the potential to convert paid subscribers. HBO Max has gone so far as to include the would-be blockbuster Wonder Woman: 1984 free of charge for subscribers. It also plans to release its entire 2021 theatrical slate on the streaming service.

What does this all mean?

While the battle for consumer attention is an always-on fight, the battle for consumer dollars is getting much tighter. Whereas consumers were once willing to pay for multiple subscriptions at once, they're now more inclined to cut any service in favor of the one (or maybe two or three) services they feel they most need.

These dynamics keep shifting rapidly. But there are ways to differentiate a TV offering just the same. Below are some key considerations for media companies as we enter 2021 – many of which could dictate which ones rise and fall during what will be a transformative year for TV.

1. Ramp up social video uploads and marketing, or else.

A few years ago, major networks were laggards in terms of uploading videos to YouTube and Facebook. Now, we're seeing networks owned by the likes of Disney, WarnerMedia and ViacomCBS garner hundreds of millions of unique views per month. Expect every media company selling a subscription – from streaming platforms to media conglomerates and TV platforms – to ramp up its social video marketing, and not just in terms of marketing and total uploads, but sponsored posts as well.

Further, differentiating content in a sea of similar videos becomes crucial. Maybe your audience prefers a lot of short-form videos, or maybe instead it prefers a handful of longer trailers. Viewing data from social platforms can be most helpful when making editorial decisions, and allows creators to give audiences exactly what it wants to watch.

2. Acquisition and licensing battles over niche content.

This one is already happening. The success of niche content has been proliferating the past several years, and we've seen audiences swell around interest-based content, whether it be fitness, gaming, kids, you name it...

The kids category, for example, saw media giant [Moonbug acquire YouTube powerhouse Cocomelon](#). As a result, you're seeing Moonbug gain leverage in executing non-exclusive licensing deals across the board with Netflix, Hulu, Disney Plus and Amazon Prime Video.

While larger streaming services appeal to broader audiences overall, they can still appeal to niche audiences with content that resonates. Disney+ has Star Wars and Marvel content via previous acquisitions, plus National Geographic's library of nature content as well. Netflix and Amazon have their own rafts of kids-focused programming aside from just Moonbug. Anime content has grown on services like Crunchyroll, and that's inspired anime content acquisitions for larger services as well. These are windows into niches that can pay big dividends as beacons to like-minded viewers. Social media becomes a dedicated community to discuss that content on a video-by-video basis.

3. Willingness to change original programming distribution strategy.

HBO, Netflix and Disney Plus each have very different programming release strategies, and their subsequent show promotions vary from supporting the entire series to individual movie events.

Since YouTube and Facebook are the two biggest AVOD (ad-supported video on demand) platforms in the world, there's no greater sandbox in which to test, refine and, if necessary, completely alter streaming distribution strategies based on what the intended audience responds to on social video. Measuring likes and comments only scratches the surface, however. Digging deeper into TV-like metrics including watch time and unique viewers on social lets you make better decisions around streaming content.

Subscription churn is always right around the corner, but media companies can avoid that by becoming even savvier marketers around content. With more measurement tools at their disposal than ever before, these conglomerates don't have to be intimidated by the shifts 2021 will inevitably bring. Instead, they can, and should, embrace them as part of their business model.

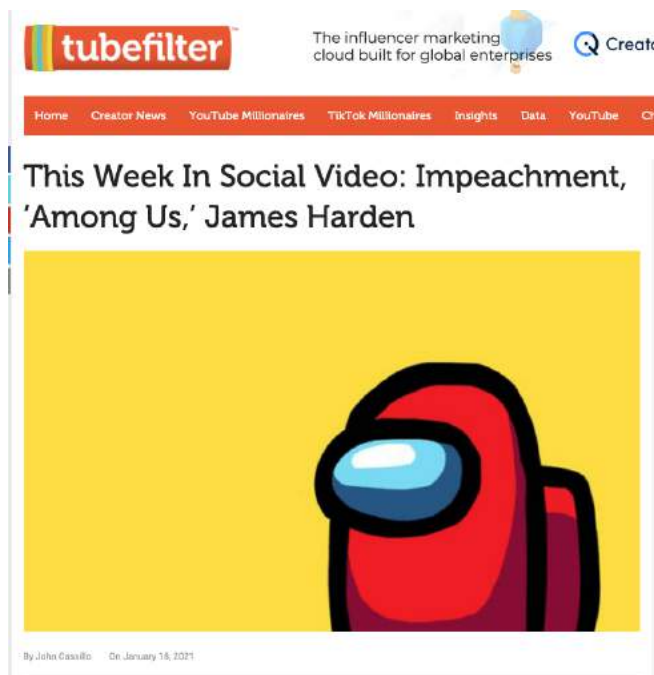
+ Newsletter: [Optimizing the News](#)



[This Week In Social Video: Impeachment, 'Among Us,' James Harden](#)
Tubefilter, 01/18/2021

Videos about Trump's impeachment and the fallout from the coup attempt continued to drive views on YouTube. According to Tubular Labs, CNN and MSNBC were the top two U.S. creators for the week, while NBC News was fourth. Interestingly, however, was an individual's name listed alongside those media titans: [Jake Fellman](#).

The 23-year old YouTuber (2.17 million subscribers) generated 56 million views on just seven videos, and all were around hit video game Among Us. More surprising still was that each of his videos ran for under 30 seconds. With about 1.2 billion YouTube views since the start of 2020, Fellman's big week made up 4.6% of that total. He's had bigger weeks than this one, too, [as a similar Among Us short](#) generated 109 million views.



TV(R)EV

[Inside Disney+'s 'WandaVision' Premiere Ad Push](#)

TVREV, 01/18/2021

On Twitter, Marvel Studios had videos ready to go the second it hit midnight on Jan. 1 on the West Coast. Its [simple two-week countdown video](#) on the platform collected over 1.1 million views despite its very time-specific nature. [Tubular Labs](#) shows 26 different Twitter videos alone since the year began. [A separate account](#) for the show specifically, has collected 26.4 million views since Jan. 1, largely just sharing various trailers and featurettes.



[PewDiePie Videos Are Coming to Facebook](#)

Variety, 01/14/2021

According to Tubular Labs, Jellysmack is currently the third largest U.S. company in monthly unique social media video viewers, behind Disney and ViacomCBS.



[PewDiePie Signs Exclusive Facebook Distribution Deal With Jellysmack](#)

Tubefilter, 01/14/2021

Jellysmack works with a roster of more than 100 digital creators, including Reaction Time (15.3 million subscribers), Azyland (13.3 million), and Brad Mondo (6.63 million). It distributes content on YouTube, Facebook, Instagram, Snapchat, TikTok, and Twitter, and says it currently reaches almost 45% of the U.S. population, according to data from Tubular Labs.



PewDiePie Signs Exclusive Facebook Distribution Deal With Jellysmack



By James Hale | On January 14, 2021

NEXT | TV

[Coverage of Capitol Attack Generates Millions of YouTube Views for TV Networks](#)

NextTV, 01/14/2021

According to social video analytics company [Tubular Labs](#), as of this writing there have been over 207 million views on YouTube videos related to the U.S. Capitol crisis and its aftermath, with 5 million engagements. Four out of the top 10 videos by views were live streams to YouTube, including the No. 1 clip: [NBC News](#)' "Live: Congress Resumes Electoral Vote Count After Rioters Cleared From Capitol" with 14.9 million views (the video is no longer available) — making it NBC News' 11th most-watched YouTube video ever.

Coverage of Capitol Attack Generates Millions of YouTube Views for TV Networks

By Eleanor Semeraro, Analyst and Contributor, TV[R]EV 16 hours ago

Live streams racked up the most views so far, per Tubular Labs



(Image credit: Robert Nickelsberg/Getty Images)

+ [NextTV - Newsletter](#)

NextTV, 01/15/2021

INDUSTRY NEWS

Coverage of Capitol Attack Generates Millions of YouTube Views for TV Networks

As the historic events unfolded on Capitol Hill during the afternoon and evening of Jan. 6, people around the world tuned into news networks and social media to follow what was happening. The TV networks also harnessed social platforms such as YouTube to share breaking news, videos and more as the Capitol was thrown into chaos. **Full Story:** [Next](#)

TV (1/14)



[This Week In Social Video: Coverage From The Capitol And More](#)

Tubefilter, 01/13/2021

Welcome to our weekly social video spotlight, where we use data from Tubular Labs to showcase the video content currently trending on social media.

TV personality and [Popping Bubbles](#) president Ariel Tweto has been outpacing all other U.S. video creators on Facebook for the last week. Her 877 million video views in the timeframe are more than three times that of the next most popular account, and she's also uploaded six of the top 10 videos across the entire platform since Jan. 1, including all of the top five:

1. [How to do fruit carving](#) (117 million)
2. [Hardest slap](#) (94.3 million)
3. [Priceless gifts from the ocean](#) (78.6 million)
4. [This video made my day... funny as hell](#) (62.7 million)
5. [Mother of the year](#) (51.8 million)

This Week In Social Video: Coverage From The Capitol And More



By John Cassillo | On January 13, 2021



[8 ways American video consumption has changed during lockdown](#)

Medium [TheSoul Publishing], 01/11/2021

2. We're perusing positivity

Nearly 30% of Americans stated that they watch [positive video content](#) to improve their mood. More than one in three stated that they consider watching positive videos an important part of their day and that it contributes to healthy living. As a result of this preference for positivity, TheSoul Publishing, which focused on producing positive content, [topped Tubular labs ranking](#) in November 2020 for the most online views of any media & entertainment company.



[2020: A year of non-stop Serbisyonng Totoo for GMA Network](#)

GMA, 01/10/2021 (syndicated: [MSN](#), [LionHeartTV](#))

On digital platforms, GMA News and Public Affairs had a banner year as it led in video viewership and engagement. According to Tubular Labs data, GMA News was the most viewed news media organization in the Philippines on both YouTube and Facebook for the year. It peaked in May 2020 at the 5th spot worldwide at the height of the Luzon lockdown.



[GMA Network tops nationwide ratings](#)

Manila Bulletin, 01/11/2021

On digital platforms, GMA News and Public Affairs had a banner year as it led in video viewership and engagement. According to Tubular Labs data, GMA News was the most viewed news media organization in the Philippines on both YouTube and Facebook for the year. It peaked in May 2020 at the 5th spot worldwide at the height of the Luzon lockdown. GMA News was also the frontrunner for all Philippine news pages on Facebook in total engagement, based on CrowdTangle data.



[How Did Facebook Video Creators Lean Into the Holiday Season This Year?](#)

Tubefilter, 12/28/2020

With the year we've all had, it's understandable that many wanted to skip ahead to the holiday season—and content creators were no exception. From Nov. 1 through Dec. 22 of this year, holiday-related social videos generated over 9.2 billion views on Facebook, according to video analytics firm [Tubular Labs](#). While that's a 12% decrease compared to the same stretch last year, uploads were down about 30%. So, on average, videos were still generating more views this year than they were in 2019.

[Telum Talks To... Shea Driscoll, Social Media Editor, South China Morning Post](#)

Telum Media, 12/31/2020

The past few years have seen media outlets in the region finding their way in engaging with a growing audience on social media. It is no exception for Hong Kong-based South China Morning Post (SCMP).

It has also recently made an achievement, ranked by **Tubular Labs** as one of the top 10 APAC media companies with most unique viewers on their Facebook and YouTube platforms.









[TheSoul Publishing: The biggest social media creator you've never heard of](#)
Medium, 12/21/2020

According to Tubular Labs, a company that provides insights into metrics for brand creators, in November 2020 [TheSoul Publishing had the most views of any media and entertainment company](#) across Facebook and YouTube — followed by ViacomCBS, Comcast, and Disney. [5-Minute Crafts is among the top 10 most viewed of media and entertainment creators.](#)



Most Views - Media & Ent. Properties

All Industries, Nov 2020

Rank	Name	Change (Last and 12 Month)	Facebook Views	YouTube Views	Other
1	 TheSoul Publishing 145 CREATORS	= 	5,382,808,755	4,625,596,634	227,349
2	 ViacomCBS 1852 CREATORS	= 	3,850,270,728	4,593,547,811	370,862,719
3	 Comcast 1277 CREATORS	+1 ▲ 	1,887,830,434	5,330,044,858	509,385,184
4	 The Walt Disney Company 2196 CREATORS	-1 ▼ 	2,017,295,081	4,919,134,142	516,629,623
5	 Jellysmack 210 CREATORS	+2 ▲ 	6,019,364,982	1,049,664,823	3,647,634

The Soul Publishing tops **Tubular** Labs' ranking for the most views of any media and entertainment company



['SNL' Thrives in Politically Charged 2020](#)
Broadcasting + Cable, 12/18/2020

On the year, SNL has 2.5 billion views on YouTube — which is about 7% lower than last year but also featured over 200 fewer video uploads. According to [Tubular Audience Ratings](#), SNL had 20.7 million unique viewers across YouTube and Facebook in November 2020 — good for 116th across global creators on the two platforms. With 973.4 million minutes watched, SNL was 25th overall globally as well.

Riding political content, October was the show’s best month of the year, with 395.8 million views and over 1.1 billion minutes watched.

Further utilizing Tubular, V3 data (views in the first three days since uploading) allows us to compare SNL’s YouTube videos across all of 2020, to see which were most popular in the days immediately following airing on TV. To little surprise, most of the top videos were politically focused, though there were some exceptions.

[Home](#) > [News](#)

'SNL' Thrives in Politically Charged 2020

By John Cassillo, Analyst and Contributor TV[R]EV 3 days ago



Pictured: (l-r) Kenan Thompson as Uncle Ben, host Dave Chappelle as the "Allstate guy", and Pete Davidson as Count Chocula during the "Uncle Ben" sketch on Saturday, November 7, 2020 (Image credit: Will Heath/NBC)



[Hulu Inks Deal for The Dodo's Popular Feel-Good Animal Series](#)

Variety, 12/18/2020

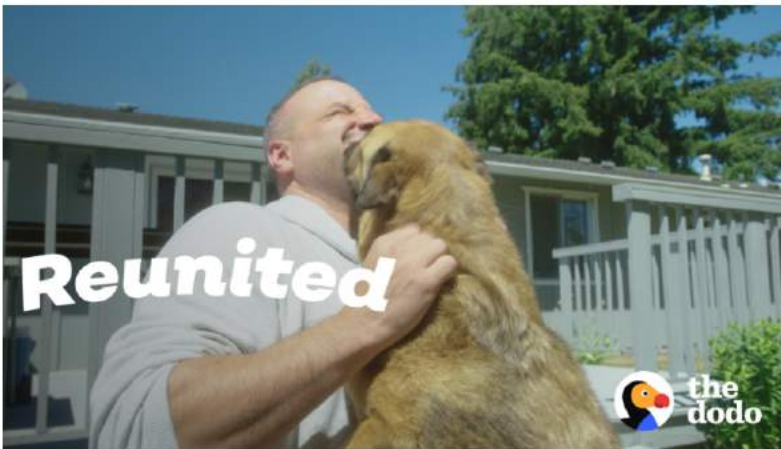
The Dodo is dedicated to “fun, entertaining, emotional stories” about animals and their connections with humans. It’s particularly strong on Facebook, registering 1.7 billion video views overall on the platform in November 2020, according to Tubular Labs.

HOME > DIGITAL > NEWS

Dec 18, 2020 6:30am PT

Hulu Inks Deal for The Dodo’s Popular Feel-Good Animal Series

By Todd Spangler



Group Nine Media



[NEWJ ranked 40th in top 50 Global Digital First Media Companies Rankings](#)

Exchange 4 Media, 12/18/2020

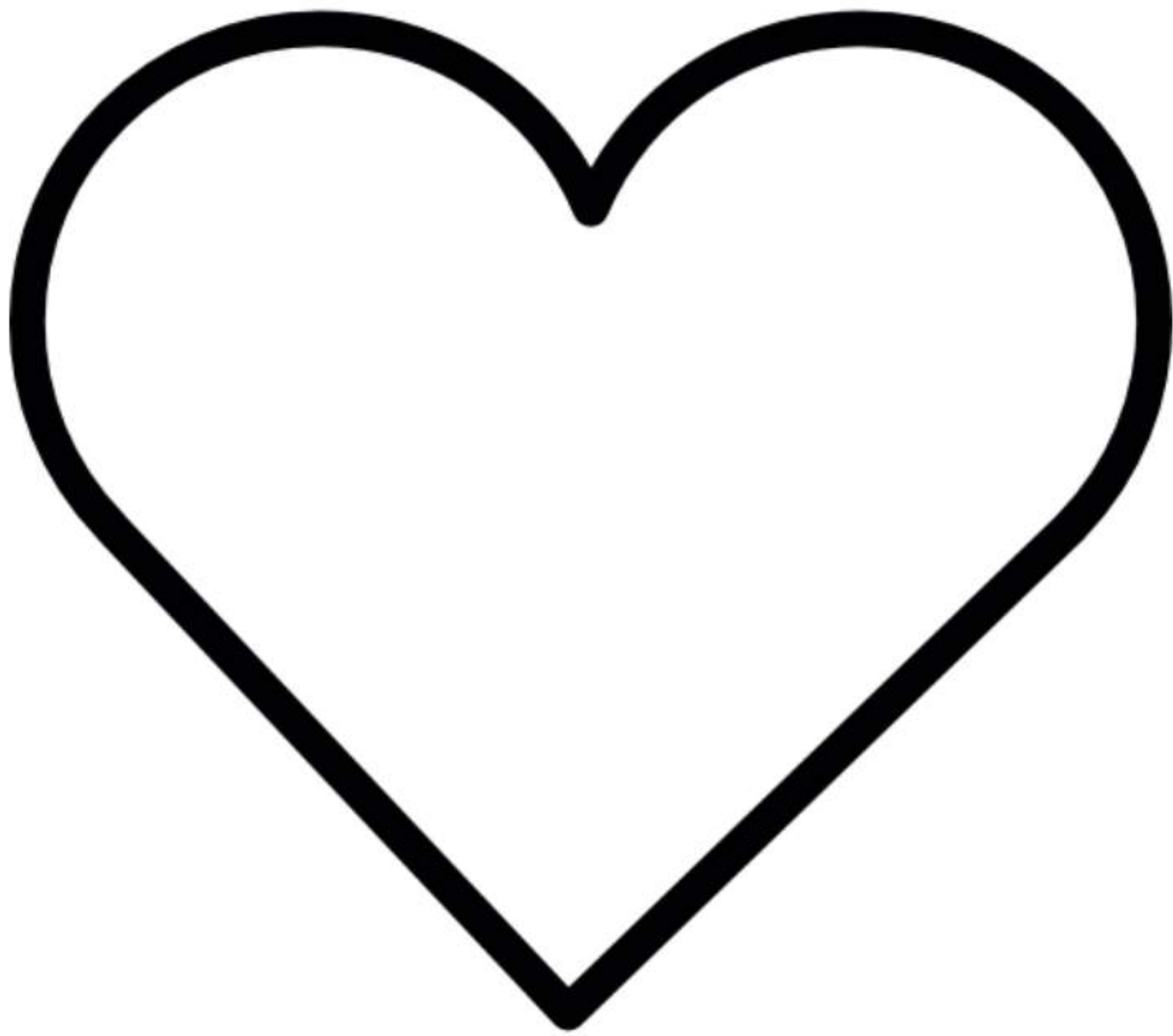
NEWJ (New Emerging World of Journalism) is delighted to announce it has been ranked 40th among the Top 50 Global Digital First Media Companies by Tubular Labs Inc.

NEWJ is the only Indian News Publisher to make it to the list of Global “Digital First Media and Entertainment Properties” by Tubular Labs, a leading global social video analytics company.

Tubular Audience Ratings™ is Tubular Lab’s first-of-its-kind product that measures de-duplicated unique audiences and minutes watched across social media platforms for hundreds of thousands of publishers. Nine out of the 10 top global media companies and 250+ industry leaders trust Tubular to know what the world is watching.



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