



In the Media 2020

fabric

Earned Media Placements in 2020

Tubular has appeared in over 305 unique publications, including The Wall Street Journal, Adweek, Business Insider, Forbes, and more...



Tubular in the Media



Rob Gabel, Former Chief Executive Officer

The post-coronavirus world could see a ‘pretty dramatic’ reduction in industry-related events, says Rob Gabel, CEO of video measurement firm Tubular Labs. ‘When there’s a recession, you get a thinning of the herd,’ he says. ‘If you’re not a tentpole event, or No. 1 or 2 in your niche, you’re in trouble. It comes to the question, “Are you a must-attend – or a nice-to-attend event?” It’s survival of the fittest.” ([Variety](#))

Other digital-first networks have found success on YouTube. AwesomenessTV—now owned by [ViacomCBS](#), which produced [Netflix’s](#) movie franchise “To All The Boys I’ve Loved Before”—and networks like Rooster Teeth, aimed at niche audiences, also create scripted shows for the platform. But Brat TV is quickly gaining traction among Generation Z, says Rob Gabel, CEO of Tubular Labs. ([The Wall Street Journal](#))

“We want to give confidence to creators and advertisers,” said Tubular’s CEO Rob Gabel. “Companies like Complex use it to come up with an idea, or to validate an idea they have. When you have more information, you can make more informed decisions about new programming.” ([Forbes](#))

DIGIDAY GLOSSY



Neil Patil, Chief Commercial Officer

“Influencer and user-generated content has been growing for years, but 2020’s production limitations due to the pandemic have allowed this sort of ‘homemade’ content to become more of a rule than an exception,” said Neil Patil, chief commercial officer of Tubular Labs. ([Digiday](#))

“Rather than focusing on cross-channel ad measurement, which is how most panel-based measurement solutions tackle the problem, Tubular’s audience ratings zero in on content engagement, said Chief Commercial Officer Neil Patil. ‘We look at what people are watching, how long they watch and how many people are watching,’ Patil said.” ([AdExchanger](#))

“Since the start of 2019, Disney has collaborated with numerous beauty influencers on YouTube for tie-ins with certain characters or movie releases,” said Neil Patil, the chief commercial officer at Tubular Labs. ([Glossy](#))

THE WALL STREET JOURNAL.

A Network Tries to Mash Up TV Style and YouTube's Youth



The premiere has 2.5 million views (and episode two, 1.8 million), enough to make the season premiere the No. 3 live action episode to premiere on YouTube this year, according to data from Tubular Labs, a video analytics firm. ([The Wall Street Journal](#))

Forbes

Creating A Brand New Standard For Social Video

Top Media Properties
US Audience across YouTube & Facebook

		AUD UNIQ. VIEWERS	AUD. JOY VIEWS	AUD. WRITERS WATCHES
1	The Walt Disney Company	144.4M	1.2B	3.1B
2	ViscomCBS	120.1M	1.6B	5.3B
3	Jellysmack	126.7M	1.1B	2.2B
4	Comcast	121.6M	1.4B	3.3B
5	Group Nine Media	115.4M	710.3M	1B

“Tubular Audience Ratings is, first and foremost, a third party measurement system. That alone is huge in that one of the biggest complaints about social media measurement is how much of it is self-reported and how the various platforms seem offended if advertisers or agencies questioned their validity.” ([Forbes](#))



How French Video Publisher Brut Made Its US Debut By Covering Underreported Stories

Brut.

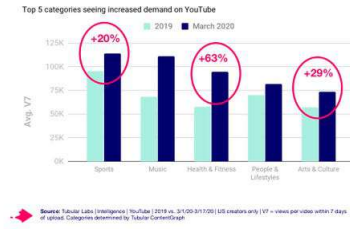
Global Video Brand, US Insights

“Before Brut shot [a video](#) about Mallon early this year, the Tubular Labs team looked for what topics within inclusion mattered to people. Inclusive design popped up as a popular category. ‘We build that video with the learning we had from Tubular to make sure she was addressing the right points of conversation,’ LaCroix said like inclusive design and inclusive fashion.” ([AdExchanger](#))

BUSINESS INSIDER

A top social-video data firm made a 22-page report on how the coronavirus has changed viewer habits on YouTube and other platforms. Here are the 5 takeaways.

Shifts in social video consumption.



Health & Fitness
With daily routines disrupted, people are seeking out at-home workout options, notably bodyweight exercises (performance up +90% since the outbreak).

Arts & Culture
As people look for new at-home activities, they are turning to room makeover videos for inspiration (performance up +63% since the outbreak).

Sports
Supply of Sports content since the outbreak has dwindled but interest hasn't wavered. (see extended report from page 13).

“Looking at the latest data from platforms like YouTube, Facebook, and Instagram, the social-video analytics firm Tubular Labs put together a 22-page report on what content is grabbing consumers' attention. One big area that's overperforming is sports content, likely due to the cancellation of live events.” ([Business Insider](#))

AdAge

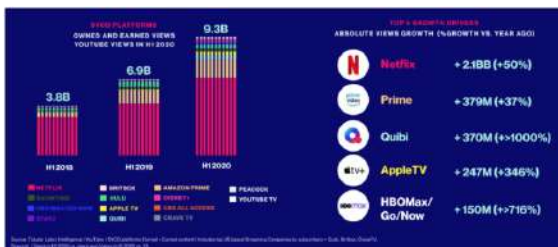
JOHN KRASINSKI'S 'SOME GOOD NEWS' BY THE (REALLY GOOD) NUMBERS, AND GREAT NEWS FOR HOME DEPOT, LOWE'S AND WALMART: DATACENTER WEEKLY



“...For a little bit of insight into why a “massive bidding war” would have surrounded such a charming, low-key project, Ad Age turned to [Tubular Labs](#), the social video measurement platform, for some exclusive data on how “SGN” connected with audiences in its first incarnation.” ([Ad Age](#))



How SVODs Are Leveraging Facebook And YouTube To Grow Their Audiences



“Tubular found that YouTube views for SVODs’ owned and earned content have seen steady growth over the last few years, but are reaching new heights in 2020...While nascent players are driving a portion of the growth, existing services continue to expand their investment on YouTube.” ([Tubefilter](#))

ADWEEK

10 Things You Need to Know About Newsmax, the Surging Conservative News Network



“However, data from social video measurement service Tubular Labs shows that Fox News had 36.9 million unique global viewers in October across Facebook and YouTube, watching a total of 1.5 billion minutes on those platforms, while Newsmax had 7.5 million unique viewers in the same month, viewing 75.9 million minutes in total.”
[\(Adweek\)](#)

VentureBeat

Gaming sees explosive growth in social video as people stay home

Gaming had its best week



Week of March 30

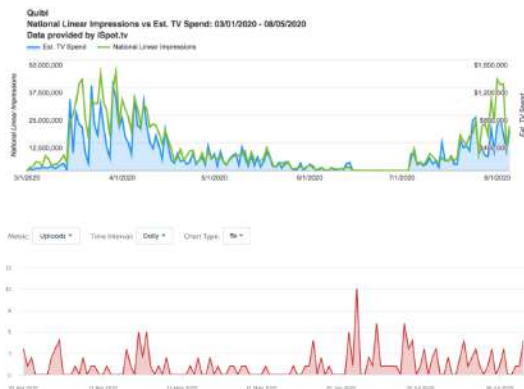
17B
VIEWS

+24%
GROWTH YoY

“During the week of March 30, gaming content on YouTube had its best week ever — with 17 billion views, representing a 24% year-over-year growth. Facebook has also seen an increase in gaming videos, although not as much as YouTube.”
[\(VentureBeat\)](#)

DEADLINE

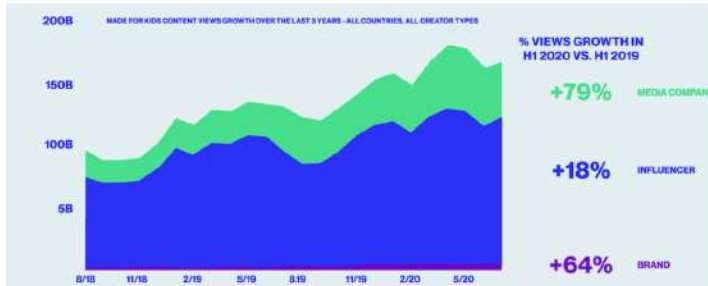
Quibi Is Looking To Market Its Way Back Into The Streaming Conversation, New Research Shows



“Through April and May 2020, Quibi was uploading less than a video per day to [YouTube](#), with a total of 51 videos, an average of 0.84 per day. But in June, July and August to-date, Quibi posted 92 videos (an average of 1.39 per day), Tubular Labs found.”
[\(Deadline\)](#)

RAPIDTVNews
media smart business ready

Made For Kids are alright for YouTube monetisation



“A study from social video analytics company Tubular Labs measuring the growth of YouTube's Made For Kids marketplace has seen major uptick in views/engagements on the platform since the start of the pandemic.”
([Rapid TV News](#))

brandchannel:

Brand Moves for Friday September 18



“Sponsored content for Twitter with ad bumpers, or ‘presented by’ live streams and clips became popular choices among sports marketers. Nearly eight in ten (77%) of the sports videos uploaded to Twitter between Jan. 1 and Sept. 15 came from media companies, according to Tubular Labs.”
([Brand Channel](#))

AdAge

HOW BRANDS CAN STAY IN THE GAME WITH FOOTBALL AND BASKETBALL TWITTER



“Fans and athletes alike couldn’t get enough of the series, tweeting their reactions and reigniting debates about who’s really the GOAT. Twitter was the No. 1 platform for #TheLastDance announcement with 5.9 million daily video views, 4 million more than the second-place platform.” ([Ad Age](#))

Earned Media Placements in 2020

UNIQUE ARTICLES GENERATED

748

UNIQUE PUBLICATIONS

305

Articles in: The Wall Street Journal, Forbes, Business Insider, Ad Age and more..

SOCIAL SHARES OF ARTICLES

1,494

**ESTIMATED AGGREGATE
READERSHIP/MEDIA VALUE**

(Estimated Actual Post Views)

1.5 Billion/\$2.53 Million*

*According to Cision

Sportico

WORLD'S STRONGEST MAN PUMPS UP SOCIAL PRESENCE AMID PANDEMIC

Sportico, 12/10/2020

Social media provided a major lift for the World's Strongest Man competition amid a severely disrupted 2020. With a trio of new online shows, WSM became one of the top five fastest-growing sports league or organization accounts on both Facebook and Instagram this year, according to data from social monitoring platform Crowdtangle, and the social analytics company Tubular Labs said it was among the top 10 sports publishers by viewership on Facebook.



Major gains: World's Strongest Man became one of the top five fastest-growing sports league or organization accounts on both Facebook and Instagram this year.

WORLD'S STRONGEST MAN / IMG

TV(R)EV

[Twitch Won't Abandon Gaming Roots. It's Using Them to Inform Its Evolution.](#)

TVREV, 12/02/2020

Data to this effect — along with other, [TV-like video measurement solutions from a company like Tubular Labs](#) — shows the opportunity for audience attention with these sorts of platforms (and Twitch, in particular). Twitch has become an engaging community-building tool for gaming, sure. But also cosplaying, journalism, chess ([to a great degree](#)), politics, music and now, mainstream sports, among countless other topics. The key, as anyone who's used Twitch understands right now, is to provide a compelling narrator with a genuine passion for the subject matter and an ability to speak endemically about it... along with content that people actually want to watch, of course.



RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[What Brands Enjoyed Black Friday/Cyber Monday Ad Surge?](#)

Radio + Television Business Report, 12/02/2020 (avoid paywall [here](#))

Then, there's Target. As the retailer saw minimal decreases in TV ad impressions (down just 3.5%), the brand's success on social video is worth noting. According to Tubular Labs, Target published 30 different YouTube videos in the last three months around Thanksgiving and holiday shopping, amounting to over 37 million views.



[Food Publishers Surprisingly Didn't Lean On Thanksgiving Video Content This Year](#)

Tubefilter, 11/30/2020

Plenty of holidays heavily feature food, but more than any other, Thanksgiving revolves around cooking. So, it'd seem to be a natural fit that in November, food publishers on social video would lean into content around Thanksgiving recipes.

Data from [Tubular Labs](#), however, shows that apparently wasn't the case this year—at least for the top creators.



[How England & Wales Cricket made the sport seem less 'Downton Abbey' among 16-24 year olds](#)

The Drum, 11/26/2020

Results

- August: ECB ranked the No.1 UK sport channel on YouTube (Source: Tubular Labs).

ADWEEK

[10 Things You Need to Know About Newsmax, the Surging Conservative News Network](#)

Adweek, 11/23/2020 (avoid paywall [here](#))

Fox News declined to comment on Ruddy's ratings claims. However, data from social video measurement service Tubular Labs shows that Fox News had 36.9 million unique global viewers in October across Facebook and YouTube, watching a total of 1.5 billion minutes on those platforms, while Newsmax had 7.5 million unique viewers in the same month, viewing 75.9 million minutes in total.

BUSINESS INSIDER

[Inside ESPN's abrupt exit from dedicated esports coverage, which insiders said was 'shocking' but stemmed from business problems beyond the pandemic](#)

Business Insider, 11/16/2020 (avoid paywall [here](#))

Since November 2018, ESPN Esport's YouTube [page](#) garnered 9.3 million views, according to the analytics company Tubular Labs. Competitor channel [Esports Talk](#) drew over 78 million views on YouTube over the same period, based on Tubular's analysis.



GOOD TO SEO

[YouTube's Organic Visibility Tops Wikipedia in Google SERPs](#)

Good to SEO, 11/14/2020

According to Tubular Labs data, 180,000 brands have sponsored 1.3 million videos in 400,000 campaigns created by 115,000 content partners.

In other words, if your organization or client can't or won't create the kind of great content that popular YouTube Creators do, then sponsor their next video.

GOOD TO SEO

[Viacom Digital Cuts Four-Continent, Short-Form Show Deal With Facebook Watch](#)

Good to SEO, 11/14/2020

Tubular Labs' latest rankings of global video providers suggest the focused digital unit is starting to make some headway with younger audiences. Tubular placed Viacom fifth in viewership in the Media & Entertainment sector, the company's highest ranking ever.

ADWEEK

[‘The Money Will Flow’: Why Bloomberg Media Is Betting on Streaming](#)

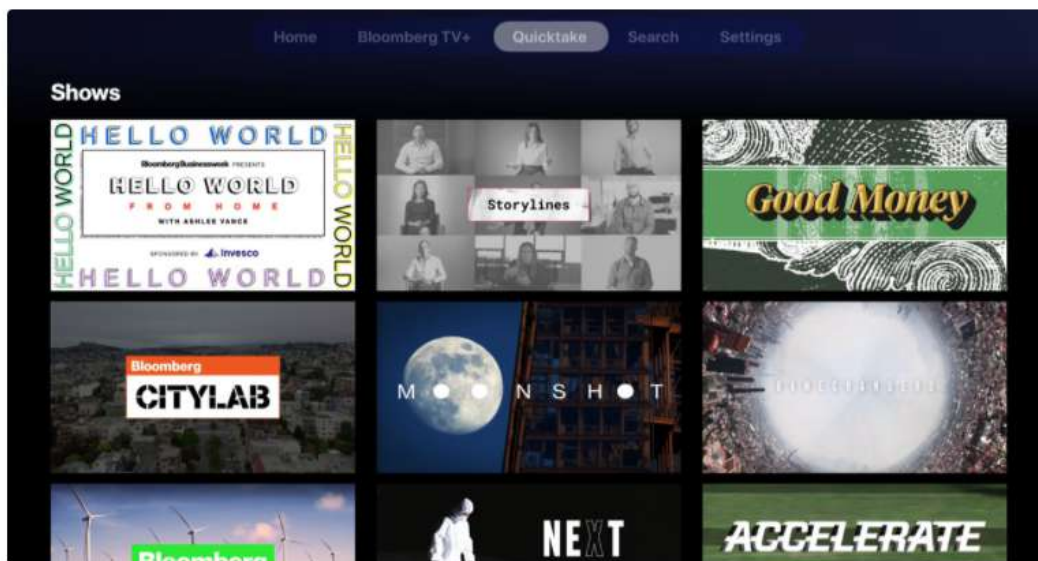
Adweek, 11/10/2020

“Each platform is a universe unto itself,” said Cowgill, adding that stories, formatting and mediums are all taken into consideration when deciding what might perform well on the service. Quicktake already has 50 million monthly viewers across social channels, she said. In September, the channel had over 100 million video views across mostly Twitter and YouTube, according to Tubular Labs data.

PUBLISHING

‘The Money Will Flow’: Why Bloomberg Media Is Betting on Streaming

By relaunching its social video brand, the company aims to reach audiences beyond financial markets news



Bloomberg Media released a 24/7 streaming news channel.

TV(R)EV

[Election Night 2020: TV Ads and Viewer Insights](#)

TVREV, 11/04/2020

Notably, most creative stayed away from any mention of the election, though there was an exception: Smirnoff. Its star-studded “[Debate Responsibly](#)” ad had 22.8 million impressions on four airings, humorously encouraging voters to avoid talking about politics while drinking Smirnoff Seltzer. The spot was not unique to Election Night, having originally aired back in early October. Interestingly, the brand didn’t push the spot much on social since its debut. According to [Tubular Labs](#), it’s been watched fewer than 3,200 views on YouTube.



["The Late Show with Stephen Colbert" Ratings Highlights for Oct. 26-30](#)

The Futon Critic, 11/04/2020

Finally, for the week ending Oct. 30, THE LATE SHOW was the #1 late night show for views of current content on YouTube thanks, in part, to clips of Colbert's Monday night interview with Sacha Baron Cohen which drew 5.3 million total views. (Source: Tubular Labs)

DIGIDAY

[‘Two very, very different companies’: Why CNN’s Great Big Story failed to survive](#)

Digiday, 11/02/2020

In 2016, the company was producing 12 to 15 videos per week, but by 2019, the output was reduced to less than 10 videos per week, per former employees. Data from Tubular Labs seems to back that up. In 2018, Great Big Story uploaded, on average, 85 videos per month to YouTube, but in 2019, it averaged 53 per month, according to the video analytics firm.

“We were putting out fewer daily videos, but the quality was probably higher,” said a former employee. That higher quality appears to have coincided with higher viewership. In 2019, Great Big Story’s YouTube videos averaged 52.9 million monthly views in the U.S., a 25% increase from the previous year’s monthly average, according to data from Tubular Labs.



Il Sole **24 ORE**

[From Amazon Prime Video to Disney +, a battle with TV commercials](#)

24, 11/01/2020 (translated from Italian)

The sirens of Facebook and Youtube

In the first half of 2020, Netflix would have recorded 6.2 billion views of video content on YouTube and 4.7 billion on Facebook, respectively, according to eMarketer's data based on data from the digital video analysis company Tubular Labs. 50% and + 54% year on year. Among streaming services, Amazon Prime Video had the second highest number of video views on YouTube in the first half, with 1.4 billion; Hulu came in second for Facebook, garnering 476 million views.

LA LETTRE

· DE L'AUDIOVISUEL ·

[Brut devient le premier média social en Europe](#)

La Lettre, 10/29/2020 (translated from French)

With 39 million unique viewers, Brut tops the Tubular Audience Ratings ranking, ahead of the BBC (24 million unique viewers), becoming the most powerful social media in Europe. This is the first time that Tubular Audience Ratings has published a social media ranking in Europe. Launched by Tubular Labs, Tubular Audience Ratings was inspired by television audience measurement methods to offer brands and publishers to measure the true power of a social video based on attention, time and the deduplicated audience. "In just four years, Brut has established itself as an influential media in France, Europe and the world by helping to move the lines through a committed and positive editorial line", said the CEO of Brut, Guillaume Lacroix, in a press release.



[B2B Marketing News: Google Faces Monopoly Probe, Sophisticated B2B Attribution Models Study, & LinkedIn's New Video Meeting Options](#)

GaleForce News, 10/29/2020 (Newsletter)

Tubular Labs Launches Deduped Audience Ratings For Video On Facebook And YouTube
A new effort from video intelligence firm Tubular Labs aims to deliver a more standardized video viewing metric across the Facebook and YouTube platforms, with support for Instagram forthcoming, the firm recently announced in a move of interest to digital marketers.
AdExchanger

G L O S S Y

[Beauty's hottest new collaborators: Muppets and cartoon characters](#)

Glossy, 10/28/2020

Disney has also tapped into the beauty influencer world. "Since the start of 2019, Disney has collaborated with numerous beauty influencers on YouTube for tie-ins with certain characters or movie releases," said Neil Patil, the chief commercial officer at Tubular Labs. He noted that one of the most popular example was a "[Maleficent](#)" [makeup tutorial](#) for Halloween last year by beauty influencer Promise Phan, which received over 467,000 views.

VIUZ

GROSS. : THE MOST POWERFUL SOCIAL MEDIA IN EUROPE

Viuz, 10/28/2020 (translated from French)

Launched by Tubular Labs, the world leader in online video audience measurement, Tubular Audience Ratings was inspired by television audience measurement methods to offer brands and publishers to measure the true power of a social video based on attention, time and deduplicated audience. With Tubular's new Audience Ratings solution, publishers and advertisers can finally compare social video audiences with TV and web audiences and make clearer, audience-centric investment decisions.

With 39 million unique spectators, Brut. is widely at the top of this first European ranking by achieving nearly double the audience of the BBC which records 24 million unique viewers.

DEADLINE

Padma Lakshmi, Aasif Mandvi, Nik Dodani And More Celebrate Kamala Harris As First South Asian VP Candidate, Discuss Power Of Voting

Deadline, 10/26/2020

According to Tubular Labs, NowThis has become the most-watched mobile news brand globally and has a reach 70% of Americans in their 20s every month (per Nielsen, June 2020). This had made the platform a top destination for campaigns and celebrities. Earlier this year, in the wake of the new era of virtual campaigning, Biden outlined his general election economic argument exclusively on NowThis' channels to reach young voters who are disproportionately impacted by the current economic crisis

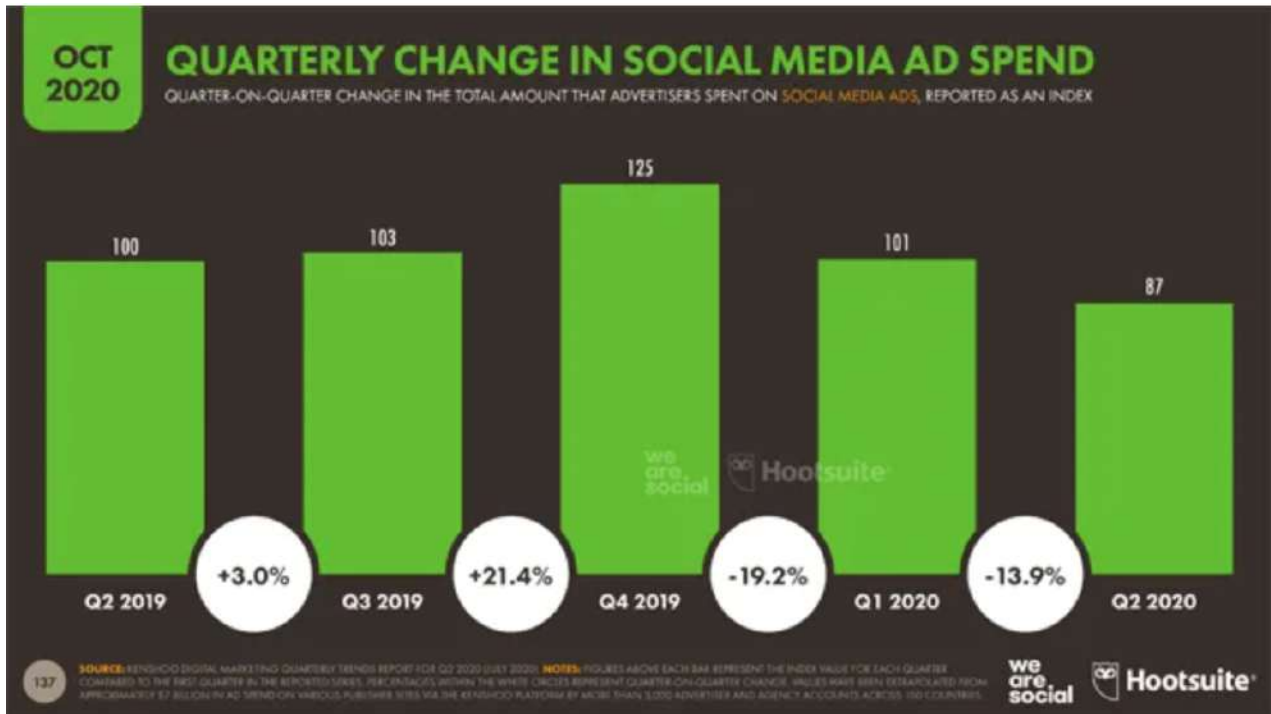


Google Faces Monopoly Probe, Sophisticated B2B Attribution Models Study, & LinkedIn’s New Video Meeting Options

World’s Best News, 10/23/2020

Tubular Labs Launches Deduped Viewers Rankings For Video On Fb And YouTube

A brand new effort from video intelligence agency Tubular Labs goals to ship a extra standardized video viewing metric throughout the Fb and YouTube platforms, with help for Instagram forthcoming, the agency just lately introduced in a transfer of curiosity to digital entrepreneurs. [AdExchanger](#)



**VIDEO
AD
NEWS**

[The WIR: Quibi Calls it Quits, Google Claims Progress in Privacy Sandbox, and Snap Revenues Soar](#)

Video Ad News, 10/23/2020

Tubular Labs Launches Deduplicated Reach Measurement Across Facebook Watch and YouTube

Social video measurement company Tubular Labs this week announced a new tool to measure deduplicated reach across Facebook Watch and YouTube. Tubular Labs it is working to extend the product to cover Instagram too.

Digital TV Europe

[VCNI ups Sears to EVP and GM of digital and ad sales](#)

Digital TV Europe, 10/23/2020

VDSI currently amasses five billion monthly video views and is top of Tubular Labs' Media and Entertainment Index.

Forbes

[Creating A Brand New Standard For Social Video](#)

Forbes, 10/21/2020

That's why Tubular Labs' new time-based measurement standard, Tubular Audience Ratings™ is such a godsend for advertisers and publishers alike.

Tubular Audience Ratings is, first and foremost, a third party measurement system. That alone is huge in that one of the biggest complaints about social media measurement is how much of it is self-reported and how the various platforms seem offended if advertisers or agencies questioned their validity.



[Tubular Labs Launches Deduped Audience Ratings For Video On Facebook And YouTube](#)

AdExchanger, 10/21/2020

Four-year-old French video publisher Brut has experienced this dynamic firsthand, said its founder and CEO, Guillaume Lacroix. Brut sees roughly 39 million uniques a month, the majority under the age of 45, and, in September, its content reached 38% of the French population. But advertisers aren't comfortable shifting their budgets without TV-like ratings to back up the move.

"I don't think we need initiatives that compare ourselves to TV," Lacroix said. "If we have common ground, though, we can be in a position with advertisers to attract TV money and build our narrative around social engagement."

- + Newsletter: [Tubular Labs Launches Deduped Audience Ratings For Video On Facebook And YouTube](#)



[Cross-Platform Social Video Ratings Launched by Tubular](#)

Broadcasting + Cable, 10/21/2020

Tubular said the new metric should unlock billions of dollars in social video advertising revenues.

"Tubular's new metrics are the first of their kind for social video, and bring parity to the convergent TV arena where media owners and brands need to measure TV and digital alike," said Tubular Labs executive chairman Greg Coleman. "No modern media company or brand can invest in digital video across platforms without these time-based and de-duplicated cross-platform audience insights."

- + Newsletter: [Cross-Platform Social Video Ratings Launched by Tubular](#)

MARTECHSERIES

Marketing Technology Insights

[Tubular Labs Unveils Cross-Platform Audience Ratings: New Metrics Unlock Billions of Dollars in Social Video Revenue](#)

MarTech Series, 10/21/2020

Tubular has partnered with multiple third-party panels to obtain behavioral data that powers its models. These third-party panels track the anonymized social video viewership of an average of 1.7 billion events across millions of global devices each month used in calculating Tubular Audience Ratings.



[Tubular Labs Unveils Cross-Platform Audience Ratings: New Metrics Unlock Billions Of Dollars In Social Video Revenue](#)

AiThority, 10/21/2020

The new audience ratings deliver publishers, advertisers and analysts transparent video audience engagement metrics — second-by-second minutes watched and deduplicated unique viewers — across YouTube and Facebook, with plans to add Instagram and Twitter.

“Audience Ratings’ capabilities answer a lot of simple, yet important questions that have lingered for years, but until now have been virtually impossible to answer,” said Neil Patil, Chief Commercial Officer at Tubular Labs. “Now we’re not just delivering a better way to evaluate video content and audiences, we’re giving the marketplace an even better way to compare, contextualize and make informed business decisions.”

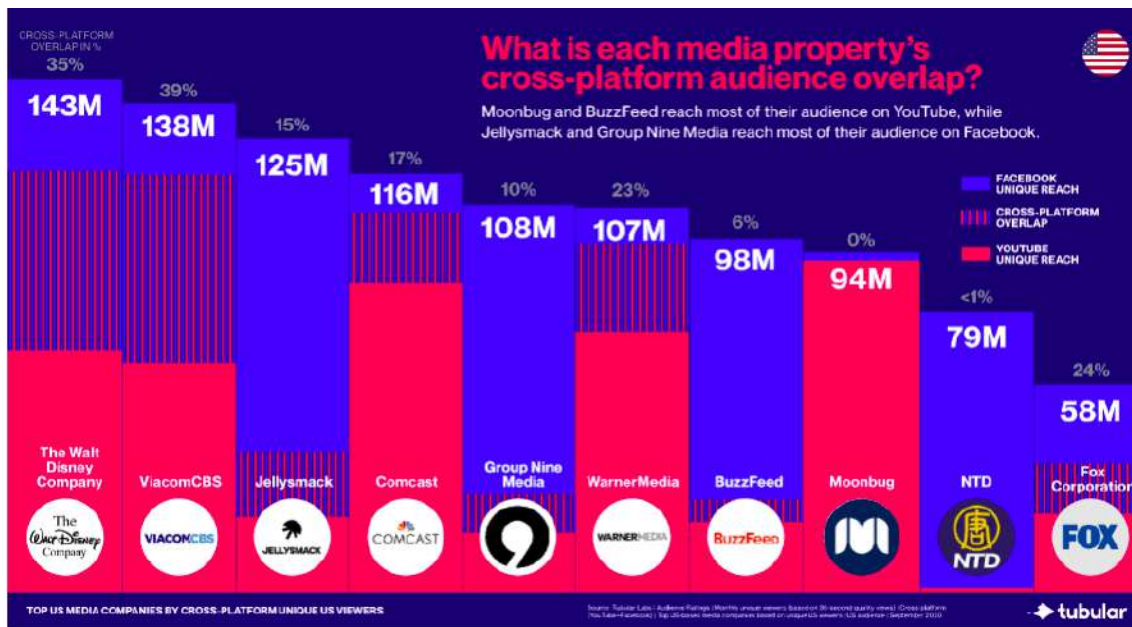
TV(R)EV

Tubular Audience Ratings Making TV-Like Metrics a Reality for Social Video

TVREV, 10/21/2020

As Tubular CCO Neil Patil put it, “Now (Tubular is) not just delivering a better way to evaluate video content and audiences, (it’s) giving the marketplace an even better way to compare, contextualize and make informed business decisions.”

The graphic above, supplied by Tubular, looks at cross-platform unique viewer overlap in the U.S. for the largest media properties. While there are plenty of traditional media conglomerates on that list — Disney, ViacomCBS, Comcast, WarnerMedia — you can see digital-first entities competing right along with them, and commanding attentive viewership that stack up favorably with broadcast in some regards.



(via [Tubular Labs](#))



[Tubular Intros Deduplicated YouTube, Facebook Video Audience Ratings](#)

MediaPost, 10/21/2020

Tubular Labs has introduced a deduplicated audience and time-based system for standardized measurement of video audiences across Facebook and YouTube.

The audience ratings product provides standardized metrics for validating and comparing audiences by minutes watched on a second-by-second basis, as well as deduplicated unique viewers, according to Tubular, a video measurement and analytics platform.

Tubular is also working on extending the audience ratings to Instagram and Twitter.

Lack of standardized cross-platform social media video metrics — and lack of TV-like metrics, in particular — have impeded advertisers' ability to make knowledgeable decisions about appropriate allocation of budget dollars to video campaigns with digital publishers.



[Tubular Labs Debuts New Industry-Standard Viewership Metrics For Digital Video](#)

Tubefilter, 10/26/2020

This new system has been in development since early 2019. To create it, Tubular Labs formed the Global Video Measurement Alliance (GVMA), a coalition of major media and entertainment companies including Vice, BuzzFeed, ViacomCBS, Discovery, Mattel, Group Nine Media, Ellen Digital Network, Corus Entertainment, Brut, Freeda Media, and Social Chain Media.

The GVMA's collective goal was to encourage broad adoption of viewership metrics that are generally used to measure the performance of television programs. When the coalition was founded, there was no agreed-upon industry standard for digital video measurement. Measuring performance in views is most common, but social platforms, ad agencies, and other entities tend to each have their own way of calculating views, which can lead to discrepancies.

TV (R)EV

[AOC Twitch Stream Shows Path Forward for Politics & Video Engagement](#)

TVREV, 10/21/2020

Social video data from [Tubular Labs](#) shows just how much gaming-centric content is winning over audiences and remains an untapped area for engagement around elections. The [new Tubular Audience Ratings](#) can highlight top creators by minutes watched in the U.S.

September's results show three of the top five creators were gaming-related — including No. 2 SSSniperwolf at 1.7 billion minutes — as were four of the top 10.

AdAge

[WHO WON THE DEBATE, PLUS FOX NEWS VS. CNN VS. MSNBC ON YOUTUBE AND FACEBOOK: DATACENTER WEEKLY](#)

Ad Age, 10/23/2020

Social video measurement service [Tubular Labs](#) is rolling out something it's calling the Total Audience Ratings (TAR) system, which allows media makers/publishers/broadcasters and brands to get a lot more insight into their crossplatform video audiences—and their competitors' crossplatform video audiences.

DIGIDAY

[‘A viewer-safe antidote’: The Dodo’s audience and ad business surges in 2020](#)

Digiday, 10/07/2020 (avoid paywall [here](#))

The arrival of the coronavirus helped too. Like most every other publisher, the Dodo’s video views soared in April during the coronavirus lockdown, and they have continued to trend upward as the year has worn on. The Dodo said it piled up 5 billion views across social platforms in August 2020, up from 2.5 billion over the same period last year. The Dodo has been the #4-ranked video creator by views in the U.S. over the past three months, according to Tubular Labs data.

“They’ve demonstrated they know how to create compelling content,” said Neil Patil, Tubular Labs’s chief commercial officer.



BC

Broadcasting+ Cable

TV By the Numbers: Sept. 28 - Oct. 5

Broadcasting + Cable, 10/06/2020

According to an analysis from Tubular Labs, news media dominated [coverage of the first presidential debate](#) on YouTube. The top creators for debate content, ranked by YouTube views in the seven days ending Oct. 2, were Fox News (13.5 million views), C-SPAN (12.4 million), ABC News (11.3 million) CNN (9.5 million) and CBS News (8 million). The most-viewed videos used hashtags such as #presidentialdebate (22.8 million views), #trump (15.3 million) and #biden (13.3 million).

Top video formats

Based on top 30 videos, YouTube Views for Presidential Debate Content, Videos uploaded in the last 7 days



Source: Tubular Labs | Video Intelligence | YouTube | Keyword search for Presidential Debate | Videos uploaded in the last 7 days | Data as of October 2, 2020

VARIETY

[MBC Group Forges Partnership With Facebook in Middle East and North Africa](#)

Variety, 10/07/2020

Earlier this year, MBC Group secured its first top 10 position for digital and social media video views in the world, according to data cited from social video metrics company Tubular Labs for the month of May 2020.

HOME > DIGITAL > NEWS

Oct 7, 2020 2:44am PT

MBC Group Forges Partnership With Facebook in Middle East and North Africa

By Nick Vivarelli ▾



Courtesy MBC Group



[How AMC Used Social Video To Keep ‘The Walking Dead’ Fans Living This Summer](#)

Tubefilter, 10/01/2020

Using data from [Tubular Labs](#), we dove into AMC’s multi-pronged approach with Facebook video for its zombie-infested universe. Since April 1, The Walking Dead’s official Facebook page has uploaded 115 videos, racking up over 54.5 million views and 1.1 million engagements. While video themes spanned a variety of topics, including promotion of AMC’s other shows, many videos from TWD fell into three main buckets: promotional extras, virtual hangouts, and trailers/teasers.



[Home](#) [Creator News](#) [YouTube Millionaires](#) [TikTok Millionaires](#) [Insights](#)

How AMC Used Social Video To Keep ‘The Walking Dead’ Fans Living This Summer



TOTAL LICENSING

[Haven Signs Blippi For Australia And New Zealand](#)

Total Licensing, 10/2/2020

In just two years, it has become a kids programming powerhouse with a library of more than 550 hours of content, which is distributed on more than 100 platforms globally, including YouTube, Netflix, Hulu, Amazon Prime Video, Joyn, Sky and Roku. In May of 2020, Tubular Labs named Moonbug one of the leading digital kids' entertainment companies in the world based on the total number of minutes watched worldwide.

DIGIDAY

[‘Asymmetrical in every sense’: The latest console wars see Sony and Microsoft pursue diverging battle plans](#)

Digiday, 9/25/2020

Eight of PlayStation's top 10 videos on the year had at least some sort of PS5 tie-in, and the reveal trailer for the PS5 console has around 32.8 million views — the most of any video from PlayStation this year, according to Tubular Labs. Across global YouTube pages, PlayStation's published over 700 videos tied to PS5, making up over 25% of PlayStation's YouTube views for the year.

BACKSTAGE

[How Major Brands Are Approaching Video Production](#)

Backstage, 9/24/2020

“Influencer and user-generated content has been growing for years, but 2020's production limitations due to the pandemic have allowed this sort of ‘homemade’ content to become more of a rule than an exception,” Neil Patil, chief commercial officer of Tubular Labs, told Digiday.

TV (R) EV

[Marvel's 22-Month Movie Gap Will Put New TV Endeavors to the Test](#)

TVREV, 9/22/2020

According to Tubular Labs, “WandaVision”-related content alone has generated 45.1 million views on YouTube in September, while Marvel-related videos have accounted for 1.1 billion. The demand is clearly there for the content. Now Disney just has to hope expectations don’t crush what we actually get.

TV[R]EVENUE

[Contributors](#) [About](#) [Services](#) [Reports](#)

[TV\[R\]EV ORIGINAL](#) [ADVERTISING](#) [ANALYTICS](#) [ALAN WOLK](#) [VIDEO](#) [SCREEN CONVERGENCE](#) [PODCASTS](#) [REVISIONISTS](#) [#CREATEDWITH](#)





MediaPost

[How WildBrain's Kids Digital Entertainment Network Lives On Data](#)

MediaPost, 9/22/2020

WildBrain uses Tubular to look across large swaths of data on platforms such as YouTube to identify trends, such as emerging genres, trends of videos being created, and what is popular. It allows the company to create content from scratch and launch it across its network — all powered by data.

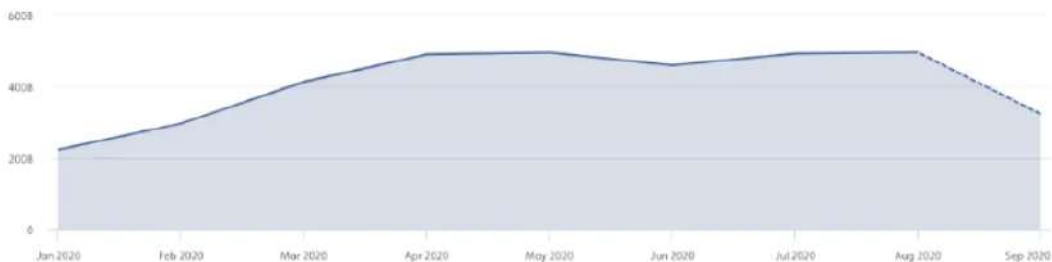
DIGIDAY

[‘We have seen increasing demand’: Facebook video powers a user-generated content surge](#)

Digiday, 9/22/2020

In the aggregate, video views on content not produced by brands or media companies has grown steadily all year, climbing from 223 billion views in January 2020 to 495 billion in August 2020, Tubular data showed.

“Influencer and user-generated content has been growing for years, but 2020’s production limitations due to the pandemic have allowed this sort of ‘homemade’ content to become more of a rule than an exception,” said Neil Patil, chief commercial officer of Tubular Labs.



brandchannel:

[Brand Moves for Friday September 18](#)

Brand Channel, 9/18/2020

During the live sports hiatus, many sports organizations pursued ad opportunities on social networks like Twitter to soften the loss of match-day revenue. Sponsored content for Twitter with ad bumpers, or 'presented by' live streams and clips became popular choices among sports marketers. Nearly eight in ten (77%) of the sports videos uploaded to Twitter between Jan. 1 and Sept. 15 came from media companies, according to Tubular Labs.

brandchannel: [5 questions](#) [news](#) [features](#) [subscribe](#) [search](#)

Brand Moves for Friday September 18

Posted September 18, 2020 by [brandchannel](#)

[f](#) [t](#) [in](#)





[Which NFL Teams Won The Offseason On Social Video?](#)

Tubefilter, 9/14/2020

From March 12 (the day games were cancelled for most other leagues) through the end of August, NFL-owned Facebook pages accounted for 1.1 billion video views on 11.7K uploads, according to data from [Tubular Labs](#). You can attribute plenty of those to the league itself and NFL Network, but about 80% came from the teams. The Philadelphia Eagles uploaded 563 Facebook videos in the timeframe, and three more teams—the Tampa Bay Buccaneers, Cleveland Browns, and Kansas City Chiefs—had at least 400 each. Just three teams uploaded fewer than 200 videos: the New York Giants, Carolina Panthers, and Cincinnati Bengals.



The influencer marketing
cloud built for global enterprises



[Home](#) [YouTube Millionaires](#) [TikTok Millionaires](#) [Insights](#) [Data](#) [YouTube](#) [Charts](#)

Which NFL Teams Won The Offseason On Social Video?



TV[R]EV

[MLB's New 'Film Room' Further Democratizes Sports Video](#)

TVREV, 9/9/2020

According to [Tubular Labs](#), NBA-owned Facebook accounts have generated 5.1 billion video views this year — more than two times the totals for both the NFL and MLB, and over five times the number of views the NHL has in the timeframe.



BUSINESS INSIDER

How the coronavirus is changing the influencer business, according to marketers and top creators on Instagram and YouTube

Business Insider, 9/3/2020

Tubular Labs looked into how consumers have engaged with live streamed videos. The firm found that real-time news, music, gaming, and animal live streams all saw significant growth in viewership on platforms like Twitch and YouTube.

The screenshot shows the Business Insider website interface. At the top, there is a navigation bar with a menu icon, a search icon, the text "BUSINESS INSIDER", a user profile icon, and a "Subscribe" button. Below the navigation bar, the breadcrumb "HOME > MEDIA" is visible. The main headline reads "How the coronavirus is changing the influencer business, according to marketers and top creators on Instagram and YouTube". Below the headline, the author information "Amanda Perelli, Dan Whateley, and Sydney Bradley" and the date "Sep 1, 2020, 5:49 AM" are displayed. The main image is a photograph of a woman with her hair in a ponytail, wearing a black face mask and a black t-shirt with a graphic print. To the right of the main image is a Target advertisement for Purina Beyond pet food, which includes the text "Save \$5 when you spend \$25 on Purina Beyond pet food". Below the advertisement is a section titled "VIDEOS YOU MAY LIKE" by Taboola, featuring two video thumbnails with titles: "DO THEY AGREE?" and "REPUBLICAN PARTY THROUGH THE YEARS".



Made-For-Kids YouTube Content Seeing Big Year-Over-Year Growth

Tubefilter 9/3/2020

A special [August report](#) from Tubular Labs showed that viewership for media companies making kids' YouTube content increased by 79% in the first half of 2020, compared to the first half of 2019. Made-for-kids videos from major brands were also up 64%, and influencer video views rose by 18% in the same time period.

Tubular's United States creator leaderboard winds up being a "who's who" of channels with huge viewership numbers and/or revenue plays beyond just video content. Through Aug. 13, Cocomelon was one of the most-watched creators on all of YouTube, with over 2.7 billion views for the year. The company was [acquired by Moonbug](#)—itself No. 10 on the year-to-date leaderboard—back in July. Properties like Peppa Pig (second), WB Kids (fifth), and Paw Patrol (seventh) not only performed well here, but are also recognizable offline brands.

US MADE FOR KIDS MEDIA AND TOY BRANDS CREATORS, YTD 2020, AS OF AUGUST 13 2020				
TOP CREATORS	VIEWS	VIDEOS	VIEWS PER VIDEO	V30 [AVG]
Cocomelon - Nursery Rhymes <small>KIDS ENTERTAINMENT & ANIMATION US</small>	2.7B	64	42.4M	25.4M
Peppa Pig <small>KIDS ENTERTAINMENT & ANIMATION US</small>	1.9B	360	5.4M	4.7M
Little Angel: Nursery Rhymes & Kids Songs <small>KIDS ENTERTAINMENT & ANIMATION US</small>	1.5B	87	16.8M	9.0M
BabyBus - Nursery Rhymes <small>KIDS ENTERTAINMENT & ANIMATION US</small>	762M	107	7.1M	5.5M
WB Kids <small>KIDS ENTERTAINMENT & ANIMATION US</small>	620M	187	3.3M	1.9M
Talking Tom <small>KIDS ENTERTAINMENT & ANIMATION US</small>	510M	13	39.3M	13.5M
PAW Patrol Official & Friends <small>KIDS ENTERTAINMENT & ANIMATION US</small>	431M	465	928K	368K
Pinkfong! Kids' Songs & Stories <small>KIDS ENTERTAINMENT & ANIMATION US</small>	350M	158	2.2M	1.4M
Kids TV and Stories <small>KIDS ENTERTAINMENT & ANIMATION US</small>	345M	417	827K	338K
Moonbug Kids - Cartoon & Nursery Rhymes <small>KIDS ENTERTAINMENT & ANIMATION US</small>	336M	242	1.4M	669K

from Tubular Labs

Manila Standard

[GMA Network digital news portals boost global ranking](#)

Manilla Standard, 9/1/2020

Citing latest data from cross-platform digital video measurement provider Tubular Labs, GMA News was up nine spots and ranked No. 9 worldwide in the July 2020 leader board—outranking other top international news outlets such as ABC News, Fox News, and CNN. Still the number one in the country, the account tallied 277 million views on Facebook and 192 million views on YouTube.





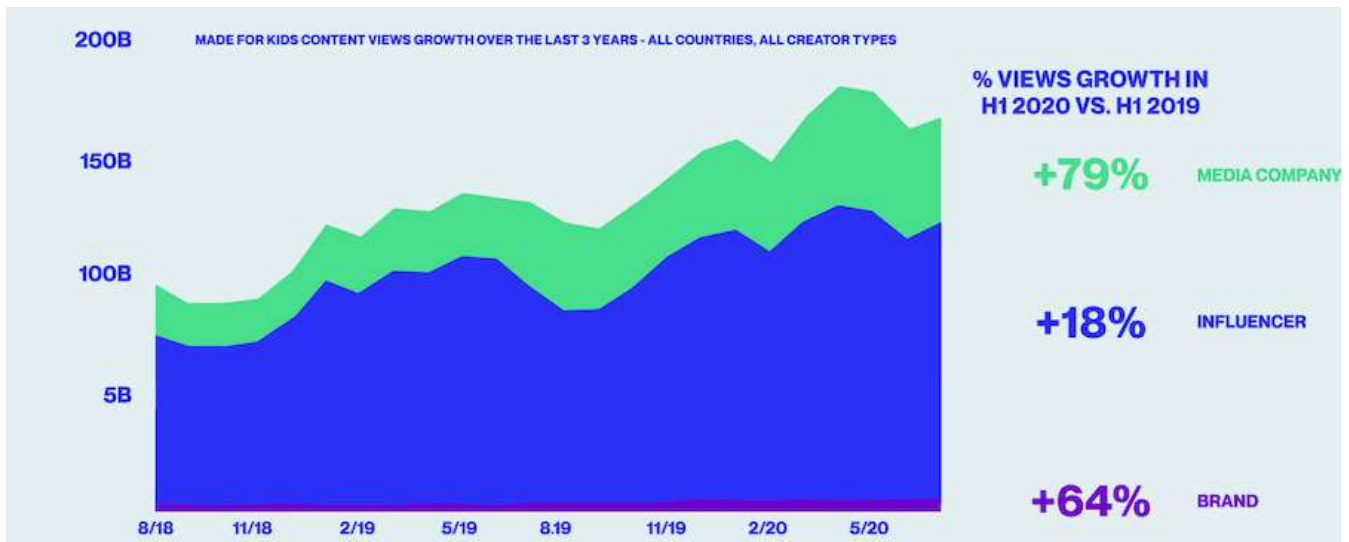
Made For Kids are alright for YouTube monetisation

Rapid TV News, 8/28/2020

A study from social video analytics company Tubular Labs measuring the growth of YouTube's Made For Kids marketplace has seen major uptick in views/engagements on the platform since the start of the pandemic.

Tubular said that six months launch, the growth of Made For Kids has led to billion dollar deals. It found an increased appeal in the value of kids-related content leading to acquisitions and new licensing deals such as kids' media giant Moonbug acquiring Blippi and Cocomelon.

One of the key standouts from the research was that there had been a 79% increase in views for Made For Kids media in the first half of 2020 compared with the same period a year ago. The platform's video views were found to have increased over the last three years, with media companies seeing the highest growth. In addition, Covid-19 lockdowns from April led to a significant and sustained spike despite Made for Kids policies.



BIGTIMEDAILY

CATCH THE BIGGEST BREAKING NEWS RIGHT HERE

[Gloss continues to disrupt social media with over 2.5 billion views monthly](#)

Big Time Daily, 8/28/2020

According to Statistics provided by research group Tubular Labs, Gloss ranks as the biggest arts and media company in the world, with the anonymously curated network having the largest following of any arts/media social media account in the world.





[YouTube Ads Making An Impact, Brands Benefiting From Content Made For Kids](#)

MediaPost, 8/20/2020

Tubular Labs' latest industry report measures the growth of views and analyzes how creators of YouTube content made for Kids -- an app made just for kids -- can expand the value of intellectual property and create new licensing deals.

COVID-19 lockdowns this year have led to a significant and sustained spike in content consumption, although the Children Online Privacy Protection Rule (COPPA) makes it more difficult to monetize content through social videos directly to kids -- not only for entertainment companies, but for toy manufacturers.



[Democratic National Convention: 24% of TVs Tuned Into 2020 DNC](#)

TVREV, 8/21/2020

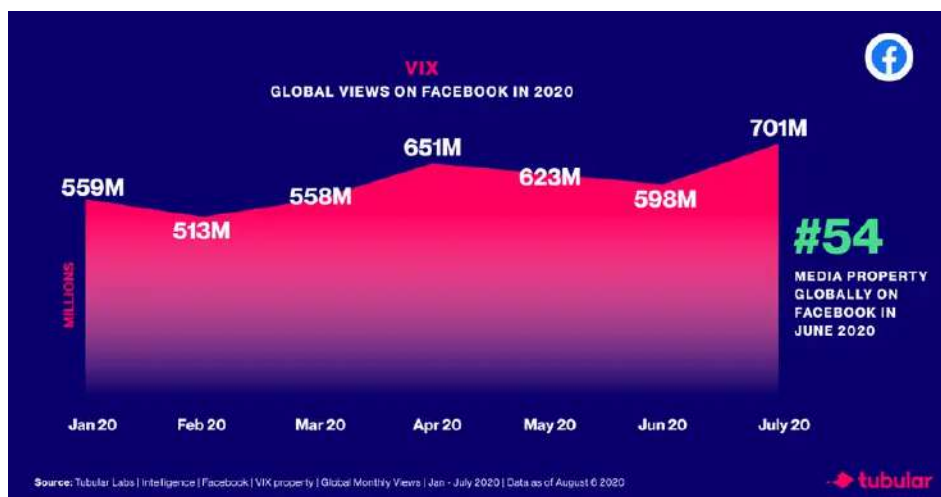
According to [Tubular Labs](#), DNC-related videos generated 89.9 million views on Twitter from Aug. 17-20, led by the convention's [Brayden Harrington video](#) (6.7 million views) about how Joe Biden has helped him with his speech impediment. Biden himself has shared 21 Twitter videos pertaining to the event, amounting to 21.3 million views. The DNC actually led all Twitter creators with 22.5 million views around the event. Biden was next, followed by ABC News (5.1 million), The Hill (4.3 million) and CNN (4.1 million).

BUSINESS INSIDER

[Spanish-language streaming service Vix explains the challenges of expanding the AVOD market internationally and how it plans to grow revenue by 40% in 2020](#)

Business Insider, 8/18/2020 (Behind Paywall, read [here](#))

Vix is leaning on its larger social following to draw audiences to its OTT app in Brazil, as it has in other markets. The company garnered more than 700 million video views on Facebook in July, according to data from measurement firm Tubular Labs.



Contently

[The New Customer Journey: How Live Video Is Transforming the Travel Industry](#)

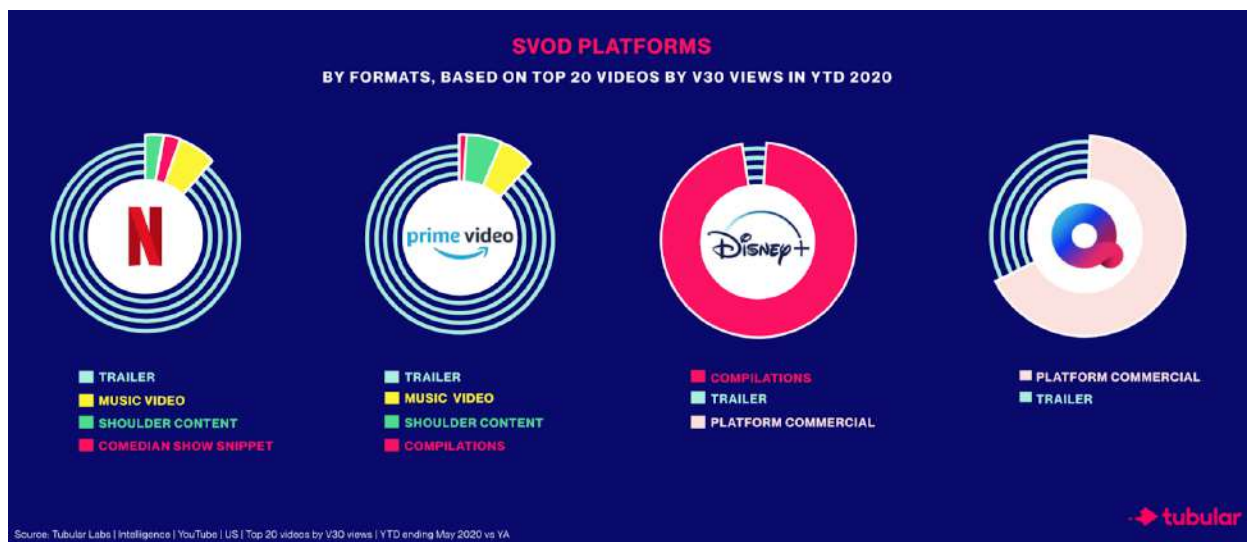
Contently, 8/17/2020

People have more live video options than ever as they quarantine at home. The social video analytics team Tubular Labs released a [22-page report](#) earlier this year that found the number of minutes spent watching livestreams increased 19 percent on YouTube and 16 percent on Twitch. A Facebook employee told [Bloomberg](#) that streams on Facebook Live increased by 50 percent from January to March.



Quibi Tries To Spur Second (Or First?) Wave Of Hype On Social Video

Tubefilter, 8/17/2020



Quibi is also trying something new on social video. While the vast majority of Quibi’s YouTube views in the first half of the year came from its commercials, according to [Tubular Labs](#), that’s changed entirely since July 1. Instead, the service’s new strategy for social video revolves around trailers and teasers for its [various original shows](#), potentially hoping that leaving the “Quibi” part out of it will drive more intrigue among consumers.

The shift really started in June, following a bit of a marketing reset from mid-April through the end of May. From June 1 through Aug. 13, Quibi posted 104 YouTube videos (an average of 1.41 per day), and they collectively netted 205 million views. For comparison, Quibi posted 101 YouTube videos from Feb. 1 through May 31 (an average of 0.83 uploads per day) for a total of 340 million collective views. The service did get more views per video in the earlier timeframe, but also did so over a much longer period of time.

DEADLINE

[Quibi Is Looking To Market Its Way Back Into The Streaming Conversation, New Research Shows](#)

Deadline, 8/14/2020

Through April and May 2020, Quibi was uploading less than a video per day to [YouTube](#), with a total of 51 videos, an average of 0.84 per day. But in June, July and August to-date, Quibi posted 92 videos (an average of 1.39 per day), Tubular Labs found. Those videos racked up 186 million views on YouTube, or 35% of the year's total so far.

BUSINESS INSIDER

[Quibi has ramped up its TV and digital marketing efforts in the last few months as it's rolled out a second wave of originals, new data shows](#)

Business Insider, 8/13/2020 (Behind Paywall, read [here](#))

In June, Quibi started posting more clips of its original programming to its official YouTube page, the Tubular Labs data showed. From April 1 through the end of May 2020, Quibi uploaded 51 videos to its official YouTube account, for an average of 0.84 videos per day. Between June 1 and August 10, Quibi uploaded 92 videos, averaging 1.39 per day.

BUSINESS INSIDER

[Public relations giant MSL's plan to tackle the influencer pay gap](#)

Business Insider, 8/14/2020

Between June 1 and August 10, Quibi uploaded 92 YouTube videos, averaging 1.39 per day, according to data from Tubular Labs. To compare, the company uploaded 51 videos between April 1 through the end of May, equivalent to an average of 0.84 videos per day.



The Streamable

[Quibi Focusing on Promoting Shows Instead of Service in New Marketing Strategy](#)

The Streamable, 8/14/2020

“Through April and May 2020, Quibi was uploading less than a video per day to YouTube, with a total of 51 videos, an average of 0.84 per day. But in June, July and August to-date, Quibi posted 92 videos (an average of 1.39 per day), Tubular Labs found. Those videos racked up 186 million views on YouTube, or 35 percent of the year’s total so far,” Deadline reported.

AdAge

[HOW BRANDS CAN STAY AHEAD OF A QUICKLY TRANSFORMING MEDIA MARKET](#)

Ad Age, 8/11/2020

This emphasis on new cultural relevance shows up in different ways as co-viewing consumers try to maintain some sense of normalcy amid the pandemic. Yet when “The Last Dance” premiered on April 20, Twitter was the No. 1 platform for content about the sports documentary miniseries with 11.3 million video views, 1.2 million more than the second place platform.



Media Coverage 2020



[How The NBA Has Approached Facebook Video Since Returning to the Court](#)

Tubefilter, 8/10/2020

For several NBA teams, Facebook was a viable option to stay in front of fans. The Los Angeles Lakers, in particular, were impressive on that front, generating 185 million video views from March 12 to July 28, according to [Tubular Labs](#). That was the most Facebook video views of any NBA franchise during the timeframe. Surprisingly, monthly views were also in line with the team's averages during a regular season. The Golden State Warriors (110 million views) and the San Antonio Spurs (80 million) were the only other teams with more than 55 million views on the platform during the stretch.

Since live games restarted on July 30, the NBA has been very active in utilizing Facebook video. NBA-owned pages have earned 135 million views since July 30 on 2,129 uploads. The NBA's primary page has the most views there, followed by the Lakers, NBA Philippines, NBA LATAM, the San Antonio Spurs, and the Sacramento Kings.

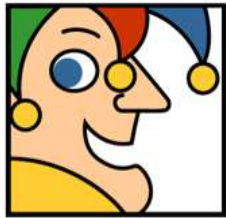


twitter

Something to talk about

Twitter Marketing, 8/6/2020

When it premiered on April 20, Twitter was the #1 platform for “The Last Dance” content with 11.3M video views; 1.2M more than the second place platform.⁴ Whether they were reliving the Chicago Bulls’ victories of the ’90s or witnessing these highlights for the first time, the conversation on Twitter was nothing short of nostalgic, and the conversation brought together a large community of sports-starved fans.



The Motley Fool[®]
To Educate, Amuse & Enrich[™]

ViacomCBS Inc (VIAC) Q2 2020 Earnings Call Transcript

The Motley Fool, 8/6/2020

And I'm very proud to announce that for the first time, in June, Tubular Labs ranked ViacomCBS the number one media entertainment company in social. Not only does this reinforce our popularity and the relevance of our brands and IP in the digital space, but our huge social platform is also an important marketing tool, particularly as we gear up for the relaunch of our streaming super service. And speaking of streaming, we have continued our momentum in user, subscriber and consumption growth across our streaming platforms as we increasingly lean into this opportunity. In free, Pluto TV's domestic MAUs grew 61% to 26.5 million, and we remain confident that Pluto will achieve its 30 million domestic MAU target by year-end.



[ONE Championship Lands in Top 10 in Facebook Engagement Among Global Sports Properties](#)

The WEEK, 8/5/2020

Tubular Labs hailed ONE Championship as the #4 global sports media property (out of >5000) in 2019 in terms of online viewership. ONE, meanwhile, features the world's most exciting martial arts action and enjoys a massive fan base not only in Asia, but also across Europe and South America. Its global footprint projects over 2.7 billion potential viewers worldwide, and it broadcasts events to 150 countries through free-to-air, linear, and digital channels. The promotion has a passionate following among key demographics on social media, particularly on Facebook and Youtube.



[GMA strengthens reputation as top online news source in PH](#)

Manila Standard, 8/6/2020

GMA News remained as the country's number one online news video publisher based on the latest data of Tubular Labs, the California-based software company considered as the world-leader in social video analytics.



[GMA News and GMA Public Affairs are the top online news outlets in the Philippines](#)

Television Asia Plus, 8/5/2020

Tubular Labs' June 2020 leaderboard for the News and Politics category showed that GMA News remained as the country's number one online news video publisher. With 223.7 million views on Facebook and 139.9 million views on YouTube, GMA News is the only Filipino news outlet to make it in the top 20 worldwide for the month.

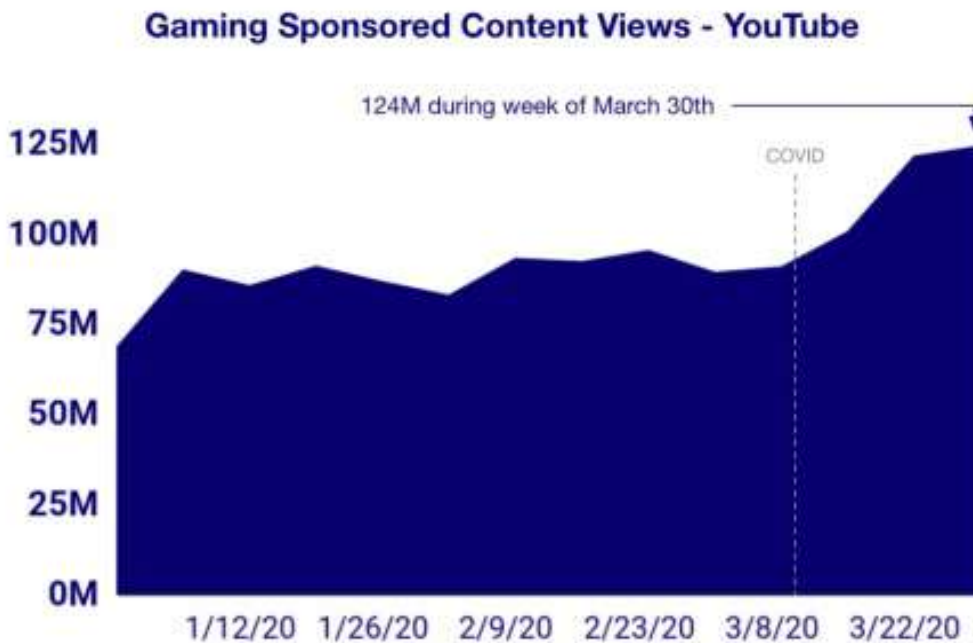


[Influencer marketing during Coronavirus: key trends and challenges](#)

Influencer Update.biz, 8/4/2020

According to the data from Tubular Labs, brand and gaming platform collaboration was up. There were 249 brands working with 457 partners since the start of the pandemic situation. There was also a noticeable increase in video performance, with the leading campaigns delivering an average of more than 1 million views. In the last week of March, YouTube sponsored gaming content had its most-viewed week of the year (so far) and 6th most-viewed week of the past 3 years.

ForceGaming, a well-known gaming YouTuber, comments on that: "In terms of brand sponsorship opportunities, we've had somewhat of an uplift in the number of inbound requests. Outside of gaming, however, some of the non-endemic brands that we were in touch with had to freeze their marketing spend for the time being."





[Comic-Con@Home A Much Different Event On Social Video](#)

Tubefilter, 7/31/2020

Using data from [Tubular Labs](#), we can see that Comic-Con's own videos during the event (July 22-26) generated 2.3 million views on YouTube. Though industry behemoths Marvel and DC didn't participate this year in an official capacity (we'll get to them in a bit), ViacomCBS, AMC, Amazon, History Channel, and others did.



[SBJ Unpacks: MLB Seeks Source Of Contagion](#)

Sports Business Journal, 7/29/2020

LAKERS TOP NBA FACEBOOK VIDEO VIEWS DURING SHUTDOWN

- The Rockets and Warriors posted an average of nearly four videos per day on their respective Facebook pages since the NBA season shut down on March 12, leading all teams, according to data from Tubular Labs analyzed by SBJ's David Broughton. The T'Wolves, on the other hand, posted an average of every eight days, the fewest of the clubs.

AdAge

[\\$1 BILLION VISUALIZED AS A ROAD TRIP, THE LINCOLN PROJECT'S YOUTUBE HIT-MAKING MACHINE, AND OLD NAVY'S BIG TV PUSH: DATACENTER WEEKLY](#)

Ad Age, 7/24/2020

Speaking of YouTube, conservative anti-Trump PAC The Lincoln Project, which we've been watching closely as part of our ongoing [Campaign Trail](#) coverage, sure seems to know its way about the platform, according to data that social video analytics platform [Tubular Labs](#) shared exclusively with Datacenter Weekly:

- TLP has racked up more YouTube views than Joe Biden from April 1 through July 21: 63.6 million vs. 44.7 million.
- TLP's YouTube videos over that same measurement window had 2.6 million engagements—Tubular's term for combined shares, likes and comments—vs. just over 292,000 for Biden.

BUSINESS INSIDER

[How musicians can use Twitch to connect with fans and earn money with in-person shows cancelled, according to Linkin Park's Mike Shinoda](#)

Business Insider, 7/22/2020

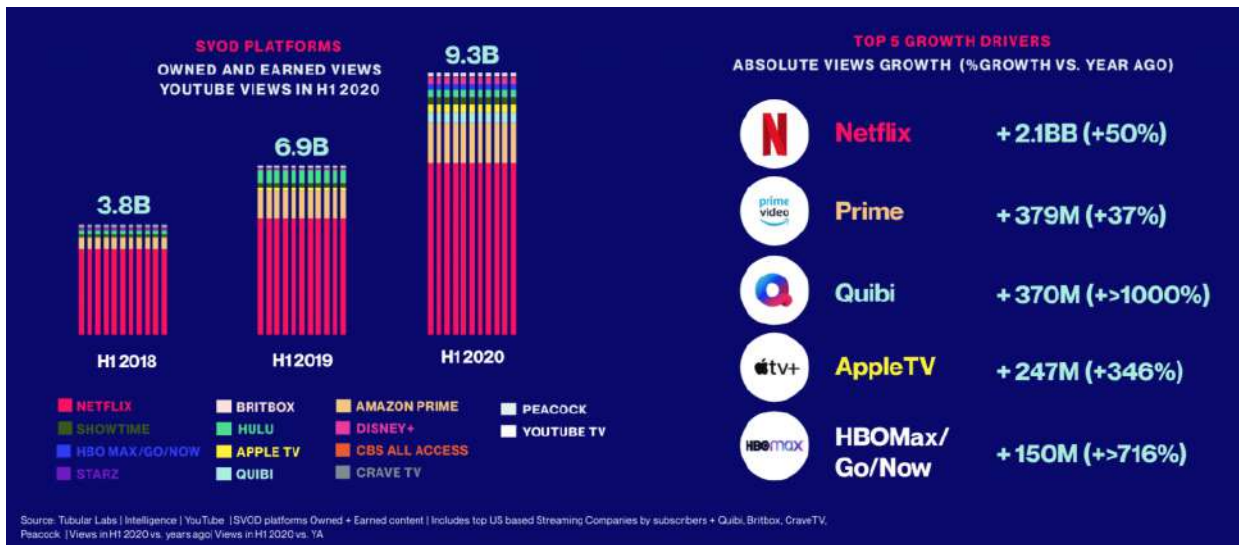
An April report by Tubular Labs, a social-video analytics firm, found that "watch time on Twitch grew 33% between March 12 and 25 for live videos from music creators."



How Disney+ Is Leveraging Facebook And YouTube To Grow Their Audience

What's on Disney Plus, 7/20/2020

Disney is utilising the power of Facebook and YouTube to promote its streaming services, according to a new [report](#) from digital video measurement company [Tubular Labs](#). Here are some info graphs showcasing how Disney+ compares to other streaming networks:

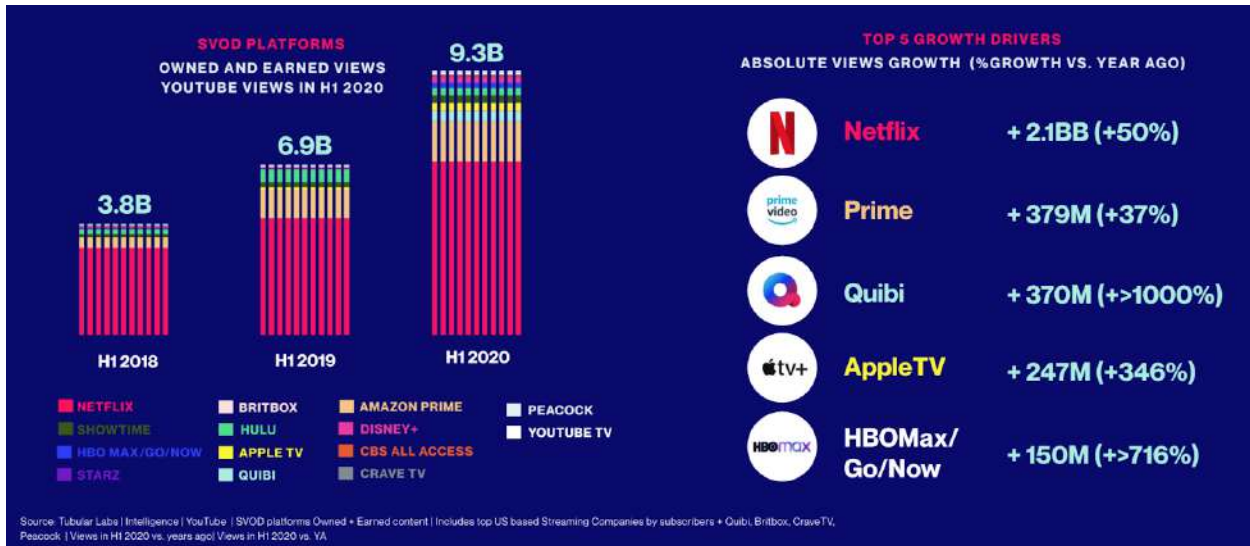




How SVODs Are Leveraging Facebook And YouTube To Grow Their Audiences

Tubefilter, 7/16/2020

Tubular found that YouTube views for SVODs' owned and earned content have seen steady growth over the last few years, but are reaching new heights in 2020. (Owned content is created by brands, while earned content is created about brands by people not sponsored by or affiliated with them.) While nascent players are driving a portion of the growth, existing services continue to expand their investment on YouTube. Netflix has the lion's share of owned and earned views (70%), and in the first half of 2020, its videos saw 2.1 billion more views than in the first half of 2019, a 50% year-over-year increase.



digitalstudio

BROADCASTING & PRODUCTION IN THE MIDDLE EAST

[MBC named amongst Top 10 media companies in the world](#)

Digital Studio ME, 7/16/2020

According to Tubular Labs' latest released results for the month of May 2020, MBC has achieved stellar growth over the past month, jumping from 19th position in April, to the 10th position in May on the leaderboard for global media and entertainment entities.

AdAge

[ARE YOU READY FOR THE RETURN OF SPORTS?](#)

Ad Age, 7/16/2020

1. Celebrate and engage with fans as sports go live:

It's no surprise that communities across the country are welcoming sports back with open arms, and smart marketers need to take note. For many, the return of sports brings a sense of normalcy—67 percent of U.S. fans see sports as a way to engage in something familiar. Even before live sports returned, fans were keeping leagues, TV and Twitter busy, striving to create that sense of normalcy. Although the NBA season was put on hold, for example, #NBATwitter never stopped the clock. With no live games, the conversation shifted to classic highlights, old rivalries and documentaries such as ESPN and Netflix's #TheLastDance. Fans and athletes alike couldn't get enough of the series, tweeting their reactions and reigniting debates about who's really the GOAT. Twitter was the No. 1 platform for #TheLastDance announcement with 5.9 million daily video views, 4 million more than the second-place platform.

Sources: Tubular Labs. Daily video views from #TheLastDance content. March 31, 2020.
U.S.; Tubular Labs. Video views from NFL Draft content.



[SVODs Amping Up Use Of YouTube, Facebook; Trailers Being Mixed With Other Formats](#)

MediaPost, 7/14/2020

But their use of the platforms has amped up as they have sought to capitalize on sheltering-at-home consumers' expanded streaming time, according to data in a new [report](#) by social video analytics platform Tubular Labs.

The services that showed the largest growth in total YouTube views — owned and earned — during this year's first half, as compared to same period in 2019, are shown above. (Note that Quibi and HBO Max had not been launched as of last year's first half — the former launched on April 6 and the latter on May 27 of this year — although the report seems to imply that they were using YouTube for promotion to some degree a year prior to their launches.)

MediaPost

VideoINSIDER

Subscribe

COMMENTARY

SVODs Amping Up Use Of YouTube, Facebook; Trailers Being Mixed With Other Formats

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



ADWEEK

[As Live Sports Return, Twitter Activity Heats Up](#)

Adweek, 7/10/2020

The [National Basketball Association](#) is gearing up for a return to play later this month, but 10-episode documentary [The Last Dance](#)—which aired on [ESPN](#) and chronicled the [Chicago Bulls](#) during the 1997-98 season, the last championship of the dynasty led by superstar [Michael Jordan](#) and head coach [Phil Jackson](#)—generated 5.9 million video view per day on Twitter, according to [Tubular Labs](#), 4 million more than the next-highest platform.

And while the [National Football League](#) schedule has not yet been altered by the pandemic, the [NFL Draft](#) went virtual by necessity, with Tubular Labs saying that there were 171 million video views on Twitter for related content in April, more than any other platform.

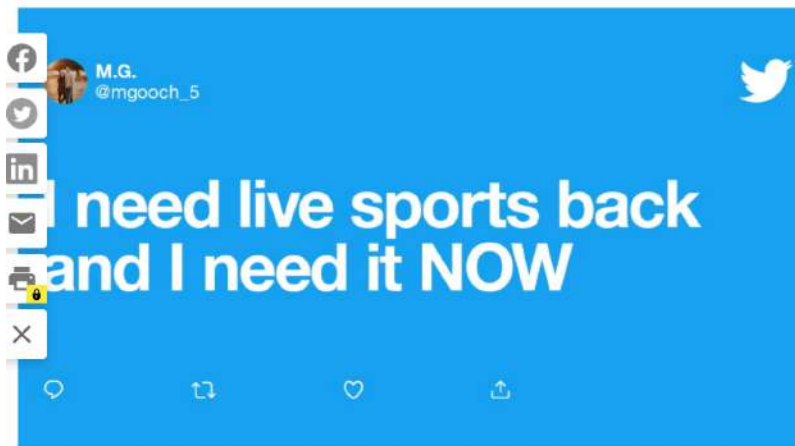


LIFE AFTER LOCKDOWN

As Live Sports Return, Twitter Activity Heats Up

The social network detailed surges in related tweets

By David Cohen | 3 days ago



BUSINESS INSIDER

How the coronavirus is changing the influencer business, according to marketers and top Instagram and YouTube stars

Business Insider, 7/9/2020

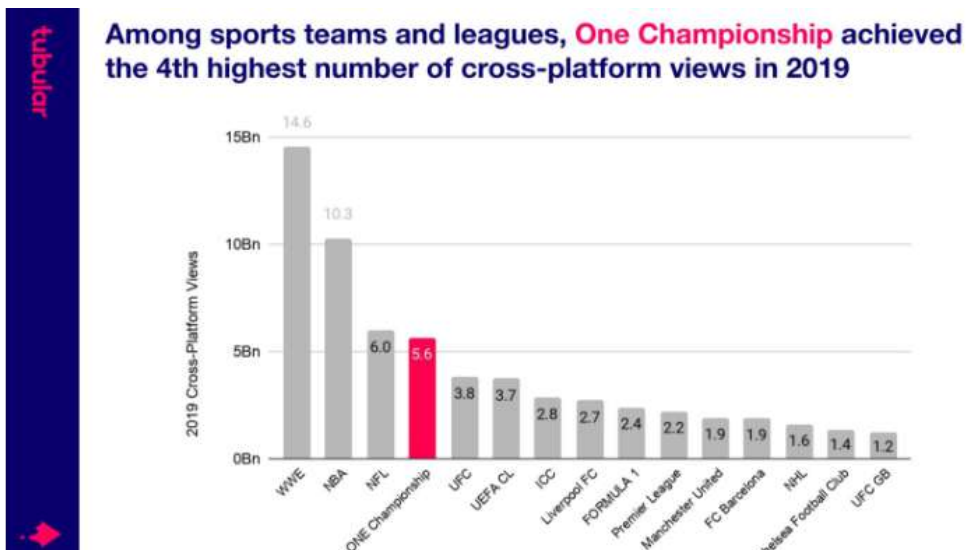
Tubular Labs looked into how consumers have engaged with livestreamed videos. The firm found that real-time news, music, gaming, and animal livestreams all saw significant growth in viewership on platforms like Twitch and YouTube.



After thousands of rejections, ONE Championship ranks fourth in the world

Asian Advisers Network, 7/7/2020

ONE Championship has achieved the fourth highest number of cross-platform views in 2019 among sports teams and leagues globally, according to Tubular Labs, a leading global data and analytics provider for online media viewership.





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

AdExchanger, 7/7/2020

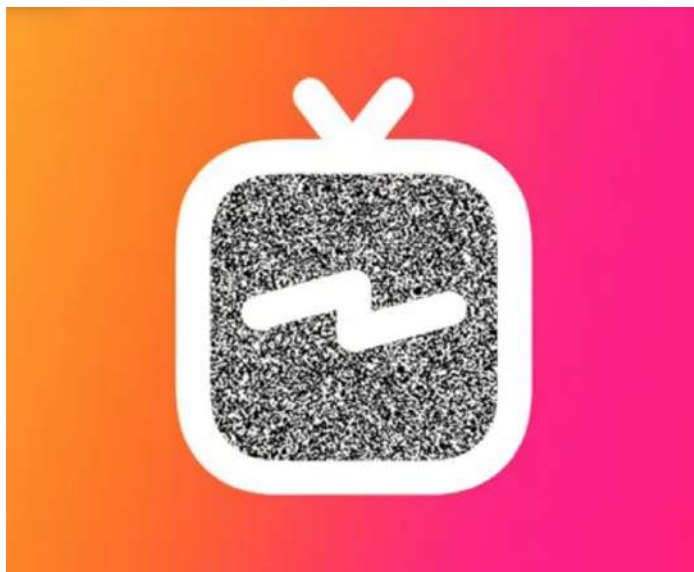
In the updated YTMP, partners are classified within three categories: brand suitability and contextual targeting, brand safety reporting and content insights. Members (sans OpenSlate) include Integral Ad Science, DoubleVerify, Channel Factory, Pixability, Zefr, Tubular Labs, Sightly, VuePlanner and Wizdeo.

DIGIDAY

[Insta IGTV increases presence as a source of income for Youtubers](#)

Digiday Japan, 7/2/2020

According to data from CrowdTangle, Lee Himaki's IGTV video recorded 449,000 views over the past month. His YouTube main channel had 11.2 million views in May, according to Tubular Labs. Meanwhile, Gtowski's IGTV video has gained 4.1 million views in the past month. He played 11 million views on his YouTube channel in May.



AdAge

THE NO. 1 REASON TO RETURN TO THE OFFICE, PRIDE IN RETROSPECT, AND LEAKY FACEBOOK DATA: DATACENTER WEEKLY

Ad Age, 7/3/2020

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).

Datacenter 

THE NO. 1 REASON TO RETURN TO THE OFFICE, PRIDE IN RETROSPECT, AND LEAKY FACEBOOK DATA: DATACENTER WEEKLY

Plus, some (slightly) better news about agency staffing

Published on July 03, 2020.



Why would anyone want to return to the office? Answers below. Credit: iStock

kidscreen

[Monkey expands into kids music with MC Grammar](#)

Kidscreen, 6/30/2020

While these companies aren't new to kids music, these new efforts come as consumption of kids music has increased amid COVID-19, according to [Rolling Stone](#) and [Billboard](#). On YouTube specifically, views on kids music has climbed 21%, market research firm [Tubular Labs](#) found.

TV(R)EV

['Yellowstone' Season 3 Premiere: Viewership, Advertising & Social Video Insights](#)

TVREV, 6/26/2020

Paramount has also launched Welcome to the Yellowstone, a 10-episode digital series featuring Jefferson White, one of the show's actors. In it, White does a deep dive into each episode of the first season of Yellowstone, with behind-the-scenes glimpses, interviews with special guest stars and fan Q&A. The [teaser for Welcome to the Yellowstone](#) has generated 11.7K Facebook video views since it was posted on May 22, [and the first episode](#), uploaded May 26, has generated 12K views per Tubular.



[GMA News reaches highest-ever ranking as the top 5 online video publisher worldwide](#)

Lion Heart TV, 6/25/2020

Consistently leading as the Philippines' number one online news video publisher, GMA News exceeded its own record anew as it marked its highest ever global ranking based on the May 2020 leaderboard of social video analytics Tubular Labs.



[Social Video Views Climbed for Latin American Creators During Quarantine](#)

Tubefilter, 6/25/2020

Digital video measurement company [Tubular Labs](#) recently compiled a report around [viewing habits in Latin American countries](#), looking at certain nations and the creator genres driving views in quarantine (among videos with over 50,000 views).

Comparing monthly YouTube views from the last two years, you can see noticeable increases since quarantines began back in March. While views from Chile- and Colombia-based creators were each up a modest 3% year-over-year from March through May, countries like Argentina (up 21%), Brazil (up 19%), and Mexico (up 14%) showed greater increases in the timeframe. Entertainment creators accounted for a large portion of views (between 17% and 26%) in each respective country measured, but the data shows key differences across borders, too.



Social Video Views Climbed for Latin American Creators During Quarantine

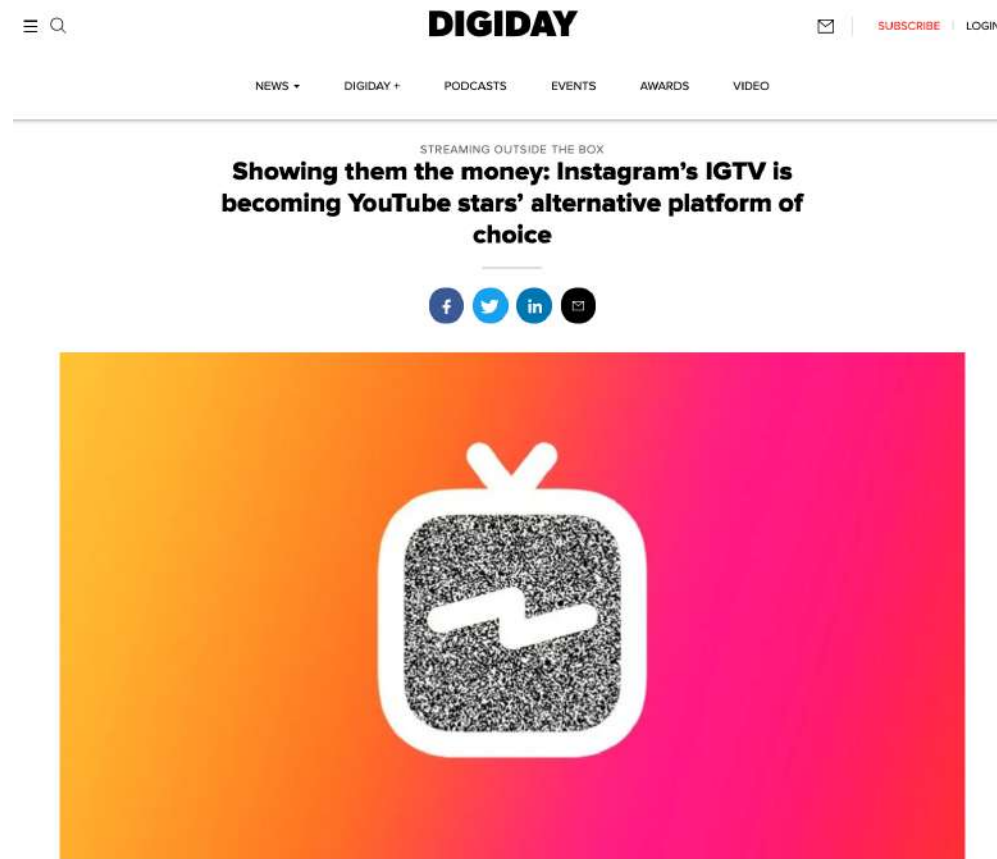


DIGIDAY

[Showing them the money: Instagram's IGTV is becoming YouTube stars' alternative platform of choice](#)

Digiday, 6/25/2020 (Behind Paywall, read [here](#))

Instagram has not said how many people view IGTV videos each month, but creators and publishers like Meredith have [seen IGTV viewership increase](#) after Instagram began inserting IGTV video previews in the app's main feed in February 2019. In the past month, Riihimaki's IGTV videos received 449,000 views, according to data from CrowdTangle, whereas her main YouTube channel received 11.2 million views in May, per data from Tubular Labs. Meanwhile, Gutowski's IGTV videos received 4.1 million views in the past month compared to 11 million views on YouTube in May.



OriginalTube.com

Social Video Views Climbed for Latin American Creators During Quarantine

Original Tube, 6/25/2020

Digital video measurement company [Tubular Labs](#) recently compiled a report around [viewing habits in Latin American countries](#), looking at certain nations and the creator genres driving views in quarantine (among videos with over 50,000 views).

Comparing monthly YouTube views from the last two years, you can see noticeable increases since quarantines began back in March. While views from Chile- and Colombia-based creators were each up a modest 3% year-over-year from March through May, countries like Argentina (up 21%), Brazil (up 19%), and Mexico (up 14%) showed greater increases in the timeframe. Entertainment creators accounted for a large portion of views (between 17% and 26%) in each respective country measured, but the data shows key differences across borders, too.

TV (R) EV

2020 NewFronts: Quick Highlights from Days 1 & 2

TVREV, 6/24/2020

There's no shortage of long-form analysis of the NewFront presentations, so we've opted to give a quick recap of the first two days with advertising and programming highlights from some key platforms and services that have been taking the virtual stage. A general note: Due to production shutdowns, there's been a lack of teasers and trailers for upcoming content, so we've provided social stats for what is available, such as returning programming, with data from digital video measurement company [Tubular Labs](#).



Purple Sneakers

[FROM BILLIE EILISH TO JORJA SMITH: ICONIC PERFORMANCES FROM YOUTUBE'S MOST UNIQUE MUSIC CHANNEL, COLORS](#)

Purple Sneakers, 6/24/2020

What started out as a small, two-person start-up created by Philipp Starcke and Felix Glasmeyer in 2016 has quickly grown to become one of the most trusted, most viewed and most aesthetically pleasing channels for showcasing new music on Youtube. According to analytics company Tubular Labs, **COLORS** has found a home in the top hundredth of the top percentile of YouTube music channels, sitting comfortably alongside established brands like **Majestic Casual**, **MrSuicideSheep** and **Gazzz696** as trusted sources for new electronic music.



[GMA News reaches highest-ever ranking as the top 5 online video publisher worldwide](#)

GMA Online News, 6/22/2020

Consistently leading as the Philippines' number one online news video publisher, GMA News exceeded its own record anew as it marked its highest-ever global ranking based on the May 2020 leaderboard of social video analytics Tubular Labs.

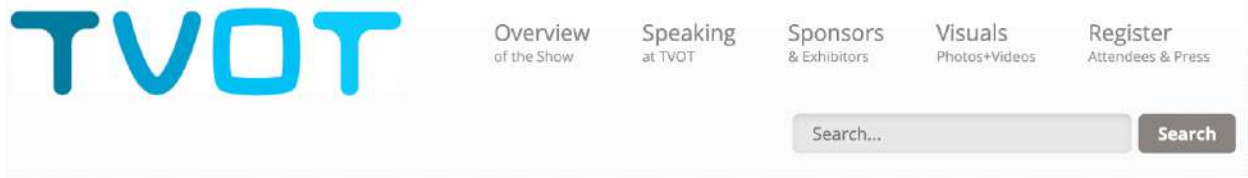
Ranked fifth worldwide under the News and Politics category, GMA News tallied 458.6 million video views on Facebook while it recorded 181.5 million video views on YouTube for the entire month of May.

TVOT

Televisionation: Rob Gabel, CEO of Tubular Labs

Televisionation, 6/21/2020

This episode features Rob Gabel, Co-Founder and CEO of social-video measurement and analytics company, Tubular Labs. Among other things, he discusses new trends the company has been seeing in the consumption of social video during the ongoing pandemic; describes how content providers and other industry players are using Tubular Labs' platform to guide their strategies; and casts light on the roadmap for that platform.



TVOT navigation bar with menu items: Overview of the Show, Speaking at TVOT, Sponsors & Exhibitors, Visuals Photos+Videos, Register Attendees & Press. Includes a search bar with 'Search...' and a 'Search' button.



Video player screenshot showing a split-screen interview. The title bar reads 'Televisionation: Rob Gabel, CEO of Tubular Labs'. The main title is 'TELEVISIONATION'. The video shows Rob Gabel (left) and Tracy Swedlow (right). The Tubular logo is overlaid on the bottom left. The video player interface includes a play button, a progress bar at 46:33, and the Vimeo logo.

VARIETY

[MBC Group CEO Marc Antoine d'Halluin on Coronavirus, Ramadan and Strong Arabic Originals Skyrocketing Its SVOD Subs \(EXCLUSIVE\)](#)

Variety, 6/16/2020

A combination of the coronavirus pandemic, Ramadan, and MBC's stepped-up efforts to produce high-end Arabic originals prompted a quantum leap that in May saw MBC enter the pantheon of top 10 media companies worldwide in terms of video view metrics, according to U.S. company Tubular Labs that tracks cross-platform Internet video viewing and engagement.



[MBC Group among top 10 global media firms with social media followers: Tubular Labs](#)

Alarabiya, 6/16/2020

According to the report compiled by Tubular Labs, MBC Group collectively had 4,560,070,147 followers across its social media platforms.

In addition to making it to the latest list, MBC Group also entered the list of top 20 media companies for social media video views, as per Tubular Labs' latest released results for April 2020. According to the report, MBC Group achieved significant growth compared to March 2020, jumping 13 positions, from number 32 to number 19 on the leaderboard for global media and entertainment entities.



[ONE Raises New Capital Amid Global Pandemic](#)

MMA Sucka, 6/15/2020

In its previous funding round, ONE was valued at over \$1 billion. The organization will focus on monetizing its global audience, which posted strong cross-platform views in 2019 per Tubular Labs. In the United States, ONE is in the midst of a three-year broadcast deal with Turner Sports signed in 2018. The agreement extends across the Turner Sports platforms, including TNT and the B/R Live app.



[Despite Weakened Economy, ONE Championship Raises US\\$70 Million](#)

Yahoo Sports, 6/15/2020

In early 2020, Tubular Labs reported that ONE Championship ranked number four in their sports category with 5.6 billion cross-platform online views in 2019, putting them alongside the NFL, NBA, and WWE. They even surpassed the UFC, who entered the rankings with 1.8 billion fewer views than their Asian counterpart.



[Key Trends in Online Video During Covid19 and How Brands Can Benefit](#)

Digital Doughnut, 6/11/2020

Average YouTube views increased by over 13% in the UK, France, Germany Italy and Spain in March (according to Tubular Labs). But what we are watching has changed. In normal times beauty, travel and fashion content perform well coming into summer, but viewing figures are currently down. Instead people have flocked to home and fitness content, up 145%, people and lifestyle content, up 48%, news and education, up 30% and food and drink videos, up 36%.

TV (R)EV

Esports Embraces Moment Without Traditional Sports on TV

TVREV, 6/10/2020

In quarantine, esports has found exploding popularity on social video ([according to Tubular Labs](#)), and according to [Verizon](#), game traffic over its networks has surged 75% from week-to-week. Esports has also grown on television, where it's filled a void for fans looking to address their competitive fix without traditional sports on air.



Manila Standard

GMA News bested international outlets, ranked among top online news video publishers

Manilla Standard, 6/8/2020

GMA News, being the country's top online news source, clinched the eighth spot in Tubular Labs' global leaderboard for Overall Creators in the News and Politics content genre. It even bested international outlets such as Fox News (No. 11), Al Jazeera (No. 13), CNN (No. 16), NBC News (No. 24), and BBC News (No. 29).

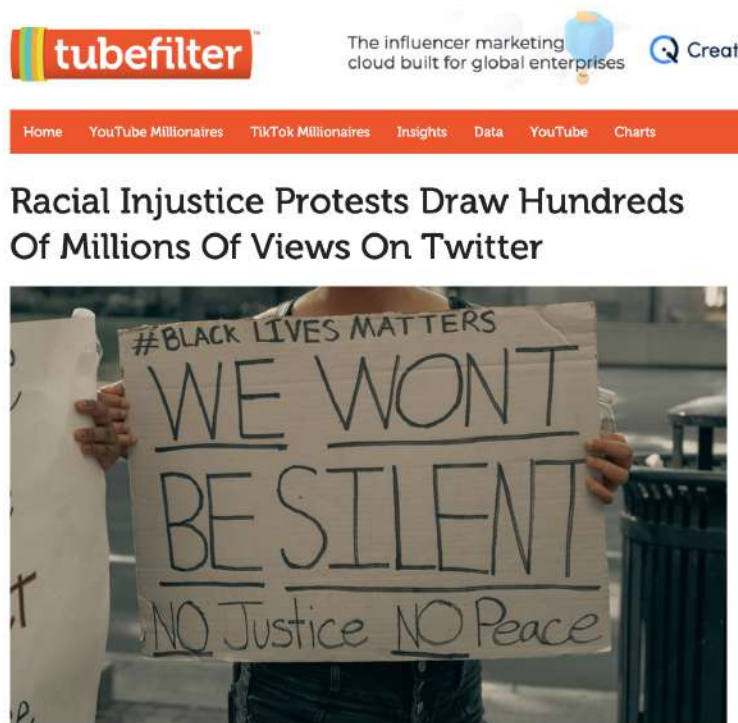


[Racial Injustice Protests Draw Hundreds Of Millions Of Views On Twitter](#)

Tubefilter, 6/3/2020

Using data from [Tubular Labs](#), we can quantify the top Twitter videos of the weekend (Friday, May 29, through Monday, June 1). Listed below are the top 10 by views, all revolving around the protests in some way. (Nineteen of the top 20 most-viewed videos and 46 of the top 50 also revolved around protests.)

1. Jordan Uhl: [Who is this serving? Who is this protecting? \(This Is A Police State\)](#) — 48.6 million
2. MARIO/JUSTICE FOR GEORGE FLOYD: [YouTube keeps deleting this video. They're censoring nothing but facts](#) — 37.8 million
3. Brittany Miller: [I watched this unfold last night. Go to my IG page for the FULL VIDEO and more details \(it's too long for Twitter\).](#) — 37.4 million
4. Tim Young: [Drop everything and watch Killer Mike's speech in Atlanta tonight.](#) — 35.1 million
5. Marco Francesco: ["N.Y.'s Finest." Disgusting.](#) — 32.1 million



VIDEO AGE

[GMA News Thrives On Social Platforms](#)

Video Age International, 6/2/2020

[GMA News](#), the online news source of GMA Network, continues to perform well with online viewership.

According to April 2020 data from the social video analytics Tubular Labs, GMA News reached an all-time record of 458.8 million video views on Facebook. On YouTube, the news division garnered 200.8 million video views in the same period.



[24 Oras dominates online viewership, GMA News ranked as top online news video publisher in the Philippines](#)

GMA Network, 6/1/2020

GMA News, being the country's top online news source, clinched the eighth spot in Tubular Labs' global leaderboard for Overall Creators in the News and Politics content genre. It even bested international outlets such as Fox News (No. 11), Al Jazeera (No. 13), CNN (No. 16), NBC News (No. 24), and BBC News (No. 29).



[GMA News ranked as top online news video publisher in the Philippines](#)

Television Asia, 6/2/2020

In contrast, ABS-CBN News only managed to register 368 million and 119 million views on Facebook and YouTube, respectively.

GMA News, being the country's top online news source, clinched the eighth spot in Tubular Labs' global leaderboard for Overall Creators in the News and Politics content genre. It even bested international outlets such as Fox News (No. 11), Al Jazeera (No. 13), CNN (No. 16), NBC News (No. 24), and BBC News (No. 29).



Gaming Can Be Reshaped By The Video Content Around It

AdExchanger, 5/28/2020 (Contributed by Rob Gabel)

"[On TV And Video](#)" is a column exploring opportunities and challenges in advanced TV and video.

Today's column is written by Rob Gabel, founder and CEO at [Tubular Labs](#). Stuck inside for more than two months now, many of us have looked toward new interests to help occupy the time away from work and/or parenting (however fleeting those moments may be).

Some have turned to baking or cooking, others are discovering new shows and movies. DIY arts and crafts can help occupy children through tough weekends without parks at our disposal. And if you don't get a workout chasing kids, perhaps you've used this time to embrace physical fitness. My wife and I have taken HIIT classes on Facebook and now joke about meeting our "celebrity" trainers.

From a content perspective, one of the quarantine's biggest winners is the gaming industry. After decades of existence and a fervent social media following that's boomed in recent years, it appears that video games have finally taken the next step into legitimate community engagement.

Socialization around gaming isn't new. But socialization as gaming has only recently entered the forefront. Early tries at this, including Second Life, The Sims or even Pokémon Go, only scratched the surface of what gaming socialization could be. In the middle of a pandemic, Fortnite and Animal Crossing, among others, are not just surviving on socialization as a core feature, but thriving as a result of it.

Without bustling real-life communities right now, many millions of worldwide users are flocking to these virtual environments to check some basic boxes for human interaction: conversation, friendship, leisure, etc. The results have been incredible and should force a complete recalibration for how gaming is thought of as an entertainment medium.

Travis Scott held a concert on Fortnite and more than [12 million live viewers showed up in-game](#). Fortnite followed that up with Steve Aoki and deadmau5. On Animal Crossing, there's

a [native and thriving economy all its own](#) in which brands are finding ways to make strides. Users can also keep adding elements to that world, from clothing to environments, creating dynamic and new meeting places for long-time friends or brand new acquaintances. Better still, [these moments of community](#) are being captured and shared through social media platforms. During a moment in time when there are no live sports and premium television is at a premium, it's turned a bright spotlight on gaming as new, competitive content that can engage with users. Brands such as Adidas have participated in [gaming events endemic to their business](#) and sponsorships in the sports world. ESPN's found a captive sports audience currently underserved by content and has broadcast various gaming tournaments – from NBA2K featuring real NBA players to an EA Sports Madden event featuring celebrities.

Those are just the more obvious opportunities for video creators to manufacture connections with audiences. As we've noticed with Fortnite, a less-obvious integration like a first-person shooting game can have its own interesting chemistry that gets the world tuning in. This is also an interesting inflection point for gaming that could lead it down a different path that more resembles the content that sprouts up around it.

Community is becoming the main reason people are playing games and sharing content about them – whether it's something on their mobile device, a quick round of Super Smash Bros. or hours of Fortnite. That's not just because we're in the middle of a pandemic. It's because people inherently like socializing.

Taking cues from that dynamic, new games may be geared more and more toward engaging within a community and sharing content about gameplay than the gameplay itself. Obviously the games need to be fun and get users to want to share. But something that creates experiences you want to recreate and repeat inherently does that, no?

I'm no game producer, but I like to think I know video content. And I'm looking forward to seeing these worlds continue to converge, to the benefit of everyone.

Follow Tubular Labs ([@TubularLabs](#)) and AdExchanger ([@adexchanger](#)) on Twitter.

- + Newsletter - [Gaming Can Be Reshaped By The Video Content Around It](#)



[How Does John Krasinski's Newly Sold 'Some Good News' Stack Up Against Late-Night Shows?](#)

Tubefilter, 5/25/2020

Utilizing data from Tubular Labs, AdAge [compared](#) Some Good News to late-night programs, starting March 30 through May 20, and ranked them by views. Here's the shakeout:

1. The Daily Show (235 million)
2. The Tonight Show Starring Jimmy Fallon (109 million)
3. The Late Late Show with James Corden (56.6 million)
4. Some Good News (55.8 million)
5. The Late Show with Stephen Colbert (36.9 million)
6. Late Night with Seth Meyers (5.1 million)



AdAge

[JOHN KRASINSKI'S 'SOME GOOD NEWS' BY THE \(REALLY GOOD\) NUMBERS, AND GREAT NEWS FOR HOME DEPOT, LOWE'S AND WALMART: DATACENTER WEEKLY](#)

Ad Age, 5/22/2020

If you've watched the show, the appeal is obvious. But for a little bit of insight into why a "massive bidding war" would have surrounded such a charming, low-key project, Ad Age turned to [Tubular Labs](#), the social video measurement platform, for some exclusive data on how "SGN" connected with audiences in its first incarnation.

• First, Tubular took a look at Facebook video views from a rough "SGN" competitive set of talk shows hosted by charming funny guys. From March 30, when the first episode of "SGN" aired, the tallies (through May 20) are:

1. "The Daily Show": 231 million
2. "The Tonight Show Starring Jimmy Fallon": 107 million
3. "The Late Late Show with James Corden": 55.7 million
4. "Some Good News": 55.3 million
5. "The Late Show With Stephen Colbert": 35.9 million
6. "Late Night With Seth Meyers": 5.0 million

Datcenter 

JOHN KRASINSKI'S 'SOME GOOD NEWS' BY THE (REALLY GOOD) NUMBERS, AND GREAT NEWS FOR HOME DEPOT, LOWE'S AND WALMART: DATACENTER WEEKLY

Plus: Insights from Ad Age Agency Report 2020

By [Simon Dumenco](#). Published on May 22, 2020.



PR Daily

[NYSE reopens with 25% of staff, 'Some Good News' acquisition takes heat, and Pizza Hut celebrates grads](#)

PR Daily, 5/26/2020

[AdAge reported](#) the following Facebook video views, courtesy of social measurement platform [Tubular Labs](#):

1. "The Daily Show": 231 million
2. "The Tonight Show Starring Jimmy Fallon": 107 million
3. "The Late Late Show with James Corden": 55.7 million
4. "Some Good News": 55.3 million
5. "The Late Show With Stephen Colbert": 35.9 million
6. "Late Night With Seth Meyers": 5.0 million

TV(R)EV

[What is the Global Video Measurement Alliance? \[VIDEO\]](#)

TVREV, 5/21/2020

Tubular understands that while video ratings and measurement are good, audience ratings would be better. Customers like BuzzFeed, Vice, GroupNine and Viacom came to Tubular with a willingness to back an effort that defines unique viewers, minutes watched and time spent for social video. It ultimately became an alliance that allowed founding members to define the specifications they're looking for when evaluating media and the audiences that tune in.



Media Coverage 2020

R. REPUBLICWORLD.COM

[One Championship Beats UFC To Become Most-watched MMA Organisation Online In 2019](#)

Republic World, 5/21/2020

One Championship CEO Chatri Sityodong took to Instagram and revealed the list of the world’s top 10 sports properties in terms of online viewership numbers. As per reports, the list has been announced by Tubular Labs, which Chatri Sityodong claims is the world’s leading independent data and analytics provider. Although UFC viewership numbers are just below One Championship viewership numbers in the list, it is being considered as a huge achievement for Asian MMA since UFC has been functioning for over 25 years now, while One Championship is just over eight years old.

View in Hindi: **R.भारत**

R. REPUBLICWORLD.COM

The Debate India News Entertainment News **Sports News** Opinions Initiatives World New

Last Updated: 21st May, 2020 12:52 IST

One Championship Beats UFC To Become Most-watched MMA Organisation Online In 2019

One Championship surpasses UFC and other sports leagues like UEFA, ICC, F1, and PL to become fourth most-viewed online sports promotion in 2019.

Written By **Raj Sarkar**



Image courtesy: UFC & One FC

Inte
B2I
Co
Del

SMAR
E-CO
THRO
DYNA
AND A
CPO S

VEN

LEAR

BROADCASTPRO

[MBC Group amongst top 20 media companies with 2.5bn social video views in April Staff Reporter by Staff Reporter](#)

Broadcast Pro, 5/20/2020

Tubular Labs' top five currently comprises The Walt Disney Company, ViacomCBS, Comcast, WarnerMedia and TheSoul Publishing.

MBC Group has entered the list of top 20 media companies for social media video views, as per Tubular Labs' latest released results for April 2020.

According to the report, MBC Group achieved significant growth compared to March 2020, jumping 13 positions, from number 32 to number 19 on the leaderboard for global media and entertainment entities.

Tubular Labs' top five currently comprises The Walt Disney Company, ViacomCBS, Comcast, WarnerMedia and TheSoul Publishing.

BACKSTAGE

[How Late-Night Hosts Are Creating During COVID-19 + What You Can Learn From Them](#)

Backstage, 5/18/2020

Without his standard production crew and fancy equipment, Fallon has not only managed to make due amid the pandemic but “The Tonight Show” is thriving online. According to a [report](#) from social video analytics company Tubular Labs, Fallon’s videos wrangled nearly 45 million views on Youtube between March 17 and April 5. In that same stretch, the videos received significantly higher views in their first seven days of publication than anything “The Tonight Show” put on Youtube in all of 2019 (1.2 million vs 517,000).



Photo Source: Courtesy TBS, Comedy Central, NBC, CBS

Jia Coverage 2020



[Top 50 Most Viewed YouTube Channels Worldwide • Week Of 5/18/2020](#)

Tubefilter, 5/18/2020

Jelly's style may not be for everyone, but there's no denying how high his star has risen in recent months. Data [released in April by Tubular Labs](#) measured Jelly's channel as the fourth most-viewed gaming hub on YouTube over a time period of approximately seven weeks that began on March 1.

PUBLISHING PERSPECTIVES

[Wattpad's Verticalization: Now Making Its Own International Adaptations](#)

Publishing Perspectives, 5/18/2020

And with a question of whether enough pre-pandemic content is on-hand, the scramble to move into new projects fast will be acute. "As 2021's calendar fills up with events that were postponed this year," Coie's overview reads, "not all may survive the rescheduling dance; as Rob Gabel, CEO of video measurement firm Tubular Labs, observes, 'If you're not a tentpole event, or No. 1 or 2 in your niche, you're in trouble. It comes to the question, 'Are you a must-attend—or a nice-to-attend event?' It's survival of the fittest.'"

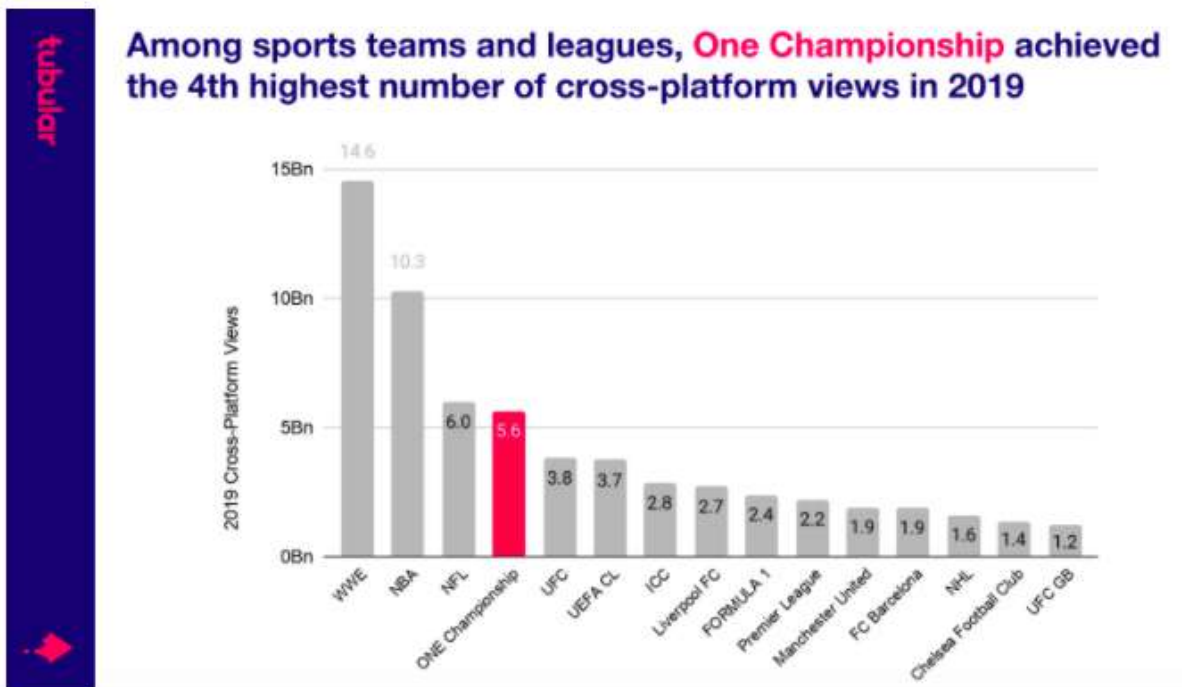
Manila Standard

MMA, pro wrestling post incredible cross-platform online viewership statistics in 2019

Manilla Standard, 5/18/2020

The year 2019 was a fantastic one for professional wrestling and mixed martial arts, particularly in the realm of online video viewership.

The latest statistics released by leading independent global data and online video analytics provider, Tubular Labs, showed end-users and consumers gravitated more towards combat sports and martial arts content, compared to other sports.



ABS CBN

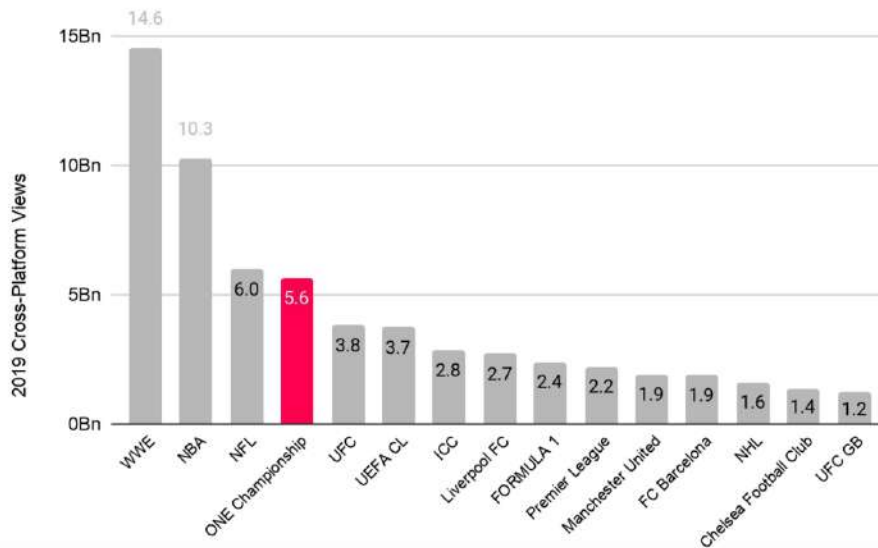
[MMA, pro wrestling pull in high online viewership in 2019](#)

ABS-CBN, 5/18/2020

The latest statistics released by leading independent global data and online video analytics provider, Tubular Labs, showed end-users and consumers gravitated more towards combat sports and martial arts content, compared to other sports.

Tubular Labs is a major authority in online video analytics, certified under the official YouTube Measurement Program. It provides comprehensive and actionable video intelligence by gathering data and information from online video platforms including YouTube, Instagram, and Facebook.

Among sports teams and leagues, One Championship achieved the 4th highest number of cross-platform views in 2019





[ONE Championship ranked fourth most-watched online sports media property](#)

The Sun Daily, 5/15/2020

The research conducted by Tubular Labs – the world’s leading global data and analytics provider for online media viewership across platforms like YouTube, Facebook, and Instagram – saw WWE finish on top with 14.6 billion views, ahead of NBA with 10.3 billion views and the NFL, who came in third at 6 billion views.



[5 MAIN TRENDS FOR INFLUENCER MARKETING IN 2020](#)

Sanmedia, 5/14/2020

Neil Patil, Commercial Director of Tubular Labs, a company tracking 5 billion videos and 13 million content creators on Facebook, Instagram and YouTube, said: ‘Now we have the opportunity to build a network. There are thousands of influential people [...] We anticipate that the new battle in the next few years will revolve around the possibility of building such an influential network of people. Education

JD SUPRA®

[A River Runs Through It: The Pandemic’s Wave of Change to the Film and Television Industry \(and Finding Potential Winners and Losers\)](#)

JD Supra, 5/13/2020

- As 2021’s calendar fills up with events that were postponed this year, not all may survive the rescheduling dance; as [Rob Gabel, CEO of video measurement firm Tubular Labs](#), observes, “If you’re not a tentpole event, or No. 1 or 2 in your niche, you’re in trouble. It comes to the question, ‘Are you a must-attend—or a nice-to-attend event?’ It’s survival of the fittest.” Another trend may be toward smaller, more exclusive events (perhaps with an online component for those reluctant to travel) at which social distancing will be easier to maintain.



[What’s Cooking On Facebook? Bread Videos, Apparently](#)

Tubefilter, 5/11/2020

Utilizing data from [Tubular Labs](#), we can quantify how bread videos grew on Facebook from an average of between 9 and 10 million views per day back in February to well over 20 million per day in April.

Bread videos have potentially cooled off a little since the start of May, but a long-term decline in views hasn’t been established just yet. Since March 12, bread-related videos have picked up 1.1 billion views on Facebook, with a single-day high of 27.4 million on April 27. Coinciding with the increase in views, the amount of bread videos uploaded to Facebook also basically doubled from early March to April.



DIGIDAY

How did NowThis adapt to "remote video production"? : Interview with Skype, use of video by news agency, etc.

Digiday Japan, 5/9/2020

The audience doesn't seem to mind a little unsightly right now. NowThis, like most publishers, experienced an increase in traffic in March. According to Tubular Labs, video views on YouTube, Facebook, Twitter, and all Instagram channels increased 49% from the previous month to close to 1.1 billion.

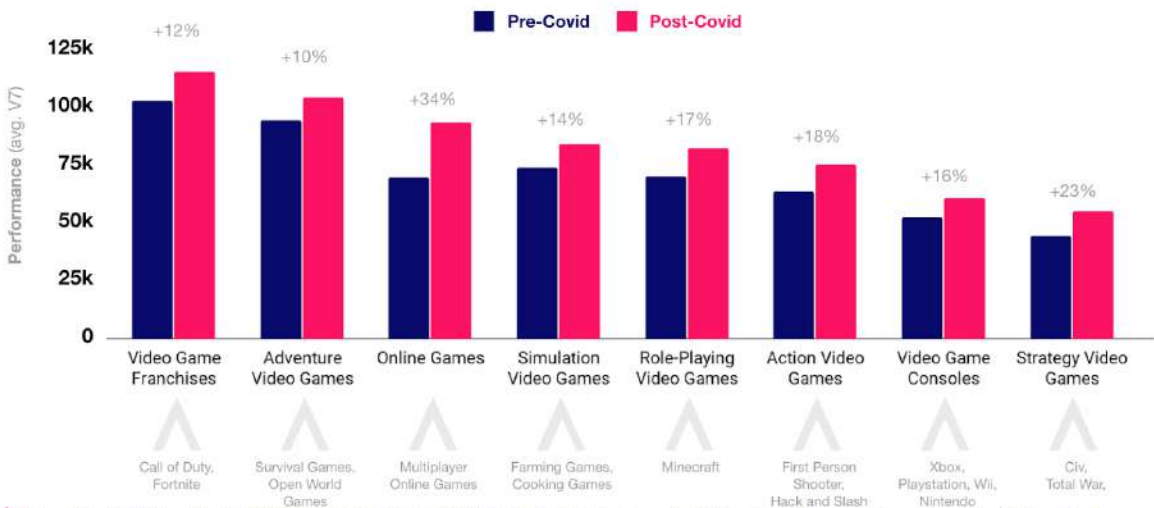


Skyrocketing gaming and eSports trends amid the Coronavirus pandemic

Digital Information World, 5/7/2020

In comparison with the pre-COVID period, Video Game franchises have seen a more than 12% growth, while Adventure Video Games have seen a more than 10% growth. Simulation Video Gaming trend has increased by more than 14%, Strategy Video Games have seen a growth of more than 23%, while Video Consoles, Action Video Games and Role Playing Video Games have seen a rise of 16% and 18% respectively.

Gaming performance has increased across the board



Source: Tubular Labs | Intelligence | Pre-Covid: 2/10/20-3/10/20; Post-Covid: 3/10/20 - 4/10/20 | YouTube | Global | Categories with more than 100M views this month | V7 = avg. # of views per video within the first 7 days of upload



NFL Draft Prompts Big Social Media Spike

Tubefilter, 5/4/2020

The buzz extended to social media, too. According to [Tubular Labs](#), NFL-owned social video accounts (on Facebook, Instagram, Twitter, and YouTube) generated nearly 250 million views from Thursday, April 23, through Saturday, April 25. That's over a quarter of all video views across NFL-owned pages for the entirety of April. Video views for the first round of the NFL Draft (Thursday) were among the top 10 daily totals over the last 365 days, earning more views than half of the Sundays during the 2019 regular season.





Gaming Streaming Content Rapidly Grew During The COVID-19 Lockdown, Call of Duty Modern Warfare Leads The Pack

Dintol, 5/1/2020

According to new report gotten from social video analytics company [Tubular Labs](#) shows just how much social video growth for gaming has occurred since people began sheltering in place. First, some topline stats.

The week ending March 30th was YouTube's best week ever for gaming content. Looking at numbers, gaming videos attracted 17 billion views a 24 percent year-on-year growth, Facebook is on the increase too, but not as much as YouTube.

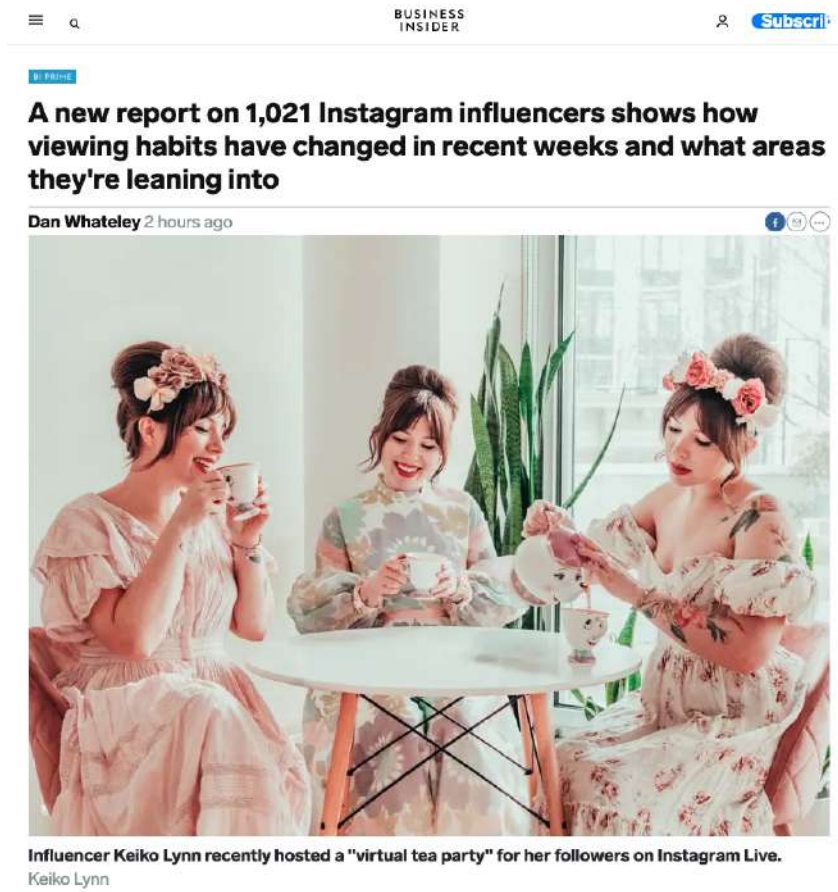


BUSINESS INSIDER

[A new survey of 1,021 Instagram influencers shows how the platform has changed in recent weeks and what areas they are leaning into](#)

Business Insider, 4/27/2020 (Behind Paywall, read [here](#))

The number of minutes that consumers spent watching live video on YouTube rose 19% between March 12 and 25, according to a [report](#) from the social-video analytics firm Tubular Labs. Views of livestreams on Facebook also spiked during the same two-week window in March, with the number of people watching a video in real time (or replaying a livestream after it ended) increasing by 37%. And watch time for livestreams on Twitch rose 16% during the same period.



VentureBeat

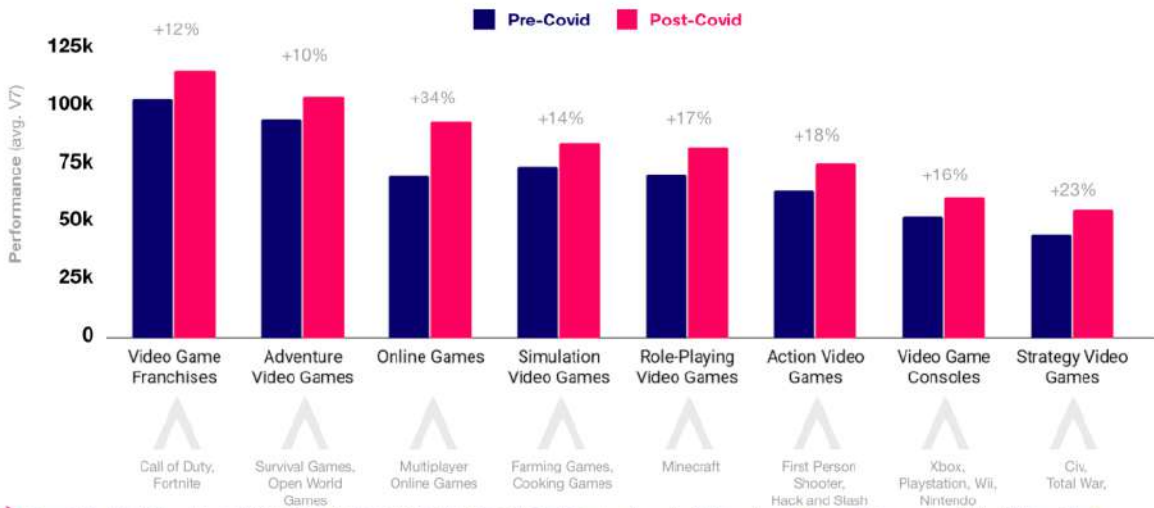
Gaming sees explosive growth in social video as people stay home

VentureBeat, 4/30/2020

During the week of March 30, gaming content on YouTube had its best week ever — with 17 billion views, representing a 24% year-over-year growth. Facebook has also seen an increase in gaming videos, although not as much as YouTube.

When it comes to the performance of various types of gaming content, there’s growth across the board, with the highest jump (35%) belonging to online games. (In the chart below, performance is based on Tubular’s V7 rating, which is the average number of views per video within the first seven days of upload, comparing pre-and post-COVID-19.)

Gaming performance has increased across the board





[Gaming content on YouTube recently had its best week ever](#)

Video Games Chronicle, 5/1/2020

Tubular Labs said there were 60% more Call of Duty YouTube videos uploaded during the post-Covid period than during the month before, 17% more Grand Theft Auto videos, 6% more Minecraft videos and 3% more Fortnite videos.

The Gaming Economy

[iPad Games Spend Hits Record Level; META Raises €1m \(£870k\)](#)

The Gaming Economy, 5/1/2020

Gaming social video surges

[Consumption of gaming social video has expanded rapidly over the last month](#), with YouTube gaming videos seeing a 24% year-on-year increase in weekly views to a record 17 billion in the week of March 30th 2020, according to figures released by Tubular Labs. The report estimates that all tracked game genres saw increases in video views, [matching playership figures released yesterday by Newzoo](#), with online games seeing the steepest increase (35%) in views. The ongoing coronavirus pandemic, along with the release of the free-to-play Call of Duty: Warzone title by Infinity Ward (dev), Raven Software (dev), and Activision Blizzard (publisher), are identified as the main factors driving the increases.





[Report: Games content on YouTube had its best week ever in March](#)

PC Games Insider, 5/1/2020

There has been a 60 per cent increase in videos about Call of Duty since the end of March, largely due to the roll out of the free-to-play Warzone mode. New content creators have been breaking into the YouTube market, too, with Tubular reporting that four of the Top Five Call of Duty YouTubers for the period between March 10th and April 10th weren't in the Top Five for the previous month.



[Going Live in the Time of Corona](#)

IPG Media Lab, 4/30/2020

Of course, it's not just the live content on linear TV that is getting a boost — live content across social networks is also seeing significant growth in usage and viewership. Instagram says its live video usage is [up over 70%](#) in the U.S. since the pandemic broke out. Similarly, according to [a report by Tubular Labs](#), a social video analytics firm:

Time spent watching livestreams on YouTube rose 19% between March 12 and 25. Views of live videos on Facebook also jumped during the same two-week window, as the number of people watching a live video (either in real time or replaying a livestream after it ended) increased by 37%. Watch time for livestreams on Twitch rose 16% during the same period.

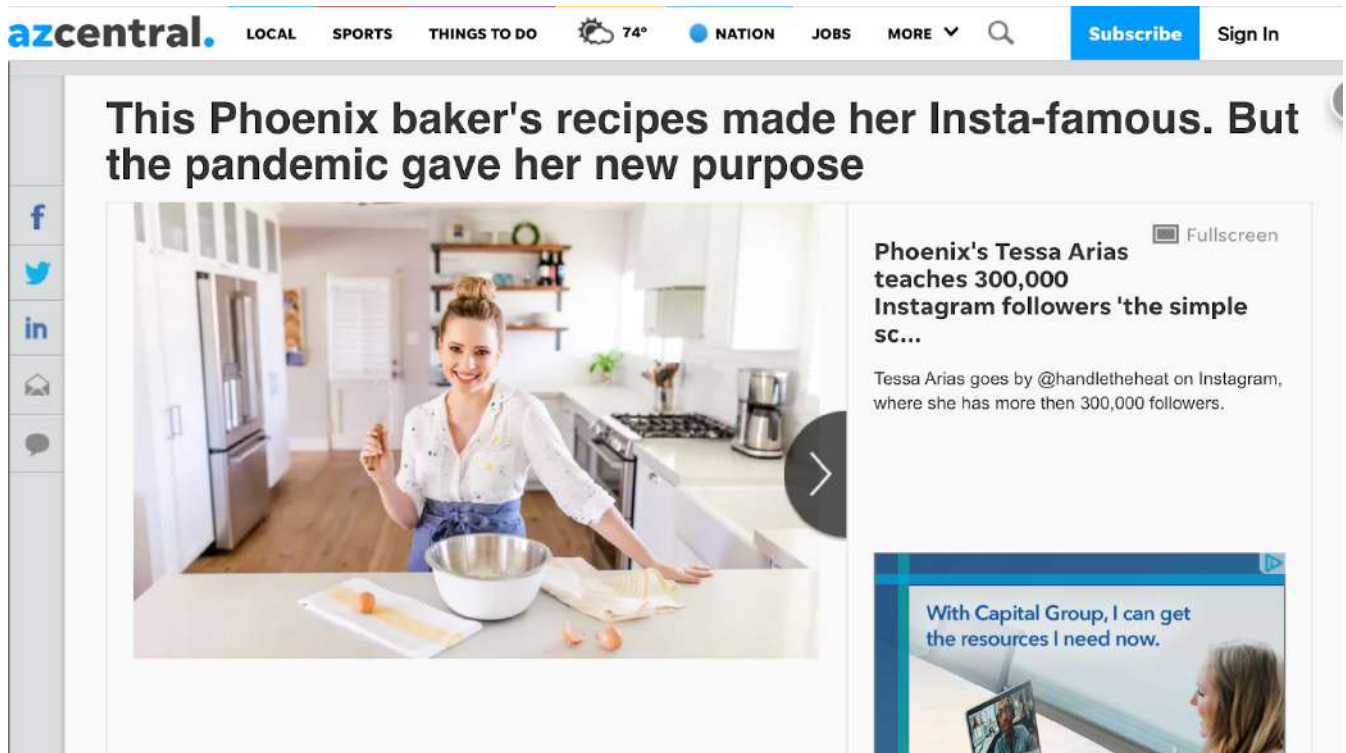
azcentral.

PART OF THE USA TODAY NETWORK

[This Phoenix baker's recipes made her Insta-famous. But the pandemic gave her new purpose](#)

AZ Central, 4/27/2020

"Looking back at the last two years, this past week was her most-viewed to-date on both Instagram and YouTube," a spokesman for Tubular Labs, a video measurement and analytics platform, wrote in an email on April 7.



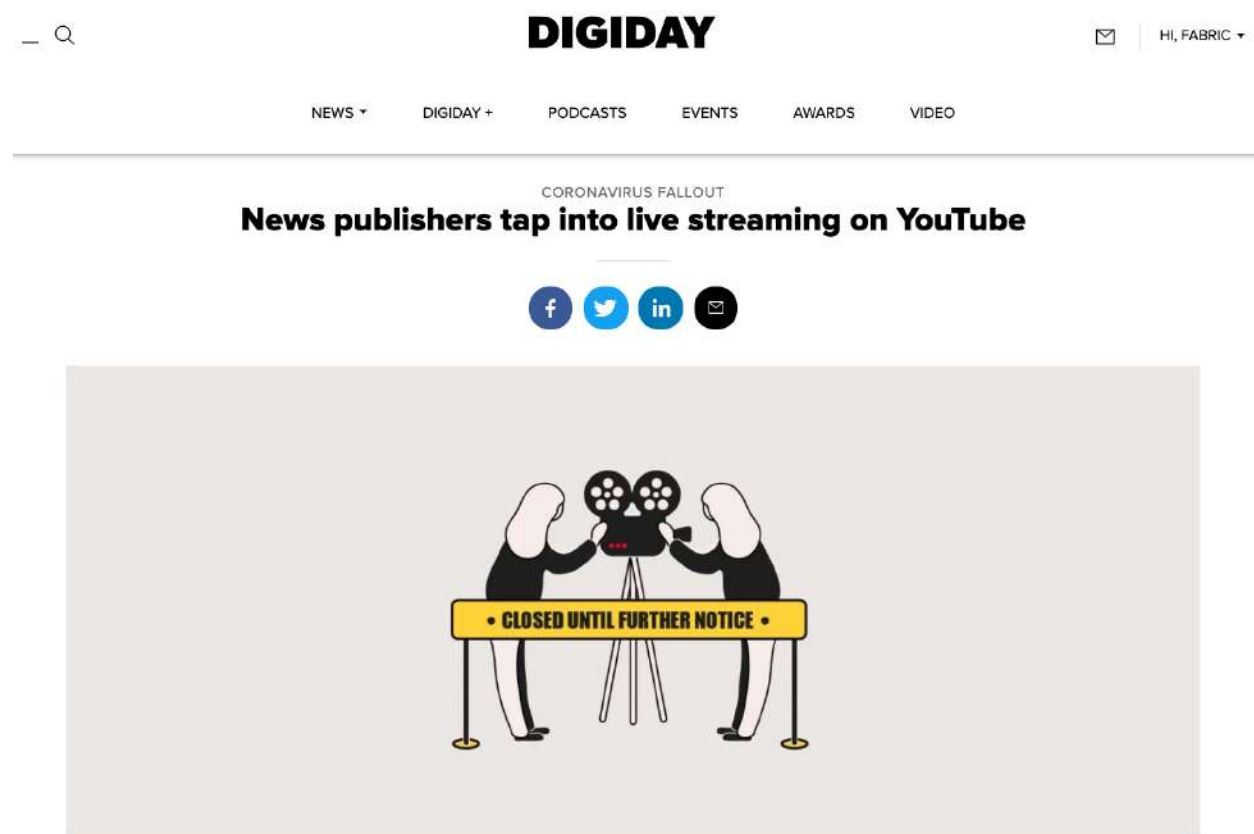
The screenshot shows the top of an azcentral article page. The navigation bar includes the azcentral logo, menu items for LOCAL, SPORTS, THINGS TO DO, a weather icon showing 74°, NATION, JOBS, MORE, a search icon, a blue Subscribe button, and a Sign In link. The main headline reads "This Phoenix baker's recipes made her Insta-famous. But the pandemic gave her new purpose". Below the headline is a large photo of a woman, Tessa Arias, in a kitchen. To the right of the photo is a text block: "Phoenix's Tessa Arias teaches 300,000 Instagram followers 'the simple sc...". Below this text is a sub-headline: "Tessa Arias goes by @handletheheat on Instagram, where she has more than 300,000 followers." At the bottom right of the screenshot is a small video player with a blue header and the text "With Capital Group, I can get the resources I need now." and a photo of a woman.

DIGIDAY

[News publishers tap into live streaming on YouTube](#)

Digiday, 4/23/2020

During March, the amount of live-streamed minutes watched on YouTube ballooned, increasing 189% in the four weeks beginning March 12 compared with the four weeks prior. At its peak, there were 180 million minutes watched during one week, according to analytics firm Tubular Labs.





[Gaming Videos Keep Leveling Up Views Through March Into April](#)

Tubefilter, 4/21/2020

According to social video analytics firm [Tubular Labs](#), gaming videos garnered 57.6 billion views across social platforms like Facebook, Instagram, Twitter, and YouTube in February, and that number increased significantly to 67.4 billion in March as COVID-19 quarantines became more widespread. Data from Tubular also shows that while gaming videos were averaging nearly 2 billion views per day prior to the widespread cancellation of American sports (starting March 12), they crept closer to 2.5 billion per day as the month wore on.





[YouTube Changes Partner Lineup For Its Three-Year-Old 'Measurement Program'](#)

Tubefilter, 4/21/2020

The nine current partners have been placed into three new categories, as outlined on the [YTMP website](#): 'brand suitability and contextual targeting' (Channel Factory, Integral Ad Science, Pixability, Sightly, VuePlanner, and Zefr), 'brand safety reporting' (DoubleVerify and Integral Ad Science), and 'content insights' (Pixability, [Tubular Labs](#), and [Wizdeo](#)).



Home Creator News YouTube Millionaires TikTok Millionaires Insights Data YouTube C

YouTube Changes Partner Lineup For Its Three-Year-Old 'Measurement Program'



By Geoff Weiss On April 21, 2020

Multichannel **NEWS**

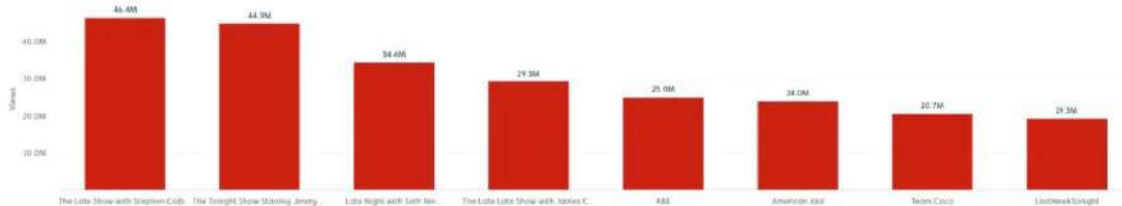
Report: Talk-Show Hosts' Pivot to Social Video Results in View Growth

Multichannel News, 4/20/2020

"Digital video's reach has no boundaries," said Rob Gabel, CEO at Tubular Labs. "With the world awash in anxiety and people physically separated, right now — more than ever — video entertainment is a catalyst for banding global citizens together and providing much-needed optimism during these unprecedented times."

When it comes to entertainment content types, the TV and movies category makes up the biggest portion of views on YouTube (112 billion in the last year). For videos uploaded between March 12 and April 3 as the coronavirus pandemic spread and many Americans were forced to shelter at home, TV-related content amassed 564 million views, with nearly half (253 million views) coming from late-night talk shows, led by The Late Show with Stephen Colbert and The Tonight Show Starring Jimmy Fallon (A&E and American Idol also rank high).

Top US TV Entertainment media creators watched on YouTube
By views after the outbreak



Source: Tubular Labs | Video Intelligence | YouTube | Entertainment creator genre | Television | Media creators | US | English language | Views >1000 | Videos uploaded March 12-April 5 | Data as of April 5 2020



[Insights: Old-School Stars Forced Online Will Help Change Hollywood Long After Pandemic](#)

Tubefilter, 4/16/2020

Watch time on YouTube's livestreams jumped 19% in the two weeks around the initial lockdown in many U.S. states (March 12 to March 25) compared to the previous two weeks, according to a Tubular Labs analysis. It already had been trending upward significantly since the start of the year, from around 2 billion minutes watched per week to well over 3 billion.



Insights: Old-School Stars Forced Online Will Help Change Hollywood Long After Pandemic



MARKETING

[YouTube restructures measurement programme, lists new partners](#)

Marketing Interactive, 4/21/2020

Separately, Slightly added that its advertisers will also receive new metrics to help them target content that is most likely to produce desired reach, branding or action outcomes, as well as context-based persona targeting. Meanwhile, IAS was also listed under the brand safety reporting category alongside DoubleVerify. Existing partners of YTMP include Tubular Labs, Zefr, Pixability and Wizdeo.

Manila Standard

[GMA digital portals set record-high numbers](#)

Manila Standard, 4/21/2020

According to social video analytics Tubular Labs, the GMA News channel tallied 224 million views on YouTube, compared to ABS-CBN News' 182 million. On Facebook, GMA News got 371.9 million while its counterpart page from ABS-CBN had 371.2 million.



[YouTube Expands Its Measurement Program With 5 New Partners, Bumps Heads With OpenSlate](#)

AdExchanger, 4/20/2020

On Monday, YouTube added Channel Factory, Integral Ad Science, DoubleVerify, Sightly and VuePlanner to the program. Existing partners include Pixability, Zefr, Tubular Labs and Wizdeo.

DIGIDAY

[From Skype interviews to wire-service video: How NowThis has adapted to remote production](#)

Digiday, 4/17/2020

Audiences didn't seem to mind slightly scruffier-looking videos: In March, NowThis, like most publishers, experienced a traffic boost. Total video views across its YouTube, Facebook, Twitter and Instagram channels increased 58% month over month to a total of 470 million views, according to Tubular Labs.



CORONAVIRUS FALLOUT

From Skype interviews to wire-service video: How NowThis has adapted to remote production



kidscreen

[Capacitor & Cosmic Kids partner on fitness show](#)

Kidscreen, 4/15/2020

This jump comes as kid-focused fitness content is growing in popularity, according to Tubular Labs' COVID-19: Know what the world is watching Kids report, which showed views on children's [workout content](#) spiked to more than 7.5 million per day across YouTube in recent weeks. Views for kid-focused physical education videos are also on the rise across Facebook, Twitter and Instagram.



kidscreen NEWS EVENTS MAGAZINE CONTRIBUTORS ADVERT

SCREEN

Capacitor & Cosmic Kids partner on fitness show

Spearheaded by former Nickelodeon EVP of live action and TV movies Bronwen O'Keefe, the TV/OTT series will focus on yoga and mindfulness.

DIGIDAY

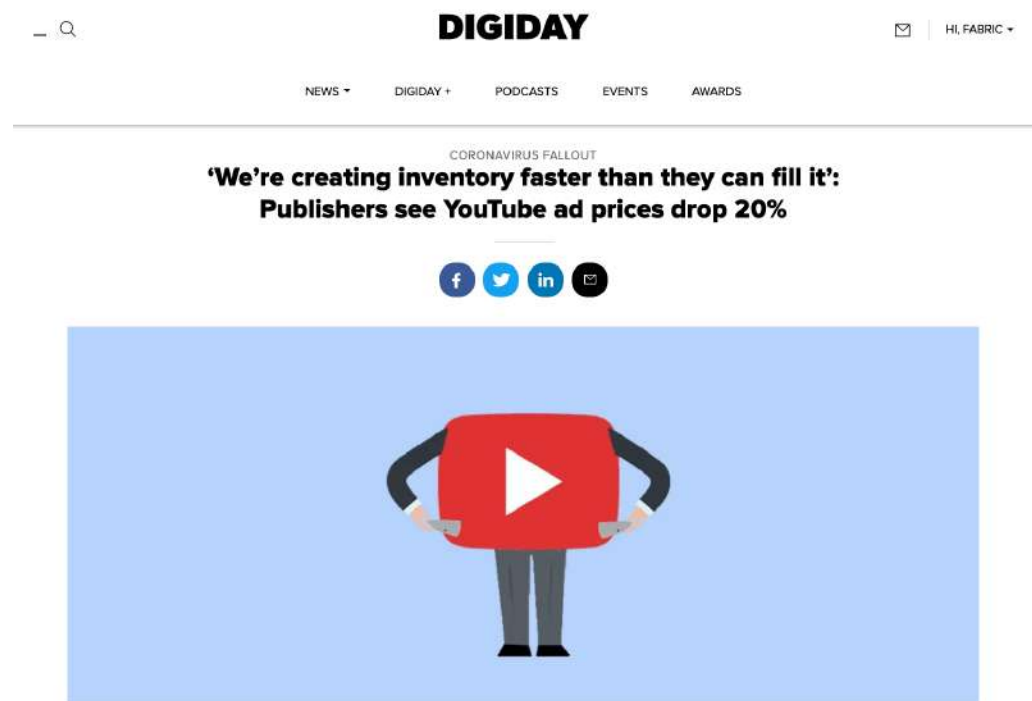
[‘We’re creating inventory faster than they can fill it’: Publishers see YouTube ad prices drop 20%](#)

Digiday, 4/16/2020

On some level, YouTube’s reversal came at an opportune time. While digital video consumption has been strong across many categories over the past month, news and entertainment were the categories that saw the sharpest increases in engagement across digital video platforms, according to Tubular Labs CEO Rob Gabel.

From March 11to April 14, 30% of the videos uploaded to YouTube by news publishers were coronavirus-related, and those videos generated over 40% of the views those publishers tallied, according to Tubular Labs data.

For top news publishers, those gains were especially strong. For example, nearly 15% of the 1.4 billion views NBC News has racked up on YouTube over the past 14 years have come in just the past month, according to Tubular Labs data.



Bloomberg

[These Are the Top YouTube Chefs Teaching a New Generation to Cook](#)

Bloomberg, 4/14/2020 (Behind Paywall, read [here](#))

Thankfully, YouTube is there. Average daily views on videos with “cook with me” in the title have more than doubled since March 15, compared with their average views previously, according to YouTube. In the past year, cooking videos have been viewed more than 20 billion times, say Tubular Labs, an analytics agency. Whether you’re a novice new to tongs or comfortable with a mandolin (watch those fingers!), these are the channels to watch.

Q Search

Bloomberg

Sign In

ScreenTime

These Are the Top YouTube Chefs Teaching a New Generation to Cook

With the world in lockdown, video views on how to cook are spiking on the platform. Here's the five most worth your time.

By [Chris Stokel-Walker](#)

April 14, 2020, 9:01 PM PDT



Source: Sorted Food

LIVE ON BLOOMBERG

Watch Live TV >

Listen to Live Radio >

SPDR	12.24	+0.05
SPDR	2.76	+0.07
SPDR	1.31	+0.08

STATE STREET GLOBAL ADVISORS SPDR *Disclaimer

Our panel of guest experts explore the role of liquidity in institutional portfolios, and what the savviest investors may be overlooking during the year ahead.

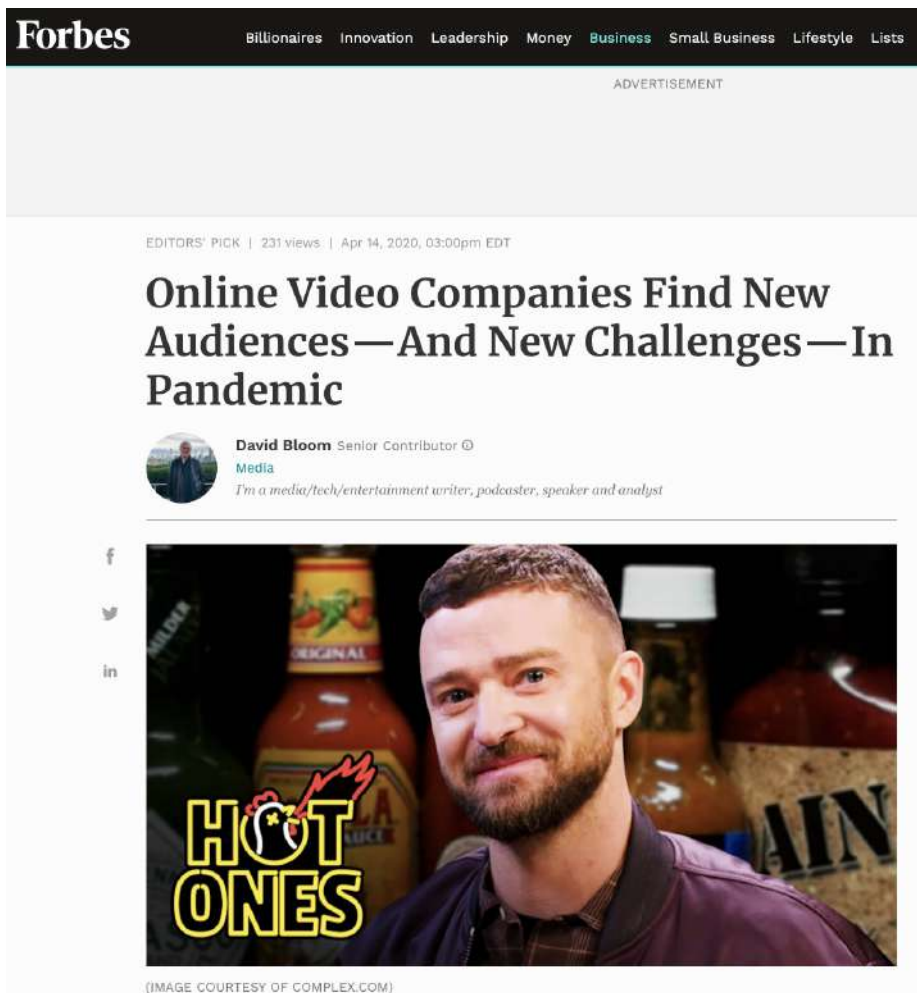
[Watch Now](#)

Forbes

[Online Video Companies Find New Audiences—And New Challenges—In Pandemic](#)

Forbes, 4/14/2020

“We want to give confidence to creators and advertisers,” said Tubular’s CEO Rob Gabel. “Companies like Complex use it to come up with an idea, or to validate an idea they have. When you have more information, you can make more informed decisions” about new programming.



The screenshot shows the Forbes website interface. At the top, the Forbes logo is on the left, and navigation links for Billionaires, Innovation, Leadership, Money, Business, Small Business, Lifestyle, and Lists are on the right. Below the navigation is a grey bar labeled "ADVERTISEMENT". The article header includes "EDITORS' PICK | 231 views | Apr 14, 2020, 03:00pm EDT". The main title is "Online Video Companies Find New Audiences — And New Challenges — In Pandemic". The author is David Bloom, Senior Contributor, with a profile picture and bio: "I'm a media/tech/entertainment writer, podcaster, speaker and analyst". Below the text are social media sharing icons for Facebook, Twitter, and LinkedIn. A large image of Justin Timberlake is featured, with a "HOT ONES" graphic overlaid in the bottom left corner. The image is credited to "(IMAGE COURTESY OF COMPLEX.COM)".



[YouTube's Struggle: Soaring Views, Declining Revenue](#)

Search Engine Journal, 4/16/2020

According to Tubular Labs data reported by eMarketer, since March 11, 30% of the videos uploaded to YouTube by news outlets were about COVID-19.

Those videos alone created 40% of the views the publishers experienced.

Contrast that with [information Digiday received](#) that Coronavirus stories bring in 30% less revenue than non-Coronavirus items.



[GMA News and Public Affairs Digital posts record high numbers in March](#)

GMA Network, 4/16/2020

According to social video analytics Tubular Labs, the GMA News channel tallied 224 million views on YouTube, compared to ABS-CBN News' 182 million. On Facebook, GMA News got 371.9 million while its counterpart page from ABS-CBN had 371.2 million.



[YouTube Sees Leap in Viewership, Yet Decline in Advertising](#)

ETCentric, 4/15/2020

People still need groceries and office supplies, but, for example, a food-based channel that relies on tourist boards, airline companies and restaurants will find it hard to drum up ads.

Another sector that is doing well is video games which, according to Tubular Labs, has "received 13 percent more views across five key markets in Europe in the last month compared to the same time in 2019."

billboard

[Adele's 'Carpool Karaoke' Video Sets Late-Night YouTube Record](#)

Billboard, 4/10/2020

According to [Tubular Labs data](#), Adele's driver seat rendition of [Nicki Minaj's](#) "Monster" and the [Spice Girls](#) "Wannabe" for Corden's "Carpool Karaoke" raked in 42 million views within the first five days. The video surpassed 68 million views as of press time, making it the most watched late-night YouTube clip ever.

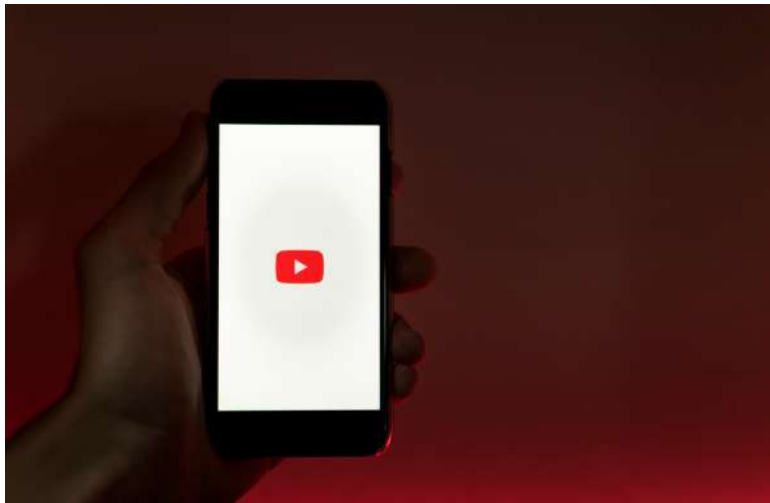


OneZero

[As YouTube Traffic Soars, YouTubers Say Pay Is Plummeting](#)

One Zero, 4/12/2020

Video game content received 13% more views across five key markets in Europe in the last month compared to the same time in 2019, according to data collated by Tubular Labs, a video intelligence company.



IANDROID.EU

[Advertising charges at the platform have dropped considerably all through the coronavirus pandemic](#)

iAndroid, 4/13/2020

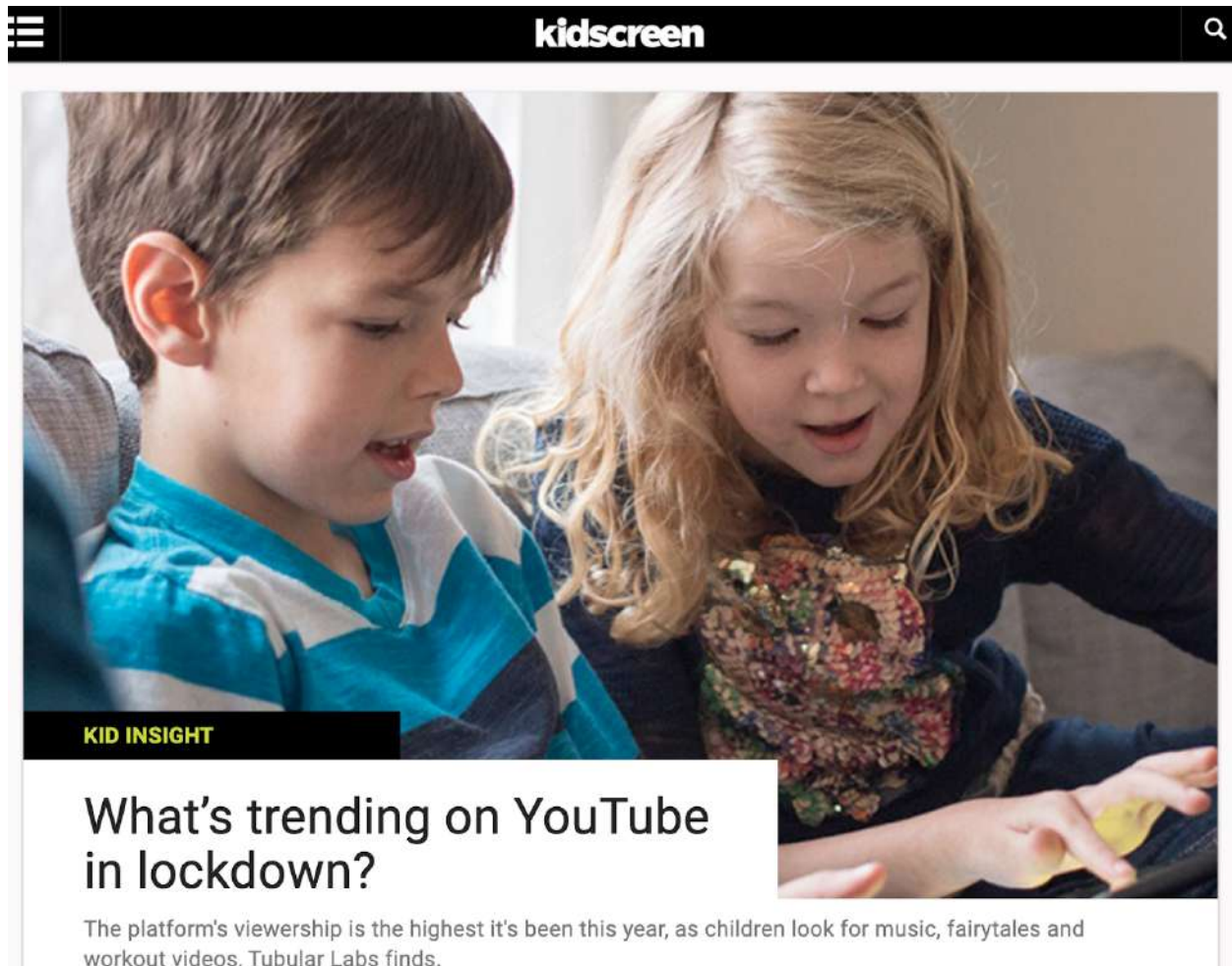
Video sport content material won 13% extra perspectives throughout five key markets in Europe within the remaining month in comparison to the similar time in 2020, in line with knowledge collated by way of Tubular Labs, a video intelligence corporate.

kidscreen

[What's trending on YouTube in lockdown?](#)

KidScreen, 4/9/2020

Kids are clearly getting moving, as the views on children's workout content across YouTube spiked to more than 7.5 million a day on average over the last few weeks, according to digital analytics firm Tubular Labs. The number of views for children's physical education videos has also risen on Facebook, Twitter and Instagram, as parents look to fill a gap in their kids' daily schedules left bare by school closures, Tubular found in its COVID-19: Know what the world is watching Kids report.



The screenshot shows a Kidscreen article. At the top is a black navigation bar with a hamburger menu icon on the left, the word "kidscreen" in white lowercase letters in the center, and a magnifying glass search icon on the right. Below the navigation bar is a large photograph of a young boy and girl sitting together and playing with a yellow toy. A black box with the text "KID INSIGHT" in yellow is overlaid on the bottom left of the photo. Below the photo is a white text box containing the article title "What's trending on YouTube in lockdown?" and a short paragraph: "The platform's viewership is the highest it's been this year, as children look for music, fairytales and workout videos, Tubular Labs finds."

BUSINESS INSIDER

6 influencer marketers describe how their business has changed, what brands are still spending on, and the future of 'paused' deals

Business Insider, 4/10/2020 (Behind Paywall, read [here](#))

- [A top social-video data firm made a 22-page report on how the coronavirus has changed viewer habits on YouTube and other platforms. Here are the 5 takeaways:](#) Tubular Labs put together a 22-page report on YouTube and Facebook video consumption during the coronavirus outbreak.

ADWEEK

Cooking Websites See a Traffic Boost as People Are Urged to Stay Home

Adweek, 4/8/2020

Despite a downward trend overall this year for New York Times Cooking video views according to Tubular Labs, [Roman](#) gained 52,000 Instagram followers in March. (The New York Times said that its cooking section has been posting positive year-over-year and month-over-month growth this spring, but declined to share details.)

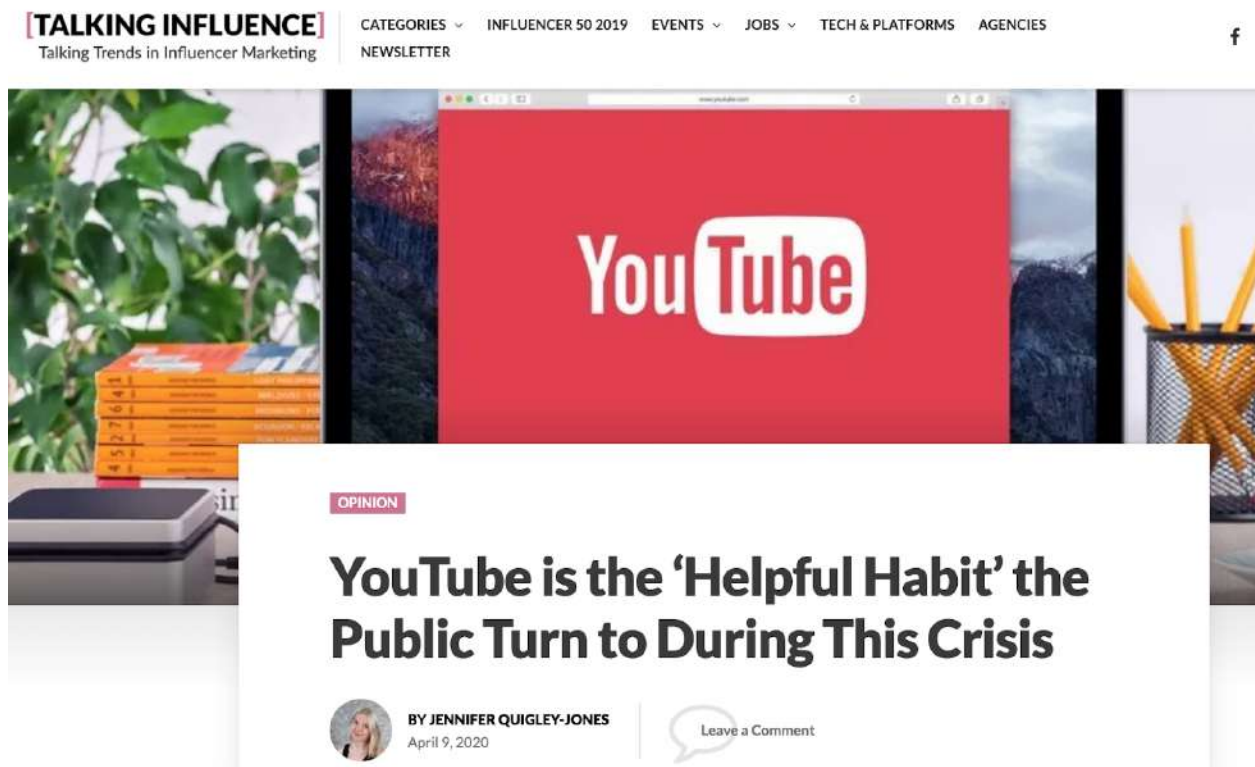


[TALKING INFLUENCE]

[YouTube is the ‘Helpful Habit’ the Public Turn to During This Crisis](#)

Talking Influence, 4/9/2020

One of the many unprecedented outcomes of coronavirus has been the phenomenon of homeschooling. Stressed parents have had to turn into teachers overnight and are in need of help and guidance. Views on education videos have shot up by 14%, according to Tubular Labs. While many online platforms provide educational content, influencers like Physics Girl (Dianna Cowern) are providing [entertaining experiments](#) to keep bored kids – and adults – entertained.



BUSINESS INSIDER

[A new 22-page report details how the coronavirus has changed livestream viewer habits on YouTube, Twitch, and other platforms. Here are the 4 key takeaways.](#)

Business Insider, 4/6/2020 (Behind Paywall, read [here](#))

In its new 22-page report, Tubular Labs looked into what types of live content are drawing in audiences in recent weeks. Real-time news, music, gaming, and animal livestreams all saw significant growth in viewership last month.

Here are four key takeaways from Tubular's report:

Interest in livestreamed news and politics content on YouTube jumped in the second half of March.

In the last two weeks (March 12-25)

7,710

News & Politics
Creators

streamed

13k

Live stream segments

with

8.5M

Minutes (16 years) of
content on YouTube.

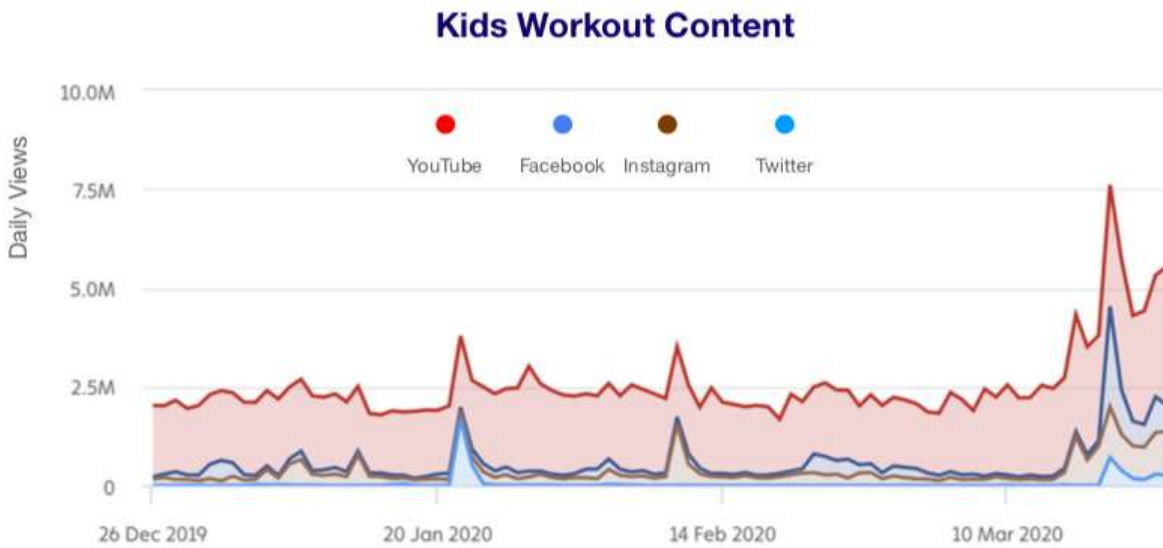




How Children's Social Video Content is Growing During Quarantines

Tubefilter, 4/6/2020

Looking at a time period from March 12-19, Tubular noticed several major shifts in popular kids categories, with average V3 (views in the first three days from uploading) for fairy tale-related videos increasing 74% compared to the year 2019. Average V3 for kids franchises jumped 22%, while kids music videos jumped 21% compared to 2019's results. Kids animation was also a big winner for the March 16-22 timeframe, with the category recording its second-highest view count (across Facebook and YouTube for a single week) in the last three years.



 Source: Tubular Labs | Intelligence | Last 90 days as of 3/25/20 | Views

campaign

[Currys PC World found the perfect pitch for young headphone buyers](#)

Campaign, 4/6/2020

The campaign garnered 16 million impressions, reached an audience of 10.5 million people, with five million views and 31,500 engagements, 98% of which were positive, according to social video analysts Tubular Labs. A further 25,500 click-throughs to JBL product pages were also recorded.



THE WALL STREET JOURNAL.

[A Network Tries to Mash Up TV Style and YouTube's Youth](#)

The Wall Street Journal, 3/30/2020 (behind Paywall, read [here](#)), Print version - [Life & Arts Sections, page 13](#)

Ms. LeBlanc has been on YouTube for the better part of a decade. She runs her own channel and attracts a combined social media audience of roughly 28 million. That kind of reach is what digital upstart Brat TV banked on when it cast Ms. Leblanc in its breakout YouTube show, “Chicken Girls,” which follows a group of friends on a high school dance team. Episodes in its sixth season, which began earlier this month, run about 20 minutes. The premiere has 2.5 million views (and episode two, 1.8 million), enough to make the season premiere the No. 3 live action episode to premiere on YouTube this year, according to data from Tubular Labs, a video analytics firm.



Other digital-first networks have found success on YouTube. AwesomenessTV—now owned by [ViacomCBS](#), which produced [Netflix's](#) movie franchise “To All The Boys I’ve Loved Before”—and networks like Rooster Teeth, aimed at niche audiences, also create scripted shows for the platform. But Brat TV is quickly gaining traction among Generation Z, says Rob Gabel, CEO of Tubular Labs.

In the show “Crazy Fast,” viewers follow members of the Attaway High track team including Rafa, whose parents were deported to Ecuador when he was young. In the vampire drama “Red Ruby,” Flora leads student protests against fracking (when she’s not being threatened by vampires). In “Chicken Girls,” Indiana Massara plays one half of a lesbian couple. “So many people DM me to say this character helped me come out to my family,” Ms.

Massara says of the messages she gets.

The Tubular data show that in February, Brat TV ranked no. 211 out of 98,000 channels in the entertainment category on YouTube, putting Brat ahead of name brands like TMZ and The View.



[Pandemic-Driven Kid-Related Video Boom: Even DIYs Are Diving In](#)

MediaPost, 3/31/2020

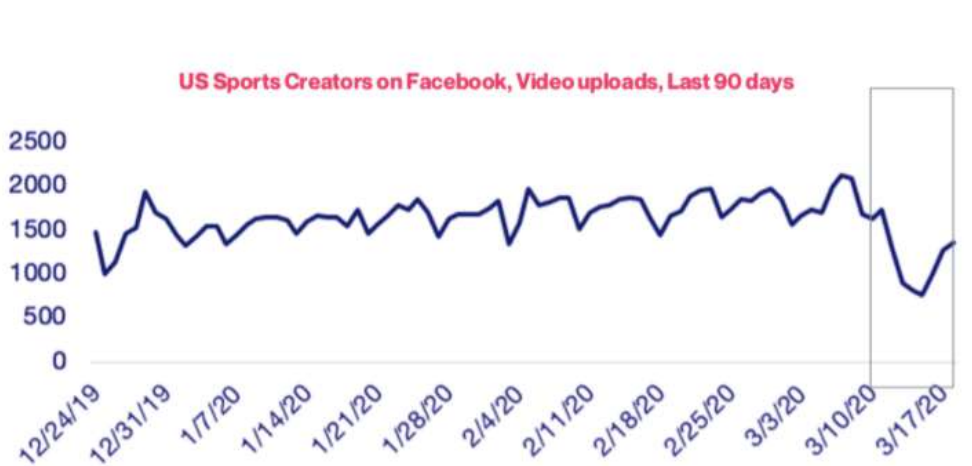
“With businesses and schools closed, our video analytics platform is verifying increased demand for digital video content across the board,” Tubular Labs CEO Rob Gabel tells Video Insider. “We’ve noticed spikes in digital video audience attention across vertical industries — and in particular, the kids’ category.



[How U.S. Sports Are Publishing On Social Video Without Games Being Played](#)

Tubefilter, 3/30/2020

In the above graph from video analytics firm [Tubular Labs](#), you can see the steep decline in uploads from sports creators once the games went dark. It might have taken a week to iron out exactly how to handle the new reality without new highlights, but the more recent uptick shows at least some movement in the right direction. Looking specifically at pages owned by the NBA, NHL, and MLB, Tubular data shows over 396 million views across Facebook, Instagram, Twitter, and YouTube between March 12 and 27.



Source: Tubular Labs, Videos Uploaded anytime, Creator genre Sports, US, Includes Videos with Views and V1>1000, Data as of March 23 2020



[Video Consumption Trends on Facebook, YouTube and Instagram Are Changing Drastically \(infographic\)](#)

Digital Information World, 3/30/2020

Analytics firm [Tubular Labs](#) reported YouTube’s viewership for American residents is increasing rapidly. Tubular Labs categorized the videos in five sections – sports, music, health/fitness, people/lifestyle, and arts/culture and measured their views for seven days (between 20 to 27 March 2020). The figures were compared to the views garnered in March 2019 and saw:

- 63% increase in the viewership in health and fitness videos
- A boost of 63% in music videos too
- An increase of 29% in videos related to arts and crafts
- Sports video is up by 20%
- People and lifestyle content is up by 17%



front office sports

[Overtime Looks To Shine Spotlight On Young Athletes Who Lost Sports](#)

Front Office Sports, 3/26/2020

After it debuted on March 15, the #WhosNXT campaign on social media has already generated more than 8.1 million views across Overtime's Instagram and TikTok accounts, according to the company. On Instagram, engagement for #WhosNXT posts is 55% higher than the 2020 US Sports Media average for video posts on the platform, according to Tubular.

front office sports

[NEWSLETTERS](#) |

NEWS PODCAST VIDEOS EVENTS JOBS FUNDAMENTALS

Overtime Looks To Shine Spotlight On Young Athletes Who Lost Sports

media / march 26th, 2020
BY ED MORAN

→ Cancellation of sports nationwide inspires Overtime to create #WhosNXT hashtag for athletes whose seasons were put on hold.

→ Engagement on #WhosNXT posts is 55% higher than the 2020 US Sports Media average for IG videos.

→ Overtime execs have pivoted to map out three months of planned programming.

Photo Credit: Overtime

the latest

Fundamentals: Larry Scott, Pac-12 Commissioner
[BY FRONT OFFICE SPORTS](#)

Esports Viewership Grows During Hiatus
[BY MATT BOK](#)

A Hearty \$250 Million Endeavor
[BY PAT EVANS](#)

Goodell, NFL Execs Taking Pay Cut
[BY IAN THOMAS](#)



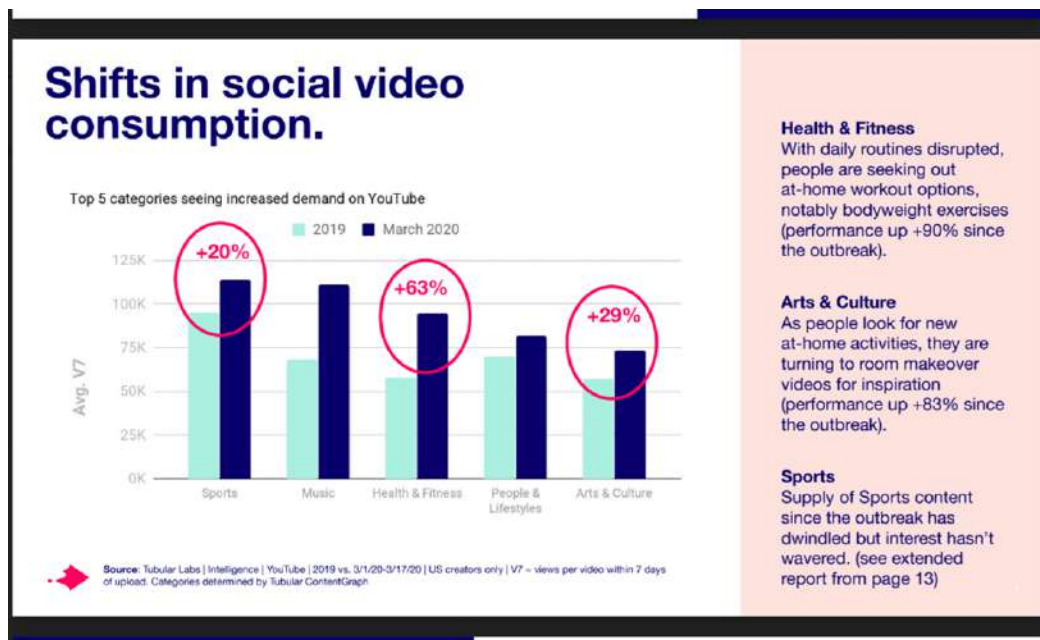
[YouTube, Twitch, Facebook, Instagram See Significant Boosts In Traffic Amid Digital Ad Woes](#)

Tubefilter, 3/26/2020

Over on YouTube, viewership for U.S.-based content has jumped up to 63%, per data from video analytics firm Tubular Labs. To gather data, Tubular has been tracking videos in five broad categories—sports, music, health and fitness, people and lifestyles, and arts and culture—uploaded this month, and measuring their views for seven days post-debut. To measure viewership growth, it compared this month’s view counts against seven-day view totals garnered by videos uploaded in March 2019.

Viewership for health and fitness videos has increased the most (63%), something Tubular attributes to social distancing. Unable to go to the gym or park or sometimes even leave their homes at all, people “are seeking out-of-home workout options, notably bodyweight exercises,” the firm says. Its data shows bodyweight exercise videos alone have seen a whopping 90% boost in viewership.

Meanwhile, music has seen an estimated 57% boost from March 2019 (though some of that could be attributed to growth from the effort YouTube has put into that category over the past year), arts and culture is up 29%, sports is up 20%, and people and lifestyles is up an estimated 9.5%.



DIGIDAY

[‘Embracing the imperfections’: The test kitchen is now a WFH kitchen](#)

Digiday, 3/26/2020

In the past two weeks, Dameron said that Tastemade’s viewership on its social channels was up more than 25% and its streaming network had a 40% increase in viewership on certain platforms. Site referrals from search were up 30% month-to-date in March versus the same period last year, and Pinterest was up 33% during the same period, according to Google Analytics. In February, Tastemade had over 300 million video views across Facebook, Instagram, Twitter and YouTube, according to Tubular Labs and had over 6 million unique visitors to its site, according to ComScore.



CORONAVIRUS FALLOUT

‘Embracing the imperfections’: The test kitchen is now a WFH kitchen



BUSINESS INSIDER

[A top social-video data firm made a 22-page report on how the coronavirus has changed viewer habits on YouTube and other platforms. Here are the 5 takeaways.](#)

Business Insider, 3/25/2020 (behind paywall read [here](#))

YouTube creators Dude Perfect have begun posting more videos online to meet growing consumer demand for sports-related content as live events are cancelled or postponed. Noam Galai/FilmMagic/Getty

- As mandatory lockdowns and social distancing tied to the coronavirus pandemic increase consumers' time spent online, more and more users are turning to social-video platforms for entertainment.
- The cancellation of live sporting events is also leading to increased demand for sports-related content on platforms like YouTube and Facebook.
- Tubular Labs, a leading social-video analytics firm, looked at what types of content digital creators are uploading and users are being drawn to as countries around the world enforce social isolation.
- [Click here for more BI Prime stories.](#)

Social-video consumption is up dramatically this month as at-home consumers search for entertainment and distractions from the coronavirus pandemic.

One analyst in charge of internet equity research at Evercore ISI estimated there's been a [20% to 30% increase in engagement](#) on YouTube as social distancing has taken hold around the world, noting that streaming companies haven't released data yet on the average time spent on their platforms this month.

On social media, influencer-marketing firms are reporting [spikes in views and engagement](#) on sponsored posts, and downloads have [increased dramatically](#) on the short-form video app TikTok this year.

Looking at the latest data from platforms like YouTube, Facebook, and Instagram, the social-video analytics firm Tubular Labs put together a 22-page report on what content is grabbing consumers' attention. One big area that's overperforming is sports content, likely due to the cancellation of live events.

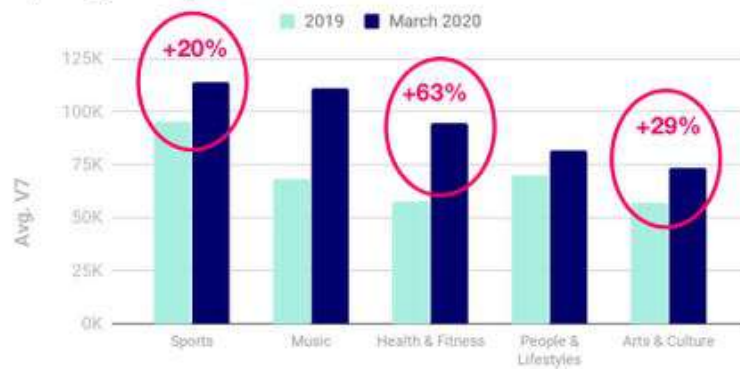
In its study, the company found that sports-related videos saw a 20% jump in average YouTube views for new videos uploaded in March.

Here are five key takeaways from Tubular Labs' report:

Content categories like sports and health and fitness have spiked on YouTube this month.

Shifts in social video consumption.

Top 5 categories seeing increased demand on YouTube



Source: Tubular Labs | Intelligence | YouTube | 2019 vs. 3/1/20-3/17/20 | US creators only | V7 = views per video within 7 days of upload. Categories determined by Tubular ContentGraph

Health & Fitness

With daily routines disrupted, people are seeking out at-home workout options, notably bodyweight exercises (performance up +90% since the outbreak).

Arts & Culture

As people look for new at-home activities, they are turning to room makeover videos for inspiration (performance up +83% since the outbreak).

Sports

Supply of Sports content since the outbreak has dwindled but interest hasn't wavered. (see extended report from page 13)

Interest in lifestyle content and videos about sports, music, arts and culture, and health and fitness have all jumped on YouTube this month.

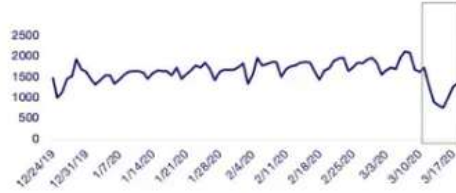
When compared to videos uploaded in 2019, the average number of views on videos uploaded in March in these categories has spiked this month. Video views jumped by 63% for health and fitness creators, 29% for arts and culture videos, and 20% for sports content between March 1st and 17th.

Increased interest in sports-related content comes at a time when live sports have mostly shut down around the world.

While demand for sports-related content has increased, recent cancellations in professional events has led to fewer videos being uploaded to YouTube.

Video supply for Sports content was the lowest in the last 90 days in the week after the outbreak, but is already seeing upwards trend again

US Sports Creators on Facebook, Video uploads, Last 90 days



Source: Tubular Labs, Videos Uploaded anytime, Creator genre Sports, US, Time frame Last 30 days, % change vs. last month based on weekly data March 10-16, includes Videos with Views and V1+1000, Data as of March 18 2020

As professional sports leagues [shut down](#) and major international events like the Olympics are [postponed](#), consumer interest in sports content on social-video platforms like YouTube is up 20% this month.

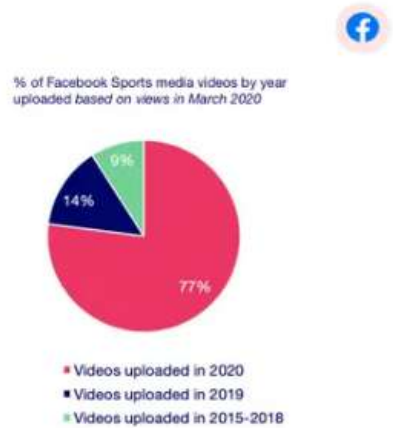
While new sports videos on YouTube dropped off in the first two weeks of March (likely due to a scarcity of recent uploads from live sports), new videos in the category appear to be trending upward as of last week.

Some creators have begun uploading more content to YouTube to fill the void. The 5-person YouTube team DudePerfect have [started doing their own live sports broadcasts](#) of golf, soccer, and spikeball games.

With professional sports on hold, video creators can focus on uploading 'evergreen' content from earlier seasons.

Evergreen Sports content can shine in times where games are canceled and content production is impossible.

23% of Sports media Facebook videos watched in March 2020 during the Coronavirus outbreak are evergreen content from 2015-2019



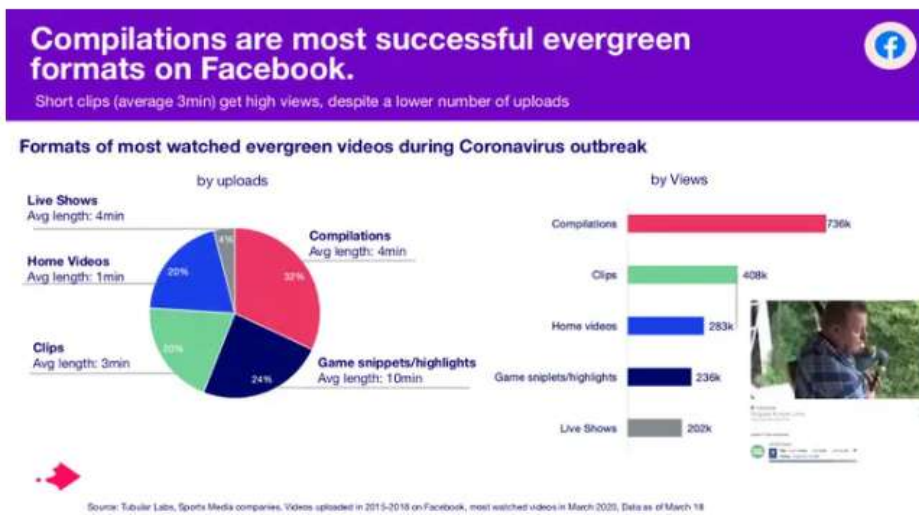
Source: Tubular Labs, Sports Media companies, Facebook video views in March 2020, Data as of March 18

23% of the sports videos watched on Facebook this month contained "evergreen" content produced between 2015 and 2019.

14% of the sports videos viewed on Facebook this month were uploaded last year, and 9% were added between 2015 and 2018.

While the vast majority (77%) of sports-related Facebook videos that were watched in March were uploaded this year, there's still evidence of a consumer appetite for sports content related to past games and events.

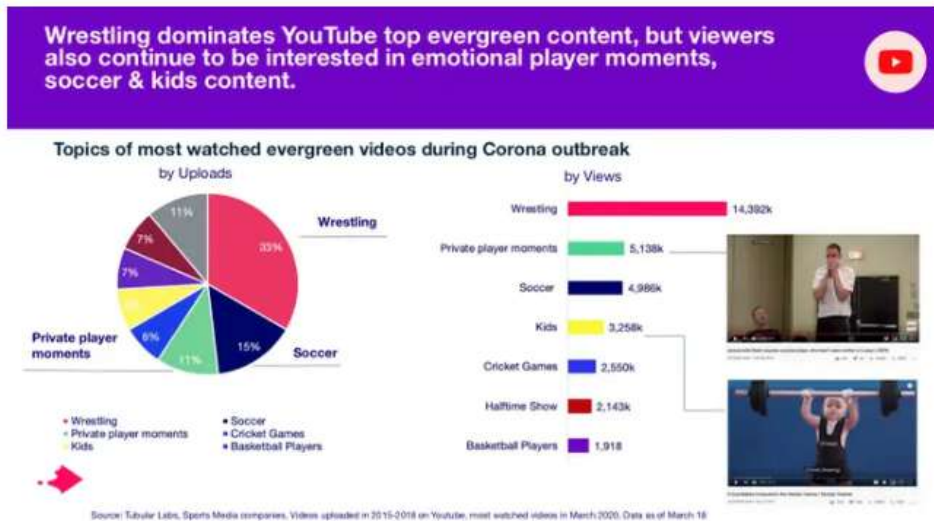
For creators looking to repost 'evergreen' content, compilation videos are top performers.



The older "evergreen" sports videos that Facebook users are watching this month tend to be compilations of content from previous events.

- 32% of sports videos watched in March but uploaded between 2015 and 2018 have been compilations that are roughly 4 minutes long.
- 24% have been specific game snippets and highlights that are an average of 10 minutes long.
- 20% have been 3-minute (on average) clips.
- 20% have been 1-minute (on average) home videos.
- 4% have been live shows.

'Evergreen' wrestling content is performing particularly well on YouTube this month.



Tubular Labs.

Sports compilations are performing well for video creators looking to continue uploading content while live sports are hold, and wrestling is the top performing "evergreen" category on YouTube this month.

- Of all "evergreen" sports videos watched between March 1st and 18th (Tubular defines evergreen as uploaded between 2015 and 2018), wrestling drove 14,392,000 views.
- Evergreen videos with "private player moments" generated 5,138,000 views during the same period.
- Evergreen soccer videos had 4,986,000 views.
- Kids sports videos that are evergreen drove 3,258,000 views.
- Cricket game videos uploaded between 2015 and 2018 generated 2,550,000 views between March 1st and 18th.
- Evergreen halftime show content drove 2,143,000 views during the same period.
- Evergreen content from "basketball players" generated 1,918,000 views.

Prolific London

[Digital Voices supports YouTube creators during COVID-19](#)

Prolific London, 3/25/2020

According to new data from Tubular Labs which looks at YouTube usage, there has been a surge in interest in the platform over the past week.

There has been a 26% increase in views on News and Politics content, a 9% increase in views on Health, Fitness and Self-Help content and a 22% increase in views on Family and Parenting content.

YouTube is a platform that reaches over 2 billion people, and is experiencing extremely high levels of usage, especially as people are staying home during this public health crisis.

[Home](#) > [Media & Publishing News](#) > [Influencer News](#) > [Digital Voices supports YouTube creators during COVID-19](#)

Read More



Digital Voices tasked with YouTube briefs from Booking.com and Fasthosts

25 March 2020

Digital Voices supports YouTube creators during COVID-19



by Josh Peachey

Share



A Week in My Life: Jennifer Quigley-Jones, Founder of Digital Voices





[Insights: How Online Creators Can Thrive, And Help Others Survive, In Our Plague Year](#)

Tubefilter, 3/19/2020

Already, we're seeing big jumps in some interesting sectors, according to data analyzed by Tubular Labs. The company recently built a [massive taxonomy of about 1,400 categories](#), a way to organize and understand what's popular in video on Facebook, YouTube, Instagram and Twitter. The five fastest growing categories included surprises, led by 'architecture content', particularly around room makeovers, and 'drawing and painting'. Views of drawing and painting videos were up nearly a third, said Tubular founder and CEO Rob Gabel.



Insights: How Online Creators Can Thrive, And Help Others Survive, In Our Plague Year



VARIETY

[Hollywood Braces for Coronavirus Financial Hit That Could Change the Industry Forever](#)

Variety, 3/18/2020

The post-coronavirus world could see a “pretty dramatic” reduction in industry-related events, says Rob Gabel, CEO of video measurement firm Tubular Labs. “When there’s a recession, you get a thinning of the herd,” he says. “If you’re not a tentpole event, or No. 1 or 2 in your niche, you’re in trouble. It comes to the question, ‘Are you a must-attend – or a nice-to-attend event?’ It’s survival of the fittest.”



Hollywood Braces for Coronavirus Financial Hit That Could Change the Industry Forever

By [CYNTHIA LITTLETON](#) and [ELAINE LOW](#)



[How French Video Publisher Brut Made Its US Debut By Covering Underreported Stories](#)

AdExchanger, 3/17/2020

Before Brut shot [a video](#) about Mallon early this year, the Tubular Labs team looked for what topics within inclusion mattered to people. Inclusive design popped up as a popular category.

“We build that video with the learning we had from Tubular to make sure she was addressing the right points of conversation,” LaCroix said – like inclusive design and inclusive fashion.

Brut used a similar tactic when it covered the Cannes Film Festival in 2019, using Tubular to unearth a new angle.



[Movie News Roundup: We Cannes Do It; Righteous Help Below-the-Line; A Note About Sourcing](#)

MovieMaker, 3/19/2020

One Grim Opinion: [Variety](#) quotes Rob Gabel, CEO of video measurement firm Tubular Labs, with a grim prediction for industry-related events. “When there’s a recession, you get a thinning of the herd. If you’re not a tentpole event, or No. 1 or 2 in your niche, you’re in trouble. It comes to the question, ‘Are you a must-attend – or a nice-to-attend event?’ It’s survival of the fittest.”

BUSINESS INSIDER

[Inside YouTube star Brent Rivera's content company, which created a superhero for TikTok and wants to become the next Disney Channel](#)

Business Insider, 3/10/2020 (Behind Paywall, read [here](#))

Amp team member Ben Azelart's Instagram following nearly quadrupled in the year after he began posting content with Rivera, growing from around 250,000 followers in May 2017 to roughly 960,000 a year later, according to data compiled by the social-video analytics firm, **Tubular Labs**. He now has 4.6 million followers on Instagram, 2.9 million YouTube subscribers, and 6.2 million TikTok fans.

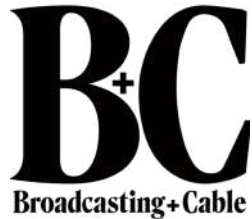
Azelart helped bring in his friend and fellow creator Lexi Hensler to the Amp Studios team. Hensler had about 10,000 YouTube subscribers when she made her first video featuring Azelart in December 2018. A year later, her account jumped to around 550,000 subscribers, according to **Tubular Labs'** data.



[RATINGS: THE LATE SHOW WITH STEPHEN COLBERT Powers To Another Win In Week 24](#)

Broadway World, 3/12/2020

Also for last week, THE LATE SHOW was the #1 late night show for views of current content, meaning clips posted during the week, on YouTube. (Source: Tubular Labs) Some of the best-performing clips include [Tuesday night's monologue](#) with 2.5 million views on YouTube, Colbert's [Thursday night monologue](#) with 2.6 million views and [Stephen's interview with Neil deGrasse Tyson](#) from Friday night's show, which had 2.7 million views on the platform.



TUBULAR AWARDS HONOR TOP SOCIAL VIDEO BRANDS AND MEDIA COMPANIES

Broadcasting & Cable, 3/10/2020

“With this year’s Tubular Awards, we’re celebrating the publishers and brands that are creating with confidence in the age of video,” said Rob Gabel, CEO, Tubular Labs. “These companies are smashing borders, defining culture and connecting with a global audience of millions -- and at times, billions -- like never before. They’re growing revenues and earning attention by harnessing the power and scale of social video.”

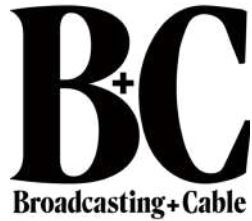
Tubular is publicly shining a spotlight on the top 10 United States media properties, though over 500 different brands and media companies will be receiving recognition for their respective social video successes the world over. The company will be recognizing global brand and media winners, as well as the best of the U.S., United Kingdom, France, Germany, Australia and Brazil.

TV (R) EV

State of Ad Tech Study: 92% See Need for Industry-Wide Standardization

TVREV, 3/11/2020

[Project OAR](#) has been key in a push for addressable advertising standardization, and the [Global Video Measurement Alliance \(GVMA\)](#) has introduced TV-like metrics for social video to be transacted against at parity with other premium video formats. And key industry stakeholders like Publicis, Omnicom, IPG, GroupM, Hearst, Meredith and Hershey have united under the AdLedger consortium to develop standards around how innovative technologies can be leveraged to create efficiencies within the digital advertising ecosystem.



[Traditional Media Brands Top Tubular Social Rankings](#)

Broadcasting & Cable, 3/10/2020

“With this year’s Tubular Awards, we’re celebrating the publishers and brands that are creating with confidence in the age of video,” said Rob Gabel, CEO, Tubular Labs. “These companies are smashing borders, defining culture and connecting with a global audience of millions -- and at times, billions -- like never before. They’re growing revenues and earning attention by harnessing the power and scale of social video.”



[Ruptly starts year by topping global YouTube rankings](#)

The Drum, 3/3/2020

Award-winning international news and media agency, Ruptly, has announced two milestones for its YouTube channel - it has secured one million subscribers and been named number one on Tubular Labs’ recent ranking of the top 30 global news agencies on YouTube in January.



[Bernie Sanders' Social Video Lead Shrinks As Joe Biden Overtakes Delegate Count](#)

Tubefilter, 3/5/2020

In this space not so long ago, we were talking about Vermont Senator Bernie Sanders [having a commanding lead](#) in terms of both the popular vote and social video views. Sanders had double the views of any other Democratic candidate for president since the start of February—according to data from video measurement company [Tubular Labs](#)—and was in the lead among voters as well after caucuses and primaries in Iowa, New Hampshire, and Nevada.

Since then, however, there's been a surge in both votes and video views for former Obama administration vice president Joe Biden. After struggling in the early states, Biden won the South Carolina primary in convincing fashion this past weekend. That led to him picking up some key endorsements from former rival candidates Amy Klobuchar and Pete Buttigieg (both fellow centrists who dropped out this week).

And, riding a new wave of momentum, Biden came out of Super Tuesday the unexpected winner, taking home big victories in states like Alabama, Arkansas, North Carolina, Texas, and Virginia.

Sanders won states like California, Colorado, Utah, and Vermont, and stuck close on delegate counts in several states won by Biden. Still, Biden appeared to grab the voter lead, and the social video lead, since March 1.

According to Tubular, videos about Biden's candidacy generated 51 million views on platforms like Facebook, Instagram, Twitter, and YouTube between March 1 and 3 (Super Tuesday). Sanders held on to his lead, with 56.5 million views during the same timeframe, but Biden cut into his previous advantage by a considerable margin.

BUSINESS INSIDER

[Fitness influencer Alex Toussaint started out mopping floors at Flywheel. Now he has 105,000 Instagram followers and a partnership with LeBron James' company.](#)

Business Insider, 2/27/20

Since joining Peloton and reaching thousands of users on his bike, Toussaint's online fan base has grown dramatically. His Instagram account now has [105,000 followers](#), up from just 19,000 two years ago, according to data from the social-media analytics website, Social Blade.

The rate at which he's added new followers to his Instagram account doubled in 2017 from the previous year — when he joined Peloton — and then tripled in 2018, according to data from the social-video analytics firm, Tubular Labs.



Fitness influencer Alex Toussaint started out mopping floors at Flywheel. Now he has 105,000 Instagram followers and a partnership with LeBron James' company.

Dan Whatoley 4 hours ago





[Bernie Sanders Captures Commanding Social Video Lead Among Democratic Hopefuls](#)

Tubefilter, 2/27/20

We're through three Democratic primary states so far, and Bernie Sanders has won the popular vote in all of them—Iowa, New Hampshire, and Nevada. That momentum is also evident on social video platforms like Facebook, Instagram, Twitter, and YouTube, according to video analytics firm [Tubular Labs](#).

From Jan. 1 through Feb. 25, videos about the Vermont senator have earned 707 million cross-platform views, which is the most among all Democratic contenders in that timeframe. Former vice president Joe Biden was second with 327 million, followed by Massachusetts Sen. Elizabeth Warren (227 million), former New York City mayor [Mike Bloomberg](#) (226 million), and former South Bend, Ind. mayor Pete Buttigieg (176 million). Videos about Minnesota Sen. Amy Klobuchar had just 54 million views.



TV(R)EV

[Tubular Adds Context to Content Measurement Through Categories \[VIDEO\]](#)

TVREV, 2/25/2020

In the digital video world, you at least get to see view counts for videos. But what is a “view”? And, without context — without knowing how other similar videos are performing — how can any publisher or platform really call content a “hit”?

Enter Tubular’s new Video Categories capability, which provides this crucial context for digital video.

We’ll let Tubular CEO Rob Gabel explain it in his own words: “What we’ve done through data science and AI for the last 18 months is, we’ve developed a taxonomy, and we call it a ContentGraph, where we classify videos accordingly, up to 1 million topics, and all those topics into 1,400 structured categories.”





[Tubular Labs Introduces New 'Video Categories' Tool, Co-Developed By Former Netflix Exec](#)

Tubefilter, 2/25/2020

There are a total of roughly 1,500 new 'subcategories', Tubular says, and more than 3 million niche video 'topics' within that scheme that the firm will use to rank content. For instance, [take a video about Tom Brady](#). If Brady is spending time with his daughter in the video, then that might fall under the 'parenting' topic, but if he's on the Jimmy Kimmel show, then that could be 'late-night TV' or 'comedy'. If he's playing football in the video, then it could fall under the 'football' topic, Tubular says. ('Tom Brady', 'parenting', 'Jimmy Kimmel', and 'football game' are all topics within the new graph).

Syndication: [IMBD](#)



BC

Broadcasting+Cable

[Tubular Labs Expands Video Categories it Tracks to 1,500](#)

Broadcasting & Cable, 2/25/2020

“The explosion of social video and the diversity of digital audiences pose a challenge to video programmers and content marketers trying to understand their audiences' preferences,” said Rob Gabel, CEO at Tubular Labs. “Food as a genre alone doesn’t cut it anymore. Does Gen Z prefer eating contests or cooking hacks? To build the content that truly addresses their audiences, publishers and advertisers need a segmentation of video content and insights that go beyond the video genre classification from traditional TV and streaming.”

 **MediaPost**

[Adland Firms, Others Support Creative Spirit Gala](#)

MediaPost, 2/24/2020

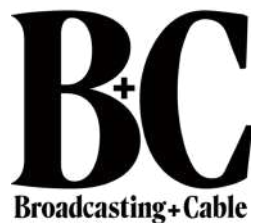
Co-hosts for the evening are Michael Kassan, CEO, MediaLink, now part of Cannes Lions parent company Ascential and Jamie Gutfreund, Tubular Labs board member. New York’s Ad Club is a founding member of the group.



[Brut. Joins Tubular Labs' Global Video Measurement Alliance \(GVMA\)](#)

Business Wire, 2/25/2020

Rob Gabel, founder and CEO of Tubular Labs, said: "Brut. has quickly ascended to become an influential global media company, and a model user of our more advanced metrics. What's special about Brut. is its insatiable appetite to understand and impact culture, and consequently, leverage Tubular to produce content aligned with cultural shifts across geographies and into niche communities across the globe. GVMA's goal is to unlock the economics of social video and Brut. is a great example of a media company brands and agencies can partner with to confidently invest in social video advertising opportunities across platforms globally."



[Brut. Joins Tubular Labs' Global Video Measurement Alliance \(GVMA\)](#)

Broadcasting & Cable, 2/25/2020

Along with fellow GVMA members, Brut. will also gain access to Tubular's new video categories, a next-generation taxonomy, which organizes the world's web video similarly to TV and streaming content. video categories helps people keep their finger on the pulse of culture -- from macro communities to niche audiences -- with a taxonomy that features 1,500 subcategories and more than three million topics with relevance that spans the globe.



[House Of Highlights Is NBA's Slam Dunk For All-Star Video Content](#)

Tubefilter, 2/18/2020

According to video measurement company Tubular Labs, more than 9,300 related videos generated 518 million views during All-Star Weekend and the following Monday (so, Feb. 14-17). All of that television exposure wasn't the only way the game got in front of fans, however. NBA All-Star content also earned a ton of attention on social video platforms like Facebook, Instagram, Twitter, and YouTube.

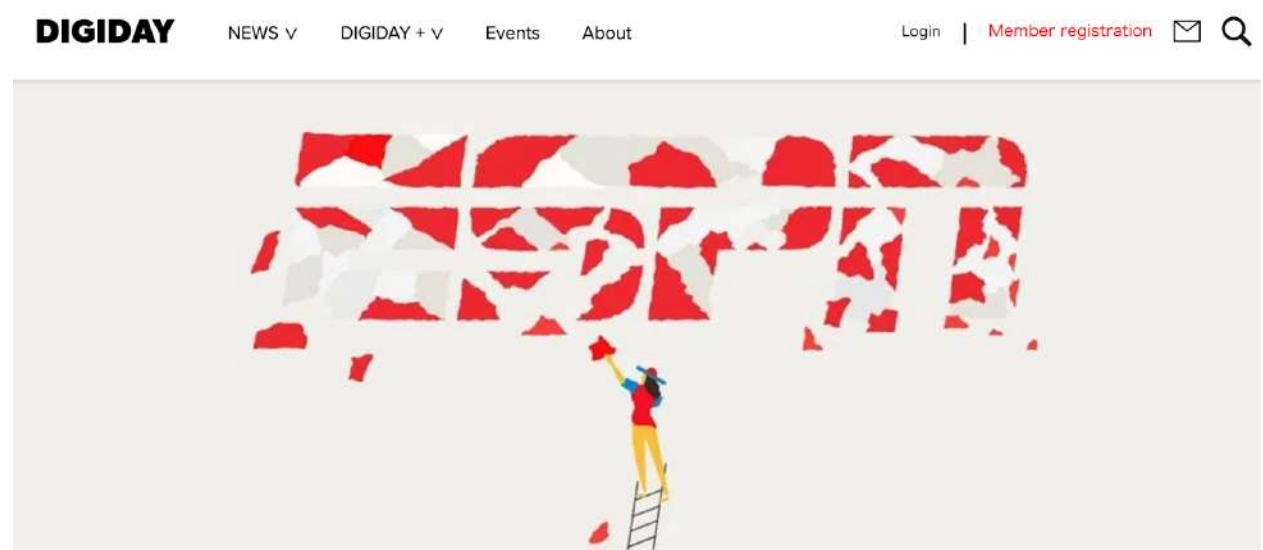


DIGIDAY

[ESPN, a Disney company, rapidly shifts to SNS video: 500 programs will be released in 2020](#)

Digiday Japan, 2/12/2020

Traffic to digital properties (websites, apps, etc.) owned and operated by ESPN has not changed significantly over the past year. For example, according to U.S. research firm ComScore, ESPN sites and apps received a total of 102.4 million traffic in the US in December 2019. This is an increase of about 4% from the same period of the previous year. Meanwhile, the number of viewers on the company's social media videos has surged in the past year. According to a survey by Tubular Labs, video views in December 2019 totaled 2.2 billion views, including YouTube, Twitter, Facebook and Instagram. This is up 58% from 2018 figures.



ESPN, a Disney company, rapidly shifts to SNS video: 500 programs will be released in 2020

PICK UP

THE LIVE MIRROR

[Movierulz MS 2020 HD Movies Download| Movierulz2 Watch Bollywood, Hollywood And Tamil Movies Online](#)

The Live Mirror, 2/12.2020

As per the analysis by Tubular Insights which stated that in 2020 comes around, 80% of the world's internet traffic will be affected by online video streaming. Due to the increase in traffic then you are looking for Movierulz alternative. Here are the lists. For the better user experience, we have rechecked all the below links which is working fine.

TV(R)EV

[Oscars Audience and Ad Trends: Top TV Takeaways from the 92nd Academy Awards](#)

TVREV, 2/10/2020

Data from video measurement company Tubular Labs shows the movie's social media feeds (Facebook, Instagram, Twitter) generated just 1.5 million video views. That number's pretty likely to increase as a general viewing public that largely missed the movie the first time around searches out videos and information before likely tuning in on streaming platforms.

[← BACK TO POSTS](#)



TV[R]EV ORIGINAL, ADVERTISING

Oscars Audience and Ad Trends: Top TV Takeaways from the 92nd Academy Awards

Bloomberg

[YouTube's Secretive Top Kids Channel Expands Into Merchandise](#)

Bloomberg, 2/10/2020

Then, suddenly, everything changed. In the fall of 2017, after the team had begun producing cartoons with 3D-rendered characters, monthly views nearly doubled, to about 238 million, in a matter of two months, according to [Tubular Labs Inc.](#), a market researcher.

Bloomberg the Company & Its Products | Bloomberg Anywhere Remote Login | Bloomberg Terminal Demo Request

Bloomberg Businessweek

February 10, 2020, 2:00 AM PST

YouTube's Secretive Top Kids Channel Expands Into Merchandise

- Cocomelon videos get 2.5 billion views a month, and toddler superfans will soon have toys and albums they can buy.

By Mark Bergen and Lucas Shaw



▲ Animated characters from the Cocomelon YouTube channel. SOURCE: COCOMELON

LIVE ON BLOOMBERG

Watch Live TV >



[Brands Owing Super Bowl Social Video Conversation Before And After Game](#)

Tubefilter, 2/7/2020

The Super Bowl is one of TV's biggest annual events, but its audience-gathering presence extends to social video platforms like Facebook, Instagram, Twitter, and YouTube as well. From Jan. 27 through Feb. 5, there were nearly 38,000 videos about the Super Bowl, and they yielded over 2.4 billion views, according to video measurement company [Tubular Labs](#).



Brands Owing Super Bowl Social Video Conversation Before And After Game



By John Cassillo On February 7, 2020



RusTourismNews

Hilton Partners with BuzzFeed

Rus Tourism News, 2/7/2020

Since its launch in 2018, BringMe has become the largest and fastest-growing travel and experience digital publisher, and has built a strong relationship with its massive audience to become the No. 1 travel creator globally per unique viewer and by minutes watched, according to Tubular Labs.



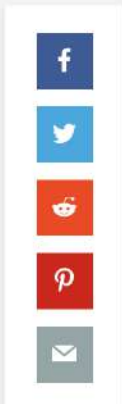
RusTourismNews

iStock
by Getty Images™

Flexible pricing options
Only at iStock.

Spotlight Transportation **Hotel News** Tourism News Taste&Travel Culture&Fashion SPA

Tech Casino Videos

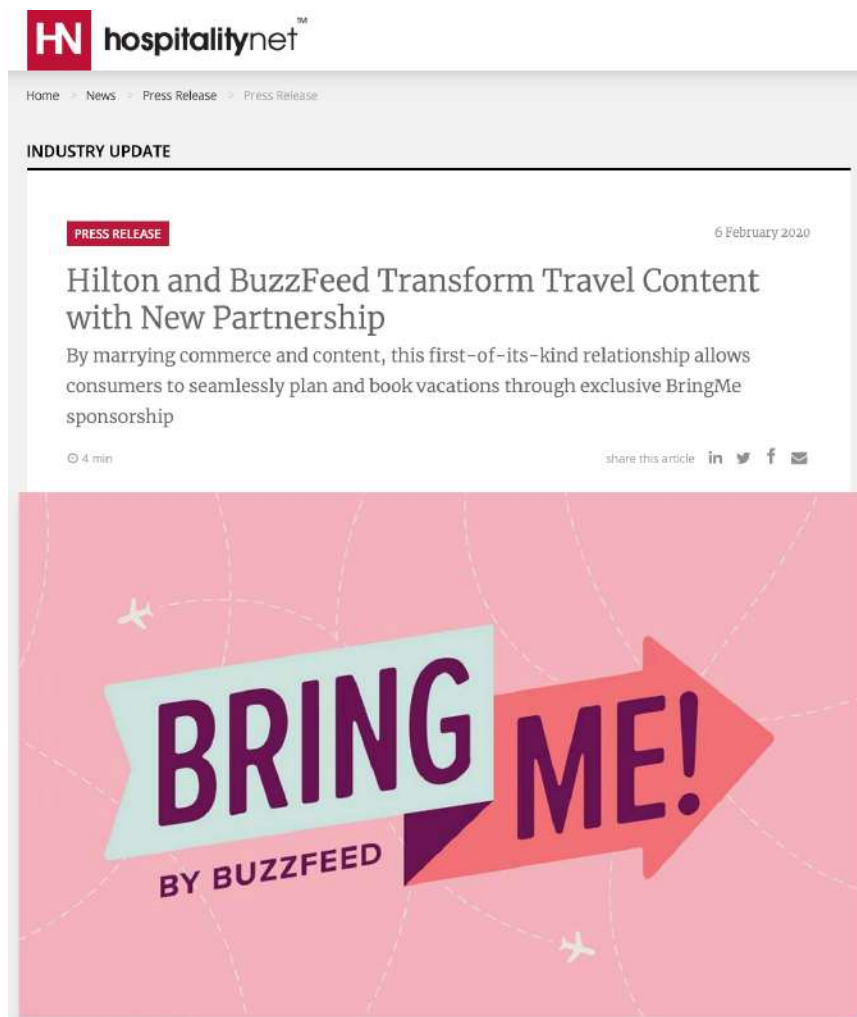




[Hilton and BuzzFeed Transform Travel Content with New Partnership](#)

Hospitality Net, 2/5/2020

Since its launch in 2018, BringMe has become the largest and fastest-growing travel and experience digital publisher, and has built a strong relationship with its massive audience to become the No. 1 travel creator globally per unique viewer and by minutes watched, according to Tubular Labs.

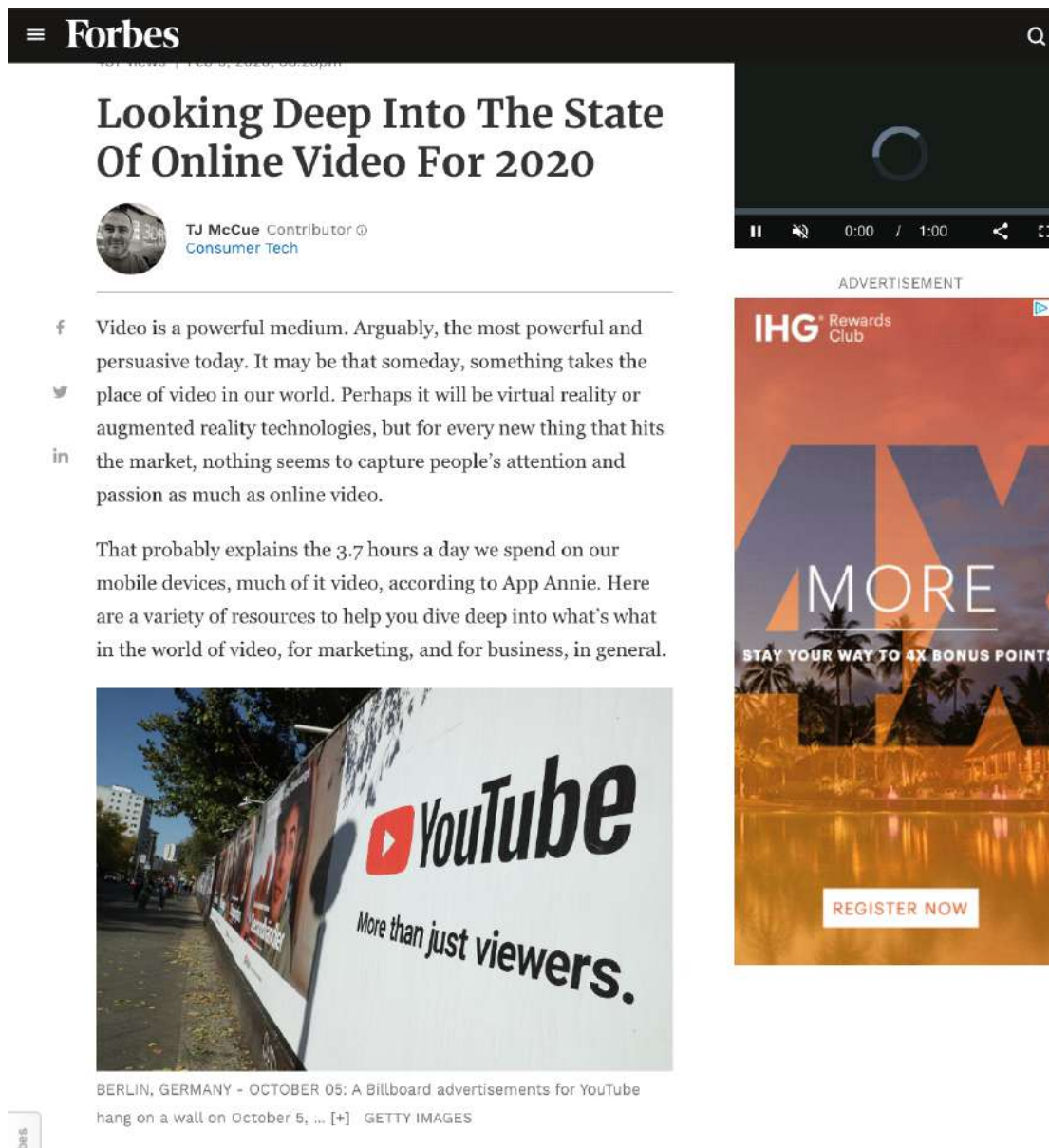


Forbes

[Looking Deep Into The State Of Online Video For 2020](#)

Forbes, 2/5/2020

Another great resource for understanding video trends is the annual [2019 State of Online Video Report - Part I from Tubular Labs](#). It is aimed at the social trends of video consumption. It digs in a variety of topics for both YouTube and Facebook. You can get Part 2 through Part 4 here that covers Quality over Quantity, the Rise of Gaming, and the Future is Female.



Forbes

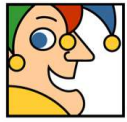
Looking Deep Into The State Of Online Video For 2020

TJ McCue Contributor @ Consumer Tech

Video is a powerful medium. Arguably, the most powerful and persuasive today. It may be that someday, something takes the place of video in our world. Perhaps it will be virtual reality or augmented reality technologies, but for every new thing that hits the market, nothing seems to capture people's attention and passion as much as online video.

That probably explains the 3.7 hours a day we spend on our mobile devices, much of it video, according to App Annie. Here are a variety of resources to help you dive deep into what's what in the world of video, for marketing, and for business, in general.

BERLIN, GERMANY - OCTOBER 05: A Billboard advertisements for YouTube hang on a wall on October 5, ... [+] GETTY IMAGES



The Motley Fool
To Educate, Amuse & Enrich™

[Take-Two Interactive is Losing One of Its Biggest Creative Forces](#)

The Motley Fool, 2/5/2020

Seven years after it was first released, GTA Online just had its biggest back-to-back updates ever, in terms of player numbers, with Diamond Casino & Resort and Diamond Casino Heist setting new records in December, as well as for the quarter ending Dec. 31, 2019. GTA 5 also hit a new record for video engagements last month, according to data from Tubular Labs for the week of Jan. 13, 2020.



[GTA Online Is Giving Away \\$2 Million to Players: Here's How to Get It](#)

IGN, 1/30/2020

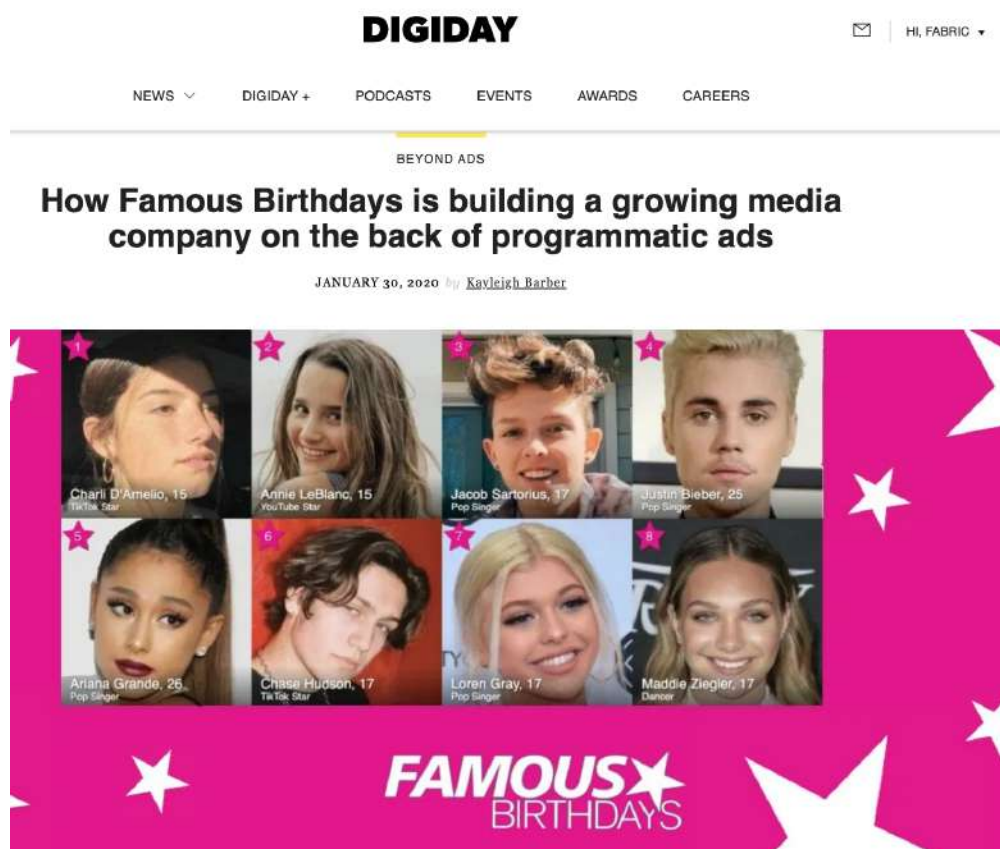
More players logged on in December 2019 than ever before, topping daily, weekly and monthly records broken when the Diamond Casino & Resort opened in the game during summer 2019. 2019 was also the number one year for [Grand Theft Auto V](#) in YouTube video views, and an unnamed record was set for "engagement via likes and comments," according to Rockstar Games citing Tubular Labs.

DIGIDAY

[How Famous Birthdays is building a growing media company on the back of programmatic ads](#)

Digiday, 1/30/2020

In December the site's videos on all its three social media channels (YouTube, Twitter and Instagram) received more than 100 million views, he said. Tubular Labs, however, reported 23.1 million monthly views for Famous Birthdays videos on those three social channels.



DIGIDAY

[MTV revives, finds way to YouTube: a company that can appeal to Gen Z](#)

Digiday Japan, 1/29/2020

This may be an old strategy, but MTV has shown it is still working. In November, their YouTube channel gained 80.70 million views. This is a significant increase from 29.5 million in November 2018. And over the past year, MTV's YouTube channel has averaged 192 million new subscribers a month, according to Tubular Labs. A spokeswoman said MTV's target audience for linear television is between 25 and 34 years old, while YouTube is between 18 and 24 years old.

DIGIDAY

NEWS v

DIGIDAY + v

Events

About

Login

Member registration



MTV revives, finds way to YouTube: a company that can appeal to Gen Z

Editorial department | 16 hours ago

PICK UP



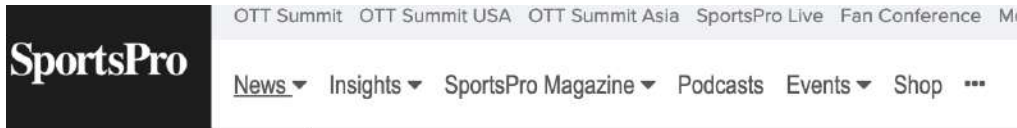
SportsPro

[ESPN to put 500 live shows on social media](#)

Sports Pro Media, 1/29/2020

ESPN's social media video viewership has increased dramatically over the past year, according to Tubular Labs. Across YouTube, Twitter, Facebook and Instagram, ESPN received 2.2 billion video views in December 2019, a 58 per cent increase on December 2018.

ESPN also added 794,800 followers across its various Instagram accounts in December 2019, with Tubular Labs data showing a significantly faster-growing follower base on that platform than its other social media channels.



ESPN to put 500 live shows on social media

Omar Raja's arrival from House of Highlights to ramp up company's digital efforts.

Posted: January 29 2020

By: Pearce Bates



Getty Images

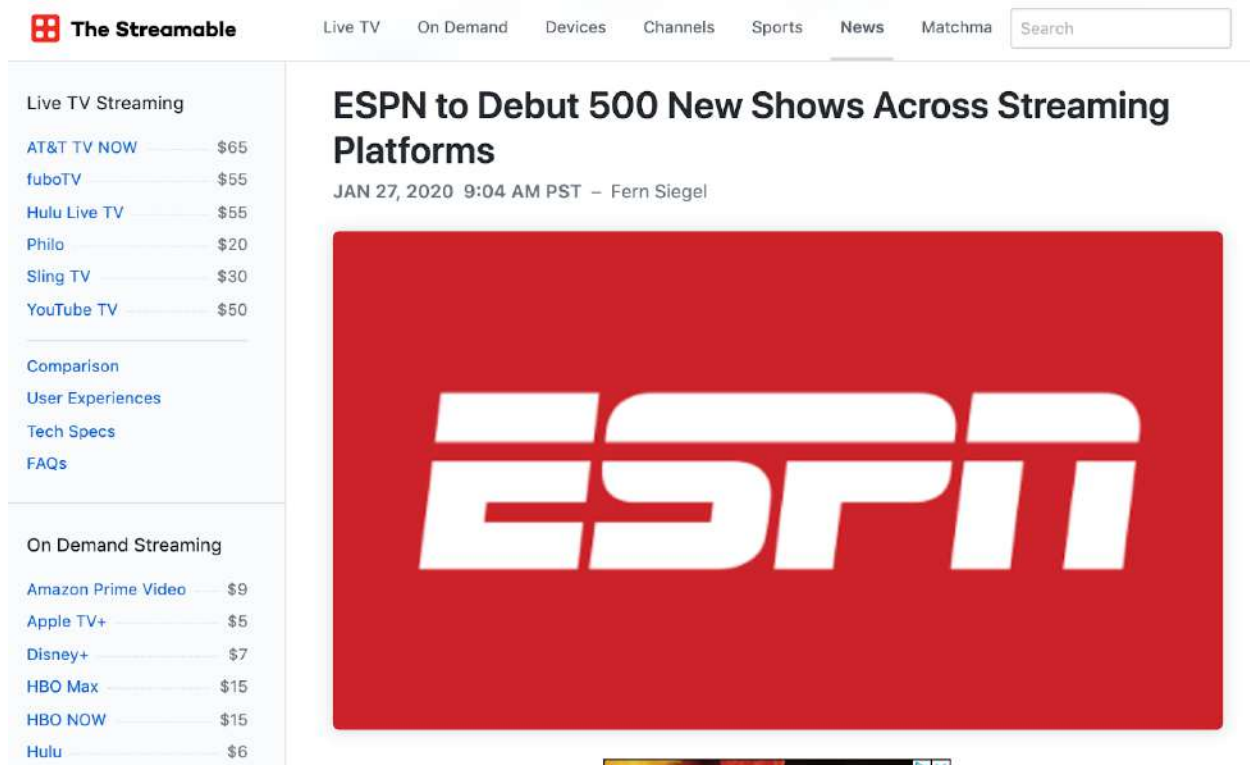


The Streamable

[ESPN to Debut 500 New Shows Across Streaming Platforms](#)

The Streamable, 1/27/2020

According to Comscore, in December 2019, all ESPN sites and apps combined received 102.4 million unique visitors in the U.S., a 4 percent increase from December 2018. Across YouTube, Twitter, Facebook and Instagram, ESPN received 2.2 billion video views in December 2019, notes Tubular Labs.



The screenshot shows the website 'The Streamable' with a navigation menu including 'Live TV', 'On Demand', 'Devices', 'Channels', 'Sports', 'News', and 'Matchma'. A search bar is located on the right. The main content area features an article titled 'ESPN to Debut 500 New Shows Across Streaming Platforms' by Fern Siegel, dated January 27, 2020. The article's featured image is a large red rectangle with the white ESPN logo. On the left side, there are two sections: 'Live TV Streaming' and 'On Demand Streaming', each listing various services and their prices.

Service	Price
AT&T TV NOW	\$65
fuboTV	\$55
Hulu Live TV	\$55
Philo	\$20
Sling TV	\$30
YouTube TV	\$50

Service	Price
Amazon Prime Video	\$9
Apple TV+	\$5
Disney+	\$7
HBO Max	\$15
HBO NOW	\$15
Hulu	\$6

DIGIDAY

[ESPN is rolling out 500 live shows across YouTube, Facebook and other platforms](#)

Digiday, 1/27/2020

ESPN's viewership on social media channels is likely to swell even more in the wake of Raja's hire. With 794,800 followers across its various Instagram accounts at the end of 2019, ESPN entered 2020 with a significantly larger follower base on Instagram than on YouTube, Twitter or Facebook; none of the latter three channels had 340,000 followers then, according to Tubular Labs.

DIGIDAY

✉ HI, FABRIC

NEWS ▾

DIGIDAY +

PODCASTS

EVENTS

AWARDS

CAREERS

VIDEO ANYWHERE

ESPN is rolling out 500 live shows across YouTube, Facebook and other platforms

JANUARY 27, 2020 by [Tim Peterson](#)



DIGIDAY

[MTV UK's launching five podcast series tied to popular shows](#)

Digiday, 1/27/2020

In December MTV UK attracted 70 million monthly video views on YouTube, Facebook and Instagram, [according to Tubular Labs data](#). Show franchises are also popular. Reality show “Geordie Shore” has 1.8 million followers and scored 4.4 million video views in December on Instagram, [according to Tubular Labs](#).



[Prince Harry And Meghan Markle Video Views Balloon After Royal Exit](#)

Tubefilter, 1/23/2020

The collective (and individual) popularity of the couple would seem to indicate they'll do just fine as well. Utilizing data from video measurement company [Tubular Labs](#), you can clearly see the couple drives social video views across platforms like Facebook, Instagram, Twitter, and YouTube. Since Oct. 1, 2019, videos about the couple shared on social media have amassed more than 716 million views. And nearly 60% of those have come since Jan. 1. Starting the day they announced their decision to leave royal life (Jan. 8), daily views have topped 15 million per day, with a peak of over 43 million on Jan. 11.



Media Coverage 2020

THRIVE GLOBAL

[Five Mindsets To Proclaim Success If You're An Entrepreneur](#)

Thrive Global, 1/21/2020

If you look at the world today, it is easy to see many approaches by many entrepreneurs. Kelvin System, CEO of Instagram, for example, allowed users to see live video streams of their friends in faraway places, as well as get a glimpse of the lifestyle of their favorite celebrities. With reported 700 million users on Instagram, research from [Tubular Insights](#) found that people spent eight times longer watching live videos than on-demand.

BUSINESS INSIDER

["What if you get sucked into a black hole?" Japanese version of science media "What if" that stimulates curiosity appears](#)


Business Insider Japan, 1/16/2020

Tubular are analyzing the video views in the SNS Labs in. Of the investigation, in Facebook in October 2019 Science & Technology department at 200 million or more times to become the world's first place win in the number of playback. Currently, we are expanding to languages other than English.

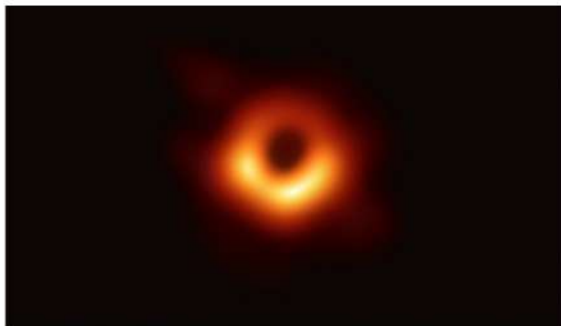
BUSINESS INSIDER

BUSINESS TECHNOLOGY CAREER LIFESTYLE POLITICS

"What if you get sucked into a black hole?" Japanese version of science media "What if" that stimulates curiosity appears

Takashi Mitsumori [Editor]
© Jan. 15, 2020, 11:10 AM | BUSINESS  36,821

 FACEBOOK  TWITTER  LINKEDIN  HATENA  LINE



The first black hole image ever taken. There is a black hole in the black central part of the light garment.
Source: EHT Collaboration

DIGIDAY

[How CollegeHumor lost its early lead](#)

Digiday, 1/15/2020

While CollegeHumor never stopped producing video for other channels, it gave Facebook a lot of its attention. By 2017, when Facebook had begun widely deploying mid-roll advertising, CollegeHumor was drawing upward of 200 million Facebook video views a month, about twice the number of views then received by CollegeHumor videos on YouTube, according to Tubular Labs data. By the end of 2019, when news reports revealed that IAC [was trying to sell CollegeHumor](#), its average number of monthly video views on Facebook had slid to about one-third of the 2017 tally.



SEJ

[YouTube's Organic Visibility Tops Wikipedia in Google](#)

[SERPs](#)

Search Engine Journal, 1/15/2020

According to Tubular Labs data, 180,000 brands have sponsored 1.3 million videos in 400,000 campaigns created by 115,000 content partners.

DIGIDAY

[Business Insider debuts a weekly news show on Facebook](#)

Digiday, 1/9/2020

Yet, in the past year fewer users have watched videos on the Facebook page dedicated to “Business Insider Today,” which serves as the new weekly show’s primary distribution outlet. Views of videos on the show-specific Facebook page peaked at 78.5 million U.S. views in March 2019 and bottomed out at 11.2 million U.S. views in October 2019, according to Tubular Labs. And last month, the “Business Insider Today” Facebook page received just 18.4 U.S. million views, representing a 68% decline from December 2018, per the measurement company.





[RATINGS: THE LATE SHOW WITH STEPHEN COLBERT Takes Fourth Quarter Of 2019 In Viewers And Key Demos](#)

Broadway World, 1/9/2020

Also during the fourth quarter, THE LATE SHOW was the #1 show in late night for current content on [Youtube](#) (clips posted during the 2019 calendar year) with 343 million views. In addition, THE LATE SHOW was the #1 show in late night in views of current content for all of 2019 with 1.4 billion views. (Source: Tubular Labs)



The screenshot shows a news article on the Broadway World website. At the top left is the Broadway World logo. To its right is a quote: "She can hear the soundtrack of your life." Below the quote is a small image of a woman. The article title is "RATINGS: THE LATE SHOW WITH STEPHEN COLBERT Takes Fourth Quarter Of 2019 In Viewers And Key Demos". The byline is "by TV News Desk Jan. 9, 2020". There are social media sharing buttons for Twitter, Facebook, and Email. The article text states: "For the fourth quarter of 2019 (late September - December 2019) with Nielsen live plus 7-day ratings, THE LATE SHOW WITH STEPHEN COLBERT beat its closest competition ('The Tonight Show') by +83% in viewers (3.69m versus 2.02m). THE LATE SHOW was also tops in adults 25-54 (0.7 versus 0.6 for 'Tonight') and in adults 18-49 (0.5 versus 0.4 for 'Tonight'). This marks the first fourth quarter THE LATE SHOW WITH STEPHEN COLBERT is in sole possession of first place in both adults 25-54 and adults 18-49 rating." There is a small image of Stephen Colbert on the left side of the article text.

DIGIDAY

[‘We will always go for it’: How Cheddar built 1m followers on TikTok](#)

Digiday, 1/8/2020

Over this eight-month period, uploads to Facebook, YouTube and Instagram decreased significantly. Tubular Labs data shows that Facebook uploads were cut in half and YouTube was down 20% from its previous level, while Instagram decreased by 20 to 25%. On Facebook, approximately 75% of views came from videos that ran from one to two minutes in length.

DIGIDAY

✉ HI, FABRIC ▾

NEWS ▾

DIGIDAY +

PODCASTS

EVENTS

AWARDS

CAREERS

‘We will always go for it’: How Cheddar built 1m followers on TikTok

JANUARY 8, 2020 by [Deanna Ting](#)



DIGIDAY

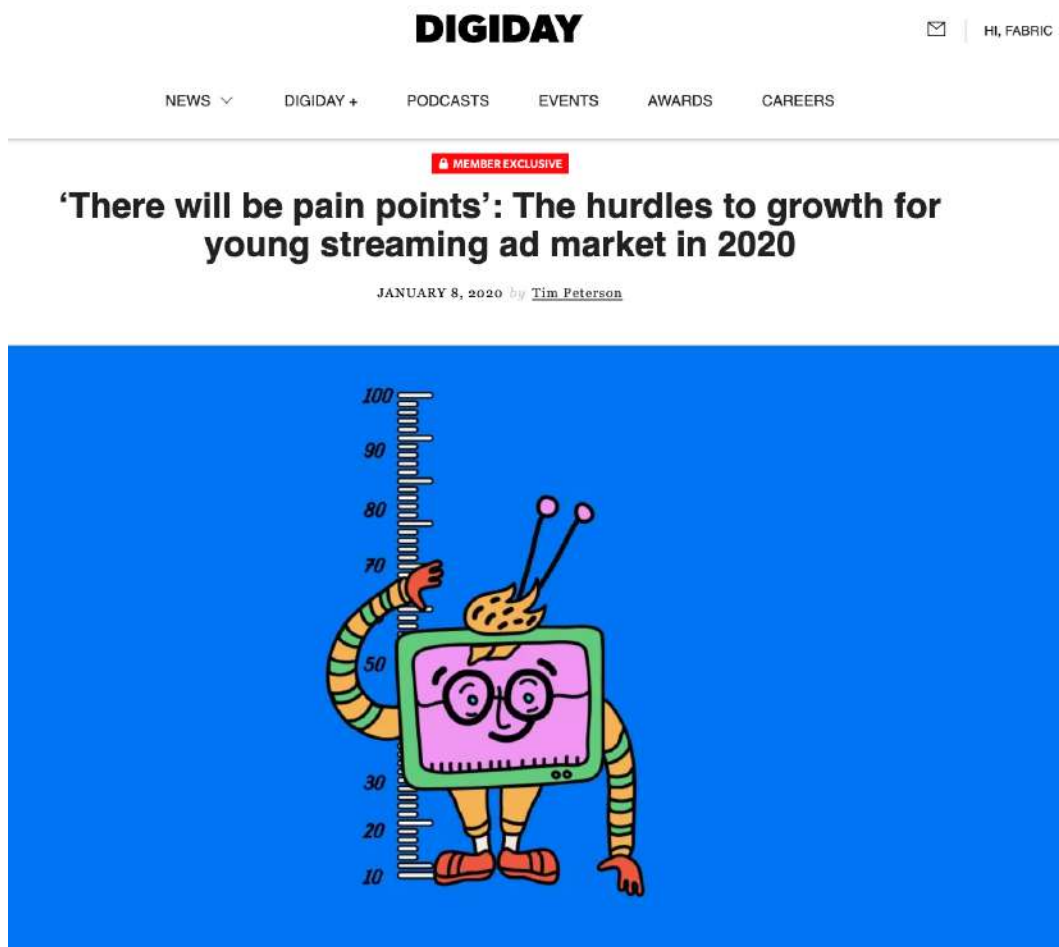
['There will be pain points': The hurdles to growth for young streaming ad market in 2020](#)

Digiday, 1/8/2020 (Presented by Tubular)

The streaming video advertising market is due for more growth in 2020 but perhaps a share of growing pains as well.

Inventory transparency, ad fraud and a lack of comprehensive measurement metrics are the biggest issues that the streaming ad industry needs to tackle this year to convince advertisers to move more money into streaming from other channels like traditional TV and social media.

+ [Digiday Newsletter](#)





[Khatrimaza 2020 – Download Tamil & Bollywood Movies From Khatrimazafull](#)

The Live Mirror, 1/8/2020

As per the analysis by Tubular Insights which stated that in 2020 comes around, 80% of the world's internet traffic will be affected by online video streaming. Due to the increase of traffic then you are looking for Tamilrockers alternative. Here are the lists. For the better user experience, we have rechecked all the below links which is working fine.