

YOUTUBER BUSINESS MODEL

FOR JOURNALISM

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YOUTUBER BUSINESS MODEL FOR JOURNALISM

WHAT

WHO

WHY

WHAT IS THE YOUTUBER BUSINESS MODEL FOR JOURNALISM?

- **YouTube is the place of publication, not merely a place of distribution**

WHAT IS THE YOUTUBER BUSINESS MODEL FOR JOURNALISM?

- **diversified revenue streams**
- **youtuber presentation styles and production norms**

DIVERSIFIED REVENUE STREAMS

- Google AdSense
- **Audience contribution (Patreon)**
- **In-video sponsorships**
- Merchandise



YOUTUBER PRESENTATION STYLE

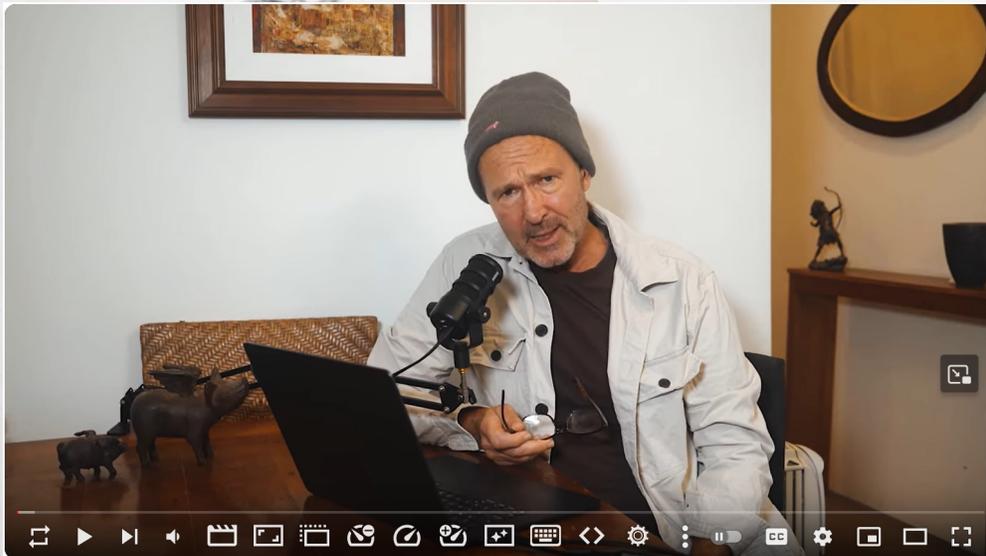
- **Single person face to camera, casual mode of address**
- **Youtuber presentation and editing norms**
 - **background stuff & lighting**
 - **jump cuts**
 - **exaggerated graphics & sfx**
 - **calls to action (like and subscribe)**
- **Deliberate avoidance of looking 'corporate'**
- **Use of platform affordances**

WHO IS USING THE YOUTUBER BUSINESS MODEL FOR JOURNALISM?



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YOUTUBER BUSINESS MODEL FOR JOURNALISM



PWC - a slap on the Wrist | The West Report

 The West Report
82.3K subscribers

Subscribed

1.3K

Share

Thanks

Save



Luton Airport car park fire: What the media is not saying | Auto Expert John Cadogan

 Auto Expert John Cadogan
397K subscribers

Subscribe

19K

Share

Thanks

Clip

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Luton Airport car park fire: What the media is not saying | Auto Expert John Cadogan

 Auto Expert John Cadogan
397K subscribers

[Subscribe](#)

 19K  [Share](#)  Thanks  Clip ...

“on YouTube, you can be an overweight, bald 60-year-old man who doesn't shave anymore and get TV type numbers worth of views. And that's because of authenticity, like what is real authenticity, as opposed to the image of authenticity, which is what TV news tries to do?”

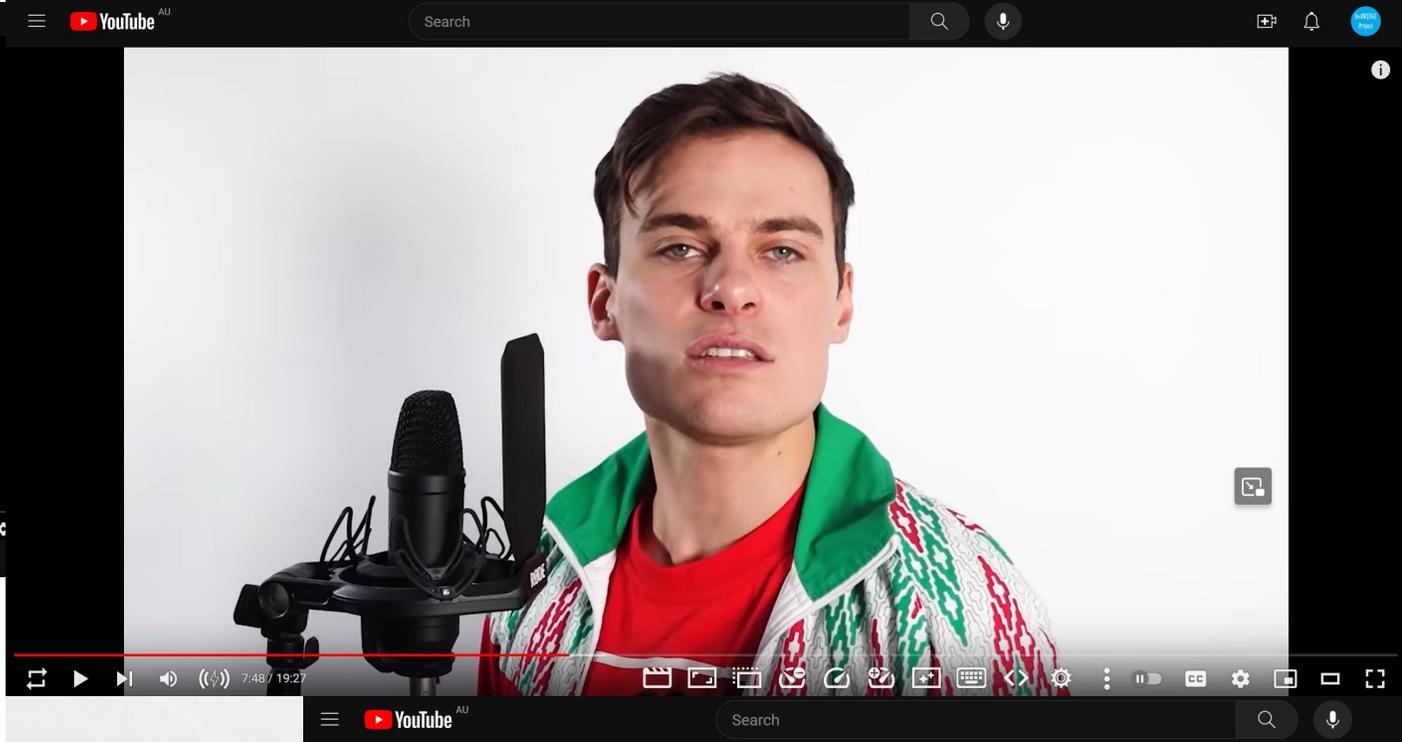
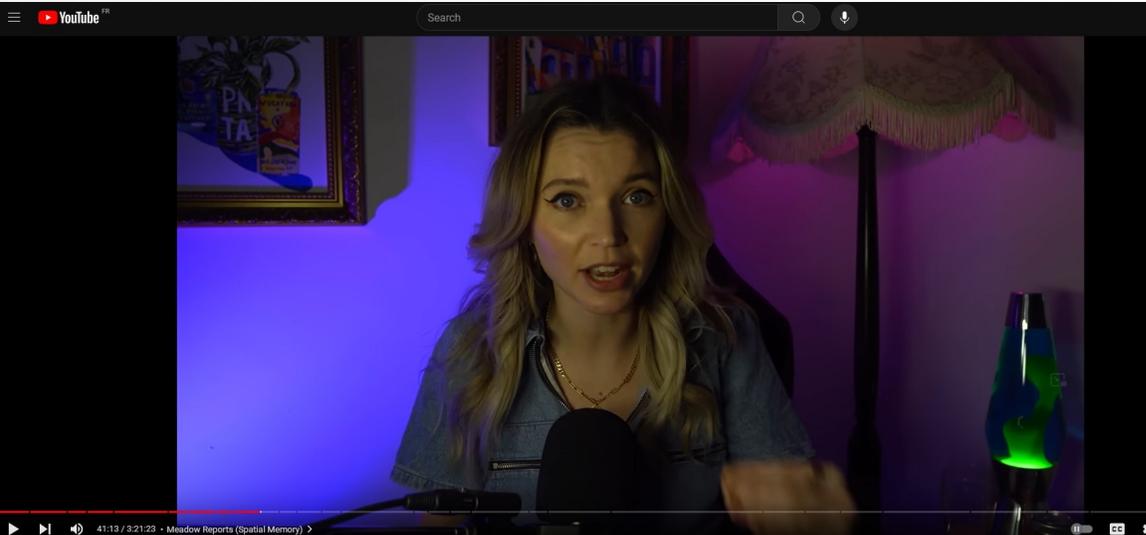
- John Cadogan

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“It's a natural thing when you can get 10 to 20,000 a views on a video, you've got to be there to augment the 5000 hits a story gets on your website”.

- Michael West



WHY YOUTUBER BUSINESS MODEL FOR JOURNALISM?

- **Audience demand**
- **Profit potential**
- **Growing market for online news videos on YouTube**

A SHIFT FROM MAJOR NEWS ORGANISATIONS?

- Media Bites



Angus Taylor's bloody budget battle cry | Media Bites

5.2K views • 1 month ago

ABC News (Australia) ✓

Shadow treasurer Angus Taylor has said the Federal Government's cost of living relief is a 'Band Aid on a bullet wound' and ...



Gina Rinehart's art attack over portrait | Media Bites

21K views • 4 weeks ago

ABC News (Australia) ✓

Gina Rinehart's request to have an 'unflattering' portrait of her removed from the National Gallery backfires. Painted by Vincent ...



Roxy Jacenko's mega giveaway turns PR disaster | Media Bites

8K views • 1 month ago

ABC News (Australia) ✓

Roxy Jacenko cancels her much hyped competition. In March, Roxy blitzed the media, claiming she was giving away a \$10 million ...