

Introducing

The shorter side of YouTube

Shorts is a big deal...

+2B monthly logged-in **USERS**

+70B **DAILY VIEWS** globally

+50% # of channels **UPLOADING SHORTS** in 2023

Creativity unlocked

Providing **bite-sized runtimes, lightweight creation tools and the ability to remix content from the past, present and future of YouTube**, Shorts allows you to express your creativity through an entirely new lens.

Did you know? On average...



65% of logged-in YouTube users **watched both Shorts and VOD/live stream content** within a one-week period

Build a new audience

Shorts shines with audiences looking for bite-sized content during their breaks by providing an endless flow of bite-sized, loopable video to the **over 2 billion logged-in YouTube users watching each month.**

More ways to earn

We recently brought **Ad Revenues, fan funding and Shopping to Shorts** – doubling down on a revenue model that has supercharged the creator economy. We're starting to see creators' passion pay off. **Since introducing revenue sharing on Shorts last year, more than 25% of channels in the YouTube Partner Programme are now earning through this revenue stream.**

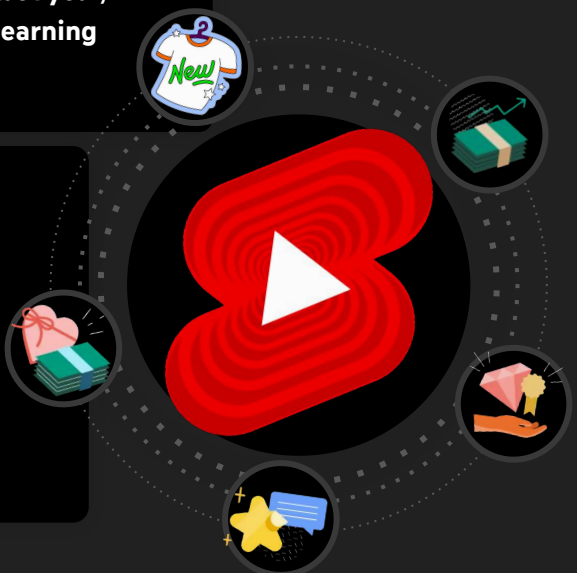
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Creation on the go

This is where the fun really begins! In the Shorts camera, **you can shoot up to 60 seconds of content and access a wide range of features and editing tools.**

- Trim and editing tools
- Text to speech*
- Text and captions**
- Music and sound library
- Effects
- Remix

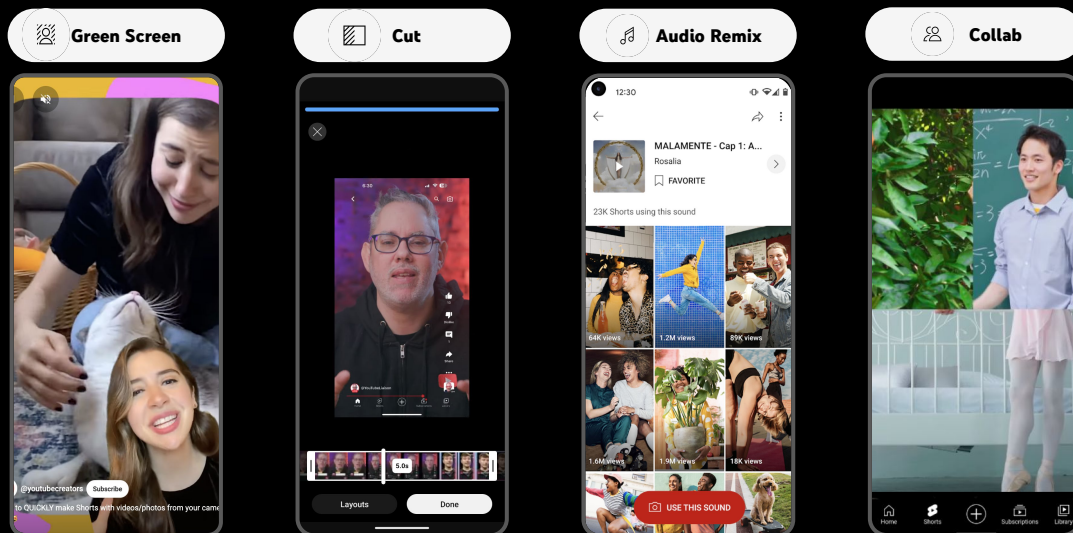
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Let's talk creation

Collabs redefined: Remix

Want to [remix](#) an iconic moment from your favourite creator's vlog? Remix your favourite music video? Or go meta by [remixing](#) another remix? Simply join the conversation and make it your own.



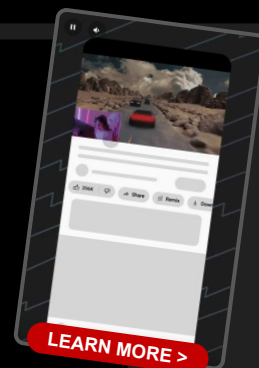
Note that if you use copyright-protected content in your Shorts created outside of YouTube's creation tools, your video may get a [Content ID claim](#) or be removed due to a [copyright removal request](#).

Snip it, clip it, Short it!

Have a video that needs a little love? 'Edit into a Short' helps you turn those long-form videos into snackable Shorts that are perfect for sharing. A few snips, a dash of editing magic, and voilà! Your video is ready to shine as a new Short.

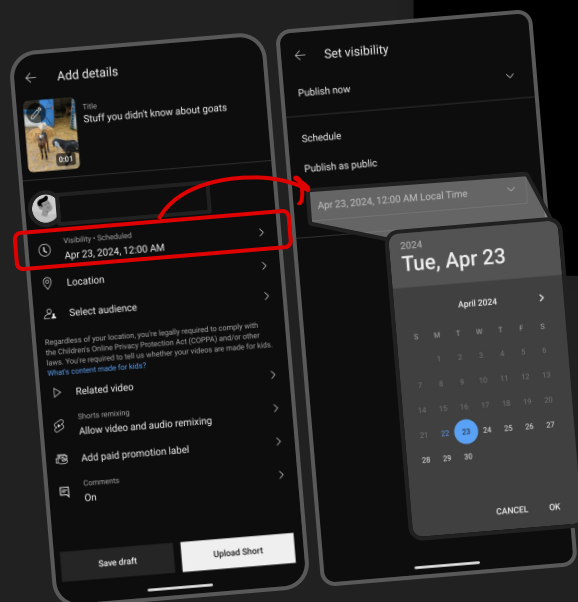


Focus on ways to create shorts that highlight your long-form videos while still being standalone pieces of content.



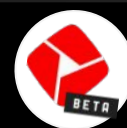
Create now, publish later

Want to keep your uploads consistent? The scheduling feature is here to help. Maximise your efficiency by planning your content releases in advance. This simple step frees up valuable time in your schedule, allowing you to focus on other important tasks.



Unlock a full suite of creation tools

[YouTube Create](#) gives you the easy-to-use tools that you need to take your videos to the next level. With filters, effects, transitions and our large library of royalty-free music — it's completely free of charge.



*Available on Android in [selected markets](#)

Creation best practices

Let's talk about packaging

- **Titles and hashtags** are a great place to set expectations and add suspense to a video, such as 'You'll never believe what happened' or '#stylehacks'.
- **Customised thumbnails** aren't necessary for Shorts given that these don't appear in the feed. However, you have the option to select a frame from your Short to be used as a thumbnail, which can be displayed across other surfaces on the platform.

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What about posting frequency?

The most important things when deciding how frequently to upload are:

- **Consistency**
- **Relation to other formats**
- **Sustainability**

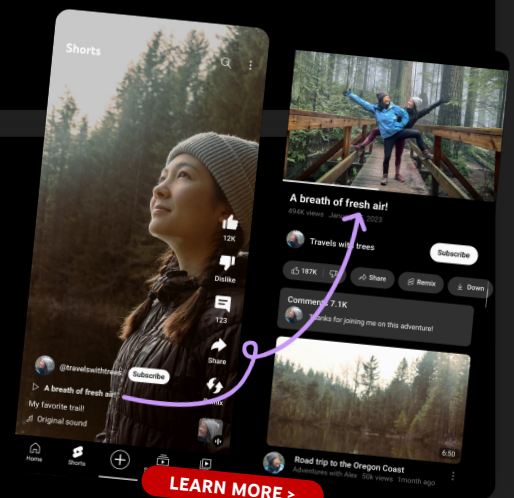
We highly recommend focusing on uploading high-quality videos at regular intervals rather than very high upload quantities, as volume alone doesn't always translate into increased success.

Conversation and engagement

Conversation connects people. Whether this is bringing up your most recent hot take or explaining why dogs really are superior to cats, conversation can help to get people personally invested in your content.

This can be as simple as addressing the audience as 'you', asking them a question or providing your opinions on trending topics. Try the Q&A sticker to prompt a question or build a closer connection with your audience by replying to their comments via Shorts.

All of these can serve to encourage engagement and discussion amongst your audience.



Content linking

Shorts can **link viewers to more of your content, whether it's your latest video, another Short or a live stream.** When you link your content, viewers will see a clickable link below your channel handle.

It's all about giving your viewers a deeper dive into your content and building those connections.

Discovery and performance

Feed-driven discovery

With Short-form content, consumption happens mainly via the feed. The ease of use and snackable nature of the content means that **the Shorts audience watches more content in less time.**

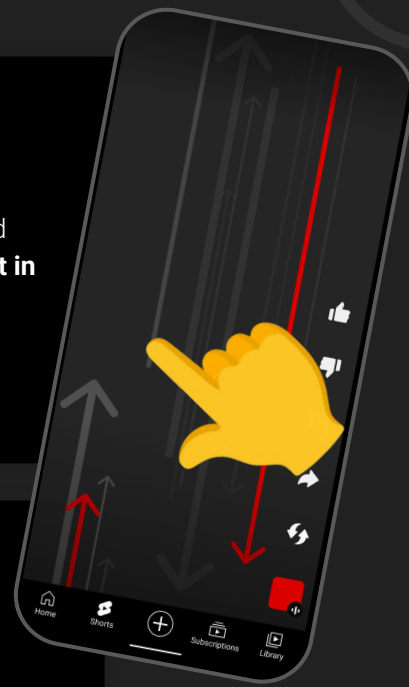
This facilitates the **discovery of new content** and, for creators, it's a **fantastic opportunity for exposure.**

How are Shorts surfaced?

YouTube's recommendation systems find videos for viewers, rather than viewers for videos. Put simply, **the algorithm follows the audience.**

Recommendations are driven by audience signals, which help us to understand whether we are matching the right viewers to Shorts that they will enjoy.

 Click and watch to learn more about the Shorts algorithm.



Review the data

Now that we know a bit about how discovery works on Shorts, let's talk briefly about how **YouTube Analytics (YTA)** can help you to make data-led decisions about your content strategy.

As a creator diving into creation with Shorts, you'll want to utilise content filters. These will let you look at your content performance breakdown by format type. When looking at Shorts performance, pay special attention to these metrics:

- Shown in feed
- Viewed (vs Swiped away)
- Average view duration and average percentage viewed

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Want to learn more?

- Learn more about Shorts monetisation through the [YouTube Creators channel](#) and [Help Centre](#).
- Find more info about music eligibility for Shorts [here](#).
- Get inspiration from the [YouTube Official Blog](#). Take a look at 10 creators who are shaping the YouTube Shorts [community](#).