



## **Cooperative Education Report**

# **YouTube Partner Program to Better Protect Content Creators**

**Written by**

**Mr. Ayush Shah**

**Student ID. 5808040050**

**This Report Submitted in Partial Fulfillment of the  
Requirements for Cooperative Education, Faculty  
of Business Administration  
Academic Semester 2/2018  
Siam University**

**Title:** YouTube Partner Program to Better Protect Content Creators

**Written by:** Ayush Shah (ID 5808040050)

**Department:** Marketing

**Academic Advisor:** Dr. Nattiga Silalai

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018

Oral Presentation Committees



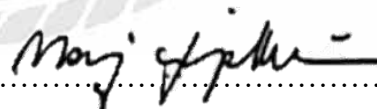
(Dr. Nattiga Silalai)  
Academic Advisor



(Mr. Sarthak Chhetri)  
Job Supervisor



(Dr. Somruedee Thaiphanit)  
Cooperative Committee



(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

**Project Title** : YouTube Partner Program to Better Protect Content Creators  
**Credits** : 6  
**By** : Ayush Shah  
**Advisor** : Dr. Nattiga Silalai and Sarthak Chhetri  
**Degree** : Bachelor in Business Administration (B.BA.)  
**Major** : Marketing  
**Faculty** : BBA  
**Semester / Academic year** : 2/2018

### **Abstract**

This cooperative report entitled “YouTube Partner Program to Better Protect Content Creators” has the goals to study the entertainment industry and how change in content has influenced the industry in Nepal. The objectives of the study includes: (1) to relate theoretical studies and implement it on real job experience, (2) to evaluate the demand and supply of contents with focus on quality production and (3) to study the entire service provided by the organization. With the company, I was assigned to work as a brand and marketing intern, in the department of operations and business development. Some of the main responsibilities were to keep a rotation between departments and get involved with the department heads. During the internship substantial work was done which included (i) re-designing the company profile in power point and work as a bridge between MINISO and Nepalflix, (ii) making weekly YouTube reports and building up on personal and public relation, (iii) scouting for new content creators and content marketing through SEO, and (iv) building the brand image of Nepalflix.

Upon the completion of the internship, it found that the problem was resolved by means of communication and teamwork. In this matter, I was able to learn more about the real life job experience and what it takes to keep the organization running smoothly, which are very important for future career development and profession.

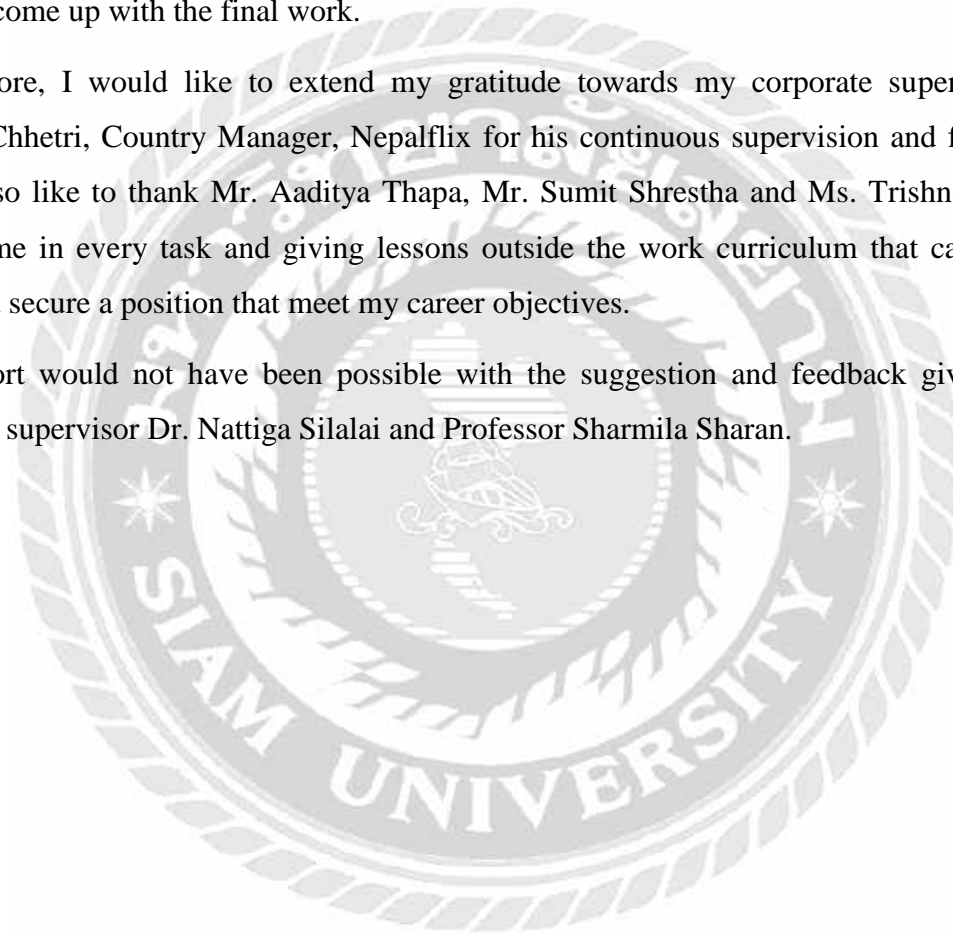
**Keywords:** *Content ID, Content Marketing, Monetization, Copyright issues*

## Acknowledgement

I would like to extend my sincere gratitude to Kathmandu College of Management affiliated with Siam University, Thailand for providing me your continuous support, motivation and knowledge to make this opportunity of working more fruitful. This internship experience has enhanced my ability to find the balance between conceptual and applied knowledge of the major field of study. Your guidance and mentorship helped me in completing my assigned task and come up with the final work.

Furthermore, I would like to extend my gratitude towards my corporate supervisor, Mr. Sarthak Chhetri, Country Manager, Nepalflix for his continuous supervision and feedback. I would also like to thank Mr. Aaditya Thapa, Mr. Sumit Shrestha and Ms. Trishna Joshi for guiding me in every task and giving lessons outside the work curriculum that can help me adapt and secure a position that meet my career objectives.

This report would not have been possible with the suggestion and feedback given by my academic supervisor Dr. Nattiga Silalai and Professor Sharmila Sharan.



## Table of Contents

|   |    |
|---|----|
| Chapter 1. Introduction .....   | 7  |
| 1.1 Company Profile .....   | 7  |
| 1.2 Organizational Structure .....  | 10 |
| 1.3 Statement of the Report.....  | 11 |
| 1.4 Objective of the study .....  | 11 |
| 1.5 Roles and responsibilities of the student.....                            | 12 |
| Chapter 2. Internship Activities .....  | 15 |
| 2.1 Assignments and responsibilities of the student .....                     | 15 |
| Chapter 3. Identification of Problems Encountering during the Internship..... | 16 |
| 3.1 Indicate how you successfully solved the problems .....                   | 16 |
| 3.2 Examples .....  | 17 |
| Chapter 4. Contribution and Learning Process .....                            | 19 |
| 4.1 Contributions of student made during the internship.....                  | 19 |
| 4.2 Details of related learning process and new knowledge .....               | 21 |
| Chapter 5. Conclusion.....  | 23 |
| 5.1 Self-assessment as Future Professional.....                               | 23 |
| References.....   | 25 |
| Annexure.....   | 26 |

## List of Figures

|  |    |
|--|----|
| Figure 1: Company Logo.....                                  | 7  |
| Figure 2: Bongo Platforms.....                               | 8  |
| Figure 3: Bongo Features.....                                | 8  |
| Figure 4: Organizational Structure .....                     | 10 |
| Figure 5: Ncell Bongo Sports Portal.....                     | 13 |
| Figure 6: Channel Overview Data .....                        | 14 |
| Figure 7: Weekly KPI Report .....                            | 26 |
| Figure 8: Report Based on Demography .....                   | 27 |
| Figure 9: Quarterly Meeting Period.....                      | 27 |
| Figure 10: Meeting with Clients .....                        | 28 |
| Figure 11: YouTube’s Silver Play Button .....                | 28 |
| Figure 12: COO of Bongo with Director from Nepal.....        | 29 |
| Figure 13: Company Dinner with Clients and Supervisors ..... | 29 |
| Figure 14: Internship completion letter .....                | 30 |

## Chapter 1. Introduction

### 1.1 Company Profile



**Figure 1: Company Logo**

NepalFlix is an online on demand streaming platform that enables internet-connected consumers easily and affordably access high-quality local content (Figure 1). NepalFlix is an initiative of Bongo, the number one digital entertainment service in Bangladesh and leading YouTube Multi-Channel Networks in the region. They even produce 100% officially licensed content. Nepalflix is dedicated in acquiring Nepali content and making it visible throughout their platforms. The services they offer are:

1. Channel Management
2. Performance Analysis
3. Copyright Protection
4. Channel Optimization
5. Monetization
6. Content Production

Nepalflix is also a Multi Channel Network (MCN), they manage over 50 YouTube channels and have reached more that 100k subscribers in their own YouTube channel. With MCN, they help their partners and sponsors grow their channel, develop the audience reach and strategize their content. There are a lot Youtube channel in rise these days so Nepalflix carries out the YouTube introductory sessions to teach the young creators about the basics and how YouTube works. This pushes the new creators to come up with new quality content.

Bongo is Nepalflix's parent company and they have video streaming platform that delivers ethnic content to Diaspora communities around the world (Figure 2). Bongo is the fastest growing YouTube footprint in Bangladesh, Nepal and Sri Lanka. They are the official YouTube Partner and can directly access to YouTube for support. Every person on their team is Youtube certified that focus on audience growth and digital rights. They have departments for Youtube services that focus on:

- Day-to-day channel management
- Analysis and Growth management
- Monetization, Branding and Marketing



**Figure 2: Bongo Platforms**

Bongo is available across all platforms, optimized to cater to any type of user, whether on a 2G feature phone, LTE-powered smart device or Full HD television (Ratul, 2018).



**Figure 3: Bongo Features**

As the internet and mobile penetration is very high, Nepalflix is moving towards a digital revolution and they are coming up with their own mobile based app by the end of 2019.



Here audience can log into Nepalflix and watch videos on demand (Figure 3). So, for this they are working with Telcos to come up with new subsidized video data pack, which means that anyone streaming their content on Nepalflix will get a special price. They have guided themselves with certain principles and are focused on acquiring and producing their own contents. Their primary objective is to win over the audience by providing authentic contents rather than winning over their competitors. They are passionate towards innovation, commitment to operational excellence for creators and their partners (Ratul, 2018).

Major partners of Nepalflix are:

| S. No | Channel               | Subscribers |
|-------|-----------------------|-------------|
| 1     | Songs Nepal           | 1,195,642   |
| 2     | Ming Sherap           | 404,617     |
| 3     | Nepali Prank Minister | 328,699     |
| 4     | Girish Khatiwada      | 280,125     |
| 5     | Random Nepali         | 98,784      |
| 6     | Sajin Maharjan        | 83,622      |
| 7     | Buddha Creation Nepal | 79,929      |
| 8     | News Filmly           | 74,280      |
| 9     | Super Mandip TV       | 45,174      |
| 10    | Sangita Shahi         | 38,355      |

## 1.2 Organizational Structure

Nepalflix follows a flat organizational hierarchy. However, they have divided the company into four departments and each department is assigned with one manager the manager has to report each day's activities to the country head who then reports to the CEO. The diagram is shown in Figure 4.



**Figure 4: Organizational Structure**

**Country Manager:** He is responsible for the overall actions and performance of Nepalflix. The annual budget is defined and implemented as per the regular reports required by the headquarters. He is responsible to develop a successful commercial strategy for the country. Coordinates and develops all departments and ensures operational and strategic goals are achieved. He represents the company externally with government, regulatory bodies and business partners (Toft, 2015).

**Business Development:** He works with team to develop proposals that speaks to the client's needs, concerns, and objectives. He is working with technical staff and other internal colleagues from different telecoms to meet customer needs. Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales. Works with Ncell on VAS, to identify and develop the company's unique selling propositions and differentiators.

**Operations manager:** He is responsible for all of YouTube related activities. He builds relationship with new creators and takes them under our network. He manages all the day-to-day operational activity of the office. The workflow and the process of reassigning activities to increase workflow are all done by him. Also managing the company's budget and implementing the policies are one of his strong suits as the manager.

**Analytics:** She is the search engine optimization specialist and looks after the content making and writing. Most of the digital marketing is done through her. She is responsible for creating reports as per the time period. The strategic part of analyzing the data and representations of the information as per the goals are decided through her.

### **1.3 Statement of the Report**

The report on Nepalflix is based on 3 and half months of Cooperative internship (Course guideline of Siam University). The report presents the brief introduction about the company followed by the concept and practical knowledge gained during the time period of internship. It is also a self-assessment of an individual as a future professional.

### **1.4 Objective of the study**

As the entertainment market has shown a big scope with the creators becoming more talented and efficient. The aim is to grow the entertainment industry of Nepal up to the global standards. In order to do so people were coming out with new story lines and concepts. They were willing to create quality contents with the limited resources that they had. While learning about the industry I also wanted to know how a startup runs. So the objectives I set during my internship were:

1. To know the functioning of an online business and a startup
2. To build networking and establishing mentors and references
3. To evaluate the demand and supply of content making

4. To apply class room learning in professional environments
5. To come up with engaging campaigns and reach out to the untapped market
6. To get an insight regarding the enteratimnet industry in Nepal.

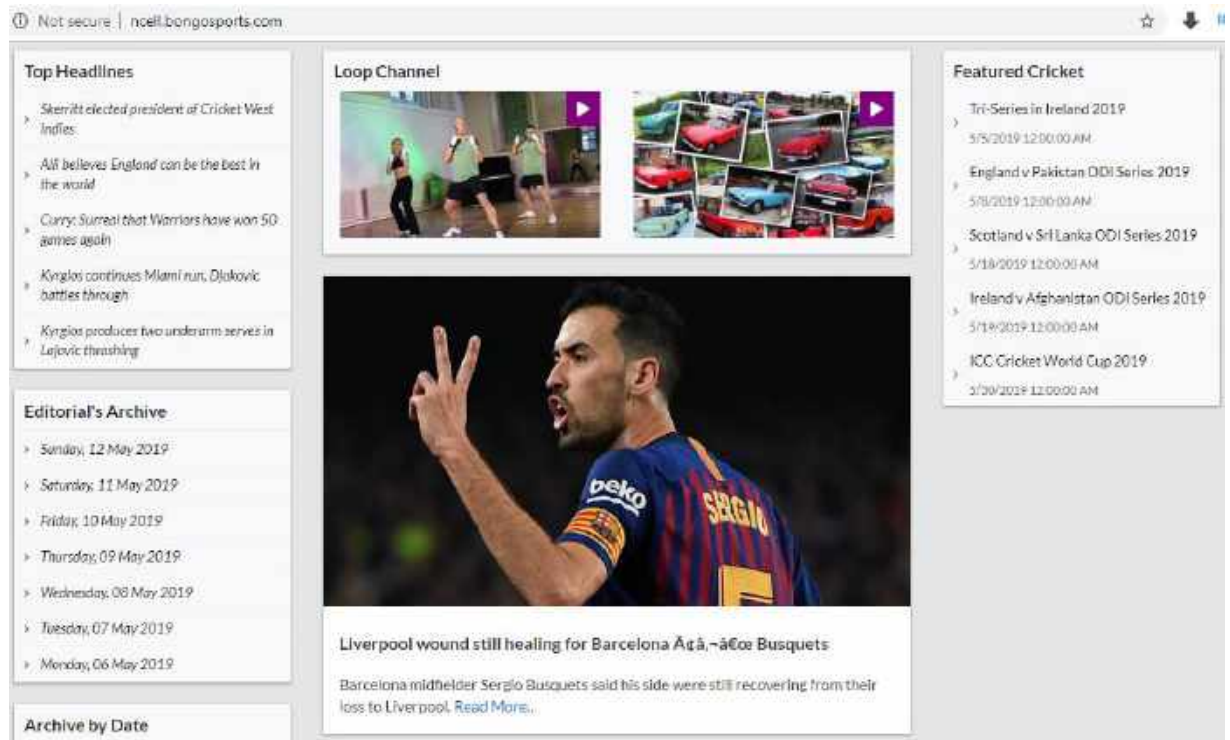
### **1.5 Roles and responsibilities of the student**

I would move within every department as my supervisors were very willing to involve me in their work. I would be able to gain knowledge outside the work paradigm which would help me see things in a different way. We not only worked because it was our responsibility we would carry out the work because we very much enjoyed what we did. Nepalflix has 5 employees only because of which there was more transparency between the roles in every department.

#### **Business Development Department**

As an associate intern, I will work on new campaign initiatives and build strategic relationships. We will then analyze the current scenario in Nepal and try to find any opportunities, build partnerships, collaborate with brands, and negotiate trying to close business deals. The objective regarding the work assigned to this department was to prepare an introductory presentation about Nepalflix and build on public relation. We would set up appointments with major brands such as MINISO, Yamaha, Cleveland Cycle Werks, Suzuki etc.

I would need to demonstrate ability to think strategically and develop thoughtful action plans. During the time frame I would build draft proposals through research and also come up with the finances just to build a base for the working model. We would also coordinate with the entire team to execute plans and marketing activities. One of the major roles in Business Development was to plan and evaluate the activitiy in the sports portal that was done in parternship with Ncell. For this we had to stay updated with sports. As people in Nepal prfered watching cricket more than any other sports, we would meet with people to sell us the official digital rights so that we can use those clips on our sports portal. As Bongo has the official digital rights to distribute contents of ICC Cricket Cup we would have to deal with people who were illegally showing the cricket matches on their network.



**Figure 5: Ncell Bongo Sports Portal**

### **Business Operation Department**

I would assist the operations manager in support of the business operations in working to support the strategies, including review of our programs, partners, and review their performance. As Nepalflix is an MCN, I would meet with YouTubers and then interact regarding who we were and what we did. We would discuss about their contents and advice what can be done to create more engagement with the audience. We would give suggestions regarding the KPI's and copyright protection also the benefits of doing collaboration with our brand. It will help us create a strategy that meets their channel goal.

We had to stay updated on what is happening in the industry, the number of movies that are going into pre-production and where we can fit in and acquire that movie. If the movie is on post production stage and see if we could still get in touch with them. We also evaluate the progress regarding the app launch project of competitors.

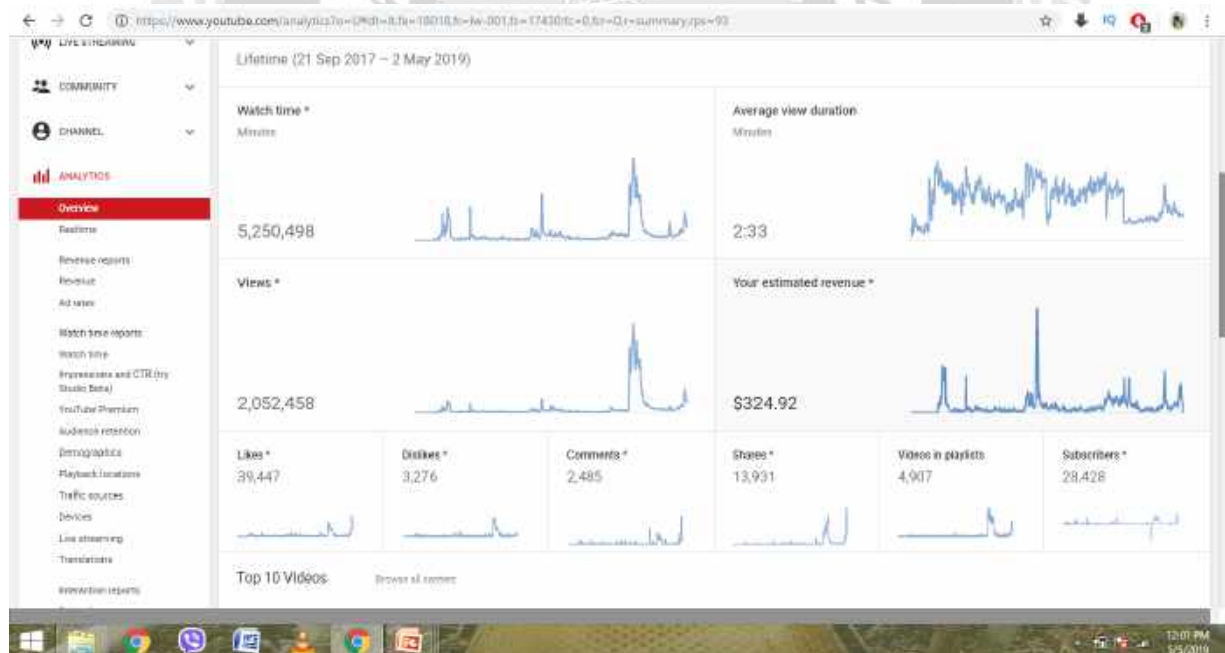
### **Business Analytics Department**

The analytics would be dealt regarding the weekly and monthly performance of our clients. The content marketing through managing the KPI and metadatas of YouTube. We try to make the creators follow the Youtube guidelines and policies so that the Youtube Partner Program is more efficient. One of the major activity is to teach the partner strategies for

growing their subscriber base or just assist them with someone who has knowledge about YouTube. We would need to work personally with the partners to answer any questions they might have regarding running a successful YouTube channel.

The process of finding a balance between the SEO's, video title maintenance and description of the video is one of the major task. The goal is to gain a decent score in the total video performance to have more engagement and increase the number of views. Some of the other roles and responsibilities I needed to follow are as follows:

- To make the presence in the office premises by 10:30 in the morning and not leave the office by 5:30 in the evening.
- To be in the presentable attire to attend the office.
- To complete the given task before the given deadline with enough support.
- To strictly follow the rules and regulation of the office.
- To sit for the weekly meetings conducted with the team at Bangladesh.
- To give the summary of the work done at the end of every day to the assigned supervisor.
- To stay updated with the news related to brands and the entertainment industry of Nepal.



**Figure 6: Channel Overview Data**

## **Chapter 2. Internship Activities**

During my internship period I was given the freedom to get associated with any works that were taking place. I was able to engage myself with work related to business development, operations and analytics. To get an opportunity to work under such professionals was a great platform to shape myself and reflect on the quality of the contribution I have made to the organization. I had the comprehensive mindset of roles and responsibilities (Styler,2019).

### **2.1 Assignments and responsibilities of the student**

Nepalflix is the only organization in Nepal providing YouTube services, and within a short amount of period it has been able to build a substantial place in the market. As of which we have been able to get associated with big brands and work on carrying out their campaigns as well. Some of the assignments I dealt with were:

1. To help in organizing the events of the company like Strength Wars, campaigns “Ko Bancha Mobilepati?” and coming up with marketing offers for a brand. We needed to stay updated with the industry.
2. To increase the brand awareness by targeting the YouTubers and brands by making proposals and introductory presentations through public relations and coming up with strategies to optimize their channel objectives.
3. To promote the engagement of contents through SEO management, KPI and analyzing metadatas. Increasing reach through digital marketing by using platforms like Facebook and Instagram
4. To calculate the financial budget for an event and create proposals that include data that will be relevant to the brands. To have an idea about other brands and what they were doing
5. To work as a bridge between Nepalflix and MINISO to come up with new content creation for MINISO’s YouTube channel.
6. To conduct a research regarding what the Nepalese market wanted, we want to see if either we can create a demand for contents or do we create something that is ongoing as a trend.

### **Chapter 3. Identification of Problems Encountering during the Internship**

#### **3.1 Indicate how you successfully solved the problems**

The first problem that I encountered was the organization culture. There are too many structural layers that we have to go through which slowed down our productivity and also reduced the communication effectiveness. The chain of authority is maintained centrally, reducing the effectiveness of the staffs at Nepalflix. The problems were taking longer to solve. Which correspondingly created few problems with our clients.

During our sales pitch we have to say a lot of things that we would help YouTubers achieve and one thing that they focus more on is getting associated with sponsors. As it would create more exposure as brands tie up with them. So I had to look for sponsors as well. Based on what type of category they are on I would list down possible sponsors and then contact them through different medias. However brands were not trying to get into YouTube advertisement, so we had to convince them on how YouTube is the cheaper and the influential marketing that can be used. Brands can even help strengthen their relationship marketing, the activity of retaining the customer by satisfying their needs and wants by providing value for money. Instead of urging customers to buy the product or services one time, it's about encouraging them to buy for longer period of time and try to make them the loyal customer. They try to provide exemplary product and services and makes their customer life easier and more fruitful.

We even had to focus on the customer lifetime value marketing so that creators can easily arrive at the rupee value associated with the long-term relationship with Nepalflix. It is difficult to predict how long each relationship will last. We would assume the revenue the particular creator would make and under that metric we would base our strategy at a time of acquiring a new creator. Ideally, lifetime value should be greater than the cost of acquiring a creator. Majority of artist or singers would come in touch with us regarding content ID. So we would offer them a deal of 90-10% revenue share. Where 9-% of the total revenue will belong to the artist and 10% would go to the VURSE network for providing content ID. In between this process Nepalflix will make NRs. 0, we didn't ask for anything as well. Regardless of that, the artists would still get offended as part of their revenue was being taken away. So we would come up with a offer where Nepalflix would charge certain amount as fee for providing content ID. For that we would have to study their previous videos and of those who have



stolen their content. Fostering on that relationship we would even plan to work together in the near future, as for us it helped create a image that there is an organization in Nepal that is providing content ID to the artist.

### **3.2 Examples**

Copyright issues are one of the major problems that we see in content production. The original contents would be used by various people and upload it in their own channel. We signed a contract for channel management with one of the channels and it was able to join our vurse network. So as soon as he joined copyright strikes went automatically during which the original content creators were also hit. The original creators would call us and threaten us with filing a lawsuit under the copyrights and cyber bullying concept. It caused us further problems as we would get calls from more than 50 channels claiming their contents to be original. So, I had to go through the particular channels dashboard and under the monetization factor we had to customize it to "Track only". We later had to breach the contract as Nepalflix does not like to get associated with channels that upload or use others content as it creates a problem with in our headquarters and well as in the Vurse network. Because of this incident we had to be extra careful with all the other YouTube channels and before every meeting with a channel owner, we would study their channel and about their contents.

The other problem I faced was getting the managerial access to a YouTube channel. So when the channel owner and Nepalflix come into contract, we need to get access as a manager in order to learn more about their channels and maintain their SEO's and metadatas. As it was a new concept and could easily be done if we had the owners email id and password. Thus, because of the lack of trust in the services we had to guide them through all the process which was time consuming. As we work on a revenue share model, channel owners would hesitate to give the details because as of YouTube police if you come into a vurse network the channel owners adscnt account becomes secondary and the MCN's account becomes primary. However the owners would think that we were just taking their money, it would be very hard to persuade them that if we were taking \$5 from you we are giving you a service of around \$10. They would even blame us if their contents would not get enough views or subscriptions. For this we would produce reports that showed the performance of their contents and the expenses that we were bearing from our sides. As we even helped young creators in monetizing their channels, some would come in sign a contract learn about the

basic knowledge of YouTube. After a while they start growing they remove us as a manager, however as per the contract they have to give us a notice a month ahead. This created problems in the brand image of Nepalflix because they would misinterpret about what we were actually doing.

As Nepalflix focuses on buying movies, we had to meet with producers and directors regarding buying the digital rights of their movies. So we would quote them according based on the platforms that we would be placing the movies on. We would offer them platforms such as our own YouTube channel, our app and giving their movies to airlines. In terms of exposure we could have penetrated many audiences through those platforms. But the producers would quote around NRs. 50-70 Lakhs which is very high. They would quote such amounts on the basis of the actors starring in the movie but we in Nepalflix would evaluate a movie on the basis of songs, the screenplay and the story. The producers would not understand this as they would focus more on YouTube so it would be a difficult challenge to make them understand that within a few years of time, YouTube would not be the right platform for movies to generate money from. Thus we need to be holding up the movies and make them available through apps and other platforms.

## **Chapter 4. Contribution and Learning Process**

### **4.1 Contributions of student made during the internship**

As being a brand and marketing intern one of my major responsibilities was to carry out with the campaigns and events of the organization. As I had already carried out one of the biggest Inter College Music Competition during my 3<sup>rd</sup> year at KCM, I was delegated to carry on with the programs. I would come up with new concepts and campaign names, then the whole team would further discuss about how we will execute it. Some of the projects I was associated are:

#### **1. Nepalflix Strength Wars**

The event is planned for May/June. In Nepal there has not been any competition that focused on the overall passion that athletes have for Bodybuilding, Powerlifting, Strongmen, Weightlifting, CrossFit, Calisthenics or Street Workout. This competition would be the first of it's kind in Nepal so many brand will try to take part in this competition.

So as a brand we want to take leverage of this opportunity and came up with this concept. As the population spread of this country has different interests and hobbies, and looks to associate themselves in different groups depending on their age, psyche, and geographical location. The insights were:

- i. Everyone makes it a social occasion: Be it home with family or on bigger screens with friends, or in a crowd at the competition.
- ii. Everyone talks: Some become fitness enthusiasts, some become diehard fan boys, some become gym buddies, some just try to be a part of the crowd.
- iii. Everyone loves exercising: Be it on a gym, or at home early in the morning, or a morning cycle ride, or hiking

It is a common platform where: healthy rivalries could be brewed further and the audience would get the match and tournament analysis. We want to make the occasion of watching matches worth their while.

#### **2. 1+1= One Plus 6T**

It is the name of a campaign where we were working with Ncell, one of the leading telecommunications of Nepal. Ncell and Nepalflix work together on VAS and they help in maintaining the sports portal. The campaign will take place from 8<sup>th</sup> April 2019. The idea is we will ask around 50 questions related to sports and the Ncell users would participate through

SMS reply. The one who gets all the answer correct will win the grand prize of owning a mobile phone One Plus 6T, whereas the other participants would be able to win Samsung M10. During this campaign only Ncell users will be able to participate. The campaign would take place through the sports portal and Ncell’s official social media platform.

### 3. Ko Bancha Mobile Pati?

Nepalflix decided to engage with their audience during the Nepali New Year, through the campaign Ko Bancha Mobile Pati (Who wants to win a Mobile Phone)? For this campaign, we partnered up with Samsung to give away Samsung M20 series to the winners of the contest (Figure 5).



**Figure 5:** Ko Bancha Mobile Pati Campaign

### 4. MINISO’ content creation

MINISO Nepal being one of the biggest brand in Nepal had partnered with Nepalflix to create its own YouTube channel. For this I had to come up with different content creation ideas and how we would actually use the brand to associate with the individuals. We came up with creating 4 contents every month. Depending on how well we executed, the plan would be taken further ahead globally. So it was a challenge for us to come up with such ideas. Some of the plans we thought of are (i) Makeup Rreviews, (ii) Gadgets Reviews, (iii) Mother’s Day Special and (iv) Surprise Gift to Kids.

From the part of NepalFlix, some of the major objectives that we have targeted are as follows:

- (i) Make no. 1 YouTube channel in life style category.

- (ii) Make people aware about the different product category of MINISO.
- (iii) Brand reach through different event and media.

### **5. Short movie and Music video Production**

As Nepalflix has given a platform for young creators to even sell their contents to Nepalflix after agreeing upon the revenue clause. We would get associated on making contents with them. Some of the short movie we produced were (i) Day of a Dreamer and (ii) Chawassa Piro. For the future we have planned to produce 16 contents every month which will consist of gossip news, prank calls, short movies and podcasts. In order to reach the targeted audiences we focused on:

(i) Search Engine Optimization: Align Content Development with Viewer Searches in order to get a leg up on your YouTube competition which may be targeting irrelevant topics or subjects, we will work on finding the exact words and phrases people use to search for content like yours on YouTube. This tactic will earn your channel greater number of views across the series.

(ii) Video Marketing: We will maintain consistency of videos as per the brand prism. It'll help cultivate audience engagement. For eg: Rather than ending the video on a positive note, we will ask a question to the viewers. This will make people talk and on the next video we will give them a shout out to encourage interaction.

(iii) Leveraging on other social media platform:

Making it easy for fans to share by putting your videos where they are: on Twitter, Facebook, Google+, your blog or company website, etc. Use of keyword-rich title, and fill your post with appropriate, complementary content. From this we can gather information on an individual video or on all the videos we've uploaded. Reviewing your most-watched videos or the videos with the most community feedback (comments, likes, etc.) can point to what type of content resonates most with your target audience.

### **4.2 Details of related learning process and new knowledge**

As the company is involved in the entertainment business and also provides YouTube services I was able to gather a lot of knowledge during my tenure. At first I thought that YouTube is all about making videos, uploading them and earning money from it. But it was just the surface that we see, there are a lot of things that needs to be done in different stages on

a content creation. So, YouTube Benefit Program is something that will help you monetize your content through placing ads and proper maintenance of data. Through this you are able to generate audiences worldwide and increase your subscription too, they are able to tweak their strategy to grow. By regularly uploading you are able to maintain a level of consistency within the audience and are able to learn about the tools and resources to generate better quality contents. With the access to green screen studio they have the time to create their own shows for themselves.

If you are an artist content ID is something that you need to have. It helps you from being cheated by people who upload your contents in their own channel. With the help of a customized content ID we are able to: (i) strike, (ii) monetize and (iii) block. It helps creators to fight copyright issues and protect themselves from false claims and copyright strikes. Claims are done manually whereas strikes are done automatically. If you have content ID then it helps you block pirate copies or monetise them on your behalf. If a particular channel receives 3 strikes within 3 months then the channel gets deleted by YouTube.

As most of the creators that I had to work with were younger than me I had to focus more on my interpersonal skills, I had to interact with a lot of creators almost every day. As a result, it has helped me to learn how to build and maintain relationships with other people. I was able to understand what every creator wanted and how we could achieve their personal objectives. My planning skills would be used to come up with building strategies for their channels and marketing skills to get better use of product placement and the brand message. It even helped me polish my networking skills with brands and their organization heads. It has allowed me to showcase my current skills and develop new skills that will impress future employers.

## **Chapter 5. Conclusion**

Nepalflix is a step towards building a better YouTube community in Nepal, which provides platform for the new YouTubers, directors and producers who are trying to come up with new ideas and execution of their vision. They are trying to explore the field of entertainment and change the paradigm of the content creation in Nepal. For people under the MCN, Nepalflix provides relevant tools and protection of content for the growth of the creators. Nepalflix is also a business complex in which well known artist can get services like search engine optimization and content ID protection (Moreau, 2018).

In conclusion, it has urged me to know the working culture of the organization, the use of tools related with the job at the company and to take the responsibilities within the organization. It has also made me always focus on the company's mission and vision statements for the higher productivity of the company. If the company is able to produce good quality contents then it plays an important to reach message of who they are and what they do to its targeted customer. The company should allocate certain budget on the acquisition of movies, making in house production and also outsource some key players those who have understood the market and get real constructive feedbacks to the higher up in order to make Nepalflix's services reach to the larger audiences.

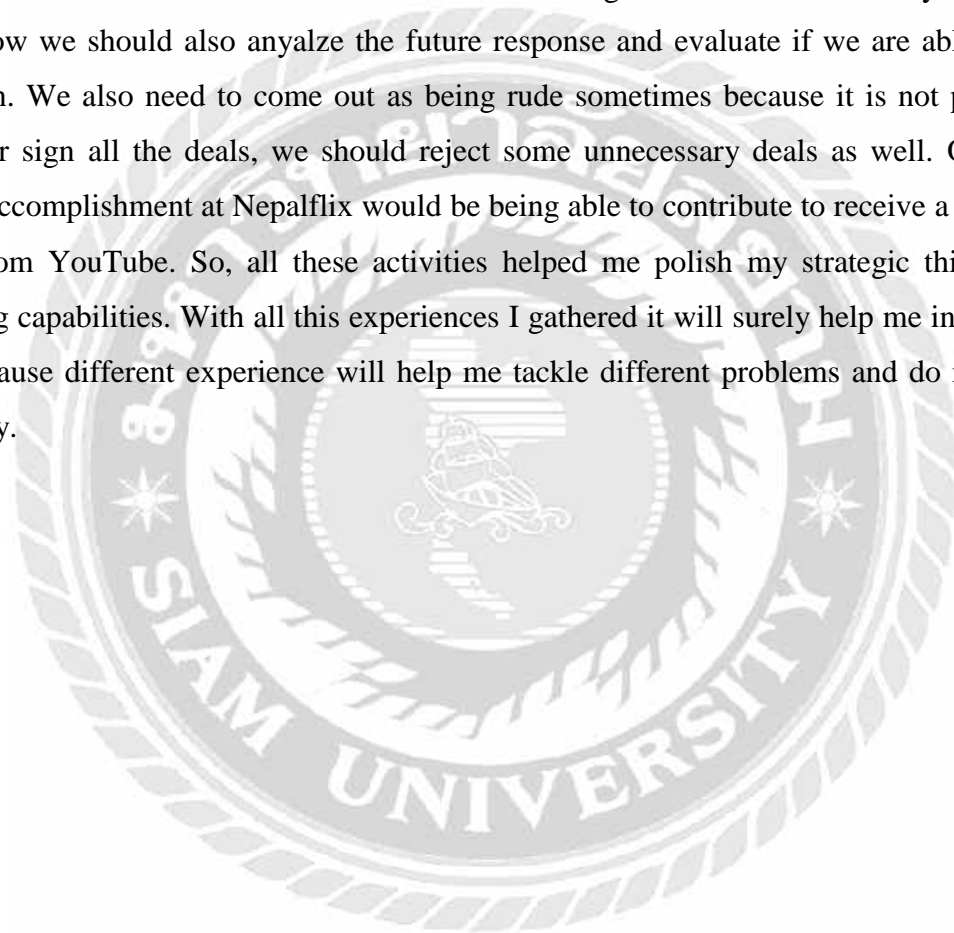
### **5.1 Self-assessment as Future Professional**

The 3 and a half months at Nepalflix has taught me to be ready for any kind of responsibilities related with the organization and execute in the real time. I was able to understand how result oriented sustainable business work in the market. It has given me an experience on how to handle clients, to negotiate and the importance of digital marketing to reach the specified goals. It made me work as a professional and made me give constructive feedbacks to the staffs.

This internship also gave me knowledge about corporate culture and how we should work in an organization and build friendly work environment. While working in the organization, I was able to build some Public Relation as well because most of my work was to talk to new people and while doing that I would also increase my network which will surely help me in my future work. The various report submission and proposal draft has urged to be more conscious about the time management and be more professional at the major meeting. I

have been able to see and experience how the various businesses integrate with each other to benefit from each other.

The workings experiences have helped me to think and act like a leader. It has urged me to think like a professional and work as a team to achieve a common goal of the company. Similarly, it has helped me to focus and execute the given responsibilities effectively and efficiently at a real time. It has taught me to be patience at work and always be customer centric since the business was a service oriented one. Besides all these, I got to learn how the organization head handles the overall activities of the organization and how every department works, how we should also analyze the future response and evaluate if we are able to reach breakeven. We also need to come out as being rude sometimes because it is not possible to acquire or sign all the deals, we should reject some unnecessary deals as well. One of the greataest accomplishment at Nepalflix would be being able to contribute to receive a silver play button from YouTube. So, all these activities helped me polish my strategic thinking and evaluating capabilities. With all this experiences I gathered it will surely help me in my future work because different experience will help me tackle different problems and do my task in better way.





## References

- Moreau, E. (2018). *Lifewire*. Retrieved from <https://www.lifewire.com/make-money-on-youtube-3486224>
- Ratul, A. F. (2018). *Feature*. Retrieved from <https://www.dhakatribune.com/feature2018/06/25/bongobd-founder-ahad-mohammad-we-see-ourselves-as-an-ecosystem>
- Styler, K. (2019). *Rasmussen College*. Retrieved from <https://www.rasmussen.edu/student-experience/college-life/6-most-important-internship-tips/>
- Toft, O. (2015). *Perspectives*. Retrieved from <http://www.oleto.com/Perspectives/Perspective/tabid/20656/articleType/ArticleView/articleId/11380/language/en-US/The-Country-Manager-A-Role-That-Still-Needs-To-Be-Managed.aspx>



## Annexure

|    | A                     | B             | C          | D              | E          | F       |
|----|-----------------------|---------------|------------|----------------|------------|---------|
| 1  | YT                    | Total revenue | Total subs | New subscriber | Watch time | Views   |
| 2  | TechnoHax             | 1.35          | 17902      | 182            | 4150       | 5377    |
| 3  | Crazyhax              | 2.08          | 11288      | 374            | 10865      | 9132    |
| 4  | Halla! Nepal          | 6.63          | 13770      | 127            | 45204      | 13463   |
| 5  | E cube entertainments | 0             | 22872      | 84             | 65473      | 32594   |
| 6  | Shaun Sonnet          | 0             | 2266       | 12             | 788        | 774     |
| 7  | Lumbini Television    | 0             | 1437       | 23             | 3576       | 673     |
| 8  | sajin                 | 3.88          | 83429      | 200            | 41010      | 19850   |
| 9  | Super mandipTV        | 0.62          | 45158      | 23             | 10181      | 3484    |
| 10 | Elenaadon             | 0.35          | 27200      | 43             | 4777       | 2082    |
| 11 | ksuskalogy            | 9.45          | 21096      | 231            | 88474      | 29762   |
| 12 | Kingsumdae            | 0.28          | 29318      | 6              | 5172       | 2268    |
| 13 | NPM                   | 92.62         | 322188     | 3361           | 1360657    | 322813  |
| 14 | Ghongbaa              | 0.1           | 7069       | 28             | 1218       | 990     |
| 15 | Raiyay                | 0.02          | 5343       | -4             | 718        | 309     |
| 16 | YoMaanTaMeroNepaliHo  | 0.29          | 33858      | 9              | 932        | 1586    |
| 17 | Nepstepper            | 0             | 3556       | 104            | 6613       | 5776    |
| 18 | Newa                  | 0             | 9946       | 24             | 7676       | 3424    |
| 19 | Arun Guni Vines       | 2.33          | 5137       | 104            | 28269      | 7244    |
| 20 | Bipin Bhandari        | 0             | 2202       | 5              | 449        | 263     |
| 21 | Nima Yangchen         | 4.45          | 22259      | 485            | 46003      | 30880   |
| 22 | Girish Khatiwada      | 30.09         | 278161     | 1651           | 338283     | 176212  |
| 23 | Ming Sherap           | 13.56         | 399710     | 1777           | 614531     | 296090  |
| 24 | Binjeeta Kc           | 1.59          | 11334      | 50             | 14224      | 4989    |
| 25 | random nepali         | 2.9           | 98625      | 149            | 35493      | 15179   |
| 26 | newsfilmy             | 811.48        | 70641      | 7074           | 4947202    | 1260196 |
| 27 | Blissful & Awesome    | 19.82         | 24236      | 466            | 214308     | 88924   |
| 28 | Doctor Bikash         | 0             | 1355       | 7              | 69665      | 2989    |
| 29 | Mahesh Maharjan       | 0             | 4794       | 27             | 1078       | 902     |

+ ☰ **march 22-march 29** ▼   
 march 15-march 22 ▼   
 march 8-march 15 ▼   
 march 1-m

Figure 7: Weekly KPI Report

| Channel: News Film |                      |      |        |                  |                      |                     |                      |      |        |                 |                      |      |        |
|--------------------|----------------------|------|--------|------------------|----------------------|---------------------|----------------------|------|--------|-----------------|----------------------|------|--------|
| VIEWER BY AGE      |                      |      |        | VIEWER BY GENDER |                      |                     | TOP TEN GEOGRAPHY    |      |        |                 | TOP TEN VIDEOS       |      |        |
| Viewer age         | Watch time (minutes) | Male | Female | Viewer gender    | Watch time (minutes) | Geography           | Watch time (minutes) | Male | Female | Video           | Watch time (minutes) | Male | Female |
| 13-17 years        | 2.90%                | 43%  | 57%    | Female           | 45%                  | India               | 10,270,291 (50%)     | 44%  | 56%    | श्री विठ्ठल भोज | 800,330 (0.1%)       | 54%  | 46%    |
| 18-24 years        | 33%                  | 47%  | 53%    | Male             | 54%                  | India               | 1,884,104 (9.2%)     | 54%  | 41%    | श्री विठ्ठल भोज | 845,838 (0.0%)       | 82%  | 18%    |
| 25-34 years        | 43%                  | 57%  | 43%    |                  |                      | United States       | 1,510,407 (7.4%)     | 44%  | 56%    | श्री विठ्ठल भोज | 422,737 (0.2%)       | 82%  | 18%    |
| 35-44 years        | 14%                  | 53%  | 47%    |                  |                      | United Arab Emirate | 882,147 (3.9%)       | 74%  | 26%    | श्री विठ्ठल भोज | 344,122 (0.8%)       | 38%  | 62%    |
| 45-54 years        | 4.70%                | 56%  | 44%    |                  |                      | Indonesia           | 784,713 (3.8%)       | 32%  | 7.30%  | श्री विठ्ठल भोज | 338,440 (0.0%)       | 81%  | 19%    |
| 55-64 years        | 1.40%                | 53%  | 47%    |                  |                      | Saudi Arabia        | 780,142 (3.7%)       | 93%  | 6.00%  | श्री विठ्ठल भोज | 342,398 (0.8%)       | 37%  | 63%    |
| 65+ years          | 1.00%                | 51%  | 49%    |                  |                      | Japan               | 816,824 (3.9%)       | 88%  | 12%    | श्री विठ्ठल भोज | 805,771 (4.3%)       | 36%  | 64%    |
|                    |                      |      |        |                  |                      | Saudi               | 597,777 (2.9%)       | 10%  | 90%    | श्री विठ्ठल भोज | 770,268 (2.8%)       | 20%  | 80%    |
|                    |                      |      |        |                  |                      | Burkina Faso        | 562,502 (2.7%)       | 8%   | 92%    | श्री विठ्ठल भोज | 878,038 (2.8%)       | 10%  | 90%    |
|                    |                      |      |        |                  |                      | United Kingdom      | 921,570 (2.8%)       | 42%  | 58%    | श्री विठ्ठल भोज | 812,620 (2.6%)       | 27%  | 73%    |

| Channel: Eliza Das |                      |      |        |                  |                      |                     |                      |      |        |                 |                      |      |        |
|--------------------|----------------------|------|--------|------------------|----------------------|---------------------|----------------------|------|--------|-----------------|----------------------|------|--------|
| VIEWER BY AGE      |                      |      |        | VIEWER BY GENDER |                      |                     | TOP TEN GEOGRAPHY    |      |        |                 | TOP TEN VIDEOS       |      |        |
| Viewer age         | Watch time (minutes) | Male | Female | Viewer gender    | Watch time (minutes) | Geography           | Watch time (minutes) | Male | Female | Video           | Watch time (minutes) | Male | Female |
| 13-17 years        | 20%                  | 26%  | 74%    | Female           | 55%                  | India               | 2,252,884 (79%)      | 36%  | 64%    | श्री विठ्ठल भोज | 339,030 (11%)        | 41%  | 59%    |
| 18-24 years        | 80%                  | 34%  | 66%    | Male             | 35%                  | India               | 135,897 (4.6%)       | 6%   | 94%    | श्री विठ्ठल भोज | 236,733 (8.3%)       | 14%  | 86%    |
| 25-34 years        | 10%                  | 52%  | 48%    |                  |                      | Australia           | 10,827 (0.4%)        | 28%  | 71%    | श्री विठ्ठल भोज | 208,434 (7.0%)       | 40%  | 60%    |
| 35-44 years        | 2.70%                | 50%  | 50%    |                  |                      | United States       | 5,032 (0.2%)         | 25%  | 75%    | श्री विठ्ठल भोज | 138,780 (4.7%)       | 39%  | 61%    |
| 45-54 years        | 0.40%                | 57%  | 43%    |                  |                      | United Kingdom      | 4,747 (0.2%)         | 23%  | 77%    | श्री विठ्ठल भोज | 98,221 (3.3%)        | 31%  | 69%    |
| 55-64 years        | 0.10%                | 53%  | 47%    |                  |                      | United Arab Emirate | 4,315 (0.1%)         | 84%  | 16%    | श्री विठ्ठल भोज | 82,054 (2.8%)        | 31%  | 69%    |
| 65+ years          | 0.00%                | 24%  | 76%    |                  |                      | Japan               | 3,917 (0.1%)         | 28%  | 72%    | श्री विठ्ठल भोज | 79,948 (2.8%)        | 67%  | 33%    |

Figure 8: Report Based on Demography



Figure 9: Quarterly Meeting Period



**Figure 10: Meeting with Clients**



**Figure 11: YouTube's Silver Play Button**



**Figure 12: COO of Bongo with Director from Nepal**



**Figure 13: Company Dinner with Clients and Supervisors**





**Figure 14: Internship completion letter**