

Mapping the ASEAN YouTube Uploaders

Pemetaan Pengunggah Video YouTube dari Negara ASEAN

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Abstract

YouTube can now be categorized as mainstream media. It can be seen as a disruptive force in business and society, particularly concerning young people. There have been several recent studies about YouTube, providing essential insights on YouTube videos, viewers, social behavior, video traffic, and recommendation systems. However, research about YouTube uploaders has not been done much, especially YouTube uploaders from ASEAN countries. Using a combination of web content mining and content analysis, this paper reviews 600 YouTube uploaders using the data of Top 100 favorite YouTube uploaders in six ASEAN countries (Indonesia, Singapore, Malaysia, Thailand, Vietnam, and the Philippines), which are retrieved from NoxInfluencer. The study aims to provide a wider picture of YouTube uploaders' characteristics from six ASEAN countries. This study also provides useful information about how to retrieve web documents using Google Web Scrapper automatically. The study results found that the entertainment category dominated the top 100 positions of the NoxInfluencer version. In almost every country analyzed, channels related to news and politics are less attractive to YouTube users. For YouTube uploaders, YouTube can be a potential revenue source through advertising or in collaboration with specific brands. Through the analysis, we discovered that engagement is the critical factor in generating income in the form of likes, dislikes, and comments.

Keywords: ASEAN; Content analysis; Web mining; YouTube uploaders

Abstrak

YouTube sekarang dapat dikategorikan sebagai media arus utama. Hal ini dapat dilihat sebagai kekuatan baru yang bisa mendistorsi bisnis dan masyarakat, khususnya yang menyangkut kaum muda. Ada beberapa penelitian terkait YouTube, yang memberikan wawasan penting, video YouTube, pemirsa, perilaku sosial, lalu lintas video, dan sistem rekomendasi. Namun, penelitian tentang pengunggah YouTube belum banyak dilakukan, terutama pengunggah YouTube dari negara-negara ASEAN. Menggunakan kombinasi penambangan konten web dan analisis konten, makalah ini mengulas 600 pengunggah YouTube, dengan menggunakan data 100 pengunggah channel terfavorit di enam negara ASEAN (Indonesia, Singapura, Malaysia, Thailand, Vietnam, dan Filipina) yang diambil dari NoxInfluencer. Penelitian ini bertujuan untuk memberikan gambaran karakteristik pengunggah YouTube dari enam negara ASEAN. Studi ini juga memberikan informasi tentang cara mengambil dokumen web menggunakan Google Web Scrapper secara otomatis. Hasil penelitian menemukan bahwa kategori hiburan mendominasi 100 posisi teratas dari versi Nox Influencer. Di hampir setiap negara yang dianalisis, saluran yang terkait dengan berita dan politik kurang diminati oleh audiens YouTube. Bagi para pengunggah, YouTube bisa menjadi sumber pendapatan potensial yakni melalui iklan maupun kerjasama dengan merek tertentu. Hal menarik lainnya dan terkonfirmasi bahwa keterlibatan audiens, dalam bentuk suka, tidak suka, dan komentar, adalah faktor penting yang mempengaruhi penghasilan pengunggah YouTube.

Kata Kunci: ASEAN; Content Analysis; Web mining; YouTube uploaders

Introduction

YouTube is a global Internet phenomenon. It is one of the most popular video-sharing platforms where ordinary internet users can upload and share videos with anyone who access the site. By encouraging users to upload content, YouTube has transformed Internet users from video consumers to video producers. Burgess and Green (2018), in their book, stated, “YouTube is considered to be part of the mainstream media landscape, and a force to be reckoned with in contemporary popular culture.” This statement is even truer today.

YouTube users in many countries, including ASEAN, continue to increase. YouTube CEO Susan Wojcicki revealed that YouTube currently counts 2 billion monthly active users – which would represent a 5% increase on the 1.9 billion logged-in users reported in July 2018. Going further back, this compares to 1.5 billion YouTube users in June 2017 (Spangler, 2019). It is estimated that 500 hours of content are uploaded to YouTube every minute. That would make 30,000 hours per hour, 360,000 hours per day, 2.5 million per week, 11 million per month, and 131 million hours of uploaded content a year (Iqbal, 2020).

Sharma (2018) found that YouTube users in ASEAN drive 20% of all active users. He noted that half of all YouTube users in ASEAN spend more than 10 hours per week on YouTube. The rising of YouTube users is driven by the easy access to the internet. A report from Thomas (2019) showed ASEAN currently has 360 million internet users, an increase of 100 million from four years ago - paving the way for a 39 percent increase in the value of Southeast Asia's internet economy, from US\$ 72 billion in 2018 to US\$ 100 billion in 2019.

With the increasing number of YouTube users, boost by internet accessibility, and the rise of the ASEAN economy, it is clear that YouTube uploaders in Southeast Asia have a great opportunity to grow and compete globally in creating content. For example, Indonesian YouTube star Atta becomes the first person in Southeast Asia to rack up 10 million subscribers (2019).

The contributors—known as uploaders or YouTubers—are diverse participants, from large media producers to amateur media producers, from public figures to someone out of nowhere who has access to the Internet. YouTube uploaders are the central agents in the YouTube realm (Ding, et al., 2011). Each of these participants approaches YouTube with their purposes and aims and collectively shape YouTube as a dynamic cultural system.

Because YouTube growth is so significant, it represents a disruption to existing media business models and is emerging as a new site of media power. YouTube could be understood as a player in the commercial new media landscape and, on the other hand, YouTube as a site of vernacular creativity (Burgess & Green, 2018). A growing amount of content that is published worldwide on YouTube shows potential data for social research. Paralleling with YouTube's growth, research on this video sharing platform is also growing in various disciplines (Snelson, 2011). According to Snelson, the discipline areas of communication, journalism, and media studies tied for first place out of 188 publications.

In terms of data availability, YouTube provides massive data, and it challenges the standard of traditional research practices. Therefore, there is a new wave of collaborative studies coming from different backgrounds—from computer science to behavioral sciences (Giglietto, Rossi, & Bennato, 2012).

Some research presents a large-scale measurement study and analysis of multiple online social networks (Mislove, Marcon, Gummadi, Druschel, & Bhattacharjee, 2007). Mislove et al. crawled and examined data set over 11.3 million users and 328 million links from four popular online social networks: Flickr, YouTube, LiveJournal, and Orkut. They found that online social networks have a high degree of reciprocity, a tight core that consists of top degree nodes, and a strong positive correlation in link degrees for connected users. A study about User Generated Content (UGC) analyzed the popularity of the life-cycle of videos on YouTube (Cha, Kwak, Rodriguez, Ahn, & Moon, 2007). Their study aims to understand the UGC system so that YouTube users can have valuable information about the potential of social interactions and new business opportunities in the world's most extensive UGC video-on-demand system.

Communication science can also use similar methods in internet studies. It can use large amounts of data scraped from the Internet and analyze it according to the communication context. For instance, a study analyzed Twitter contents during the FIFA 2014 World Cup (Guilherme, Biz, Bettoni, Mendes-Filho, & Buhalis, 2017). Analysis of overall 58.686 appropriate messages about tourist services such as hotel, conveyance, and food was carried out and gathered with data mining. The study conducted a thorough review of the significance of sporting activities to learn about people's actions, and specifically about their sentiments. Thomaz et al. (2017) suggested that social media content mining and analysis can better understand dynamic information and data to facilitate better and faster decision-making and rapid response in real-time. They proposed an illustration of opportunities and benefits in social media content mining.

From the perspective of communication studies, Haridakis and Hanson found that people watch videos on YouTube for some of the same reasons identified in television viewing studies (Haridakis & Hanson, 2009). "The fact that participants in this study viewed and shared videos for entertainment, co-viewing, and social interaction reasons but not for interpersonal connection," as Haridakis and Hanson (2009) mentioned in their work. It is crucial to understand the characteristic of the YouTube traffic generation pattern (Ameigeiras, Ramos-Munoz, Navarro-Ortiz, & Lopez-Soler, 2012) and also necessary to have a better understanding of areas that are most in need of research in YouTube (Snelson, Rice, & Wyzard, Research priorities for Youtube and video-sharing technologies: A Delphi study, 2012). Another study found an impressive result that local cultural expression, creativity, and innovation can go global (Hidayat, 2017).

However, the study of YouTube uploaders as the producer is still rare. In communication research, getting the YouTube uploaders in massive amounts is significant yet also challenging. With the development of computational techniques, it has opened up possibilities. In this case, YouTube provides many data in a textual format that can be analyzed to show some insight into the uploaders.

Snelson, Rice, & Wyzard (2012) mentioned seven research priority categories in video-sharing technologies, particularly YouTube. They are users, groups and communities; teaching/learning; social/political impact; video creation/production; legal/ethical; media management; and commercial interest. They mentioned the importance of learning about how YouTube uploaders and users engage with YouTube.

ASEAN is now the world's sixth-largest economy with a combined GDP of US\$2.55 trillion and is expected to continue growing (Publications: Advancing ASEAN in the Digital Age, 2017). Digitalization is one of the main factors to boost the ASEAN

economy. The consumption of video streaming in ASEAN is rising. The smartphone boom in ASEAN is perhaps the single most significant factor driving video consumption in the region, and ASEAN has several YouTube enthusiasts who are keen on online video (Fidel, 2019).

Previous research from Dehghani, Niaki, Ramezani, & Sali (2016) proved that YouTube is a useful advertising tool. However, their study has a limitation in sample size, which could not wholly apply to YouTube users' whole population. Another study from Bhuiyan, Ara, Bardhan, & Islam (2017) showed that YouTube provides many real-time data. They used Natural Language Processing (NLP) to capture a sentiment analysis on user comments.

By harvesting text-based data that is freely available on YouTube, researchers from communication studies can get a preliminary overview of YouTube uploaders' categories and initial characteristics in several ASEAN countries.

This study is crucial for all YouTube users, large media producers, amateur media producers, public figures to ordinary people, creative industry, and influencer, as a basic understanding of YouTube. By identifying the nature of uploaders from different countries, we can figure out the landscape and the potential earnings growth of ASEAN YouTube uploaders.

This paper provides a statistical description of the content genre based on several categories and provides information about YouTube's content-consuming behavior. In addition, this study also shows the factors that may affect the earning potential of YouTube uploaders. That way, this research can be a reference for communication scholars to get an initial picture of this research's potential size on social media.

Method

A phenomenon of collecting valuable data information from the World Wide Web is called web mining. Web mining adopts data mining techniques to discover and retrieve information from web documents and services automatically. Web mining is classified into three categories: Web Content Mining (WCM), Web Usage Mining (WUM), and Web Structural Mining (WSM) (Bharanipriya & Prasad, 2011). Each category has different approaches to retrieving information.

In the context of communication, web mining approaches can be categories as Internet studies. Internet studies have become more and more visible in the communication discipline (Tomasello, Lee, & Baer, 2009). They found that a small set of keyword terms was heavily used in new media research titles. Content analysis in communication studies is often done manually. By using technological assistance, communication research can develop in a broader direction.

Technologies such as web mining can help researchers in the communication discipline obtain massive data by processing analytical software to produce new findings. The massive information available is undoubtedly useful for communication research. According to Bharanipriya and Prasad (2011), web content mining identifies useful information from the Web Contents/data/documents. These approaches aim to reduce users' effort to obtain useful information from sizeable computerized text data sources. Traditional information retrieval often simultaneously retrieves little information while nontraditional or computerized information retrieval represents vast information (Sharp, 2001).

Web scraping tools were used to retrieve data. Web scraping tools are a set of methods that allow a user to collect the website's information. This paper uses Google

Web Scraper Extension to collect the data. Web scraping tools such as Google Web Scraper Extension is categories as web content mining. Bharanipriya and Prasad explain, "web content mining or web text mining is the process of identifying user-specific data from text, image, audio, or video data already available on the web (Bharanipriya & Prasad, 2011).

Web Scraper can be understood as an extension for Chrome browser made exclusively for web data scraping. Users can set up a plan (sitemap) to navigate a website and specify the extracted data. The scraper will traverse the site according to the setup and extract the relevant data. It lets users export the extracted data to CSV. Multiple pages can be scraped using the tool, making it all the more powerful. Web Scraper can even retrieve data from dynamic pages that use Javascript and Ajax.

The data were collected on June 18, 2019. NoxInfluencer is used as the primary data source. NoxInfluencer is a website that allows for tracking YouTube channel statistics and measuring channel growth on YouTube. NoxInfluencer gets the YouTube statistics from YouTube Application Programming Interface (YouTube API). Google Web Scraper Extension was used to scrape multiple pages and export the extracted data to CSV. The paper collected information presented on NoxInfluencer with Google Web Scraper Extension to get Channel Info, includes channel name, category of channel, when joined YouTube, area, language, number of subscribers, number of total views, number of average video views, number of full videos; Channel statistic, includes global rank, area rank, noxscore, estimation of partner-earning and potential estimation earnings; Video analysis, provides a number of likes and dislikes, number of comments of the last 30 uploaded videos.

After the data is obtained, the next step is data cleansing. Data Cleansing is an activity involving detecting and correcting the errors and inconsistencies in the data warehouse (Gray, Bounegru, & Chambers, 2012). The data cleansing method was used to identify the corrupt and duplicated data inherent in a data warehouse's data warehouse to enhance data quality.

The data is then cleaned and analyzed using the python programming language through the Jupyter notebook code editor. The first step is to conduct an Exploratory Data Analysis to map the characteristics of the top 100 YouTubers both within the scope of ASEAN and specifically Indonesia. This research uses the frequency distribution and cross-tabulation between variables as the primary analytical tool.

Data from NoxInfluencer shows the estimated value of each YouTuber's income. According to NoxInfluencer, a YouTuber's revenue can come from an exclusive partnership with YouTube or a direct partnership between YouTuber and third-party brands. Based on these data, a correlation analysis between each of these two potential income variables is carried out with other available variables to determine which variables have a stable relationship with the amount of potential income value calculated by NoxInfluencer.

Results and Discussion

Based on HootSuite and We Are Social 2019 report on online habits, South-east Asia is one of the most internet-addicted regions on the planet, with the Philippines topping the global list with an average of 10 hours and 2 minutes of screen time every day. The country was joined in the top five by Thailand and Indonesia (Dubras, Greenwood, & Lin, 2019).

ASEAN perspective: Statistic of Entertainment VS News & Politics

Currently, there are 18 different genre-like categories exist on YouTube (Autos & Vehicles, Comedy, Education, Entertainment, Film & Animation, Gaming, How To & Style, Movies, Music, News & Politics, Nonprofits & Activism, People & Blogs, Pets & Animals, Science & Technology, Shows, Sports, Trailers, Travel & Events). In YouTube, those genres referred to the channel category.

The data scraped on June 18, 2019, show that from six different ASEAN countries, there are 15 out of 18 channel categories exist (see figure 1). Three-channel types that do not appear in this case are Movies, shows, Trailers. Keep in mind that this does not mean that the three channels do not exist, given the data that took only 100 YouTube channels in six ASEAN countries. Entertainment, People & Blogs, and Education were three popular categories among Top YouTube uploader in ASEAN until June 2019.

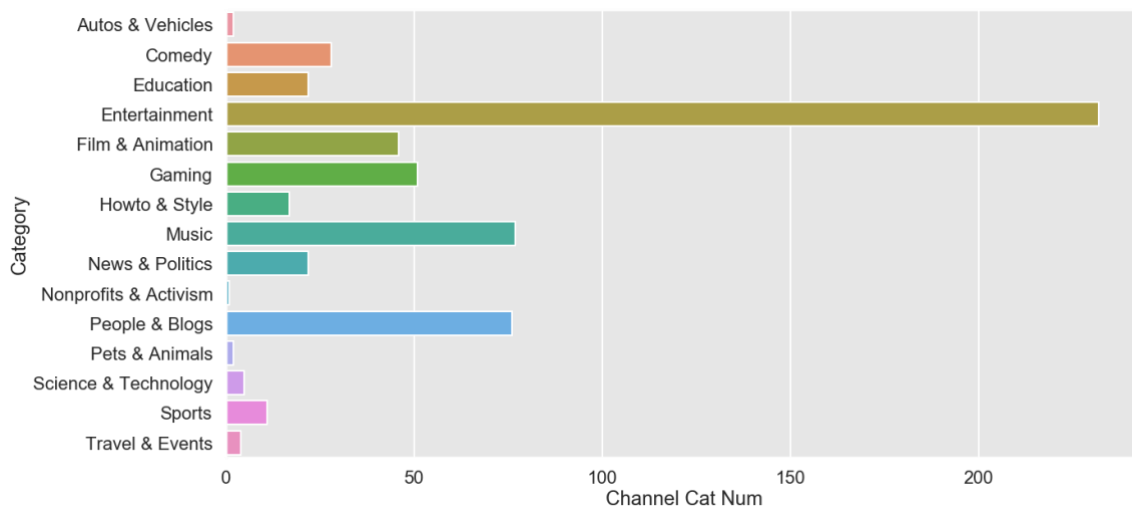


Figure 1. the number of channels based on category (source: author's analysis on Jupyter notebook)

Interestingly, the findings found that there were 232 channels in the Entertainment category or 39 percent of the total 596 channels in ASEAN that were collected. Far below the channel with the Music label is the second favorite of 77 channels and 76 People & Blogs.

This condition is inversely proportional to the channel labeled News & Politics. The channel with the label News & Politics has neither superior nor bad achievements. By number, there are 22 channels with this label. It means that the News & Politics channel is less popular when compared to the channel labeled Entertainment. This condition can be seen from the number of subscribers of the two categories.

Channel with Entertainment label, when totaled from all top 100 YouTube uploaders in six ASEAN countries, has a total subscriber of 725 million. Meanwhile, the channel labeled News & Politics only has 51 million subscribers. The total number of videos on both channels is almost identical. On the other hand, Entertainment with 232 channels has a total number of videos of 1.08 million videos, while News & Politics with 22 channels has 1.04 million videos.

This situation illustrates, even though the 22 channels labeled News & Politics have uploaded many videos to YouTube, the ASEAN public seems to be less likely to subscribe to news and political content. However, news information and matters relating

to politics are essential to encourage public political participation (Tolber & McNeal, 2003). They argued that information related to political issues spread by the media has the potential to encourage public political participation in a country. The following are the statistics on 22 News and Politics channels spread across six ASEAN countries.

Country	Channel Name	Subscribers	Total Views	Total Videos	Language
Philippines	ABS-CBN News	6,390,000.00	4,380,000,000.00	102,120.00	Tagalog
Thailand	Thairath	6,140,000.00	3,640,000,000.00	117,970.00	Thai
Philippines	GMA Public Affairs	5,680,000.00	3,450,000,000.00	18,810.00	Tagalog
Thailand	เรื่องเล่าเช้านี้ บีบีซี-ไทย	4,930,000.00	3,070,000,000.00	65,250.00	Thai
Philippines	Raffy Tulfo in Action	4,600,000.00	2,200,000,000.00	2,860.00	English
Philippines	GMA News	3,880,000.00	3,760,000,000.00	300,770.00	Tagalog
Indonesia	CNN Indonesia	3,020,000.00	1,340,000,000.00	38,150.00	Indonesian
Thailand	BRIGHT TV	2,860,000.00	1,040,000,000.00	35,280.00	Thai
Indonesia	Najwa Shihab	2,520,000.00	404,110,000.00	1,120.00	Indonesian
Vietnam	ANTV - Truyền hình Công an Nhân dân	2,370,000.00	1,600,000,000.00	26,770.00	Vietnamese
Vietnam	VTC1 - Tin tức	1,910,000.00	2,270,000,000.00	42,190.00	Vietnamese
Philippines	BITAG OFFICIAL	1,850,000.00	859,290,000.00	7,200.00	English
Malaysia	KiniTV	1,010,000.00	894,210,000.00	57,500.00	Tsonga
Philippines	News5Everywhere	884,610.00	449,550,000.00	30,260.00	English
Malaysia	Astro Awani	537,800.00	355,920,000.00	92,320.00	English
Malaysia	The Star Online	492,140.00	342,310,000.00	38,000.00	English
Singapore	DBC NEWS	477,450.00	48,710,000.00	8,550.00	Bengali
Singapore	Business Report	355,830.00	40,010,000.00	2,600.00	Bengali
Singapore	News 2st	321,170.00	2,950,000.00	73.00	Khmer
Singapore	CNA	299,670.00	115,220,000.00	4,520.00	English
Singapore	Eleven Broadcasting	273,400.00	233,510,000.00	49,010.00	English
Singapore	Sovannpich	255,090.00	32,750,000.00	624.00	Khmer

Figure 2. Detail 22 channel name based on the News & Politics category from 6 ASEAN Countries (source: author's analysis on Jupyter notebook)

Factors related to YouTuber's revenue potential

Based on the results of the analysis using NoxInfluencer data, it is known that YouTube uploader has the potential to earn revenue from advertisement payments by YouTube and payments as influencers or endorsers.

The Pearson correlation test results conducted on the data obtained from NoxInfluencer showed that the potential revenue from advertising payments by YouTube (Est Partner Earning (\$)) has a relationship with variables (1) the number of Subscribers, (2) Total Views, and (3) Total Videos. Referring to the book of Reasoning with Statistics (Williams, 1992), the relationship between Est Partner Earning and the subscriber is in the category of "strong positive correlation" because it has a value of $r = 0.75$. While the relationship between Est Partner Earning with Total Views is in the category of "robust positive correlation" with a value of $r = .85$. Meanwhile, the correlation value of Est Partner Earning and Total Videos ($r = .45$) is a "moderate positive correlation."

In addition to the revenue from YouTube's advertising, each uploader can also earn revenue through collaboration with certain brands as influencers or endorsers (Est Potential Earning (\$)). The results of correlation test are known that Est Potential Earning has a positive relationship with the variable Average Video Views ($r = .93$), Likes ($r = .78$), Dislikes ($r = .80$) and Comments ($r = .59$). Reflecting on the data, Est Potential Earning is strongly influenced by the audience's engagement of the videos uploaded by YouTuber (see figure 3).



Figure 3. Pearson Correlation of each variable (source: author's analysis using Jupyter Notebook)

Indonesian perspective: potential revenue for Media Organization and Influencer

As previously explained, the revenue potential of each channel is derived from advertising that YouTube attaches to the channel, and YouTube uploaders revenue from acting as an influencer. It means YouTube uploaders' total revenue potential can be obtained from the sum of the two.

Channel Name	Category	Est Partner Earning (\$)	Subscribers	Total Videos	Total Views
TRANS7 OFFICIAL	Entertainment	560,950.00	7,500,000.00	43,470.00	2,800,000,000.00
RCTI - LAYAR DRAMA INDONESIA	Entertainment	548,760.00	5,650,000.00	35,000.00	4,360,000,000.00
Indosiar	Entertainment	381,180.00	7,400,000.00	27,600.00	4,140,000,000.00
MNCTV Official	Entertainment	347,280.00	5,360,000.00	20,860.00	2,960,000,000.00
Ricis Official	Entertainment	332,960.00	15,100,000.00	606.00	1,730,000,000.00
GEN HALILINTAR	Entertainment	330,450.00	10,520,000.00	499.00	1,810,000,000.00
Rans Entertainment	Entertainment	327,160.00	8,580,000.00	670.00	1,130,000,000.00
YtCrash	Education	291,820.00	7,170,000.00	1,060.00	1,650,000,000.00
Surya Citra Televisi (SCTV)	Entertainment	289,050.00	5,550,000.00	25,620.00	2,680,000,000.00
TRANS TV Official	Entertainment	284,790.00	5,850,000.00	33,130.00	2,920,000,000.00

Figure 4. Ten channel with the highest Est Partner Earning (\$) (author's analysis on Jupyter Notebook)

In Indonesia, TRANS7 OFFICIAL is the channel with the highest income potential of US\$ 560,950, with 7.5 million subscribers and total views reaching 2.8 billion. TRANS7 OFFICIAL outperformed RCTI-SCREEN DRAMA INDONESIA, Indosiar, and MNCTV OFFICIAL, the top three channels owned by media companies (see figure 4).

This finding illustrates how companies outperform individual YouTubers in terms of potential advertising revenue, even though the number of individual YouTubers subscribers is higher than the YouTube media channel. Based on the correlation test, the variable number of subscribers, total views, and total videos have a positive and robust relationship with the potential revenue from advertising.

Channel Name	Category	Est Potential Earnings (\$)	Subscribers	Total Videos	Total Views	Average Video Views	Likes	Dislikes	Comments
Official Sabyan gambus	Music	568,220.00	5,660,000.00	11.00	1,360,000,000.00	99,690,000.00	740680	40319	48529
Arif muhammad	Comedy	100,050.00	5,620,000.00	96.00	718,120,000.00	10,530,000.00	213610	6953	12087
animasinopal	Comedy	44,750.00	3,980,000.00	36.00	221,260,000.00	4,710,000.00	158032	3453	3867
Dimas Gepenk	People & Blogs	44,440.00	2,710,000.00	32.00	201,480,000.00	4,680,000.00	108791	3231	6323
MILYHYA	Gaming	31,340.00	2,250,000.00	81.00	172,380,000.00	3,300,000.00	93140	1148	8021
Angga Candra	Entertainment	28,360.00	2,260,000.00	113.00	197,630,000.00	2,980,000.00	76357	2241	6506
Ria SW	Entertainment	26,000.00	2,630,000.00	114.00	422,840,000.00	2,740,000.00	111770	1149	7110
jurnalrisa	People & Blogs	24,360.00	2,750,000.00	86.00	215,690,000.00	2,560,000.00	123791	1412	10537
SAAIHALILINTAR	Entertainment	23,310.00	6,330,000.00	166.00	431,100,000.00	2,450,000.00	134471	2924	5571
tanboy kun	Entertainment	20,920.00	3,800,000.00	202.00	446,560,000.00	2,200,000.00	64681	2074	7502

Figure 5. Ten channel with the highest Est Potential Earnings (\$) (author's analysis on Jupyter notebook)

Different conditions occur when data is processed to show the estimated revenue potential of YouTube uploaders' activities as influencers. Figure 5 shows that channels such as Atta Hallintar and Ricis Official are not included in the ranks of the top ten YouTube Uploaders in terms of income earned as influencers. The official name Sabyan Gambus occupies a top position with a potential income as an influencer of US \$ 568,220. Based on the data, eleven videos in the Official Sabyan Gambus channel have been watched 1.36 billion times. One driving factor is because the audience likes the channel's content. This can be seen from the number of Likes reaching 740 thousand and comments to more than 48 thousand.

There are 18 different genre-like categories that exist on YouTube. In the realm of YouTube, those genres referred to channel category. The result shows that Entertainment is the top channel category in six different countries in the ASEAN region. The study shows that ASEAN people spend time and enjoy entertainment shows more often than video in other categories.

This research shows that the audience's interest in news and political content on YouTube is not high. The number of subscribers for news and political content is far less than entertainment subscribers. This study also illustrates that although the total number of videos for a category is high, it is not certain that the YouTube audience will access it. Of all the top channels in every country in ASEAN, there are 1.04 million videos from 22 channels in the News & Politics category. The total number of videos in the News & Politics category is not much different from the 1.08 million video entertainment category even though the entertainment category has 232 channels.

This fact shows that the audience is active and selective in choosing the content they would like to consume. Result explains that the interest of people to consume news

and political information on YouTube is low. In fact, news information and politics are essential to encourage public political participation. Tolbert and McNeal (2003) state that information related to political issues spread by the media has the potential to encourage public political participation in a country.

Nevertheless, based on the analysis specifically on the news and politics category, the ABS-CBN News channel from the Philippines occupies top positions in terms of the number of subscribers defeating Thairath TV, Thailand and CNN Indonesia, Indonesia. You could say the Philippines' interest in news and politics is higher than in Thailand, Indonesia, and other ASEAN countries.

The researchers assume the audience consumes YouTube for relaxation to release tension and fatigue after undergoing daily routine activities. Another factor that might influence the low interest of people in news & politics is the influence of the level of audience confidence over the channels in that category. Further studies are needed to confirm the findings of this study. Further research surveyed the audience about the content preferences they need when using YouTube.

Based on the NoxInfluencer algorithm, YouTube uploader has the potential to earn revenue from advertisement payments by YouTube and payments as influencers or endorsers. Things that affect the amount of revenue from advertising are the number of subscribers, the total number of people watching YouTube channels, and the total number of videos uploaded by YouTube uploaders. On the other hand, YouTube uploader also earns income from activities as influencers or endorsers. The results showed that the main factor for YouTube uploaders is to maintain and increase engagement with the audience if they want to increase revenue from this sector.

Conclusion

The results of the descriptive analysis illustrated that the YouTube platform could not be seen merely as a space of freedom of expression on the internet world. YouTube has become mainstream media as well as ASEAN culture in terms of accessing the information on the Internet.

The findings show that the Entertainment category dominated the top 100 positions of the NoxInfluencer version in six ASEAN countries. The analysis shows that ASEAN audiences prefer to subscribe to entertainment content because it shows a significant number of subscribers in the entertainment category. It means that YouTubers in the entertainment channel category has a message exposure range that tends to be broader than other categories. In contrast, channels in the news & politics category are not very popular. NoxInfluencer considers engagement in the form of likes, dislikes, and comments as variables related to calculating the estimated income of YouTube in its activities as an influencer or collaboration with third-party brands.

Finally, some limitations of this research should be considered. First, in this study, the sample size could not completely apply to the whole population of YouTube uploaders because of the limitation of data provided in NoxInfluencer. Future research using reliable web crawling tools to scrape the website quickly is necessary. Communication scholars should consider conducting research using big data in order to obtain a broader scope of information.

Second, this research opens a gap for further research in the field of media studies, especially the media business and management. YouTube has now become a mainstream digital platform where YouTube consumers and advertisers gather. Further studies can examine the potential of YouTube as one of the media company's revenue

streams. Nevertheless, it is hoped that media researchers find the high-level view of the platform provided by this study a useful input to understand the fascinating medium that is YouTube.

Finally, the limitation of the use of the theory analyzing this study is less in-depth. Future researchers may consider the use of the concept of motivation. Thus, future research could evaluate usage motivation associated with videos on YouTube to provide empirical data related to motivation for media use.

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