# YouTube Influencers in the Semiconductor Space



August, 2024



The story is always there.

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# 🕨 The "Huh Factor"

YouTube influencers and semiconductors seem incongruent.

People associate YouTube influencers with the consumer world.

Exploding watermelons.

Beauty creams that magically make those pesky wrinkles go away.

Heck, over 2 million people subscribe to a channel to watch Spencer mow unwieldy lawns.



;

### SB Mowing • @SBMowing • 2.13M subscribers • 139 videos



Welcome to "SB Mowing", where the joy of lawn care meets the heart of community serve ...more sbmowing.com/shop and 6 more links



Home Videos Live Playlists Community

Popular Oldest



Home with COMPLETELY BURIED SIDEWALK : caught my attention, compelling me to TAK... 125K views + 1 day ago



Q

COPS did a WELLNESS CHECK that ended POORLY, 2 years later it looks like THIS 414K views \* 8 days ago



I stumbled upon this BURIED brick pathway and SCRAPED it clean 409K views • 2 weeks ago



I UNEARTHED this BURIED pathway after the owner RELOCATED to a NURSING HOME 328K views • 3 weeks ago

Yet, YouTube influencers are also impacting B2B markets, even those as technical as **semiconductors**. This paper deep dives into that world.

### How Today's Engineers — Particularly the Under-45 Crowd — Get Information

The semiconductor industry has entered a new era.

Your uncle Zeke, who sells life insurance, has likely heard the word "semiconductor" (even if he's not sure what it is). For the first time, the semiconductor industry has established what is best described as "public mindshare." The public has become aware of the chips that go into everything that intersects their daily lives.



As the semiconductor industry embarks on this new period, reaching the next generation of engineers has become increasingly challenging. Remember the days when you could wrap a weekly issue of the EE Times in cellophane to do double-duty as a boat anchor? Conventional media types are struggling to retain relevance in the digital age.

This shift creates a pressing need to understand and adapt to the media consumption habits of today's engineers. Before going further, it is worth noting that this challenge is also tied to reaching talent, including engineering graduates, not just buyers. The SIA forecast below shows that the battle for talent will only intensify over time as demand exceeds supply.





Back to the big picture and the changing habits of how engineers get their information –

Recent research, such as the <u>2023 Decoding Engineer</u> <u>Preferences</u> report by GlobalSpec, TREW and Elektor, underlines this generational change in communication preferences and information-gathering behavior:

> **77%** of engineers turn to industry experts or pundits for information. Of those, **52%** are looking to keep up with industry trends while **42%** want trusted opinions.

**81%** of those who do not follow industry experts are over the age of **45**, indicating a generational divide in information-gathering behaviors.

Moreover, YouTube has emerged as a key platform engineers turn to for professional development and purchasing decisions. According to the 2023 Decoding Engineer Preferences report:

**89%** of engineers watch work-related videos and **30%** routinely use YouTube when researching products or services for work-related purchases.

When asked what types of content they find most valuable, **50%** of engineers stated product reviews and testimonials, **42%** said tutorial or how-to videos, and **26%** voted for product demo videos.

The significant reach of YouTube into the engineering community is further underscored by its perceived value as an information source. When asked about the value of social media platforms for staying informed about the latest engineering technologies, industry trends and products, 42% of engineers find YouTube "extremely" or "very valuable." This positions YouTube as a crucial platform to engage with today's engineers and graduates.

# Context for the Rise of the YouTube Influencer

Since its launch in 2005, YouTube has evolved from a simple video-sharing site to a global powerhouse of content creation and influence. As early as 2007, the YouTube Partner Program allowed creators to monetize their content, setting the stage for today's influencer economy.

Over the years, YouTube influencers have grown from hobbyists to full-fledged marketing powerhouses.

And not just for influencers who focus on mowing lawns.

Take, for example, Jeffree Star, who leveraged his makeup tutorials and reviews to attract over 15 million subscribers. That's not a typo – **15 million!** 



### jeffreestar •

:

@jeffreestar • 15.8M subscribers • 433 videos MAKEUP ARTIST/COSMETICS CREATOR. Singer/song writer. Fashion obsessed. ...more jeffreestarcosmetics.com and 3 more links

Home Videos Shorts Playlists Store 📿

Subscribe





Scorpio 🌲 Palette & Collection Reveal! | Jeffree Star Cosmetics



:

Gothic Beach 
Palette & Collection
Reveal! | Jeffree Star Cosmetics
1.1M views • 9 months ago



Psychedelic Circus Reveal! | Jeffree Star Cosmetics 2.1M views • 1 year ago



Lady Gaga's NEW Foundation... Is It Jeffree Star Approved?! 1.9M views • 1 year ago

Star's influence in the beauty industry is so significant that his product reviews can make or break a brand's success. His collaborations with cosmetics companies and his own makeup line have generated millions in revenue, demonstrating the immense power of YouTube influencers in driving consumer behavior and product sales.





Another notable figure is <u>Casey Neistat</u>, a filmmaker turned YouTuber with over 12 million subscribers. Neistat's authentic storytelling and high-quality production values have made him a go-to partner for brands looking to reach millennial and Gen Z audiences. His collaborations with companies like Nike, for whom he created the viral video "Make It Count," and Samsung, featuring their products in his daily vlogs, showcase how influencers can seamlessly integrate brand promotions into engaging content. These partnerships not only drive product awareness but also create genuine connections between brands and consumers.

The core principles of influencer marketing – community, validation and trust – are equally applicable in the B2B marketing world. Understanding and building these authentic partnerships with B2B influencers can enable companies to shape their reputation and own industry conversations.

# The B2B Influencer Has Become a "Thing" in Reaching Broader Audiences

Long before the term **"online influencer"** was coined, what we would now describe as B2B influencers engaged with their audiences through specialized platforms and channels, such as mailing lists, bulletin board systems (BBS), online discussion forums and blogs (via comments, trackbacks and pingbacks). These platforms and channels enabled in-depth technical discussions and fostered very active and influential online communities of B2B professionals.

The advent of mass audience platforms, particularly YouTube, dramatically altered this dynamic, merging these specialized conversations into more accessible and widely viewed content streams. This transition to platforms like YouTube enabled B2B influencers to significantly expand their reach and impact. Equally important, YouTube's sophisticated algorithm played a crucial role in this expansion, helping influencers' channels grow organically beyond their core target audiences. As a result, B2B influencers can connect with much broader-spanning audiences that include not only professionals in their respective space but also those with a general interest in technology and those looking to understand the technology behind the latest investment trends (such as Al).

The broadening of B2B influencer audiences has also led to an interesting crossover effect within the tech influencer space. Consumer tech YouTubers, who have traditionally focused on topics such as PC hardware or consumer electronics, are increasingly venturing into B2B topics. A prime example of this trend is <u>LinusTechTips</u>, a YouTube channel that has successfully branched out from consumer tech reviews to cover enterprise-level hardware and semiconductor topics.

> FOUP is an acronym for Front Opening Unified Pod or Front Opening Universal Pod. It is a specialised plastic enclosure designed to hold silicon wafers securely and safely in a controlled environment, and to allow the wafers to be transferred between machines for processing or measurement.

Linus from LinusTechTips filming inside an Intel fab

PC gaming hardware channel <u>GamersNexus</u> runs a popular weekly hardware news format that includes semiconductor industry news updates. The YouTube channel also features longer documentary programs, such as when <u>Editor-in-Chief Steve Burke visited a</u> <u>DDR4/DDR5 RAM factory</u>.



This convergence of B2B and B2C tech content is further blurring the lines between specialized and general tech audiences, creating a more diverse and interconnected tech influencer ecosystem. As a result, B2B influencers are now positioned to shape opinions and drive discussions across a much wider range of stakeholders than ever before.

YouTube has become a go-to resource for selfdirected learning, which resonates strongly with the ethos of continuous improvement in the engineering field. Young engineers often turn to YouTube for tutorials, product reviews, industry insights and career advice. The platform's community features, such as comments and live streams, also facilitate direct interaction between content creators and viewers, fostering a sense of community and enabling young engineers to engage in discussions with peers and industry experts. This interactive aspect can be especially appealing to younger professionals who value **authenticity** and **direct communication** in their professional development and decision-making processes.



# YouTube Influencers in the Semiconductor Space

As the semiconductor industry looks to connect engineers – again, both buyers and talent – YouTube, in particular, has become a hub for technical content creators who are reshaping how knowledge is shared in this complex field. Along this line, we've highlighted five YouTubers who wield influence in the chip sector. Consider these as examples, not a comprehensive list.

Through their unique personalities, technical expertise and ability to simplify complex concepts, these content creators have garnered substantial followings and are playing a crucial role in shaping the understanding and interests of young professionals in the semiconductor industry.

ASIANOMETRY hnology, History. Mostly cent









### Who is Anastasia?

Anastasia has a bachelor's and a master's degree in computer engineering from the Moscow Institute of Physics and Technology. In 2017, she received a second master's degree in electrical engineering (focusing on integrated circuit design), presumably from the Vienna University of Technology.

Anastasia still lives in Austria today, most likely in Vienna, which would explain why she also speaks German.

Her LinkedIn profile reveals that she worked as an R&D for Infineon from 2017 until May 2024. On her website, it is stated that she recently co-founded a semiconductor startup, which is currently in stealth mode.

Apart from chips and AI, she also really enjoys investing (she has stocks in TSMC and Tesla), reading (for example, IEEE Spectrum, IEEE Xplore, EE Times, Semiconductor Engineering, etc.) and working out.

# Anastasia in Tech

Subscribers: 182K

Average views per video: 300K

#### Language: English

Anastasia, a chip design engineer based in Austria, has carved out a unique niche in the B2B influencer space with her YouTube channel, Anastasi in Tech, which focuses on the latest AI chip industry developments.

Launched in April 2020, the YouTube channel has quickly gained traction, amassing over 182K subscribers in just a few years. Anastasia's

background in computer and electrical engineering, coupled with her experience in integrated circuit design, provides her with the expertise to break down complex technological concepts for her audience.

Anastasi in Tech primarily focuses on explainer-style videos that explore the latest AI chip architectures and advanced semiconductor fabrication processes. She also explores related topics, such as supercomputing and quantum computing, as well as her experiences in chip design and fabrication.

Her content is characterized by eye-catching headlines that promise in-depth analysis and comparisons. This approach has proven successful in capturing the attention of her technically inclined audience while maintaining the integrity of the information.

Anastasia integrates marketing collaborations in her videos through sponsorships, which she calls out and labels yet seamlessly integrates into her story flow. Furthermore, she effectively connects and weaves in the sponsor's messaging with the topic she presents in her videos.

Her expertise and her channel's focus on AI and chip technologies position her as a valuable voice in the industry, capable of providing insightful analysis of the latest developments in chip architecture and AI acceleration.



### Who is Ian Cutress?

Dr. Ian Cutress spent II years as a senior editor at AnandTech. During his tenure, he specialized in engineering-focused deep-dive analysis, covering a wide range of topics, including motherboards, processors, DRAM, workstations, enterprise solutions and emerging technologies.

His reviews and evaluations provided comprehensive comparisons of major industry players and offered insightful analysis of product design and market positioning. This experience has honed lan's ability to dissect complex technologies and present them in an accessible manner to broad audiences.

Ian holds a doctorate degree (DPhil, equivalent to a Ph.D.) from the University of Oxford, where he published nine first-author papers in peer-reviewed journals. His research focused on developing novel methods for simulating computational electrochemistry using parallel methods and innovative hardware.

He regularly attends major semiconductor industry events, both as an analyst as well as a YouTube influencer.

### TechTechPotato

Subscribers: 128K

Average views per video: 180K

#### Language: English

TechTechPotato is Ian Cutress's YouTube channel. He is based in the UK and has firmly established himself as a B2B influencer in the semiconductor space. TechTechPotato currently reaches over 128K subscribers. Of the audience, 40% is based in North America, and over 95% are male, highly educated and engineering focused. The channel serves as a platform for Ian to share his insights, analyses and reviews.

Ian is also the chief analyst of More Than Moore, a research firm he set up in 2022 to assist semiconductor companies in refining their messaging and brand strategies, both internally and externally. The combination of Ian's academic rigor and industry experience has positioned him as a trusted voice in the tech community.

lan's role as a B2B influencer extends beyond consulting, as he utilizes his substantial social media presence to create dedicated content on emerging technologies, catering to a diverse audience that includes customers, investors, enthusiasts and aspiring professionals in the field.

Ian clearly labels sponsored videos on his YouTube channel and offers several collaboration options, such as covering events, reporting on news, summarizing whitepaper content and conducting interviews with company spokespeople. As you would expect from a platform called "TechTechPotato," Ian also uses levity to lift his content.



### Who is Jon Yu?

Jon Yu is an American based in Taiwan. He is notoriously private and prefers to let his content do the talking. He keeps his identity to himself and does not show his face in any of his videos.

Not much is known about Jon's background before he started Asianometry, except that he worked in marketing and e-commerce in Silicon Valley for 10 years before moving to Taiwan. He does have a day job and works on his Asianometry content in the mornings and evenings.

The semiconductor industry is a true passion of his and he was recently invited to visit ASML's headquarters in Veldhoven, Netherlands. Jon is particularly interested in the environmental challenges faced by the manufacturing sector, such as limited water and energy resources. His videos on TSMC and renewable energy, as well as the topic of PFAS (per- and polyfluoroalkyl substances), reflect his commitment to raising more awareness on these pertinent issues.

Apart from chips, Jon is also passionate about the Asian economy in general, with a focus on China, energy, science and nature. He also has a newsletter that is published on Substack, where he writes long-form, wellresearched content mostly on chips and Al. His approach to written content is the same as his videos: detailed and factual.

The deer photo he uses as his YouTube profile picture is a sika deer he photographed in Nara, Japan while traveling there.

# Asianometry

Subscribers: 678K

Average views per video: 160K

### Language: English

Launched in May 2017, Asianometry was initially a travel channel by American expat Jon Yu, who was living in Taiwan and exploring Asia in his travels. Jon eventually pivoted to topics such as the semiconductor industry, economics and history. The channel has now reached over 678K subscribers.

Jon's videos are in-depth, well-researched video essays that explore complex topics, such as chiplets, designing circuits and more. He often produces detailed profiles of the world's largest semiconductor companies, with a special interest in TSMC and ASML. Additionally, he regularly dissects challenges that the global semiconductor industry is facing, especially those in Asia. His explanations are clear, breaking down intricate concepts and making them understandable to broader audiences.

His content is characterized by simple, straightforward headlines that provide an overview of what the video will cover. His fuss-free, insightful approach has proven successful in drawing in audiences who may not always be familiar with the semiconductor industry. He is also consistent in his output, publishing at least one new video per week.

Jon often uses 20-25 sources per video. He is aware that his more "niche" topics might not attract a large audience but believes that they are still important for a comprehensive understanding of his subjects.

For sponsorships, Jon aims to integrate sponsored content into his videos without compromising the educational value. His independence and the ability to produce content that fully reflects his research and perspective are incredibly important to him. For example, a video about his recent on-site visit to ASML makes the point that he paid for his flight and hotel accommodations.

What sets Jon apart in the B2B influencer landscape is his ability to break down technological complexities into more accessible information for general audiences. His deep understanding of the semiconductor space has positioned him as a credible voice in the industry, with news outlets like Bloomberg reaching out to him for comments.



### Who is Jeffrey Chiu?

Dr. Jeffrey (Jiann-Jong) Chiu holds a Ph.D. in electrical engineering from National Taiwan University and has 13 years of experience working for Texas Instruments. Currently, he serves as the CEO and technical consultant at knowledge-sharing platform Ansforce. He is also an adjunct assistant professor at several universities.

Jeffrey's unique perspective emerged when he transitioned from a technical field to business studies. Recognizing that many non-technical professionals lacked an understanding of scientific concepts, he took it upon himself to bridge this gap. His courses cover a broad spectrum, from foundational topics like electrical engineering and digital signal processing to emerging fields such as blockchain and AI.

Through his teaching, Jeffrey aims to empower individuals from diverse backgrounds with a fundamental understanding of technology. He firmly believes that while not everyone needs to become an expert, grasping these concepts is essential.

Executives from tier-one universities, financial institutions and accounting firms have all benefited from Jeffrey's engaging courses. His mission to bridge the gap between science and business continues to make a significant impact.

# Dr.J Class 曲博科技教室

Subscribers: 353K

#### Average views per video: 100K

#### Language: Chinese

Jeffrey Chiu established his YouTube channel in 2012 to share lecture materials with students. However, it wasn't until 2017, after leaving Texas Instruments and founding the knowledge-sharing platform Ansforce, that he shifted his focus to YouTube.

With his extensive tech background, Jeffrey's videos are a treasure trove of the latest technology trends. He caters to Taiwanese interests in investment and financial information, delving into various topics,

including technology, trends, products and stock market insights related to publicly listed tech companies.

In the latter half of 2020, a pivotal moment occurred when TSMC's advanced semiconductor process, FinFET, became a trending topic. Dr. J's explanatory video on this subject garnered over 100K views within a week, marking the beginning of increased traffic to his YouTube channel. During the COVID-19 pandemic, his video analyzing vaccines attracted an impressive 680K views.

Often self-deprecating, Jeffrey notes that he is "not that smart." This drives him to simplify complex content in a way that he can understand, resulting in an engaging video style. He starts with fundamental concepts, helping viewers ease into tech topics. Notably, from the audience profile, approximately one-third are professionals working in the tech industry, which fosters a sense of community and connection among his viewers.

Unlike many online tech articles that focus primarily on applications, Jeffrey's videos take a different approach. He emphasizes technical theory (80%) before introducing practical applications (20%). Moreover, he believes that understanding theory is essential; once you grasp the technology, comprehending its application becomes more accessible. Through his teachings, Jeffrey empowers his viewers with a practical understanding of the subject matter.

As the YouTube channel's population increased, Jeffrey has collaborated with semiconductor organizations and companies, including SEMICON Taiwan (2023, 2022, and 2021) and the 2021 Computex Forum. In his videos, he clearly labels sponsored collaborations in thumbnails, titles and descriptions, ensuring viewers are aware of these partnerships.



### Who is Soon-Yong Kwon?

Soon-Yong Kwon earned his master's degree from Sungkyunkwan University, one of South Korea's prestigious universities. There, his research focused on packaging semiconductors and semiconductor junctions. (Interesting side note: Sungkyunkwan University is sponsored by Samsung Electronics.) He also conducted research on semiconductor packaging materials at the Korea Institute of Industrial Technology (KITECH).

Leveraging his expertise in semiconductors, he often conducts interviews with industry professionals, reviews academic papers and reports from industrial sites.

With his in-depth knowledge of the semiconductor industry, Soon-Yong actively collaborates with key players in the industry, including Samsung Electronics, SK Hynix, Nvidia, IBM, Qualcomm, ASML, etc.

He also works on various projects in collaboration with government agencies, such as the Ministry of Science and ICT and the Korea Foundation for the Advancement of Science and Creativity.

In January 2024, Soon-Yong published a book titled, "K-Semiconductor Grand Strategy." This book covers the challenges and untapped opportunities of the socalled "K-Semiconductor," the current state of the semiconductor war between the U.S. and China, and the activities of Korean semiconductor startups.

# SOD 에스오디

### Subscribers: 680K

### Average views per video: 120K

### Language: Korean

SOD is a YouTube channel run by Korean science and technology influencer Soon-Yong Kwon. Despite being a deep-tech channel, SOD has an impressive following of 680K subscribers, which is rare in Korea.

The channel's popularity is due to its interesting and straightforward approach to introducing stories that are not easily understood by the public, such as those about semiconductors, science and engineering, industry, and markets.

Initially, SOD focused on less profitable natural science content but later pivoted to more lucrative and advertisement-friendly technology topics. This shift led to an increase in content related to businesses and the economy.

Soon-Yong posts content regularly, often two to three times a week, offering insights into advanced technologies. While SOD covers a range of scientific subjects, including physics and astronomy, it primarily focuses on engineering topics, including semiconductors, sensors and displays. SOD consistently provides in-depth content on the semiconductor industry through its dedicated semiconductor and display category.

To ensure the credibility of its content, SOD frequently cites papers and reports or interviews researchers, experts and industry professionals. Notably, the channel features interviews with spokespeople from major semiconductor companies and introduces their technologies, strengths and prospects in detail. This type of content is often sponsored by companies. Given Soon-Yong's background in engineering, he often concludes his videos by advocating for support in science and technology.

SOD also tends to deploy many "charged" words in its titles and thumbnails, such as "crazy," "killer" and "groundbreaking." This is the result of actively benchmarking the titles and thumbnails of YouTube content from various Korean media organizations. Additionally, this strategy is based on datadriven decisions. SOD analyzed viewing data from A/B tests on the same topic at the same time and found that all the numbers were overwhelmingly higher for the videos with the 15 more provocative thumbnails and titles.

# Evaluating the Reach and Impact of YouTube Influencers

There are two first-glance indicators for the degree of influence a YouTuber delivers. Those are the number of subscribers to the YouTube channel and the number of views for videos discussing the topic you are looking to address with your communications campaign. When noting views, it is important to reference if their recent videos within the past 3-4 months have strong views and not just outdated content.

While these two indicators provide a quick overview, there are additional factors to consider in assessing a YouTube influencer's reach and impact potential before engaging in a collaboration or sponsorship deal.

A great proof point that a YouTube influencer has an engaged and knowledgeable audience is the so-called "engagement rates." This means the collective number of comments, likes and shares relative to the total number of views/impressions on a video. Additionally, an influencer should remain active in responding to some of the more prominent questions and comments that gain traction in the comments section underneath the videos.

An influencer may also implement the tracking of traffic gained on sponsored links within their video description. If conversions or leads are the goal when hiring an influencer, knowing how many link clicks they gained during a past sponsorship can be telling. This information would not be public, so the question may be posed in exploratory outreach. If an influencer does not track their link traffic, you can request they use a free tool like Bitly to track relevant link clicks for your brand's activation.

Beyond pure numbers, though, the comments under the videos provide authentic audience feedback, providing clues on the influencer's impact.

Audience statistics also provide demographic data, such as age brackets, location, gender, language or topic interests. These can be provided by the influencers (who can access them directly from within their YouTube accounts) as you engage and inquire, or you can use a commercial tool, such as <u>HypeAuditor</u>, <u>influData</u> or <u>Heepsy</u>.

B2B influencers are often active on social media platforms other than YouTube. Through LinkedIn posts, they promote new content on their YouTube channel, for example, or share short videos via Instagram or X if they attend industry events. The follower numbers of these other social media accounts can also be considered when assessing the reach and impact of YouTube influencers.

For example, here is a snapshot of Anastasia's LI feed.



Anastasia N

Tech Entrepreneur, Semiconductor Industry

Advisor, Anastasi In Tech

Follow

Message

Posts Comments Reactions				
Anastasia N · 2nd Follow ···· Tech Entrepreneur, Semiconductor Industry Advisor, Ana Id · Edited · © Explaining the cooling technologies of the future and how the hottest chips are cooled. Check it out:				
LIQUID	The Future is Here: New CPU Cooling Technology Explained youtube.com			
CQO 70		3 cor	nments • 5 reposts	
🖒 Like	Comment	्रि Repost	Send Send	
Anastasia N ⋅ 2nd       Follow       ···         Tech Entrepreneur, Semiconductor Industry Advisor, Ana       ···       ···         New video explaining the death of SRAM memory and new disruptive microchip technology. Check it out. It was great working on this video with ASUS.       ···				
DEATH OF MEMORY	New Disruptive Death of Memo youtube.com	Microchip Technol ry	ogy and The	
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New video explaining the recent advances in Quantum Computing: https://lnkd.in/dTtDkEgv featuring remarkable Krysta Svore from Microsoft				
Huge Breakthrough in Quantum Computing Explained youtube.com				
CO 113		6 cor	nments • 8 reposts	
🖒 Like	Comment	ြု Repost	Send	

While her following on LinkedIn is a modest 2,218, keep in mind that LinkedIn, like other social platforms, is a supplemental channel to YouTube.

How can you gain insight into an influencer's private YouTube metrics? Upon outreach, ask if they have a media kit, the equivalent of a resume or portfolio in the influencer industry, which typically shares key metrics and demographics. If they don't, another option is to ask for specific data from the influencer's YouTube analytics console.



# The Almighty YouTube Algorithm

The YouTube algorithm is a complex system designed to recommend and promote videos to users based on their use of the platform, relying on similar keywords, topics and interests. It directly impacts the visibility and success of YouTube influencer videos, whether it's a sponsored collaboration or not. The algorithm determines which videos appear in various sections of the YouTube platform, including search results, recommended videos and trending video pages.

Originally, the YouTube algorithm focused on view count. That changed in 2012 when video watch time was prioritized to reward high-quality, engaging content and discourage clickbait tactics. This shift had significant implications for YouTube influencers, as it emphasized the importance of creating content that genuinely engaged viewers rather than simply attracting clicks. Over the years, the YouTube algorithm has continued to evolve, incorporating more sophisticated factors and machine learning techniques to understand user preferences and content quality better.

Today, the YouTube algorithm analyzes vast amounts of data to make personalized recommendations for each user. It considers viewing history, search patterns, engagement with videos (likes, comments, shares, etc.) and demographic information. For companies collaborating with YouTube influencers, the success of their sponsored content depends not only on the influencer's existing audience but also on how well the content aligns with viewers' interests and behaviors.

The YouTube algorithm's examination of video performance metrics, such as click-through rate, watch time and audience retention, further underscores the importance of creating compelling, relevant content in partnership with influencers.

One of the most critical factors influencing a video's success on YouTube is audience retention. The algorithm favors videos that keep viewers watching for longer periods, indicating high-quality, engaging content. When working with influencers, it is crucial



to develop content strategies that encourage longer view times and prompt viewers to explore more related content on the platform.

Just as important as the audience retention rate is the so-called "click-through rate" (CTR). Collaborations should focus on creating compelling titles and video thumbnails that entice users to click while ensuring the content delivers on viewer expectations, resulting in good retention rates.

Engagement metrics, such as likes, comments and shares, also impact the algorithm's decision-making process. This highlights the importance of creating content that informs and encourages user interaction.

While Google strives for purity in results, separating organic results from paid results, YouTube takes a different path. Its algorithm does not discriminate between sponsored and regular content but focuses on the quality and relevance of the video to the viewer. Sponsored videos that provide valuable content and resonate with the audience can perform well and spread organically. That partly explains why the average views of videos often far exceed the influencer's subscription base.

### Figuring out the Success of Collaborations with YouTube Influencers

Measuring the success of collaborations with YouTube influencers involves a multifaceted approach that encompasses both quantitative and qualitative metrics.

Companies can anticipate that a sponsored video will perform similarly to non-sponsored videos on the same topic if the sponsored content does not stray too far from recent related videos favored by their audience. This means that metrics, such as video view count, number of likes, shares and comments, should be compared to similar recent videos to assess impact. Additionally, the audience demographics should align with those of other videos on the same topic, providing a measure of reach.

Of note, YouTube videos can have a long "shelf life" for gaining views if SEO is used strategically in video titles and descriptions, meaning a video could continue to gain views over many months.

Analyzing the sentiment of comments offers qualitative insights into how the audience perceives the promoted content and the influencer's endorsement.

YouTube influencers often promote their new video content via other social media platforms, such as LinkedIn, X or Instagram. Evaluating the performance of these posts in driving additional views to the YouTube video can provide further insights.

Another valuable perspective comes from examining the sources of video views. These could include a Google search, YouTube search, YouTube suggested videos (including channel subscriber views), external websites (if the video is linked or embedded) or mobile apps.

It is also important to check the percentage of viewers who watched the full length of the video versus those who stopped or skipped it and then identify the most viewed segments. Comparing these data points with recent videos on the same topic can help contextualize the video's effectiveness. As part of the sponsorship/collaboration agreement with the YouTube influencer, companies can arrange for one or more links to be placed in the video description, leading to further information. Evaluating the traffic from YouTube to these linked assets can determine how many viewers clicked through and where their IP addresses originated.

Tracking traffic from video description links to external assets provides valuable data on viewer engagement and conversion. As mentioned above, influencers should be urged to include link tracking in sponsored videos. This holistic approach ensures a thorough assessment of the collaboration's success, enabling companies to make informed decisions for future influencer partnerships.

# Reaching Today's Engineers

There is a growing ecosystem of YouTube influencers focused on the semiconductor industry who have attracted significant followings and are open to paid engagements.

"What Jensen is doing — running around with all these people is a sign that the Taiwan electronic components and server-maker ecosystems hold a key position in the global supply chain. When companies start building things, they are still going to the Taiwanese first because of long-standing working relationships and the one-stop-shop that Taiwan offers," **said Jon Yu**, an analyst and founder of the Asianometry YouTube channel. "The system integrators then make Some of these YouTube influencers have gained enough street cred to cross over into traditional media. For example, a Bloomberg story on this year's Computex included commentary from two of the YouTubers we included in this paper.

As another proof point, consider one of the few engineering trade journalists who still packs a punch (a compliment), Sally Foxton at EE Times, follows Ian Cutress.

Today, Nvidia commands an ecosystem of software, hardware and solutions that their rivals, from Advanced Micro Devices Inc. to Intel, are trying hard to <u>break up</u>

many of the critical decisions on components that make-orbreak whole companies."

### Bloomberg

### Nvidia's Rise to \$3 Trillion Fuels 'Jensanity' in Tech World

Jensen Huang and AI PCs hog the spotlight at Computex
Attendees also note rise of lesser-known but vital AI players



WATCH: Huang touts 98% cost savings and 97% less energy required with Nvidia's technology saying that constituted "CEO math." Source: Bloomberg

By Vlad Savov, Jane Lanhee Lee, and Takashi Mochizuki June 6, 2024 at 12:27 AM PDT Updated on June 6, 2024 at 1:58 AM PDT or replicate. "It's almost becoming Nvidia against the world," **said** Ian Cutress of the consultancy More Than Moore. This paper has tilted toward the high end of the chip YouTubers, with their subscription bases ranging from 128K to 680K. Their pricing reflects their reach. Our experience in shaping engagements shows the starting price of a single video at \$8K to \$12K and then increasing from there depending on video type, length, etc.

Yet, a YouTuber in the semiconductor space with a subscription base of 10K or even 5K can still be impactful and deliver value depending on the engagement and your objectives. If their videos feature content that a) aligns with your technology and b) secures a few thousand views, that might constitute a winning proposition. The advantage of working with "micro" influencers is that they are typically on YouTube as a side hustle. As a result, there is no off-the-rack pricing, allowing us to shape the engagement and price point.

An engagement with a YouTube influencer can take forms other than video creation. Speaking at a company event or moderating a panel at an industry event are two such examples. And YouTube influencers have the potential to lift talent acquisition campaigns.

### Zooming out —

Semiconductor companies should have a YouTube strategy. Their buyers and potential job candidates view the platform as a critical resource. Unlike earned media, you can measure these engagements at a granular level, not only in views and engagement but also in terms of click-throughs.

### About the Authors

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The story is always there.