




















Direct:	Offering the same functions in the same way as Youtube Creator Studio	Parallel:	Similar service/function to similar audience but not directly competing with Youtube Creator Studio.
Indirect:	Offering the same functions in a different way (i.e., through a different medium) as Youtube Creator Studio	Analogous:	Not the same type of service, but a non-competitor that might give ideas about how to provide functions better for Youtube Creator Studio
Partial:	A competitor that covers some but not all functions as Youtube Creator Studio		

List of competitors

Direct	Dailymotion, Vimeo, Facebook	Offering the same functions in the same way as Youtube Creator Studio
Indirect	Instagram, Iconosquare	Offering the same functions in a different way (i.e., through a different medium) as Youtube Creator Studio
Partial	Twitch.TV	A competitor that covers some but not all functions as Youtube Creator Studio
Parallel	VidIQ	Similar service/function to similar audience but not directly competing with Youtube Creator Studio.
Analogous	Snapchat	Not the same type of service, but a non-competitor that might give ideas about how to provide functions better for Youtube Creator Studio

Youtube Creator Studio is a platform that lets you upload, manage and track analytics of your online videos		Direct			Indirect	Partial	Parallel		Analogous	
Key Features										
	YouTube	dailymotion	Vimeo	Facebook	Instagram	Twitch.tv	IconoSquare	vidIQ	LinkedIn	Snapchat
Upload Content	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓
Edit title, description and tags	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
Edit / Customize Video	✓	✗	✓	✓	✗	✗	✗	✗	✗	✗
Mobile Application to Upload Content	✓	✗	✓	✓	✓	✓	✗	✗	✓	✓
Free	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
Tiered-Premium Features Available	✗	✗	✓	✗	✗	✗	✓	✓	✓	✗
Growth Analytics	✓	✓ (exclusive to partners)	✓	✓	✓	✗	✓	✗	✗	✗
Live Broadcast	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
View Analytics	✓	✓ (exclusive to partners)	✓	✓	✓	✓	✓	✓	✗	✓
View Multiple Accounts	✓	✗	✓	✓	✓	✗	✓	✓	✗	✗
Business Accounts Centric	✗	✓	✓	✗	✓	✗	✓	✓	✓	✓
Ability to Monetize	✓	✓	✓	✗	✗	✓	✗	✓	✗	✗
SEO Optimization for Videos	✗	✗	✗	✓	✓	✗	✓	✓	✓	✗
Able to post Ads on multiple mediums	✗	✗	✗	✓	✓	✗	✗	✓	✗	✗
Schedule Upload	✓	✓	✗	✗	✓	✗	✓	✗	✗	✗
Pinpoint Traffic sources	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗
Geoblock	✓	✓	✗	✓	✗	✓	✗	✗	✗	✓
Upload Size Limit Size	128 gb	2 gb	500mb / 2gb / 10gb	1.75 GB	4GB	20GB	N/A	N/A	5gb	32 MB
Uses an Algorithm to Detect copyrighted Content	✓	✓	✗	✗	✗	✗	N/A	N/A	✗	✗
Upload Length Limit	12 hrs	60 min	N/A	45 min	60 sec	48 hrs	N/A	N/A	10 min	10 sec
Reuploaded video keeps statistics	✗	✗	✓	✗	✗	✗	N/A	N/A	N/a	✗

Summary of Competitors		
Direct	 Facebook	A new service launched by Facebook in August of 2017, Facebook Video allows users to watch “personalized” videos and new shows while being connected to their own Facebook network. Users may upload their own content and keep track of comments and views on each video.
	 Vimeo	Founded in 2004, Vimeo was the first video sharing platform online to support high definition video streaming. Each month, they attract about 100 million unique visitors. Recently, it has upgraded its capabilities to include streaming of 4K content and live-broadcasting services.
	 Dailymotion	A Paris-based video sharing platform that has about 300 million users. 3.5 billion videos on this platform are watched each month.
Indirect	 Instagram	A multi-platform site, Instagram allows users to share 3-10 second videos and photos. Members with public or private accounts may accumulate followers. Filters, geotags, and hashtags are all features that accompany this content.
Partial	 Twitch.TV	Owned by Twitch, this is a live-streaming online platform that prominently features video gaming and eSports either live or on-demand. In 2018, they boast 2 million monthly broadcaster and remains the leading live video-game streaming platform in the U.S.
Parallel	 IconoSquare	Iconosquare is an online subscription analytics tool that allows users to manage performance, analytics, and engagement of their creative content.
	 VidIQ	An online Youtube-verified tool aimed at helping users manage analytics and performance of their Youtube channels. They are a subscription based service.
Analogous	 LinkedIn	A social network website that focuses on being a professional, connection driven atmosphere in order to have business and employment oriented services. People can share videos with their networks.
	 Snapchat	A messaging app, Snapchat allows users to send timed pictures, videos, and messages to other users. Users may post in private and public stories and view others’ stories as well. 187 Snapchat users are active daily.

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