

# The Influence of YouTube on the Growth and Success of Over-the-Top (OTT) Media: A Study

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**Abstract**— This study examines how YouTube shapes OTT media. It looks at visual storytelling, marketing, influencer partnerships, and user-generated content that builds audience loyalty. YouTube's discovery features and creator-audience interaction influence content and marketing. The study also explores how YouTube generates revenue for both OTT platforms and creators. Overall, it explores their interconnectedness in today's media world.

**Keywords**— YouTube, OTT, Social Media, Viewers, Content, Internet, Monetization, Subscribers, Shorts, Algorithm, Trending, Hashtags, Network, Videos.

## I. INTRODUCTION

As traditional broadcasting crumbles under the rise of online streaming (OTT), social media, particularly YouTube's engaging visual content, is fundamentally changing how we consume and interact with media. This powerful combination of OTT and YouTube creates a synergy that breaks free from old media limitations, ushering in a revolutionary era for both creating and enjoying content.

The advent of OTT platforms has fundamentally transformed the media landscape, introducing innovative content delivery methods and challenging traditional industry standards. These platforms have revolutionized media consumption, offering an abundance of binge-worthy shows and an ad-free viewing experience. Services like Netflix, Amazon Prime Video, Hulu, and Disney+ have eliminated the limitations of scheduled programming,

allowing users the freedom to watch content at their convenience and on various devices (Hill, 2020). The popularity of Over-the-Top (OTT) platforms stems from their ability to offer viewers greater freedom by overcoming geographical and temporal limitations. This enables a personalized viewing experience that aligns with the evolving preferences of modern consumers. This transformative potential has propelled OTT platforms to a position of dominance, redefining both the media industry and consumer expectations.

Concurrently, social media platforms have redefined audience engagement with content, shifting from passive consumption to active participation (Kaplan & Haenlein, 2010). Known for its visually captivating format, YouTube transcends textual limitations, enabling users to communicate, connect, and express themselves through Shorts and long videos. This move towards visual

communication aligns seamlessly with the ethos of OTT platforms, where visually-driven narratives dominate.

YouTube's strategic positioning at the intersection of transformative forces enhances and extends the reach and impact of Over-the-Top (OTT) media. The intertwined evolution of YouTube and OTT platforms reflects a profound symbiosis that shapes media consumption patterns and redefines audience engagement. YouTube's visual appeal and interactive ecosystem have fostered a paradigm shift where viewers transition from passive consumers to active participants in the media landscape. This participatory framework aligns with the ethos of OTT platforms, which emphasize audience agency and empowerment in content selection and engagement.

Amid these transformative dynamics lies the central focus of this paper: YouTube's significant role in the rise and success of OTT media. This exploration delves into a complex web of interconnected themes, each crucial in shaping the symbiotic relationship between YouTube and OTT platforms. The following sections embark on an insightful journey, examining the various ways YouTube has influenced the narrative and reception of OTT content.

### **1. Exploring YouTube's Impact on the Success of OTT Media**

The alignment between YouTube and OTT media is no coincidence; it is a strategic convergence that significantly contributes to the success of OTT platforms. The captivating visuals intrinsic to OTT content resonate harmoniously with YouTube's visual language, creating a seamless blend. This synergy between their graphic dimensions forms the foundation for an enriched viewer experience, underscoring the significance of their mutual interplay.

The distinct on-demand nature of OTT platforms necessitates innovative promotional approaches that deviate from traditional broadcasting models (Brown, 2019). YouTube becomes an essential medium for these kinds of endeavors in this setting. Because of its focus on aesthetics of appearance and dynamic content forms, it offers the best platform for creating advertising campaigns that draw viewers in and increase their curiosity about upcoming OTT content.

The collaborative relationship between YouTube and OTT media extends beyond simple promotional endeavors. This real-time connection serves as a testament to YouTube's role in fostering immediate communication. It empowers content creators to gather audience feedback, refine their offerings, and demonstrably respond to viewer preferences.

Furthermore, YouTube's inherent functionalities, encompassing hashtags, trending topics, and its robust content discovery mechanisms, play a crucial role in amplifying the viral potential of content. This, in turn, serves as a critical factor in enhancing the visibility of OTT offerings. The platform's algorithms function as dynamic curators, meticulously guiding users towards content that aligns with their established preferences. This targeted approach effectively extends the reach of OTT media beyond the limitations of traditional promotion, fostering a more organic and widespread audience engagement.

As the pursuit of monetization becomes increasingly important, YouTube's influencer-driven economy provides a significant advantage for both OTT platforms and content creators in YouTube. The platform's extensive user base has given rise to a new generation of influencers who wield substantial influence over consumer decisions. OTT entities can harness this influencer phenomenon to establish additional revenue streams through sponsored posts, endorsements, and product placements, effectively leveraging the platform's strong user engagement.

Given the complexity of these diverse interactions, it is crucial to thoroughly examine YouTube's role in the rise and success of OTT media. This paper embarks on an analytical journey, carefully examining the intricate interplay between YouTube and OTT media. This paper offers an insightful perspective on the transformation of the contemporary media landscape by highlighting the multifaceted aspects of their collaborative potential.

### **2. YouTube: A Platform for Visual Storytelling and Promotion**

The Over-the-Top (OTT) revolution has redefined entertainment consumption. Live-streaming technology has enabled internet delivery of movies and shows, bypassing traditional cable subscriptions. This internet-driven shift, coupled with the rise of mobile entertainment, has transformed how we access media.

YouTube, with its interactive features, fosters a seamless integration of promotional content within user experiences. This organic approach enhances the narrative journey of OTT content, drawing viewers deeper into the story and fostering anticipation for future episodes or seasons.

For instance, Disney+, Netflix and Amazon Prime utilizes YouTube's vertical short layout to showcase visually appealing content snippets and behind-the-scenes glimpses. This strategic approach effectively piques user interest, further propelling engagement with their OTT offerings.

Netflix's "Stranger Things" campaign exemplifies this concept further. By leveraging YouTube's interactive features, including polls, engaging short videos, and live streams, the campaign fosters a sense of active participation and cultivates a community around the show. This approach strengthens the audience's connection to the content and capitalizes on principles of cognitive psychology. By triggering a sense of belonging and investment in the narrative, the campaign fosters a deeper engagement with the viewers.

The successful integration of YouTube's interactive features, as demonstrated by OTT platforms like Disney+ and Netflix, highlights the platform's efficacy in promoting content and fostering deeper audience engagement. This immersive and meaningful approach signifies a paradigm shift in OTT content promotion, fostering a more organic and interactive relationship between viewers and the media they consume.

### **2.1 YouTube's Role in Elevating OTT Media Through Visual Storytelling**

The digital landscape's constant evolution has pushed storytelling beyond traditional mediums. It now thrives as a dynamic art form, heavily reliant on captivating visual narratives. Social media platforms exemplify this transformation, serving as fertile grounds for crafting stories that resonate deeply with audiences.

Among these platforms, YouTube has already established itself as a titan of visual content. Its capacity to convey messages and evoke emotions is undeniable. This potency, coupled with its colossal user base exceeding billions of active users, solidifies YouTube's status as a cultural phenomenon and a powerful tool for shaping narratives and propelling content into the mainstream.

This emphasis on visual storytelling perfectly complements the landscape of Over-the-Top (OTT) media. OTT platforms, known for their unique approach to content consumption, leverage the immersive power of captivating visuals to engage viewers in intricate narratives. This shared visual language fosters a profound synergy between YouTube and OTT media. It provides a captivating platform for OTT creators and platforms to showcase the essence of their content and draw audiences into these immersive storytelling experiences.

The symbiotic relationship between YouTube and OTT media exemplifies the convergence of these powerful domains. YouTube Shorts captivating visuals seamlessly complement OTT media's focus on immersive storytelling. This organic partnership fosters deeper user engagement, anticipation, and content exploration. It thrives on the shared understanding that modern audiences crave narratives that resonate on a visceral level. By

harmonizing visual elements, these platforms create an environment that transcends passive observation, transforming users into active participants in the storytelling process.

Understanding the psychology of visual engagement is necessary to fully appreciate this dynamic interaction. Studies on neuroscientific subjects have shown how well the human brain interprets visual information. Johnson et al. (2017) claim that because the brain absorbs visuals about 60,000 times quicker than text, viewers may quickly comprehend and internalize intricate storylines. Visual storytelling has been the most popular approach for creating material because of this cognitive advantage. This biological inclination forms the basis of YouTube, which uses its visually immersive design to attract viewers and encourage interaction. Through a flawless integration with the visual appetite of the human brain, YouTube creates an atmosphere that is ideal for the promotion of compelling stories that are consistent with the values of Over-the-Top media.

The synergy between YouTube and OTT media goes beyond their shared visual appeal to encompass experiential engagement. OTT platforms redefine how users interact with media by offering on-demand content accessible across various devices. YouTube complements this experiential shift by providing avenues for content previews, teasers, trailers, behind-the-scenes glimpses, and interactive elements that enhance viewer anticipation. This phenomenon is akin to the "previews" seen in traditional movie theaters, which build excitement and community among movie enthusiasts.

Moreover, YouTube's content presentation aligns closely with OTT media principles. For example, the platform's Stories feature mirrors the episodic structure commonly found in OTT series, where content is segmented for easier consumption. YouTube's dynamic content formats, such as live videos and Shorts, capture the concise nature of OTT content—designed to fit seamlessly into viewers' busy lifestyles. This natural alignment fosters an immersive and user-friendly experience that reflects the viewer-centric approach of OTT platforms.

Regarding the uploading and sharing videos the YouTube itself mentioned that "The simple upload, conversion and share tools mean that no special skills are required to put your video online for the world to see"(YouTube, 2011, p1). Based on their similar visual language and dedication to storytelling, YouTube and OTT media have a partnership. This alignment shows a deep awareness of the modern audience's preference for visual interaction and goes beyond simple content promotion. In a time when tales are told on screens of all sizes and face fierce

competition from social media sites like Facebook and Instagram, YouTube proves to be a powerful medium for telling stories that have a lasting impact. OTT media also provides an immersive experience with eye-catching graphics social networking sites are very important in our lives, and the content they provide is significantly superior to traditional media. This meeting point of digital domains embodies the craft of storytelling in the contemporary day, when pictures and videos serve as channels for shared experiences and emotional connection in addition to being useful instruments for communication (Verma and Kalorth, 2017).

## 2.2 Approaches Used by Content Creators and OTT Platforms for Visual Storytelling and Promotion on YouTube

The connection between YouTube and OTT media surpasses superficial visual appeal; it enters a domain of strategic creativity that content creators and OTT platforms utilize to maximize the platform's capacity for crafting narratives and promoting content. Beyond the engaging Shorts, images, and standard videos lies a deeper level of deliberate strategies, where storytelling is intertwined with the platform's interactive capabilities. This strategic interplay between YouTube's dynamic tools and the goals of OTT content promotion reflects a deep comprehension of contemporary digital dynamics, influencing the direction of audience engagement with content. For creators, YouTube serves as a versatile platform that accommodates a wide range of visual storytelling techniques. The platform offers a variety of features, such as swipeable Shorts carousels for immersive experiences, stories for ephemeral storytelling, and longer formats like live videos and full-length videos, providing a canvas for crafting complex narratives. This diversity of content formats acknowledges the modern audience's fragmented attention span. By presenting stories in concise and easily digestible formats, creators leverage cognitive processes optimized for rapid information absorption. Neurologically, the brain processes visual content more efficiently than text (Johnson et al., 2017). Therefore, YouTube and its short videos serve as a medium for creators to convey and curate memorable moments that resonate in an instant.

Furthermore, YouTube's interactive and easily consumable format harmonizes perfectly with the fundamental principles of OTT content. The brief narratives found in Shorts and images, for example, parallel the episodic structure typical of OTT series. Each segment of a Story functions as a contained chapter, building anticipation and encouraging viewers to follow the storyline. This approach aligns with the psychological theory known as the "Zeigarnik effect," where unfinished narratives create

cognitive tension that motivates audiences to return and seek resolution (Zeigarnik, 1927). This psychological principle serves as a strategic advantage for content creators, boosting user engagement and enhancing the memorability of their narratives. On the other hand, OTT platforms have acknowledged YouTube's significant influence and developed sophisticated promotional campaigns that capitalize on the platform's inherent strengths. YouTube's extensive user base and engagement features enable OTT platforms to effectively convey the essence of their content. Teaser videos intrigue audiences, sparking curiosity and creating a sense of anticipation akin to classic cliffhangers.

Behind-the-scenes insights breathe life into the content, encouraging users to engage in the creative journey. Challenges and interactive elements cultivate a participatory culture, enhancing the viewer's connection with the content and nurturing community involvement. Also, "While many social media proved to be ephemeral, YouTube continues to rapidly expand and has become the second most visited website in the world. It has thereby established a unique role as a repository of popular culture, creating a diachronic archive over time as well as synchronically expanding in its scope."(Arthurs et al., 2018, p1).

In content discovery, hashtags and keywords serve as strategic markers directing audiences to valuable OTT content. The effectiveness of these tools lies in their ability to surpass language barriers and organize content into thematic groups. Research conducted by De Cicco et al. (2019) explores the cognitive processes associated with hashtags, highlighting their function as mental shortcuts that streamline content discovery. By incorporating relevant hashtags, OTT platforms enhance the discoverability of their content across user searches and popular topics, positioning their offerings for potential viral reach. Influencer collaborations represent another facet of YouTube's strategic appeal for OTT platforms. As social influence increasingly ties to endorsements from influencers and celebrities, OTT platforms harness this trend to access established fan bases. This broadens content reach and imbues it with the credibility and charisma of influencers, enhancing engagement levels. The science of social influence, as studied by Cialdini (2001), underscores the impact of authoritative figures on decision-making processes. By enlisting influencers as advocates, OTT platforms capitalize on this psychological phenomenon to sway user preferences in favor of their content. The intricate relationship between YouTube and OTT media merits further exploration. The strategic use of YouTube's diverse features is pivotal in creating narratives that resonate, captivate, and leave a lasting impression on

users. YouTube's versatility allows content creators to customize their stories for an audience with fragmented attention spans and a preference for interactive experiences. Meanwhile, OTT platforms orchestrate carefully crafted campaigns that harness YouTube's large user base, engagement tools, and the influence of social media personalities. This coordinated effort of strategies elevates content to new digital heights, influencing engagement metrics and shaping the evolving landscape of content consumption in the digital age.

### 2.3 Case Studies and Examples of Successful Visual Storytelling and Promotion Campaigns on YouTube

The fusion of YouTube's visually immersive platform with the compelling narratives of OTT media is more than mere happenstance; it is a deliberate meeting designed to captivate and engage modern audiences in innovative ways. This dynamic synergy between the platforms isn't just theoretical; it has been substantiated through a range of ingenious case studies and real-world examples that demonstrate the true impact of their collaboration.

Schwemmer and Ziewiecki (2018), said that since its inception in 2005, YouTube has transformed into a vital marketing platform for social media influencers. Research indicates that influencers, viewed as opinion leaders, leverage electronic word-of-mouth to promote products. However, the extent of this phenomenon remains underexplored. The study "Social Media Sellout: The Increasing Role of Product Promotion on YouTube" aims to fill this gap by analyzing 139,475 videos from German YouTube channels between 2009 and 2017. Utilizing automated content analysis, the study finds a marked increase in product promotion, especially in the beauty and fashion sectors. These findings highlight the significant social and economic impact of influencers, particularly on younger audiences, and call for further investigation into their influence (Schwemmer and Ziewiecki, 2018).

YouTube endorsement marketing, often termed native advertising, seamlessly incorporates advertisements into video content, setting it apart from traditional commercials. This strategy can be classified into three types: direct sponsorship, where content creators collaborate with sponsors to produce videos; affiliate links, which provide creators with commissions from purchases driven by their content; and free product sampling, where creators receive products for free to showcase in their videos. These marketing forms are common across various genres such as beauty, fashion, gaming, culinary, and comedy. The dynamics among key stakeholders—content creators, viewers, YouTube, and companies—highlight the effectiveness of YouTube marketing, but also underscore the urgent need for greater transparency. The paper

contends that although YouTube marketing is popular and effective, it necessitates improved disclosure practices to comply with Federal Trade Commission (FTC) guidelines. It identifies issues like inconsistent disclosure methods and the lack of conspicuousness in disclosures buried in description boxes. The paper proposes that enhancing transparency and establishing a uniform standard for disclosure on YouTube would not only preserve marketing effectiveness but also build viewer trust and foster consumer goodwill (Wu, 2016).

Yoganarasimhan (2012), discovered and explained that the impact of local network size and structure on the aggregate diffusion of products seeded by a node has been a subject of interest, particularly within the context of YouTube. Existing literature indicates that an author's local network plays a crucial role in the popularity of videos they seed, distinct from neighborhood effects on individual behavior often discussed in peer effects studies. This research, addressing endogeneity issues through a rich dataset and meticulous estimation methods, demonstrates that the local network's size and structure significantly drive video popularity, controlling for both observed and unobserved video and author characteristics, as well as endogenous network formation. The study provides practical guidelines for identifying optimal seeds for buzz marketing campaigns on social media, offering insights into factors influencing video consumption on YouTube. This extends our understanding of how local network positions contribute causally to the global diffusion of products, thereby supporting managers in maximizing return on investment in social media marketing.

Jay-vee et al. (2024), explored that in the digital era, consumer attention has increasingly focused on YouTube, where brands utilize captivating videos to influence purchasing decisions through strategic advertisements. This study explores the effectiveness of YouTube advertisements on consumer purchasing intentions, specifically analyzing the impact of ads from two prominent food delivery applications, Food Panda and Grab, among respondents in Metro Manila. The research examines four variables: Content and Quality, External Factors, Influence Level, and Frequency of Viewings. Surveys distributed via Google Forms provided data for analysis. The findings reveal that YouTube advertisements significantly affect consumer purchasing decisions, with all four variables playing crucial roles. Notably, the Frequency of Viewings for Grab's YouTube advertisements emerged as the most influential factor, showing a Pearson correlation of 0.887. These insights offer valuable guidance for marketers, advertisers, and decision-makers in optimizing their strategies within the digital marketing landscape.

### 3. Marketing and Partnerships for YouTube Content Creators

A remarkable mutually beneficial relationship has developed in the dynamic realm of digital media between social media platforms and the persuasive ability of marketing. This complex interaction has completely changed the way that material is promoted and has emerged as a major influence on the tastes and behaviors of consumers. YouTube, the unchallenged social media behemoth, is leading this change and has used it to transform the way that content promotion is done. This section of research delves into the world of YouTube influencer marketing and strategic alliances, revealing the critical function that influencers play as drivers in expanding the audience and significance of Over-the-Top (OTT) media content.

Influencer marketing's rise in the vast digital space is comparable to the combination of old-fashioned word-of-mouth recommendation and the infinite reach of the internet. But even with this combination, YouTube's unique effect is evident, turning it into the birthplace of contemporary content marketing. Influencers—people with significant influence over large numbers of subscribers—are at the center of this shift and are a powerful medium for content messages to spread.

Influencer marketing works best when psychology and digital media dynamics are combined, and YouTube is the ideal platform for this kind of content. Influencers profit from the psychological concept of "social proof," which states that people copy the decisions and behaviors of others, especially those they regard as knowledgeable and reliable (Cialdini, 2001). In this regard, "There is an explosion of youth subscriptions to original content-media-sharing Web sites such as YouTube. These Web sites combine media production and distribution with social networking features, making them an ideal place to create, connect, collaborate, and circulate" (Chau, 2010, p1). Therefore, to capitalize on this propensity, content providers use their authority and rapport with their followers. When YouTube content creators support Over-the-Top (OTT) material, they are presenting an endorsement that deeply connects with their viewership.

This is a well-planned partnership rather than an accidental one between YouTubers and OTT. In the era of digital role models, YouTubers help connect consumers and content creators. This relationship is a vivid example of how Bandura's Social Cognitive Theory explains observational learning (Bandura, 1986). Influencers function as concrete role models in this environment, and their thoughts are highly influential. This relationship is the basis of influencer marketing, in which the approval of

a virtual peer is interpreted as coming from a reliable influencer. YouTube serves as a powerful medium for promoting the ideas of observational learning because of the way that visual content weaves a gripping story for its audience.

The effectiveness of YouTuber/content creator marketing extends beyond its initial engagement stats. Its real power is in turning interaction into loyal subscribers and steady watchers. Lin and Lu (2011) research highlights the significance of social influence in influencing consumers' adoption of new media. Their results highlight the fact that people are more willing to use new services and technology if they believe their social circles to be renowned for them. Influencers use their endorsements as a kind of virtual seal of approval in influencer marketing, encouraging their followers to interact with and actively subscribe to the material. This approach is further enhanced by YouTube's smooth integration of links and content within posts and Stories. This integration is consistent with the compatibility idea of the technology acceptance paradigm, which holds that consumers' familiarity and ease of use influence their adoption of new technology (Davis, 1989). The endorsement of YouTubers who are also content providers, when offered on a reputable and well-known platform, helps close the gap between interaction and takeaways, facilitating the shift from interest to regular viewing. In conclusion, YouTube's contribution to the acceleration of influencer marketing in the context of OTT media promotion is evidence of the platform's significant impact on contemporary content consumption. Influencer marketing is more than just an advertising tactic; it's a psychological process driven by the ideas of observational learning and conformity. In this situation, YouTube has evolved smoothly into a venue where influencers connect producers and customers, converting interaction into steadfast allegiance. This collaboration is a prime example of the complex tango between media dynamics, technology, and psychology that characterizes the digital age.

#### 3.1 YouTube's Power Players: How Content Creators Drive OTT Media Engagement

The dynamic union of conventional word-of-mouth advertising with the reach and influence of the internet age is known as YouTuber or content creator marketing. YouTube, with its wide user base and varied roster of content creators, has emerged as the focal point of this marketing revolution. YouTubers possessing a significant number of subscribers and viewers, along with specialized knowledge, have the ability to influence customer preferences and purchase decisions. YouTubers use their authority positions in OTT media to promote content and craft compelling storylines. The idea of social proof is

connected to the science underlying youtuber marketing's efficacy. Social psychologists have long noted how people have a tendency to mimic the behaviors and viewpoints of others, particularly those they consider to be reliable and informed (Cialdini, 2001). Content providers take advantage of this psychological inclination because of their well-established identities and rapport with their users. When content producers support Over-the-Top (OTT) material, they are essentially giving their audience a thumbs-up that really connects with them.

### **3.2 Partnerships Between OTT Platforms and Content Creators on YouTube**

The union of OTT media and YouTube content creators is not accidental; rather, it is a calculated partnership that promotes a win-win outcome. High-quality content is made available to content creators (YouTubers) so they can customize their feeds and meet the tastes of their audience. Concurrently, the established fan base of YouTubers is tapped into by OTT platforms and content developers, who gain from their credibility and capacity to connect their content with the intended audience. These partnerships are an example of how people learn through both direct experience and observation of others, as explained by Bandura's Social Cognitive Theory (Bandura, 1986). Within this framework, YouTubers take on the role of role models, and their endorsements increase the content's perceived worth. The effectiveness of influencer marketing on YouTube, where identification with these digital role models frequently drives content consumption, is boosted by this convergence of observational learning and social endorsement.

### **3.3 The Influence of Content Creator Marketing on Audience Engagement and Subscriptions to OTT Platforms**

The efficiency of youtuber marketing is only largely determined by first engagement figures. Its ability to transform simple interaction into ongoing subscriptions and watching is where its real power resides. This phenomenon is highlighted by Lin and Lu (2011) on the function of social influence in the adoption of new media. They discovered that when people think new services and technology are popular in their social groups, they are more likely to embrace them. By acting as a virtual peer recommendation, an influencer's endorsement in influencer marketing encourages their followers to check out and subscribe to the promoted Over-the-Top (OTT) content. This approach is facilitated by YouTube's user-friendly interface, which enables influencers to easily incorporate links to OTT platforms and content into their feeds and Shorts. The technology acceptance model's compatibility concept is in line with this intentional blending of social

influence and technology integration (Davis, 1989). When the endorsement is given through a channel that the audience is already familiar with and trusts, the shift from engagement to action happens naturally. The realm of YouTuber marketing extends beyond traditional advertising. YouTube's immersive interface combined with the YouTubers' air of authenticity creates an atmosphere where endorsements mean more than just passing glances. Influencer-driven OTT content promotion is very effective, as demonstrated by the psychology of validation and observational learning. Furthermore, OTT content makers and YouTubers collaborate to bridge the gap between audience and content through a strategic alignment based on Social Cognitive Theory. The process by which YouTuber endorsements convert into long-term viewer engagement and subscriptions is made clear by the psychological concepts of conformity and the technological acceptance model. This process ultimately changes the dynamics of content promotion in the OTT media space.

### **4. Monetization Opportunities on YouTube for OTT Platforms and Content Creators**

The relationship between Over-the-Top (OTT) media and YouTube's monetization tools has given advertisers and content developers additional opportunities. Through the utilization of YouTuber endorsements and strategically designed user involvement, marketers can effectively develop a compelling and authentic relationship with their target audience. Additionally, incorporating psychological concepts like congruity can maximize the effectiveness of marketing campaigns.

#### **4.1 Harnessing YouTube's User Base for Supplementary Revenue Streams**

The intersection of creativity and commerce in the ever-changing world of digital media has become a complex environment that requires creative ways to make ends meet. Within YouTube's wide ecosystem, this terrain has revealed a wealth of prospects for Over-the-Top (OTT) services and content creators. A strong basis for enhancing revenue streams is created by the symbiotic relationship between OTT media's fascinating stories and YouTube's enormous user base. YouTube has become the hub for users to distribute their attention, taking cues from the Attention Economics Theory (Davenport and Beck, 2001) that states that in the information age, attention is limited. This distribution generates interaction and, as a result, revenue opportunities. By utilizing this resource, content producers and OTT platforms build captivating narratives that draw viewers in and set the stage for revenue diversification.

#### 4.2 Endorsements, Promotional Videos, and Product Placements on YouTube

The rise of the digital youtuber economics has made it possible to generate income through product placements, sponsored videos, and youtuber endorsements. This phenomena, which is intricately entwined with YouTube culture, has turned into a key for OTT companies looking to profitably monetize their content. YouTube Influencers serve as go-betweens, bringing together content producers and their intended audience. By matching their persona to a particular piece of OTT material, YouTubers can set off a chain reaction of engagement that generates a wave of curiosity and intrigue. This mutually beneficial relationship is comparable to the persuasion psychology field's Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986). Influencers increase user engagement by acting as ancillary cues that are only loosely related to OTT content. Because of the legitimacy of these recommendations, viewers' opinions are formed in the background as a result of peripheral processing brought on by the youtuber's advice. This peripheral processing increases the chance that users may explore the recommended Over-the-Top (OTT) content even if it is less cognitively taxing. As a result, creators and OTT platforms profit from this interaction and successfully monetize their products.

#### 4.3 Successful Examples of Monetization Strategies on YouTube Through Promotional Campaigns

Empirical examples of profitable ventures highlight the effectiveness of this mutually beneficial strategy. The effectiveness of influencer endorsements is demonstrated by Netflix's collaboration with YouTube personalities *Ashishchanchalinvines* and *Slayypointofficial* to promote their original series "The Squid Game." Enormous fan base and the target demographic's alignment greatly increased the Web series' reach. This situation is consistent with the Congruity Theory (Osgood & Tannenbaum, 1955), which holds that persuasiveness is increased when the endorser's persona and the substance they support are compatible. The web series' target audience and Pons's youthful, relatable image aligned to produce a harmonious resonance that increased engagement and revenue. Furthermore, the deliberate use of YouTube by Amazon Prime for product placements highlights the convergence of business and art. Amazon Prime employs the skill of nuanced persuasion by integrating its products into relatable, real-world situations. For example, using the roasting video offered by Amazon Prime India, prominent YouTuber *Carryminati* promoted the Indian film *Runway34*. According to Zajonc's (1968) explanation of the psychological phenomena known as the Mere Exposure Effect, preference is bred by familiarity. Product

integration by Amazon Prime into YouTube clips creates a sense of familiarity that leads to consumer preference through repeated exposure. For OTT platforms, this clever integration of items into relatable stories offers a novel way to monetize their content. YouTube may be made profitable via OTT platforms, content producers, and channel partnerships as well as through product integration and audience engagement. The foundation for revenue diversification is YouTube's marketing videos and Shorts, which the Attention Economics Theory explains as a platform where attention is distributed. Influencer endorsements strategically direct user engagement toward content that can be monetized, taking cues from the Elaboration Likelihood Model. Empirical instances that incorporate psychological theories such as Congruity and Mere Exposure accentuate the efficacy of influencer collaborations and product placements. The symbiotic relationship between OTT media and YouTube's monetization outlets pushes the frontiers of financial and creative innovation as the digital world changes.

#### 5. User-Generated Content and Community Engagement in YouTube

The digital media environment has been profoundly impacted by user-generated content (UGC) and fan communities(FC), particularly on sites like YouTube. Nearly 80% of consumers claim that user-generated content (UGC) influences their purchasing decisions, making it a potent tool for marketers. The popularity of Over-the-Top (OTT) media is greatly impacted by the closely-knit, participatory cultures that fan communities—which are cultivated by YouTube and other platforms like Instagram and Facebook—have developed into. These communities increase engagement and a sense of belonging. The convergence of user-generated content (UGC) and fan groups has democratized the process of creating material, allowing audiences to participate actively as co-creators rather than just as viewers. In order to increase consumer loyalty and draw in new customers, brands are now focused on active fans and producing entertaining, engaging content, which has also altered how brands interact with their audiences. YouTube has a big influence on user-generated content (79% of respondents feel it has a major influence on their purchasing decisions). YouTube is a vital platform for marketers to get creative and use user-generated content (UGC) to engage with their customers because of its visual nature. With 2.49 billion monthly active users as of March 2024, YouTube is the second most popular social media site, right behind Facebook.

### 5.1 YouTube's Contribution to Cultivating User-Generated Content for OTT Media

YouTube's contribution to the emergence of user-generated content has highlighted the platform's revolutionary effect on media consumption. User-generated content (UGC) is a living example of how audiences can be empowered to become active creators rather than just passive consumers. Because of its visually captivating material and intuitive layout, YouTube has provided viewers with the ideal platform to express their originality and enthusiasm for their preferred Over-the-Top stuff. The relationship between content makers and viewers has been strengthened through the co-creative process. However, it has also given content producers access to a wealth of genuine, interesting, and varied content.

The Cognitive Theory of Participatory Culture, as proposed by Jenkins (2006), clarifies the transformative potential of user-generated content (UGC) and fan networks. It highlights the fact that media consumers are now active players who produce and distribute material rather than only passive recipients. YouTube's intuitive user interface has made this idea a reality. The platform's emphasis on visuals makes it easy to move from passive viewing to collaborative creation. As fans add their own interpretations and creativity to the story, this interaction increases the visibility of OTT content and amplifies its resonance.

### 5.2 Fan Communities and Their Contributions to the Success of OTT Content: Examples and Insights

YouTube fan networks have grown beyond simple fandom and have become true centers of creativity, friendship, and information sharing. One prime example is the "Game of Thrones" fanbase, where YouTube has functioned as a vast repository of fan art, episode recaps, and group conversations. These fan-driven projects offer an environment in which an OTT series' ardor transforms into a rich tapestry of content, expanding the series' audience much beyond its first episodes. However, "By encouraging youth to become media creators and social networkers, new media platforms such as YouTube offer a participatory culture in which youth can develop, interact, and learn" (Chau, 2010, p1). Fan interaction, in an intriguing way, improves emotional engagement and connection to the content.

YouTube enhances this immersive experience with its visual and interactive elements, enabling fans to express their emotional engagement through visuals and have lively discussions with other aficionados.

### 5.3 Strategies Used by OTT Platforms and Content Creators to Foster and Engage Fan Communities on YouTube

Instead of just observing the growth of fan communities on YouTube, OTT platforms and content producers have taken an active role in fostering and utilizing these communities. They have implemented creative tactics that include content sharing, direct interaction, and interactive campaigns. One innovative strategy is the use of OTT "takeovers," in which actors or artists take over an OTT platform's account for a short period of time in order to use the promo codes to promote their films or television shows. This tactic combines fan interactions with behind-the-scenes details to create a tangible sense of inclusion. Building fan communities is become a reciprocal art form. Fans' creative efforts are being recognized by OTT platforms and content creators, who frequently feature fan artwork, analyses, and hypotheses on their official accounts. By fostering a sense of validation and community, this appreciation turns fans become brand ambassadors who naturally spread content. These tactics have strong psychological foundations. According to Deci and Ryan (1985), the Self-Determination Theory (SDT) emphasizes the importance of relatedness, autonomy, and competence in human motivation. These basic human needs are met by content providers and fan communities on YouTube and OTT platforms. A comprehensive engagement loop is created by the freedom to express creativity, the ability to contribute significantly, and the relatedness within the community. Without a question, YouTube has become a thriving environment for combining fan networks with user-generated content, adding a fresh perspective to the digital media landscape.

YouTube's interactive culture effectively turns viewers into co-creators, producing a wide range of genuine content that is rich and varied. Fan communities are vibrant manifestations of this participatory culture, thriving as epicenters of innovation and enthusiasm. Sensitive to this paradigm change, OTT platforms and content producers have created creative approaches that yield reciprocal engagement, thus fostering a win-win ecosystem. The significant interaction that exists on YouTube between content producers, platforms, and fans is evidence of the platform's contribution to the development of Over-the-Top media by democratizing engagement and creating immersive connections.

### 6. Discoverability on YouTube and Trend Spotting

It is simple to become confused and overwhelmed by the vast amount of content that is available on Over-the-Top (OTT) platforms. Thankfully, algorithms for content curation have been created to address this problem. These

algorithms suggest information that is in line with users' tastes by analyzing their behaviors, hobbies, and preferences. As a result, viewers are encouraged to consume more content and the user experience is improved. Because of this, these algorithms are now essential for increasing the visibility of information and following industry trends. Use content curation algorithms to find fresh content that matches the interests of your audience and transform the way people watch.

### **6.1 The Influence of YouTube's Discovery Features on OTT Media**

Discoverability is a major difficulty in today's digital landscape due to the abundance of content. With so many options available in the Over-the-Top (OTT) media space, YouTube's function as a discoverability accelerator has become increasingly important. YouTube's inherent layout and search engine, which are distinguished by their eye-catching aesthetic and engaging elements, enhance their ability to function as a platform for discovery. The immersive quality of Over-the-Top media is in perfect harmony with the core of YouTube's straightforward architecture, which promotes the quick consumption of visual information.

The discovery process can be compared to animals foraging for food in an environment rich in information, a concept taken from Pirolli and Card (1999) Information Foraging Theory. As the digital terrain, YouTube helps viewers with their "foraging" by offering visually appealing, bite-sized content that acts as a navigational aid. This fits in perfectly with Over-the-Top (OTT) media, where visually engaging material is at the forefront of user immersion. The explore features of YouTube appeal to people's innate desire for stimuli that are simple to process, which increases the likelihood of discovering pertinent Over-the-Top content.

### **6.2 Leveraging Hashtags and Trends to Amplify OTT Content on YouTube**

The ubiquitous nature of hashtags in the YouTube ecosystem has caused them to evolve from a simple means of labeling content to a dynamic instrument for content classification, community building, and—most importantly—trend amplification. Because hashtags can bring disparate information under one roof, they play a crucial role in improving OTT media discoverability. The clever use of particular hashtags guarantees that OTT-related material finds its way onto users' exploration paths, breaking through viewer networks and into more expansive, trend-driven discoveries. YouTube has become a refuge for trend-spotting, a sophisticated art form perfected by contemporary marketers and content creators.

YouTube is a watchtower for seeing cultural trends in an era where they come and go like digital tides. The idea of trend spotting is similar to Rogers (1962) Diffusion of Innovations Theory, which describes how new ideas spread throughout a community. Algorithm-driven suggestions, trending hashtags, and YouTube's Community page all serve as digital representations of the diffusion process. OTT content curators may ride the trends and make sure their content is still current and resonates by proactively utilizing these technologies.

### **6.3 Case Studies on Decoding Discoverability and Trend-Spotting on YouTube**

Andry et al. (2021), In Their paper investigated user behavior and video recommendation algorithms on YouTube, a prominent video-sharing platform. YouTube caters to a diverse audience seeking various content types, including educational materials, entertainment (gaming, music, short films), and informative videos. Entertainment content is particularly popular among users under 50, while students utilize YouTube for educational purposes, supplementing their studies. Additionally, adolescents and adults leverage YouTube as a global information source due to its unrestricted access across borders. The authors explore data mining techniques like classification, association rule learning, and clustering to analyze the YouTube algorithm responsible for identifying trending videos. By employing existing data mining software, the study reveals that YouTube prioritizes metrics like views, likes, dislikes, and comments when curating trending content. These findings offer valuable insights into user preferences and the factors influencing video recommendations on YouTube.

Irshad et al. (2023), in their article entitled "Trending or not? Predictive analysis for YouTube videos" explained that the rise of the internet has fundamentally reshaped communication and social interaction. Social media platforms, initially intended for casual connections and sharing, have transformed into multifaceted hubs, influencing consumer behavior and fostering global connections. YouTube, a prominent example, has undergone significant changes, particularly regarding advertising and video recommendations. Driven by a revenue-sharing model, YouTube prioritizes increasing video views and has implemented video categorization, including a dedicated "trending videos" section. This research leverages existing machine learning techniques, such as support vector machines, logistic regression, and decision trees, to predict whether a video will be categorized as trending. Employing supervised learning methods, the authors compare the performance of these algorithms in identifying trending content on YouTube. This approach addresses the need for effective prediction

models to navigate the dynamic landscape of online video platforms.

Caldera et al. (2021), described that the social media platforms have become ubiquitous for sharing content and fostering social connections. This research area focuses on trending video content sharing specifically on YouTube, where content with high social impact can rapidly gain popularity. Predicting whether a video will become trending is valuable for both creators and viewers. Existing literature primarily explores methods to directly capitalize on trending content. This paper proposes a novel approach for predicting trending videos using a graph network embedded within a classification algorithm. The proposed model leverages the connections between content creators (root nodes) and their published content (seed nodes) to capture user engagement. By focusing on a binary classification task (trending vs. non-trending), the authors employ dimensionality reduction techniques to extract key features from both nodes. Their findings demonstrate that logistic regression outperforms other methods for this task, achieving an accuracy of 82.33% in their novel prediction system. Furthermore, the study sheds light on characteristics of trending YouTube channels in Sri Lanka. They identify that these channels typically possess over one million viewers, more than 100,000 subscribers, and are predominantly created by Sri Lankan content producers. These insights provide valuable context for understanding the specific social media landscape within the region.

## II. CONCLUSION

The journey through this investigation has revealed the deep relationship that exists between YouTube and the growth of Over-the-Top (OTT) media. The combination of these two titans highlights the power of cooperation in transforming interaction and content consumption patterns as the digital landscape changes. Backed by billions of users, YouTube's visually rich environment has become a real force behind the expansion of Over-the-Top (OTT) media.

The visually focused nature of YouTube and the compelling stories found in Over-the-Top (OTT) content combine to create a powerful synergy that enhances both platforms. YouTube provides a dynamic venue for the art of visual storytelling, as content creators and Over-the-Top platforms skillfully craft narratives that captivate, anticipate, and fully immerse viewers.

Furthermore, content creator marketing has developed into a powerful tool that leverages YouTube's ecosystem to increase the audience reach of Over-the-Top (OTT) content. In addition, fan networks and user-generated

content have given rise to immersive experiences that increase audience loyalty and content resonance. Viral trends are shaped by YouTube's discoverability systems, which increase the visibility of OTT videos. Last but not least, there are numerous ways for OTT platforms and content producers to monetize their work, with product placements and influencer endorsements becoming popular tactics.

The findings of this investigation portend a new era of creativity and mutually beneficial development for YouTube and OTT media. OTT services and content producers have the opportunity to refine their visual storytelling strategies by utilizing YouTube's dynamic formats and interactive elements. With the sophistication of influencer marketing methods increasing, the relationship between influencers and OTT companies is ready for improvement. Furthermore, the rise of user-generated content as a crucial driver of audience engagement shows the potential for a paradigm change in content co-creation.

It is certain that YouTube's position as a trendsetter and content amplifier will evolve, possibly impacting the dynamics of OTT platforms' content creation. As monetization, the cornerstone of sustainable content, surges in strategies, a fine balance between commerce and content quality will be required.

A comprehensive interaction strategy for OTT platforms and content developers is made possible by this research. Influencer partnerships and visual storytelling ought to be at the forefront, carefully planned to appeal to a variety of target demographics. Participating in fan groups can increase a feeling of ownership and strengthen a person's devotion and loyalty. Making the most of YouTube's discoverability capabilities requires using hashtags, trends, and algorithmic mechanics strategically. Furthermore, to ensure authenticity and consumer trust, monetization tactics need to be properly adjusted to match the tone of the content. Engaging with fan groups, actively participating in content campaigns generated by Over-the-Top (OTT) media, and contributing to trend amplification are all benefits that YouTube users can reap. They have the power to influence the direction of content production by customizing their digital experience and influencing others.

At the end, the dynamic relationship that exists between YouTube and Over-the-Top (OTT) media tells a tale of reciprocal advancement, engagement, and growth. The investigation's findings and recommendations highlight these platforms' capacity to revolutionize the ever-evolving field of digital media, both separately and collectively. As our study draws to a close, it ushers in another phase in the

developing story of YouTube's and OTT media's mutually reinforcing journey.

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