



# MINECRAFT ON YOUTUBE

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May 2022

## AGENDA



1. What we know
2. The All-Ages Experience
3. Child Accounts
4. Leveraging our IP



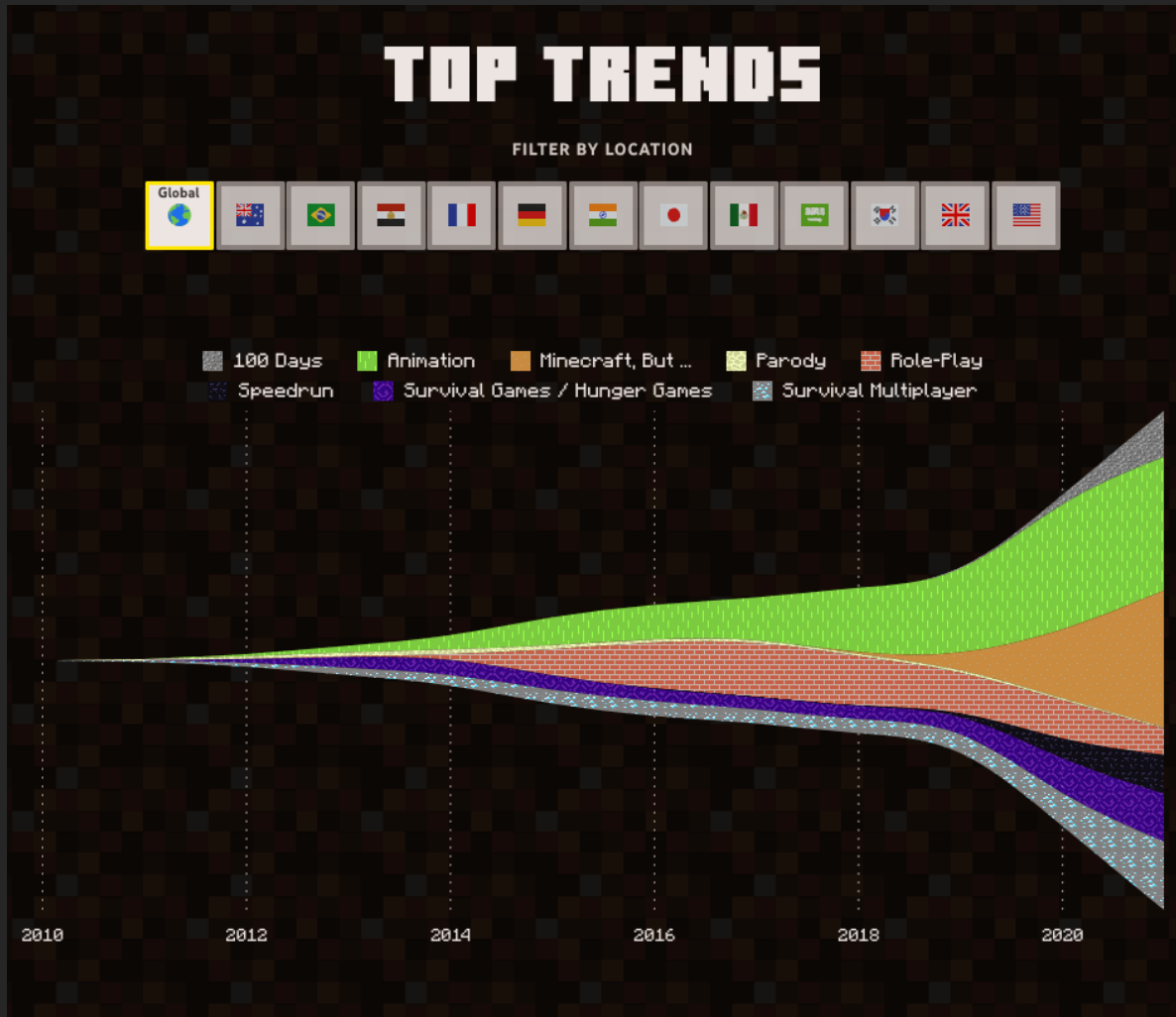
# What we know

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There is A LOT of Minecraft content...roughly **15 million** videos on YouTube



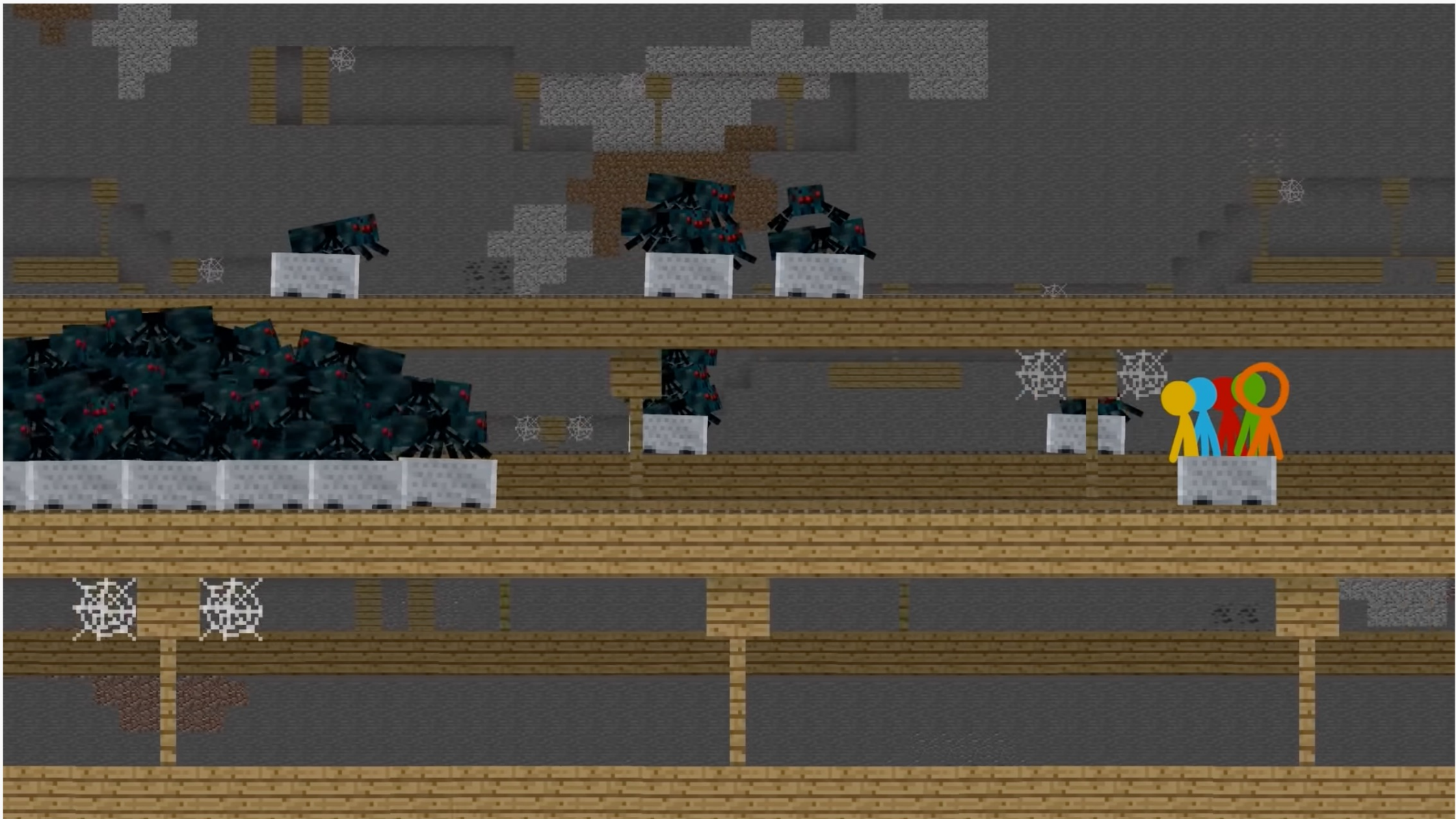


What we know

**Top Global Trends of Minecraft Gameplay Content**

- Animation
- Minecraft, but...
- Survival challenges

Non-gameplay content includes animation, music videos, roleplaying, crafting, POVs, mods, and more.



[#alanbecker](#) [#animation](#) [#shorts](#)

## Cave Spider Roller Coaster - Animation vs. Minecraft Shorts Ep. 14

302,246,491 views • Sep 21, 2019

 2.1M  DISLIKE  SHARE  SAVE ...





today i'm surviving on only Minecraft recipes

I Survived Using Only Minecraft's "Crafting Guide"

11,697,383 views • Jun 11, 2021

👍 343K    🗨 DISLIKE    ➦ SHARE    ≡+ SAVE    ...





[NETHERLANDS](#)

## So I Coded Pacman In Minecraft...

2,504,864 views • Apr 30, 2022

158K DISLIKE SHARE SAVE ...



## Minecraft Real POV 創世神第一人稱真人版

300,823,890 views • Jan 3, 2020

👍 936K    🗨️ DISLIKE    ➦ SHARE    ⌵ SAVE    ...



Executive Producer:  
**Timothy William**

**against fate.**

"Ender Wish" - A Minecraft Original Music Video 🎵

23,907,549 views • Premiered Nov 15, 2019

👍 346K    🗨️ DISLIKE    ➦ SHARE    ≡+ SAVE    ...



# The All-Ages Experience

How does YouTube organize 15 million Minecraft videos?

The screenshot shows the YouTube channel page for 'Minecraft'. The channel is auto-generated by YouTube and features a banner image of the Minecraft character Steve. The channel description reads: 'Explore infinite worlds and build everything from the simplest of homes to the grandest of castles. Play in creative mode with...'. It was created in 2011 by Mojang Studios. The channel is categorized as a 'Video game' and 'Role-playing video game', and is available on 'Java' and 'Nintendo 3DS'. There are 'SUBSCRIBE' and 'WATCH TRAILER' buttons. The navigation bar includes 'HOME', 'LIVE', 'RECENT', 'LET'S PLAY', 'OFFICIAL', and 'ABOUT'. The 'LIVE' section is active, showing 'Sorted by most viewers in your region' and 'My region' dropdown. Three live streams are displayed:

Stream Title	Channel	Viewers	Status
CURSED MINECRAFT BUT IT'S UNLUCKY LUCKY FUNN...	Scrapy	535 watching	LIVE NOW
Monster School : MINECRAFT ANIMATION - ...	Purple Craft	572 watching	LIVE NOW
Monster School : MINECRAFT ANIMATION - ...	CoCo School	473 watching	LIVE NOW

The 'Recommended' section is also visible, with the first video titled '100 DAYS ONE CHUNK'.

## The All-Ages Experience

## The Search Bar

Searching for Minecraft shows a user the official Minecraft channel and related videos.

Related videos are shown based on

- relevancy
- date posted
- verified channels
- popular videos

The screenshot shows a YouTube search results page for the query 'Minecraft'. At the top, the YouTube logo and search bar are visible, with 'Minecraft' entered in the search bar. The search results are displayed in a grid format. On the left, there are video thumbnails with titles and view counts. The first video is 'Minecraft but nothing goes wrong #11' by Gamers React, with 154K views and posted 8 hours ago. The second video is 'Goat Horns, Warden Drop, Sonic Boom Buffs, + More! [...]' by wattles, with 24K views and posted 2 hours ago. On the right, there is a featured video for 'Minecraft Now: May 2022' with a Creeper icon, scheduled for 5/19/22, 9:00 AM. Below it are other related videos like 'The Secrets of Minecraft: How We Invented Frogs' and 'Minecraft Marketplace Spring Sale 2022'. The page also includes a 'FILTERS' button and a 'SIGN IN' button in the top right corner.

**YouTube** Minecraft

**FILTERS**

**Minecraft**  
Video game • Released: 2011

**Minecraft Now: May 2022**  
Scheduled for 5/19/22, 9:00 AM

**Minecraft but nothing goes wrong #11**  
154K views • 8 hours ago  
Gamers React  
PLAY ON THE NEW MINECRAFT SERVER JAVA EDITION IP Address: play.gamersreact.net SUBMIT...  
New

**Goat Horns, Warden Drop, Sonic Boom Buffs, + More! [...]**  
24K views • 2 hours ago  
wattles  
NEW MINECRAFT SNAPSHOT! \* in minecraft snaps...  
New  
intro and backgroun... 7 chapters

**The Secrets of Minecraft: How We Invented Frogs**  
Minecraft  
556K views • 5 days ago

**Minecraft Marketplace Spring Sale 2022**  
Minecraft  
530K views • 2 weeks ago

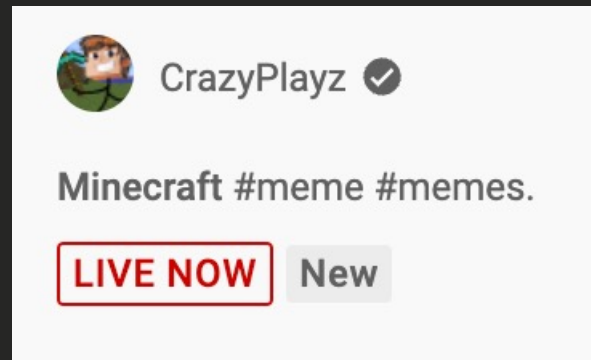
**Lacoste x Sport dans la Ville Build**

## The All-Ages Experience

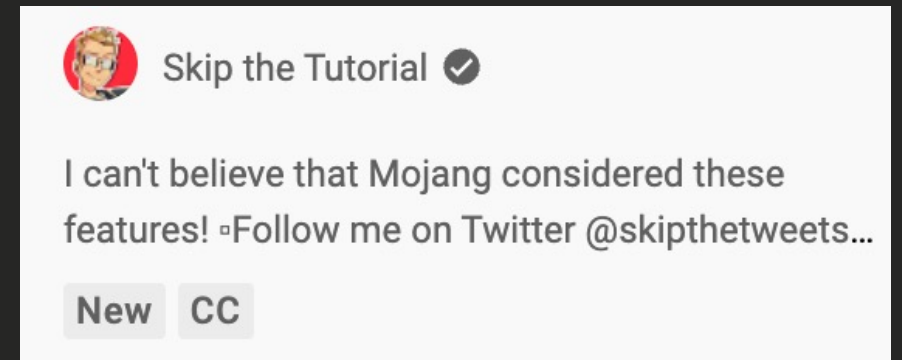
### Minecraft in the Search Bar

The content shown is differentiated by verified channels, new videos, live streams, and shorts.

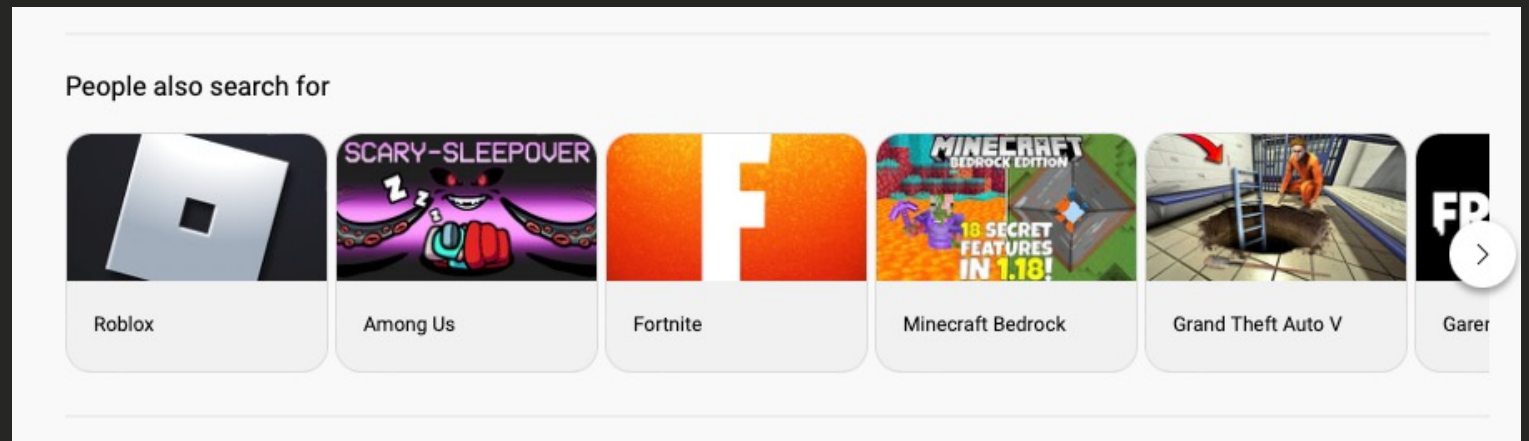
YouTube also shows games that have been searched for alongside Minecraft.



A screenshot of a YouTube video thumbnail. On the left is a circular profile picture of a character with a green hat. To its right is the channel name 'CrazyPlayz' followed by a verified checkmark icon. Below this is the text 'Minecraft #meme #memes.' At the bottom left is a red-outlined button that says 'LIVE NOW' in white, and to its right is a grey button that says 'New'.



A screenshot of a YouTube video thumbnail. On the left is a circular profile picture of a man with glasses. To its right is the channel name 'Skip the Tutorial' followed by a verified checkmark icon. Below this is the text 'I can't believe that Mojang considered these features! Follow me on Twitter @skipthetweets...'. At the bottom left is a grey button that says 'New', and to its right is another grey button that says 'CC'.



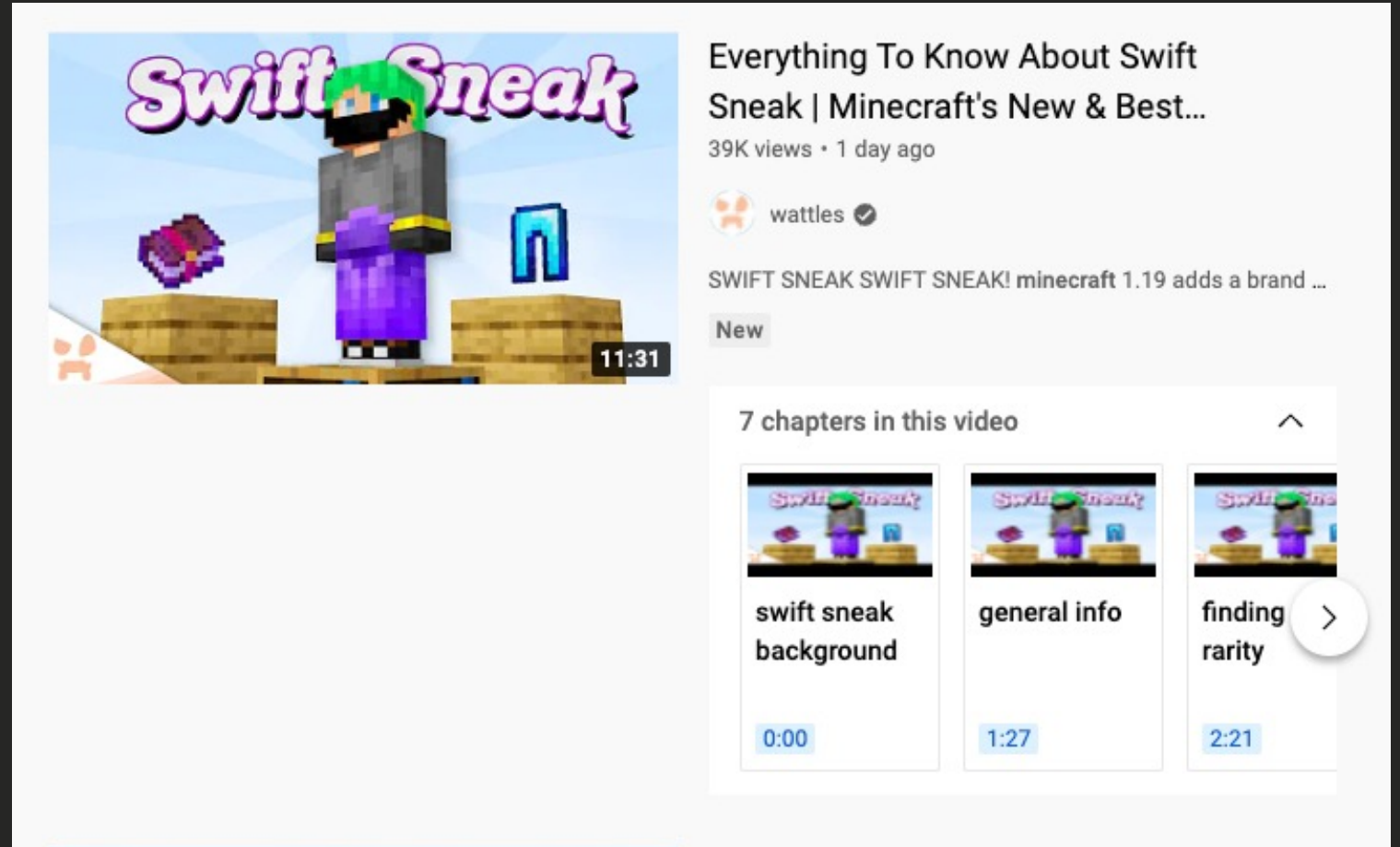
A screenshot of a YouTube search bar. Below the search bar, the text 'People also search for' is displayed. Below this text is a horizontal row of six game icons. From left to right: 1. Roblox (a white square with a black square in the center). 2. Among Us (a purple character with a red hand and the text 'SCARY-SLEEPOVER'). 3. Fortnite (an orange and yellow 'F' logo). 4. Minecraft Bedrock Edition (a green and blue game cover with the text 'MINECRAFT BEDROCK EDITION' and '18 SECRET FEATURES IN 1.18!'). 5. Grand Theft Auto V (a character in an orange jumpsuit looking into a hole in the ground). 6. Garena Free Fire (a black and white logo with the letters 'FF'). A white circular arrow icon is on the right side of the row.



## Content Chapters

Chapters allow content creators to timestamp specific parts of a video to add more description and detail.

This is an especially great feature for Minecraft videos as they tend to be longer in length.



Everything To Know About Swift Sneak | Minecraft's New & Best...  
39K views • 1 day ago

wattles ✓

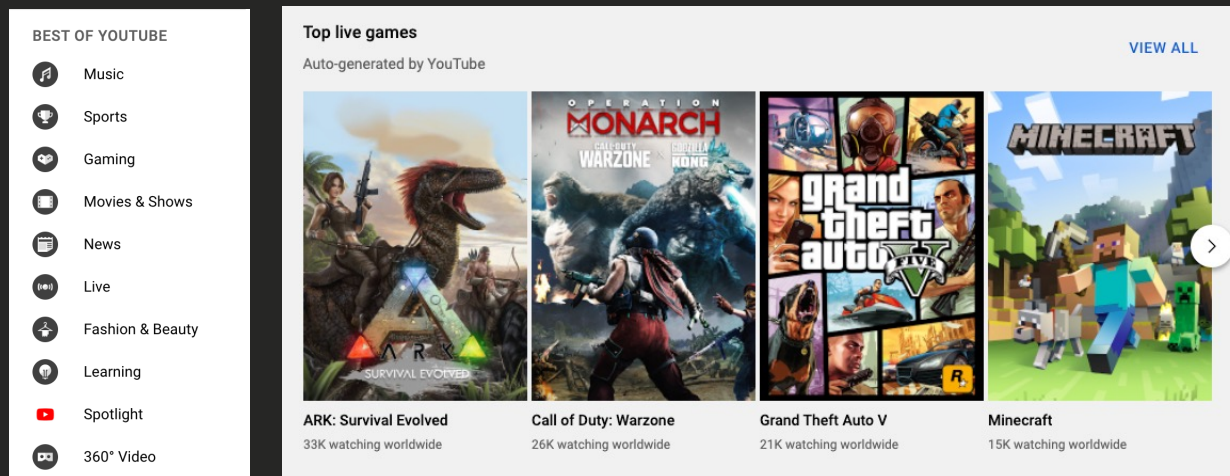
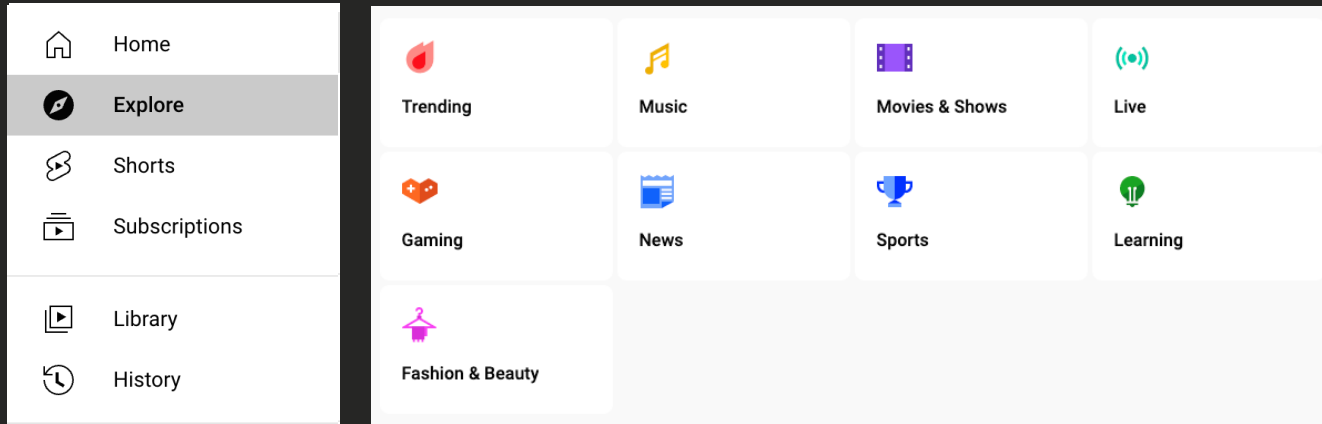
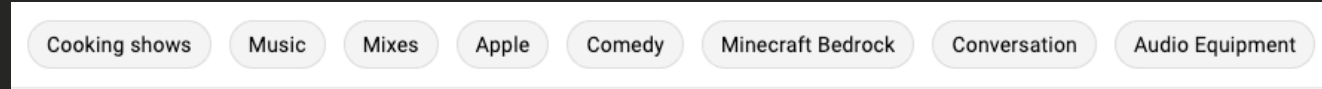
SWIFT SNEAK SWIFT SNEAK! minecraft 1.19 adds a brand ...

New

7 chapters in this video

- swift sneak background 0:00
- general info 1:27
- finding rarity 2:21

## The All-Ages Experience

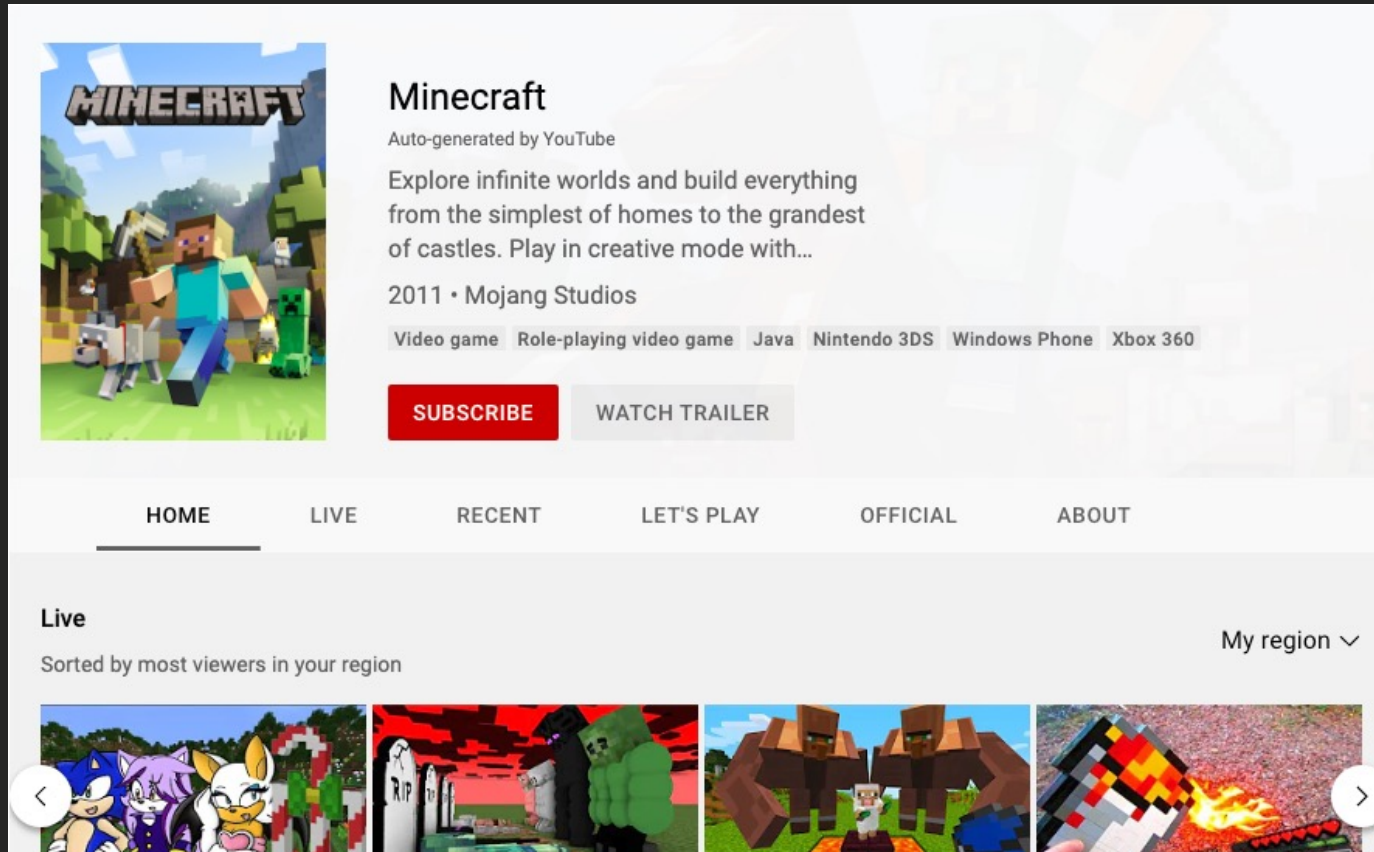


## Categorization

On a high level, YouTube has many ways to categorize content.

Within each topic, there are additional levels of categorization to narrow a user's choice.

## The All-Ages Experience



The screenshot shows the official Minecraft YouTube channel page. At the top left is a large image of the Minecraft logo and a character. To the right, the channel name 'Minecraft' is displayed, followed by 'Auto-generated by YouTube'. Below this is a description: 'Explore infinite worlds and build everything from the simplest of homes to the grandest of castles. Play in creative mode with...'. The year '2011' and developer 'Mojang Studios' are listed. A row of platform tags includes 'Video game', 'Role-playing video game', 'Java', 'Nintendo 3DS', 'Windows Phone', and 'Xbox 360'. Two buttons, 'SUBSCRIBE' and 'WATCH TRAILER', are visible. A navigation bar contains links for 'HOME', 'LIVE', 'RECENT', 'LET'S PLAY', 'OFFICIAL', and 'ABOUT'. Below the navigation bar, the 'Live' section is active, showing 'Sorted by most viewers in your region' and a 'My region' dropdown. A carousel of four live stream thumbnails is displayed, with left and right navigation arrows.

### Minecraft

Auto-generated by YouTube

Explore infinite worlds and build everything from the simplest of homes to the grandest of castles. Play in creative mode with...

2011 • Mojang Studios


Video game Role-playing video game Java Nintendo 3DS Windows Phone Xbox 360

[SUBSCRIBE](#) [WATCH TRAILER](#)

[HOME](#) [LIVE](#) [RECENT](#) [LET'S PLAY](#) [OFFICIAL](#) [ABOUT](#)

**Live** My region ▾

Sorted by most viewers in your region



## The Minecraft Channel

The Official Minecraft channel has a similar format to other official YouTube channels with a large emphasis on live content.

### Home feed categories:

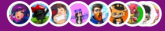
- Live
- Recommended
- Recent
- Official
- Other games from this developer
- Popular



## The All-Ages Experience

#minecraft

15M videos • 1.2M channels



**Stay AWAY From AMANDA The Adventure In Minecraft!**  
Aphmau ✓  
1.8M views • 19 hours ago



**Monster School : BABY MONSTERS FAT 2 FIT...**  
TooBizz ✓  
18K views • 9 hours ago



**Minecraft But Anything I Google, I Get...**  
Bionic ✓  
637K views • 14 hours ago



**Monster School : MINECRAFT ANIMATION - spider man**  
Purple Craft  
988 watching  
**LIVE NOW**



**Busting 100 Minecraft Myths in 24 Hours**  
PrestonPlayz ✓  
4.1M views • 10 days ago



**So I Coded Pacman In Minecraft...**  
Fundy ✓  
2.5M views • 10 days ago



**I'm TOO STRONG In Minecraft!**  
Aphmau ✓  
2.5M views • 1 day ago



**FERITED VS MINECRAFT #212**  
Ferited ✓  
50K views • 2 hours ago

## #Minecraft

YouTube videos can be tagged and searched for depending on those hashtags.

The videos are displayed in an endless scroll. Trending videos and verified channels have their videos bumped to the top.

## The All-Ages Experience

#minecraft

10:28

10:48

1:39:24

23:47

Testing Minecraft Build Hacks That Are 100% Real  
Eystream ✓  
1.2M views · 5 days ago

Minecraft, But YouTubers Control The Game...  
Eystream ✓  
940K views · 3 days ago

The Best of Camman18 2021! (All Videos Together)  
camman18 ✓  
6.3M views · 4 months ago

Aphmau DIED And Became a SLIME In Minecraft!  
Aphmau ✓  
4M views · 1 month ago

23:19

9:28

23:59

11:41

The LOUDEST update Minecraft has EVER seen...  
Ph1LzA ✓  
731K views · 5 days ago

Monster School : Love Curse #7 - Minecraft Animation  
MAXIM  
11M views · 1 year ago

Aphmau Is TURNING GOLD In Minecraft!  
Aphmau ✓  
3.3M views · 1 month ago

Me Paso Minecraft Pero Cada Día el SOL es MÁS PELIGROSO!!!  
Bobicraft ✓  
1.4M views · 2 days ago

15:30

11:29

8:22

9:02

Minecraft But You Can Drink YouTubers...  
PrestonPlayz ✓  
9.6M views · 8 months ago

I Scared My Friend at 3am in Minecraft  
Shark ✓  
412K views · 6 days ago

Testing Minecraft Secrets That Actually Work  
Shark ✓  
253K views · 7 days ago

Minecraft NOOB vs PRO vs HACKER: SONIC THE HEDGEHOG...  
WiederDude ✓  
8.5M views · 3 weeks ago

## #Minecraft

After extensive scrolling, approximately 50 rows down, the videos were still mostly from verified channels.

The videos were no longer as recently uploaded and ranged from a few days to several months out.

## The All-Ages Experience

## Verified Channels

Channel verification has had a huge impact on exposure and content popularity.

With the enormous growth of Minecraft content and creators, this has resulted in a higher bar of content quality.

The image displays a grid of 10 verified YouTube channel profiles, each featuring a circular profile picture, the channel name with a verification checkmark, subscriber and video counts, and a short bio. The channels are:

- xNestorio**: 4.45M subscribers • 1,320 videos. Bio: "Welcome to the xNestorio YouTube videos + more! Join the army today"
- TheAtlanticCraft**: 6.01M subscribers • 3,888 videos. Bio: "Minecraft is what I do and for awesome Minecraft Challenges, Minecraft Mods, Minecraft Roleplay and other Minecraft Mod ..."
- ExplodingTNT**: 5.16M subscribers • 712 videos. Bio: "Funny Minecraft videos!"
- EthosLab**: 2.37M subscribers • 2,441 videos. Bio: "Minecraft let's plays and c Minecraft videos. Hello, and welcome"
- SSundee**: 20.5M subscribers • 2,979 videos. Bio: "Welcome to my channel! I upload a lot of funny Minecraft, Fortnite and Among ..."
- paulsoaresjr**: 1.49M subscribers • 4 videos. Bio: "I play games and shar you! I started with Min"
- Dream**: 29.1M subscribers • 109 videos. Bio: "Minecraft stuff, yes, my IGN is Dream."
- wattles**: 1.35M subscribers • 1,645 videos. Bio: "if youre a game developer, podcast owner, brand, human, ect. feel free to"
- paulsoaresjr**: 1.49M subscribers. Bio: "I play games and you! I started with"
- PrestonPlayz**: 12.6M subscribers • 658 videos.
- Jelly**: 22.7M subscribers • 5,481 videos. Bio: "Hi there, welcome to my channel! My name is Jelly and I'm a child friendly"



## The All-Ages Experience

## Verified Channels

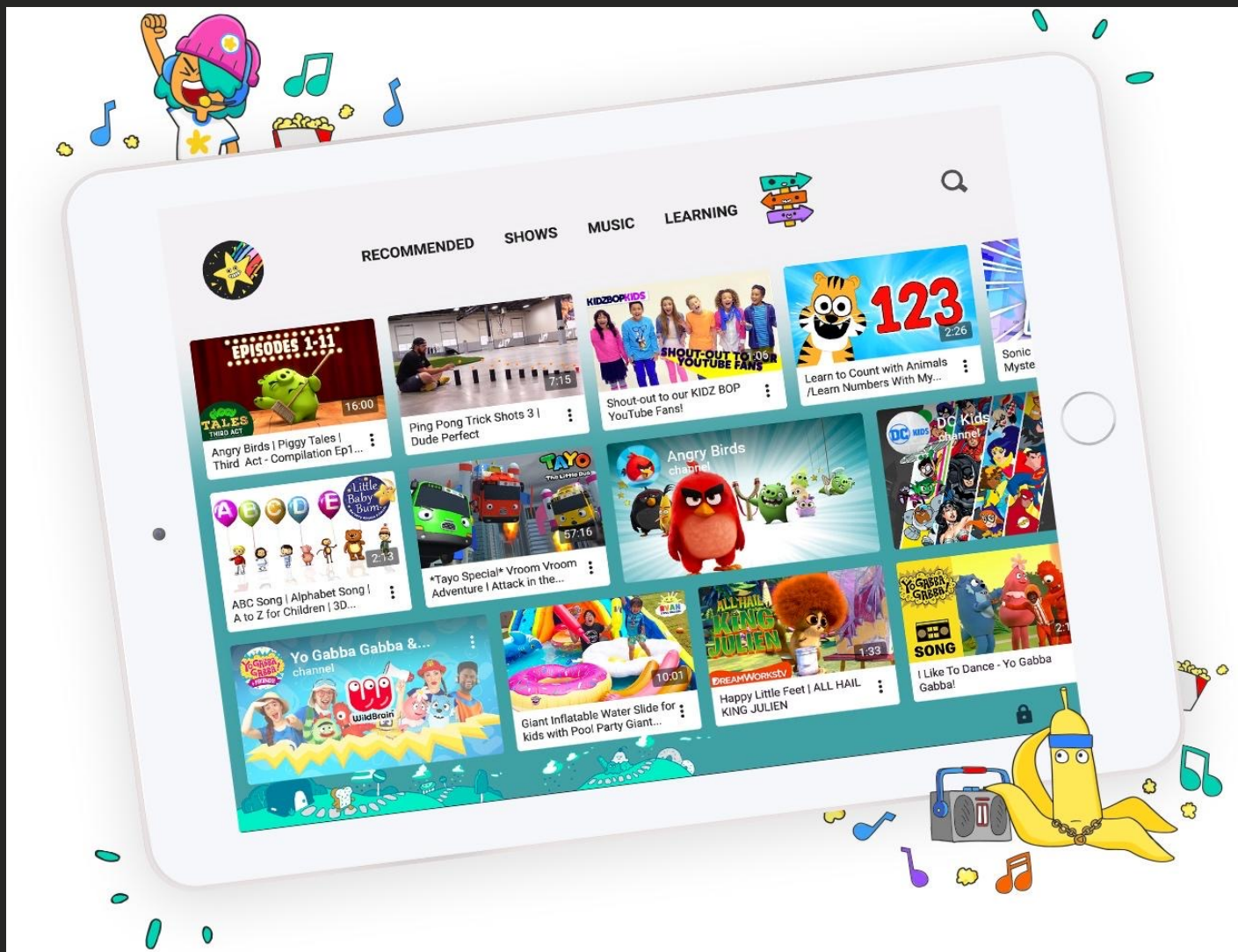
To be verified, a YouTube channel must reach 100,000 subscribers. Channels must represent the real creator, brand, or entity it claims to be.

Channel Name	Subscribers	Videos	Bio
xNestorio	4.45M	1,320	Welcome to the xNestorio YouTube videos + more! Join the army today
TheAtlanticCraft	6.01M	3,888	Minecraft is what I do and for awesome Minecraft Challenges, Minecraft Mods, Minecraft Roleplay and other Minecraft Mod ...
ExplodingTNT	5.16M	712	Funny Minecraft videos!
EthosLab	2.37M	2,441	Minecraft let's plays and c Minecraft videos. Hello, and welcome
SSundee	20.5M	2,979	Welcome to my channel! I upload a lot of funny Minecraft, Fortnite and Among
paulsoaresjr	1.49M	4	I play games and shar you! I started with Min
Dream	29.1M	109	Minecraft stuff, yes, my IGN is Dream.
wattles	1.35M	1,645	if youre a game developer, podcast owner, brand, human, ect. feel free to
paulsoaresjr	1.49M		I play games and s you! I started with
PrestonPlayz	12.6M	658	
Jelly	22.7M	5,481	Hi there, welcome to my channel! My name is Jelly and I'm a child friendly



# YOUTUBE CHILD ACCOUNTS

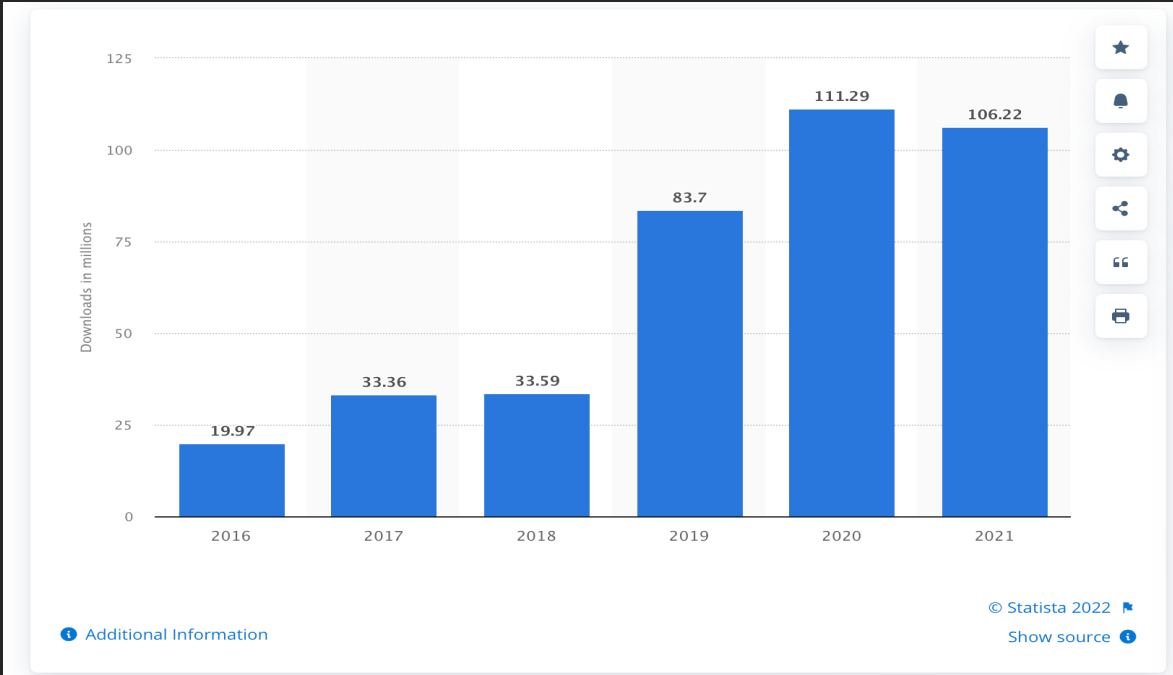




# YouTube Child Account

YouTube Kids, is a separate YouTube app and website designed specifically to create a safe space for children to explore.

YouTube Kids has over 35 million weekly viewers across more than 80 countries.

































## What we know

This chart displays the global downloads of YouTube Kids over the past 6 years.

The number of YouTube Kids downloads has grown considerably in past 3 years.

## Kids Experience

Top 10 Streaming Apps by Time Spent in App in 2020*			
	Global	Europe	US
1	 YouTube Kids	 YouTube Kids	 YouTube Kids
2	 Netflix	 Netflix	 Netflix
3	 YouTube	 YouTube	 YouTube
4	 Amazon Prime Video	 Amazon Prime Video	 Disney+
5	 Hotstar	 Twitch	 Hulu
6	 Disney+	 HBO GO	 Amazon Prime Video
7	 Tubi	 Disney+	 Tubi
8	 Xigua Video	 BIGO LIVE	 Roku
9	 Hulu	 Crunchyroll	 PLUTO® Pluto TV
10	 Tencent Video	 BBC iPlayer	 CBS All Access

## What we know

**In the first three months of 2020, people around the world spent more time in the YouTube Kids app than any other streaming application.**

Kids are more likely to be consuming YouTube content on mobile/tablet than PC.



YouTube does not allow children under the age of 13 to create their own channels or accounts.

Parents need to create individual profiles for their kids with personalized content selections and settings. Child accounts are categorized into 3 age groups.

You can customize your child's experience with Parental Controls:

- Search options
- Screen time limits
- Blocking
- Flagging

**Preschool**  
Content recommended for kids ages 4 and under

Kids can watch videos that promote creativity, playfulness, learning, and exploration. Our systems work hard to exclude content not suitable for kids in preschool, but not all videos have been manually reviewed. If you find something inappropriate that we missed, you can flag it for fast review.

Q Search results are limited to content recommended for kids 4 and under.

BACK SELECT

This screenshot shows the 'Preschool' content selection screen. It features a grid of video thumbnails including 'CLIP', 'SONGS', 'CLEAN STREET', 'PINK PIGGY', 'SINGING', 'DOLPHIN', 'FABULOUS FOOD CHAINS', 'MUSIC', and 'DANCE'. The page includes a search icon and a 'SELECT' button.

**Younger**  
Content recommended for kids ages 5 - 8

Kids can explore their interests and search for a wide variety of topics, including songs, cartoons, crafts, and more. Our systems work hard to exclude content not suitable for young kids, but not all videos have been manually reviewed. If you find something inappropriate that we missed, you can flag it for fast review.

Q Search results are limited to content recommended for kids 8 and under.

BACK SELECT

This screenshot shows the 'Younger' content selection screen. It features a grid of video thumbnails including 'KIDZCOP', 'DANCE', 'how to draw a dolphin', 'dolphin', 'FABULOUS FOOD CHAINS', 'DANCE', 'MUSIC', and 'DOG CRAFT'. The page includes a search icon and a 'SELECT' button.

Choose a content experience for your child

**Older**  
Content recommended for kids ages 9 - 12

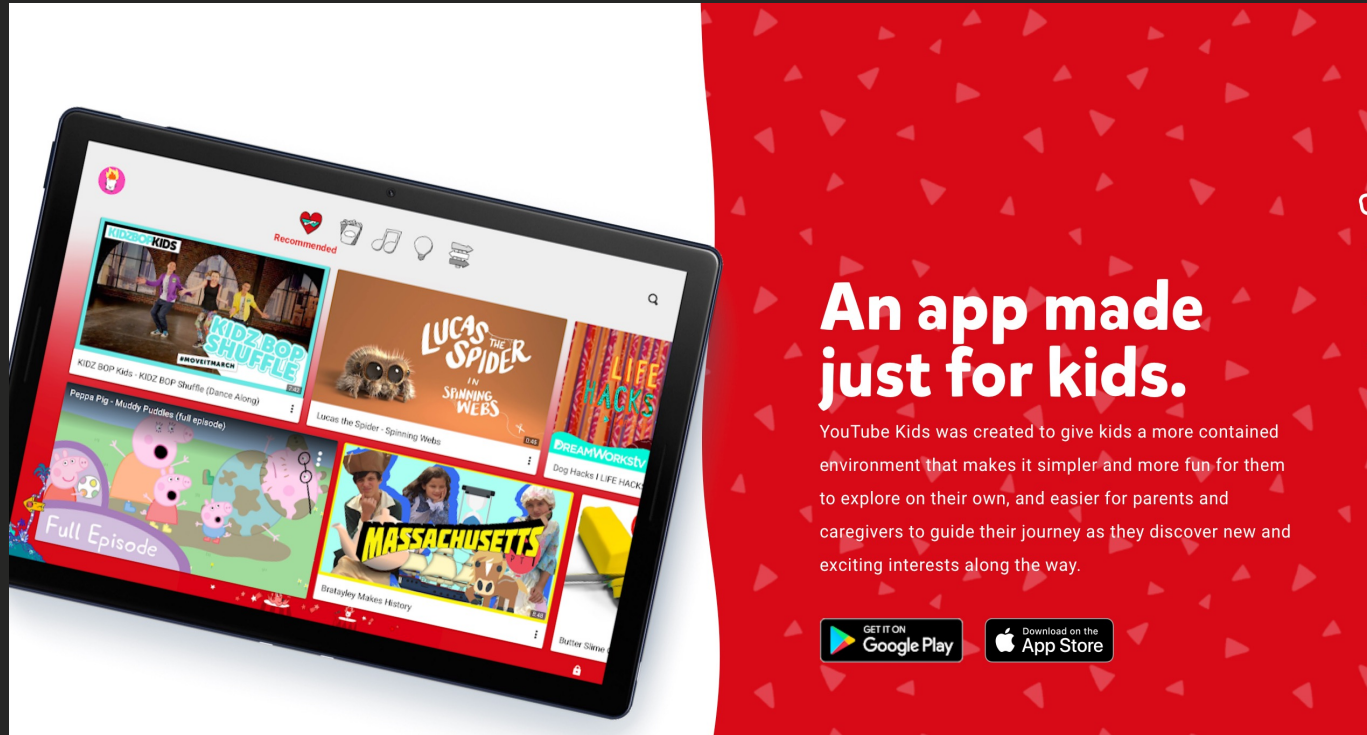
Allows kids with growing independence to search and explore additional music videos, gaming, family vlogs, science, and more. Our systems work hard to exclude mature content, but not all videos have been manually reviewed. If you find something inappropriate that we missed, you can flag it for fast review.

Q Search results are limited to content recommended for kids 12 and under.

BACK SELECT

This screenshot shows the 'Older' content selection screen. It features a grid of video thumbnails including 'GENDERS NON-CONFORMING PERSON', 'GIRL POWER Dance Tutorial', 'NEIL TYSON AND BILL LIVE', 'GAME DAY FEELS', and 'GAME DAY FEELS'. The page includes a search icon and a 'SELECT' button.

## Kids Experience



## An app made just for kids.

YouTube Kids was created to give kids a more contained environment that makes it simpler and more fun for them to explore on their own, and easier for parents and caregivers to guide their journey as they discover new and exciting interests along the way.



## Mobile Experience

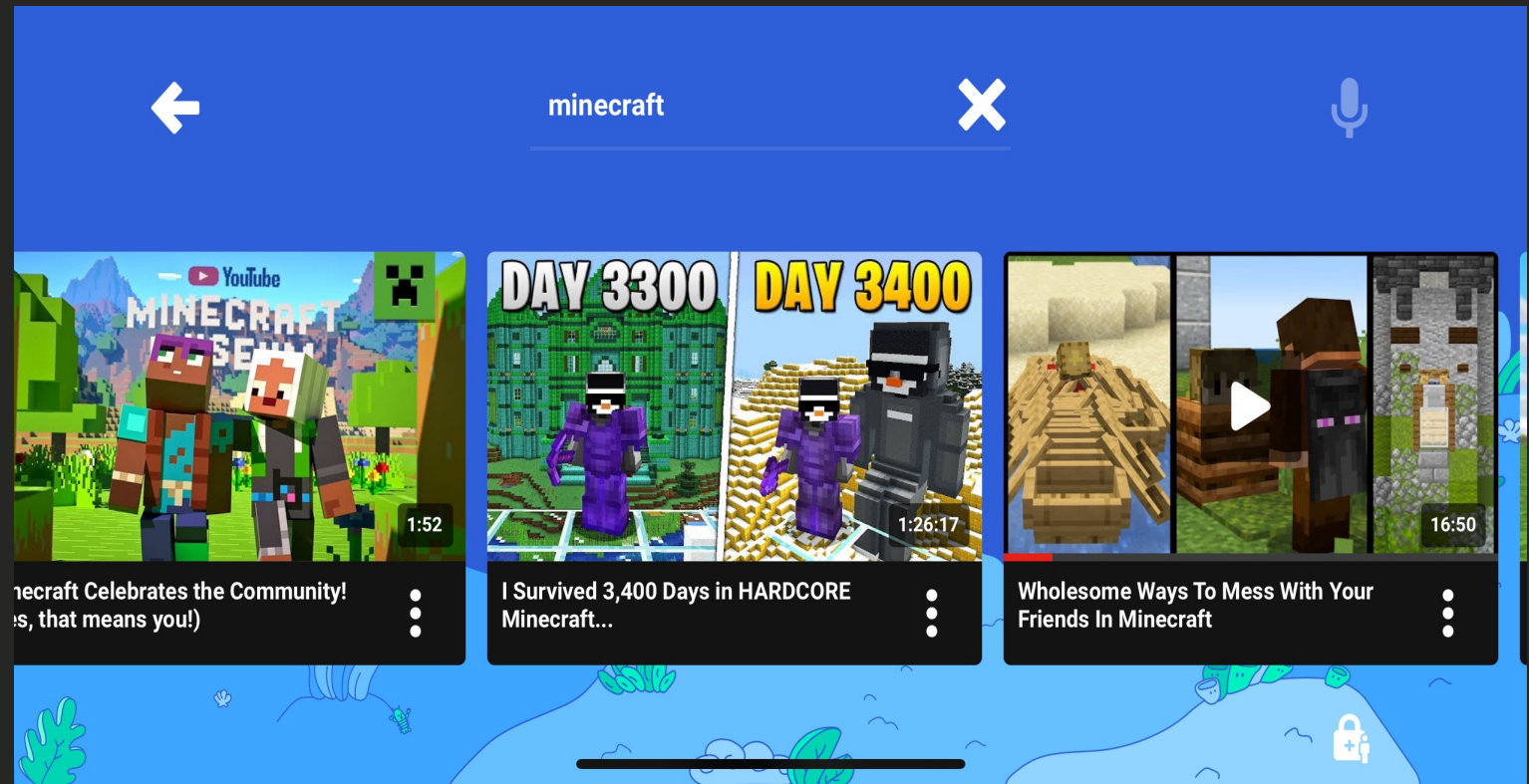
For a channel or video to be included in YouTube Kids, the content must first be deemed family-friendly by automated filters (in addition to feedback from users and some human review).

## Searching Bar

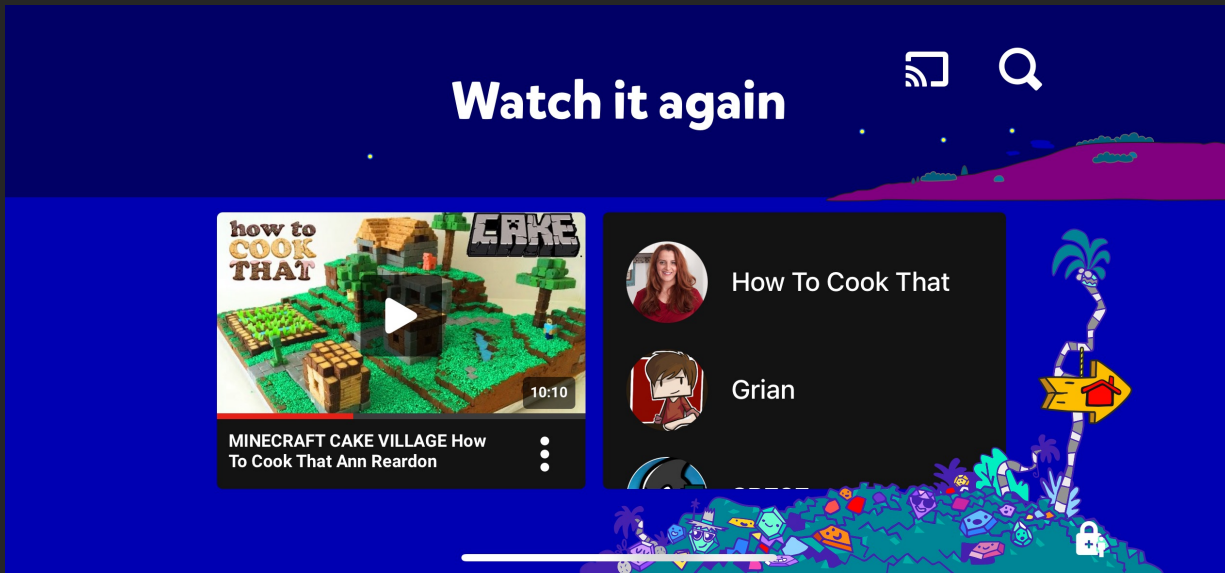
### The Search Bar

Searching for Minecraft presents you with their top Minecraft videos from the broader universe of content on YouTube.

The results displayed are more extensive and comprehensive on the mobile app.







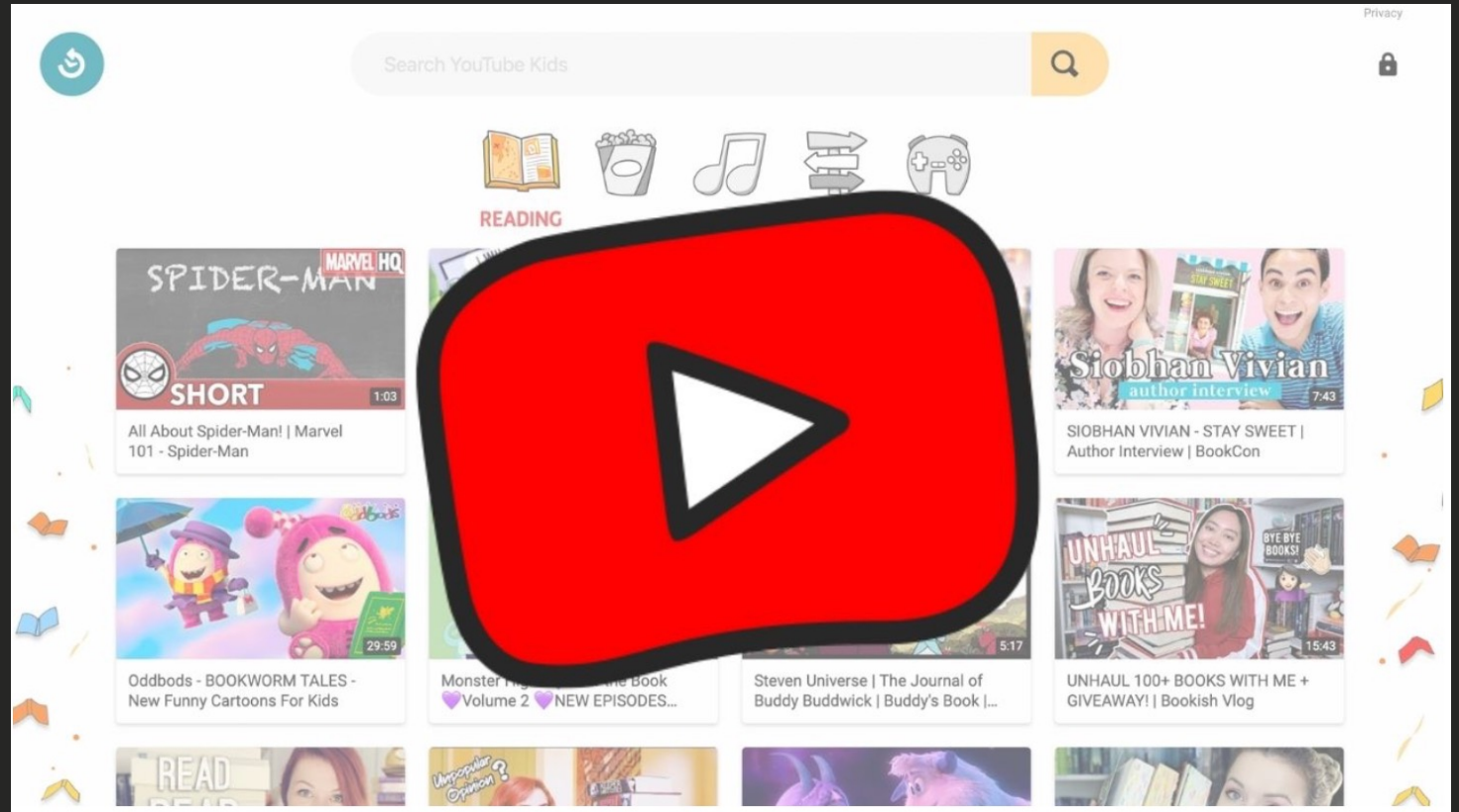
Related Minecraft videos are shown based on:

- Relevancy
- Search history
- Popular videos
- Age demographic

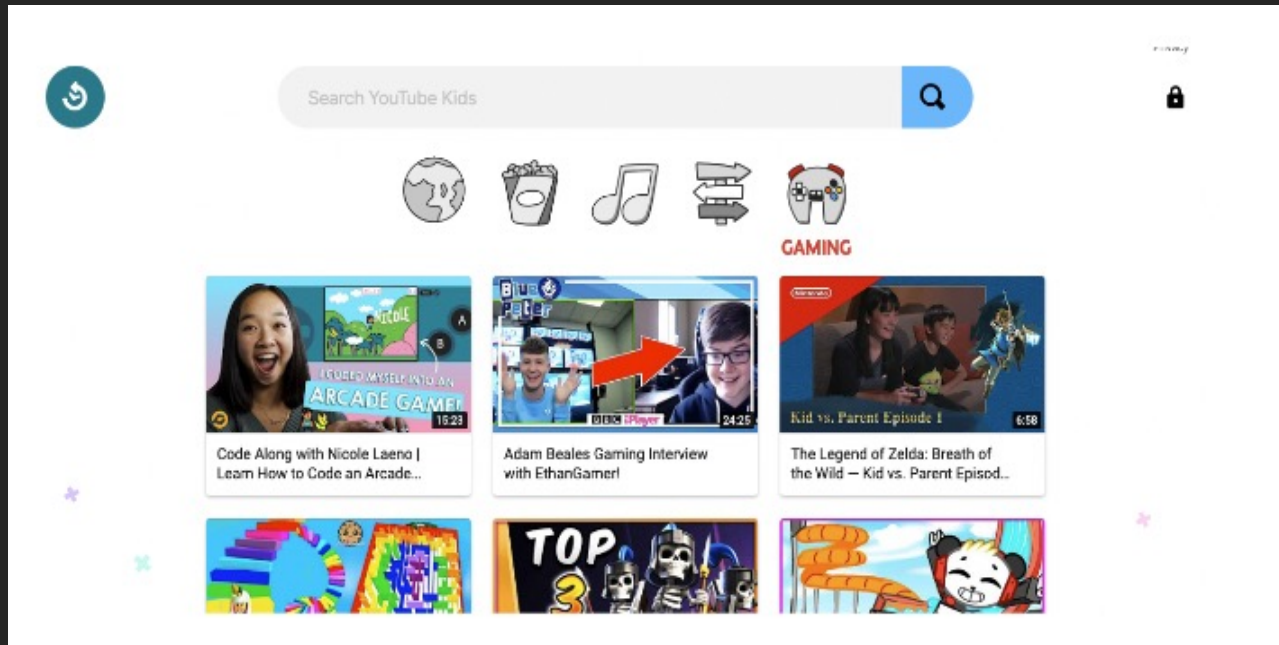


## YouTube Kids on the web

The browser experience has the same privacy settings as the YouTube Kids App but we do see some gaps and differences.



## Search Bar



## The Home page experience

The YouTube Child account in PC has minimal minimal and simplified UI compared to mobile.

The videos displayed in the search results are selected by the YouTube algorithm with minimal human review.

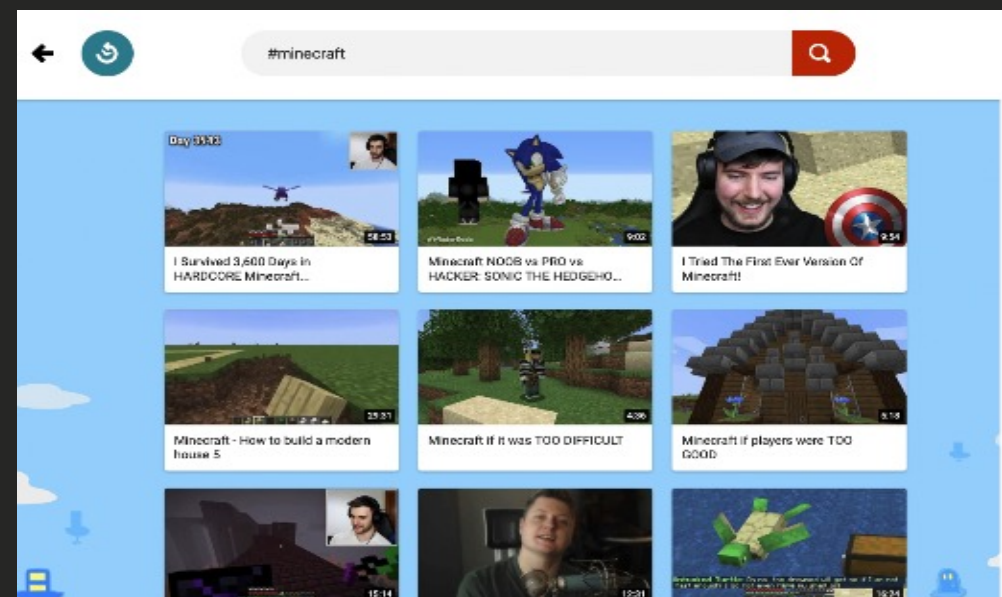
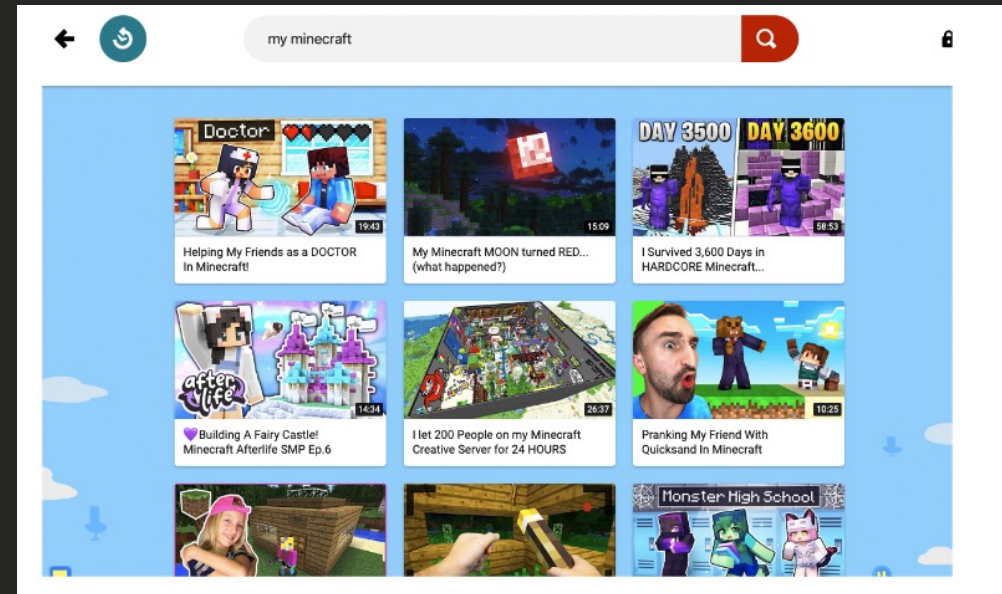


## Tag & Search

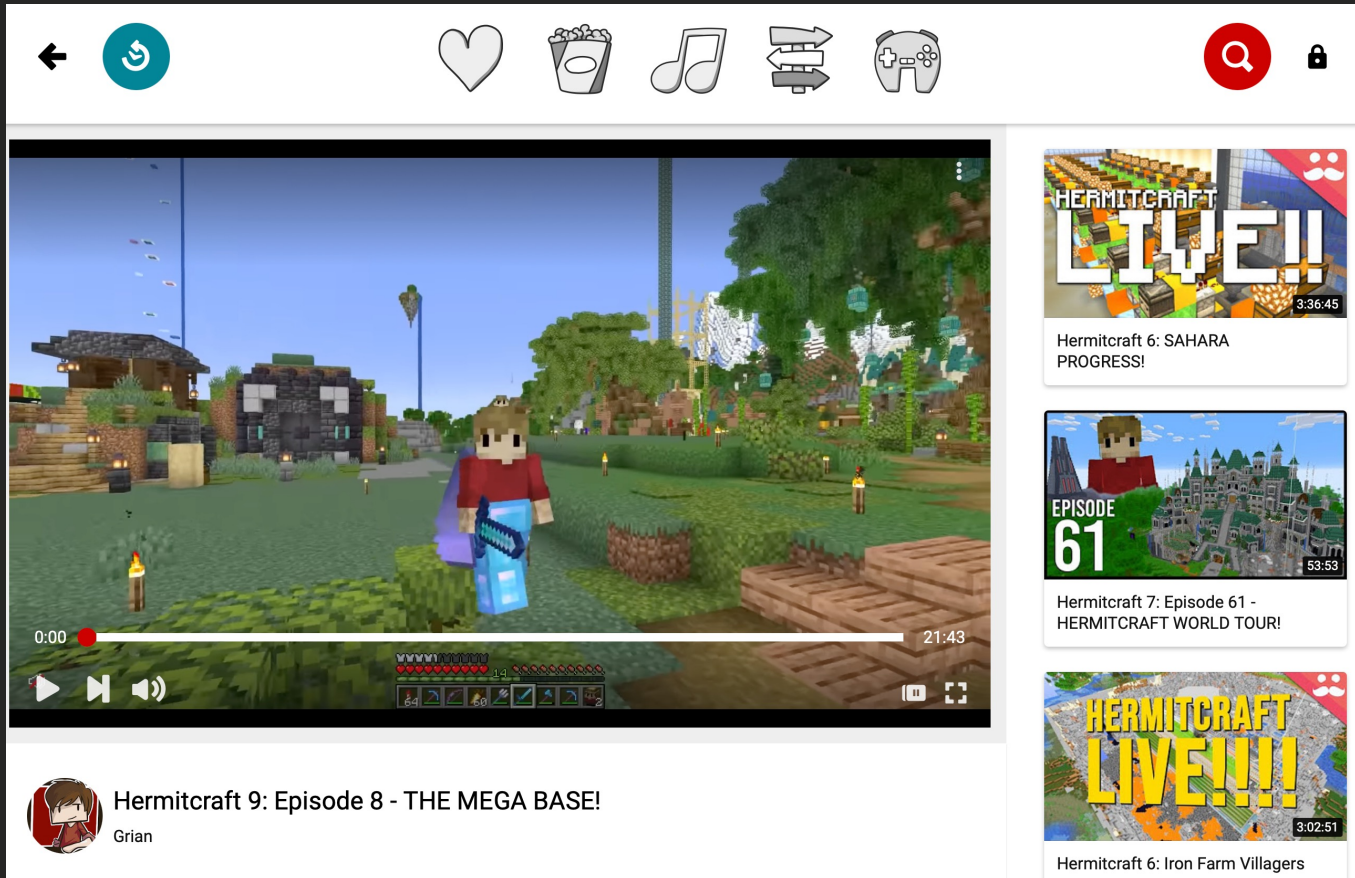
### Minecraft in the Search Bar

Searching for Minecraft or #Minecraft shows relevant content. Videos can be tagged and searched for according to those tags.

Only the cover art and video title are displayed in the feed.



## Kids Experience



The screenshot displays the YouTube Kids interface. At the top, there is a navigation bar with icons for back, home, heart, popcorn, music, share, game controller, search, and lock. The main content area features a large video player showing a Minecraft scene with a character in a red shirt and blue pants. Below the player, the video title "Hermitcraft 9: Episode 8 - THE MEGA BASE!" and the channel name "Grian" are visible. To the right of the player, there is a vertical list of three recommended videos:

- Hermitcraft 6: SAHARA PROGRESS!** (3:36:45)
- Hermitcraft 7: Episode 61 - HERMITCRAFT WORLD TOUR!** (53:53)
- Hermitcraft 6: Iron Farm Villagers** (3:02:51)

## Viewing Experience

On YouTube Kids, there is no channel verification, date posted, or view count when you select a video.

There is also no comment and like section on individual videos. Kids only have the option to report or block.

## Kids Experience

The screenshot shows the YouTube channel page for 'Little Leah' on the YouTube Kids platform. At the top, there is a banner with a unicorn logo and the channel name 'LEAH' in large, colorful, bubbly letters. To the left of the banner, it says 'INSTAGRAM LITTLELEAHYTI' and 'Little Leah 858K subscribers'. To the right, there is a 'SUBSCRIBE' button and a notification bell icon. Below the banner, there is a grid of eight video thumbnails, each with a title and a duration. The titles are: 'Minecraft LIFE OF A BABY PRINCESS - My FIRST DAY OF...', 'Minecraft LIFE OF A BABY PRINCESS - My NEW HOUSE...', 'Little Leah's SAD ANGEL LIFE... Minecraft', 'Little Leah BETRAYS HER BABIES & KICKS THEM OUT of the...', 'STEALING a NEW BODY for Little Donny... Minecraft', 'Little Leah's REVENGE.. Minecraft', 'My BOYFRIEND is an ANGEL FROM HEAVEN... Little Leah...', and 'Little Leah FINDS her BOYFRIENDS DEAD BODY.....'. Each thumbnail also features the 'LEAH' logo and a duration in the bottom right corner.

## Channels

On YouTube Kids, channels have limited functionality.

A channel displays:

- Subscriber count
- Subscribe to channel
- Cover art
- Uploaded videos
- Report channel



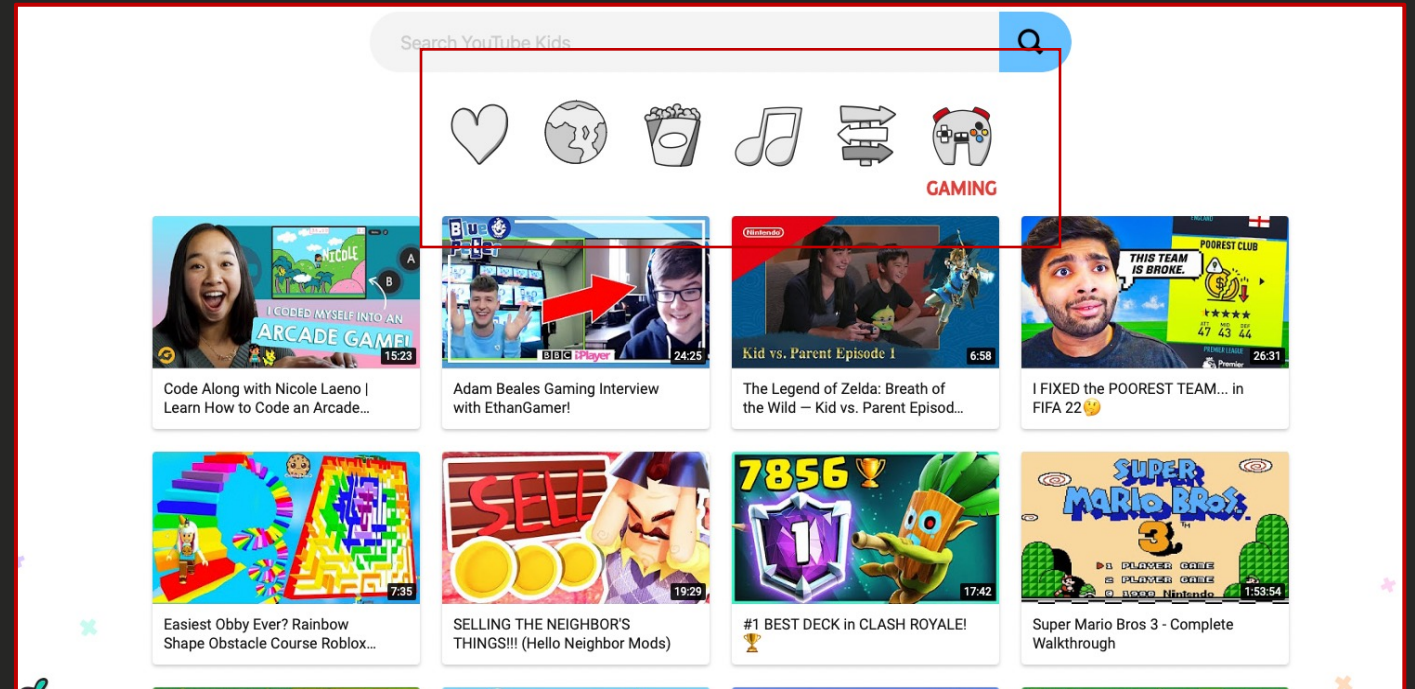
## Categorization

## Categorization

YouTube Kid channel has few ways on the home page to categorize content. Within each topic, there is the separate page to narrow down a user's choice.

- Recommended
- Shows
- Music
- Explore
- Gaming

**This categorization does not filter the search results.**



**How can we make Xbox  
the best place to view  
Minecraft content?**



## Leveraging our IP



### How can we celebrate Minecraft?

- Create compilations to highlight UGC on the Minecraft official club.
- Collaborate with influencers to engage with the community and market our product.
- Highlight clip editing with trending features:
  - Effect
  - Tags
  - Audio
  - Accounts



# Categorization



## How can we improve the browsing experience?

- Help users sort through content with more engaging language.
- Provide better categorization for both long and short form content.

# Child Accounts



## Enable content engagement

- Emoji reacts
- Hidden Like/Dislike(to tailor recommended videos)
- Comment section with parental approval
- Applied category filters for the search bar

**THANK YOU!**





# RESOURCES



[https://www.youtube.com/results?search\\_query=Minecraft](https://www.youtube.com/results?search_query=Minecraft)

<https://www.minecraft.net/en-us>

<https://www.youtubekids.com>

<https://apps.apple.com/us/app/youtube-kids/id936971630>

<https://webtribunal.net/blog/minecraft-statistics/#gref>

<https://www.youtube.com/trends/articles/minecraft-trillion/>