

A WATCHER'S GUIDE TO TELEVISION

A DESTINATION FOR YOUNG ADULT'S TO
DISCOVER MORE ABOUT NEWLY RELEASED AND
TRENDING TV SHOWS AVAILABLE ON
STREAMING PLATFORMS



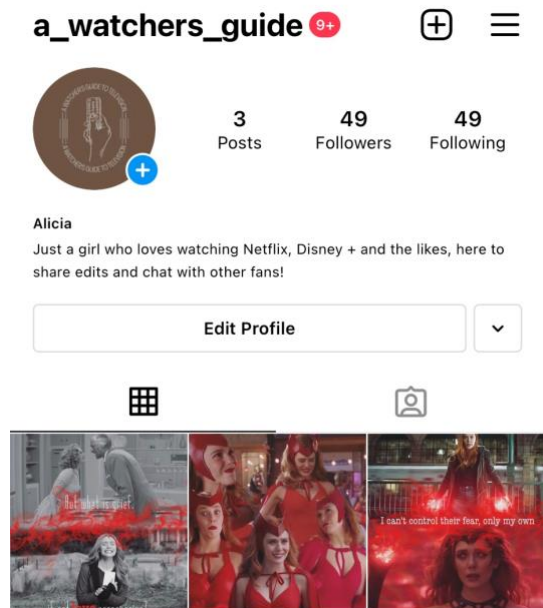
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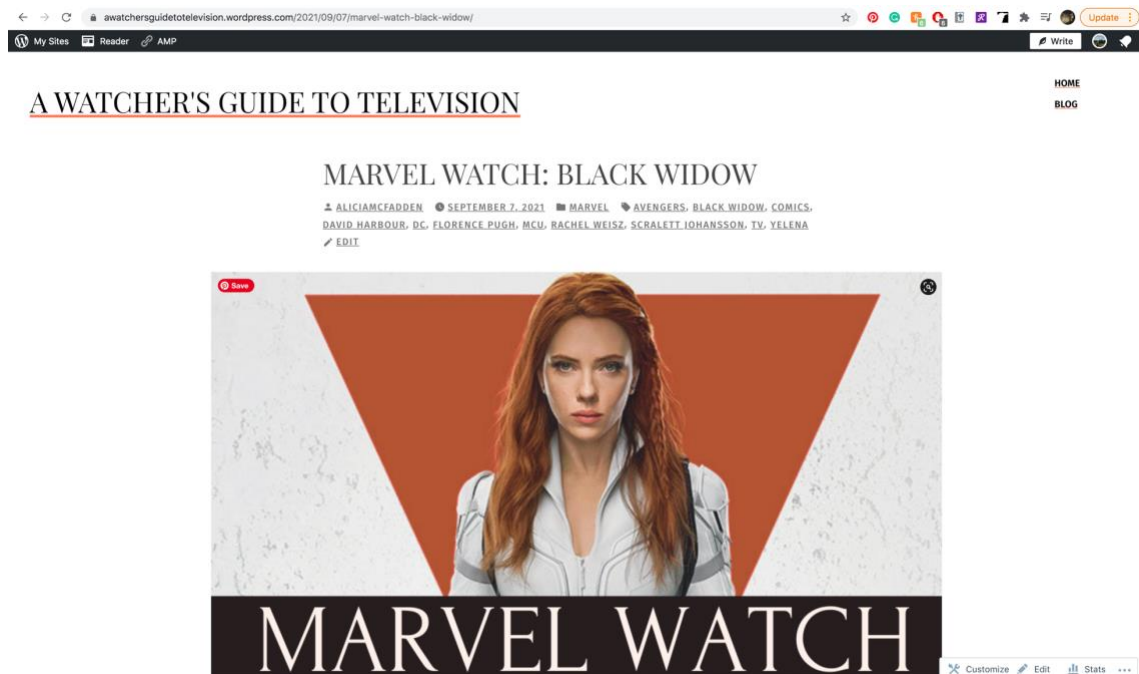
Project Background

Growing up, I was always a massive fan of TV shows and movies, so much so that when I was thirteen I had an Instagram account with over 3000 followers dedicated to the shows and movies that I was a fan of. Unfortunately, I ended up deleting this account despite how much I loved it and the community I had found in this space online, all because I was worried about being teased for the account at school. Well here I am almost 8 years later, and I still have a love for TV shows and films and want to create a similar space for like-minded people to feel as though they are a part of a community. It is for this reason that I decided to create my DA for this semester, A Watchers Guide to Television.



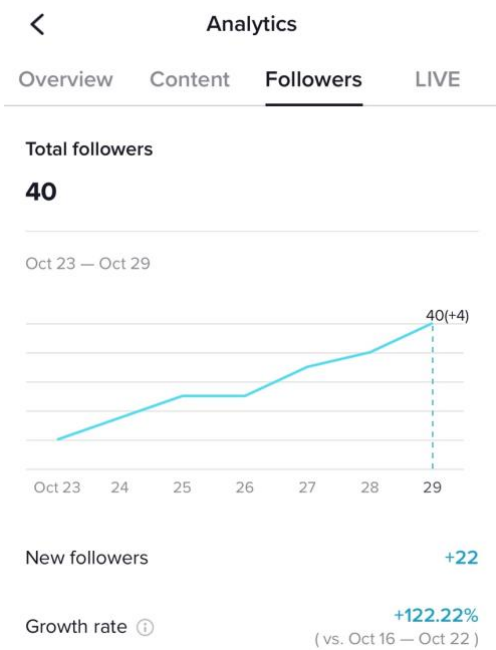
Instagram account created at start of semester

A Watchers Guide to Television initially started as a blog, Instagram and TikTok account with the broad focus of creating content related to popular television shows and films. Though it was not long into the semester that I realised this DA was far too big for me to manage alongside my workload. So, I decided to narrow down my DA to one platform, TikTok. I chose TikTok, as it is a growing platform and I felt that learning to use the platform effectively would be hugely beneficial to me in my future career aspirations ([Atzori, 2021](#)).



First blog post

A Watchers Guide to Television is a TikTok account that focuses on creating and curating informative content on newly released trending streaming service TV shows with a young adult based audience.



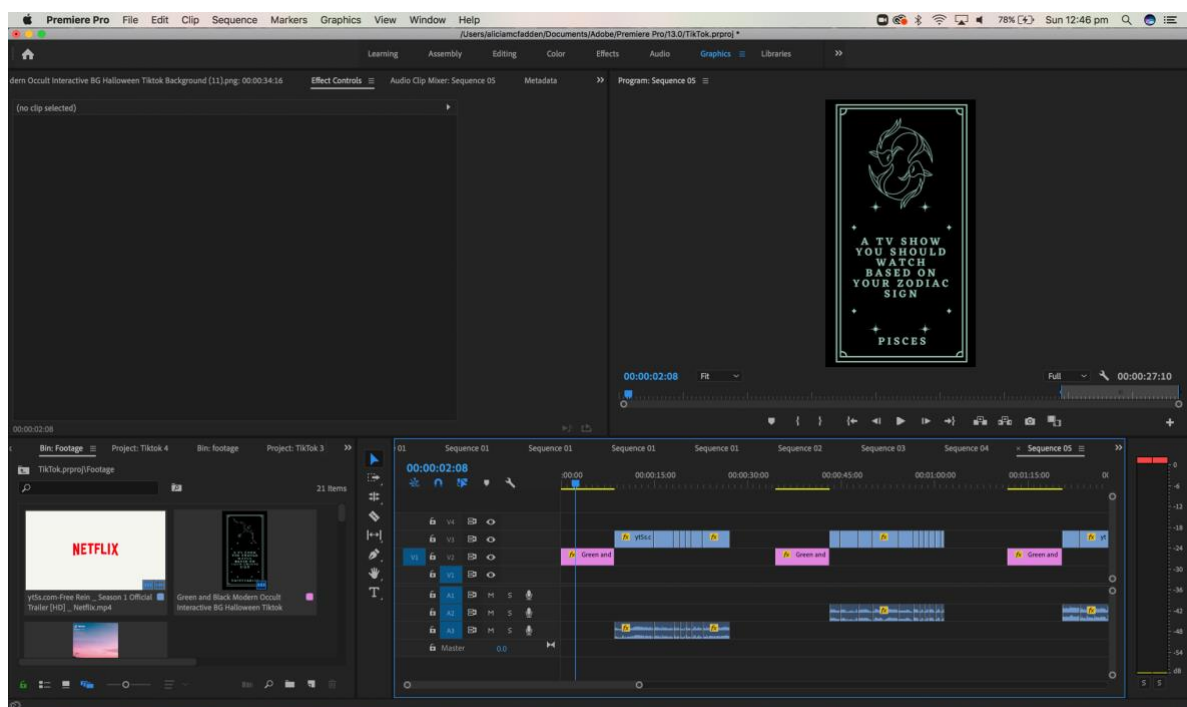
User Utility

My audience is defined as young adults, and with 41% of TikTok users being between the age of 16-24, it is realistic to think that I might be able to reach a portion of this demographic on the platform ([Aslam, 2021](#)). While Statista ([2020](#)) revealed that Entertainment is the most popular content category on the app worldwide, furthering the idea that my content is on the right app to be found by my ideal target audience. With this in mind, my content is designed to create a community for my target audience and keep them informed about new or upcoming TV shows.

Followers analytics

Personal Utility

As I mentioned above, I made a conscious decision to move my project to TikTok as I wanted to gain experience on the ever-growing app. The app has had unprecedented growth in the last three years with the platform jumping from 55 million global users in 2018 to 689 million global users by mid-2020 ([Wang, 2021](#)). While it was also revealed by Hootsuite ([2020](#)) that TikTok ranks number two globally in consumer spending on mobile apps, beating the likes of Youtube, Disney + and Netflix and only being outranked by Tinder. TikTok is a platform in which social media managers should be well versed, given the plethora of opportunities the platform is presenting businesses.



Behind the scenes of editing videos

Stages of Design Thinking

The Design Thinking Process is a non-linear, iterative process that is used to understand users, frame the problem and generate ideas to prototype and test ([Interactions Design Foundation, N.D.](#)). Using the guide from the Institute of Design at Stanford ([2010](#)), I was able to use this process to help establish my DA's users and trajectory to begin rapid prototyping.

Empathise: Understanding my Audience

My audience base is young adults, who typically are less likely to go directly to news apps and websites to find information. Instead, they spend most of their time on social media and wish to access information easily from within these platforms ([Galan et al. n.d.](#)). Hence why my initial blog based DA struggled to attract views from this audience.

Define: Reframing the problem

In my initial blog post, I focused on reviews and giving my opinions, but it was clear my audience was not interested in my opinion. I found that people already have their own opinion leaders to look to, and so I adjusted my content accordingly. I moved my content away from reviews and leaned into entertaining facts and information about streaming service TV shows.

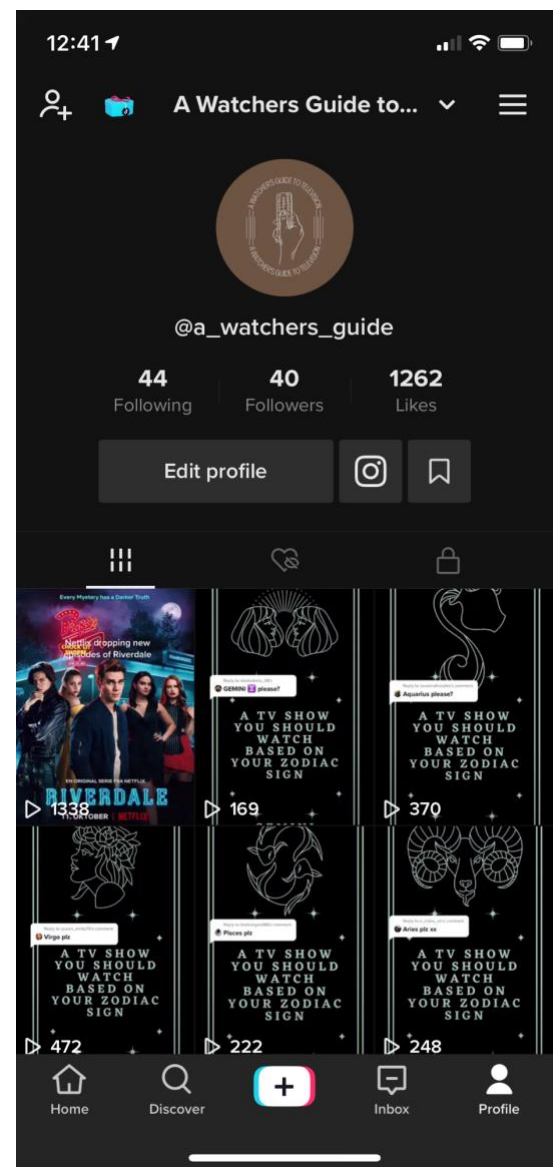
Ideate: Generating a broad range of possibilities

Some of the ideas that I generated in this stage of my design thinking process included:

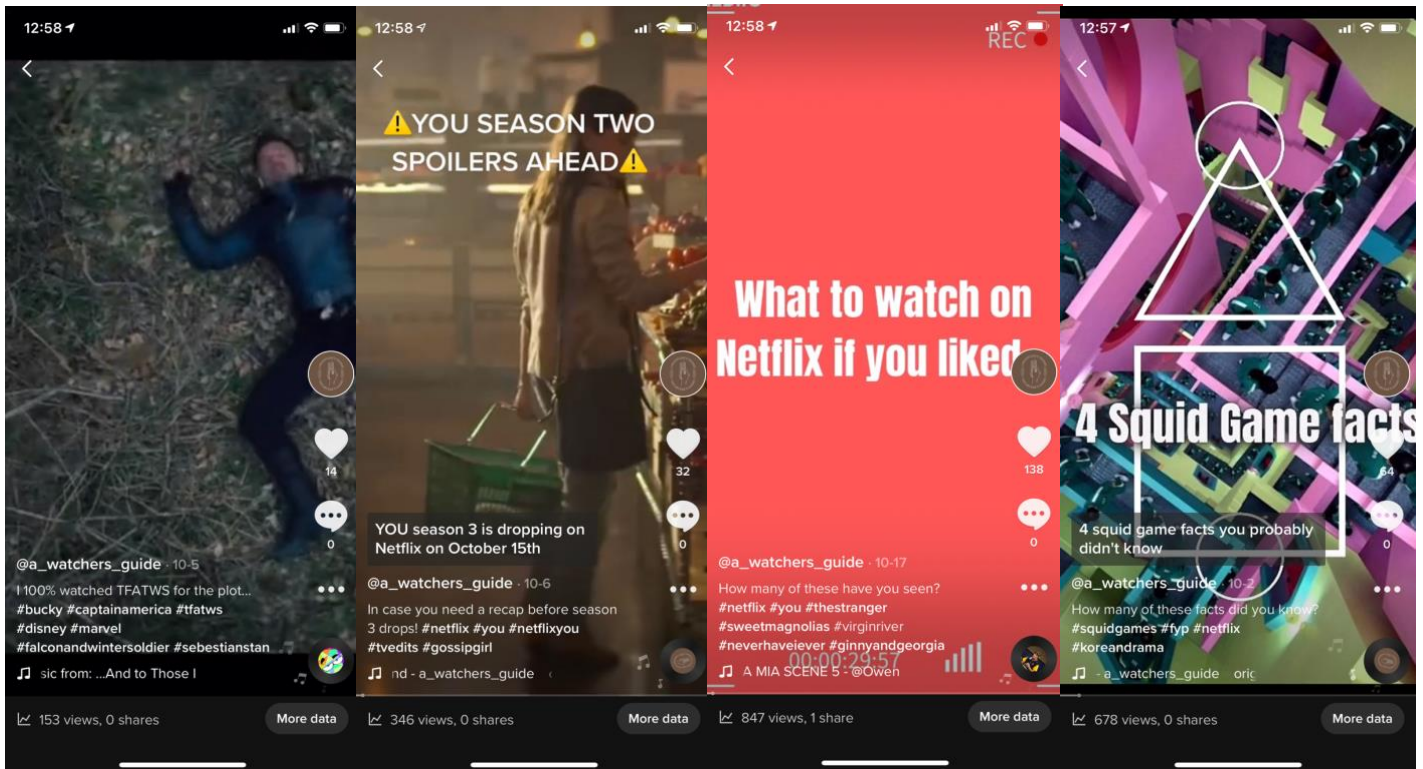
- Creating fact videos about new shows on TikTok
- Creating compilation videos recommending new shows
- Creating season recaps before a new season release for that show
- Making edits using clips from popular shows to trending sounds

Prototype: Tangible ideas

I decided to use all of these ideas when prototyping on TikTok as the platform would allow me to get quick and easy feedback from users, allowing me to better understand what exact content my audience would like to see from me.



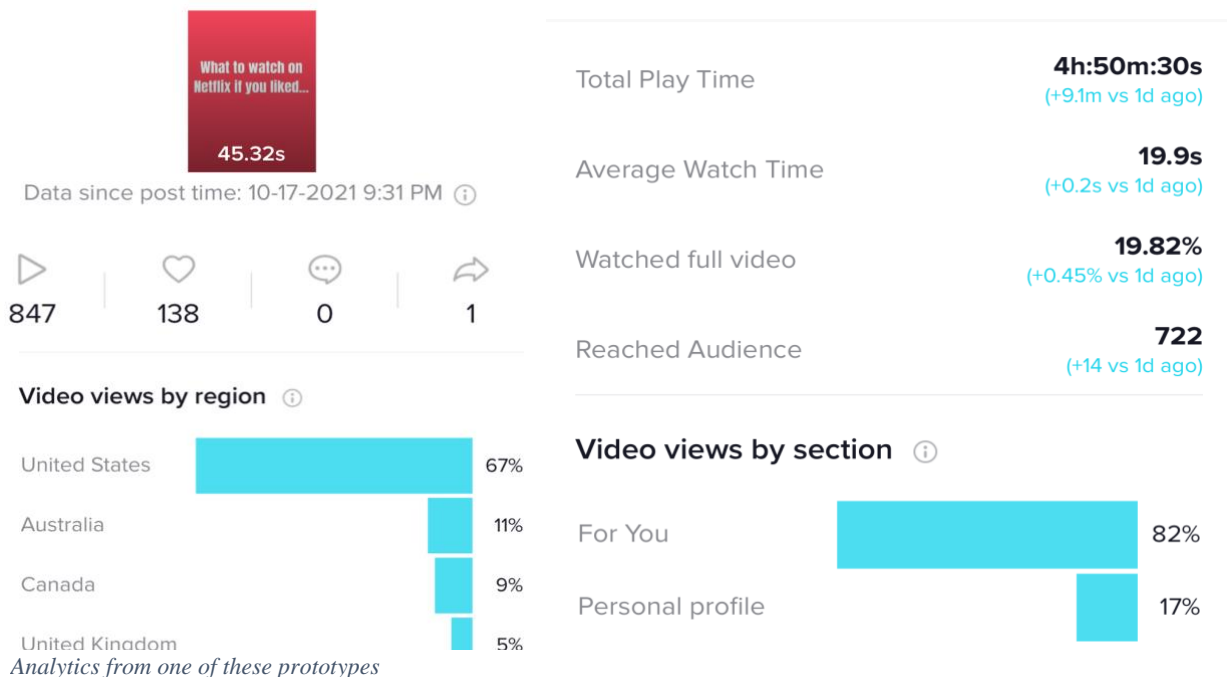
A Watchers Guide to Television TikTok account



Prototype videos testing ideas

Test: Gather feedback

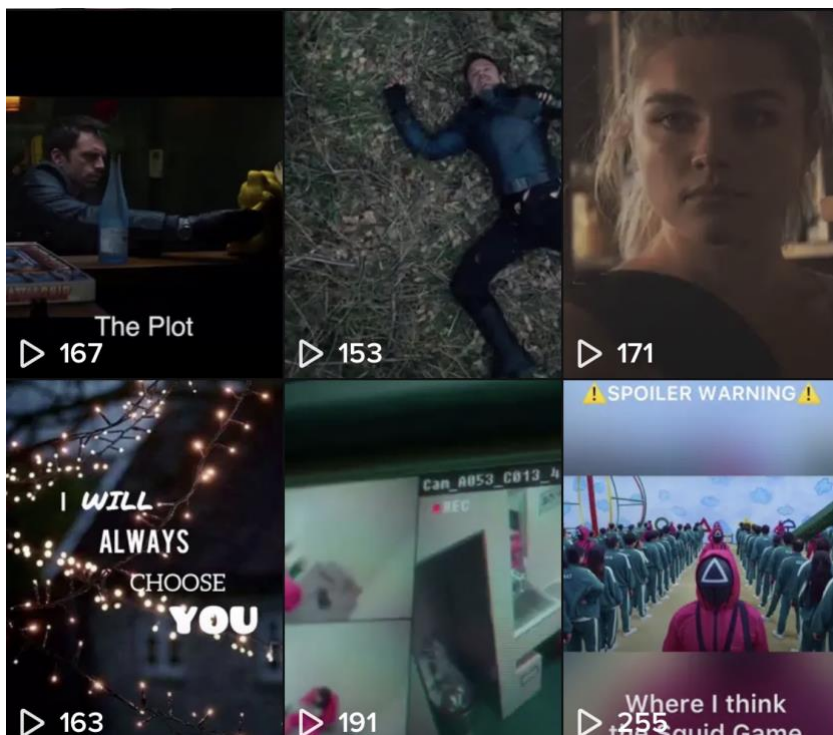
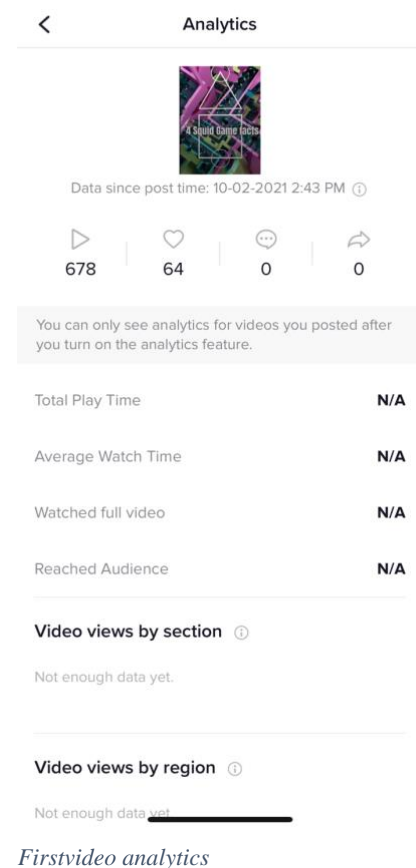
I tried to make a variety of these different video styles to gain as much insight from my users as possible while also trying to find which content styles would best allow me to adhere to the principles of FIST. I found TikTok to be a great platform for rapid prototyping, as with every video, I quickly gained feedback from my audience. Which I was then able to use to make adjustments to my project accordingly. I will explore these further in the project development portion of this report.



Analytics from one of these prototypes

Project Development

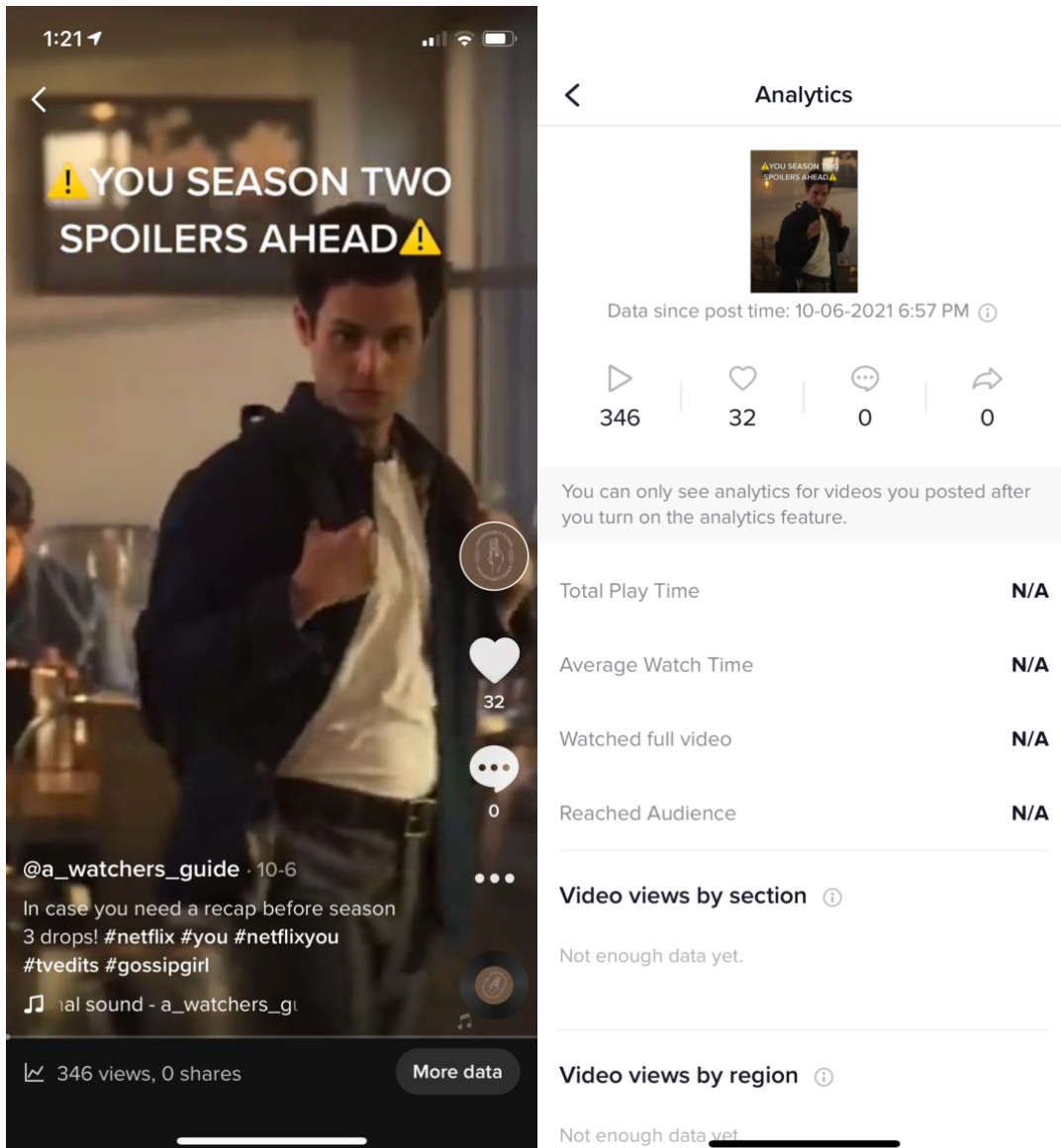
1. I discovered that my original concept of a blog that reviewed TV shows and films was not performing well. My blog was lacking engagement and feedback to spite my best efforts to promote it using Instagram. I also found that I was unable to generate content for this platform as quickly as I had initially hoped I would, as I needed to watch and research for hours before creating a new post. This production did not adhere to the principles of FIST ([Mitew, 2019](#)).
2. So, I made the move to TikTok and I began by posting a video about the very newly popular show ‘Squid Games’, which still involved some research but was not as time-consuming to create as my blog posts. The video was reasonably well-received, with 678 views and 64 likes. I knew there was plenty of room for improvement but I was excited to finally be reaching my audience and gaining some sort of feedback.



Next six videos

3. After my initial post, I decided to play around with content type, video style and trending sounds to see if I could find a winning combination. So, my next six videos were all made to trending sounds and had varying video topics. However, none of these videos performed well, with three of them being my worst performing videos to date. I concluded that my issue here may have been my video subject matters. The two of these videos which were about the trending TV show Squid Games outperformed the other four which were about Marvel TV shows, which were not trending or newly released at the time of posting. This is when I decided to narrow down my niche to ‘trending or newly released TV shows on streaming services.

- From here, I posted two new videos which focus on recapping season 2 of the popular Netflix show ‘You’, as the third season was about to be released in a few days. The videos used a voiceover as I wanted to see if the success of my accounts first video had anything to do with using a voiceover or was just because it was my first video being pushed by the algorithm ([TikTok Odds, 2020](#)). These videos were reasonably more successful but lacking in meaningful engagement such as comments and shares from my audience.



One of the 'You' videos and analytics

- From here, I looked to feedback I had received in the second round of peer reviews and the projects I had looked at myself for peer-reviewing. I played around with TikTok trends again at the suggestion of my peers, with these videos performing better than before but still missing the mark for meaningful engagement. I then tried posting a video that suggests other new TV shows people should watch based on TV shows they have liked in the past. This was a suggestion made to me in peer reviews. This video became my most watched and liked video at the time with 845 views, 136 likes and my first every share!

I would recommend possibly interacting with other creators who make similar content or possibly making a series eg "my top 3 Netflix picks" or "if you like this show you should watch" making multiple parts for videos can keep audiences intrigued and drive more traffic to your page if they have to look for a part 2 or 3 of a video. I look forward to seeing how you incorporate all your feedback into the last couple of weeks of the semester. Well done!

★ Like

Pingback: Peer Reviews – Part 2 – – trying to adult –

Pingback: The Peer Review – Version 2 – Bees and Bells

Jett Townsend's comment on my Beta

What to watch on Netflix if you liked...

45.32s

Data since post time: 10-17-2021 9:31 PM ⓘ

▶ 847

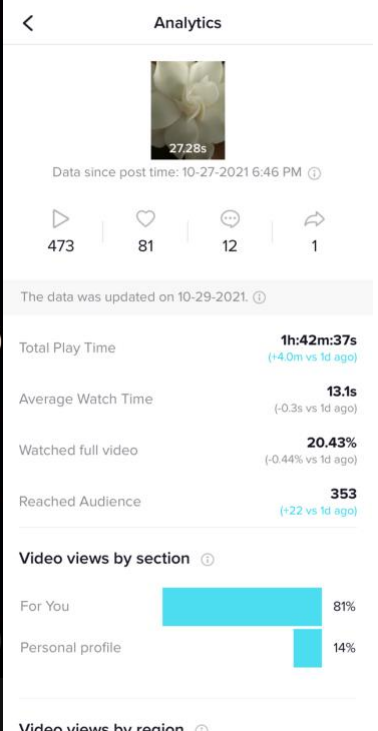
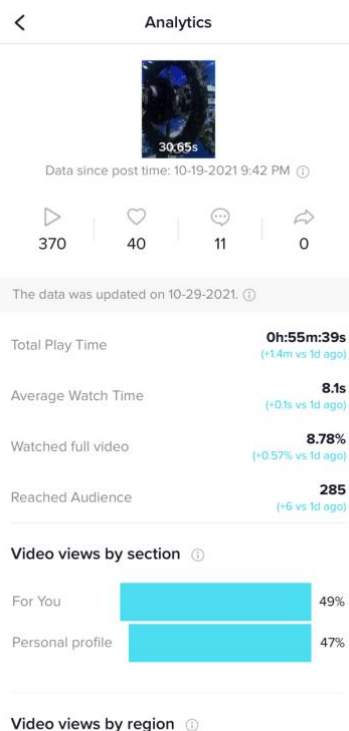
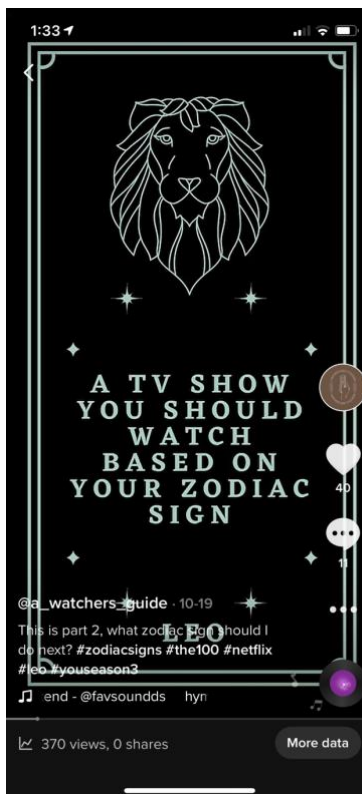
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My first video share

- I tied to build off this momentum by using a similar video style and continued with the content idea of suggesting new TV shows to make my 12-part series of recommending TV shows based on your zodiac sign. These videos in my mind were a huge success, despite their low views, they all received handfuls of comments and had good view-to-like ratios, which according to Owsinski (2019), is what triggers the algorithm to show your videos to more people. So, I remained hopeful that if I could continue this high level of engagement with my videos, it was only a matter of time until the algorithm pushed my videos to more people.



Analytics from two of my most popular videos from the Zodiac Sign series

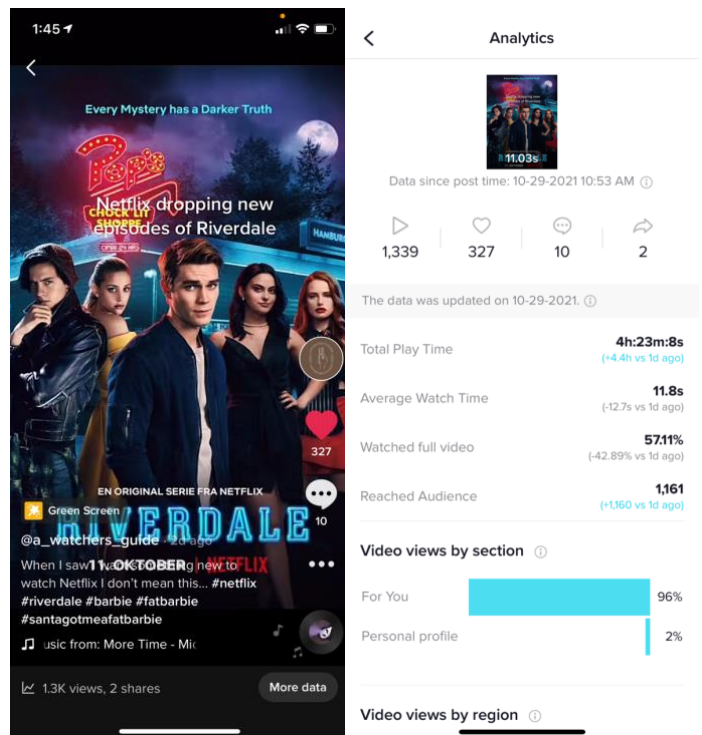
7. I did not stop here though, I continued to compare the analytics on my videos and noticed that my shorter videos were majorly outperforming my longer videos. I began researching and found that watch through rate is part of what the algorithm uses to determine if a video is engaging or not, so I decided to try shorter videos ([Fanbytes, 2021](#)). I shortened the sound I was using for my zodiac sign series from 30 seconds to 18 seconds which increased watch through rate, views and likes on these signs videos compared to the original six signs with the longer sound.

Total Play Time	0h:42m:26s (+49.0s vs 1d ago)	Total Play Time	1h:42m:37s (+4.0m vs 1d ago)
Average Watch Time	7.2s (+0.1s vs 1d ago)	Average Watch Time	13.1s (-0.3s vs 1d ago)
Watched full video	5.06% (-0.09% vs 1d ago)	Watched full video	20.43% (-0.44% vs 1d ago)
Reached Audience	277 (+6 vs 1d ago)	Reached Audience	353 (+22 vs 1d ago)

Longer video analytics

Shortened video analytics

8. After this series was done, I tried posting a short video to a trending sound that was about the new season of Riverdale on Netflix to see if this short video style combined with a trending sound would be a winning combination. This video quickly became my most view, liked and shared video to date with 1320 views, 325 likes, 10 comments and 2 shares. The video even has an average watch time that is longer than the length of the video itself. Going forward, I will be utilising the guidelines I laid out for this video to create my content as I would like to continue running this account even now that I have finished university using what I have learned thus far to help build this account.

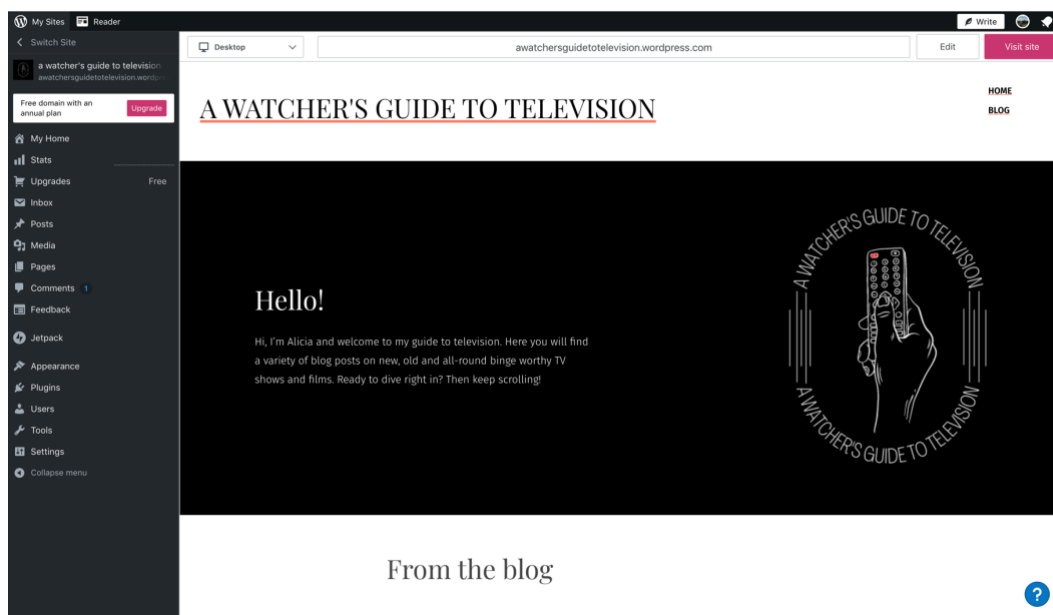


My most popular video analytics

Key Learning Moments

No Feedback, is Feedback

After posting my [first blog post](#) for my project, I received next to no engagement with the post, even after trying to promote it on my accompanying Instagram page. I had put a fair amount of effort into the post, having researched and watched the film numerous times to create it. So, I found the lack of engagement with my post quite disheartening. Initially, I wasn't sure what this meant for the future of my project but I thought back to something Ted had been saying in our seminars, "no feedback, is feedback". If my desired audience wasn't engaging with my content, this was feedback in itself. I had been searching for my target audience somewhere they typically don't reside, and to reach them, I needed to change platforms. Upon making the move to TikTok, I immediately began receiving feedback and interactions from my target audience. I realised quickly that not only was this platform a better fit for my project in terms of reaching my desired audience, but it allowed me to produce content more rapidly than before and better adhered to the principles of FIST than my original blog.



From the blog

My DA's original site, with no traffic

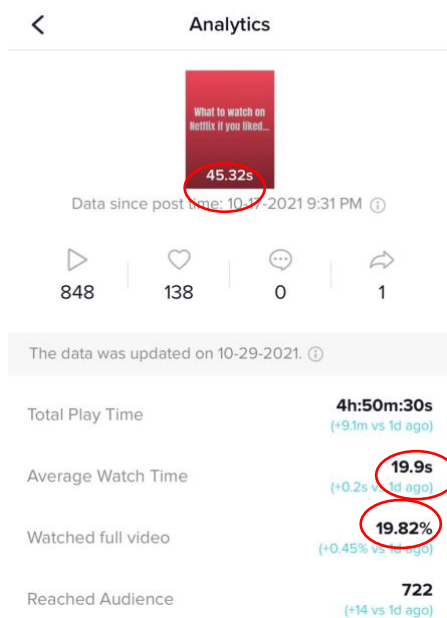
Keeping track of data is crucial

As I spoke about in my Beta presentation, I had not realised you could switch to a business account and see analytics on your videos right away. I thought you could only do this through creator tools, which requires you to reach 100 followers before you can view analytics on your videos. Upon realising my mistake, I switched to a business account though the problem was you can't view analytics on videos posted before becoming a business account. This meant I missed out on crucial data for my first nine videos, losing insightful feedback that may have led to further project iteration. Another issue I experienced with my analytics was struggling to keep track of them and compare them accordingly to see which elements of my videos were working and which were not. I decided to use an excel spreadsheet to track and compare my videos analytics after seeing the exemplar project '[Factobites](#)' from 2020 use a similar spreadsheet to track their video analytics. The spreadsheet helped me notice trends, track engagement and identify my audience base more clearly as discussed throughout this report.

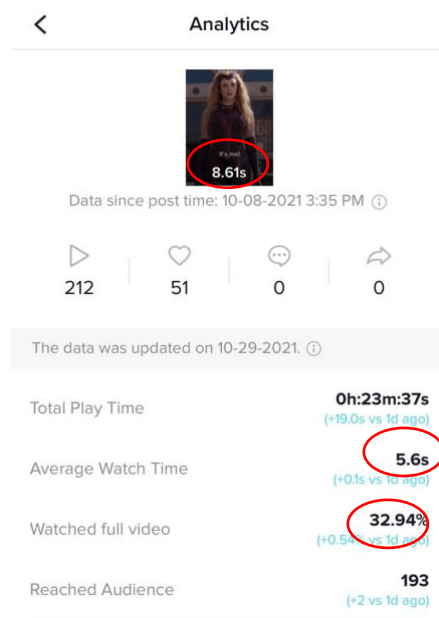
Post date	Post Time	Video topic	Effects used	Original or trending sound	Hashtags	Views	Likes	Shares	Comments	Average watch time vs. video length	Traffic source	Audience info
02.10.21	2:43pm	Squid Games	N/A	Original	#squidgames #netflix #fyp #koreandrama	665	63	0	0	N/A	N/A	N/A
03.10.21	2:41pm	Squid Games	N/A	Trending sound	#squidgames #netflix #fyp #koreandrama #rating	244	36	0	0	N/A	N/A	N/A
04.10.21	10:35am	Squid games	N/A	Trending sound	#squidgame #netflix #disney #theories #fyp	173	35	0	0	N/A	N/A	N/A
04.10.21	1:14pm	Movie night	N/A	Trending sound	#fyp #netflix #disney #stayhome #nightin	148	6	0	0	N/A	N/A	N/A
04.10.21	4:28pm	Black Widow	N/A	Trending sound	#blackwidow #yelenabelova #marvel #marveledit #florencepugh #yelenabelovae dit	163	18	0	0	N/A	N/A	N/A
05.10.21	12:01am	The Falcon and the winter soldier	N/A	Trending sound	#bucky #captainameric a #fatws #disney #marvel #falconandwint ersoldier #sebastianstan	141	12	0	0	N/A	N/A	N/A
05.10.21	11:23am	The Falcon and the winter soldier	N/A	Trending sound	#bucky #captainameric a #marvel #fyp #fatws #sebastianstan	153	14	1	0	N/A	N/A	N/A
06.10.21	8:47am	You season 3	N/A	Original	#netflix #pennbadgley #you #victoriapedret ti #season3 #october	157	8	0	0	N/A	N/A	N/A
06.10.21	6:57PM	You season 3	N/A	Original	#netflix #you #netflixyou #tredits #gossipgirl	323	30	0	0	N/A	N/A	N/A
07.10.21	7:11pm	Netflix	Greenscreen eyes and mouth	Trending sound	#netflix #intervention	160	18	0	0	6.7s/9.31s	90% FYP	US 80%, AUS 10%, UK 9%
08.10.21	3:35PM	Marvel	Greenscreen	Trending sound	#marvel #captainameric a #wanda #bucky #johnwalker #barbie	164	48	0	0	5.7s/8.6s	86% FYP	US 67%, AUS 16%, UK 13%, NETHERLANDS 3%
09.10.21	11:00am	Netflix	N/A	Trending sound	#fyp #tvshow #you #squidgame #squidgamenet flix #tvshow #crying #netflix #series #netflixseries	197	27	0	0	6.7s/8.71s	77% FYP	US 62%, AU 18%, CA 17%
10.10.21	4:53pm	Squid Games	Greenscreen	Trending sound	#the stranger #sweetmagnolias #virginriver #neverhaveiever #jinnandgeorg ia	211	16	0	0	6.1s/8.15s	78% FYP	US 45%, GB 21%, AU 18%, NL 12%
17.10.21	9:31pm	TV Show recommendations	N/A	Trending sound	#netflix #zodiacsigns #scorpio #gilmoregirls #htgawm	784	117	1	0	19.9s/45.32s	84% FYP	US 68%, AU 10%, CA 9%, GB 5%
18.10.21	8:25pm	Zodiac Sign Tv show recommendations	N/A	Trending sound	#zodiacsigns #the100 #netflix #seo #youseason3	294	32	0	0	7.4s/29.46s	52% FYP	US 43%, GB 31%, AU 19%
19.10.21	9:42pm	Zodiac Sign Tv show recommendations	N/A	Trending sound	#zodiacsigns #capricorn #thequeensga mbit #netflix #tvshow	332	35	0	9	8.3s/30.65s	56% FYP	US 56%, AU 18%, GB 14%, CZ, 6%
20.10.21	2:46PM	Zodiac Sign Tv show recommendations	N/A	Trending sound	#libra #friends #zodiacsigns #tvshow #edit	280	22	0	5	8.8s/28.51s	54% FYP	US 59%, AU 19%, GB 19%
21.10.21	10:48pm	zodiac Sign Tv show recommendations	N/A	Trending sound	#blackwidow #yelenabelova #florencepugh #scarlettjohans son #yelenabelovae dit	259	25	0	5	6.8s/28.88s	54% FYP	US 63%, AU 21%, GB 10%
23.10.21	12:41am	Black Widow	N/A	Trending sound	#sagittarius #zodiacsigns #freerein #netflix #tvshow #zauris #starsigns #zodiacsigns #reign #netflix #edits	271	43	0	2	8s/13.58s	67% FYP	US 42%, GB 27%, AU 15%, NL 7%
23.10.21	3:05pm	Zodiac Sign Tv show recommendations	N/A	Trending sound	#cancer #starsigns #zodiacsigns #wandavision #marvel #tvshow #edit	232	23	0	3	7.9s/28.81s	64% FYP	GB 53%, US 19%, AU 16%
24.10.21	2:22am	Zodiac Sign Tv show recommendations	N/A	Trending sound	#STARSIGNS #ZODIACSIGNS #ARIES #Shadowandbo ne #booktok	243	33	0	5	9.4s/28.46s	60% FYP	US 50%, AU 37%, GB 5%
24.10.21	6:24pm	Zodiac Sign Tv show recommendations	N/A	Trending sound	#starsigns #zodiacsigns #pisces #sexeducation #netflix #tvsho w #edit	231	21	0	12	9.3s/18.13s	68% FYP	US 72%, AU 16%, GB 6%
25.10.21	10:59am	Zodiac Sign Tv show recommendations	N/A	Trending sound	#starsigns #zodiacsigns #netflix #geminis #gossipgirl #geminittwins	212	24	0	5	9.7s/26.77s	75% FYP	AU 43%, US 32%, GB 13%
26.10.21	11:22pm	Zodiac Sign Tv show recommendations	N/A	Trending sound	#starsigns #zodiacsigns #virgo #tvshow #janethevirgin #edits #suggestions	204	24	0	5	9s/27.4s	86% FYP	US 55%, GB 24%, AU 14%
27.10.21	6:46PM	Zodiac Sign Tv show recommendations	N/A	Trending sound	#starsigns #zodiacsigns #quarant #dynasty #netflix #tvshowedit	408	71	1	12	13.7s/27.28s	89% FYP	US 90% AU 6%, GB 2%
28.10.21	12:14pm	Zodiac Sign Tv show recommendations	N/A	Trending sound	#starsigns #tvshows #starsigns #geminis #gossipgirl #geminittwins	372	57	0	2	12.4s/27.51s	74% FYP	AUS 41%, US 37%
29.10.21	12:40am	Zodiac Sign Tv show recommendations	N/A	Trending sound	#netflix #riverdale #barbie #fatbarbie #santagotmeaf atbarbie	169	13	0	2	10.9s/27.63s	89% FYP	US 72%, UK 19%, AUS 6%
29.10.21	10:53am	Netflix	N/A	Trending sound	#netflix #riverdale #barbie #fatbarbie #santagotmeaf atbarbie	1339	327	2	10	11.8s/11.03s	96% FYP	UK 42%, US 41%, IR 7%, AU 3%

Shorter videos will do better

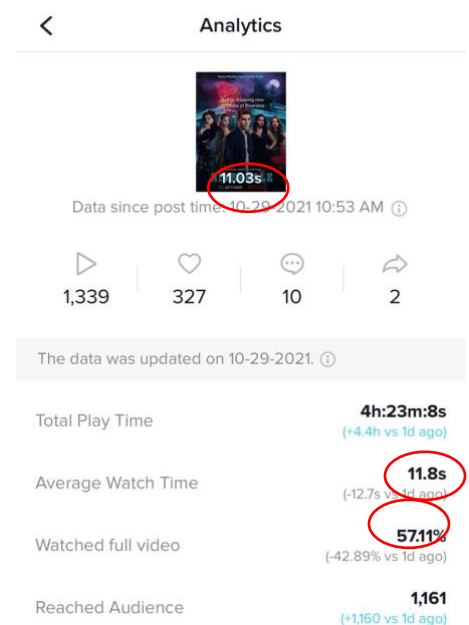
Initially, the length of my videos varied, with my shortest being 8.6 seconds and my longest being 45.3 seconds. It wasn't until I began tracking my data and using a spreadsheet to compare video analytics that I noticed a correlation between video watch through rate and length of the video. My longest video had a watch-through rate of only 43.9% with only a 6:1 view-to-like ratio, while my shortest video had a watch-through rate of 67% with a 4:1 view-to-like ratio. Upon further research, I found out that video completion rate is used by the algorithm to help value videos. Hence shorter videos should theoretically have higher completion rates than longer videos making them more favourable to the algorithm (Fanbytes, 2021). Sharama (2021) recommends that videos be no longer than 15 seconds in length and suggests trying to create seamless loops or having bulk text to make viewers re-watch your video, increasing the watch-through rate. In my latest video, I considered this, and in its first 24 hours, this video has already become my most viewed, liked and shared video with a high number of comments also. It also has a watch-through rate over 100%. Going forward with this account I intend to follow these guidelines.



Longest video watch rates



Shortest video watch rates



Recent/most popular video watch rates

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