

# YOUTUBE CONTENT FORMATS



## VIDEOS

On YouTube, "videos" is a general term used to refer to any content uploaded by creators, including a wide range of formats such as vlogs, tutorials, entertainment, educational content, edutainment, music videos, etc.



## SHORTS

YouTube Shorts are brief, vertical videos that can be up to 60 seconds long and are primarily designed for mobile viewing. These short-form videos often feature music, creativity, and quick, engaging content.



## LIVE

Refers to live streaming, allowing creators to broadcast content in real-time. Viewers can watch live events, Q&A sessions, gaming, or any live-streamed content as it happens. Great for audience interaction.



## PODCASTS

While YouTube primarily focuses on video content, creators can upload video "podcasts" to playlists on a dedicated podcast tab. The podcast is in video format, and can also be shared in audio form on YouTube Music.

**Presentation:** Exploring YouTube's Content Formats: Videos, Shorts, Lives, and Podcasts

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