

Shorts: For Artists, By Artists

Inspiration Ignites Creativity: This resource provides examples of how Artists across the world are utilizing Shorts as a promotional release strategy on YouTube, and answers all of your latest FAQs!











Tom Odell teased eleased music and asked his audience if he should release. The comment section speaks for itself!

Teasing upcoming music as its being created is an excellent way to create a stronger bond between the track and the fan!

sharing an instrumental cover of Ego Death, and the strings are on fire!

covers Lana Del Ray's part in Taylor Swift's latest release. pairing it with the lyrics for higher retention.

Tip: Don't underestimate the power of captioning, viewers are more likely to watch the entire video if there's a clear and relevant caption!

Tip: Be sure to use the official audio track in Shorts Music Picker for your Shorts as it links directly to your Official Artist Channel!

Catalog Strategy



Speeding up or slowing down a snippet through Shorts is an excellent way to give new life to a track, as done by Summer Walker!



The 1975 repurposed their old music videos by creating Shorts lyric videos to promote their catalog, and the fans were all there for it.

Behind The Song



the best way i knew how to process those feelings was

told Chelsea, the kid she babysits, the story of why she released her record "Victoria's Secret"!





Did you know that you can use up to 5 seconds of your favorite YouTube videos (both Shorts & long-form) in your Shorts? When inspiration hits, simply tap the "Create" button underneath any eligible long-form videos, or "Cut this video" button on Shorts to get started!





FAQs for Artists

Should we create a Shorts shelf for our artists?

We recently **launched separate tabs for Shorts, live streams, and longform videos on all channel pages, including Official Artist Channels**. Moving forward, you will no longer see Shorts or live streams in the Videos tab. Read more about this update <u>here</u>.

Can we search a song in Shorts to find all the creations made on this track?

A

Not at the moment but you can find the number of creations made with a song by searching for it in the Shorts Music
Picker. Simply tap the "Add a Sound" button and insert the song name. We are working to make it easier to see all Shorts creations so stay tuned for more updates!

Can we use more than 15 seconds of the song in Shorts Music Picker?

Yes, you can use more than 15 seconds of audio from many audio tracks within the Shorts Music Picker! When choosing your sound in the audio picker, the duration time will tell you how much you can use from a specific track. You will also need to change your video recording duration to 60 seconds in the Shorts camera in order to use more than 15 seconds of audio. This update will gradually roll out starting from Nov 2022.

What type of content should we focus on creating? Is high production video necessary?

In a YouTube research on Shorts performance*, we found that **selfie performance videos are the most common successful strategy we see artists employing to promote their music on Shorts**. High production videos can help Shorts engagement, but generally aren't critical.

*Data source: YouTube Internal Data

Should we do long form and short form videos at the same time?

Yes! Our data show that artist channels that upload both Shorts and long-form videos are seeing better overall watch time and subscriber growth, relative to those only uploading long-form content. We encourage you to experiment with different types of content and incorporate both formats in your YouTube growth strategy.

What are the best practices for artists if their songs are used in users' Shorts?

Engage with them using our engagement tools, such commenting on their Shorts, sharing their Shorts as Community posts on your channel. If the Shorts Remix features (Cut & Green screen) are available, get creative by creating reaction videos with their Shorts, or incorporating fans' Shorts in your next video content. Learn more about the Remix features <u>here</u>!

How soon should artists post Shorts after premiering a video?

We encourage you to incorporate both long and short form video formats in your release strategy. Uploading more content, including Shorts, increases your chances of being seen and increases engagement. Check out the Shorts playbook on <u>https://artists.youtube/</u> to learn more about the best practices in each stage of the release cycle.

Do Shorts hurt a channel's Average View Duration (AVD)?

No, there won't be any negative impact.
AVD at a channel level is not used for recommendations of individual videos.
Given that Shorts are shorter, they lead to a lower channel level AVD, but it's just an indicator of the mixed formats on your channel and doesn't necessary result in less viewership

Data source: YouTube Internal Data

Why do some of my shorts have large variances in views ?

Our recommendation system is designed to match viewers with Shorts they will love and find entertaining or useful. Shorts are ranked based on performance and relevancy to each viewer, and it's normal for Shorts to have varying view counts video to video even if they are from the same channel.

Is there a way to see within YouTube studio how many fans go from the Shorts form to the long-form video ?

Not at the moment but that's something we're actively considering. Stay tuned for more updates from us!

Want more resources for Artists?

Subscribe to this <u>community forum</u> for the latest Shorts feature updates & check out the <u>YouTube for Artists website</u> for latest best practices playbooks, success stories from artists.