

# A N N U A L 2020

## IMCMANUU YOUTUBE CHANNEL ANALYTICS REPORT

A Detailed Case Study of the IMCMANUU YouTube Channel

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## Acknowledgements

The concept of teaching and learning has entered into a new domain. With the advent of educational technology, information communication technology, distance and regular mode of education scenario has changed completely.

To provide access to higher education content in Urdu IMC, MANUU launched its own YouTube channel so that the supplementary materials in the forms of video lessons could be provided to the distance as well as the regular mode of learners. .

Within three years of its launch, the channel has gained over 34,360 subscribers from all across the globe. It is important to know the students and general audience response to the educational video lessons and other enrichment programmes available to the viewers free of cost. As part of yearly analysis of the channel, analytics has been done for year 2020 to assess and evaluate the viewers viewing habits as well as the channel's performance. The idea behind the overview was to access the channel metrics and various aspects of our video lessons webcast on the channel.

On behalf of IMC, it's my privilege to thank Prof. S. M Rahmatullah Hon'ble Vice-Chancellor I/c for his kind support and guidance to the centre and continuously encouraging the Centre's efforts in dissemination knowledge through audio visual content.

My sincere thanks to Prof. Siddique Mohd. Mahmood, Incharge Registrar MANUU, for continuous administrative support for smooth functioning of the channel.

My thanks are also due to Mr. Rizwan Ahmad, Director Instructional Media Centre (IMC), for his precise Channel programming strategies and regularly observing the channel's performance. I also thank him for his valuable suggestions during the study.

I am pleased to thank the entire team of Centre for Information Technology (CIT), MANUU for maintaining the visibility of the channel on MANUU website's Home page.

I appreciate the efforts of the Deans Students welfare (DSW) of the university for regular utilization of live streaming facilities at the Centers for the students induction programme ( Deeksharambh ) and helping the centre in its outreach.

I express my gratitude to the IMC's Social Media team for promoting the MANUU's Youtube channel on different platforms led by Mr. Md. Shakeel Ahmad, Engineer Gr-I and supported by very energetic team members Mr. Aamir Badr, Producer-I, handling Facebook, Mr. Omar Azmi, producer-I, handling Twitter accounts and Mr. Shaik Rahimuddin, Cameraperson, handling Instagram.

My special thanks to Mr. Obaidullah Raihan, cameraperson, and Mr. Mohammad Ghayasuddin for maintaining the programming model of the channel. I also thank Mr. Ghulam Ahmad, graphic artist for designing the report and the entire IMC team for their immense contributions for the youtube channel.

I also value the efforts and interests shown by the Department of Islamic studies, Education & Training, Political science, History and other departments of the university for including channel's videos to their playlists.

Last but not least, I want to thank all viewers and subscribers who took an interest in watching IMC, MANUU YouTube Channel videos content and sharing these on different platforms. Without their acute interest for gaining knowledge the channel's noble purpose would have not been achieved.

# **IMC, MANUU YouTube channel's Analytics**

## **Introduction**

To provide the wider access of Higher Education, Instructional Media Centre created IMC MANUU Youtube channel which has a repository of curriculum based audio-visual programmes of various streams like Science, Social Science, Life Science, Education and Training, Arts and Languages etc. and these are available to masses free of cost all across the globe. These audio-visual programmes can be accessed by the students and teachers as per their convenience at home, during travel or in live classes. Every programme has scope for discussion with teachers and other such groups even beyond national boundaries.

Besides providing curriculum based programmes, IMC MANUU YouTube Channel also caters to the general audience with a wide array of Enrichment programmes, documentaries of general interest and on Urdu Language and Culture as well, specially the most viewed programmes the Knowledge Series which consist the famous personalities from the different walks of life. Students can also access important University Events, Seminars, Workshops, Symposiums etc at Youtube Channel. IMCs core functions on successfully running a YouTube channel where numerous curriculum based programmes, documentaries, knowledge capsules and other important programmes are uploaded on a daily basis with free access to anyone and everyone who subscribes to it.

Furthermore, Important events of the university are streamed live through this YouTube channel. Aim is to serve and build a Knowledge Society. Needless to mention that during the lockdown, the majority of the university's activities, functions like independence day, Republic day celebrations, seminar, workshop, conferences and training sessions were live streamed form the IMC studio which were watched by teachers and students across the country.

To sustain the channel viewership, a weekly programming has been worked out targeting students and general audience as well. Every Tuesday and Saturday, the Curriculum Based video lessons are uploaded, while on every Monday, Wednesday and Friday seminars, symposium, workshops and other special programmes are uploaded. On every last Sunday of the month, the most appreciated programme, The MANUU Knowledge Series is uploaded on IMC Youtube channel.

## **Need and Rationale of Channel's Analytic**

Since the centre does not have any other broadcast medium for its productions, the IMCMANUU's youtube channel plays a pivotal role in dissemination of the knowledge to its ODL Platform as well as regular students present in every nook and corner of the country. It was the need of the hour to check the efficacy of audio-video lessons at IMC YouTube channel, if the programme uploads and webcasts are being Utilised optimally more importantly, the target audiences responses are important to plan future strategies.

In order to assess the centre's efforts, an annual report of the youtube channel was planned to check overall channel performance, identify viewing trends, and get an overview of what works best with the channel metrics and various aspects of our video lessons webcast on YouTube channel.

This study is based on the online analytical data available at the YouTube channel's interface, which presents different aspects of uploaded videos and live streaming of programmes. Consisting of the metrics - subscribers, likes , realtime views, top videos, channel views, channel watch time, average views per viewer, when channel's viewers are on YouTube date and time audience demographics, video subscribers, traffic sources, top playlists, Likes and dislikes of channel's videos and of course the comments of the viewers which matters a lot. The analysis has been done for the period of last one year i e. 1<sup>st</sup> January 2020 to 31<sup>st</sup> December-2020.

## Analytics

### (Time Period 1st January-2020 to 31st December -2020)

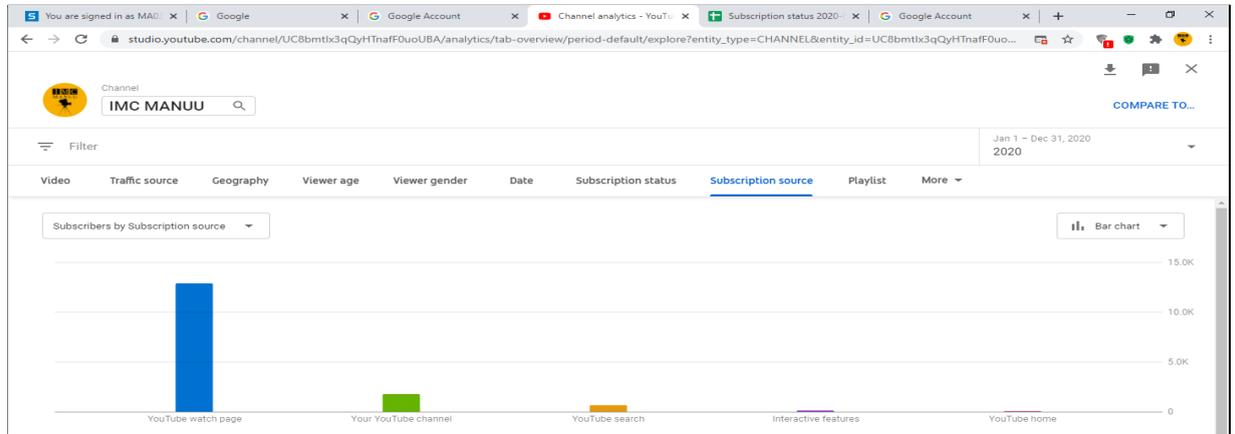
Subscribers Status: Subscribers are viewers who tend to interact more with IMC's content and watch these videos on a regular basis. The analytics of YouTube explain how the IMCMANUU Youtube channel has gained and lost subscribers across different continents, locations, and dates. On the mentioned date there were 14356 subscribers, while the channel gained the total 16873 subscribers. There was a loss of 2,517 subscriptions during this particular period of time. It is very interesting to know that 73.9 % watch time of channel's content was from the nonsubscribers (Activity from viewers who are logged in but not the subscriber to the channel of the video they are viewing While 26.1% watch time was from our subscriber. Activity from viewers who are logged in and subscribed to the channel of the video they are viewing). If we analyse the average duration of both the categories we will find that the average duration of view of subscribers is 5:15 minutes and the non subscribers average duration is 4: 24, while the overall average view duration is 4:35.

#### 01. Table showing the details of Subscription status with watch hours and average duration

Subscription status	Views	Subscription gained	Sub. lost	Watch time (hours)	Average view duration
Total	723888			55483.167	0:04:35
Not subscribed	559029	-	-	41017.7712	0:04:24
Subscribed	164859	16,873	2,517	14465.3958	0:05:15

**Subscription Sources:** The subscription source means where viewers subscribed to our channel by clicking the Source tab, which may be YouTube watch page or other sources. The most of the subscribers (12,842) 89.5% has clicked the subscription button on video of YouTube watch. The second source is IMC MANUU YouTube channel's page where 1,720 (12%) viewers have subscribed. While 645 ( 4.5%) viewers also subscribed to our channel during their YouTube content search, which is encouraging in terms of Urdu language content search. The channel also gained 67 Subscriptions from interactive features on videos, such as end screens, branding watermarks or annotations. 14 viewers have subscribed directly from the YouTube homepage, while 106 subscriptions have been made from the subscriptions feed. 223 viewers subscribed from the subscription list which have been shown on the YouTube homepage. 479 viewers have subscribed from other unspecified sources which were not mentioned above sources.

**01. Bar Chart along with the table indicates the subscriptions details from different sources**



**02. Table showing the details of source of Subscriptions**

Subscription source	Subscribers	Sub. gained	Subscribers los
Total	14356	16873	2517
YouTube watch page	12842	13741	889
Your YouTube channel	1720	2182	462
YouTube search	645	667	22
Interactive features	67	70	3
Other YouTube home	14	19	5
Subscriptions feed	102	3	109
Closed accounts	124	7	131
Subscriptions channel list	223	9	232
other	479	175	654

**Real time Views and Watch time :** The amount of time that a viewer has watched a video in terms of minutes is called watch time. The total estimated minutes of viewing time of the content from the audience is 55483.167 while the total views are 723,888 during this period of time including the repeated views from same viewers, while the average view time is 4.35. In the advanced analytics pattern they have also added one more thing that how many times our video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps. So in this point total 13,238,533 thumbnails were shown, while 3.3 % Views per impressions showed. This measures how often viewers watched a video after seeing an impression. It will be interesting to analyse whether our Impressions click-through rate is high or low? which are the programmes being shown more thumbnails and after that these watched more often.

Table at 03 presents the details of top fifty video's real time views and watch times in terms of minutes. Interestingly this time the most viewed programme is a documentary on Hakim Ajmal Khan titled as "Masih-UI-Mulk Hakim Ajmal Khan". The programme was viewed for 4,324 minutes with 64,631 views, while the average viewing duration of the said programme is 4:00 minutes.

The second most viewed programme is again a documentary on renowned and famous musician Noushad Ali titled as "Sartaaj-e-Mousiqui" This programme was viewed 2,993.0 minutes with 20,275 views, while the average views were 8.51 minutes.

The table number 03 indicates that the third most viewed program is from a curriculum based video lesson "Nazism Adolf Hitler, Life & Achievements" which was produced for the M. A previous student written and presented by Dr. Masood Jafri from the department of history, Osmania University, Hyderabad. This was watched for 1,970.6 minutes with 17,612 views and average watch duration was 6:42 minutes.

The fourth programme is from Urdu language and literature titled "Adab Kiya hai" an interview based video lesson which was produced for the B. A, B.Sc and B.Com 1<sup>st</sup> year students. The interviewee was Prof. Yousuf Sarmast, former Head of the department of Urdu, Osmania University, Hyderabad and Interviewer was Dr. Firoz Alam, assistant professor, Directorate of Distance education (DDE), MANUU. This program was viewed 1,000.7 minutes with 16958 views, while the average view duration was 3:32 minutes.

The fifth programme was again a curriculum based programme but it is from Social Science from the subject of Political Science titled as "Importance of Political Science " produced for the students of B.A 1st year. The programme was viewed 393.3 minutes with 12,197 real time views and the average viewing

duration was 2:00 minutes. The resource person was Dr. Shabana Farheen, Assistant professor, department of Political Science, Maulana Azad National Urdu University (MANUU), Hyderabad.

Sixth program which was most viewed by the viewers is a documentary on "Gulbarga city", which was produced to explore the myriad historical perspectives, focussing origin and development of Urdu language and literature during the Bahmani Dynasty. The programme was viewed 485.4 minutes with 11,786 views, while the duration of view was 3:00 minutes.

The seventh programme again from the curriculum based titled "Urdu Novel Negari ka Aghaz-o-Irteqa" written and presented by Dr. Firoz Alam viewed 580.1 minutes with 11,639 views, while the average view duration was 2.59 minutes.

The Eight programme is from the Education and Training Department titled as "Basic Elements of Curriculum Development" produced for the B. Ed 1<sup>st</sup> year students. The programme is produced in an interview format, the interviewee was Professor Ejaz Maseeh, Department of Education and Training, Jamia Millia Islamia, New Delhi, while the interviewer was Dr. Reyaz Ahmad from the department of Education and Training, MANUU. The video lesson has been viewed 546.1 minutes with 9,802 views. Interestingly 82,586 times thumbnails were shown to viewers on the YouTube page while views per impressions was. 7.1%. After seeing the thumbnails impressions which is second highest among top ten programmes.

The ninth video lesson programme which was most watched by our viewers during this period of time in IMC MANUU YouTube platform is "Sabras Urdu ki Pahlī Dastan" written and presented by Prof. Naseemuddin farees, Department of Urdu, MANUU that was produced for the students of M.A Urdu final year. The programme was viewed 484.0 minutes with 9,665 views. The thumbnails have also been shown 106,210 times on YouTube for this video, while 3.8% have clicked this video after seeing this indication.

IMC also produces special - lectures for the general audience among them is a lecture titled as "Rise and Fall of Muslims in The Field of Science" which also comes on 10<sup>th</sup> position in terms of its views on YouTube channel. The lecture delivered by Prof. Pervez Hoodbhoy a renowned Scientist from Pakistan, - This lecture was well appreciated in the MANUU campus as well as by our YouTube viewers across the globe as it has been viewed 1,830.4 minutes with 8,811 real time views. The programme also gained 150,693 thumbnails on YouTube and after seeing this thumbnail 3.6 % of them have clicked through this special lecture.

As far as the "likes" and "dislikes" of the channel's videos is concerned, it is very encouraging and satisfactory in terms of educational contents, where the option of disagreement is always available on the youtube page. The overall average likes of all programmes is 97.2% while only 2.8% views have pressed the dislikes button.

**03. Table shows the fifty most viewed programmes with real time views and watch time**

S.No	Video title	Views	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate (%)
	Total	723888	55483.167	0:04:35	13238533	3.32
01	IMC, MANUU_Masih-UI-Mulk Hakim Ajmal Khan_A Documentary on Hakim Ajmal Khan	64631	4324.0114	0:04:00	1213153	3.64
02	Naushad Ali   Sartaj-e-Mousiqui   A Documentary on Naushad Ali	20275	2993.0137	0:08:51	229384	6.04
03	IMC, MANUU_Nazism Adolf Hitler,Life & Achivements_M.A _1st Year	17612	1970.5969	0:06:42	246762	5.25
04	IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	16958	1000.7292	0:03:32	208005	5.73
05	IMC, MANUU_Importance of Political Science _B.A_Political Science_1st Year	12197	393.2745	0:01:56	108809	7.17
06	A Documentary on Gulbarga City   IMC, MANUU	11786	485.3898	0:02:28	148757	6.26
07	MANUU_Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	11639	580.1492	0:02:59	145688	4.58
08	IMC, MANUU_Basic Elements of Curriculum Development_B.Ed_1st Year	9802	546.1426	0:03:20	82586	7.08
09	MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	9665	483.9964	0:03:00	106210	3.78
10	Guest Lecture   Rise and Fall of Muslims in The Field of Science   Prof. Pervez Hoodbhoy_Part-1	8811	1830.3867	0:12:27	150693	3.63
11	MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	8613	662.0258	0:04:36	117187	4.68
12	MANUU_Pre Islamic Arabia_B.A_Islamic Studies_1st Year	8569	645.4703	0:04:31	79105	8.21
13	MANUU_Urdu Afsane Ka Fun aur Aaghaz-o-Irtiqua_B.A.Urdu_1st Year	8152	577.7053	0:04:15	115816	4.13
14	Naqsh-e-Azad    A Documentary on Maulana Abul Kalam Azad	8018	906.9256	0:06:47	168188	3.07

15	IMC, MANUU_A Documentary on Srinagar City	7656	385.3547	0:03:01	75791	8.47
16	MANUU_Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	7565	405.113	0:03:12	83663	4.79
17	MANUU Documentary   IMC, MANUU	7125	505.9668	0:04:15	100964	4.69
18	IMC, MANUU_Knowledge Series_Wisdom Teeth	6950	238.7132	0:02:03	128403	4.49
19	IMC, MANUU_Political Philosophy of PLATO_Part-02_B.A_2nd Year	6438	429.1594	0:03:59	63175	6.94
20	IMC, MANUU_Introduction to Political Science_B. A_1st Year	6328	327.5123	0:03:06	54509	8.13
21	Islamic Studies aur Faham-e-Quran   Part-1   M. A. 1st Year   Islamic Studies   IMC, MANUU	6265	295.0746	0:02:49	105636	4.67
22	IMC, MANUU_Introduction to Journalism_DJMC	6057	243.7002	0:02:24	44041	10.56
23	MANUU_Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A._Urdu_1st Year	5861	306.7753	0:03:08	63236	4.91
24	MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	5828	488.4158	0:05:01	81622	4.52
25	MANUU_Muzakirah: Tasavuraati, Jamaliyati aur Rumani Tanqeed_M.A_Urdu_2nd Year	5809	451.7986	0:04:39	67975	5.23
26	IMC, MANUU_Zaban Aur Boli Ke Imtiazat_B.A_Urdu_1st Year	4818	261.3986	0:03:15	39805	6.25
27	IMC, MANUU_Dastaan-e-Bidar_ A Documentary on Bidar City	4698	391.5141	0:05:00	63039	5.61
28	IMC, MANUU_Waadi-e- Sindh ki Tehzeeb_B.A_History_2nd Year	4652	320.8259	0:04:08	51971	6.17
29	Deeksharambh   Student Induction Programme 2020   Inaugural Session   Day-1   MANUU	4623	675.8694	0:08:46	60414	3.23
30	Maulana Azad Memorial Lecture on National Education Day    Azad Day 2020    MANUU	4332	460.5655	0:06:22	82587	2.6
31	Hepatitis-B   Knowledge Series   IMC, MANUU	3896	219.7193	0:03:23	54239	5.64
32	IMC, MANUU_Maholiyati Aaloodgi(Environmental Pollution)_B.Sc 3rd Year.	3851	102.9024	0:01:36	35726	7.81
33	MANUU_Eehaam Goi - A Literary Movement_M.A. Urdu_1st Year	3824	311.9116	0:04:53	38731	5.58

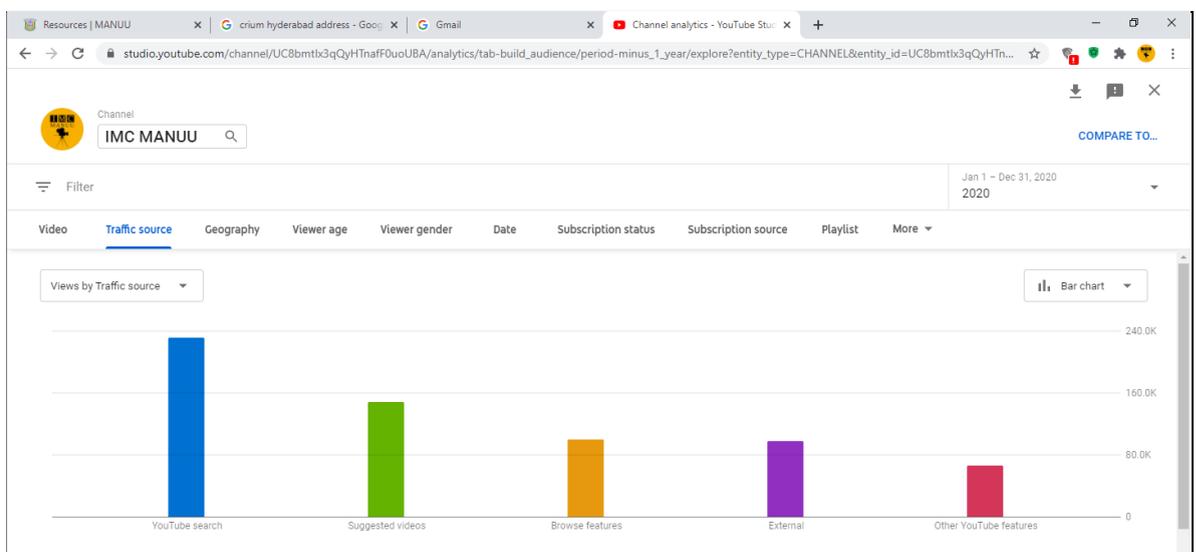
34	Action Research for Urdu Medium Teachers and Scholars   Inaugural Session   Workshop   CPDUMT MANUU	3792	548.5891	0:08:40	55668	2.5
35	Learning Principles   B. Ed   1st Year   IMC MANUU	3715	203.3574	0:03:17	47112	4.95
37	IMC, MANUU_Urdu Sahafat: Akhbaraat, Aaghaz-o-Irteqa (Panel Discussion)_M.A. JMC	3677	200.9055	0:03:16	32897	7.47
38	Two Day Webinar on National Education Policy-2020 organised by CPDUMT, MANUU.    Day-1	3673	475.2411	0:07:45	56719	2.99
39	IMC, MANUU_Taleemi Nafsiyat_Aur_Muallim_B.Ed_1st Year	3552	224.6723	0:03:47	34865	6.56
40	National Webinar on NEP2020 - Roadmap for MANUU   IMC, MANUU	3458	453.2816	0:07:51	51066	2.73
41	IMC, MANUU_Saadat Hasan Manto ki Afsana Nigari_M.A_Urdu_2nd Year	3425	222.9896	0:03:54	57995	4.48
42	MANUU_Bahmani Daur mein Urdu Adab_M.A_Urdu_1st Year	3229	281.1683	0:05:13	41299	4.68
43	Shamsur Rahman Faruqi   A Documentar   IMC, MANUU	3205	330.2716	0:06:10	41126	5.55
44	Deeksharambh   Student Induction Programme 2020   Second Phase   Inaugural Session   Day-1   MANUU	3197	641.9187	0:12:02	37115	3.29
45	IMC, MANUU_Curriculum Development_B.Ed_1st Year	3161	113.4186	0:02:09	25412	8.07
46	Importance of Physical Fitness and Yoga during the Pandemic Situation   National Webinar   IMC MANUU	3158	634.1049	0:12:02	29881	2.57
47	MANUU_Haali ki Tanqeed_M.A_Urdu_1st Year	3112	206.5836	0:03:58	38079	5.28
48	Action Research for Urdu Medium Teachers and Scholars   Day - 2   online Workshop   CPDUMT MANUU	3093	367.1311	0:07:07	101032	1.71
49	IMC, MANUU_Aabi Aaloodgi(Water Pollution)_B.A,B.Sc & B.Com	3091	97.8336	0:01:53	30924	6.59
50	IMC, MANUU_Aabi Aaloodgi(Water Pollution)_B.A,B.Sc & B.Com	3091	97.8336	0:01:53	30924	6.59

**Traffic Source:** Traffic source means, the various means through which the viewers found our videos. The various Traffic Sources for views report shows the sites and YouTube features that viewers use to find IMC's video content. The table 04 and bar chart 02 indicates that 31.9% views consist of 231037 views of total 723888 views, with 24.5% watch times (13,590 watch times). The IMC's youtube channel content is being watched through search terms used by viewers on YouTube main page to find the desired content.

The 20.4% Views (14,7641) with 25.6% of watch time (14,183), the channel's video were watched from suggested videos which appeared alongside of similar videos or after other videos watched. The channel's video watched 13.8% (99,878 views) with 15.2% watch time (8,415.0 watch time) from the homepage/home screen, the subscription feed, and other browsing features . Traffic from websites and apps that embed IMC's videos or link to those videos on YouTube were 13.5% (97,721 views) with 15.5% watch time (8,603.0 watch).

Traffic from within YouTube that doesn't fall into any other category, such as views from Partner promotions, or the dashboard is 9.1% (66,064 views) with 9.6% (5321 watch time).IMC's own YouTube channel's page had 2.6% views (18,910 views) with 2.1% watch time (65.6 watch time) from the total 72388 views. There were 2.5 % views (18207 views) with 1.9 % watch time (1025.58 watch) from automatic notifications and emails sent to channel's subscribers from IMC's programming staff. There are other traffic sources also mentioned in the chart and table for other details. While 1.4% views (10208) with 1.2% (637 watch time) are from any other play-list that included IMC's video (this may be our own playlist or another user's playlist as well)

**02. Bar chart presents the details of Traffic source used to watch the channel's videos**



**04 . Table presents the details of Traffic source used to watch the channel's videos**

Traffic source	Views	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate (%)
Total	723888	55483.167	0:04:35	13238533	3.32
YouTube search	231037	13590.2511	0:03:31	6186378	3.38
Suggested videos	147641	14183.4333	0:05:45	2177847	5.22
Browse features	99878	8414.9879	0:05:03	2543136	3.09
External	97721	8602.9503	0:05:16		
Other YouTube features	66064	5321.0685	0:04:49		
Playlist page	19397	1286.7276	0:03:58	835175	2.16
Channel pages	18910	1178.443	0:03:44	1195839	1.11
Notifications	18207	1025.58	0:03:22		
Direct or unknown	14685	1230.8059	0:05:01		
Playlists	10208	637.922	0:03:44	300158	2.37
End screens	83	8.1965	0:05:55		
Video cards and annotations	57	2.8008	0:02:56		

**Geography and watch location of the viewers :** IMC MANUU YouTube Channel has global footprints . The YouTube data indicates that MANUU IMC's video lessons are not only viewed in India but these educational programmes are being watched across the world. As the table 05 reflects that 58 % views are from India and 33 % views are from our neighbouring country Pakistan, while the 0.9 % views are from Saudi Arabia.

IMC's videos were also being watched 0.7 % with 4,691 views in the United States of America and in the United Arab Emirates there were 3,886 views which is 0.5% total 723888 views. The channel's videos content were also watched in the United kingdom as well with 0.5% comprising 2,764 views.

The youtube channel data also shows that apart from these countries, the channel's video programmes are also being viewed from other 17 different countries which include Bangladesh, Canada, Philippines and Germany.

**05. Table showing the geographical and location status of the viewers.**

Geography	Views	Watch time (hours)	Average percentage of watch	Average view dur.
Total views	723,888	55,483.2		4:35
India	419,776	34,119.4	61.5%	0:04:52
Pakistan	238,583	15,334.2	27.6%	0:03:51
Saudi Arabia	6,411	559.1	1.0%	0:05:13
United States	4,691	702.1	1.3%	0:08:58
United Arab Emirates	3,886	320.6	0.6%	0:04:56
United Kingdom	2,764	333.8	0.6%	0:07:14
Bangladesh	492	19.3	0.0%	0:02:21
Canada	403	59.0	0.1%	0:02:21
Philippines	100	29.2	0.1%	0:17:29
Germany	79	11.0	0.0%	0:08:20
Oman	64	5.8	0.0%	0:05:25
Kuwait	60	3.8	0.0%	0:03:47
Italy	57	5.2	0.0%	0:05:30
Indonesia	27	0.4	0.0%	0:00:57
Qatar	26	2.3	0.0%	0:05:17
Bahrain	15	0.2	0.0%	0:00:36
South Korea	14	1.6	0.0%	0:06:54
Singapore	13	0.9	0.0%	0:04:05
Sweden	11	1.6	0.0%	0:08:56
Nepal	10	0.0	0.0%	0:00:13

**Viewers' Demography:** The channel is being watched by all age groups. The demographic details of the viewers of the channel belongs from 13 to 65 years of age. The table 06 indicates that views from 13 to 17 years is 2.5% while the watch duration of this group is 3: 27 minutes and the average percentage of a video channel's audience watches per view 8.2%.

The highest views were from the age group of 18 to 24 years which was 36.6% with a 3:57 minutes view duration, while the average percentage of a video channel's audience watches per view 9.6%. The second highest views were from the age group of between 25 to 34 years which has 34.9 % views with 4:20 minute view duration, while the watch duration of a video of a particular group is 10.9%.

which is quite satisfactory in terms of duration of watching a video. The table reflects that views from age groups between 35 to 44 were 14.9% with an average duration views of 4:53 minutes, while the average duration of watching a video of a particular group audience is 11.9%. The views of 45 to 54 years old viewers is 6.6% with the views duration of 5:50 minutes and the watching duration of any video is 8.6%.

The table shows that the views of 55 to 64 years old audience is 2.7 % with the 6:51 minutes average duration of views and the average watch duration of any video of a particular group is 18 % which is second highest watch duration among the all age groups. The table also reveals that people of over65 years age are also watching IMC's video as 1.9 views are from this group with the 8:02 minutes average duration of views while the average duration of watch of any video is 25.2% which is highest among all groups.

**06. Table Showing the details of Female and male viewership trends.**

Viewer age	Views	Average view duration	Average percentage viewed of a video	Watch time (hours)
13-17 Years	2.5%	3:27	8.2%	1.9%
18-24 years	36.6%	3:57	9.6%	32.2%
25-34 years	34.9%	4:20	10.9%	33.7%
35-44 years	14.9%	4:53	11.9%	16.1%
45-54 years	6.6%	5:50	10.1%	8.6%
55-64 years	2.7%	6:51	18.8%	4.1%
65+	1.9%	8:02	25.6%	2.3.0%

**Gender's real time views detail:** As the channel is being watched by all age groups. It was interesting to analyze the percentage of male and female watching IMC's video content on YouTube channels. The table 07 shows that there are 723,888 views and amongst them 24.2% views are from female audiences with estimated average minutes watched per view for the select content, date range, region and other filters 4:2 minutes, while the average percentage of a video per view 10:1 % and the total watch time is 23.4%. The table indicates that male views are 75.8% with 4:36 minutes average per views, while the average percentage of a video by our male audience watch per view is 11.36%. and estimated total hours of male viewing time of the channel's content from our audience 76.6%. The data shows that male viewership is dominating with three fourths.

## 07 . Table indicating the details of gender wise real time views and watch time

View gender	Views	Average view duration	Average percentage Viewed	Watch time (hours)
Female	24.2%	4:24	10.1%	23.4%
Male	24.8%	4:36	11.4%	76.6%

**Monthly Views Trends:** The YouTube studio has created one more research dimension in their analytic that is Date and time. According to the automated data generated by the site, it is very easy to find out in which months, dates and times our channel had maximum viewership.. Since we are analyzing the year 2020 data the table 08 presents the one year view details, including watch hours and average duration of a particular month, starting from January 2020 to December, 2020.

The table 08 shows that in the month of January there were 52,293 views with 3,463.3 hours of watching time and the average duration of views of this month was 3:58 minutes. In the month of February the total views were 48,736 with 3,150.1 hours of watching time and the average view duration of this month was 3:52. In the month of March the total views were 47,411 with 3,222.4 hours of watching and average duration views the same month was 4:04 minutes. In the month of April there were 57,620 views with 3,999.3 hours of watching in this month, while average view duration was 4:09 minutes. In May the total views were 36,164 with 2,364.7 hours of watching and average view duration was 3:55 minutes. The table indicates that there were 36,645 views in the month of June and 2,248.0 hours of watching time while the average view duration was 3:40 minutes. Likewise in the month of July there were 42,604 views with 2,666.2 hours of watching time and average view duration was 3:45 minutes. In the month of August total views were 43,601 with 2,806.3 hours of watching and the average duration of views was 3:51 minutes.

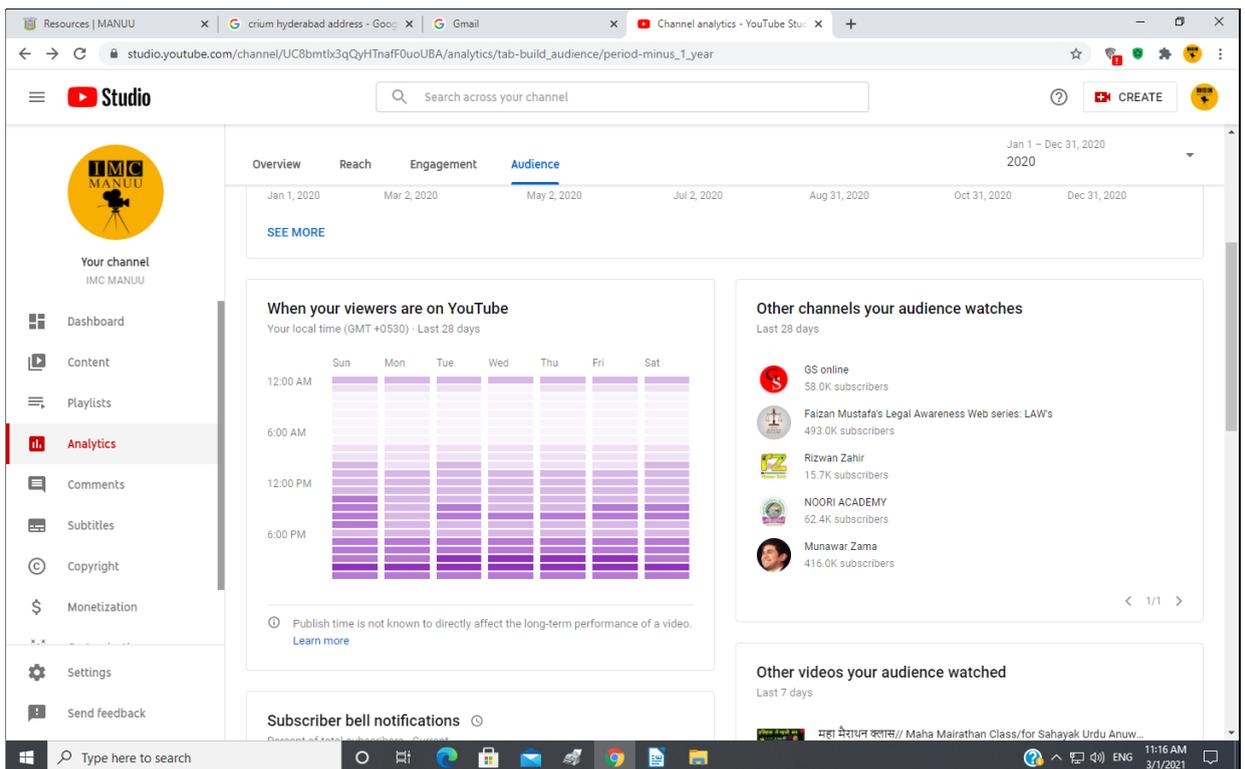
In the month of September, the viewership started increasing as there were 62,258 views with 4,675.0 hours of watching time while the average duration views was 4:30 minutes. In the month of October views increased drastically to 93,441 - with 7,706.3 hours of watch time and average duration of minute per views was 4:56. The trend of subscription as well as views also continued to increase in IMC's YouTube channel in the month of November as there were 96,165 views with 8,777.0 hours watching time while the average duration of per view was 5:28. The viewership trend continued to increase in the month of December as well and it reached 106,950 views, highest among all the months. The watching time also increased and it reached 10,404.6 hours, while the average duration per view was 5:50 minute which is also the highest amongst all months. The reason for sharp increase of channel's viewership and subscription was live "Deeksharambh" a students induction programme, conducted by Dean of student's Welfare (DSW) of

the university, when newly enrolled students subscribed the channel and participated in the programme.

**08. Table showing the monthly viewership trends, watch time and average view duration**

Months	Views	Watch time (hours)	Average view duration
Total	723,888	55,483.2	4:35
January	52,293 7.2%	3,463.3 6.2%	3:58
February	48,736 6.7%	3,150.1 5.7%	3:52
March	47,411 6.6%	3,222.4 5.8%	4:04
April	57,620 8.0%	3,999.3 7.2%	4:09
May	36,164 5.0%	2,364.7 4.3%	3:55
June	36,645 5.1%	2,248.0 4.1%	3:40
July	42,604 5.9%	2,666.2 4.8%	3:45
August	43,601 6.0%	2,806.3 5.1%	3:51
September	62,258 8.6%	4,675.0 8.4%	4:30
October	93,441 12.9%	7,706.3 13.9%	4:56
November	96,165 13.3%	8,777.0 15.8%	5:28
December	106,950 14.8%	10,404.6 18.8%	5:50

**03. Bar chart showing the viewership trends of Day and Time (24/7)**

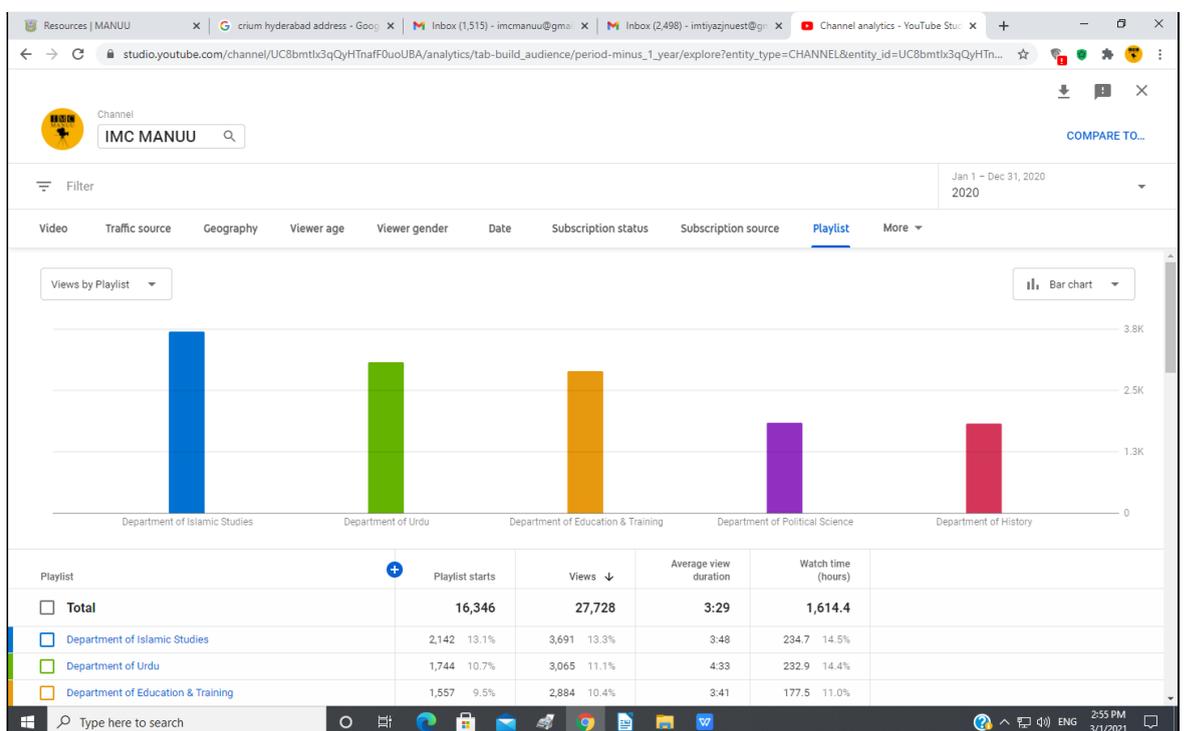


The YouTube analytic also presents the statistics of timing of the views of a particular time during the 24 hours -. Above chart ,reflects the timing in pink color, indicates that from 6:00 PM to 11 PM the channel's content is being watched more frequently as compared to other timing in 24 hours. Of course on Sunday being holiday there are some more views during the 2: 00 PM to 5: 00 PM as well, while the other trends remain the same in all days.

**IMC Videos in Viewers Playlist:** It's very interesting to know how many times channel's videos were included in viewers playlist, which further proves the acceptability of the videos produced by the centre. The best-performing playlists that include the channel's videos in their playlists, this could be our own playlist or someone else's. Total 16,346 times channel's videos were included in viewers' playlists, including favorites, for the selected date range, region and other filters, while total views were 24,728 for the selected date range, region and other filters with 16,14.4 watch time from playlists videos.

The bar chart 04 and table 09 showcases the top five sources (departments) of playlists, On top performing playlists is the department of Islamic Studies of the university which included the channel's content 2,142 times (13.1%)in their playlist with 3,691 views . The second best-performing playlists department that includes the channel's videos is department of Urdu which is having 1,744 (10.7%) playlists with 3,065 views. The third best-performing playlists department that includes the channel's videos is the Department of Education and Training that is having the 1557 ( 9.5%) playlist starts with 2,884 views. The fourth best-performing playlists Department is Political Science which consists of 1038 ( 6.4%) playlists with 1,838 views. The fifth best-performing playlists department is History which has the 1025 (6.3%) playlist starts with 1,815 views.

#### 04. Bar chart presenting the playlist details



### 09. Table presenting the playlist details with views and watch times

Name of the playlist (Departments)	Playlist starts	Views	Average View duration	Watch Time (hours)
Total	16346	27728	0:03:29	1614.4341
Department of Islamic Studies	2142	3691	0:03:48	234.7306
Department of Urdu	1744	3065	0:04:33	232.9004
Department of Education & Training	1557	2884	0:03:41	177.5083
Department of Political Science	1038	1838	0:02:47	85.5668
Department of History	1025	1815	0:04:31	136.9886

**Device being used during the watch of IMC's Videos :** IMC MANUU Youtube channel is being watched on a variety of electronic devices. As table 10 indicates during the year 2020 there were 644,702 views 89.1% with 47,127.1 (84.9%) watch time from the smartphones, feature phones, and handheld gaming devices, which is quite obvious nowadays. The devices like Laptop and Desktop Computers are second highest devices with 56,402 views ( 7.8%) while watching the channel's contents. The 12,774 views (1.8%) of them have viewed on a Tablet, with 1,220.9 (2.2%) watch time, while 7,210 (1.0%) viewed on Television which include smart TVs and Set top boxes for TVs. The average view duration on TV sets is double with 10:42 minutes while the total average duration is 0:04:35 minutes only. There are 94 views also from the device called "Game console" which include the Video game devices that connect to a TV.

### 10. Table showing the details of Device being used during the watch of IMC's Videos

Device Type	Views	Watch Time(hours)	Average View Duration
Mobile phone	644702 89.1%	47127.1346	0:04:23
Computer	56402 7.8%	5476.1802	0:05:49
Tablet	12774 1.8%	1220.9241	0:05:44
TV	7210 1.0%	1286.481	0:10:42
Game console	94	10.3266	0:06:35

**Playback Location:** The playback location means that the videos were watched on YouTube from the video's specific page. The Playback locations report shows the pages or sites that the channel's videos were viewed on. The bar chart number as well as table number 11 shows that there were a total 723888 views among them 713,258 views, (98.5 %) with 55,239.4 (99.6%) hours of watch time were watched on YouTube watch page. It's the precise URL which was shared or shown on the YouTube page. While 6,885 (1.0%) of the channel's videos were being watched on other Browsing features. The other 2,104 (0.3%) views were watched on embedded in external websites and apps that are Websites and apps that embed IMC's videos. There were 1,641 (0.2%) views that were directly watched on IMC, MANUU youtube channel's page. Further 0.4% views are from enclosed in external websites and apps as well which were not identified.

#### 11. Table presenting the channel's playback location page

Playback Location	Views	Watch time(hours)	Average view duration
Total	723888	55483.167	0:04:35
YouTube watch page	713258	55239.3854	0:04:38
Browse features	6885	65.5118	0:00:34
Embedded in external websites and apps	2104	150.4886	0:04:17
YouTube channel page	1641	27.7811	0:01:00

**Sharing services :** Means which softwares or services are being used while sharing a channel's videos on a youtube page. The table 12 as well as the bar chart indicating the details of sharing services and the number of times a video has been shared using the Share button on YouTube.

The table number 12 indicates that total 1713 times our video was shared on youtube page between 1st January 2020 to 31st December 2020, among them 9818 times has been shared by using the whatsApp services, while equal numbers has also been shared by other unidentified services as generated by the youtube analytic. Likewise 1801 times also utilized the services of "Copy to Clipboard". Likewise the channel's videos were also shared through the most famous social media site i.e Facebook by 499 times, which seems to be a good sign for the channel, keeping Facebook's reach and the popularity among the masses. The channel's viewers also used 133 times "Facebook Messenger" services to share the videos. Surprisingly the 124 times Gmail Services also utilized to send and share the videos on youtube platform. The table also shows

others social media services like Text message, Twitter and other emails which have been used to share the channel's video on youtube page.

**12 . Table showing the sharing details of different services**

Sharing service	Shares	
Total	17313	times
WhatsApp	9818	56.7%
Other	9818	27.3%
Copy to Clipboard	1801	10.4%
Facebook	499	2.9%
Facebook Messenger	133	0.8%
Gmail	124	0.7%
Text Message	69	0.4%
Twitter	66	0.4%
Other Email	45	0.3%

**operating system being used** : The youtube analytic also has the data of Operating Systems which have been used during this period. The most commonly used operating system is **Android** with 627,616 views while the second highest operating system is **Windows** with 52,893 views and the third most common operating system is **iOs** 21,094 (2.9%).

### 13. Table showing the details of operating system being used

Operating system	Views	Watch time (hours)	Average view duration
Total	723888	55483.167	0:04:35
Android	627616	45684.7169	0:04:22
Windows	52893	5122.3175	0:05:48
iOS	21094	2197.6232	0:06:15
KaiOS	11057	832.2664	0:04:30
Macintosh	2797	284.8423	0:06:06
Smart TV	2198	371.5755	0:10:08
Chromecast	642	189.0955	0:17:40
Linux	574	56.4807	0:05:54
Amazon Fire OS	463	89.1466	0:11:33
Roku OS	255	68.343	0:16:04
Windows Mobile	206	11.3788	0:03:18
Tizen	126	10.0663	0:04:47
Apple tvOS	89	18.7562	0:12:38
Blackberry	74	9.969	0:08:04
PlayStation	60	4.8594	0:04:51
Xbox	30	5.4621	0:10:55
Chrome OS	29	3.5706	0:07:23
Nintendo Switch	4	0.0051	0:00:04

**Comments on channel's uploaded as well as live streaming programmes:**

As the data shows that there are a total 28805 comments which are given on channel's different programmes for a particular period of time. Among them 2118 comments have been given on the National seminar on "Importance of Physical Fitness and Yoga during the Pandemic Situation". The other top most programmes which received the maximum comments from our viewers are from the live streamed programmes which were conducted by the university's Deans of students welfare (DSW) for the students induction programme titled as "Deeksharambh 2020" . The 14 -presents the top 50 programme's individual's comments details which may be referred for further elaborations.

**14. Table showing the details of comments given by the channel's viewers**

S.N	Video title	Comments added	Views	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate (%)
	Total	28805	723888	55483.167	0:04:35	1323853	3.32
01	Importance of Physical Fitness and Yoga during the Pandemic Situation   National Webinar   IMC MANUU	2118	3158	634.1049	0:12:02	29881	2.57
02	Deeksharambh   Student Induction Programme 2020   Inaugural Session   Day-1   MANUU	2036	4623	675.8694	0:08:46	60414	3.23
03	Deeksharambh   Student Induction Programme 2020   Second Phase   Inaugural Session   Day-1   MANUU	1827	3197	641.9187	0:12:02	37115	3.29
04	Action Research for Urdu Medium Teachers and Scholars   Day - 2   online Workshop   CPDUMT MANUU	1698	3093	367.1311	0:07:07	101032	1.71
05	Deeksharambh   Student Induction Programme 2020   Day-2   MANUU	1468	2381	450.5226	0:11:21	34044	4.04
06	Deeksharambh   Student Induction Programme 2020   Day-3   MANUU	1219	2171	352.6615	0:09:44	43410	2.88
07	Deeksharambh   Student Induction Programme 2020   Day-6   MANUU	1183	2104	357.4354	0:10:11	47581	2.62

08	Deeksharambh   Student Induction Programme 2020   Day-5   MANUU	1082	2097	335.9571	0:09:36	45251	2.34
09	Deeksharambh   Student Induction Programme 2020   Day-4   MANUU	1068	1827	279.0195	0:09:09	30169	3.6
10	Action Research for Urdu Medium Teachers and Scholars   Inaugural Session   Workshop   CPDUMT MANUU	998	3792	548.5891	0:08:40	55668	2.5
11	A Future Roadmap for Teacher Education in the Light of New Education Policy (NEP) 2020	982	2648	480.589	0:10:53	24974	3.7
12	Deeksharambh   Student Induction Programme 2020   Second Phase   Day-3   MANUU	852	2161	447.6025	0:12:25	31046	3.23
13	Maulana Azad Memorial Lecture on National Education Day    Azad Day 2020    MANUU	792	4332	460.5655	0:06:22	82587	2.6
14	Two Day Webinar on National Education Policy-2020 organised by CPDUMT, MANUU.    Day-1	784	3673	475.2411	0:07:45	56719	2.99
15	Action Research for Urdu Medium Teachers and Scholars   Day - 3   online Workshop   CPDUMT MANUU	777	1841	315.9626	0:10:17	23058	3.7
16	Deeksharambh   Student Induction Programme 2020   Second Phase   Day-2   MANUU	718	1915	425.9861	0:13:20	18278	4.12
17	Two Day Webinar on National Education Policy-2020 organised by CPDUMT, MANUU.    Day-2	643	1893	276.8499	0:08:46	40792	2.45
18	National Webinar on NEP2020 - Roadmap for MANUU   IMC, MANUU	586	3458	453.2816	0:07:51	51066	2.73
19	Action Research for Urdu Medium Teachers and Scholars   Day - 5   online Workshop   CPDUMT MANUU	557	2284	316.7107	0:08:19	50588	2.37

20	Webinar on Mahatma Gandhi in Contemporary Time. Organised by School of Edu. & Training & NSS Cell.	503	1390	202.2881	0:08:43	12301	3.09
21	Action Research for Urdu Medium Teachers and Scholars   Day - 4   online Workshop   CPDUMT MANUU	492	1995	301.6536	0:09:04	63225	1.74
22	Webinar on Changing Role of Teachers in the Light of National Education Policy-2020	440	2787	486.7048	0:10:28	65800	1.95
23	New Education Policy (NEP) 2020: Re-Imagining Vocational Education	439	1891	149.843	0:04:45	41148	1.97
24	Reimagining Work, Jobs and Careers in the time of COVID 19 One day International Webinar Inaugural	353	1169	177.3115	0:09:06	11206	2.54
25	International Day of Persons with Disabilities   A Public Lecture   MANUU	294	712	83.6016	0:07:02	27420	1.02
26	Urdu typing and Presentation   Five-Day Online Workshop   Day-2   CPDUMT   MANUU	261	2228	196.2458	0:05:17	37338	2.35
27	Research Methodology of Contemporary Orientalism   Webinar   Islamic Studies   MANUU	251	1923	277.5615	0:08:39	40852	1.82
28	Deeksharambh   Student Induction Programme 2020   Second Phase   Day-4   MANUU	249	1762	308.4872	0:10:30	31155	2.78
29	Producing e-content on National Education Policy 2020   Workshop   Inaugural Session   IMC MANUU	238	1441	112.718	0:04:41	39284	2.45
30	Holistic Higher Education	237	861	49.7586	0:03:28	9248	2.16
31	Technology Enabled Learning with Special Reference to National Education Policy 2020	228	1251	86.7443	0:04:09	22906	2.31
32	Adil Shahi Daur Mein Dakni Zaban-o-Adab Ka Irtiqā	190	450	30.2613	0:04:02	9930	2.1

33	Higher Education of Women-Concept & Practice   Webinar   Islamic Studies   MANUU	184	1345	185.4825	0:08:16	29103	2.02
34	Five-Day Online Workshop for Urdu Medium Teachers of Telangana   Inaugural Session CPDUMT   MANUU	170	2105	189.4125	0:05:23	27407	3.9
35	Meet The Media Veterans  Author Ms. Monarose Sheila Pereira Author Portrayal of Children in Media	97	743	34.8518	0:02:48	7910	1.61
36	Indian Constitution Fundamental Principles and Values   Constitution Day   MANUU	87	538	12.4679	0:01:23	17175	1.53
37	Relevance of Mahatma Gandhi in Modern Times   Panel Discussion   Gehwara-e-Aman IMC, MANUU	81	1070	76.1125	0:04:16	9719	1.79
38	Multiculturalism   Refresher course   Inaugural Session D-1 Overview of Multiculturalism   UGC-HRDC	73	592	12.9367	0:01:18	8915	2.88
39	Launch of Maulana Azad Virtual Museum by Honorable Vice chancellor Prof. S M Rehmatullah	66	1068	65.9357	0:03:42	22756	2.54
40	Maulana Azad Memorial Lecture   Pioneers of Cultural Diversity: Sir Syed & Maulana Azad   IMC MANUU	57	625	35.0874	0:03:22	11127	4.52
41	4th National Urdu Social Science Congress on Social Sciences: Decline & Resurgence Tech. Session 3&4	52	1072	134.4704	0:07:31	15953	4.44
42	Learning Management Systems   Five-Day Online Workshop   Day-4   CPDUMT   MANUU	50	611	40.0168	0:03:55	12025	2.29
43	E - Content Development   Five-Day Online Workshop   Day-3   CPDUMT   MANUU	41	634	54.7487	0:05:10	9134	3.3

44	Qualities of A Good Reporter Part-1  B.A JMC   Mohd. Mustafa Ali, Associate Professor, Dept. of MCJ	40	257	10.7434	0:02:30	5053	1.7
45	IMC, MANUU_Masih-UI-Mulk Hakim Ajmal Khan_A Documentary on Hakim Ajmal Khan	39	64631	4324.0114	0:04:00	1213153	3.64
46	Online Tests   Five-Day Online Workshop   Day-5   CPDUMT   MANUU	37	604	36.4856	0:03:37	16996	1.92
47	21th Century skills & Teaching of Mathematics   Five-Day Online Workshop   CPDUMT   MANUU	37	661	42.23	0:03:49	33798	1.32
48	MANUU Documentary   IMC, MANUU	35	7125	505.9668	0:04:15	100964	4.69

### Comments on Channel's top viewed programmes

## Some of the Comments made on the programme **“Adab kiya hai?”**

### [Abdul Qadeer Janwari](#)

سر ملک و سماج کی ترقی میں جب ادب کے رول کی بات آتی ہے تو اس وقت ہمیں اردو نظم میں مسدس حالی جسے مدوجذرا سلام بھی کہا جاتا ہے اور نثر میں رسالہ تہذیب الاخلاق جو کہ سماج کی بہتری و ترقی کے لیے ادب کی عمدہ مثالیں موجود ہیں۔

### [Ahmed Babish](#)

Sir adab for adab or for life ki discussion ky lecture upload kr dain pls ,I am from Pakistan

### [SABIR Ali Beenai](#)

تشفی بخش معلومات فراہم ہوئیں, بہت خوب

## Some of the Comments made on the programme **“Importance of Political science”**



### [Gvo channel](#)

Mam upload your lecture about Political Science relative topics by regular bases that's more important for students probably your studying tactics were brilliant.



### [Sk yasir](#)

آپ سے گزارش کی جاتی ہے کہ علم سیاسیات کے متعلق دیگر اسباق کا بھی مطالعہ فراہم کرے۔

## Some of the Comments made on the programme **“Basic elements of Curriculum development”**

[Mantasha Khan](#)

Thank you sooo much. It helped me a lot. Great video, great way of explanation.

[Muhammad Almeer](#)

Thank u sir it clear my all confusion ...about this topic  
comments made on documentary "Maseeh Ul Mulk Hakeem Ajmal Khan"

[Muhammad Arshad](#)

تاریخ میں سنہرے حروف سے لکھے جانے والے نام حکیم اجمل خان کسی تعارف کے محتاج نہیں۔  
مگر افسوس قوم کے اس عظیم سپوت کی زندگی اور کارناموں کو جس طرح اجاگر کرنے کی  
ضرورت تھی۔ اس طرح کام نہیں کیا گیا۔ ان کی تصانیف کو اردو ترجمے میں ڈالنے کی اشد ضرورت  
ہے۔ اللہ ان کے مرقد پر اپنی رحمتوں کا نزول ابد تک فرماتا رہے۔ امین

[saleem mohammad khan](#)

MASHALLAH BOHAT KHOUBSURAT REPORT HAI EXCELLENT.  
MAHAMMAD SALEEM KHAN PARIS FRANCE .

## **Recommendations and Suggestions**

1. The channel had the total 723888 views with 55483.167 hours of watching time and received a total 28805 comments on the live streaming and webcasted videos by the different viewers during the year 2020. It demonstrates the presence of strong desire among the audience for Educational Video Programmes (EVP) especially in Urdu language not only in India but in other countries as well. This is a value addition to the mandate of the university and the Government of India in having one exclusive university for Urdu speaking and learners in India.
2. The youtube analytic indicates that total 17311 times channel's video have been shared through different sharing service among them (9818) 56.7% have shared the videos by using the WhatsApp, therefore it is suggested that University may plan to develop mechanisms to share the supplementary materials through whatsApp service to its stakeholders by creating different groups of respective subjects.
3. The channel has an average duration of 4:35 minutes during the year 2020 which is quite encouraging as compared to last year's average duration which was 3: 52 minutes,
4. The steady increase of IMC MANUU Youtube channel subscription has its own relevance with respect to NEP 2020 which emphasises the production of educational content in native/regional languages. Thus IMC MANUU's efforts are in sync with Govt of India's Educational policy.
5. To achieve the maximum benefits of Higher Educational Content through IMC MANUU YouTube channel, it is proposed to provide maximum publicity of this channel through University Website and in all printing materials such as Regular and Distance mode Prospectus, University Calendar. It is proposed to have an annual publicity drive so that all digital platforms could be shared with newly admitted students every year.
6. Though viewers appreciate the video lesson's content, the target audience also suggests providing the e-text of the topic as well. In this regard, IMC has already developed an e -content platform available at [www.imcmanuu.com/e-content](http://www.imcmanuu.com/e-content) which has video lessons, etext and e-references available at a single platform. This further requires publicity similarly like youtube channels.