

# Popularity and worldwide reach of targeted, evidence-based internet streaming video interventions focused on men's health topics

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## Background

- Social media platforms enfranchise men to take an active role in their health
- Health information online is readily accessible
- Men's health information online escapes the scrutiny of scientific publication guidelines leading to the spread of misinformation on social media

## Objectives

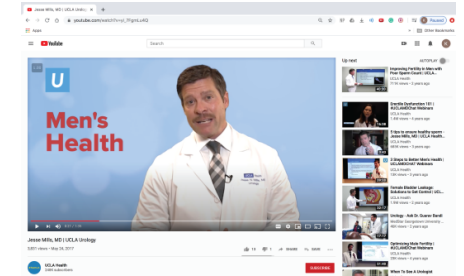
- Evaluate the popularity and reach of health-system sponsored videos for men's health topics
- Evaluate viewership characteristics to better understand user engagement

## Methods

6 **UCLA** Health Videos

## Topics:

- ✓ Male Infertility
- ✓ Men's Health
- ✓ Peyronie's Disease



**You**Tube

Analytics



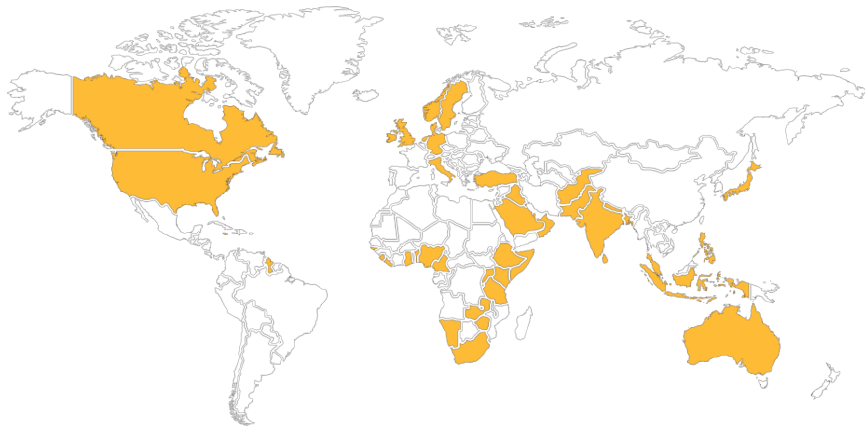
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Men's Health videos on YouTube have significant popularity and an impressive reach



**48 countries**

**646,684 total views**

**~3 million minutes of watch time**

**Actual mean watch time ranged from 3:45 to 8:30**

**Table 1.** Characteristics of health system-sponsored, evidence-based men's health streaming videos.

Overall YouTube metrics for all men's health streaming videos (n=6)		Mean	Range		
Video duration (min:sec)		39:41	29:06 to 51:39		
Number of lifetime views		107,747	303 to 391,812		
Watch time (min)		478,791	1,153 to 1,469,613		
Video-specific YouTube metrics					
Video title	Days since upload	Mean views per day	Mean watch time (min:sec)	Total video duration (min:sec)	Audience Retention (%)
"Optimizing male fertility"	1300	6	5:36	51:40	11
"Vasectomy reversal: Fertility options after vasectomy"	1297	18	6:19	41:17	15
"3 steps to better men's health"	1053	5	8:30	39:00	22
"Movember & why you should support men's health"	998	0.3	4:59	29:07	17
"Insight into Peyronie's disease: Cause and treatment for penis curvature"	745	292	5:21	36:41	15
"Improving fertility in men with poor sperm count"	502	781	3:45	40:19	9

*High impact social media platforms such as YouTube can be leveraged to disseminate reputable, high quality, and evidence-based men's health content.*

