

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



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

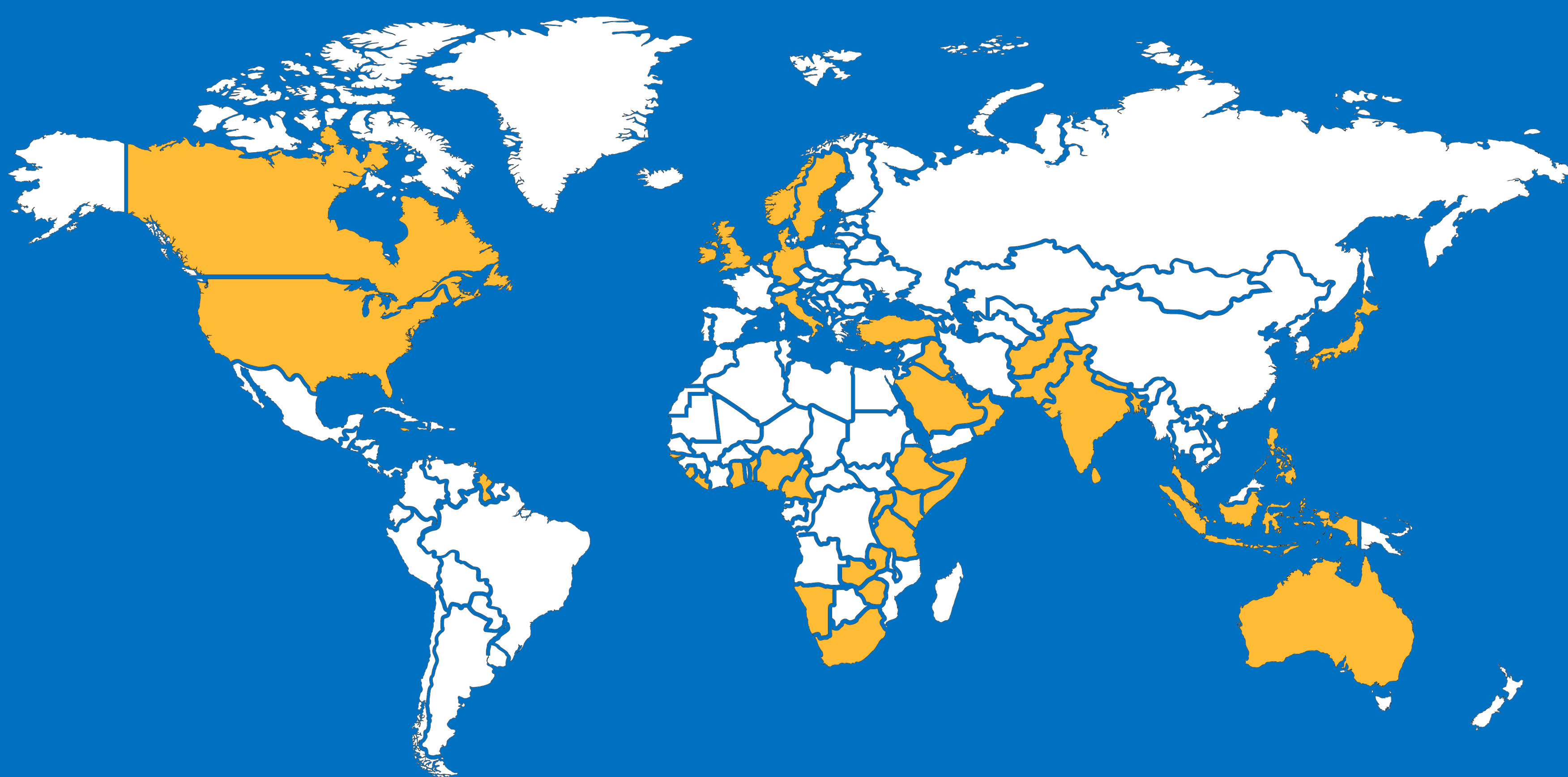
METHODS

6 **UCLA** Health Videos

- Topics:
- ✓ Male Infertility
 - ✓ Men’s Health
 - ✓ Peyronie’s Disease



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



48 Countries
646,684 total views
~ 3 million minutes of watch time
Actual mean watch time ranged from 3:45 to 8:30

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

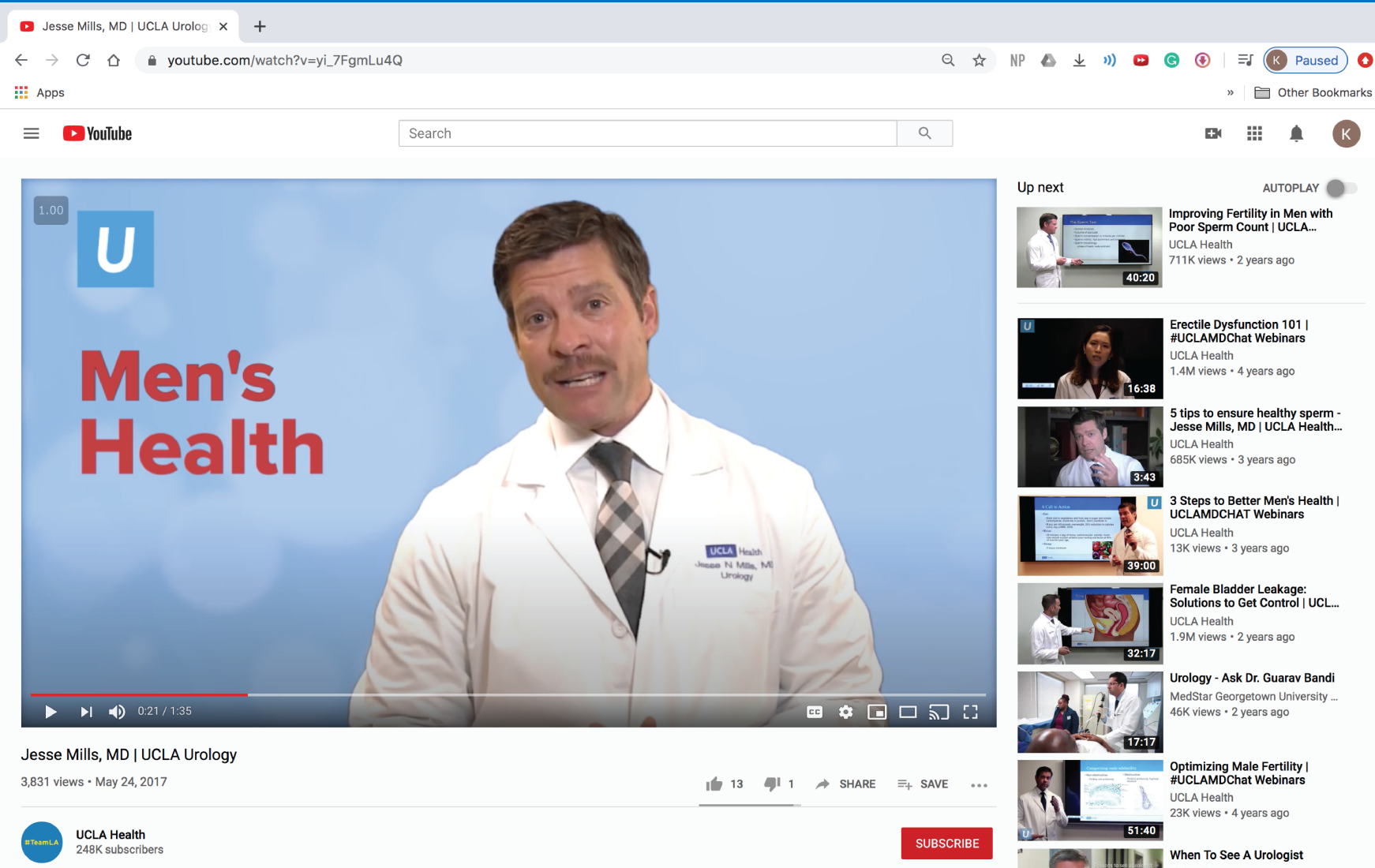


Table 1. Characteristics of health system-sponsored, evidence-based men’s health streaming videos.

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					
	Days since upload	Mean views per day	Mean watch time (min:sec)	Total video duration (min:sec)	Audience Retention (%)
Video title					
"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

Table 2. Traffic sources for YouTube videos.

Video title	Traffic source (percentage)		
	YouTube search	Suggested video	Other†
“Optimizing male fertility”	51.2	26.5	22.3
“Vasectomy reversal: Fertility options after vasectomy”	59.2	30.4	10.4
“3 steps to better men’s health”	86.8	1.7	11.5
“Movember & why you should support men’s health”	8.3	3.6	88.1
“Insight into Peyronie’s disease: Cause and treatment for penis curvature”	57.7	26.1	16.2
“Improving fertility in men with poor sperm count”	71.6	6.9	21.5

† “Other” including external sources, notifications, channel pages, etc.

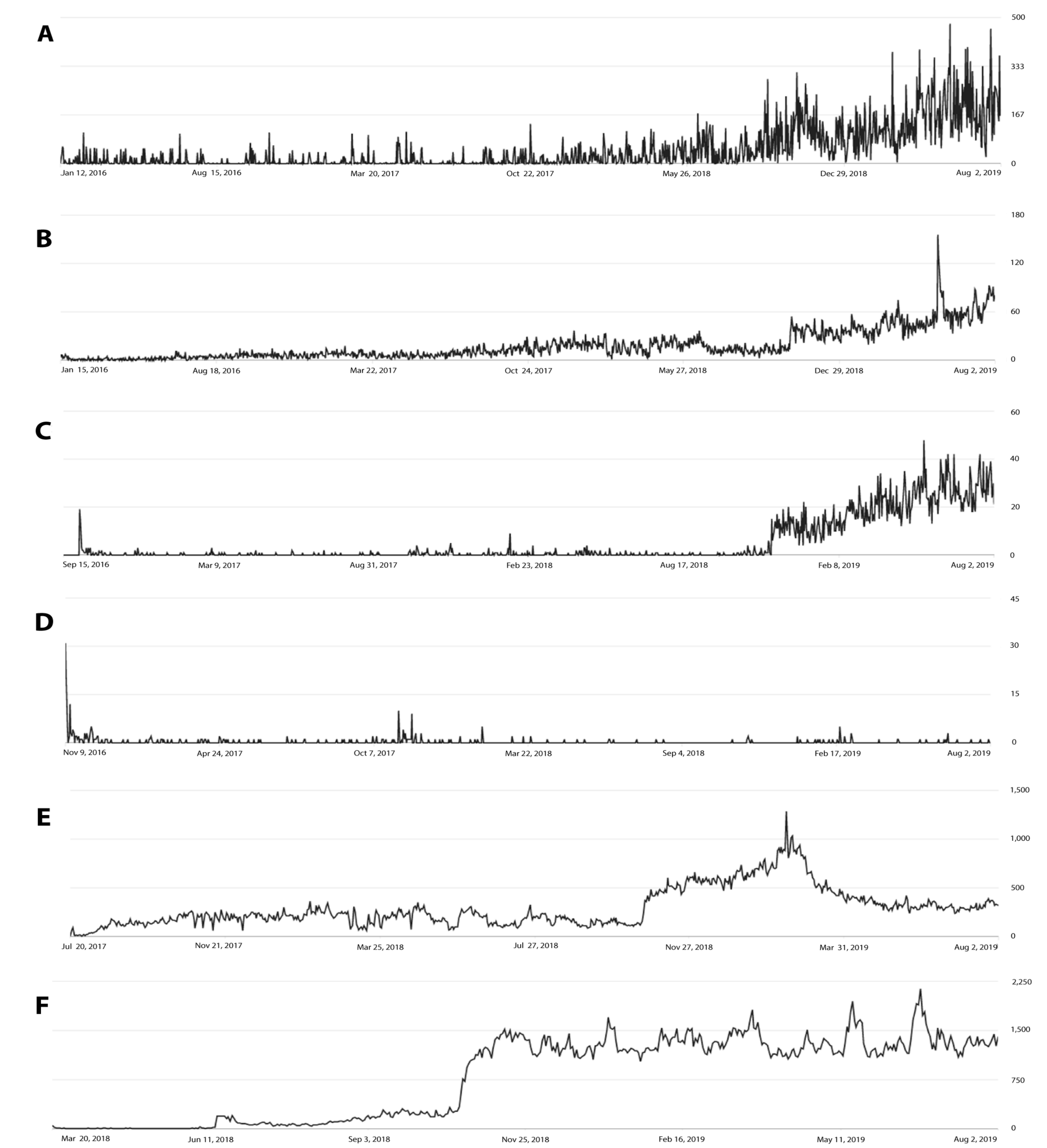


Figure 1. YouTube video viewer trends comparing number of views across video lifetime. 1A: Trends for “Optimizing male fertility.” 1B: Trends for “Vasectomy reversal: Fertility options after vasectomy.” 1C: Trends for “3 steps to better men’s health.” 1D: “Movember & why you should support men’s health.” 1E: “Insight into Peyronie’s disease: Cause and treatment for penis curvature.” 1F: “Improving fertility in men with poor sperm count.”