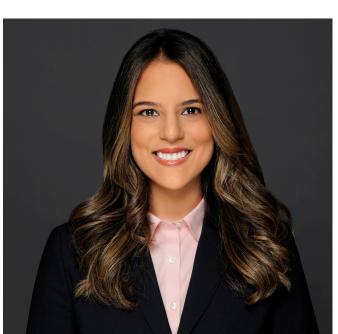
Popularity and worldwide reach of targeted, evidence-based internet streaming video interventions focused on men's health topics



RESENTER:

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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

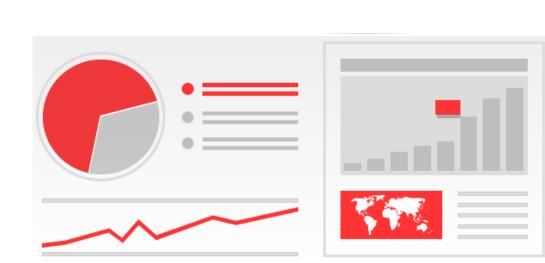
METHODS

6 UCLA Health Videos

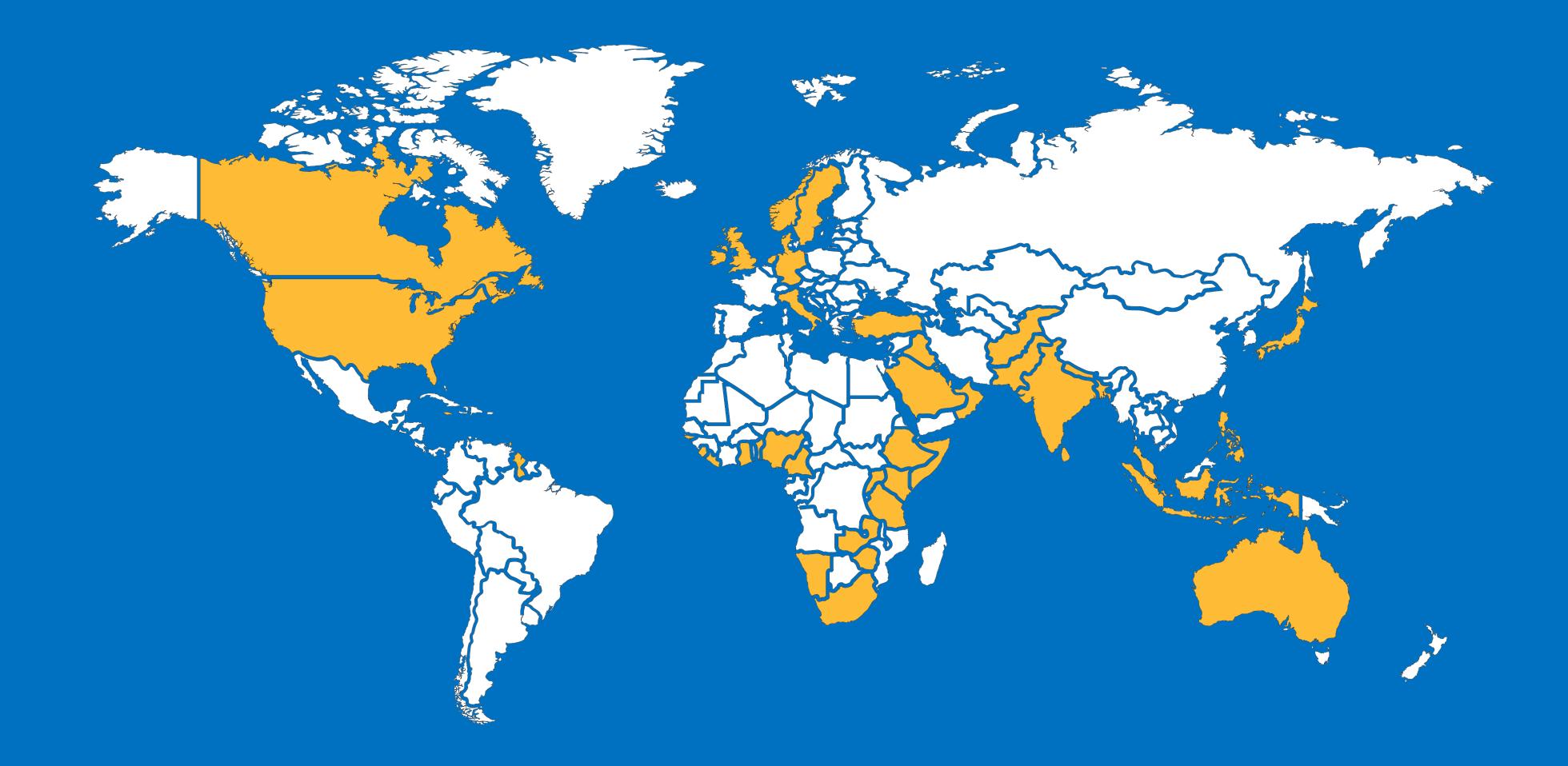
Topics:

- ✓ 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

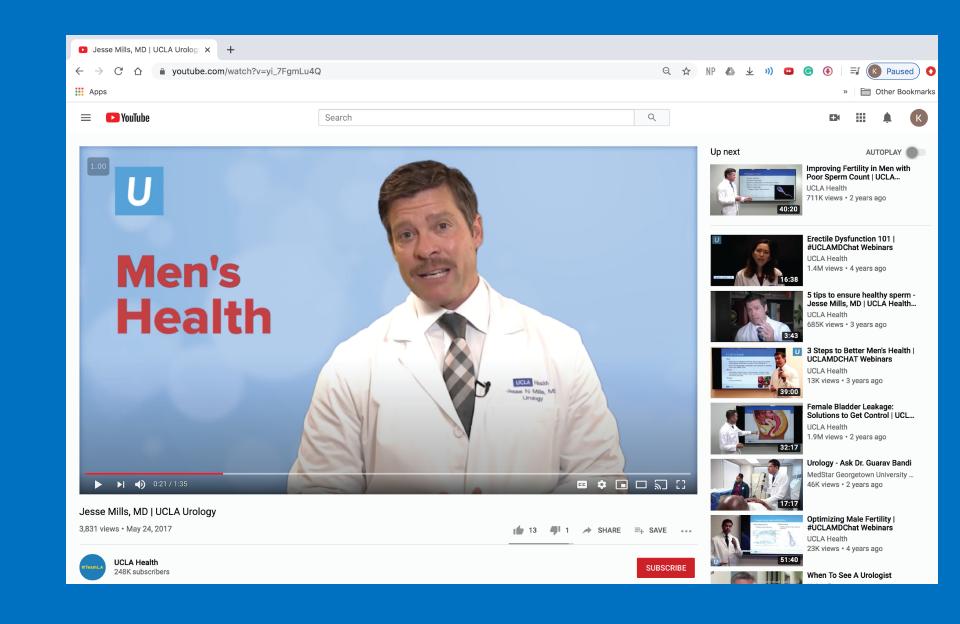


Table 1. Characteristics of health system-sponsored, evidence-based men's health streaming videos

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Video duration (min:sec)			39:41 29:06 t		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	
ideo-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

Table 2. Traffic sources for YouTube videos.

	rranic source (percentage)				
Video title	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.					

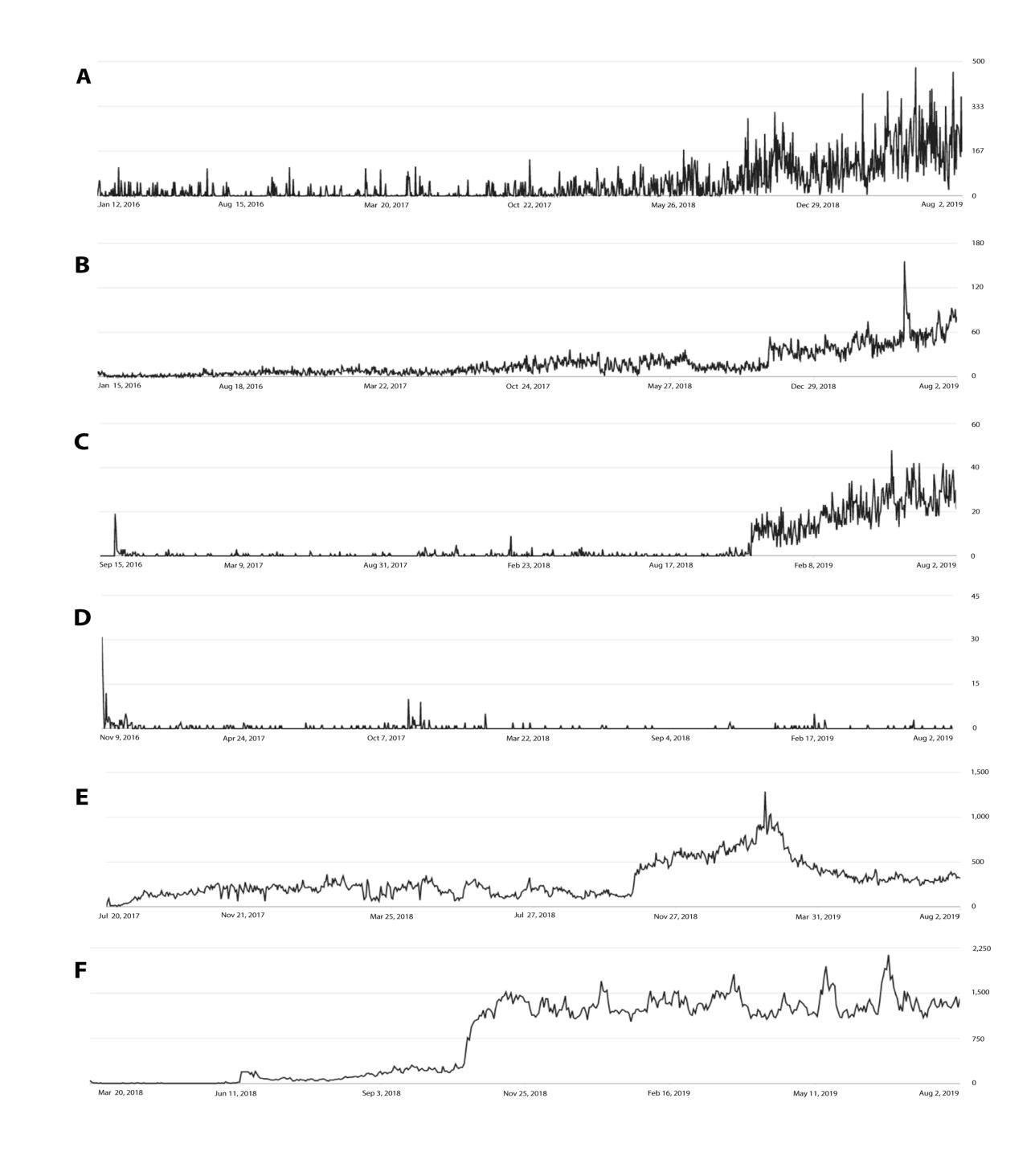


Figure 1. YouTube video viewer trends comparing number of views across video lifetime. 1A: Trends for "Optimizing male fertility." 1B: Trends for "Vasectomy reversal: Fertility options after vasectomy." 1C: Trends for "3 steps to better men's health." 1D: "Movember & why you should support men's health."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



