



Discover – Learn– Teach – Share – Inspire

Margarita Denenburg

Why YouTube?

“Free University”

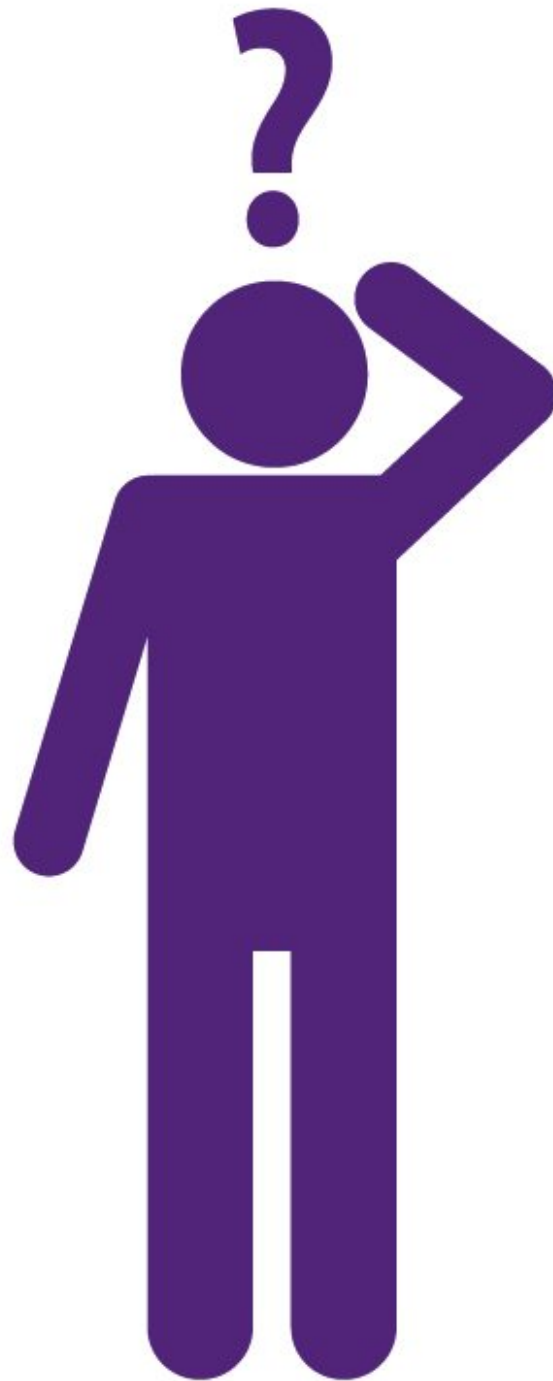
Globalization: International/National/Local

Personal use



BASICS

Creating an
account



Memberships

- YouTube TV - \$49.99 mo.
- YouTube music free or Premium (ad free)- \$9.99
- YouTube kids - free app
- Creator Academy - free online course
- YouTube Artist - free



BASIC Functions

Video



[Music]



0:24 / 23:22

CC Settings Full Screen

Yuja Wang The Documentary

28,944 views • Published on Feb 23, 2017

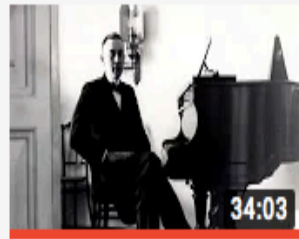
370 5 SHARE SAVE ...

Up next

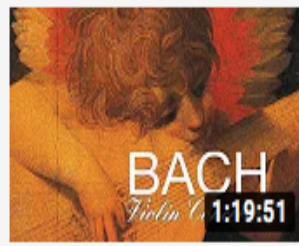
AUTOPLAY



Yuja Wang talks about her childhood, etc in a 2012...
melaleuca revolution gold
113K views



Rachmaninoff - Piano Concerto #2 in C Minor, Op. 18 - HD
hellsan631
2.7M views



J.S. Bach: The Violin Concertos
Brilliant Classics ✓
7.5M views



Music for Stress Relief, Classical Music for Relaxation...
Yellow Brick Cinema - Relaxing M...
18M views



W.A. Mozart: Piano Quartet No. 1 / KV 478 / Pogostkina, Hage...
Hochrhein Musikfestival
524K views

Embed your video

- ① Sharing on Website, Facebook, or any other blog.
- ① Find the video:
 1. Click the **Share** link under the video.
 2. Click the **Embed** link.
 3. Copy the code provided in the expanded box.
 4. Paste the code into your blog or website.

Menu

Home

Trending

Subscriptions

Library

History

Watch later

Liked videos

Emma cartoons

Russian oldies

Mansfield concert

Show less

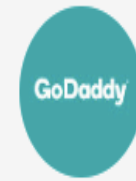
SUBSCRIPTIONS

Misis Career S...

medici.tv

GoDaddy + Ayesha Curry
 Tuesday, Sept. 17, 12pm PT
 Sign up to watch live

GoDaddy + Ayesha Curry
 Tuesday, Sept 17, 12pm PDT
 Tune in to watch live



GoDaddy Launch Event 2019

Ad GoDaddy

TUNE-IN

Recommended



Change your mindset, change the game | Dr. Alia Crum |...

TEDx Talks ✓
2.5M views • 4 years ago



Остров сокровищ. Фильм 1. Карта капитана Флинта...

КУ-КА-РЕ-КУ. Мультфильм... ✓
1M views • 2 years ago



Телеведущая Ксения Собчак и режиссер...

Вечерний Ургант ✓
905K views • 3 days ago



How to Achieve Your Most Ambitious Goals | Stephen...

TEDx Talks ✓
4.5M views • 2 years ago





Yuja Wang The Documentary

28,944 views • Published on Feb 22, 2017



370



5



SHARE



SAVE

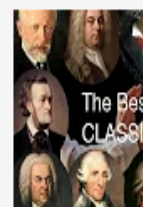


Margarita Denenburg

M.Denenburg@gmail.com

[Manage your Google Account](#)

Up next



Your channel



Paid memberships



YouTube Studio (beta)



Switch account



Sign out



Dark theme: Off



Language: English



Settings



Your data in YouTube



Help



Send feedback



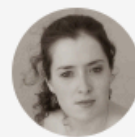
Keyboard shortcuts

Location: United States



- Home
- Trending
- Subscriptions
- Library
- History
- Watch later
- Liked videos
- Emma's cartoons
- Show more

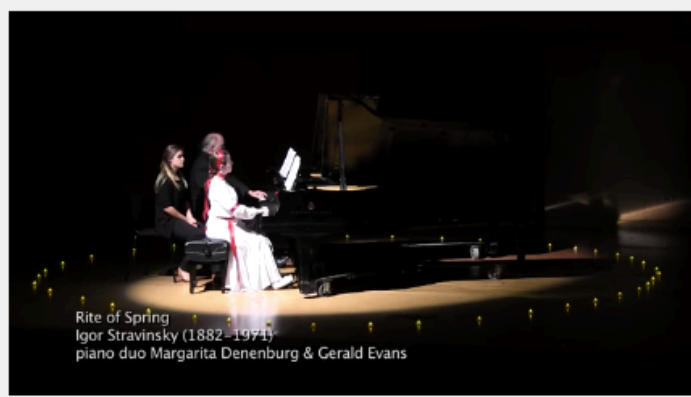
- SUBSCRIPTIONS**
- FlavCity with B...
 - TVSmeshariki
 - Marchenko Mira
 - OlgasFlavorFa...



Margarita Denenburg
78 subscribers

[CUSTOMIZE CHANNEL](#) [YOUTUBE STUDIO \(BETA\)](#)

- HOME**
- VIDEOS
- PLAYLISTS
- CHANNELS
- DISCUSSION
- ABOUT
- Search icon
- More icon



Rite of Spring for four hands

2,289 views • 5 years ago

Piano duo Margarita Denenburg and Gerald Evans play Igor Stravinsky's Rite of Spring. Duet for four hands played on two pianos. Performed in the Ludwig Recital Hall on the campus of Kent State University. Pianist Margarita Denenburg is wearing a costume similar to what the 1913 Rite of Spring ballet dancers wore. The candles represent the mystic circle which is a reoccurring theme in the ballet.

Customize Channel

YouTube Studio

YouTube Studio

Video Editing

Private and unlisted videos

Views


Retention

Geography

YouTube Studio Beta



Channel

 **Dashboard**

 Videos

 Analytics

 Comments

 Transcriptions

 Settings

 What's new

 Send feedback

 Creator Studio Classic



Emma's First Violin Recital

First 327 days 17 hours: 

Views 194

Average view duration 0:43

Watch time (minutes) 141

[GO TO VIDEO ANALYTICS](#)

[SEE COMMENTS \(2\)](#)

News



Our CEO's update for Creators



Susan just dropped her latest letter to Creators, sharing her thoughts on the importance of having an open platform & responsibility to protect the community.

[READ HER LETTER](#)

Creator Insider



Newsflash Appetizer!

**NEWSFLASH
APPETIZER!**



Channel analytics

Current subscribers

78

Last 28 days

Watch time (min)

242

↓ 54%

Views

121

↓ 15%

Top videos · Last 48 hours · Views

Milla Edelman, Dramatic Mezzo Sopr... 3

Milla Edelman, Dramatic Mezzo Sopr... 2

An awful Tempest mashed the air 2

[GO TO CHANNEL ANALYTICS](#)

Known YouTube issues

ADVANCED SETTINGS IN "YOUR CHANNEL"

Uploading

You can upload! [Learn more](#)

Enabled

Monetization

Become a partner through monetization by displaying ads on your videos. [Learn more](#)

Eligible

Live streaming

You can live stream. [Learn more](#)

Enabled

Embed live streams

You can embed live streams. [Learn more](#)

Enabled

Longer videos

You can now upload videos longer than 15 minutes! [Learn more](#)

Enabled

Unlisted and private videos

Lets you have unlisted and private videos. [Learn more](#)

Enabled

Custom thumbnails

Choose your video's thumbnail by uploading your own. [Learn more](#)

Enabled

External annotations

Lets you link annotations to external sites or merch partners. [Learn more](#)

Enabled

Super Chat

This feature is not yet available in your channel's country. [Learn more](#)

Ineligible

Custom URL

You have already claimed a custom URL: [MargaritaDenenburg](#).

Enabled

Content ID appeals

Lets you appeal rejected Content ID disputes. [Learn more](#)

Enabled

Channel memberships

The ability to offer memberships isn't yet available for your channel. [Learn more](#)

Ineligible

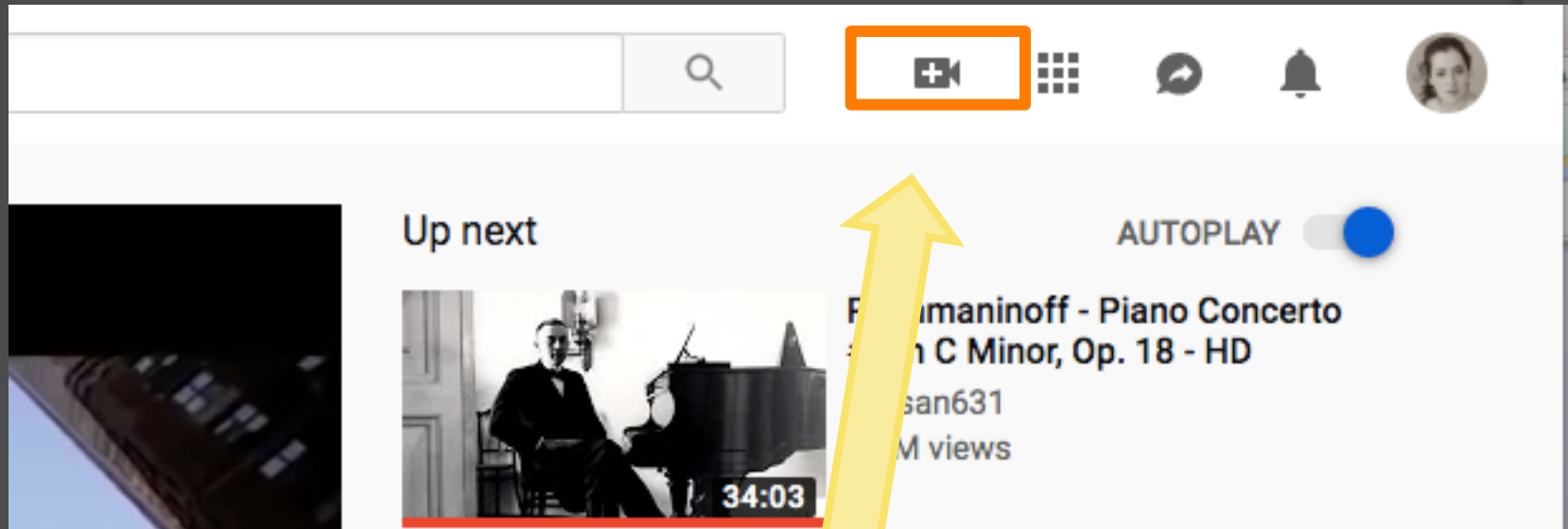
YouTube – Settings – Account – Channel Status and Features

Monetization

- Have more than 4,000 public watch hours in the last 12 months.
- Have more than 1,000 subscribers.
- Have a linked AdSense account for payments.



Creating
Your
Own



Upload Video
Go Live

Live Streaming

- **NOW or LATER**
- **PUBLIC, UNLISTED, OR PRIVATE**



Select files to upload

Or drag and drop video files

Public ▾

- Public
- Unlisted
- Private
- Scheduled

HELP AND SUGGESTIONS

By submitting your videos to YouTube, you acknowledge that you agree to YouTube's [Terms of Service](#) and [Community Guidelines](#). Please be sure not to violate others' copyright or privacy rights. [Learn more](#)

[Upload instructions](#) | [Troubleshooting](#) | [Mobile uploads](#)

IMPORT VIDEOS



Import your videos from Google Photos

Import

LIVE STREAMING



Set up your channel and stream live to your fans

Get started

NEW! PREMIERES



Build the hype around your next video release. Premieres makes it easy to promote your video and engage with fans through live chat.

Learn more

Uploading Files

.MOV Quick time file

.MPEG4

MP4

.AVI

.WMV

.MPEGPS

.FLV

3GPP

WebM

**FILE
UPLOADS**





PROCESSING 95% ✕ Publish

* Click "Publish" to make your video live. Draft saved.

Basic info Translations Advanced settings

Upload status:
Processing your video.
Your video will be live at:
https://youtu.be/l7_zOVVuKoY

IMG 9172

Description

Tags (e.g., albert einstein, flying pig, mashup)



New! Premieres
Make it a moment! Build the hype and get fans excited about your next video.

- Schedule your Premiere
- Share your watch page URL with your fans
- Chat with fans before and during the Premiere
- Watch the Premiere with fans in real time

[Learn more](#)

Premiere

Public ▾

+ Add to playlist

Once video is uploaded

Basic info **Advanced settings**

Comments

Allow comments All ▾

Users can view ratings for this video

License and rights ownership ?

Standard YouTube License ▾

Syndication

Everywhere
Make this video available on all platforms

Monetized platforms
Make this video available only on monetized platforms ?

Caption certification ?

Select one ▾

Distribution options

Allow embedding ?

Notify subscribers ?

Age restrictions

Enable age restriction ?

Standard YouTube License

Creative Commons License

Category

Comedy ▾

Video location

Search

Video language

Select language ▾

Recording date

Today

3D video

No preference ▾

Video statistics

Make video statistics on the watch page publicly visible ?



Draft saved.

Cancel

Publish

Creative Commons License

- ◎ <https://www.youtube.com/watch?v=8YkbeycRa2A>



4:3 vs. 16:9

How to do it



Upload a 16:9 video at its original aspect ratio
(1280x720 recommended)

Video fills the YouTube widescreen 16x9 player. Nice job!



Upload a 4:3 video at its original aspect ratio
(640x480 recommended)

Video is displayed in the widescreen player at the right size and ratio
with letterbox bars. Looks pretty sweet!



How long can the uploaded video be?

- Up to 15 minutes
- To add more time:
 - Visit the upload page
 - Click “Increase your limit” at the bottom of the page or visit www.youtube.com/verify
 - Verify your account with your phone



Organize

- ◎ Organize your channel for easy access
- ◎ Playlists:
 - By students
 - By subject
 - By event
 - By date (year)



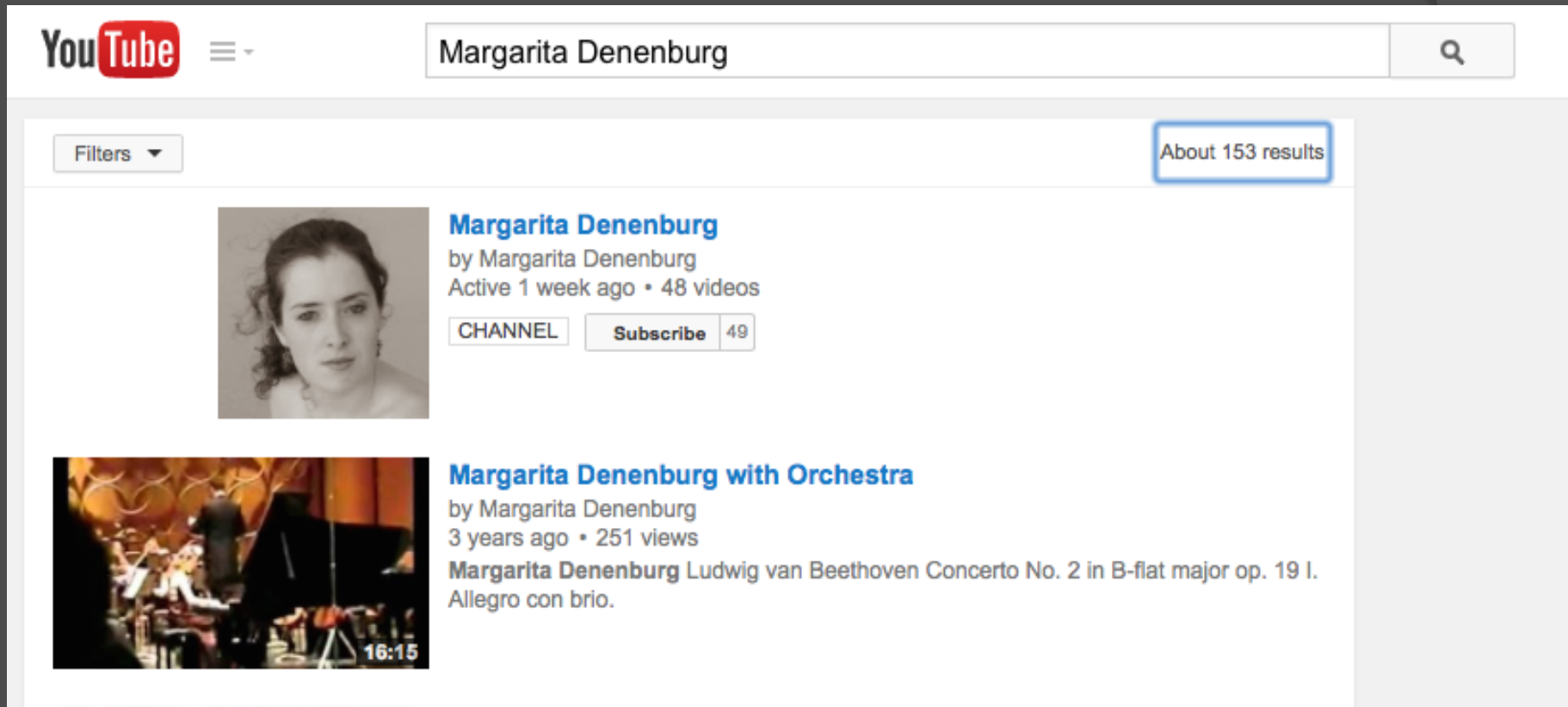
Creating a Playlist

- Find a video you want in the playlist
- Under the video click SAVE
- Click “create a new playlist”
- Use the drop-down box to select your playlist’s privacy settings
- Click Create

Playlists can be unlisted/private/
public



Searching videos



The image shows a screenshot of a YouTube search results page. At the top left is the YouTube logo. To its right is a search bar containing the text 'Margarita Denenburg'. A search icon is visible on the right side of the search bar. Below the search bar, there is a 'Filters' button on the left and a box on the right that says 'About 153 results'. The search results are listed below. The first result is a channel profile for 'Margarita Denenburg', featuring a portrait of a woman. To the right of the portrait, the channel name is displayed in blue, followed by 'by Margarita Denenburg' and 'Active 1 week ago • 48 videos'. Below this information are buttons for 'CHANNEL', 'Subscribe', and '49'. The second result is a video titled 'Margarita Denenburg with Orchestra', also in blue. Below the title, it says 'by Margarita Denenburg' and '3 years ago • 251 views'. The video description reads 'Margarita Denenburg Ludwig van Beethoven Concerto No. 2 in B-flat major op. 19 I. Allegro con brio.' To the left of the video title is a video thumbnail showing an orchestra performing, with a '16:15' duration indicator in the bottom right corner.

YouTube

Margarita Denenburg

Filters

About 153 results

Margarita Denenburg
by Margarita Denenburg
Active 1 week ago • 48 videos


CHANNEL Subscribe 49


Margarita Denenburg with Orchestra
by Margarita Denenburg
3 years ago • 251 views
Margarita Denenburg Ludwig van Beethoven Concerto No. 2 in B-flat major op. 19 I. Allegro con brio.

16:15

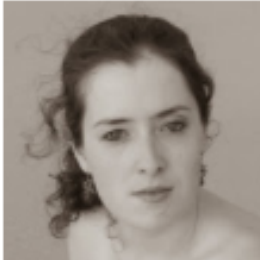


Advanced Search

YouTube  Margarita Denenburg

Filters  About 153 results

Upload date	Type	Duration	Features	Sort by
Last hour	Video	Short (< 4 minutes)	HD	Relevance
Today	Channel	Long (> 20 minutes)	Subtitles/CC	Upload date
This week	Playlist		Creative Commons	View count
This month	Movie		3D	Rating
This year	Show		Live	
			Purchased	



Margarita Denenburg
by Margarita Denenburg
Active 1 week ago • 48 videos

CHANNEL 49



What you type matters

- Use quotes to force the exact match
- Use plus (+) sign to force a word in the results or minus (-) sign to exclude it
- Force any word to appear in the video title with help of intitle:operator (no space between the words)



YouTube Channels

- Edna Golandsky
- Josh Wright
- Mira Marchenko
- Medici TV
- Piano Safari
- The Curious Piano Teacher
- Irina Gorin

Exploring Content



Rights

- ◉ ID HEAD
- ◉ Copyright takedown process: After the copyright infringement has been submitted the video will have this notification; “This video is no longer available due to a copyright claim by XXXXX”
- ◉ Paying for a license to use someone else’s video: Content Id “head” and dispute
- ◉ 2 ways that a video can get blocked or taken for copyright reasons on YouTube:
 1. takedown notice
 2. content ID match



Your video is not working!

- ⦿ “Removed (copyright strike)”
- ⦿ “Matched third-party content”
- ⦿ “Video blocked in some countries”
- ⦿ “Video blocked world wide”
- ⦿ “Acknowledged third-party content”
- ⦿ Some of the copyright claims may affect your account and limit your access to some of the youtube features.





In Your
Studio



Create / Share

- ◎ ... playlist for students
- ◎ ... history/repertoire/theory etc...
- ◎ ...short video in lessons
- ◎ ...playlist of each student
 - ◎ ...recitals
- ◎ ...progress – motivate



Teach students “how to...” “

Listen

Watch

Search

Evaluate

Learn outside of the Lesson



Ideas on sharing videos

- YouTube Playlist Specific to Age Group or Subject
- Facebook closed group curated by parents



References

- <https://support.google.com/youtube/answer/1722171?hl=en>
- <https://support.google.com/youtube/answer/171780?hl=en>
- <http://searchenginewatch.com/sew/how-to/2307785/5-youtube-video-optimization-tips#>
- <http://similarsam.hubpages.com/hub/sites-like-youtube-2>
- <http://www.makeuseof.com/tag/top-12-sites-watch-videos-youtube/>
- <https://www.youtube.com/yt/copyright/>
- <http://www.palopalo.es/wp-content/uploads/2013/10/cracked-youtube.png>
- http://cdn.marketplaceimages.windowsphone.com/v8/images/3b7d9393-a6c1-4492-9c8e-fef9639f9622?imageType=ws_icon_large

- ① <https://ninjaforms.com/wp-content/uploads/edd/2012/10/file-uploads1.png>
- ② <http://perfectpuppycare.com/wp-content/uploads/articlepics/confused.jpg>
- ③ <http://bgr.com/2014/08/13/top-25-google-search-tips-tricks/>
- ④ <http://www.makeuseof.com/tag/search-youtube-pro-google-advanced-operators/>