

# Benchmarking: Art Museum YouTube Channels

SP21-INFO-685  
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# Selection criteria

- Museums that focus on modern and contemporary art
- Physical address located in the US
- Frequently and actively uploaded videos in the past 6 years
- Has more than 10,000 subscribers



The Museum of Modern Art  
418K subscribers



Guggenheim Museum  
33.3K subscribers



Whitney Museum of American Art  
15.4K subscribers



Brooklyn Museum  
11.7K subscribers



Walker Art Center  
29.8K subscribers

**Time period: 2015 - 2020**

The data of 5 YouTube channels was collected using YouTube Data Tools, combined and analyzed using Google Sheets. Charts and graphs were created using Tableau Public and WordCloud.com.

# YouTube Data Tools

[Home](#)
[Introduction](#)
[Authentication](#)
[API Limits](#)
[API Keys](#)

## Video List Module

This module creates a list of video info and statistics from one of four sources: the videos uploaded to a specified channel, a playlist, the videos reviewed by a particular search query, or the videos specified by a list of ids.

The script then creates a tabular file where each row is a video. A number of info and values are added for each video.

Check the documentation for the [YouTube API](#) [used to get the info for each video] and the [YouTube API endpoint](#) [used for the search function] API endpoint for additional information.

### Parameters

Choose a way of making a list:

<input checked="" type="radio"/> Channel id	<input type="text"/>	[channel id can be found in URLs, e.g. <a href="https://www.youtube.com/channel/UC6GcPpP8pXkZGzCz9Mz0">https://www.youtube.com/channel/UC6GcPpP8pXkZGzCz9Mz0</a> ]
<input type="radio"/> Playlist id	<input type="text"/>	[playlist id can be found in URLs, e.g. <a href="https://www.youtube.com/playlist?list=PL98ZUeCm0h8tZCz9Mz0">https://www.youtube.com/playlist?list=PL98ZUeCm0h8tZCz9Mz0</a> ]
<input type="radio"/> Search query:	<input type="text"/>	(this is passed to the search endpoint) optional <a href="#">YouTube</a> relevance language: <input type="text"/> optional <a href="#">YouTube</a> region code: <input type="text"/> (default = US)

Iterations:  (max. 10, one iteration gets 50 items)

Published: ☐ limit search to videos published in a specific timeframe (format yyyy-mm-ddthh:mm:ssZ, timezone: UTC)

after: [ISO 8601](#)

before: [ISO 8601](#)

[illegible]

The screenshot displays the 'Most popular videos' section of the Guggenheim Museum website. The page layout includes a top navigation bar, a sidebar with category filters, and a main content area with a grid of video thumbnails. The thumbnails are arranged in a 3x3 grid, with the bottom-right cell containing a large, faint watermark of the Guggenheim Museum building.

Video Title	Duration
Get to know the Guggenheim	4:18
Artists Profile: James Turrell	12:13
Artists Profile: Susan Sontag	
Artists Profile: Simon Leigh	
Artists Profile: James Turrell	
Artists Profile: Susan Sontag	
Artists Profile: Simon Leigh	
Artists Profile: James Turrell	
Artists Profile: Susan Sontag	
Artists Profile: Simon Leigh	

# Metrics

## General activities

Number of subscribers  
Number of videos  
View counts  
Like counts  
Comment counts  
Video titles  
Duration Sec

## Channel performance

Number of videos  
Average views per video  
Average likes per video

## Content analytics

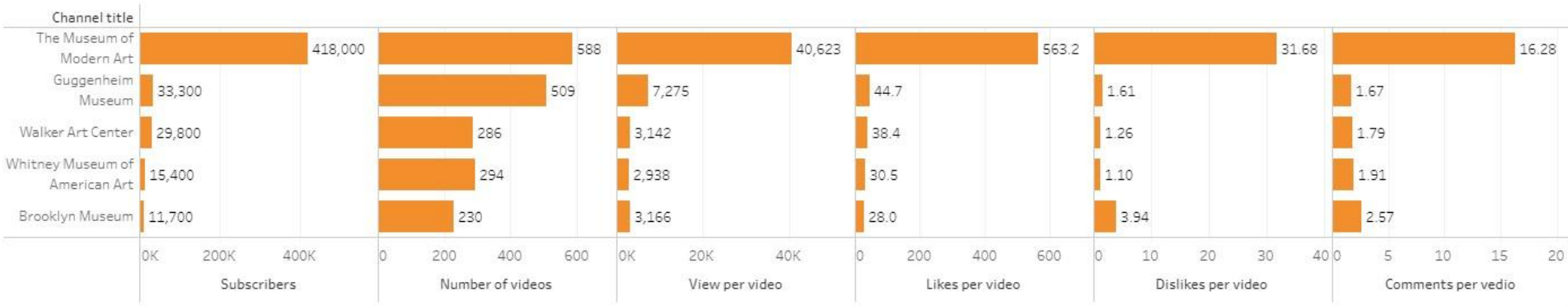
View counts  
Video titles



# General Activities



# Channels Overview



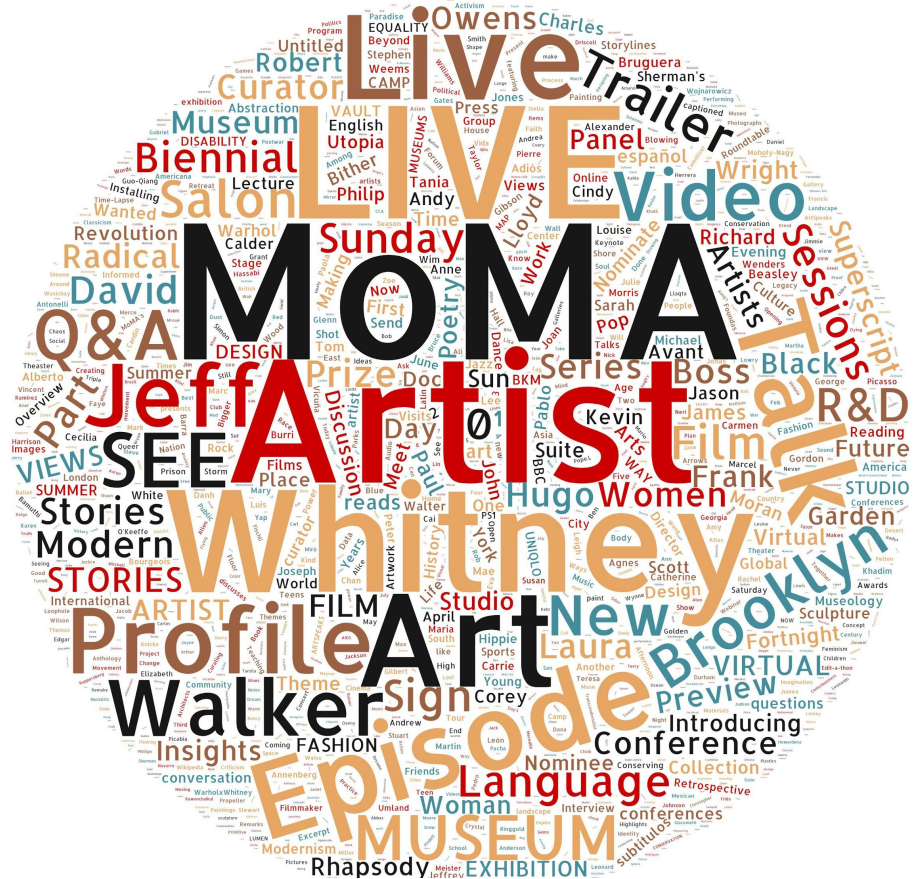
**Finding:** Generally, the more subscribers and videos a channel has the more interactions (views, likes, dislikes, and comments) from the audience. But videos with good quality also can bring more audiences and interactions.

**Analysis:** We can see that MoMA has the most subscribers, and because of that, its channel also has most views, likes, dislikes, and comments per video. Also we can see that although the Brooklyn Museum has the fewest subscribers and videos, it has slightly more interactions than the Whitney Museum, which means the content and qualities of videos also could affect the performance of museums' YouTube channels.

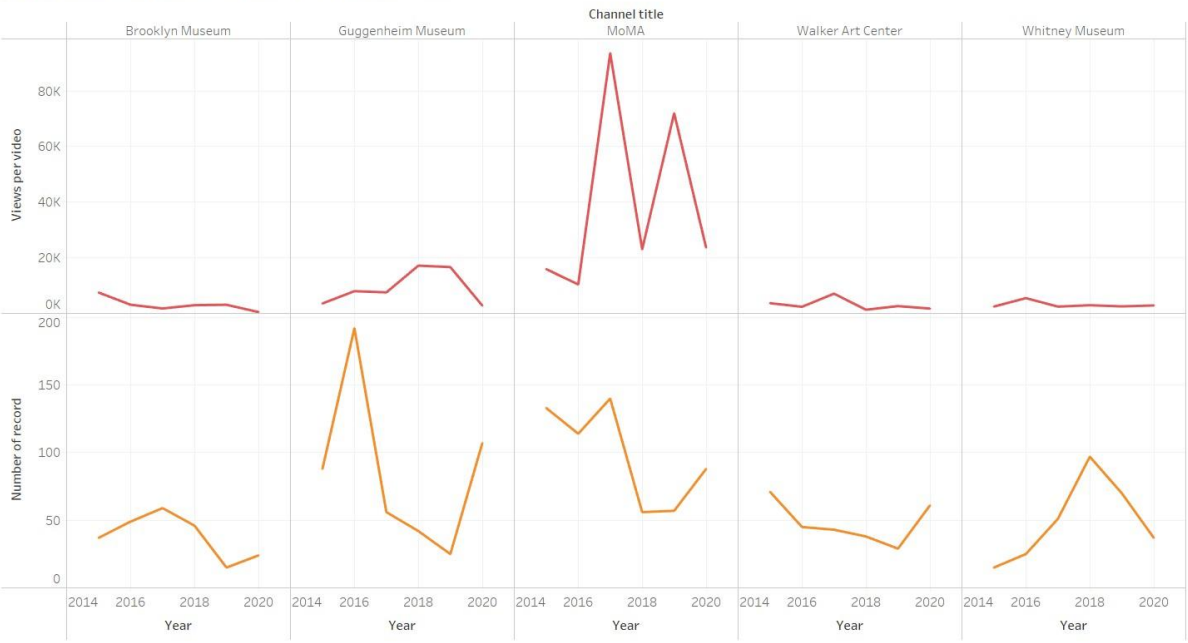
# Most used words

**Finding:** Words like “Art”, “Artist”, “Live”, “Talk”, and “Profile” were generally used among all channel’s video titles.

**Analysis:** The word “Artist” and “Art” stand out in the center because the topics of museum videos are mainly around the artists and their artworks. We can also clearly see the popular video programs such as “Talk”, “Live”, “Episode”, and “Trailer”. And, we can notice the hot themes of art making, such as “Utopia”, “Language”, “Time”, and “Women”. The words “MoMA”, “Whitney”, “Walker”, and “Brooklyn” stand out because these four museums frequently put their channel titles in their video titles.



Avg. Views & Number of Videos Overtime -- All



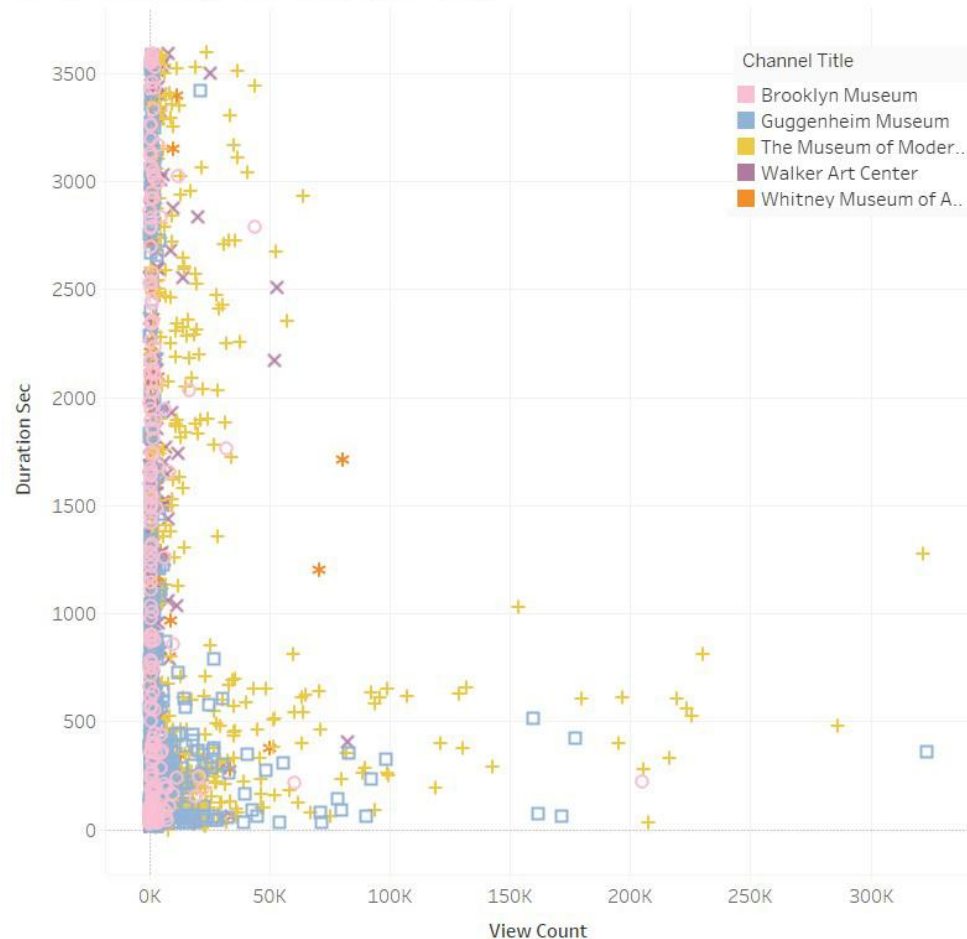
## Decease of avg. views in 2020


**Finding:** Because of the pandemic, museums closed their physical space in 2020. Although museums started to focus more on their digital activities, their YouTube channels still faced the decrease of the average views.

**Analysis:** The first possible reason is that audiences lost a bit of their interest in the museum's digital offerings since the museum's physical space is closed. The second possible reason is that museums might find it's hard to create interesting video content while lacking footage of in-person activities.

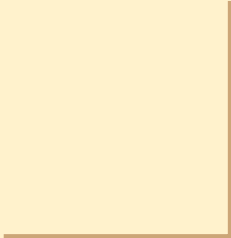


## View Count by Video Length -- All

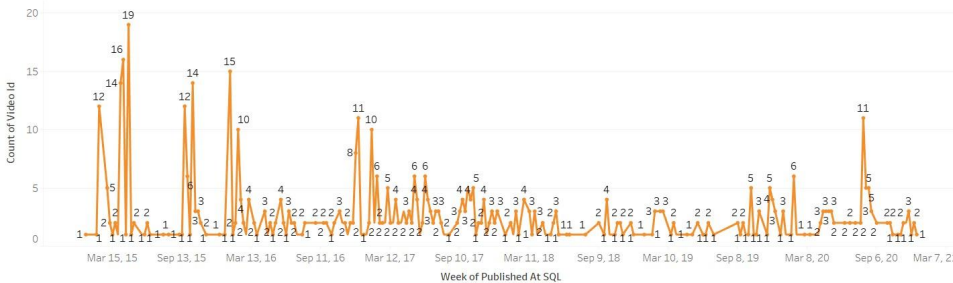




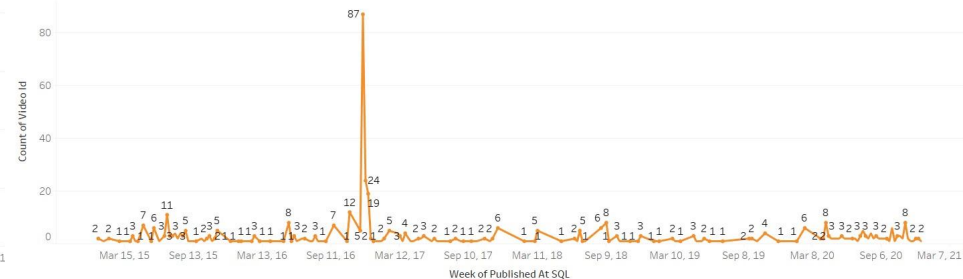
# Channel Performance



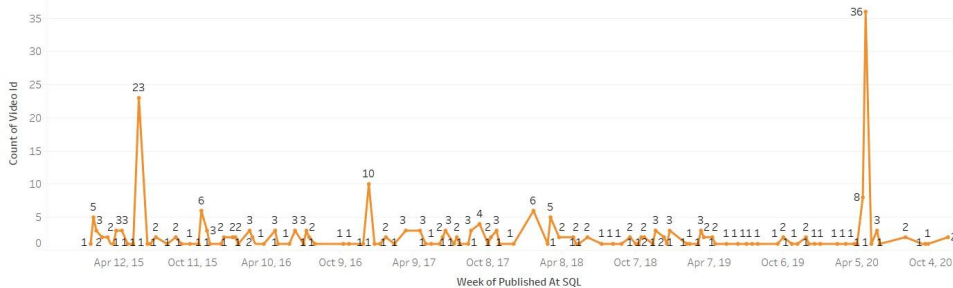
Frequency of posts by week -- MoMA



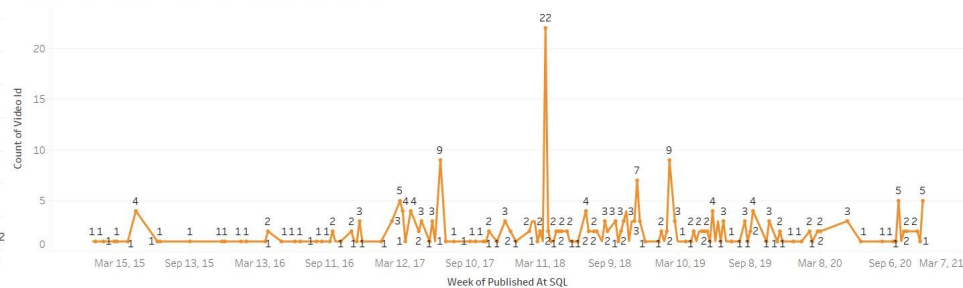
Frequency of posts by week -- Guggenheim Museum



Frequency of posts by week -- Walker Art Center



Frequency of posts by week -- Whitney Museum

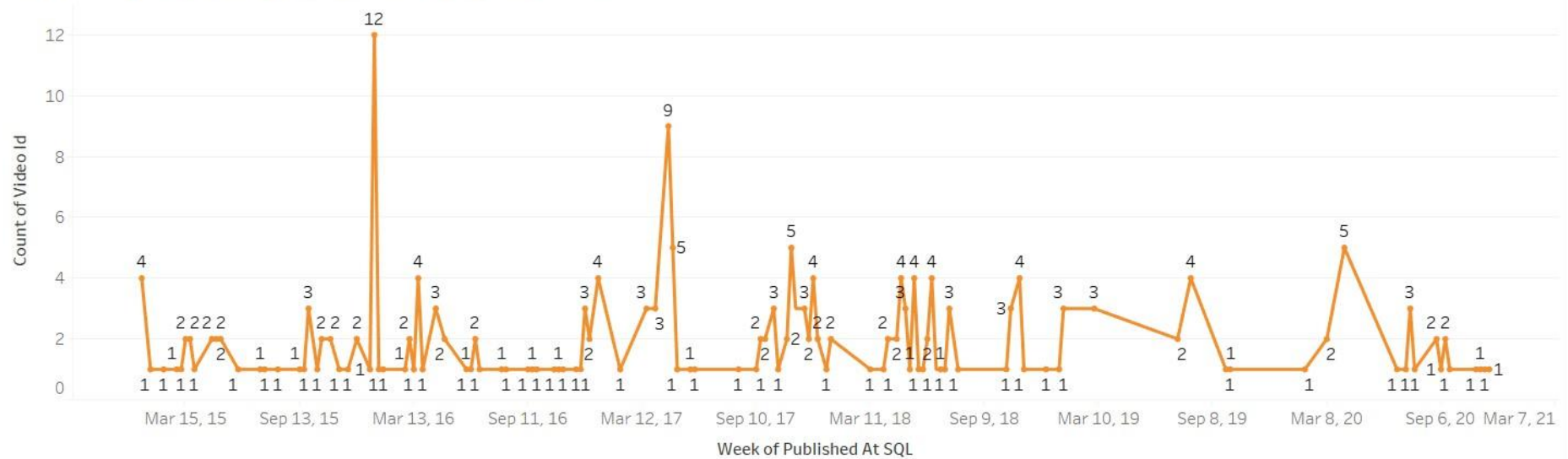


## Post frequency

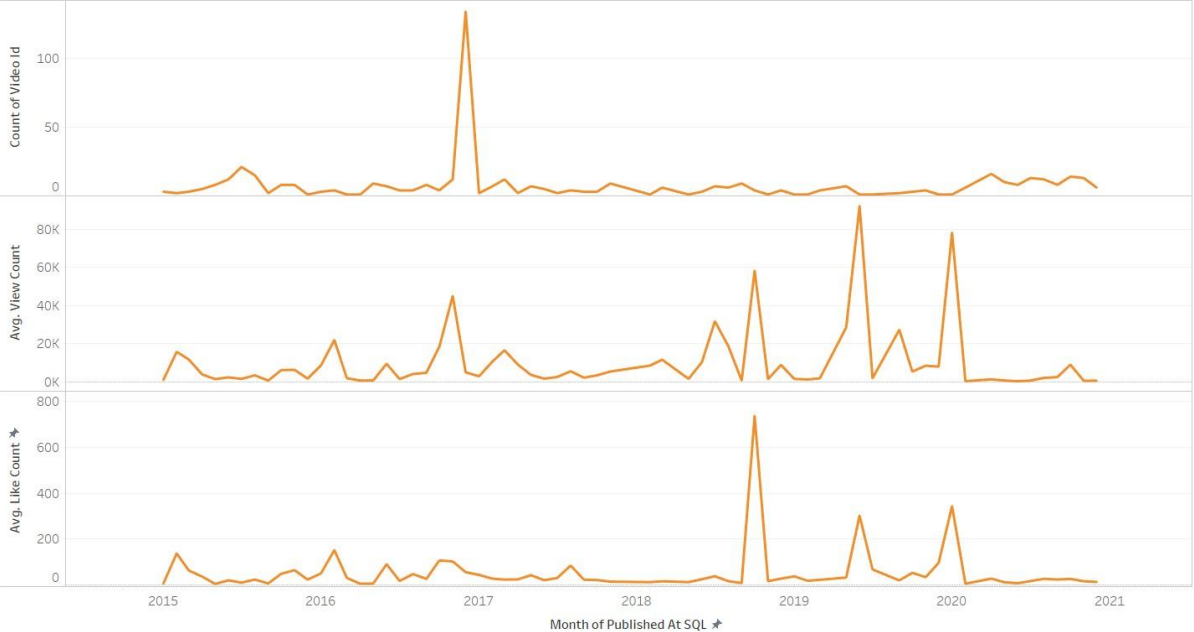
**Finding:** MoMA is the most consistent channel. It posted 1 - 19 videos every week from 2015 to 2020. Other three museums stopped unloading videos occasionally.

**Recommendation:** Upload videos frequently (at least 1 a week) can help with growing subscribers overtime.

## Frequency of posts by week -- Brooklyn Museum



Total number of videos & Views & Likes over time by Month -- Guggenheim Museum



## Quality vs Quantity

**Finding:** From the middle of 2018 to the beginning of 2020, the Guggenheim Museum upload only about 1- 3 videos a week, but we can see the obvious increase of average views & likes.

**Recommendation:** Keep the quality of videos is the same important as focusing on the quantity of videos.



# Content Analytics



Most popular videos -- MoMA

How to paint like Yayoi Kusama – with Corey D’Augustine   IN THE STUDIO	Microscopically reweaving a 1907 painting   CONSERVATION STORIES	How to make a Savile Row Suit (Part 2) – with Anderson & Sheppard   FASHION AS DESIGN	How to see vintage Levi’s 501s   FASHION AS DESIGN	Björk “Black Lake” - Trailer
	The Flying Train (1902)   MoMA FILM VAULT SUMMER CAMP	How to paint like Willem de Kooning – Part 2 – with Corey D’Augustine   IN THE STUDIO	The IMAX of the 1890s   HOW TO SEE the First Movies	How to paint like Agnes Martin – with Corey D’Augustine   IN THE STUDIO
How to paint like Willem de Kooning – with Corey D’Augustine   IN THE STUDIO	Steve Martin on how to look at abstract art   MoMA BBC   THE WAY I SEE IT	HOW TO SEE   Joan Miró	Conserving one of the oldest photographs in MoMA’s	Shipping & Receiving (S1, E1)   AT THE MUSEUM
		Women Artists and Postwar Abstraction   HOW TO SEE the art	HOW TO SEE   Francis Picabia	A new MoMA opens October 21
How to make a Savile Row Suit (Part 1) – with Anderson & Sheppard   FASHION AS DESIGN	How to paint like Pablo Picasso (Cubism) – with Corey D’Augustine   IN THE STUDIO	HOW TO SEE   The Grandmaster of Kung Fu Films: Lau Kar-leung		

Use eye-catching words in titles

*IN THE STUDIO* series is the most popular series on MoMA’s YouTube Channel. Each video in this series presents a painting class taught by Corey D’Augustine. For audiences, they not only can learn painting techniques of various styles, but also learn the ideas and intentions behind the masterpiece. Apart from the high quality of the video content, its video title is also a factor to boost views. The title used “How to”, which is a phrase has a very high search rate on YouTube. Following “How to paint like”, the title also includes a keyword( the artist’s name), which is another good way to boost views by informing audiences what the video is about.



How to paint like Yayoi Kusama – with Corey D’Augustine | IN THE STUDIO

3.5M views • 3 years ago

**MoMA** The Museum of Modern Art

Learn how to paint like artist Yayoi Kusama, a vital part of New York’s avant-garde art scene from the late 1950s to the early 1970s ...

CC

20:08

## Least Viewed Videos -- Guggenheim Museum

Sketch with Jeff - Episode 26	Sketch with Jeff - Episode 42	Sketch with Jeff - Episode 38	MAP: Regarding South and Southeast Asia		When Experience Becomes Form		The Blue Notes of Blues People: Group Four	
Sketch with Jeff - Episode 19	Sketch with Jeff - Episode 40							
Sketch with Jeff - Episode 24	Sketch with Jeff - Episode 35	Sketch with Jeff - Episode 34		Art of Another Kind: Guggenheim International Award		Opening Day Remarks by Carl Hancock Rux		Symposium: The Propeller Group reveals a pitch inspiration
Sketch with Jeff - Episode 41	Sketch with Jeff - Episode 39	Symposium: Tom Finkelpearl introduces the symposium in Queens		The Blue Notes of Blues People: Group Two				Day Two Remarks by Carrie Mae Weems and Carl Hancock Rux
				Doug Reside				Day One Welcome by Carrie Mae Weems

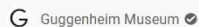
Try to expand the target audience  
+  
Include content keywords in the video title

*Sketch with Jeff* series are among the least viewed videos on the Guggenheim Museum's channel. It is a series of educational videos teaching audiences how to sketch and paint. The content of them are great, interesting and inspiring. However, the first downside is that the thumbnail of them looks almost identical, which makes audiences hard to differentiate them. Secondly, the target audience of this series seems to be children, which could cause less chances to reach more adult audiences. Most importantly, the video titles didn't include the exact content that Jeff sketched in the videos.



### Sketch with Jeff - Episode 1

4.3K views • 11 months ago



Guggenheim teaching artist **Jeff Hopkins** will share stories about the museum's iconic Frank Lloyd Wright building on ...



Most popular videos -- Guggenheim Museum

Artist Profile: Sun Yuan & Peng Yu	Get to Know the Guggenheim	Artist Profile: Samson Young	Artist Profile: Yangjiang Group	Peter Fischli and David Weiss, The Way Things Go, 1987, Excerpt.	
	James Turrell	See Countryside, The Future at the Guggenheim	Time-Lapse of Sun Yuan & Peng Yu's "Can't Help Myself"	An Introduction to Agnes Martin	
Hilma af Klint		Artist Profile: Sun Xun	Italian Futurism, 1909–1944: Reconstructing the Universe	Artist Profile: Arin Dwihartanto Sunaryo on Materials and Process	Artist Profile: Duan Jianyu
The Solomon R. Guggenheim Museum – Plan Your Visit		Artist Profile: Simone Leigh	Hilma af Klint: Paintings for the Future	Introduction to Visionaries: Creating a Modern Guggenheim	

Continue Focusing on Special Offerings

The *Artists Profile* series turns out the most popular content of the Guggenheim Museum’s channel. Among all videos in the *Artist Profile* series, Asian artists’ video have relatively higher views than the others. In 2006, the Guggenheim Museum launched the Asian Art Initiative that dedicated to the research and presentation of Asian Art. It is a pretty unique approach and raised the museum’s awareness because of it. And this might be a part of the reason why Asian artists’ videos get popular on its channel.



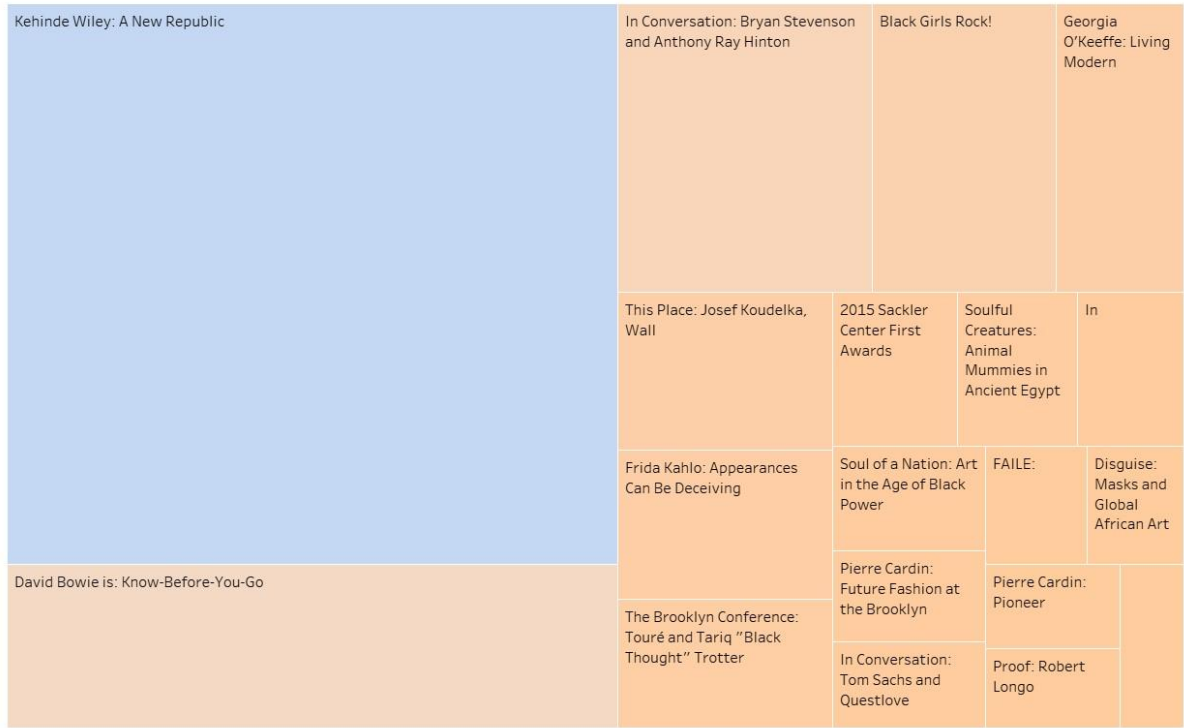
Artist Profile: Sun Yuan & Peng Yu

323K views · 4 years ago

G Guggenheim Museum

Beijing-based artists Sun Yuan & Peng Yu reflect on their childhood explorations of art, recalling how they initially turned to ...

Most popular videos -- Brooklyn Museum



Continue telling the stories of the artists and their works

+

Edit the video in a good way!

Among the most popular videos on the Brooklyn Museum’s YouTube Channel, many of them are about artists and artists’ works. Especially for videos of well-known artists, they turned out to receive more views than the others. “Kehinde Wiley: A New Republic” is a 3 min 43 sec video displaying Wiley’s artworks with the artist’s monologue as the soundtrack, which is a good method of editing.



**Kehinde Wiley: A New Republic**

204K views • 5 years ago

 Brooklyn Museum

The works presented in *Kehinde Wiley: A New Republic* raise questions about race, gender, and the politics of representation by ...



3:43

Most popular videos -- Walker Art Center

The Six Sides of Merce Cunningham	Merce Cunningham: Common Time	Hippie Modernism Teaser	Bon Iver - ____45____ (Rock the Garden 2017)	Director Bong Joon Ho Walker Dialogue with Scott Foundas	
Steve Paxton Talking Dance	Installing Erwin Wurm's Truck (Baltic)	Maria Hassabi Discusses STAGING (2017)	Insights 2019: Mirko Borsche, Founder, Bureau Borsche	Insights 2019: Gail Bichler, Design Director, New York Times Magazine	
Robert Redford in Conversation	Luca Guadagnino Filmmaker Dialogue	Werner Herzog Walker Dialogue with Roger Ebert			
		In Case of No Emergency: The Films of Ruben Östlund	Jack Whitten on Mapping the Soul	Mack Lecture: Sylvère Lotringer on Antonin Artaud	
			Au Revoir, Internet Cat Video Festival		

Continue telling the stories of the  
artists and their works

+

Edit the video in a good way!

Among the most popular videos on the Walker Art Center’s YouTube Channel, we can also see there are many of them are about artists and artists’ works. “The Six Sides of Merce Cunningham” is a 6 min 44 sec short documentary, which is also a good way to present the artist and his work.



**The Six Sides of Merce Cunningham**

81K views • 4 years ago

**W** Walker Art Center

Choreographer **Merce Cunningham** took chances. Over a seven decade career, his explorations reshaped dance into a new kind ...

CC

6:44

Most popular videos -- Whitney Museum of American Art

On Ballet: Fran Lebowitz and Nick Mauss   Live from the Whitney	Los Tres Grandes   Vida Americana: Mexican Muralists Remake American Art, 1925–1945	Introducing the Whitney Biennial 2019	The Making of Liza Lou’s Kitchen	Andy Warhol: Ways of Making
		David Wojnarowicz at the Whitney	Coming in Spring 2021: Day’s End by David Hammons	Vida Americana: Mexican Muralists Remake American Art   Coming Soon
	Andy Warhol: The Culture of Now   WarholxWhitney Episode 1	Steve McQueen and Dr. Cornel West on Paul Robeson, Art, and Politics	The Art of Dying or (Palliative Art Making in the Age of Anxiety)   Live from the Whitney	Meet the Artist: Tomashi Jackson   Whitney Biennial 2019
Andy Warhol: Ways of Being   WarholxWhitney Episode 3	Spilling Over: Painting Color in the 1960s		Artist Talk Njideka Akunyili Crosby	Hélio Oiticica: To Organize Delirium



On Ballet: Fran Lebowitz and Nick Mauss | Live from the Whitney

78K views • 2 years ago




Whitney Museum of American Art


On the occasion of his exhibition "Nick Mauss: Transmissions," Mauss talks with author and cultural commentator Fran Lebowitz ...

Continue featuring good conversations


Although conversations on museum's YouTube Channel are often long, they still can bring a lot of awareness if the content are valuable and inspiring.




**Diane B** 1 year ago  
I could listen to Fran for hours  
👍 91 🗨️ [REPLY](#)




**Leah Beselas** 7 months ago  
She's fun... 👍 😊 ❤️  
👍 5 🗨️ [REPLY](#)  
[View reply](#)



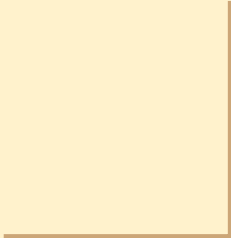
**Hayley Anna Mathieson** 1 month ago  
Fran is fabulous and brilliant. 🌹  
👍 4 🗨️ [REPLY](#)



**HEEBEEJEEBEE9123** 6 months ago  
I wish this was 3 hours long.  
👍 12 🗨️ [REPLY](#)



# Conclusion



# Recommendations

## Video Length

Short videos - Within 16 min  
Long videos - Between 33 - 58 min

## Post Frequency

At least 1 a week

## Quality

The same important as quantity

## Video Title

Use eye-catching words in video titles, such as “How to” and add a keyword to inform audiences the content

## Target Audience

Try to expand the target audience

## Content

Using suitable way to tell the story of the artists and their works



Thank You

