An Internship Report on

SEO and Compliance Audit of Bongo BD (Stellar Digital Limited)

By

Tasnim Faiza

17104081

**An internship report submitted to the BRAC Business School (BBS) in partial fulfillment
of the Requirements for the degree of Bachelor of Business Administration (BBA) Program**

BRAC Business School

BRAC University

October 2021

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Full Name and Signature of Student

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Full Name and Signature of Supervisor

Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

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Non-Disclosure Agreement

This agreement is made and entered into by and between Bongo BD and the student of BRAC University named Tasnim Faiza for the commitment of avoiding the unapproved divulgence of confidential data of the organization

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Full Name and Signature of Organizational Supervisor

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Rafee Shabbir

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Rafee Shabbir

Deputy Head

Bongo Studios

Letter of Transmittal

October 02, 2021

Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of internship reports on Bongo BD.

Dear Sir,

I am delighted to submit my Internship Report on "An internship report on SEO and Compliance Audit at Bongo – Stellar Digital Limited" which was required for graduation from the BBA program at BRAC University.

In presenting this report, I did my best to include all pertinent information and explanations in order to make the report informative and comprehensive.

I sincerely apologize for bothering you during my internship. Finally, I'd like to express my heartfelt gratitude and appreciation for your guidance during the Internship. I will be honored to answer any questions you may have in this regard.

Sincerely yours,

DocuSigned by:

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Acknowledgement

First of all, I want to thank the Almighty for giving me the strength and perseverance to complete my internship at Bongo – Stellar Digital Limited and allowing me to continue in the midst of the pandemic. The internship opportunity I had with this company was a great opportunity for myself to learn and develop. This report would not have been completed without the unwavering support of many people.

I want to express my deep gratitude to MD. Hasan Maksud Chowdhury, whose guidance and instructions have been invaluable in writing my report. My sincere gratitude goes to every faculty member for their participation in my academic endeavors. Over the years, I have learned from them and appreciated the opportunity they gave me to pursue this degree. I would also like to thank Bongo – Stellar Digital Limited for giving me the opportunity to work here as an intern. I am grateful to my supervisor at work, Mr. Rafee Shabbir, under whom I have been able to navigate through the many obstacles I have encountered so far, who guided me and helped me learn several jobs related to SEO and Compliance Audit from the Bongo Studios department. Also, I would like to thank all members of Bongo – Stellar Digital Limited, who supported me and who followed my journey in this company. I am grateful to all who have been excellent mentors and have supported me throughout my work with great patience.

Finally, I want to thank all the wonderful people without whose support and encouragement I would not have been able to continue and complete this internship.

Executive Summary

The following internship report represents my work as a business SEO and Compliance intern at Bongo BD - Stellar Digital Limited, as well as all of my experiences.

My internship began on August 1st, 2021 and finished on October 31th, 2021, for a total of three months. I was fortunate enough to be able to work on real projects and be regarded like a member of the team for the past three months, which has helped me grasp SEO and Compliance auditing and its importance in the industry. Through this, I was able to gain firsthand knowledge of how a YouTube monetization company operates and the obstacles that it faces as a startup.

The paper begins with a brief introduction to Bongo BD - Stellar Digital Limited and the services it offers to its clients or partners. Moving on, the research focuses on a specific service known as Search Engine Optimization (SEO) and Compliance audit and its importance in the YouTube monetization industry all over the world. It goes into the specifics of SEO and Compliance audits and how it is a key component to monitor the performance and revenue of the YouTube channels that are under YouTube Monetization Program. It also discusses data collecting, as well as its analysis and interpretation. Finally, the study's findings, as well as some limitations and recommendations, are discussed.

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Acronyms:

MCN – Multi channel network

OTT – Over the top

UAT – User acceptance testing

QC – Quality control

SEO – Search engine optimization

BOT – Build operate transfer

NOC – No objection certificate

VOD – Video on demand

CDN – Content delivery network

IPTV – Internet protocol television

SPC – Statistical process control

CMS – Control management system

ITES – Information technology enabled services

PPC – Pay per click

SEM – Search engine marketing

POC – Proof of concept

QA – Quality assurance

HRIS – Human resource information system

OKR – Objectives and key results

R&D – Research and development

URL – Uniform resource locator

SaaS – Software as a service

HR – Human resource

TVAS – Telecom value added services

1   Internship Overview:

1.1 Student Information:

I am Tasnim Faiza, a student of BRAC Business School (BBS). I am pursuing a Bachelor's of Business Administration (BBA) bearing the student ID: 17104081. I have obtained triple majors during my degree. My area of specializations is CIM, E-Commerce and Marketing.

1.2 Internship Information:

1.2.1   Period, Company Name, Department/Division, Address

I am currently working as a Virtual Intern at Bongo BD. This is a full-time internship, effective from August 1, 2021. It is a 3-month period internship which ends on October 31, 2021. My department is Bongo Studios. Our office is located at House – 20, Road – 2B, Baridhara J Block, Dhaka 1212, Bangladesh.

1.2.2   Internship Company Supervisor's Information

When I was an Intern in Bongo BD, I was assigned under one supervisor who was responsible for giving me all types of knowledge about the company and also the other staff member. My supervisor was Rafee Shabbir who is a Deputy Head of the department Bongo Studios at Bongo BD. Under his supervision, I have completed my full internship program. I was fortunate enough to acquire many knowledge regarding SEO and Compliance audit under his supervision.

1.2.3   Job Scope – Job Description/Duties/Responsibilities

Over the time of my internship at Bongo BD, I've had the opportunity to work on a wide range of projects and tasks, from small to large in scope and complexity. To name just a few of my responsibilities: market research, video uploading, SEO and compliance audits and some other different tasks. My job functions are as follows:

- Help Team Lead to expand and put into effect a powerful compliance program.
- Assist Team Lead to create sound inner controls and screen adherence to YouTube/Facebook's Content, Advertising, Monetization, Partnership and Community Standards and Policies.
- Draft reviews for inner stakeholders.

- Assist Team Lead to revise for compliance rules encompass however now no longer confined to content, advertising, monetization, partnership and network requirements and rules.
- Help team contributors to audit channels/content, practices and criminal files to discover weaknesses and risks.
- Collaborate with outside companions and key account managers of Studios while needed.
- Help Team Lead in scheduling plans to control a disaster or compliance violation.
- Coordinate training periods for channel companions on YouTube/Facebook's requirements/rules and nice practices.
- Assist team members to cope with channel partners' issues or questions about compliance.

1.3 Internship Outcomes:

1.3.1 Contribution to the company

I joined this organization in order to apply my academic knowledge in the real world of business. During my internship, I worked on a variety of ongoing or everyday tasks. As an intern in the company, I spent my first few days learning and understanding the work, policies and different aspects of my upcoming tasks. After that, I was appointed to do basic tasks at the start of my internship here so that I could learn on the job, utilize my knowledge and skills appropriately, and understand different functions within the Bongo Studios team. My responsibilities were primarily focused on SEO and Compliance audit. The following are some examples of my tasks:

- **Auditing (SEO, Compliance and Video):** My major assigned task was auditing. The first task I got in my internship was on SEO auditing. I was assigned to complete SEO auditing of Indian channels and find out the problems related to SEO of each content from the Indian YouTube channels. The YouTube partners are provided with some instructions for their channel optimization to be able to attract the maximum number of viewers, however, in many cases they do not follow the instructions which causes them to lose viewers. My task was to find out what instructions they were not following for each video and list that out.

Another audit I worked on was video auditing for Islamic Waz YouTube channels. For this, I had to watch videos and find out any issues such as hate speech, unethical activities or any speech or activities that might violate YouTube policy. After finding the issues I noted down the issues with time stamps. For this audit, I had to audit the videos being completely unbiased and think as general people, not as an individual. I also worked on the video auditing of some Facebook page and group's videos for some copyright issues on the videos.

To maintain a YouTube channel, one must follow and obey the policies provided by YouTube. If not followed the rules, the channels can end up being blocked, demonetized or getting strikes. In order to prevent these issues, I worked on overall YouTube policy audit or compliance audit for the Indian channels. There I looked for any YouTube policy violation within the channels such as if they have repeated or reused any contents among or within their channels, if they have used any misleading metadata, spamming or fake engagements (BOT), if they got any warning, strikes or copyright claims or if they have violated any other YouTube policies or not. I checked for the violations or any other issues and submitted the noted issues to my seniors. From those issues, they made reports on the problems and worked accordingly to resolve the issues.

- **Research and writing:** I was assigned to do market research on potential clients and on their activities. For example, searching for famous YouTube rappers of Asia or worldwide and looking for any other relevant information regarding them such as their unique activities, rapping styles etc. I was also given the task to research on the market problems, their solutions as well as some Facebook and YouTube policies such as any specific Facebook violation, what causes those violations and what steps should be taken if these violations are being made by any page or channels etc.

  Besides the market research, I was also assigned to do research on various topics and write short informative articles on those topics. Moreover, I would also get assigned to recheck some of the articles written by someone else and add more information if found any. I also had the task to gather information from different channels and write down the links of the videos by categorizing them in different sections as well suggest

new playlists for the channels as per their contents. I would also translate contents and submit to my seniors if necessary.

- **Video upload and sorting:** In the time of my internship at Bongo BD, I was assigned to upload videos on different YouTube channels as per requirements. I would download and upload videos to YouTube channels and add necessary information, but I was instructed to keep those videos unlisted so that later my seniors could check and add more necessary information to the video and finally publish them publicly to the channels.

  Another task that was given to me was sorting the videos into appropriate categories and creating playlists and adding all the videos from the channels into the playlists according to their categories.

- **Updating files and sheets:** I helped to gather information from YouTube analytics, dashboard or any other sources and update them into the google sheets or files and submit them to my seniors. I would gather information such as growth or performance ratios of the channels, URLs of the contents or any other necessary information from the channels and input the data in google sheets and respective seniors would analyze and take necessary measurements using the data.

- **Creating diagrams and slides:** I was given the task to create diagrams to visualize the channel's performance from various aspects. I also created presentation slides with necessary information and graphs for sponsorship proposal purposes.

- **Facebook right managers upload updates:** Another one of my major tasks was updating the Facebook right managers upload process for the assigned Facebook pages. For this task the Facebook page owners were given a drive link where they would upload the videos that they want to upload to their Facebook pages. My task was to download those videos and upload those videos and their NOCs to another drive link and update the google sheet with the necessary information of the videos. After updating the sheet, I was instructed to send an email to the copyright department for checking NOCs of the videos and if the videos have any copyright issues or not and mark the videos with no copyright issues. After the copyright department completed their work, I sent an email to the IT department with the information of the videos and they would upload the videos to the respective pages.

- **Cleaning metadata:** As a member of the compliance team, I was instructed to do compliance audits for the Indian channels. In cases, I would work on cleaning the misleading metadata from the videos if found any. These metadata include anything misleading from the title, description, tags and thumbnail.

1.3.2   Benefits

This internship provided me with significant skills and knowledge along with some broad perceptions of working in a professional setting. I learned the ins and outs of organizational processes as well as strategies for navigating an intricate corporate environment. I also gained valuable insight into the business model of the media and entertainment industry through a number of projects on which I worked, and I gained significant exposure and confidence in being able to accept new challenges without hesitating and working on completely new and unknown task on my own. This has been the most valuable learning from my internship experience, and it will help me greatly in my future endeavors.

Besides these gains, I was also able to gain some other valuable experiences on research and writing, PowerPoint slides making, creating diagrams, writing formal emails, maintaining google docs etc. I was also fortunate enough to be able to learn many ins and outs of maintaining different YouTube and other social media channels and pages as well. Moreover, I could gather the experience of doing SEO and compliance audit and leant the process of auditing.

1.3.3   Problems/Difficulties

My internship at Bongo BD has aided me in making the transition from student to work life. Even though I enjoyed most of the part of this transition period, I too have encountered difficulties and challenges. Some of the difficulties I faced during my internship at Bongo BD – Stellar Digital Limited are –

- As it was a full virtual internship, I was not able to communicate or create a bond with my colleagues as strongly as I could have if I got the chance to physically attend the office. Moreover, the manager of Bongo Studios, Md. Monirul Hassan, was

responsible for assigning me with my main tasks everyday which caused me even less direct interactions with my organizational supervisor.

- During my internship I noticed that in some cases the organization was lacking in managing time. Every day at 10 am each department used to hold a 'morning standup meeting' where they would discuss their work progress and upcoming workloads. I noticed that every day the meeting used to start 15-30 minutes which caused me to start work late. Moreover, many times I was not provided proper instructions regarding the deadlines of my submissions which created last minute workloads as I had to finish the work within a short time after I got to know about them on the day of submission or a day earlier.

- I was mostly never given any feedback regarding the tasks I had completed during my internship. For this reason, I was unable to properly understand the quality of my work or how I could improve my performance, in which sectors I require improvements etc. This is why I had to evaluate my own work and toil on my performance improvement on my own.

- In Bongo, everyone would use direct messages on slack to convey their gist which sometimes caused an overload of tasks as no one knew what tasks I got from others.

1.3.4 Recommendations

During my internship at Bongo, I was missing some factors which I thought would give me even better experience throughout the period of internship. Based on my observation, some few things I would like to suggest Bongo BD – Stellar Digital Limited for their future internship programs to make even better, are –

- I believe direct interactions through physical meetings are best for proper communication or bonding between colleagues which also helps in interactions for working purposes. Full online internship is a huge barrier in communication. I think keeping a minimum of one day of physical office in a week will erase this problem. However, if not possible, online meetings can be arranged once a week or at least once a month with the interns and all the team members to increase communication between them to help the interns learn more about the organizational culture. Moreover, at these meetings, the team members will get the chance to provide

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feedback to the interns which will help them in improving their performance. Interns can be suggested to maintain a portfolio for their everyday tasks this will help both the interns and team members in evaluating their performances.

- They should emphasize their time management on the parts they are lacking. They should convey the deadlines for the tasks clearly to everyone so that no one has to make haste at the eleventh hour to finish their tasks. They should strictly maintain the times.

- In my opinion, maintaining a common chat box in Slack to assign tasks to the interns will help in eradicating the overload of work as everyone knows which intern got their tasks and who does not. It will also help to not waste any time as everyone will have their work given on time and they will not have to wait for long times to get their task from their supervisors or the person responsible to assign them with their everyday tasks. They may also provide a list of tasks for the interns at the end of the day or at the start of the office hour so that everyone knows their tasks ahead of time and complete those on time. In this way, no one will have to waste any time by waiting hours before they get for assigning to their tasks by their supervisors or the person responsible in assigning tasks.

2 Organizational Part

2.1 Introduction

2.1.1 Objective

Internships are required as part of the graduation process, and BRAC Business School has added an internship program to provide graduates with real-life job field experience. The main goal of an internship is to gain experience in a real-world setting and to pass the undergrad. One of the other goals of the internship is to apply theoretical knowledge in a real-world setting. From an organizational standpoint, the purpose of this study is as follows:

- Bridge the gap between theoretical and practical exposure by making your debut in the real business world.
- Getting acquainted with the company's culture, work ethic, and working environment
- Increasing one's self-assurance when dealing with complex topics
- Auditing and internal control exposure
- Following the auditing framework established by the organization as well as the worldwide auditing framework and its effectiveness
- Practical auditing experience
- Possibility of networking
- Creating synergy between the company and the client

2.1.2 Scope

Internships provide opportunities for us to put all of our academic learning to work, but in the real corporate world, it is quite different because individuals and organizations and frameworks entangle us to confront a task in very different ways. Internships, on the other hand, work to establish a foundation for our future career prospects, so gaining real-world experience through an internship is most helpful.

The scope of this study will be the extent of individual knowledge, with Bongo BD's confidential data excluded. Furthermore, the scope enables students to explore and gather knowledge more about the organization and its internal business practices.

2.1.3   Limitations

I opted to enrich and prepare this report. However, when compiling this paper, I discovered some limitations that hampered my research.

- **Communication problem:** My whole internship program was held online because of the Covid – 19 situations. Attending an online office created challenges for me in communication. For not being able to communicate better apart from my office work, in many situations I faced challenges throughout my internship program as well as while compiling my research.

- **Limited resource:** As Bongo is a recently growing company and not many researches related to Bongo BD, it was very tough to gather information about the organization relevant to my study. There were very few articles published or other resources that I could have used for my research. Moreover, because of the challenges in communications, I could gather only limited information from communicating with my team and other office members.

- **Time limitation:** Any paper requires a huge amount of time and devotion towards it to be a good paper. For this internship report we get three months to complete it. In this time, we have to research the topic, gather information, comply and write the paper as well as maintain a full-time job or internship where we have to invest a huge portion of the time. For this reason, the time we get to complete the report is not enough to get all necessary information about any organization. Moreover, because of the covid – 19 situations, I started my internship one month later from the starting date of the university internship program. For this reason, I only got two months to complete all my tasks related to the report. This tight time frame was one of the biggest challenges that I have encountered during compiling my internship report.

- **Confidentiality:** Every organization has their own policies and confidentiality. There were many aspects of Bongo BD that might have given my internship report better perspectives. However, because of the code of conduct of the organization, I was unable to use much information relevant to my report that could have provided stronger perspectives and analysis to the report.

- **Lack of experience:** I am a learner in the field of this job as well working on an internship paper. In this internship program, I was constantly learning through my

activities. My limited knowledge in these areas created barriers in the way of my exploration throughout the internship program.

2.1.4 Significance

This report attempts to portray a descriptive picture of the current industry and its market leader Bongo BD. I attempted to combine my academic knowledge with my working practice at the organization.

Anyone interested in learning the ins and outs of Bongo BD, or even the procedure of SEO or relevant audits, will find this report useful.

2.2 Overview of the Company

2.2.1 Company profile

Bongo is a South Asian OTT and VOD platform that leverages an unrivaled library of content with cutting-edge video delivery technology. Besides the subscription service, Bongo also supervises a network of YouTube channels and influencers in six countries, with over 500 channels under its management, 100 million subscribers, and a monthly reach of over 210 million unique viewers along with a total of 1 billion views.

As the leading company in the OTT video streaming industry in Bangladesh, Bongo ensures compliance with telecom operators to provide premium services as the local market's propensity has been realized. Bongo's content library includes more than 60,000 titles in 5 plus languages. Bongo is expanding its presence throughout the subcontinent, with headquarters in Dhaka, Kathmandu, Kolkata, and Colombo. Furthermore, global telecom partnerships guarantee that non-resident Bangladeshi, Nepali, and Sri Lankan communities have significant exposure to their preferred entertainment content.

The video deliveries are aided by custom-built proprietary technology, which was established because of the local infrastructure becoming crippled due to the high demand. Bongo's data center, which contains a digital head end and CDN origin, provides live and on-demand content. Bongo's client-side apps are designed and developed in-house. These are accessible from the web, app (Android & iOS), and they are planning on making them available on the smart TVs soon. Bongo's platform connects with over 15

operators in 7 countries and works with all of the largest telecom companies, including Grameenphone, Robi, and Banglalink.
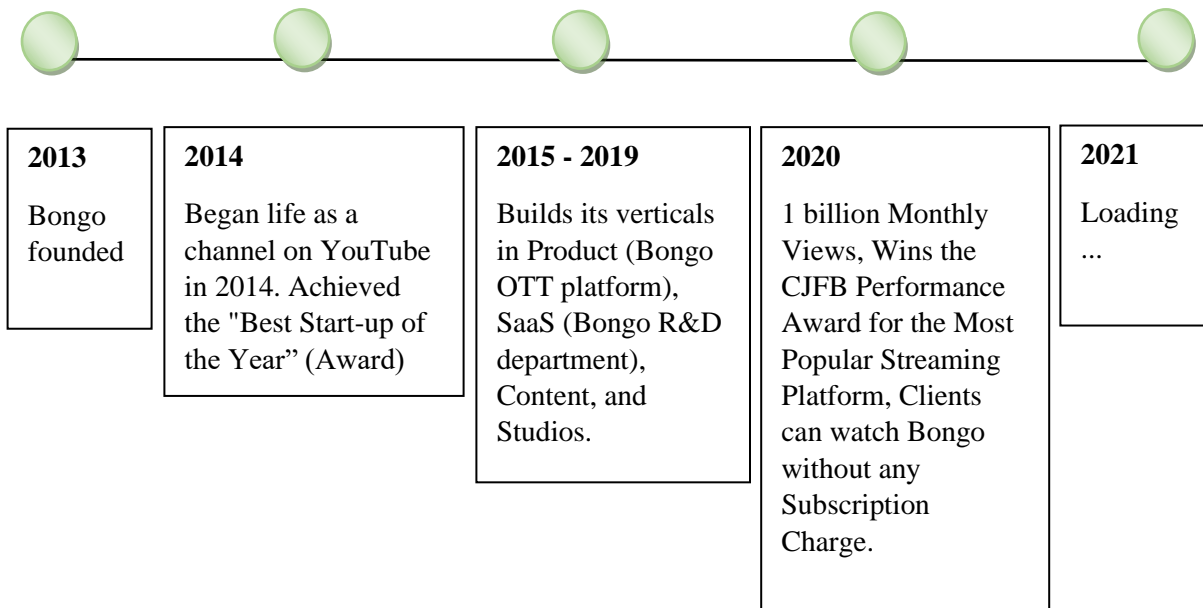
Bongo has a YouTube channel network with over 145 million subscribers. Their qualified staff assists content labels in making the shift to the digital age, while nurturing great creators to create engaging content for their target audiences. We link these creators with companies and nonprofits aiming to target this digitally native generation as top-influencers to the young urban middle class.

2.2.2   History

In 2013, Navidul Huq, a co-founder of Bongo Ahad Mohammad founder and CEO of bongo, coined the term "Bongo." Bongo's primary goal was to build a platform that would allow Bangladeshis all around the world to access Bangladeshi content. Ahad Mohammad, the founder of Bongo BD began working in film production when he arrived in Bangladesh, and Navid Huq's family as well had a media background. They soon realized that immigrants didn't have enough access to Bangladeshi material. They have numerous relatives in the United States and the United Kingdom who watch Bangla productions, and would ask their friends and families in Bangladesh to buy DVDs for them. There wasn't a lot of information available on the internet as well.

In 2013, as the world became increasingly digital, and content consumption was following suit. They noticed that other firms, such as Hulu and Netflix, were gaining a lot of traction. With the idea on mind, they compiled all of the content and started the journey of Bongo BD - Stellar Digital Limited.

2.2.3   Company timeline

2013	2014	2015 - 2019	2020	2021
Bongo founded	Began life as a channel on YouTube in 2014. Achieved the "Best Start-up of the Year" (Award)	Builds its verticals in Product (Bongo OTT platform), SaaS (Bongo R&D department), Content, and Studios.	1 billion Monthly Views, Wins the CJFB Performance Award for the Most Popular Streaming Platform, Clients can watch Bongo without any Subscription Charge.	Loading ...

Figure 1: Company timeline

2.2.4 Organogram
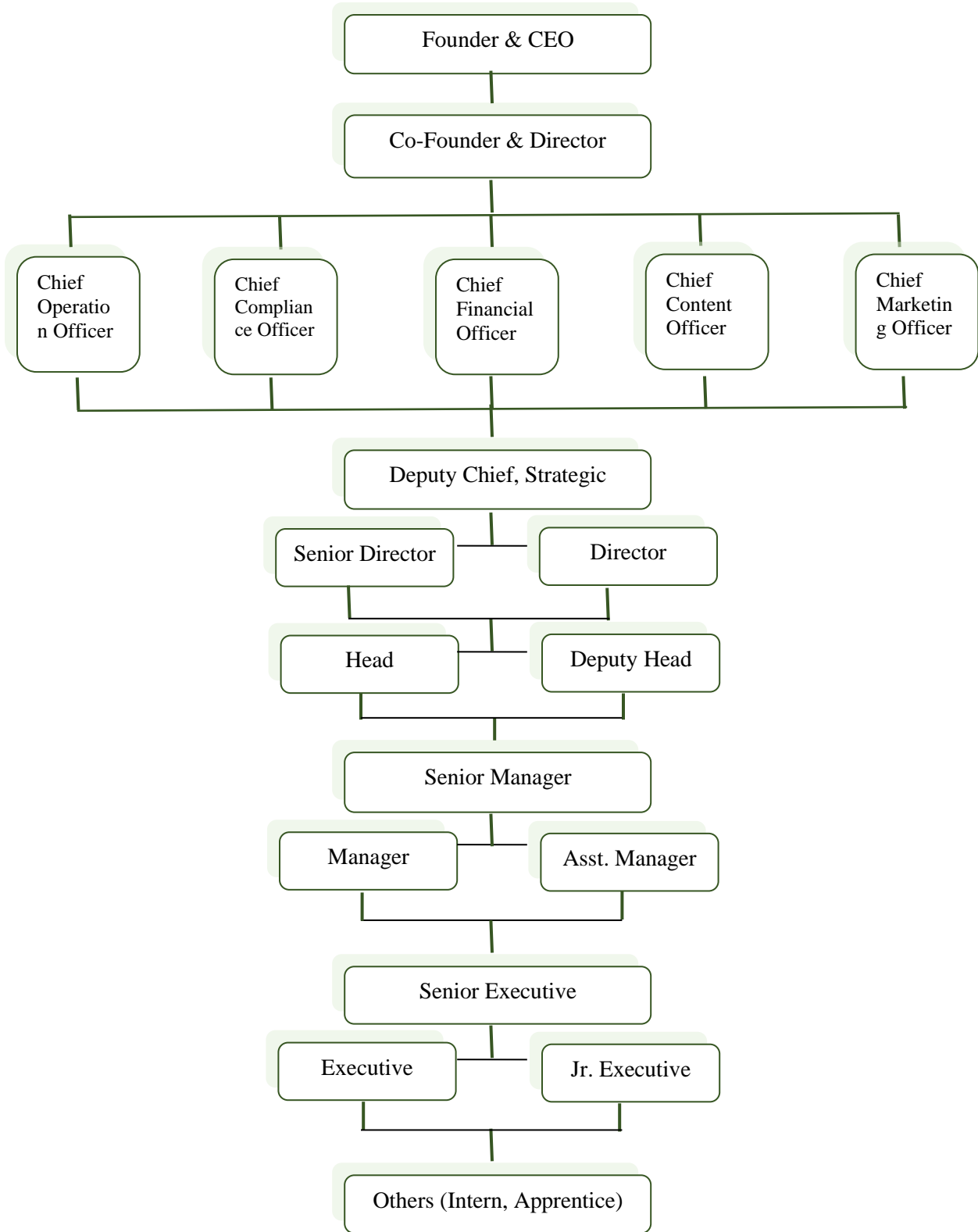
Figure 2: Organogram

2.2.5 Vision

Bongo believes that access to content and media is everyone's right and not a privilege. This belief led them to their vision of ensuring access to content and media to everyone in Bangladesh.

2.2.6 Mission

The mission of Bongo Bd is to create a digital ecosystem catering to their key demographics in frontier markets such as Bangladesh and around the world.

2.2.7 Core Value

Bongo Bd holds seven core values within them. These seven values are –

- **Customer First –** Bongo always puts their customers first. For them, their customers are their 'King' and customers are never wrong.
- **Respect -** Bongo accepts everybody irrespective of their ethnicity, gender, religion, social status, official grade and respects the difference of opinions from anyone.
- **Open Communication –** Bongo always communicates with a neutral perspective and starts with listening and reading carefully and then provides constructive feedback using the correct tone of voice.
- **Integrity –** Bongo stands for what they believe and they do what they say or promise. Bongo believes that integrity and honesty are always a winning strategy.
- **Innovation –** Bongo believes creativity and learning produces innovation and development. They are always open to small improvements in process, experience or communication and new ideas which lead to big innovations.
- **Agility –** Bongo always takes quick steps and communicates effectively. They convert complex issues into simple ones in their own way.
- **Leadership -** With leadership comes responsibility. Being the market leader, Bongo always tries to convey the right message through their activities. They always award based on the merits. Moreover, they are always open to learning from their own mistakes and by examples.

2.2.8   Culture

Bongo BD tries to create a friendly atmosphere within the organization. They emphasize on creating friendship among the employees of Bongo BD. In order to create a friendly culture within the organization, Bongo emphasizes on few key factors which are –

- **Transparency –** Bongo always maintains transparency within the company and always welcomes open discussion. Apart from confidential information of the company they keep other information open to all.

- **Feedback –** In every 6 months, HR does a workplace survey and brings improvements within the workplace and culture according to the survey result.

- **Get things done –** The ethos of Bongo is to get things done. They do not like to waste any time and always stay prepared for any upcoming tasks.

- **Demo Day -** Bongo encourages employees to share their opinions and achievements every year on Demo Day.

- **Focus on Solutions –** Bongo believes that every employee should try to come up with their own solutions and if failed only then should seek guidance.

- **Be Kind –** Bongo believes in always being kind including all members, outsider and also those who leave the company and start a new journey elsewhere.

- **Bongo Meetings –** Bongo values everyone's time hence their meetings are very focused with specific agendas and timelines.

- **Hire Friends –** Bongo is open in hiring new employees through the reference from current employees if the reference is eligible.

- **Equal Opportunities –** Bongo does not discriminate in regards to employment opportunities.

- **Diversity –** Bongo BD is always open to diversity. They hire people belonging from different cultures, backgrounds, or even from different countries. This allows them to learn and grow with a global mindset.

- **Vacation –** Bongo BD encourages people to take time for thyselves as long as they complete their work.

- **Visitors at Bongo –** To ensure safety of the employees and provide security to them, only few authorized visitors are allowed in the workplace.

2.2.9 Key people

Visionary Leaders

- Ahad Mohammad - Founder & CEO
- Navidul Huq - Co-Founder and Director
- Fayaz Taher - Chief Operating Officer

Tech Leaders

- Shadid Haque - Chief Operating Officer
- Fazle Taher - Sr. Director Engineering & Technology
- Mirza Asif - Director of Technology
- Matthew Macklennan - Director of Product Management

Business Leaders

- Karel Kuiperi - Chief Compliance Officer
- Remon Fahim - Chief Financial Officer
- Sang Joon Park - Chief Marketing Officer
- Mushfiqur Rahman - Chief Content Officer
- Nabila Sajjad - Deputy Chief, Strategic Operations

2.2.10 Level of employment

Currently Bongo BD has more than 200 employees working under the organization. The positions or level they are working with are mentioned below -

- Deputy Head/Head of Department
- Asst. Manager/ Manager/ Sr. Manager
- Junior Executive/ Executive/ Sr. Executive
- Intern

2.2.11 Types of employment

Bongo BD recruit employees in six categories, which are -

- Full-Time Permanent
- Full-Time Contractual
- Part-Time Contractual
- Intern
- Freelancer
- Project Based Apprentice

2.2.12 Departments of Bongo BD

Bongo BD has 14 departments within the organization that are supervised by the five chief officers of Bongo. These fourteen departments are also divided into many sub teams. The departments of Bongo BD are mentioned below -

- **Analytics –** In this department they analyze the data generated from YouTube MCN channels of Bongo BD. They also create a detailed oriented report for the channels to give the owners a quick idea of their performances of their channels.

- **Business Development –** Business development department works for improving overall process consistency. They manage the activities and deliveries of digital marketing accounts based on client briefs and pre-developed strategies. Moreover, they work on planning the marketing and promotional activities for different clients and to achieve the targeted revenue for the company. In addition, they develop the Go to market strategy for new and existing products with a primary focus on SaaS Video solution, IPTV and bulk Bongo OTT Subscriptions and research and forecast the market trend and sales performance. Besides, they maintain client relations and prepare campaign proposals and presentations along with the execution of approved campaigns.

- **Company Secretariat –** Company Secretariat Department is responsible for guiding and managing company's overall performance and ensuring that the company complies with legal and regulatory requirements.

- **Content –** Content department focuses on the client service, sales and acquisition from local and global perspectives. They work on content licensing, advertising and

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production sales, customer service, coordinate content marketing efforts, communication with Talents and Media maintaining the content acquisition Log, SPC process and Shortlisting/ Logging of content proposals, content and script writing and more such relevant activities as per the requirement of the organization.

- **Content Entry and QC –** Content Entry and QC department maintain the overall quality of the organization which includes all four business models of Bongo BD.

- **Creative –** Creative department mainly works for graphics and video editing. They build a clean and effective user experience for the users. Creative team works on graphics design, web design and development. Besides, they develop and present documentation, user flows, annotated wireframes, and interactive prototypes to the clients. Moreover, they are also responsible for testing and improvements of the products, creating poster designs, logos, mnemonics, sticker design, illustration and many more.

- **Finance –** Finance and Accounts Department manages and supervise accounts portfolio. They prepare financial recording process and developed standard operating procedures for inter-department financial cooperation. They are responsible for Cash Management and ensuring unbolted operation and payments, preparing budgets and financial reports as per the management requirements, prepare annual growth plans, salary plans and coordinate with banks for all the transaction related work. The Finance and Accounts Department perform all the budget and transaction related activities.

- **HR & Admin –** The responsibilities of the HR department include selection & recruitment process for Bongo BD, BONGO India, Bongo Lanka PVT. Ltd (Sri Lanka) and Bongo Nepal aka Nepalflix (Nepal) by following a procedure starting from email interviewing. Their work includes creating job posts, preparing appointment letters and orientation programs for the new employees, preparing and maintaining payroll for both national & international branches, introducing HR Policy for BONGO BD as per Labor Law of Bangladesh, evaluation through performance appraisal of employees and any other work required as per the company policy.

- **Legal and Commercial –** Legal and commercial provides protection of copyrights owned by Bongo and its partners. They manage YouTube CMS & Facebook Rights

Manager for the purpose of dispute resolution, claim release, match policy specification, ownership identification and transfer, resolution of appeals etc. Their responsibilities include advising on all transactional and commercial documentation of the company including transfer of copyright in digital content, provision of OTT Solution, TVAS services, payment gateways, shareholders' agreements, joint ventures, ITES agreements, YouTube MCN, business partnerships, data center agreements and artist management agreements, amongst others. Moreover, advising on company secretarial matters, corporate affairs such as liaising with the BTRC and corporate governance matters and formulating processes for swift and accountable commercial decision making at the company as well as co-lead in select commercial matters with Head of Business are all inclusive of the responsibilities of Legal and Commercial Department.

- **Marketing** – The marketing team works on the marketing activities for the organization Bongo BD itself. They implement and plan digital marketing campaigns such as using PPC, SEO, SEM, Mobile Marketing, email campaigns, blogs, and social media experience to promote Bongo BD and the company's other digital presence as Nepal flix, Bongosl, and other digital channels across the globe. Their work includes budgeting, forecasting, accruals, and reporting, creating strategies on potential issues and opportunities for the organization. They evaluate emerging technologies and keep the company at the forefront of developments in digital marketing, and improve the user experience. Moreover, they design & manage ATL & BTL marketing programs, look after Digital Sales and promotional activities and develop and train internal employees as per the organizational requirements.

- **Media Relations** – They maintain the social media platforms as Facebook, Instagram, Tiktok, YouTube and others. They help promote Bongo's content and social media channels. They establish trust and build rapport with clients and media professionals digitally. They search for new business opportunities and work on sealing new sales. Moreover, they identify the issues, resolve the complaints and provide feedback to the clients. They monitor, review and report on all digital activities.

- **Product** – Products department mainly works for the OTT platform of Bongo BD.

They are responsible for content publishing, products management and services UAT. They publish content on YouTube, Bongo, Banglalink, Bioscope, Robi TV Plus and Airtel TV Plus according to the calendar along with the content title, description, and all metadata and supervise the promotional activities of various channels. In addition, the identify the copyright claims and solve the problems by collaborating with the legal team. The product teamwork as the bridge between the engineering team and the consumer's experience.

- **Research and Development** – Research and Development Department is divided into many sub teams such as PHP, Python, Frontend, NET, Mobile, UI/UX, QA, SRE, Client Manager (POC), Project manager (PM), IT. The internal department communications of the Research and Development Department are normally managed by client managers and project managers. They provide technical and development service to their clients and partners.

- **Studios –** Bongo studios manages the YouTube channels and is responsible for the SEO and Content Optimization with all the digital platforms. They analyze and formulate Growth Strategies for various accounts, arrange events, training sessions, workshops for the Channels. As well responsible for the protection of the contents. Their work is mainly focused on the account management done by the key account managers through channel audits and the monetization program management for the channels.

2.2.13 Business models

There are four diverse business models that are being managed currently at Bongo BD. These business models are –

- **Video streaming website -** Their first and prominent business model is their subscription services to their viewers or customers for the streaming or video on demand service. They have their own portal 'bongobd.com' where they provide the online video streaming or video on demand service to their customers. They release all Bangla contents on their website. They also produce their own productions there. Initially their plan was to charge a subscription fee to the Bangladeshi people living

abroad for Bangladeshi content, later they added three more business models to their main business model.

- **YouTube monetization –** In this business model, they monetize the YouTube channels of YouTubers from different countries. Currently they are providing this service to the Youtubers of seven countries which are – Bangladesh, Pakistan, Malaysia, Vietnam, Sri Lanka, Nepal and India. Apart from these countries, they are also working on expanding their business to western countries and some other Asian countries.

- **Content creation –** Apart from their subscription and monetization services, Bongo also built a business model on creating both online and offline contents. Besides the productions from the TV channels and other producers, Bongo produces their own original contents as well.

- **Technical solutions –** They provide technical solutions and contents to their telecom operator partners. Some of their biggest telecom partners in Bangladesh are – Grameenphone, Robi, Banglalink etc.

2.2.14 Services

Apart from subscription and tech support services, they provide YouTube monetization service to their YouTube clients. As I worked at the department Bongo Studios and my report is based on the works related to this department, I will emphasize more on the services they provide to their YouTube partners.

They provide support according to the channel's performance and for this they have divided their services into four stages.

Services	Platinum	Gold	Silver	Incubator
Content Development	Yes	Yes	Yes	Yes
Channel Review	Every week	Fortnightly	Monthly	Every 3 months

Advanced SEO	Yes	Yes	Potential content	-
Intermediate SEO	Yes	Yes	Yes	Case to case
SEO Guidelines	Yes	Yes	Yes	Yes
Video Editing	Yes	Yes	Yes	-
Advanced Graphics	Yes	Yes	Potential content	-
Intermediate Graphics	-	-	Yes	Yes
Production Budget	Yes	Yes	Yes	Case to case
Studio Access	Yes	Yes	Yes	Case to case
Influencer marketing deals	Yes	Yes	Yes	Case to case
Paid Promotion	$50	$30	$15	Potential content
Promotion (Organic)	Yes	Yes	Yes	Yes
Content ID Access	Yes	Yes	Yes	Yes
Content Syndication	Yes	Yes	Yes	Yes
Music Distribution	Yes	Yes	Yes	Yes
Copyright and Legal Support	Yes	Yes	Yes	Yes
Channel Security and Troubleshooting	Yes	Yes	Yes	Yes
Copyright-free Stock Footage	Yes	Yes	Yes	Yes

Table 1: YouTube monetization services

2.2.15 Achievements

- One of the first companies to receive the Golden Play Button award from YouTube
- ICT National Award
- Top start-up in Bangladesh award received acclaim from Silicon Valley and European based investment
- 100 million subscribers across all their network
- 1 billion views
- CJFB Performance Award for the Most Popular Streaming Platform
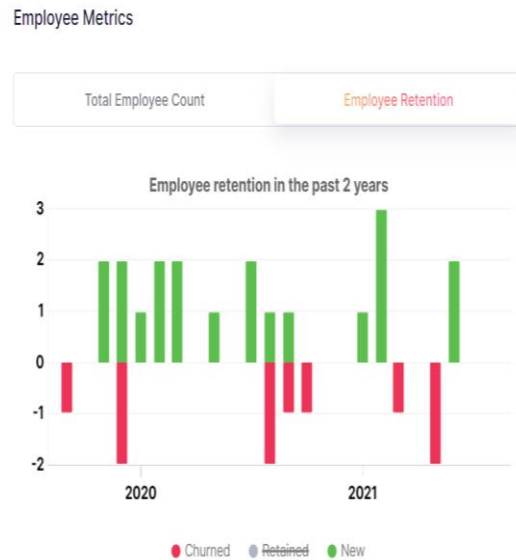- Merit Award at APICTA (Asia Pacific ICT Awards) also known as Oscars of IT.

2.3 Management Practices

Bongo BD uses 'Democratic' leadership style for their organizations management practices. The leaders of the organization and departments share necessary information with the employees whenever it is suitable. The leaders also seek the team members' opinion in any decision-making process. These behaviors of the leaders or the organization creates trust between the team leaders and employees as well promotes team spirit. These activities increase the work responsibilities among the employees and they do their parts more enthusiastically. In this process the leaders let the employees do what they want to do but in a way that they want it to be done.

The recruitment process and preformation evaluations are done by the HR team of Bongo BD. To recruit new employees the HR team first prepares a job post which includes job description, salary, position and other necessary details relevant to the position and post them to their social media accounts such as Facebook, LinkedIn, slack etc. After that they screen the CVs and take interviews of the candidates in three stages as per the company policy. After selecting the best candidate for their organization, they send them employee information collection documentation and collect the necessary data as required and then send them their appointment letter. In cases it takes some time to provide the appointment letter after the confirmation of the job, as those appointment letters come from their Indian headquarter. After joining the organization, the HR team holds an orientation program and

HRIS Training for the new employees. The attendance and leaves are monitored by HRIS software. All permanent employees on appointment have to be on probation period as per the company policy however, the service period of an employee is counted from the day of joining including the probation period. Bongo does an OKR performance evaluation in every quarter and they provide an annual salary increment if applicable. The employees of Bongo get two hours of break every weekday which includes one hour of lunch break and one happy hour. Bongo tries to create a friendly environment for its employees and pay attention to the personal development of the employees. All these initiatives taken by the organization increases employee satisfaction and decreases the rate of employee attrition.
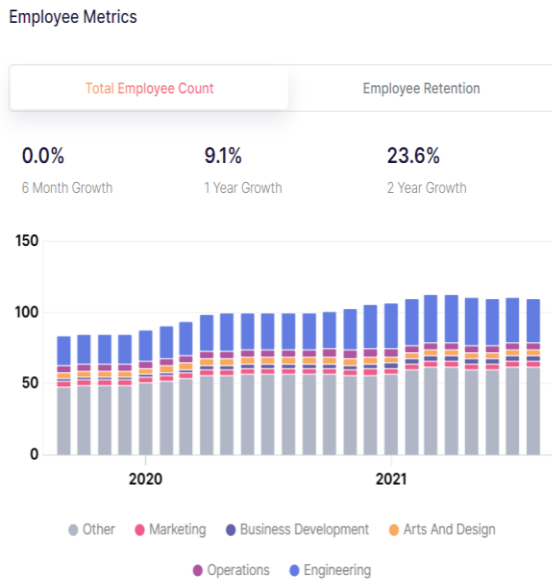
Figure 4: Employee retention   **Figure 3: Total employee Growth**

From figure 3 and figure 4, we can determine that the employee attrition rate is lower comparatively to the employee retention rate of Bongo BD.

2.4 Marketing Practices

Bongo BD practices their marketing activities for both their partner and organizational purposes. To promote their services, they promote their services through their social media platforms such as Facebook, Instagram, LinkedIn, Twitter etc. as well as through direct marketing. They promote their services by offering many attractive deals as discounts,

providing production support etc.

They are mostly aimed at the general public and the youth, with a target age range of 15 to 35 years old. As a result, they are focusing on a younger audience, both male and female, as well as the general public, rather than any specialized or higher-income group. The goal is to reach out to the masses by offering a cheap service where everyone can enjoy high-quality entertainment, as there is a scarcity of such entertainment in Bangladesh.


Figure 5: Marketing process

From the figure 1, we can get a glimpse of their promotional activities which was posted on their Facebook page.

2.5 Financial Performance and Accounting Practices

Bongo BD generates their revenue from their four business models. However, in their monetization business model, they generate their profit from the revenues generated from their YouTube partners. They must follow all local rules and regulations as well must abide by the policies of YouTube monetization program. Due to confidentiality and privacy

considerations, their financial performance statistics could not be included in this report. However, we can ensure that their revenue has been increasing each year.
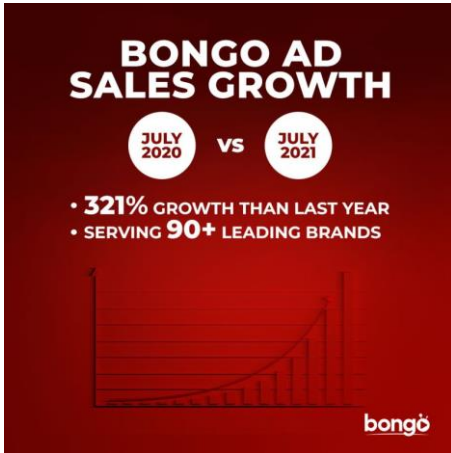
Figure 6: Sales growth   **Figure 7: Company insights (Revenue)**
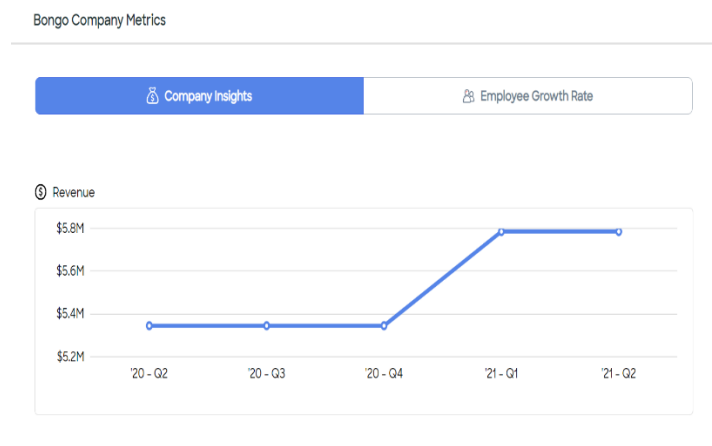
From figure 6 and figure 7, we can understand the annual sales and revenue growth of Bongo BD.

2.6 Operations Management and Information System Practices

Bongo BD is an online service provider company. For all four of their business models, they make extensive use of technology. The HR department uses HRIS Software to monitor leave and attendance of the employees. Additionally, they use Google workspace such as Gmail, calendar, drive, meet, doc, sheet, slide, form etc. along with slack for their communication purposes. In the process of their service providing, they use various social media platforms such as Facebook, YouTube, Instagram, LinkedIn and many more. They created their own digital media platform/ portal or website (www.bongobd.com) in order to provide their video streaming service to their customers. Bongo is always on the cutting edge of technology. According to G2 Stack, Bongo BD uses 11 technology products and services, including HTML5, Google Analytics, and Google Fonts. Additionally, according to BuiltWith, Bongo BD is actively employing 52 technologies on its website. Viewport Meta, IPhone / Mobile Compatible, and LetsEncrypt are among them. They use the state-of-the-art app technologies available, they adhere to all best practices, and they have their own internal software

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development R&D team, which is made up of some of Bangladesh's best software developers. They also have expert foreigners in their team to work alongside the Bangladeshi engineers they have. They are continually working to improve their service by focusing on the app's appearance and reaction time. Bongo's data center, which also houses a digital head end and a CDN origin, offers live and OTT content. Bongo's client-side applications are created and developed in-house and are available on the (responsive) web, mobile apps (Android and iOS), and smart televisions.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

SWOT analysis is a strategic planning technique that assists an organization in identifying their strengths, weaknesses, opportunities, and threats in relation to business competitiveness or project planning. SWOT stands for –

S = Strengths

W = Weaknesses

O = Opportunities

T = Threats

The SWOT analysis for Bongo BD is given below –

Strengths	Weaknesses
• Self-motivated and hard-working staff • High content quality • Well-known and reputable owners and partners	• Lack of employee • Website errors • Difficulty in communicating with foreign personnel
Opportunities • Market expansion • Telcom partnership	**Threats** • Other competitors • Foreign country policies

Figure 8: SWOT Analysis

Strength

- Bongo BD's most significant strength, among many others, is its self-motivated and hard-working staff. Furthermore, the personnel are extremely pleasant and willing to exchange information for the greater development of the company. To maintain and govern the organization, they have a well-managed department.

- Their quality material is another attribute that has propelled them to the top. They never cut corners when it comes to content quality.

- Finally, their face value, large investment, and well-known and reputable owners are some of their strengths that have given them an edge over competitors.

Weakness

- One of the major weaknesses of Bongo Bd is a shortage of people to run various departments. For example, the number of YouTube monetization service receivers is increasing aggressively. They already have over 500 channels under their partnership. But they don't have enough people to keep both departments running smoothly.

- Bongo BD's website is also one of its flaws. The website may occasionally go down due to a large number of consumers using it at the same time.

- Another flaw of Bongo BD is the difficulty in communicating with foreign personnel. Due to cultural differences, the foreign employee did not always understand the situation or the repercussions.

Opportunities

- They have worked in a variety of nations, including India, Sri Lanka, Nepal, Pakistan, and others. They intend to spread their services to more countries in the future. Japan, Turkey, Thailand, Western countries, Korea, for example.

- Another possibility for Bongo Bd is to work with other telecommunications operators on an OTT platform.

Threat

- Competitors such as Zee 5, EROs, Chorki, Hoichoi and others pose a significant threat to Bongo Bd. Others are also working on developing an OTT platform named after seeing the success of Bongo BD. This could have a negative impact on their business.

- Foreign country policies are another threat to Bongo Bd. Qatari authorities, for example, are extremely rigid when it comes to women's attire. They can even fine you a lot of money for it. Bongo Bd is at risk as a result of policies like this.

2.7.2 Porter's Five Forces Analysis

'Porter's Five Forces Analysis' is a framework for analyzing a company's competitors. It uses competitive strategy dynamics to extract five components that affect the competitive

intensity of an industry and, as a result, its profitability appeal. The five forces are –
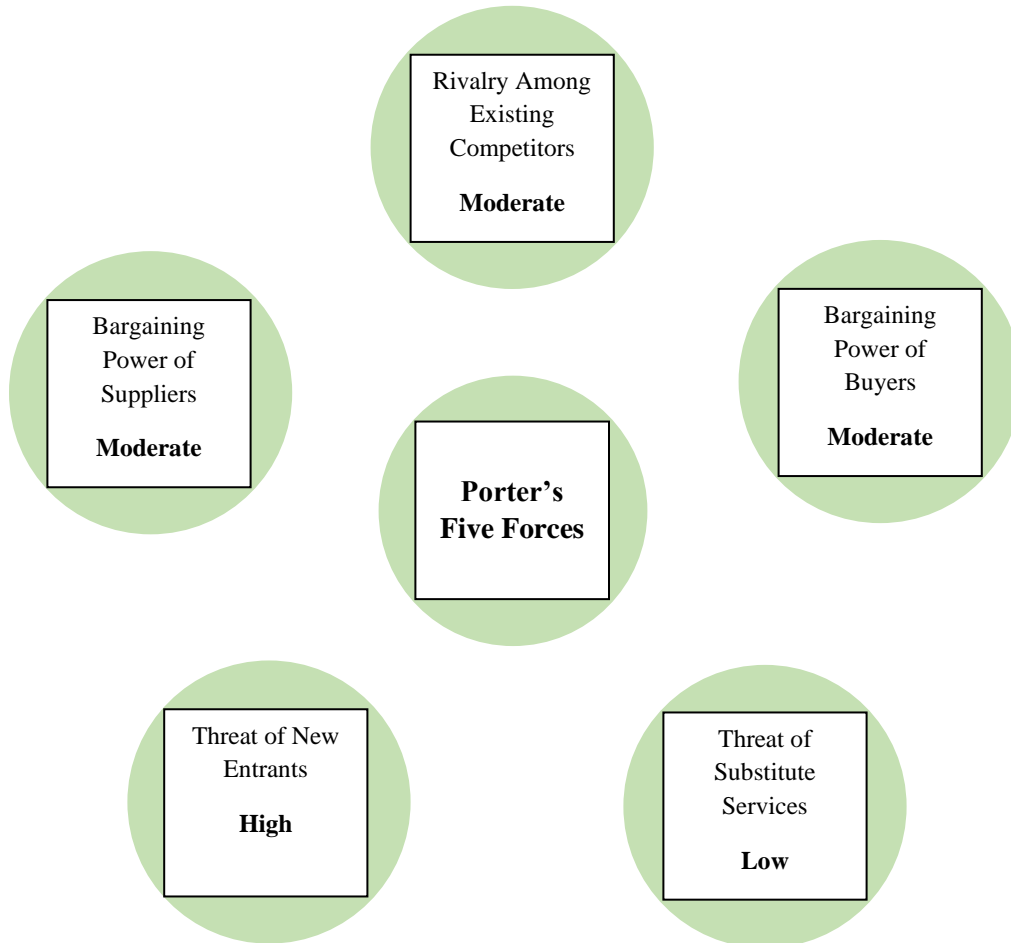
Figure 9: Porter's Five Forces Analysis

- **Rivalry Among Existing Competitors –** The number and capability of rivals in the market are the most important factors. Many rivals will lower market attractiveness by delivering undifferentiated products and services.

  There are few organizations in Bangladesh who provide similar online video streaming services as Bongo Bd such as Chorki, Hoichoi, Jagobd etc. Most of them are not as popular as Bongo bd. However, with the increasing demand of video streaming services, it might not take much time for them to get more public attention.

On the other hand, Bongo BD maintains four different business models within their organization. No other company in Bangladesh has such a business structure as well, not all of their services are common in the business field. Hence, the rivalry among the existing competitors is moderate.

- **Bargaining Power of Suppliers –** An evaluation of how simple it is for suppliers to raise prices. The number of providers of each vital input, the distinctiveness of their product or service, the supplier's relative size and strength, and the cost of switching from one source to another all influence this.

  There are not many organizations with the same business structure in Bangladesh as Bongo BD. However, there are few local companies as well as some foreign companies are working to place their position in the market which creates a competitive market for Bongo. For this reason, their bargaining power with their clients is moderate.

- **Bargaining Power of Buyers –** An evaluation of how easy it is for buyers to lower prices. This is influenced by the following factors: the number of buyers in the market; the value of each individual buyer to the organization; and the cost of switching suppliers for the buyer. When a company just has a few big customers, they may often impose conditions.

  The number of clients or partners of Bongo BD is huge. There are some clients who receive basic services of Bongo and some require the premium services. On one hand, Bongo is a new business with a new and unique service which is still working on increasing their recognitions. Inversely, the service they are providing has an increasing demand. For this reason, the buyers get moderate power over the organization in terms of bargaining.

- **Threat of New Entrants –** Profitable markets attract new entrants, reducing profit margins. Profitability will decrease to a competitive rate unless incumbents have strong and long-lasting barriers to entry, such as patents, economies of scale, capital requirements, or government laws.

  Even though Bongo BD provides very unique services, their business model is very easy to copy. Anyone with a good understanding of the market and with enough capital can bring their service in to the market using a similar business structure as

Bongo. Hence, the threat of new entrants is very high for Bongo BD.

- **Threat of Substitute Services –** In a market with substitute products, customers are more likely to switch to alternatives in response to price rises. This decreases both suppliers' power and the market's appeal.

  Bongo BD supplies very unique service to their customers. There are no other services that might substitute their service. Hence, the threat of substitute service is very low in the market for Bongo BD.

2.8 Summary and Conclusion

Bongo is a South Asian OTT and VOD platform that leverages an unrivaled library of content with cutting-edge video delivery technology. Besides the subscription service, they also monitor three more business models which are YouTube monetization, technical content and support to their partners and creating their own productions. They are monitoring their business activities in 14 departments in the organization and over 200 employees. Their dream is to ensure access to content and media to everyone in Bangladesh and to fulfill their dream they are working day and night. Their target customers are mostly the general public and the youth, with a target age range of 15 to 35 years old. For their unique business activities and success, they have already gained many national and international awards and are working to achieve more. Bongo BD always keep their clients and partners to their first priority and work for what they believe. Moreover, they try to maintain a friendly environment in the organization for the employees so that employees can work for both the organization and own development with self- motivation. With the help of all their internal and external practices and activities, they are growing their business very progressively.

Even though they are doing very well with all their business models, there are still many threats and opportunities for them to tackle and obtain. In order to be able to have the attention of their maximum potential customer, they should keep working on their shortcomings and grab the opportunities before their competitors do.

2.9 Recommendation

From the analysis of SWOT and Porter's Five Forces, I came up with a few suggestions which I think might help Bongo BD in future developments.

- The demand for all four business models of Bongo BD is increasing progressively. Even though their employee number is increasing as well, the employee recruitment rate is not increasing as progressively as the demand of their services. This might cause a drop in their service quality. I believe, by recruiting more employees, they will be able to tackle this crisis.

- As the demand of their service is increasing along with the number of the competitors, by expanding their business more and holding the maximum portion of the market can be helpful for them.

- In order to reach the maximum audience of their market, they should introduce unique marketing and promotional activities for their business models.

- Even though Bongo BD is the market leader in the industry, there are still many people who do not know much about all their business models. There are people who do not even know about their other business models besides their OTT platform. They should emphasize on letting people know about their services more abruptly.

- As their business models are very easy to copy, they should introduce unique business models or services that will be hard to copy, as well have copyrights for all aspects of their business where applicable.

- They should create better communication systems and flexible policies in order to have a better hold on the foreign market.

I believe the above-mentioned recommendations will be beneficial for Bongo BD if followed congruously.

3 Project Part (SEO and Compliance Audit at Bongo BD – Stellar Digital Limited)

3.1 Introduction

3.1.1 Background

An SEO audit is the process of assessing numerous aspects of a website that have a significant effect on its organic search performance. It is crucial since it identifies issues with any channel's SEO, allowing individuals to fix them and start ranking where it belongs. On the other hand, A compliance audit is a formal examination of a company's methods and operations with the goal of determining whether the company is following rules and guidelines, regulations, policies, decisions, and procedures. An audit report will detail the audit's findings about the resiliency of compliance preparations, security policies, risk management processes, and user access controls. It evaluates how successfully a company follows policy, rules, and regulations, as well as standards and even codes of conduct. It also uses several sorts of audits to assess the efficacy of an organization's data controls.

Bongo BD concludes the SEO and Compliance Audit for all of its YouTube partners. They do not ask for any fee from the channel owners for their service, rather they share a percentage of the revenue with the owners if they become successful in fulfilling their promises. As starters, they provide individual guidelines for channel optimization to each channel owner. This guideline includes instructions on how the structures should be for titles, descriptions, tags, thumbnails and other relevant topics of the videos. They also provide a guideline for the channels on the rules and policies they need to follow as per YouTube violation policies. Besides providing guidelines to the channel owners, the SEO and Compliance team conducts necessary or required audits for the channels. In these audits, they look for any YouTube policy violation made by the channels such as any video contains spam, misleading metadata, if the channels have gained any strikes or copyright claims, sexually gratified or violent graphic content repeated or reused content or any other policy violations according to YouTube monetization policy guideline. In this process, they also monitor if the channel owners are following the provided SEO optimization guidelines or not. If they find any policy violations or any unfollowed guidelines, they contact the channel owners so that they can emphasize on the issues and clean any violations from the channels if necessary. They also provide warnings to the

channel owners for their mistakes regarding any policy violation or unfollowed guideline issues if necessary. They also provide similar services to the channel owners for their other social media accounts according to the rules, regulations and policies of those social media platforms.

As a member of the SEO and Compliance team, I got the opportunity to work on the channel audits. Hence, I took this as my topic for my report.

3.1.2 Objectives

- Determining the influences of SEO and compliance audit on YouTube monetization program of Bongo BD.
- Finding the impact of Bongo's SEO and compliance auditing on the benefit of their subscribers.
- Illuminating the benefits of their partner's/ clients through their social media monitoring services.

3.1.3 Significance

This report will not cover any particular issues. Readers will get an idea of how a YouTube monetization organization completes its SEO and Compliance audit in order to meet their clients' or partners' satisfaction. Those will be benefitted by this report, who are planning or interested to work or learn about SEO and Compliance audit as well as YouTube content strategy and business process. This report will also hold some recommendations based on the collected data and my experience of working in Bongo BD.

3.2 Methodology

To prepare this report, I have used both sources of primary and secondary data.

Primary Data:

- Discussion with the team members
- Deputy Head of Bongo Studios
- Executive and senior executive members of Bongo Studios
- Manager and key account managers of Bongo Studios.

- Talent Acquisition & OD Specialist of Bongo HR
- Experience of working with the team

Secondary Data:

- Articles, Journals and news portals
- Company profile analysis
- YouTube Channels analytics
- Social media platforms

## 3.3 Findings and analysis

3.3.1 Analysis and Interpretation

Compliance Audit of Bongo BD

Channel URL	YT Policy Violation											
	Repetatious Content	Reused Content	Misleading Metadata	Community Guideline Warning	Sexually Gratifying	Spamming	Fake Engagement / BOT	Violent or Graphic Content / Child safety policy	Non Advertiser Friendly	Copyright Strike	Copyright Claim	Oth
https://www.yc	No	No	No	No	No	No	No	No	No	No	No	N
https://www.yc	No	No	No	No	No	No	No	No	No	No	No	N
https://www.yc	No	No	No	No	No	No	No	No	No	No	No	N
www.youtube.	No	Yes	No	No	No	No	No	No	No	No	Yes	N
https://www.yc	No	No	No	No	No	No	No	No	No	No	No	N
https://www.yc	No	No	No	Yes	Yes	No	No	No	Yes	Yes	Yes	Y
https://www.yc	No	No	No	Yes	No	No	No	No	No	No	No	N
https://www.yc	No	Yes	No	No	No	No	No	No	No	No	Yes	N
https://www.yc	Yes	No	No	No	No	No	No	No	No	No	Yes	N
https://www.yc	Yes	Yes	No	No	No	No	No	No	No	No	Yes	N
https://www.yc	No	No	No	No	No	No	No	Yes	No	No	No	N
https://www.yc	No	No	Yes	No	No	No	No	No	No	No	No	N

Figure 10: Compliance Audit of Bongo BD

From the figure, we can get a glimpse on how Bongo BD monitors the compliance audit for their YouTube partners. This helps in organic SEO optimization as well helps in removing all the misleading information from the channels.

Social Media Performances
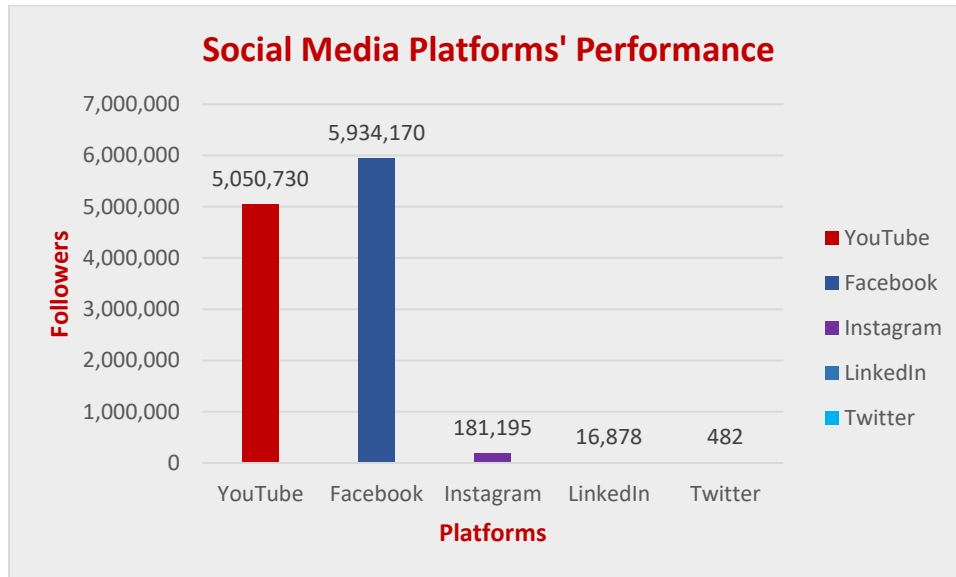

Figure 11: Social Media Performances

From the bar chart, we can see the number of the followers of each official social media platform of Bongo BD. Here the chart shows, currently Bongo YouTube channel has 5,050,730 subscribers and the Facebook page has 5,934,170 followers. Moreover, they have 181,195 followers on their Instagram profile, 16,878 followers on LinkedIn and 482 followers on Twitter, which is noticeably lower than their YouTube and Facebook accounts.

Performance of the YouTube partner channels

I have done some research on the channel's performances after taking the monetization service from Bongo BD. However, as the channel information is confidential to the company, I will address the channels as Channel A, B, C, D instead of its original name to avoid any complications.

Channel A
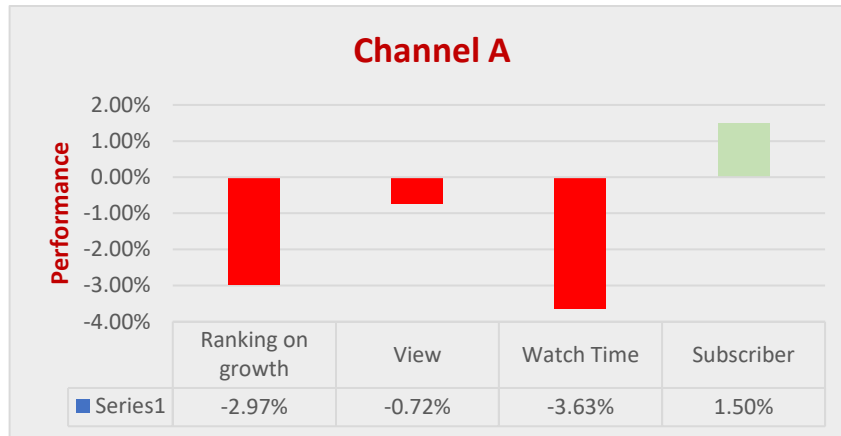
Figure 12: Channel A growth performance

This chart shows that, Channel A has gained negative growth on ranking, view and watch time in the past month. On the other hand, it gained more subscribers in the past month. The growth rate of Channel A for ranking, view, watch time and subscriber are -2.97%, -0.72%, -3.63% and 1.50%.
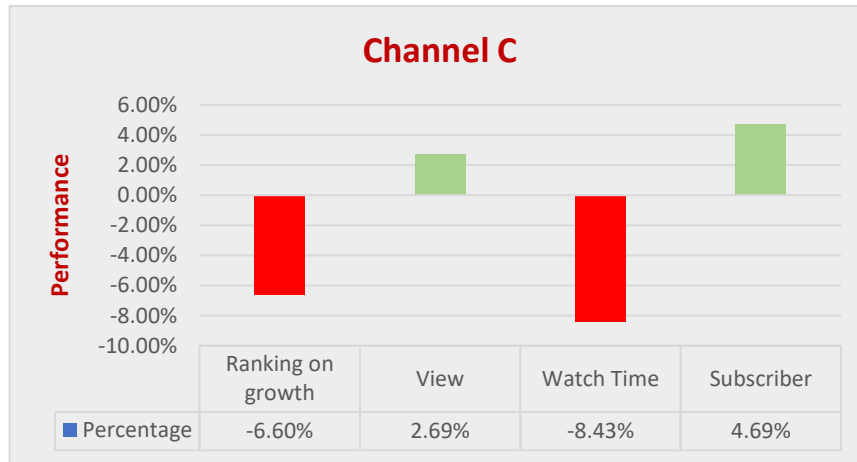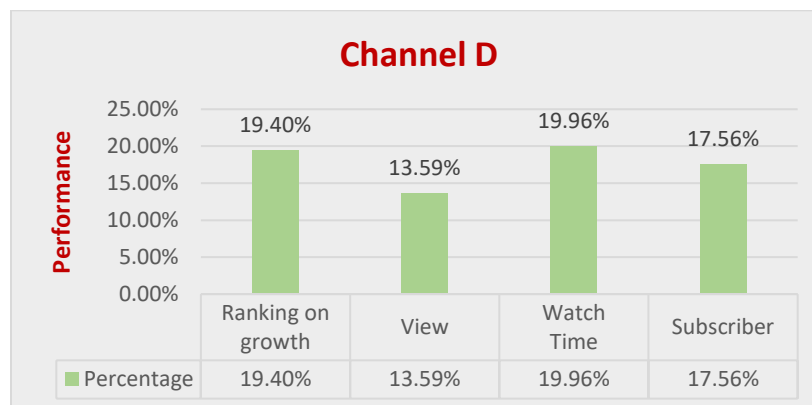
Channel B
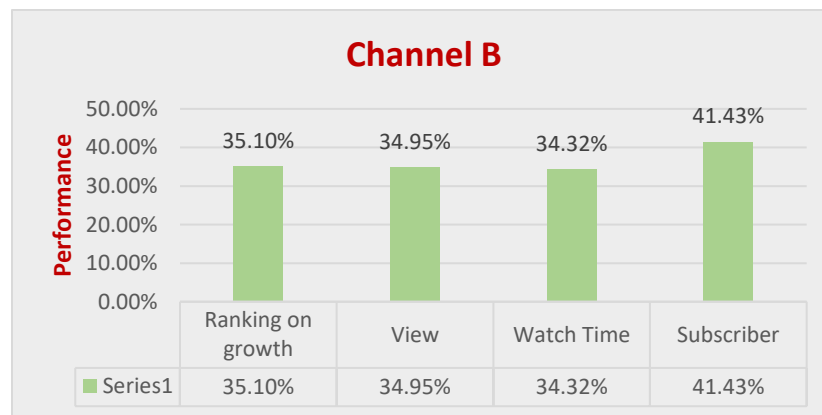
Figure 13: Channel B growth performance

This chart shows that, Channel B has gained significant growth on its ranking, view and watch time in the past month. The growth rate of Channel B for ranking, view, watch time and subscriber are 35.10%, 34.95%, 34.32% and 41.43%.

Channel C

Figure 14: Channel C growth performance

This chart shows that, Channel C has gained negative growth on ranking and watch time in the past month. On the other hand, it gained more views and subscriber in the past month. The growth rate of Channel C for ranking, view, watch time and subscriber are – 6.60%, 2.69%, -8.43% and 4.69%.
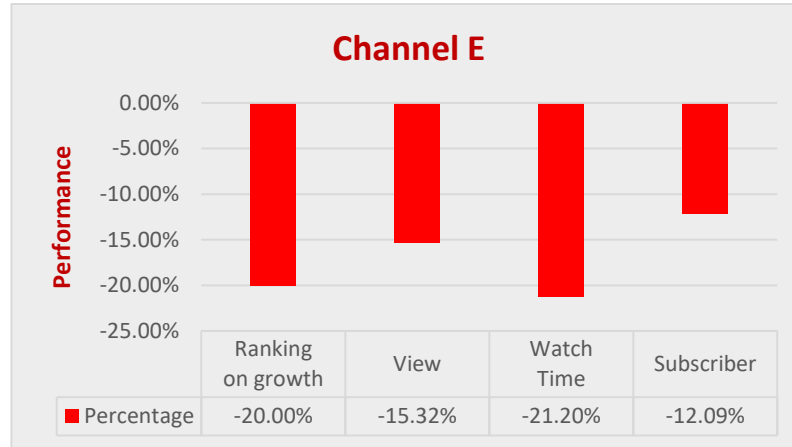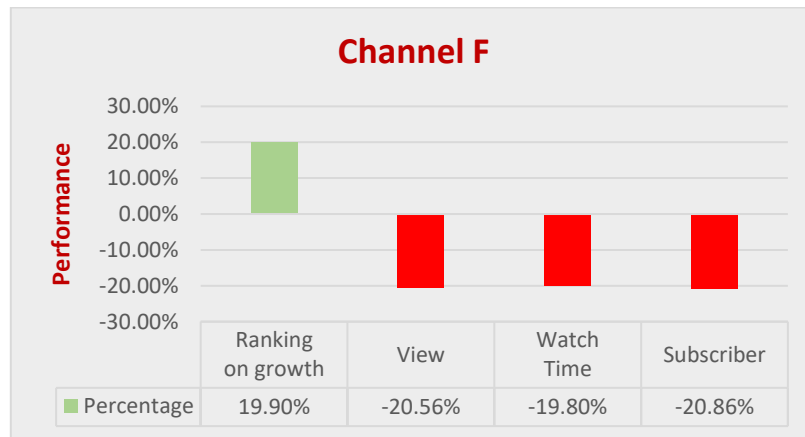
Channel D

Figure 15: Channel D growth performance

This chart shows that, Channel D has gained significant growth on its ranking, view and watch time in the past month. The growth rate of Channel D for ranking, view, watch time and subscriber are 19.40%, 13.59%, 19.96% and 17.56%.

Channel E

Figure 16: Channel E growth performance

This chart shows that, Channel E has declined significantly on its ranking, view and watch time in the past month. The declination rate of Channel E for ranking, view, watch time and subscriber are -20.00%, -15.32%, -21.20% and -12.09%.
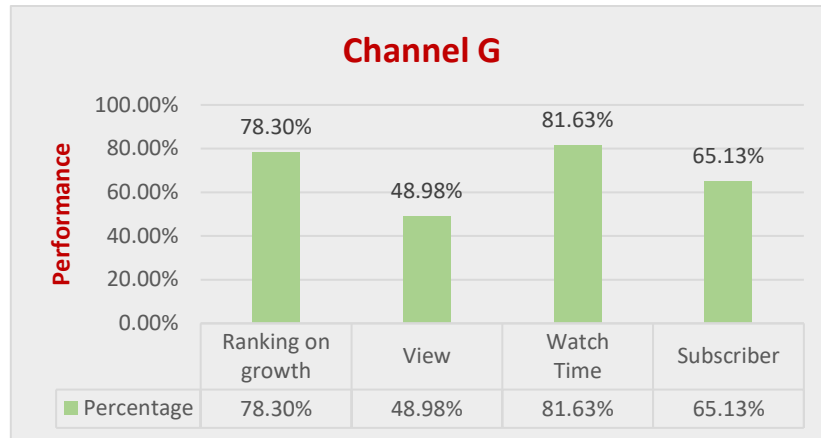
Channel F

Figure 17: Channel F growth performance

This chart shows that, Channel F has gained negative growth on view, subscriber and watch time in the past month. On the other hand, it gained growth on its ranking in the past month. The growth rate of Channel F for ranking, view, watch time and subscriber are 19.90%, -20.56%, -19.80% and -20.86%.
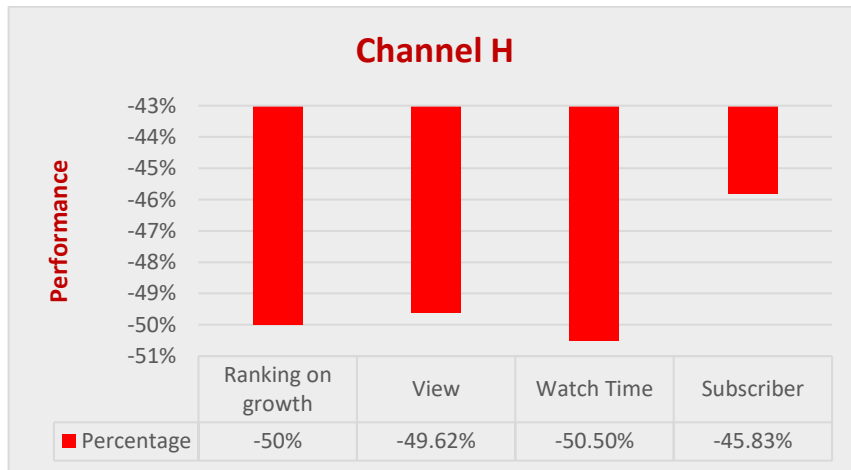
Channel G

Figure 18: Channel G growth performance

This chart shows that, Channel G has gained significant growth on its ranking, view and watch time in the past month. The growth rate of Channel G for ranking, view, watch time and subscriber are 78.30%, 48.98%, 81.63% and 65.13%.
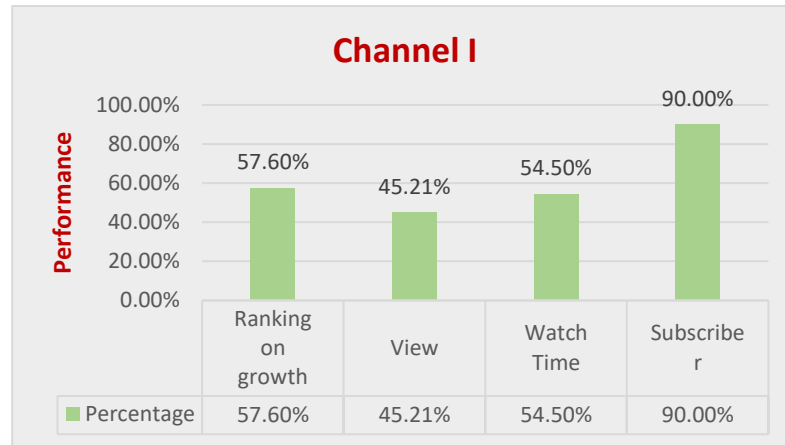
Channel H

Figure 19: Channel H growth performance

This chart shows that, Channel H has declined significantly on its ranking, view and watch time in the past month. The declination rate of Channel H for ranking, view, watch time and subscriber are -50%, -49.62%, -50.50% and -45.83%.
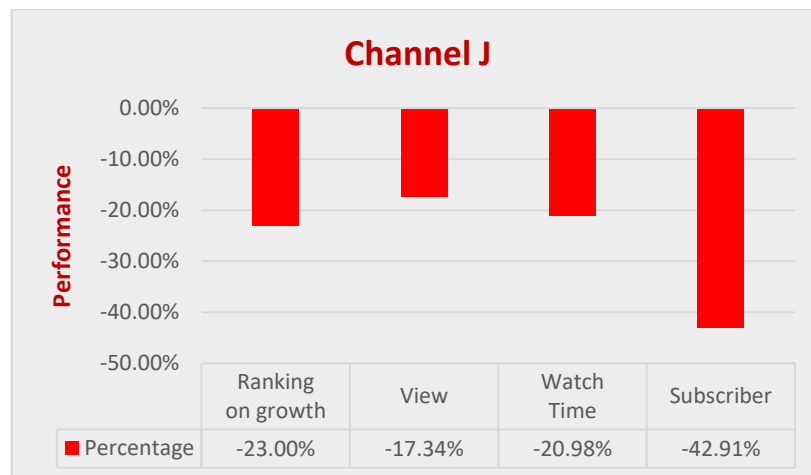
Channel I

Figure 20: Channel I growth performance

This chart shows that, Channel I have gained significant growth on its ranking, view and watch time in the past month. The growth rate of Channel I for ranking, view, watch time and subscriber is 57.60%, 45.21%, 54.50% and 90.00%.
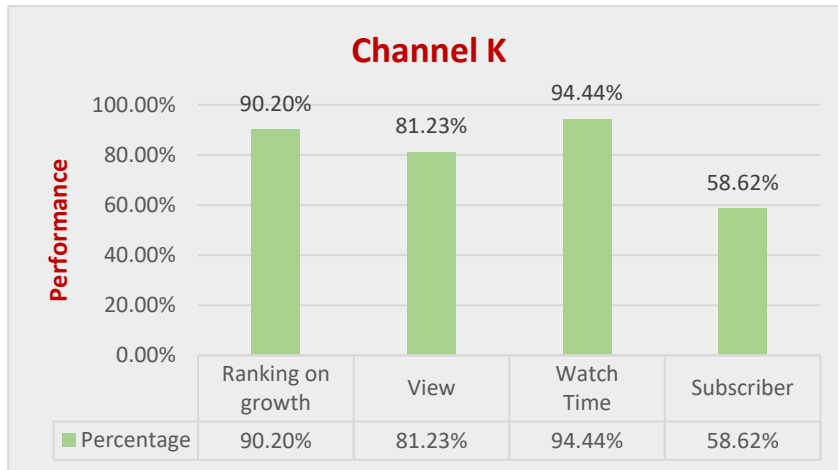
Channel J

Figure 21: Channel J growth performance

This chart shows that, Channel J has declined significantly on its ranking, view and watch time in the past month. The declination rate of Channel J for ranking, view, watch time and subscriber is -23.00%, -17.34%, -20.98% and -42.91%.
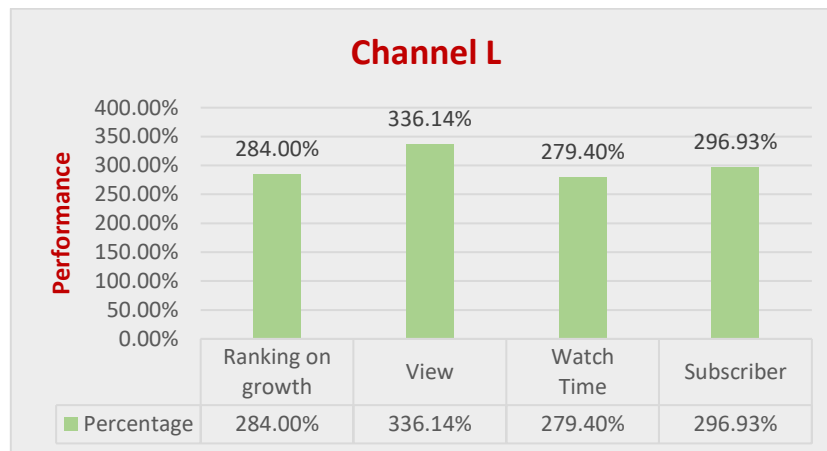
Channel K

Figure 22: Channel K growth performance

This chart shows that, Channel K has gained significant growth on its ranking, view and watch time in the past month. The growth rate of Channel K for ranking, view, watch time and subscriber are 90.20%, 81.23%, 94.44% and 58.62%.
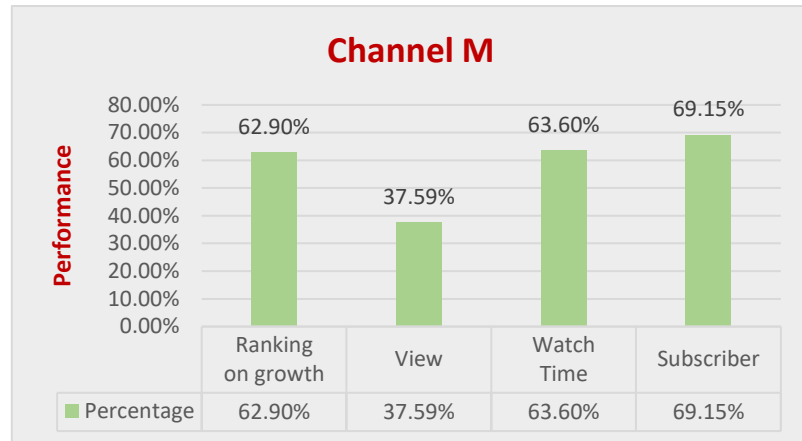
Channel L

Figure 23: Channel L growth performance

This chart shows that, Channel L has gained significant growth on its ranking, view and watch time in the past month. The growth rate of Channel L for ranking, view, watch time and subscriber is 284.00%, 336.14%, 279.40% and 296.93%.
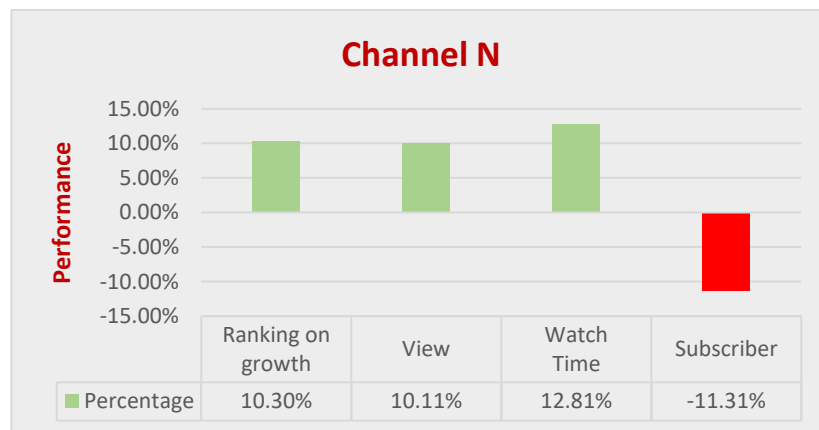
Channel M

Figure 24: Channel M growth performance

This chart shows that, Channel M has gained significant growth on its ranking, view and watch time in the past month. The growth rate of Channel M for ranking, view, watch time and subscriber are 62.90%, 37.59%, 63.60%, 69.15%.
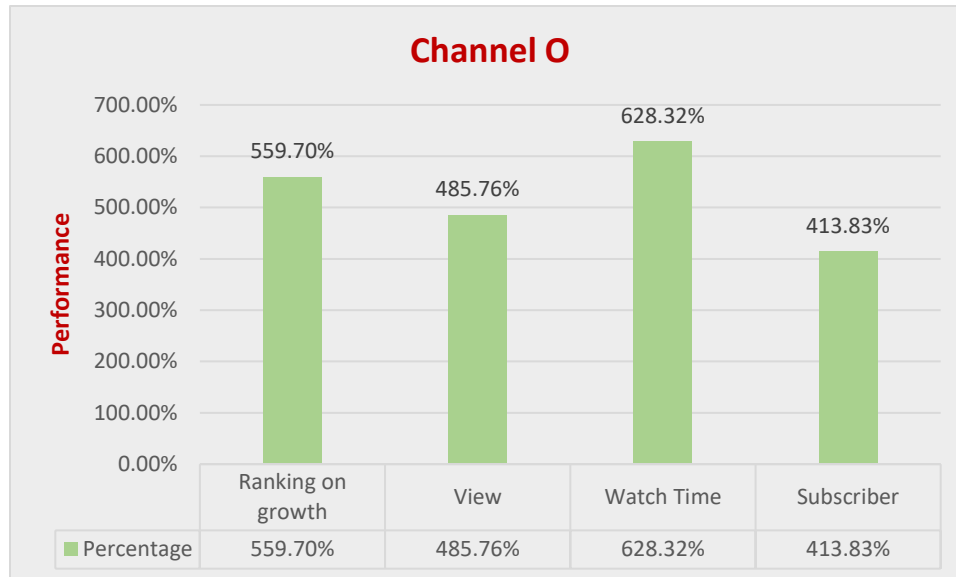
Channel N

Figure 25: Channel N growth performance

This chart shows that, Channel N has gained negative growth on subscriber in the past month. On the other hand, it gained more growth on its ranking views and watch time in the past month. The growth rate of Channel N for ranking, view, watch time and subscribers are 10.30%, 10.11%, 12.81% and -11.31%.

Channel O

Figure 26: Channel O growth performance

This chart shows that Channel O has gained significant growth on its ranking, view and watch time in the past month. The growth rate of Channel O for ranking, view, watch time and subscriber is 559.70%, 485.76%, 628.32%, 413.83%.

3.3.2   Findings

From the above analysis, we can see the effect of SEO and Compliance audit on Bongo BD, its partners and on the subscribers. Some of the key findings of the analysis are given below –

- Through compliance audits they are removing all misleading information and policy violations from the contents of the channels. By doing these, they are creating better monetization programs for the channels. Channel optimization is also helping them in organic SEO in that way the channels will be able to reach more audience. Moreover, viewers will easily get what they are searching for without having to deal with any spams.

- The followers of Bongo BD from its various social media platforms are increasing day by day. This is creating a well-known reputation for them among their followers

and partners or clients. This is helping them in attracting more partners or clients for their business. This is helping them to grow their business.

- Although their followers are increasing in various social media platforms, some platforms are being neglected which is causing them to lose some potential audience as well.

- The channels are gaining significant growth in their performance. As all the misleading information and violations are being removed by Bongo BD, the viewers are easily accessing the contents they are looking for. This is helping the channels to increase their views, watch times, subscribers and eventually more revenue.

- As Bongo BD does not charge any fees for their service, rather they share revenue with their YouTube channel partners for fulfillment of their promises, with the growth of the channels and its revenue, Bongo BD is also successfully growing their revenue.

- Even though most of the channels under their supervision are doing better performance, some of their new channels are having a hard time growing. Moreover, some of their old and inactive channels are also facing problems and having decline in their growth because they are not following the guidelines and policies provided by Bongo. This is impacting on the growth of bongo as well as it may negatively affect their reputation.

3.4 Summary and Conclusion

This internship report was prepared intending to analyze the ins and outs of the SEO and Compliance audit procedure of Bongo BD for its YouTube monetization services as well identifying its effects on the company, channel owners and the viewers. Bongo BD is an OTT online video streaming service provider in Bangladesh who currently monitors four business models and one of which is YouTube monetization business model. In order to provide the service, they follow a guideline to obtain its revenue from their partners.

In this report, I have discussed my three months internship experience at Bongo BD - Stellar Digital Limited. In this internship I have faced many limitations as well as received numerous important knowledge regarding the audit procedure for YouTube

monetization program. This paper was written keeping those in mind who have interest in working or learning about SEO and Compliance audit.

As a means to prepare this report, I have used both primary and secondary data. Coming from the findings of my research we can come to the interpretation that Bongo BD is leading the market of YouTube monetization business. With their hard work and quality service, they are successful in earning scads of revenue for the organization. On the contrary, some of their new channels as well as some of the old ones who do not follow the given guidelines nor the rules and policies, are facing a downslope on their channels performances.

To sum up, while this specialized career necessitates true commitment, hard effort, perseverance, and sacrifice, it is also rewarding experience, and it will be much more helpful if more options for independence and technology facilitation are available.

3.5 Implications

Following my investigation, I would like to suggest the following to Bongo BD for their future development:

- As Bongo BD is a multinational company, they have their potential audience from all over the world. People with different nationalities, ages, professions etc. prefer different social media platforms. From our research we can see that Bongo is only emphasizing on their YouTube and Facebook followers whereas, in my opinion, they should equally focus on each social media platform to be able to reach out to the maximum number of their potential audiences.

- They should invest more on their new and inactive channels so that they can produce more content to their channels and can gain more revenue from that. If these channels can increase their revenue, it will increase Bongos' revenue as well.

- Bongo is growing spontaneously each day. They are partnering with more YouTube channels and providing their service to each channel maintaining the same quality of service for everyone. However, with the proportion of the channel increasing, the number of employees is not increasing at the same phase. This might cause their quality of service to decline. Keeping that in mind, I believe, recruiting more employees in the team will be beneficial for them.

- There are many clients who do not follow the guidelines and policies that are given to them for a better monitoring of the channels. This is causing a cutback in the growth of channel performance. Conducting a meeting twice or once a month with the channel's owners for feedback and future development planning, might be helpful for them.

- Compliance audit is a vast sector. Even though the organization is doing great with their service so far, there is still a lot to learn. They can have a small team in the department who will conduct necessary research so that everyone can do what they are good at. Moreover, they can conduct training to the employees with relevant information so that everyone can have better knowledge on what they are doing.

- They should list out the tools and give access to the employees to the tools for SEO and other purposes, if possible, so that everyone can conduct their work without wasting on searching for the tools.

- As Bongo operates their business in other countries as well, they should have flexible company policies and adaptive organizational culture, so that it can be changed according to those country's preferences if necessary.

- Bongo does maintain files of documents with the channel's performances. However, they may also maintain separate documentation of each channel from starting to present.

- Despite owing YouTube channels, there are many channel owners who are not aware of many important aspects of the YouTube monetization program. Bongo can arrange training and development programs for its clients to educate them on YouTube monetization.

- From my working experience I came to know that many times there is not enough time to complete the auditing of all channels. In that case, they have to do the auditing in a hurry. This might result in a downfall in the service quality. Hence, they should maintain a schedule for their work so that no overlapping occurs.

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