

Report On
Impact of Reelooop's Youtube Contents To Its Audiences

By

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15304022

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors of Business Administration.

BRAC Business School
Brac University
January, 2022

Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

A S Redwoan

15304022

Supervisor's Full Name & Signature:

Shihab Kabir Shuvo

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Mr. Shihab Kabir Shuvo

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Sir,

I am very glad to let you know that it is my absolute pleasure to submit the internship report on “Impact of Reelooop’s Youtube Contents To Its Audiences” to you. I have tried to represent my best work through the required data and all necessary information.

I have worked as a full time employee at Reelooop. With all due respect, I sincerely hope that the report will meet your expectations. I kindly request you to go through the report with thoughtful considerations. Also, I would like to thank you for helping me with your guidance and support from the beginning.

Sincerely yours,

A S Redwoan

15304022

BRAC Business School

BRAC University

Date: Jan 26, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Reelooop and the undersigned student at BRAC University, A S Redwoan, ID: 15304022

Acknowledgement

I have completed my internship from Reeloop Digital with a blissful experience. To begin with, I want to show my heartiest gratitude to the Almighty for blessing me with the strength and opportunity to complete the report successfully within time.

I would also like to express a great gratitude towards my internship supervisor Mr Shihab Kabir Shuvo Sir. It couldn't have been possible without his persistent support and guidance. It took me so long to submit this report yet he has handled every problem I faced with patience and kindness. Without the brilliant guidance and care from him, I would not be able to complete this report.

In the end, I really want to thank my organization head Mr. Rean Rahman Sir who gave me this opportunity while doing his course and has helped me with every way possible which I needed to do my research. He has guided me throughout my overall Reeloop Journey and working under his supervision was a wonderful opportunity.

Additionally, I consider myself privileged to have had the support, supervision, and advice of my teachers, coworkers, and friends throughout my internship term.

Furthermore, I would like to express my gratitude to my organization's seniors and colleagues, who were always willing to lend a hand and assist me in completing my internship report.

Last but not least, I'd like to express my gratitude to my family and friends, who have always been there for me at all times.

Executive Summary

Reeloop was first launched in the year 2020, during the Covid pandemic era. It was the very first of its kind in Bangladesh. The purpose of this study is to examine all aspects of Reeloop's audience experience. Reeloop is a Youtube based startup that allows its audience to watch varieties of contents at one place. Reeloop strongly believes that Youtube content creation can be taken as a full time professional career. People are starting to love the concept of content creation with whatever skill they have. And the audience of Youtube is also booming in Bangladesh. Therefore, people always look for quality content rather than lame ones.

To fill up the viewers needs, Reeloop came up with 15 different youtube channels. Each of the channels are different from each other and has independent fan bases. However, not every channel worked out fine. These are also examined in this report.

In addition, I went over each and every obligation that I had to do during my Reeloop journey. In addition, this report includes a quick immediate summary of the company's informational summary as well.

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Chapter 1

Overview of Internship

1.1 Student Information

I am A S Redwoan, ID: 15304022 from BRAC Business School. I have completed my double major in Computer Information Management and E-Business. In the summer 2021 session, I did my internship at Reeloop Digital as a content creator.

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

After completing all of my academic courses, I earned an opportunity to do an internship at Reeloop Digital Private Limited. Currently I am working here from June 2020. Reeloop is located in Banani ChairmanBari area.

1.2.2 Internship Company Supervisor's Information

Firstly, I am very grateful that I got this internship opportunity while doing a course on my final semester, that too from a faculty member Mr Rean Rahman Sir. I did the course "Marketing on the Internet" under him and we had to make some video and graphical content for that course. Mr Rean Rahman Sir was impressed with my skills and offered me this internship opportunity. Since then I am directly working under his guidance. Working directly under his supervision is such an honor.

1.2.3 Job scope - Job description/Duties/Responsibilities

One interesting fact about working on Reeloop is I still do not know what my exact job responsibilities are. Since I am working directly under Rean Sir, I was given various job responsibilities from time to time. When I first joined Reeloop, my basic duty was to create videos for its Channels. Few days later I had to write the scripts before making the videos. As time went on I was given the managementarial responsibilities of this start up besides my content creations duties where I had to coordinate with the other employees as well as the clients and provide updates to Rean Sir.

1.3. Internship Outcomes

1.3.1 Student's contribution to the company

Since Reelooop is a Startup, none of the employees were given any specific roles. Instead we had to do multiple tasks. Therefore I had to do some extra tasks along with content creation. To create new content I usually look for any trending topics or select any topic that was planned in the meeting. Then I do my research on that topic and write a script for the video. Once the script is approved, I send it to the voice over artist and take the vo from them. Meanwhile I gather related footage and video clips that I will use on the video. Finally I start the editing part where I cut and place the voice over, add related footage and clips, add background music and render it. After the rendering is done, I send the file to Rean Sir to check if it is okay. If any feedback is given, I do the necessary corrections. Lastly, I make a catchy Thumbnail and publish the video by providing necessary information. This sums up my basic task at Reelooop. Besides this, Now I take care of the office management and accounts department as well. Moreover, sometimes I go for indoor and outdoor shooting, and conduct with the clients and vendors.

1.3.2 Benefits to the student

Working for Reelooop benefited me in a very vast amount. I always dreamt of having my own startup business therefore I did not go for my BBS major subject related jobs. Rather I choose Reelooop - a youtube based startup. Though it is completely different from my academic learning, I got the privilege to understand a startup very closely. As I mentioned above that I was given managerial responsibilities besides my basic content creation duties, I got the opportunity to learn a lot. Most importantly I am experiencing how a startup actually works, how much patience you need, how tough it is to get your first breakthrough, what to do and not to do etc. I firmly believe all this understanding and skill will surely help me in my future endeavors.

1.3.3 Recommendations

Reelooop is an excellent platform to begin your career with as an intern and I could not be luckier about it. The company did everything to make me feel welcomed and comfortable in this horrible pandemic situation. Covid-19 gave them no less of support even when I just worked from home. Everyone seemed really cordial and professional at the same time. I have learned so much about the corporate world while working for the company. They also gave me a good insight into how to handle difficult situations like a pandemic and ensuring the safety of the employees first. A safe environment is really a big need in order to work at peace. My first experience with the corporate world will always be a very good learning point for me. With all these good and beneficial sides of the company going on, I would still like to recommend some points to improve the

Also, they should arrange some training sessions for the interns for various corporate level skills and corporate etiquette so that the interns can work more properly for their company as well as in their future careers.

Chapter 2

Company Overview

2.1 History

With over 15 years of Corporate and startup experience: Rean Rahman has transformed Brands and Companies and now works as the General Manager of Bproperty. His notable startups include Dhaka foodies which revolutionized the “Sehri Nights” concept. While working as the country head of iflix Bangladesh, he first came up with the idea of Reeloop where a completely new industry based on the Youtube platform will emerge. As Youtube has become a daily need to many of us, the concept of earning money through youtube content creation is also becoming popular to the younger generation. However, almost every YouTuber or youtube channel works solely and creates the content of a specific topic. This is where the idea of Reeloop differs from others. Reeloop operates various youtube channels and each of the channels is based on different topics such as trending news, health, food, sports, etc. He initially discussed this concept with his friends and colleagues. Adnan Haroon & Javed Akter are the ones who loved the concept so much that they joined Rean Rahman as partners and here the Journey of Reeloop Starts.

With only 5 employees, Reeloop started its journey on 9th June 2020. The very first Channel is ‘Healthness’ which is a channel for health concerns people.

Reeloop is a media broadcasting and production house. Reeloop operates various channels on YouTube like HealthNess, Bangladesh Classics, Travel Hacks, Dosto, the Hungry Box, and many more.

2.2 Vision

Reeloop's vision is to build an ecosystem based on youtube platform where people can watch their everyday necessary content in one place.

2.3 Mission

Reeloop want to provide its audience exactly what they want before even thinking of it

2.4 Organizational Department

Reelooop is organized into four key departments, each of which is further subdivided into multiple sub-departments. Every department is critical to the smooth operation of the company. Reelooop's primary departments are listed below –

1. Content Creators
2. Indoor & Outdoor Shoot
3. Operations and Logistics

2.4.1 Content Creators

Reelooop is all about creating new content. Going to the office, we look for new and trendy topics everyday. Sometimes we work on previously selected topics. Then comes the content creation. This can be divided into three parts.

- Script Writers: As a content creator my primary duty is to edit and compile videos. But before starting to work on a video, we need a script first. Most of the time we write scripts on our own. We strictly follow the guidelines while writing scripts. Once it is done, we forward it to the voice over artists.
- Voice Over Artists: There are a few in house and outsourced voice over artists in Reelooop. Once they get the scripts, they give life to the script with their voice.
- Video Editing: While the script and voice over is on process, we start collecting footage that we will use on the video. Once we get the script and voice over done, we start working on the video project. For creating videos, everyone prefers Adobe Premiere Pro software, but I am much more comfortable with Sony Vegas Pro which I have been using since my clubbing days at BRAC University. I want to mention and thank BRAC University Film Club, which has helped me a lot to learn these extra skills which is helping me to pursue my career pretty well indeed.

After completing the video project, we send it to Mr Rean Rahman who gives us feedback if needed or else we are good to go for the next part which is Thumbnail.

- Thumbnails: Another important element of a video is Thumbnails which is the cover page of a video. A thumbnail must be catchy to make sure a video's success. We create thumbnails and other visuals using Adobe Illustrator and Photoshop.

- Publish: After getting all the elements approved, we go for publishing the videos on all social media platforms. We use necessary titles, description, tags, seo's and all other important things before publishing the videos.

2.4.2 Indoor & Outdoor Shoot

Another vital department of Reelooop is the Shooting unit. Mostly while working for the clients, we need to go for outdoor shoots. Sometimes our own contents need a video or photo shoot as well. Channels like Reecover, Reaction requires indoor and outdoor shooting.

2.4.3 Operations and Logistics

Being a start up, Operation and Logistics is the powerhouse of Reelooop.

2.6 Literature Review

2.6.1 Youtube Channels



Reelooop has 15 youtube channels and 1 facebook page named Reelooop Media. Though all the youtube channels perform independently, the facebook page covers contents from every youtube channel. Here I am providing a brief information about each of the channels.

- Healthness: This is the very first channel of Reeloop. Healthness is a channel for all health conscious people. The purpose of this channel is to become the best friend of healthy people. It has contents like health tips, fitness training, experts advice and so on.



- Trending Now: Trending Now is the most successful channel of Reeloop by far. It has around 28 Thousand subscribers till now. Initially it was planned that Trending Now would cover all the weekly trending topics. After a couple of months, we started creating contents recalling 90s memorable days and that became a huge success. Within one month, It got monetized on Youtube and started getting revenue. Currently This channel is renamed Bangladesh Classics to portray the 90s theme to this channel.



- Dosto: Dosto was the most ambitious channel of Reeloop. This channel was directly guided by the great cartoonist Morshed Mishu. He had a few comic characters in his mind and needed a platform to publish. Therefore, he collaborated with Reeloop and created this cartoon channel.



- Travel Hacks: For all the travel loving people, Travel Hacks is like a guidebook. They can get anything and everything related to traveling like exploring new tourist spots, backpacking tour ideas, camping points, budget tour ideas etc.



- The Hungry Box: This channel is dedicated to all the food loving people. They can get food and restaurant reviews as well as comparison between their most favorite restaurants or food items.



- Khela Hobe: Though this famous line was from the great Shamim Osman's speech, it represents the competitive sports pretty well. Therefore the Khela Hobe channel is for the sports lovers where all the sports related contents are uploaded.



- Over Tech: Technology is a must these days. Use of different gadgets has also become our daily needs. To give technological news, tech reviews and upcoming tech updates we have our tech specialized channel Over Tech.



- Cinema Khor: There is very little quality full movie related bangla content on Youtube. To become a pioneer in this category, Reelloop has its own channel for movie, telefilm, drama review and promotion related channel ‘Cinemakhor’.



- Factology: We all love to learn new things every now and then. Factology is such a channel where you can get to know the unknown facts even of the most known things.



- 1 Minute English: This is our second cartoon animation based channel which aims to help its audience to learn new English in every one minute.



- Reenowned: Though the word reenowned means very much known person or things, Reelloop believes that anyone’s little good work can make a huge difference and this channel presents those people who have done something good for mankind. It can be a prime minister or even a poor rickshaw puller, no matter who they are. If they have done something beautiful, the whole world should know about them.



- Soudagor: Online business has become so popular nowadays that an online shop owner can be found in every house. Keeping this in mind, Reelooop introduced this channel where we review different products purchased online so that the customers can get a fair and authentic review before buying the product.



- Reecover: We all love music, some of us sing beautifully as well but we don't know how to present our musical talent. There comes the channel Reecover where we publish covers of the popular songs sung by unknown and upcoming artists. This has proven a great way to promote young talents.



- Reeraction: We the 90s kids were grown up watching tv shows like Pother Pechali. Reeraction is a similar type of channel where we go to random people and ask them different questions. Their reactions and the answers are the main content of this channel.



- Reelooop Media: Last but not least, comes Reelooop media which can be considered as the mother channel of Reelooop. We upload all the contents mentioned above on Reelooop's Official facebook page. If anyone wants to get all Reelooop's content in a single page, then Reelooop Media is the solution for them. Moreover, Watching different channels, people might find similarities and still do not know how they are related. Here comes the channel Reelooop media to clear this confusion. We also publish all our contents on our instagram and linked in account as well.



2.6.2 Revenue Model

Since the youtube based industry is completely new in Bangladesh, the revenue model is also unknown to most of the people. To simplify, I will explain all the earning options individually.

1. Monetization: Youtube channel monetization is the primary earning source for all the Youtubers. Though the earning rate differs from country to country. To become eligible for monetization, each channel has to have at least 1000 subscribers and 4000+ watch hours. When any channel reaches this mark, the channel owner can apply for monetization. Once it is approved, ads will be shown on the videos and the channel owner will get ad revenue accordingly. Here comes an interesting part. The ad revenue on Bangladeshi content is much much lower than the global rate. The reason behind this is Bangladeshi contents are not watched by all over the world. Therefore, the Youtube algorithm decides which ad to appear on which channel. And thus Bangladeshi Channels get a much lower rate compared to others. However, It clearly shows that only monetizing your channel is not enough to become a full time youtuber.

2. Sponsors: When monetization is not enough, there comes the sponsors. Sponsorship is a better version of monetization where we promote a sponsor's product or logo on our video and get paid for that. The sponsorship can be contractual or for a single video.
3. Clients: Since Reelooop has its own content creators and editing panels, we also make contents for our clients as well. In this case, we usually do project basis work with our clients.
4. Studio Rent: Reelooop also has its own studio setup for video and photo shoot. We use this space for our in house shoots but now we are going to allow others to use this space for a certain period of time. Also we are planning to do some product photoshoots for our clients.

Chapter 3

Project Part

Impact of Reelooop's Youtube Contents To Its Audiences

3.1 Research Background

3.1.1 Origin of the Report

The goal of this report is to meet the internship program's criteria for completion. This report was written as a permanent employee of Reelooop under the direction of Rean Rahman.

- **General Objective**

This report was established as a requirement for graduating from Brac University's Bachelors of Business Administration degree, and this is the general goal for it, as per university regulation.

- **Specific Objective**

This study was conducted in order to have a better understanding of audience perceptions of Reelooop. Furthermore, the primary goal of this study is to access the level of satisfaction of the audience of Reelooop as well as what differs from their expectation. The following are the precise objectives of this study:

- Determine the level of audience satisfaction of Reelooop's youtube channels.
- Rank the elements that have the most impact on audience satisfaction.
- Measuring the audience's content needs and expectations.
- To improve the entire experience, understand the gaps and processes.

3.1.2 Scope of the Study

This poll will provide us with information on Reelooop's youtube channels feedback. Furthermore, the participants in this study are the audience of Reelooop. Therefore, the survey will provide us with detailed information about their experience. The experimental type of research is the emphasis of this paper. Both primary and secondary data were collected in this study. The questionnaire was created after reviewing existing research. The study only includes people who have viewed Reelooop's content. Gender, age, and occupation are used to assess service and quality. There were 16 questions so that the respondent could react quickly.

3.1.3 Significance of the Study

We have obtained potential knowledge on the consumer experience, as well as what their shortcomings are and how to solve them, as a result of our research. Furthermore, we discovered the level of consumer satisfaction and attitude toward online meal delivery services as a result of this research. This paper has the potential to assist practitioners in a number of ways. It understands how the survey discovered client attitudes and communicates the results to the generals who require the information to make an informed decision. Furthermore, the article focuses on the path that leads to the greatest level of consumer pleasure and experience. From this study, a firm can have a clear understanding of what general and true clients desire and don't want.

3.1.4 Methodology

This report was written with the intention of focusing on the organization where I am interning, Reeloo. This topic was chosen for the internship report after a discussion with my respective advisor. This is a quantitative study because the replies are accompanied by numbers that illustrate the value of each aspect.

3.1.5 Sources of Data

There are two methods for gathering information:

- Primary Sources
- Secondary Sources

I have used both primary and secondary data sources for this research. The primary data was collected through my working experience, observing the overall activities and interacting with certain direct clients and random Reeloo staff. Secondary data was gathered from relevant books, journals, research papers, and websites.

3.1.6 Sample size

There were 15 people in the population. The poll was done using Google Forms on various web platforms. My past courses and studies have aided me in creating the questionnaire. Also some of the Reeloo's audiences were given the opportunity to share their thoughts on the service through this online survey.

3.1.7 Research Questionnaire

Usually survey questions consists of different types of inquiries. Therefore, I divided my questions into two parts. In the first part, I asked questions about the respondents' own experience with Youtube. On the second part I asked them about the contents of reloop. There were 16 questions in the questionnaire in total.

3.1.8 Findings Interpretation

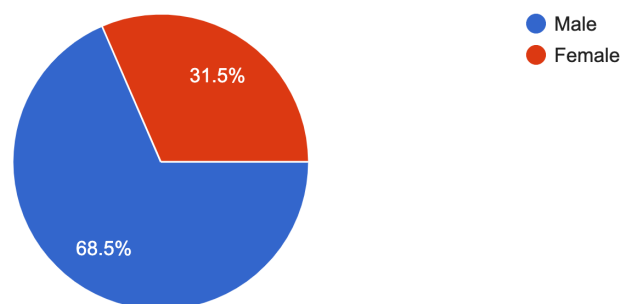
All of the information in this report was acquired in a systematic manner and then presented as discoveries in the study's final section.

3.1.10 Limitation of the Study

I faced a few difficulties conducting the study and survey. Firstly, this study was limited to a small number of audiences which may not portray the actual insights. Secondly, this study only used a few established questions that were made after studying other publications. Furthermore, being a start-up the company's administration was unwilling to release some data, which could have been valuable in this study, due to privacy concerns. For example, data from the company's overall financial information could have provided a more accurate picture of the situation.

3.2 Analysis

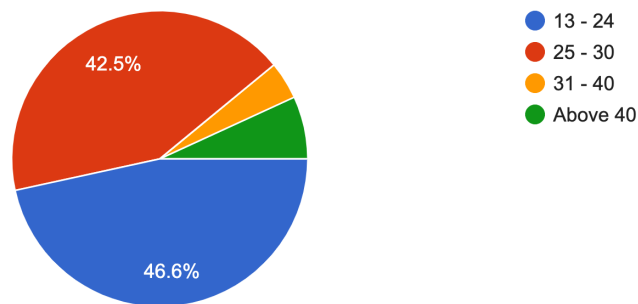
I am
73 responses



Out of 73 respondents, 50 of them were male and 23 persons were female.

My Age

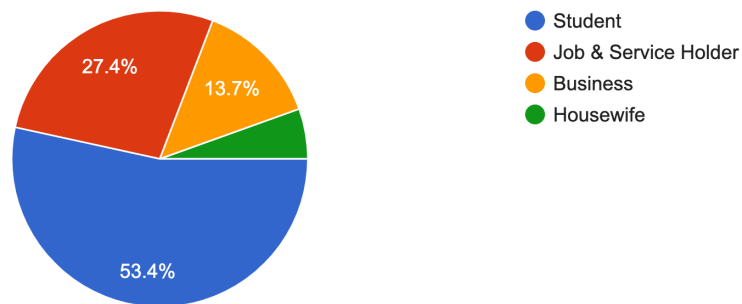
73 responses



Most of the respondents belong to the 13-24 age group with 46.6% in total. 25-30 is the second major age group of the respondents.

My Occupation

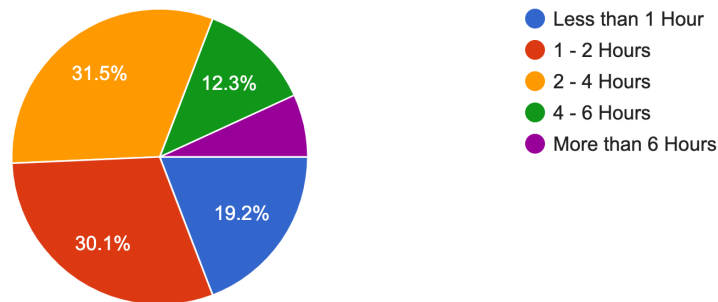
73 responses



Since most of the respondents belong to the 13-24 age group, therefore the majority of them are still students. 27% of them are job and service holders and almost 14% of the respondents have their own business.

How long do you watch YouTube everyday

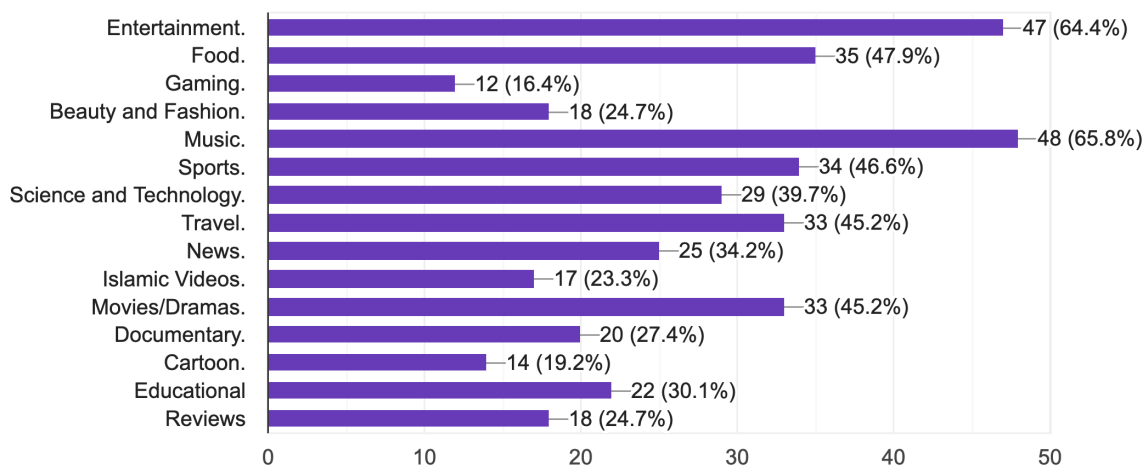
73 responses



This question got some interesting answers. 23 people responded that they watch youtube for 2-4 hours every day. 22 people answered that they watch approximately 1-2 hours. Most interestingly, 5 people answered that they watch Youtube for more than 6 hours a day.

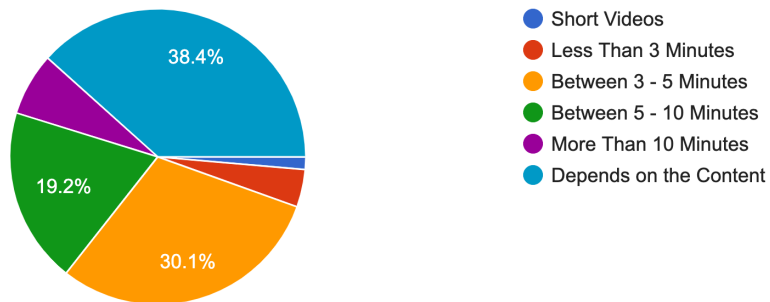
What Type of Contents Do You Watch On YouTube?

73 responses



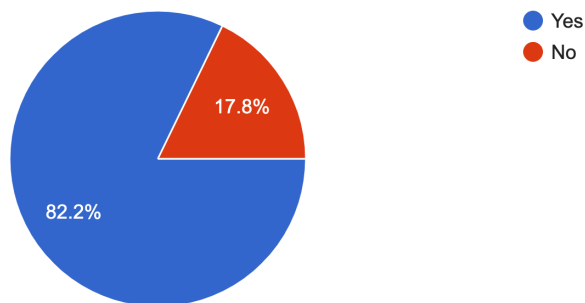
For this question, I gave them the option to choose multiple answers. Therefore, most people watch youtube to listen to music or to get entertainment. Almost half of the respondents love food, sports, travel, movies related content. Their least favorite topic was gaming.

Your Preferred YouTube Video Duration Is
73 responses



Most of the respondents said that video duration doesn't matter as long as the content is good. Second most response was for between 3-5 minutes. Few of them prefer 5-10 minutes long videos on Youtube.

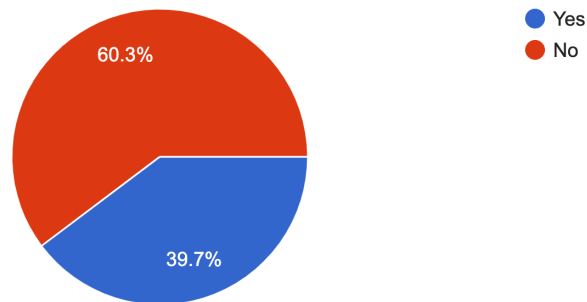
Do You Think There Is Enough Content of Your Taste on YouTube?
73 responses



Out of 73 respondents, 60 persons believe that there is enough video content on Youtube. Rest of the 13 people denies it.

Is There Enough Bangla Content on YouTube?

73 responses

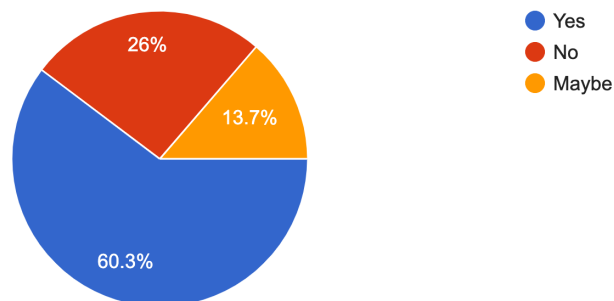


In terms of quality Bangla content, 60% of the respondents disagree with the statement that there is enough Bangla content on Youtube. Only 29 people believe that they have already found enough Bangla content on Youtube.

Part 2

Have You Seen Any of Reeloo's Video?

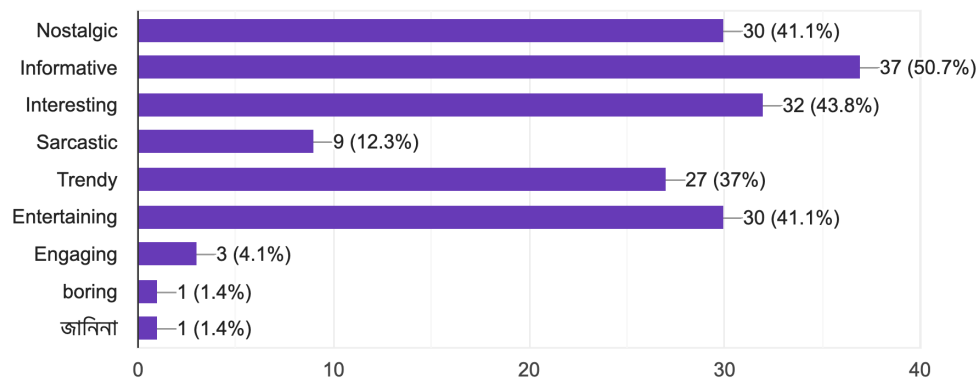
73 responses



Out of the 73 respondents, 19 of them never watched any of Reeloo's content, therefore I provide them a link with Reeloo's youtube channel so that they can have a look before filling up this questionnaire. Rest of the respondents has somewhat watched Reeloo's content already.

What Kind of Vibe This Channel Give Off?

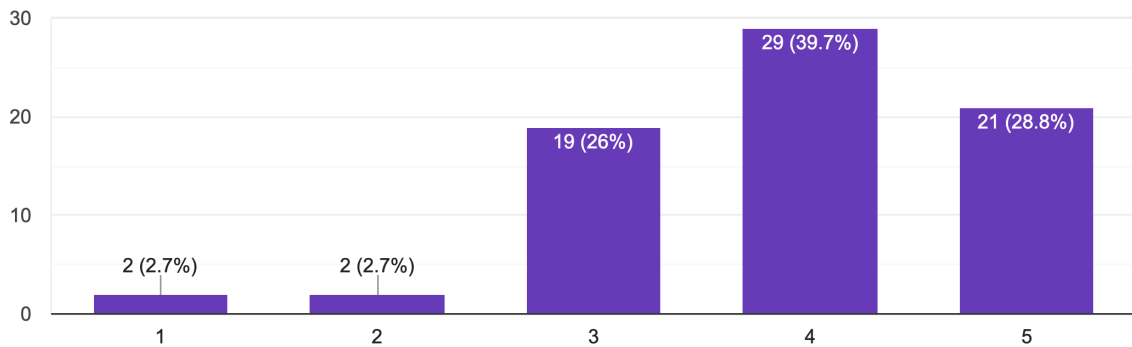
73 responses



Watching Reeloo's videos, most of the respondents found the contents are Informative, Interesting, Entertaining and Nostalgic. Very tiny amount of people found the contents boring or uninteresting.

Please Rate The Overall Quality of the Channel

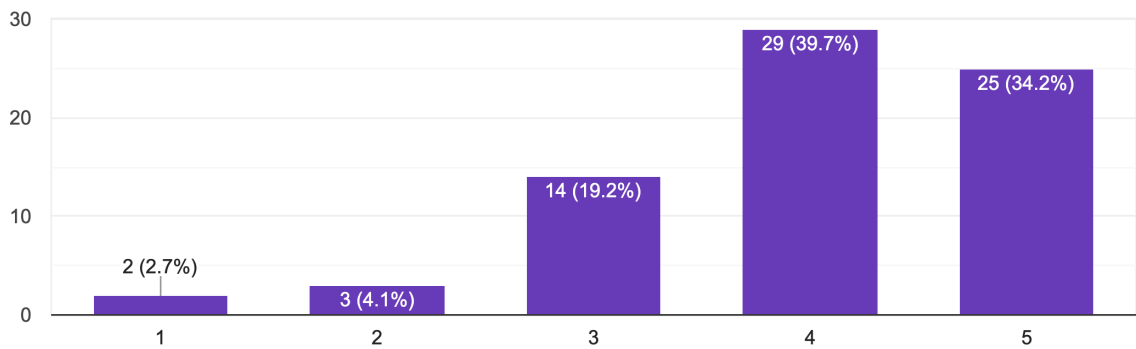
73 responses



Most of the respondents found the overall quality of the channel pretty much positive. 50 of the respondents feel positive about the channel, 19 people are neutral. Rest of the 4 person think there is much more to improve.

Please Rate The Quality of the Videos

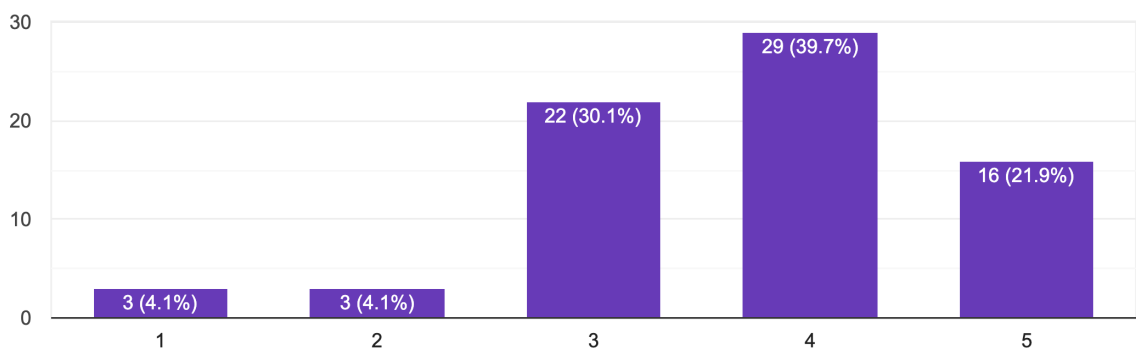
73 responses



Similarly with the previous answer, most of the respondents think the video quality is good. Only 14 people are neutral about their opinion.

Please Rate The Overall Quality of the Thumbnails

73 responses



Regarding the Thumbnail, people had mixed feelings. Only 35 of them liked it very much whereas 22 of them were in between good and bad. Rest of the 6 people did not find the Thumbnails catchy at all.

In Your Own Words, Please Tell Us What You Enjoyed Most

73 responses

- Some trendy news
- Recent world news update
- Content about recent affairs videos.
- theme
- presentation
- everything
- Video
- all
- Quality content.

As this was an open ended question, the respondents replied with many interesting answers. Most of them liked the trendy news of this channel as well as the 90s vibe. Others talked about the theme, concept, presentation and overall content quality.

In Your Own Words, Please Tell Us What You Didn't Like?

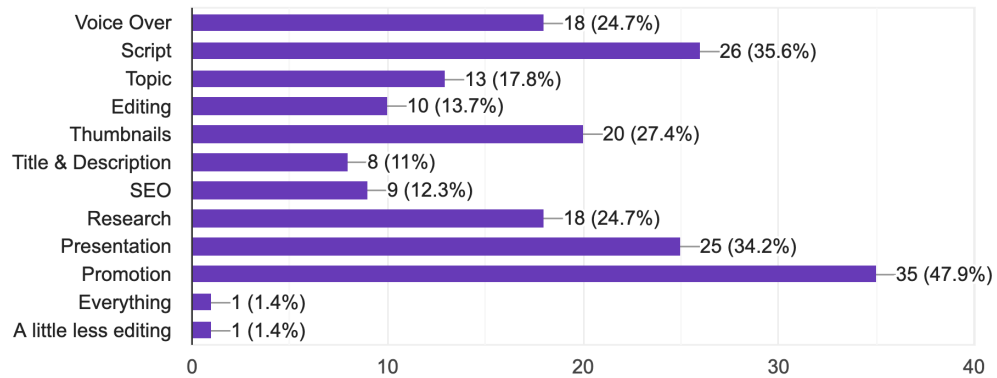
73 responses

- Consistency of uploading videos, storytelling style
- shetao bolbo na onek busy
- No
- Have to improve vedio qualities
- Not very interesting
- Youtube ad
- Lengthy
- dont know
- texts

In this answer, I got some serious suggestions along with some funny answers. Some suggested to upload videos regularly, some suggested to improve video quality, video length is an issue to some whereas some people found the texts distracting.

Please Tell Us Where Do We Need To Improve?

73 responses



Regarding suggestions to improve, most of the respondents mentioned that we need more promotion of our contents. Some suggested that we need to work on scripts, thumbnail, research and overall presentation.

3.3 Findings

The questionnaire for this survey was created with a variety of different factors in mind, as well as the responses we received from our audiences, which varied greatly from one to the next. Some sections received very high marks, while others received lower marks. These points are outlined in the following paragraphs:

- Most of the respondents believe that there is enough content of their choice in Youtube. Having said that, the majority of them also believe that there is not enough Bangla content on Youtube. Which shows that there is a high possibility that if we can make quality Bangla contents, people will take it very positively.
- Majority of the respondents overall liked Reeloop's contents. They were asked multiple questions regarding Reeloop's contents, most of their answers were positive. However, they also mentioned the things that they did not like about Reeloop's content such as duration, texts, voice over etc. Findings regarding video quality are listed below.
 - Duration: Many of the respondents prefer short videos. Their desired duration in 3-5 minutes. Longer videos make them feel boring.
 - Texts: Another important suggestion is to reduce text size and duration on the videos. Sometimes they feel extra texts may distract them and they can not concentrate on audio and texts at the same time.
 - Voice Over: Regarding voice over they did not mention anything specific. Therefore I assume they are suggesting to improve overall voice quality.
 - Publishing Time: Sometimes the videos are published after the trend gets over. The respondents suggested publishing the videos on time.
- Along with all these feedbacks, another very important feedback was that our videos need more portions. Most of the videos have underperformed just because it did not reach its target audience on time. Therefore, most of the respondents believe that Reeloop's content needs to be promoted more on social media platforms.

3.4 Recommendations

Bangladesh's youtube content creation is a rapidly growing industry. Many people are starting to create content and get their desired success. People nowadays do not use Youtube just to listen to music only. Many believe that Youtube has now become a learning hub to most people. Furthermore, Reelooop's business model is completely new to the industry, they must ensure the quality of content to become the pioneer in this category. The following are some of the elements that Reelooop should consider.

- First of all, Reelooop needs to take a break and research what the audience prefers and what type of Bangladeshi contents are missing on Youtube. So that they can get to know what led some of the channels to underperform. I believe this will lead the company to find the gaps and deliver the exact content that the audiences want.
- Secondly the respondents mentioned some suggestions regarding the overall video quality improvement. I will mention recommendations for each suggestion below.
 - The video duration should be consistent. Preferably 3-5 minutes each. For longer videos they should start a new series or playlist so that the audience can choose between what to watch and what not.
 - Since too much text is distracting sometimes, Reelooop should consider using less texts on the videos. If the video is only a text based video, then its fine to use so much text to engage the audience but they must use less texts when there is voice over to the video.
 - Most of the voice over artists go with a single flow whereas some scripts demand different tones on different lines which may find to some audiences a bit distracting. Therefore, more energetic voice is required.
 - Reelooop should plan their contents properly so that they can publish the videos on time. Posting the videos after the trend is over doesn't make any sense.
- Last but not least, a proper marketing plan is required for Reelooop to have its breakthrough. No matter how good content you make, it doesn't matter if the content remains underperformed. So it's high time Reelooop should come with a proper marketing strategy and make it's content viral.

3.5 Conclusion

Reelooop is Bangladesh's very first industry that is completely based on Youtube Platform. Their goal is to deliver all kinds of content that a person might wanna watch every day. Therefore, they have a lot of goals to fulfill in the future, as well as a lot of expectations from our country's youtube audience.

Throughout this study, I did my best to analyze the factor that the audience value the most, as they mentioned in the survey how significant each feature is to them. However, this study is insufficient to determine the level of satisfaction among all audiences. Furthermore, as it is a completely new concept I did not find enough previous research regarding this. Therefore I had to write this report based on my own experience mostly.

To summarize, the major purpose of my paper was to analyze the consumer experience of Reelooop as a youtube based startup, and I tried my level best to achieve that goal.

References

n/a

Appendix A.

Survey Questions

1. I am
 - Male
 - Female

2. My Age
 - 13 - 24
 - 25 - 30
 - 31 - 40
 - Above 40

3. My Occupation
 - Student
 - Job & Service Holder
 - Business
 - Housewife
 - Other...

4. How long do you watch YouTube everyday
 - Less than 1 Hour
 - 1 - 2 Hours
 - 2 - 4 Hours
 - 4 - 6 Hours
 - More than 6 Hours

5. What Type of Contents Do You Watch On YouTube?

- Entertainment.
- Food.
- Gaming.
- Beauty and Fashion.
- Music.
- Sports.
- Science and Technology.
- Travel.
- News.
- Islamic Videos.
- Movies/Dramas.
- Documentary.
- Cartoons.
- Educational
- Reviews
- Other...

6. Your Preferred YouTube Video Duration Is

- Short Videos
- Less Than 3 Minutes
- Between 3 - 5 Minutes
- Between 5 - 10 Minutes
- More Than 10 Minutes
- Depends on the Content

7. Do You Think There Is Enough Content of Your Taste on YouTube?

- Yes
- No

8. Is There Enough Bangla Content on YouTube?

- Yes
- No

Reeloop's Contents Feedback

Please Go Through This Link Before Continuing to This Section.

<https://tinyurl.com/54wduauy>

9. Have You Seen Any of Reeloop's Videos?

- Yes
- No
- Maybe

10. What Kind of Vibe Does This Channel Give Off?

- Nostalgic
- Informative
- Interesting
- Sarcastic
- Trendy
- Entertaining
- Engaging
- Other...

11. Please Rate The Overall Quality of the Channel

Disappointed 1 2 3 4 5 Loved It

12. Please Rate The Quality of the Videos

Boring 1 2 3 4 5 Very Interesting

13. Please Rate The Overall Quality of the Thumbnails

Not Catchy At All 1 2 3 4 5 Very Catchy

14. In Your Own Words, Please Tell Us What You Enjoyed Most

15. In Your Own Words, Please Tell Us What You Didn't Like?

16. Please Tell Us Where Do We Need To Improve?

- Voice Over
- Script
- Topic
- Editing
- Thumbnails
- Title & Description
- SEO
- Research
- Presentation
- Promotion
- Other...