SIMULIA Academy

YouTube Initiative Results

3DEXPERIENCE®

Weekly Thursday Call

9am CST - 10am EST – 8:30pm IST

3

6 Month Accomplishments

SIMULIA Academy

New Playlists: 9

Videos: 132

Newly Published Videos (last 6 months): 76

- Rudesh (43)
  - 8 New Additive Manufacturing Videos
  - 13 Relaunched SLC Tutorials
  - 22 Relaunched 3DS Academy Videos
- Franziska (29)
  - 29 Webinar Teasers
- PATH/Misc. (6)

Academy Video Views (Video Creation - November): 119,995 out of 274,877 for channel

Playlist Views (topic of interest) from June - October: 3,899 out of 8,393 for all three playlists

Subscribers **nearly doubled** per month Since June (SIMULIA Academy Start)

- 85 subs on Avg. per month from Jan-May (first half of year)
- 158 subs on Avg. per month from Jun-Nov (second half of year)

Posts per Month
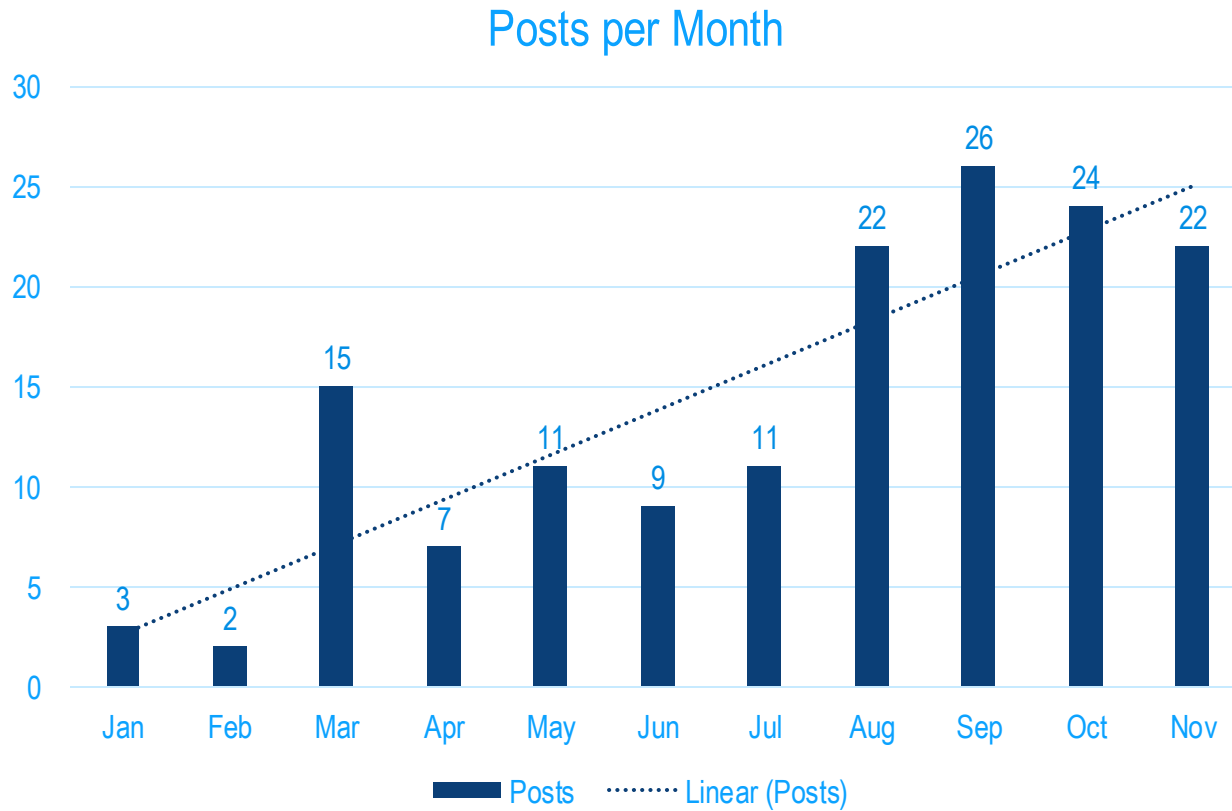
User Engagement: Resounding Support

21 comments in last 6 months – 71% of comments (15) are on Academy Content

Dawit Gedefaw • 1 month ago
very helpful
Is there any video continued from this ..thankyou

Romiresz • 2 months ago
Wow! Very Cool!!! Amazing!

Tú Trần • 1 month ago
Very helpful.
Thanks so much!

Martin Cregg • 5 months ago
Very impressive!

tinashe machirori • 2 months ago
Hello bro can you prepare one for transiet heat transfer

Vipul Kumar • 1 month ago
very nice sir......please make furthur videos also

Александр Бикмеев • 3 months ago
Very informal and useful tutorial. Many thanks!!!

GUPTA Z • 1 month ago
Please provide the process I am stuck in a mid

Dan Dado • 3 days ago
Great Video, one of the best on Youtube for beginners, Detailed with lots of info and discussion 10/10, thank you

User Koba • 1 week ago
yes, you're right. Like your tutorials

Shubham Vyas • 1 month ago
which software is this?is it free for student version?

GUPTA Z • 2 months ago
hello sir the idea you have used to get structural hexa mesh, how to study the geometry so we can get idea to gem=nerate structural mesh

Oscar Martinez • 6 months ago
Saludos, de que pagina puedo descargar el programa por favor?

Ларион • 3 months ago
Where is cst content? I was answered that it was copied here, but there is no adequate videos about opportunities of cst, that actually were at previous channel..

osama aljarrah • 2 days ago
I don't have the option to select the part. What is wrong in my platform

Sentiment:
- 13% (2) - Ask for software download
- 33% (5) - Ask for specific topic
- 53% (8) - Praise / Thank for content

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Academy Video New Subscribers

Significant amount of viewers subscribe while watching our videos

3DS_SIMULIA ›
Getting Started With Abaqus | Series of SIMULIA Tutorials | Set A
Created: Jul 3, 2019 · Published: Jul 9, 2019 · Duration: 1:09:39 · Privacy setting: Public

Last 365 days (Dec 4, 2018 – Dec 3, 2019)

SUBSCRIBERS	SUBSCRIBERS GAINED	SUBSCRIBERS LOST
91	94	3

Compare metric ▾   Daily ▾   ☐ Show growth

3DS_SIMULIA ›
SIMULIA How-to Tutorial for Abaqus | Heat Transfer Analysis
Created: Jul 29, 2019 · Published: Aug 16, 2019 · Duration: 24:30 · Privacy setting: Public

Last 365 days (Dec 4, 2018 – Dec 3, 2019)

SUBSCRIBERS	SUBSCRIBERS GAINED	SUBSCRIBERS LOST
26	26	0

3DS_SIMULIA ›
SIMULIA Tips & Tricks for Abaqus | Create Geometry from Element Faces in Abaqus/CAE
Created: Sep 5, 2019 · Published: Sep 12, 2019 · Duration: 5:22 · Privacy setting: Public

Last 365 days (Dec 4, 2018 – Dec 3, 2019)

SUBSCRIBERS	SUBSCRIBERS GAINED	SUBSCRIBERS LOST
13	13	0

3DS_SIMULIA ›
SIMULIA How-to Tutorial for Abaqus | Material Plasticity and Restart Analysis
Created: Jul 29, 2019 · Published: Aug 14, 2019 · Duration: 34:11 · Privacy setting: Public

Last 365 days (Dec 4, 2018 – Dec 3, 2019)

SUBSCRIBERS	SUBSCRIBERS GAINED	SUBSCRIBERS LOST
9	9	0

3DS_SIMULIA ›
3DEXPERIENCE How-to Tutorial (Part 2/32) | Introduction to Finite Element Analysis (FEA)
Created: Oct 11, 2019 · Duration: 4:00 · Privacy setting: Public

Last 365 days (Dec 4, 2018 – Dec 3, 2019)

SUBSCRIBERS	SUBSCRIBERS GAINED	SUBSCRIBERS LOST
9	9	0

3DS_SIMULIA ›
SIMULIA How-to Tutorial for Abaqus | Tie Constraints
Created: Jul 29, 2019 · Published: Aug 13, 2019 · Duration: 36:00 · Privacy setting: Public

Last 365 days (Dec 4, 2018 – Dec 3, 2019)

SUBSCRIBERS	SUBSCRIBERS GAINED	SUBSCRIBERS LOST
9	9	0

3DS_SIMULIA ›
3DEXPERIENCE How-to Tutorial (Part 1/32) | Basics of Stress and Strain
Created: Oct 11, 2019 · Duration: 8:18 · Privacy setting: Public

Last 365 days (Dec 4, 2018 – Dec 3, 2019)

SUBSCRIBERS	SUBSCRIBERS GAINED	SUBSCRIBERS LOST
8	9	1

3DS_SIMULIA ›
SIMULIA How-to Tutorial for Abaqus | Analysis of a 2D Truss (Part 1/2-Static)
Created: Aug 5, 2019 · Duration: 21:45 · Privacy setting: Public

Last 365 days (Dec 4, 2018 – Dec 3, 2019)

SUBSCRIBERS	SUBSCRIBERS GAINED	SUBSCRIBERS LOST
8	8	0

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SEO Key Search Terms

Videos are starting to rank on Google amongst very popular user content
**Goal to start to define what people are searching in 2020 to better reach users

- ✓ 'How to tutorials for SIMULIA'
- ✓ 'SIMULIA Tutorials'
- ✓ 'Getting Started with SIMULIA'
- ✓ Abaqus

#WeekendWatcherSeries Promo

57 Posts Covering Academy Content

Reveal the World We Live In

The SIMULIA Blog

Introducing SIMULIA Academy Playlist on YouTube

September 24, 2019
By Katie Corey, Lydia Zamparelli

Our users have spoken! You told us you wanted more how-to, demo and training videos to help you with various projects at your job or while attending school. We're excited to announce the launch of a new playlist on our SIMULIA YouTube channel, SIMULIA Academy!

BLOG TOPICS

Select Category ⇕

SUBSCRIBE FOR FREE UPDATES

Possibilities for SIMULIA Academy in 2020

1. Localization of Videos
   o Different languages

2. Application Key Words
   o Meet with project managers to develop key Search terms we'd like to own on Google

3. IPE based videos

YouTube Q2 Channel Results
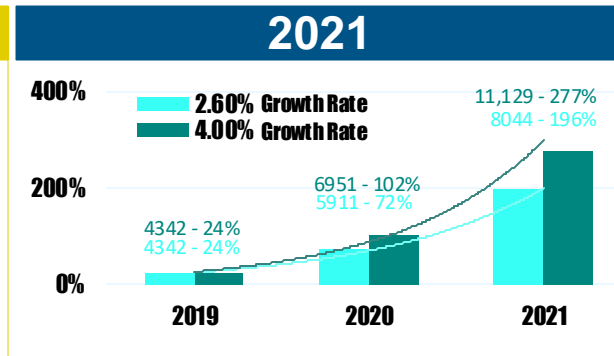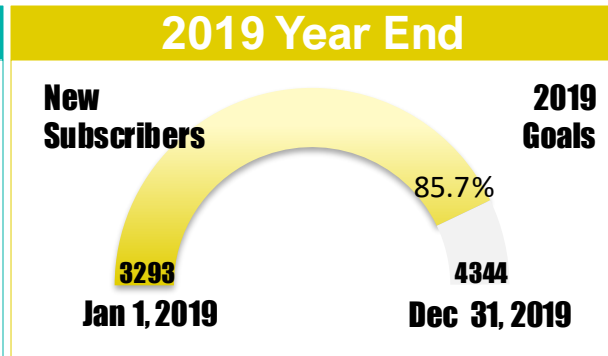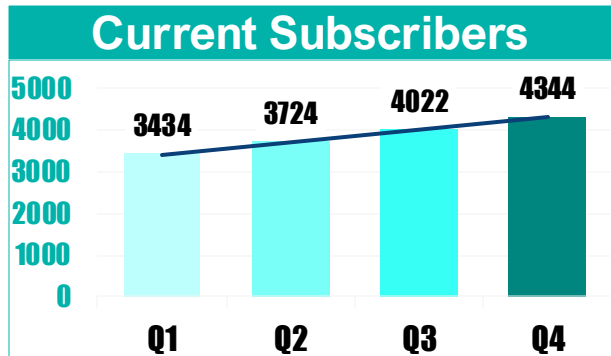
Current Subscribers

Q1: 3434
Q2: 3724
Q3: 4022
Q4: 4344

2019 Year End

New Subscribers — 2019 Goals

85.7%

3293 — Jan 1, 2019
4344 — Dec 31, 2019

2021

2.60% Growth Rate
4.00% Growth Rate

11,129 - 277%
8044 - 196%

6951 - 102%
5911 - 72%

4342 - 24%
4342 - 24%

2019 | 2020 | 2021

WHY?

Watchers lean back and consume content while subscribers lean in and engage with content.

Subscribers will share our videos and grow with us. They are more likely to comment and come back to watch our new content.

WHAT?

YouTube KPI is reflected in the amount of channel subscribers we attain each month.

GAPS for 2020

Increase average monthly subscribers from 2.7% in 2019 to 4%+ **if additional resources are afforded in this effort**

- Posting 3x+ a week
- Create SIMULIA original content (EG: live segment, blog collaboration)
- Focus on SIMULIA Academy 2019 Multi-Playlist content (how-to tutorials)
- Devote additional support to channel

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YouTube Q3 Channel Results

Current Subscribers

+201

Q1	Q2	Q3	Q4
3434	3724	4022	4344

2019 Year End

New Subscribers — 2019 Goals

97.2%

3293 — Jan 1, 2019

4344 — Dec 31, 2019

2021

- 2.60% Growth Rate
- 4.00% Growth Rate

11,129 - 277%
8044 - 196%

6951 - 102%
5911 - 72%

4344 - 24%
4344 - 24%

	2019	2020	2021

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GAPS for 2020

Increase average monthly subscribers from 2.7% in 2019 to 4%+ **if additional resourses are afforded in this effort**

- Posting 3x+ a week
- Create SIMULIA original content (EG: IPE Videos, Webinars, etc)
- Focus on SIMULIA Academy 2019 Multi-Playlist content (How-to tutorials)
- Devote additional support to channel

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*In Q3 we attained 201 more subscribers than initially projected at the end of Q2, to finish the quarter at 4,223 subscribers. We increased subscribership on average monthly rate of 3.88% in Q3. This has increased when compared to an Q2's average subscribership increase of 3.12%. Please note, the initial 2.6% increase listed as a goal was based off the average subscriber increase in Q1.

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▶ YouTube Q4 Channel Results
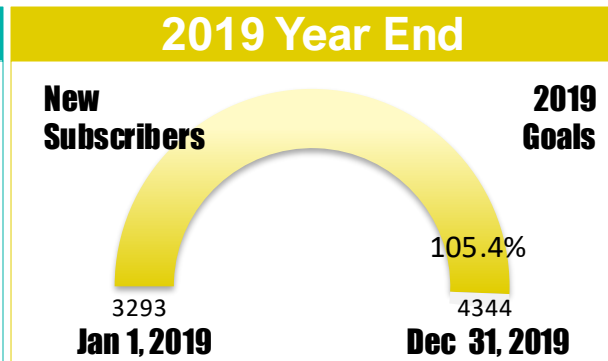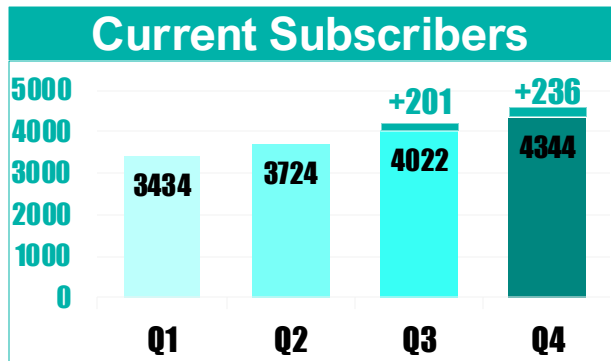
Current Subscribers

	Q1	Q2	Q3	Q4
Subscribers	3434	3724	4022 (+201)	4344 (+236)

2019 Year End

New Subscribers

2019 Goals

105.4%

Jan 1, 2019	Dec 31, 2019
3293	4344

2021

- 2.60% Growth Rate
- 4.00% Growth Rate

	2019	2020	2021
4.00%	4344 - 24%	6951 - 102%	11,129 - 277%
2.60%	4344 - 24%	5911 - 72%	8044 - 196%

WHY?

Watchers lean back and consume content while subscribers lean in and engage with content.

Subscribers will share our videos and grow with us. They are more likely to comment and come back to watch our new content.
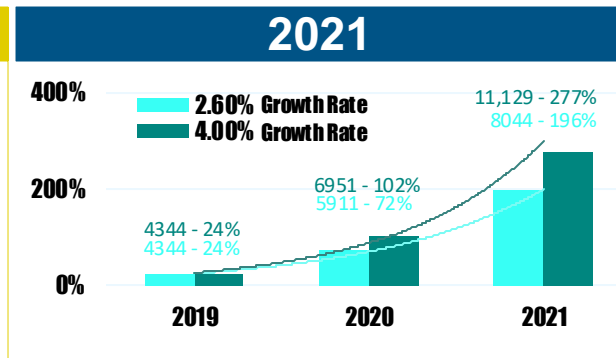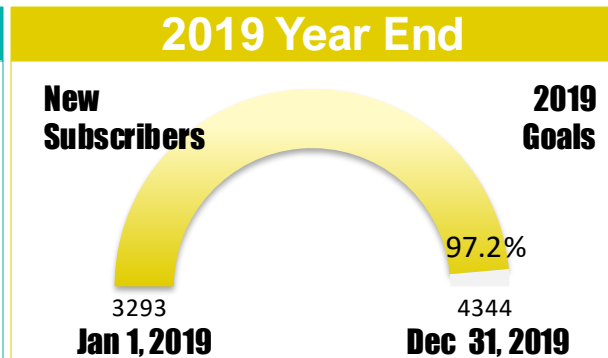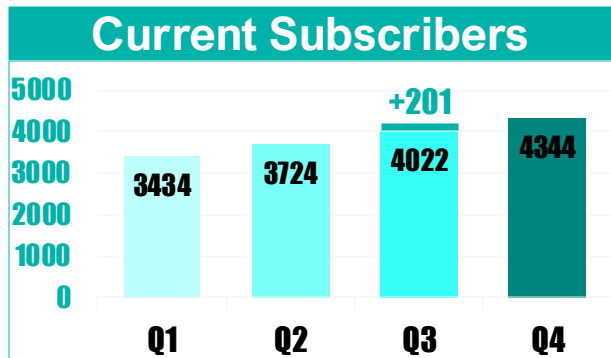
WHAT?

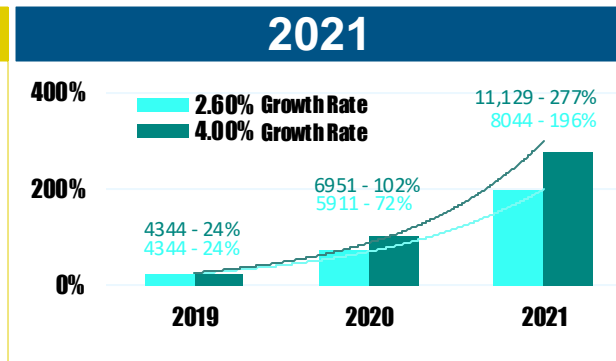YouTube KPI is reflected in the amount of channel subscribers we attain each month.

GAPS for 2020

Increase average monthly subscribers from 2.7% in 2019 to 4%+ **if additional resourses are afforded in this effort**

- Posting 3x+ a week
- Create SIMULIA original content (EG: IPE Videos, Webinars, etc)
- Focus on SIMULIA Academy 2019 Multi-Playlist content (How-to tutorials)
- Devote additional support to channel

*In Q4 we pulled numbers one month before quarter end and still attained 236 more subscribers than Q4 projected end of year subscriber figures defined in Q2. We increased subscribership on average monthly rate of 4.18% in Q4; 3.88% in Q3; 3.12% in Q2; & 2.6% in Q1. Please note, the initial 2.6% increase listed as a goal was based off the average subscriber increase in Q1.

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% Change in Subscribers

Data labels: 2.11%, 2.04%, 3.47%, 2.17%, 3.72%, 3.61%, 4.67%, 3.36%, 4.34%, 4.02%

Legend:
- SIMULIA
- MSC
- ANSYS
- ALTAIR
- CATIA
- SOLIDWORKS
- AUTODESK
- DASSAULT SYSTEMES
- Linear (SIMULIA)

Months: February, March, April, May, June, July, August, September, October, November
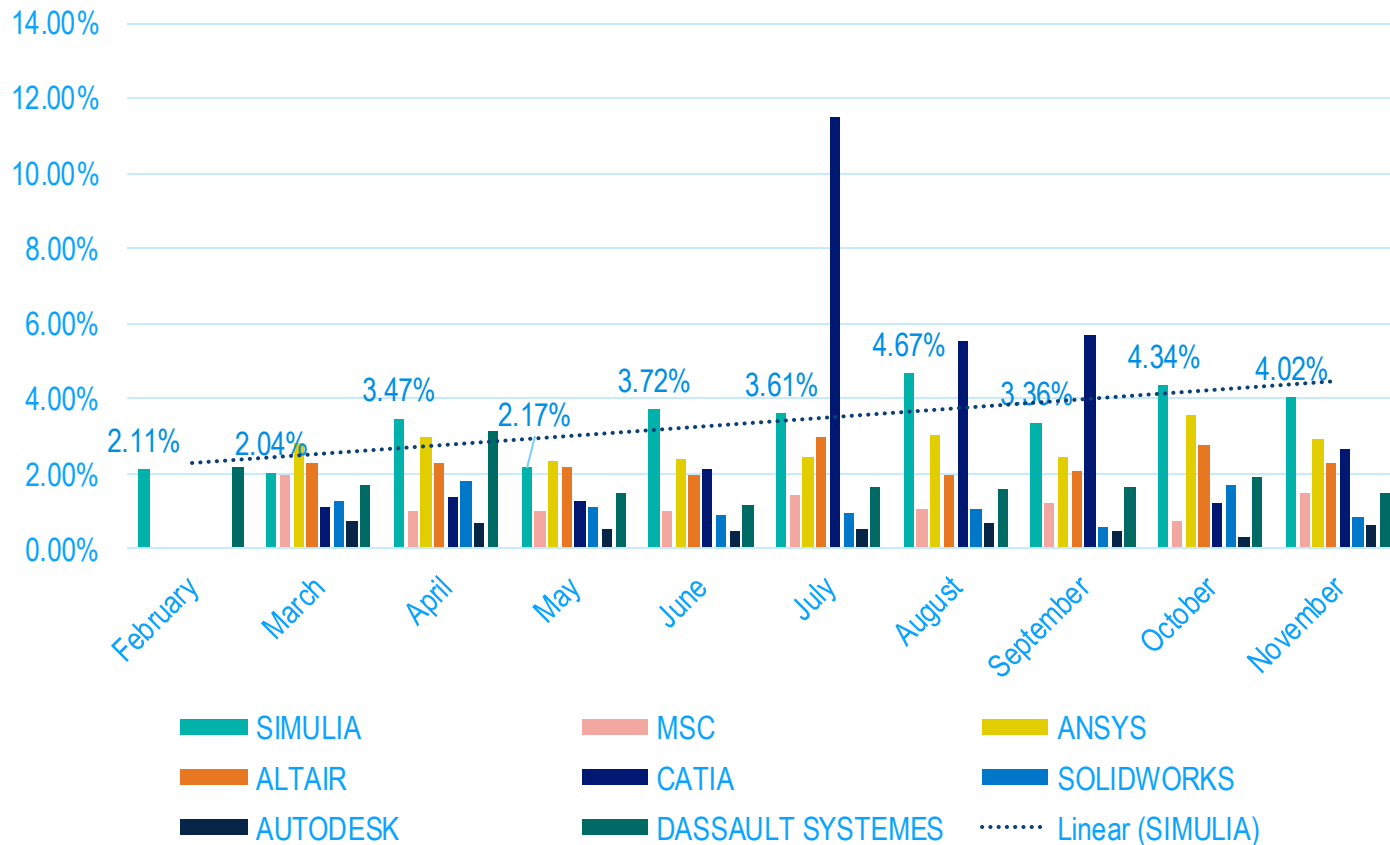
How did we do?

WE REACHED OUR GOAL BY 105.4% WITH ONE MONTH TO SPARE

- This KPI is great in showing overall increase in our SIMULIA' video content.

- Subscribers increased on average from **85** subs per month from January-May to **158** on average from Jun-Nov **(nearly doubling in amount around the time the YouTube Academy was launched).**

- Overall, we are more nearly projecting a yearly increase of **31%** increase in subscribers [(3293/4738)-1]. We initially projected an increase of **24%** 6 months ago during our Q2 presentation.

- We increased subscribership on average monthly rate of **4.18% in Q4**; **3.88% in Q3**; **3.12% in Q2**; & **2.6% in Q1** [please see graph].
  - Please note, the initial 2.6% increase listed as a goal was based off the average subscriber increase in Q1.

- In Q4 we pulled numbers one month before quarter end and still attained **236** more subscribers than initially projected when we reported our goals at the end of Q2, to finish the quarter at **4,580** subscribers. We can add a projected **158** subscribers (average of the last 6 months) for the month of December **4,738,** for more accurate end of Q4 numbers.
  - We reached 4,580(actual)/4344(goal) subs on Nov 1, with still a month to go in Q4.

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Channel One Year Accomplishments

Channel Total

Videos Posted: 150

Subs: 1,285 (31% increase YOY)

Likes: 1027

Views: 91,651

Watch Hours: 2,455

Comments: 35
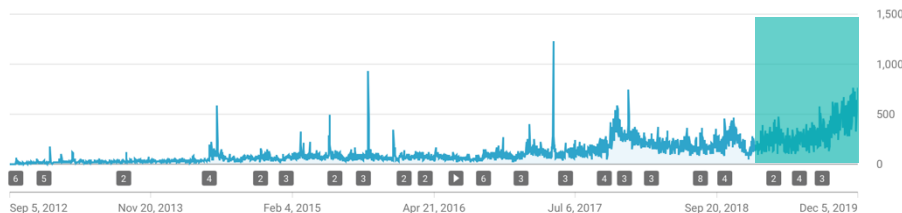
Subscribers since channel creation

Top New Video of the Year

Aircraft Aerodynamic Performance | SIMULIA CFD Simulation Software

4,449 views • Jun 6, 2019   👍 56   👎 1   ➤ SHARE   ↓ SAVE   •••
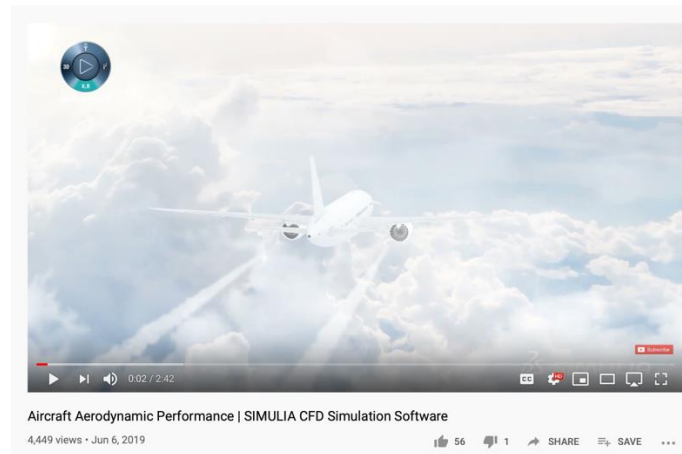
Subs: 32
Likes: 54
Views: 4,449
Watch Hours: 101.5

Channel One Year Accomplishments

Watch Time

Improved Drastically in the last 6 months

YouTube SIMULIA Academy Q2
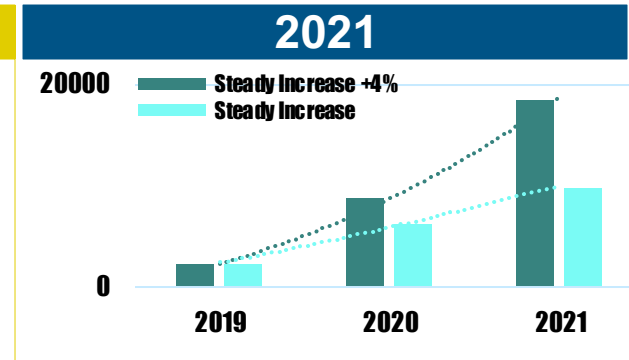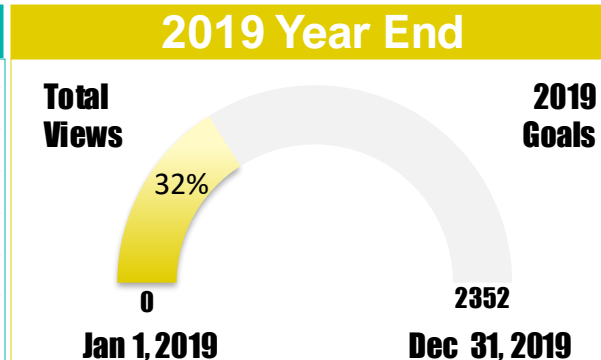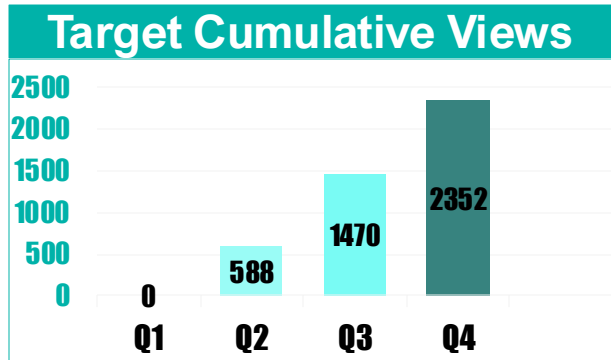
Target Cumulative Views

Bar chart showing cumulative views by quarter:
- Q1: 0
- Q2: 588
- Q3: 1470
- Q4: 2352

2019 Year End

Total Views — 32% — 2019 Goals

0 — Jan 1, 2019 — 2352 — Dec 31, 2019

2021

Bar chart with legend:
- Steady Increase +4%
- Steady Increase

Years: 2019, 2020, 2021 (up to 20000)

WHY?

We can keep track of the amount of times both subscribers and unsubscribed watchers view SIMULIA Academy playlists video views in comparison to our Industry & Discipline multi-playlists to better understand the topic of interest in viewers & how our SIMULIA Academy videos are performing.
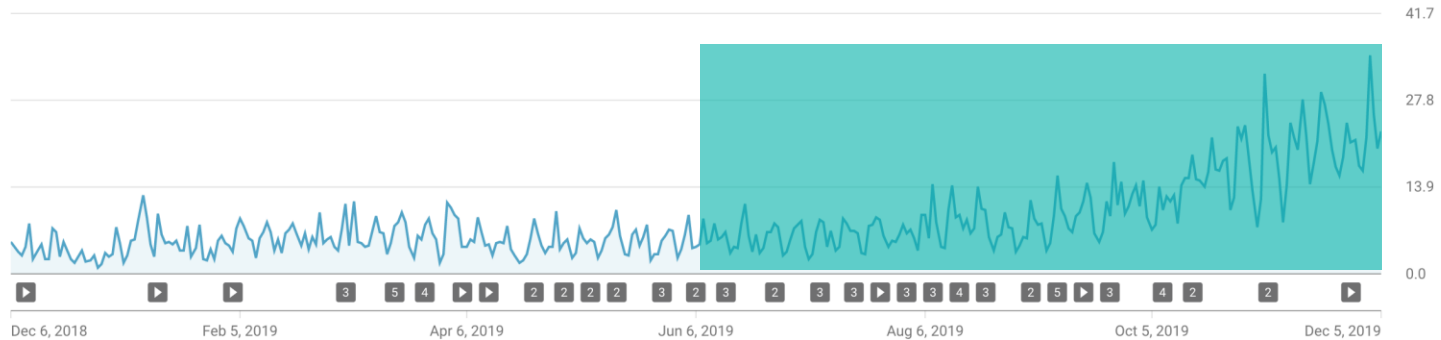
WHAT?

YouTube KPI is reflected in the amount of total views the SIMULIA Academy playlists receive each month. A view is valued as at least 00:30 of watch time and one view per IP address.

GAPS for 2020

Year 2 & year 3 increase at average of 4% **if additional resourses are afforded in this effort.**

- Devote additional support to channel
- Create multiple Academy videos a week
- Start live video series (similar to SOLIDWORKS)
- Posting 3x a week at least

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YouTube SIMULIA Academy Q3

Target Cummulative Views

Q1	Q2	Q3	Q4
0	+157 / 588	+1079 / 1470	2352

2019 Year End

Total Views   **2019 Goals**

108%

0
Jan 1, 2019

2352
Dec 31, 2019

2021

Steady Increase +4%
Steady Increase

20000

0

2019   2020   2021

WHY?

We can keep track of the amount of times both subscribers and unsubscribed watchers view SIMULIA Academy playlists video views in comparison to our Industry & Discipline playlists to better understand the topic of interest & how our SIMULIA Academy videos are performing overall.

WHAT?

YouTube KPI is reflected in the amount of total views the SIMULIA Academy playlists receive each month. A view is valued as at least 00:30 of watch time and one view per IP address.
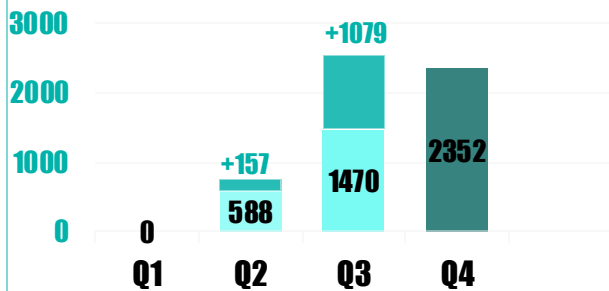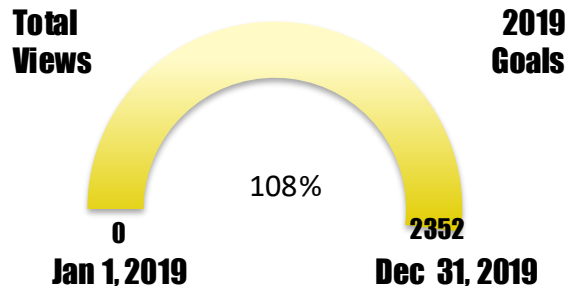
GAPS for 2020

Year 2 & year 3 increase at average of 4% **if additional resourses are afforded in this effort.**

- Devote additional support to channel
- Diversify our Academic Content amoung all products
- Include a video in our engineer yearly workflows to contribute to the channel
- Create multiple Academy videos a week
- Start live video series (similar to SOLIDWORKS)
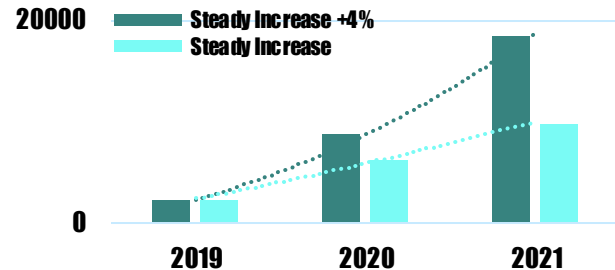- Posting 3x a week at least

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YouTube SIMULIA Academy Q4

Target Cummulative Views

Q1: 0
Q2: +157 / 588
Q3: +1079 / 1470
Q4: +1547 / 2352

2019 Year End

Total Views — **2019 Goals**

156.7%
(With month of Dec. to go)

0 — Jan 1, 2019

2352 — Dec 31, 2019

2021

- Steady Increase +4%
- Steady Increase

2019 / 2020 / 2021

WHY?

We can keep track of the amount of times both subscribers and unsubscribed watchers view SIMULIA Academy playlists video views in comparison to our Industry & Discipline playlists to better understand the topic of interest & how our SIMULIA Academy videos are performing overall.

WHAT?

YouTube KPI is reflected in the amount of total views the SIMULIA Academy playlists receive each month. A view is valued as at least 00:30 of watch time and one view per IP address.

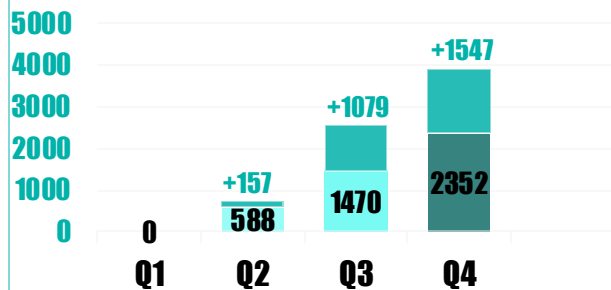## GAPS for 2020

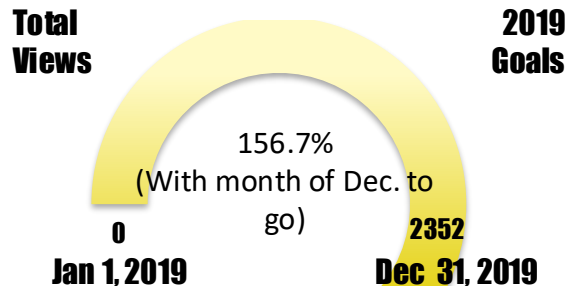Year 2 & year 3 increase at average of 4% **if additional resoures are afforded in this effort.**

- Devote additional support to channel
- Diversify our Academic Content amoung all products
- Include a video in our engineer yearly workflows to contribute to the channel
- Add IPE Based Academy Videos
- Create multiple Academy videos a week
- Start live video series (similar to SOLIDWORKS)
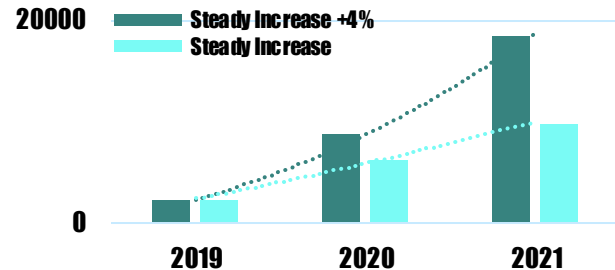- Posting 3x a week at least
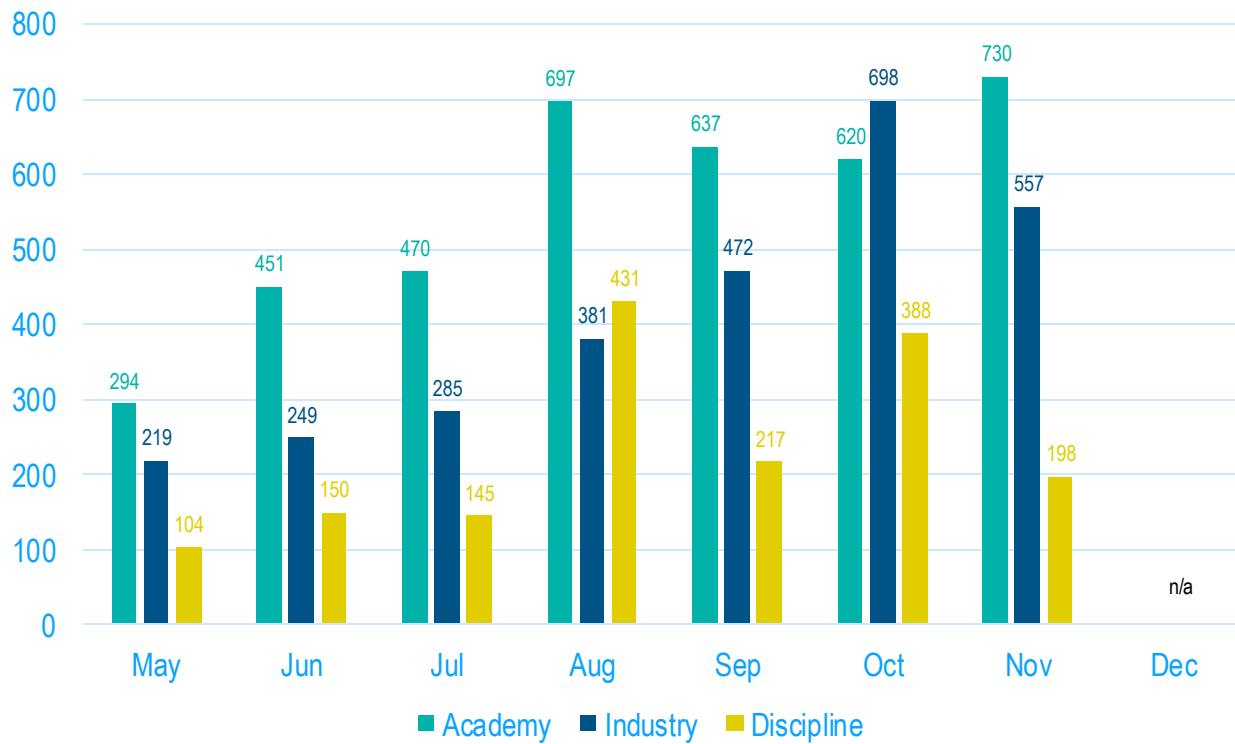
How did we do?

WE REACHED OUR GOAL BY 154.7% WITH ONE MONTH TO SPARE

- This metric is measured by the amount of times someone watches a video after clicking on a specific playlist.

- This KPI is best at showing the ratio of viewer interest by specific topic. We were able to compare our multi-playlists (Academy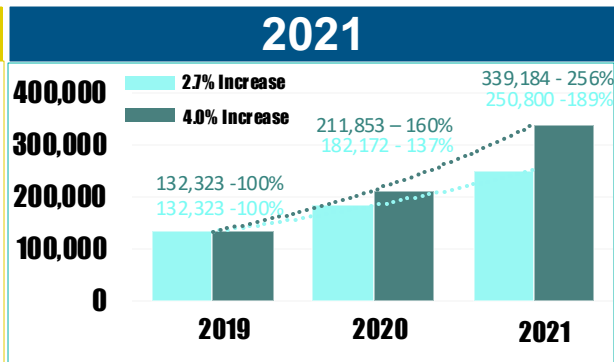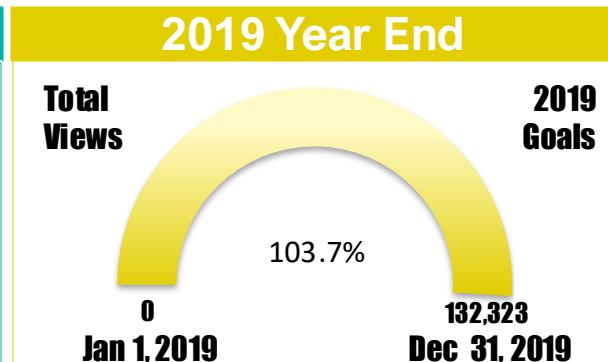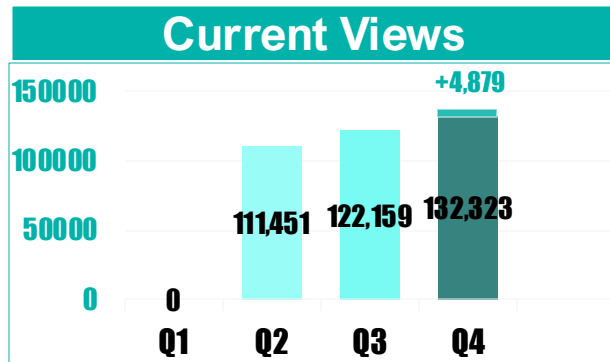, Industry & Discipline) by amount of views. On average, the SIMULIA Academy playlist is viewed more on average per month than the Industry and the Discipline Playlists [please see graph]. These results prove that there is great interest in the educational multi-playlist topic and that we should continue to devote efforts to this initiative in 2020.

- After some thought we decided that while this metric is interesting to assess ratio of playlist viewing by topic – it does not accurately reflect what people are watching in respect to actual views per video on each playlist. This is because, in order for a view to be documented, users must click on the playlist topic first.

- Our initial number of view goals were based off the first months performance (May) and created with a linear projection with the hope to maintain this monthly. As we are rapidly creating content, we surpassed these numbers significantly. At the end of November (still one month in the quarter), we've attained **3,899** playlist views for the year, surpassing our linear growth goal of **2352** playlist views.

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YouTube SIMULIA Academy Q4

Current Views

	Q1	Q2	Q3	Q4
	0	111,451	122,159	132,323

+4,879

2019 Year End

Total Views ... **2019 Goals**

103.7%

0 — Jan 1, 2019

132,323 — Dec 31, 2019

2021

- 2.7% Increase
- 4.0% Increase

339,184 - 256%
250,800 - 189%

211,853 – 160%
182,172 - 137%

132,323 - 100%
132,323 - 100%

| 2019 | 2020 | 2021 |

WHY?

We can keep track of the amount of times both subscribers and unsubscribed watchers view SIMULIA Academy videos in comparison to our Industry & Discipline videos to better understand how our SIMULIA Academy videos perform.

WHAT?

YouTube KPI is reflected in the amount of total views the SIMULIA Academy videos receive each month. A view is valued as at least 00:30 of watch time.

GAPS for 2020

Year 2 & year 3 increase at average of 4% if additional resources are afforded in this effort.

- Devote additional support to channel
- Diversify our Academic Content amoung all products
- Include a video in our engineer yearly workflows to contribute to the channel
- Create multiple Academy videos a week
- Create IPE based learning videos
- Start live video series (similar to SOLIDWORKS)
- Posting 3x a week at least

*This slide was created in Q3 based off actual numbers for Q2 and Q1. Projections for Q4 is a projected figures at 2.7% increase. We've calculated future at 2.7% and 4%increases to keep consistency with additional KPI growth projections for the overall channel.

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Video Views Per Month
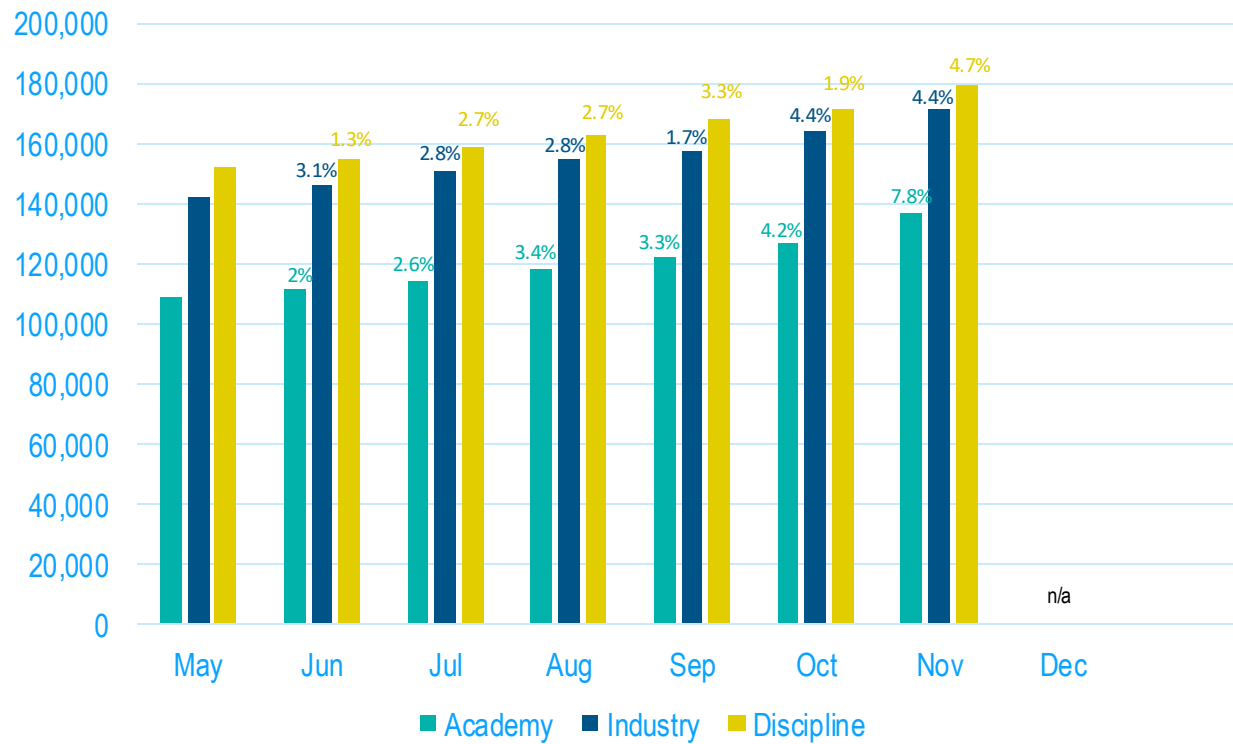
Average Views/Month (All-Time Total)
Academy: 119,995 – 3.9%
Industry: 155,528 – 3.2%
Discipline: 164,286 – 2.8%

*Please note videos in the Academy playlist are exclusive to one playlist, whereas the videos in the Industry & Discipline playlists are shared amongst both playlists. Also note, the videos on the Academy playlist are relatively new for the most part and have not had the amount of time to accrue views whereas the Industry & Discipline playlists house our top viewed older content. Please look at the %increase month-over-month, showing what people are watching most in recent months.

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How did we do?

WE REACHED OUR GOAL BY 103.7% WITH ONE MONTH TO SPARE

- Views per video are entered to a spreadsheet monthly and then added in excel by playlist. We then can assess the amount of views per playlist and by greater multi-playlist category. This KPI shows where a majority of our content is consumed.

- We can see this in the **%change month over month of views** in the graph. Overall, **content is consumed to a greater extent across the board** in recent months.

- The Academy multi-playlist has a greater **6 month average** percent change in views with **3.9%** increase month to month; followed up by the Industry multi-playlist with **3.2%;** and finally the discipline multi-playlist with **2.8%.**

- We had a greater than projected %increase in viewership – in the last quarter we increased viewership by **6%** on average in Q4 when it was projected to increase at **2.7%** at beginning of this initiative 6 months ago.

Thank you for your time!