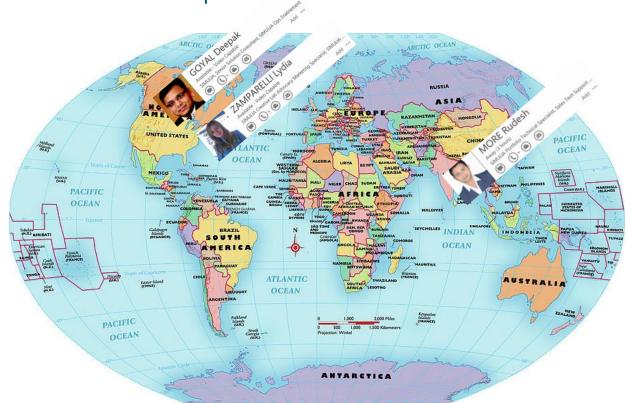


# SIMULIA Academy

You Tube Initiative Results

### Weekly Thursday Call

9am CST - 10am EST - 8:30pm IST









HOME

### 3DS\_SIMULIA

4.61K subscribers

**VIDEOS** 

COMMUNITY

**CHANNELS** 

**ABOUT** 

Q

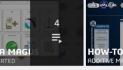
**CUSTOMIZE CHANNEL** 

#### SIMULIA ACADEMY -





**PLAYLISTS** 









YOUTUBE STUDIO

#### **Our Values**

3DS\_SIMULIA VIEW FULL PLAYLIST

#### **Getting Started with SIMULIA** Software

3DS SIMULIA VIEW FULL PLAYLIST

3DS\_SIMULIA Updated today VIEW FULL PLAYLIST

#### **Customer Testimonials**

3DS\_SIMULIA VIEW FULL PLAYLIST

#### Webinars

3DS\_SIMULIA VIEW FULL PLAYLIST



#### Installation & Licensing

3DS\_SIMULIA VIEW FULL PLAYLIST



#### Software Features & Functionality

3DS SIMULIA VIEW FULL PLAYLIST



#### 3DEXPERIENCE Platform for Simulations - A Curated Playlist

3DS SIMULIA Updated today



#### **Tips & Tricks**

3DS\_SIMULIA VIEW FULL PLAYLIST

### 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

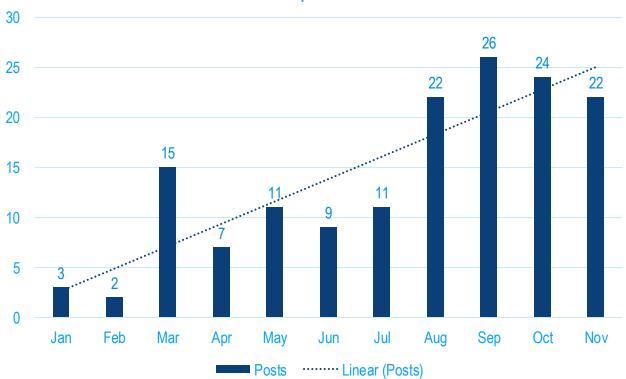
Playlist Views (topic of interest) from June - October: 3,899 out of 8,393 for all three playlists

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?

### Sentiment:

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



Ларион • 3 months ago

Where is cst content? I was answered that it was copyed here, but there is no adequate videos about opportunities of cst, that actually were at previous channel...



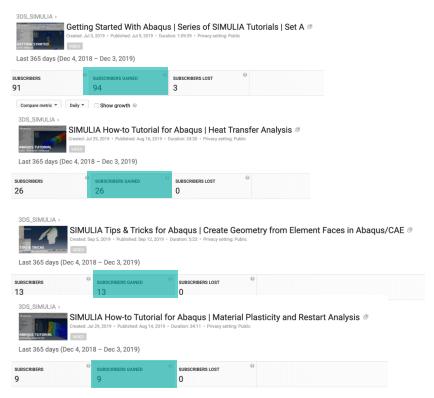
osama aljarrah · 2 days ago

I don't have the option to select the part. What is wrong in my platform



### Academy Video New Subscribers

### Significant amount of viewers subscribe while watching our videos



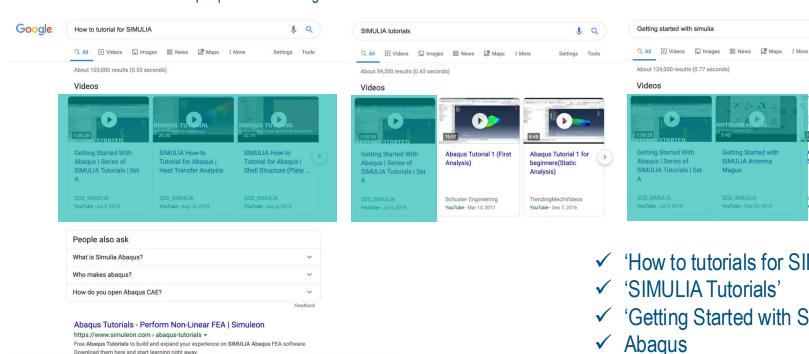
3DS_SIMULIA    3DEXPERIENCE How-to Tutorial (Part 2/32)   Introduction to Finite Element A  Constitution of Control of Co	Analysis (FEA) @
SUBSCRIBERS  SUBSCRIBERS GAMED  SUBSCRIBERS LOST  9  0	
SIMULIA How-to Tutorial for Abaqus   Tie Constraints  Simulia How-to Tutorial for Abaqus   Tie Constraints  Created: Jul 29, 2019 - Published: Aug 13, 2019 - Duration: 36:00 - Privacy setting: Public  Last 365 days (Dec 4, 2018 - Dec 3, 2019)	
SUBSCRIBERS GAINED SUBSCRIBERS LOST 9 SUBSCRIBERS LOST 0	
3DS_SIMULIA >  3DEXPERIENCE How-to Tutorial (Part 1/32)   Basics of Stress and St  Created. Oct 11, 2019 - Duration 8:18 - Privacy setting: Public  Last 365 days (Dec 4, 2018 – Dec 3, 2019)	rain ®
SUBSCRIBERS OF SUBSCRIBERS GAINED SUBSCRIBERS LOST 9 1	
SIMULIA How-to Tutorial for Abaqus   Analysis of a 2D Truss (Part 1/2 Created: Aug 5, 2019 - Duration: 21:45 - Privacy setting: Public Last 365 days (Dec 4, 2018 – Dec 3, 2019)	2-Static) @
SUBSCRIBERS GAINED SUBSCRIBERS LOST 8 UBSCRIBERS LOST 0	



### 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'

J Q

Settings Tools

**ABAQUS Getting** 

Started Examples

sahril afandi s

YouTube - Jul 13, 2013





Want to get into #additivemanufacturing but lack the know-how? Be on the

comprehensive introduction to defining and performing additive manufacturing

#WeekendWatcherSeries #Simulation #SIMULIA https://lnkd.in/eJaCv8S

lookout for our upcoming instructional video series where we provide a

process simulations on the #3DEXPERIENCE platform. #StartSimulating

nterested in learning about the ways SIMULIA CST Studio Suite helps

USER EXPERIENCES Simulation User Experiences with SIMULIA CST Studio Suite

∆ Like ☐ Comment

customers with #electromagnetic solutions? Watch this video of testimonials from people who have used our EM simulation software.

#WeekendWatcherSeries #simulation #SIMULIA http://go.3ds.com/BoK

solutions are key to assessing optimal 5G #connectivity in the today's most innovative product designs. Click the link in the description to watch the full length webinar. #WeekendWatcherSeries #Simulation #SIMULIA https://inkd.in/eM\_bsBJ

SIMULIA

Watch our PowerFLOW

about the new capabilit

major enhancements to

digital design! #SIMUL

industry and are also becoming more prevalent in the automobile and

Are you new to #Abaqus FEA and interested in receiving some easy to understand tutorial style instructions to help you get familiarized with the software interface? In this video we take users through the process of designing a simple component and explain various steps involved in finite element analysis manufacturing industries. You will understand how our physics based simulation using Abagus. Get started with our Abagus software today! #WeekendWatcherSeries #Simulation #SIMULIA #engineerin https://lnkd.in/dxxCiky



Getting Started With Abaqus | Series of SIMULIA Tutorials | Set A

k on our SIMULIA #Academy

entation covers the software feature

to enable accurate, efficient an

This week we've released a series of videos that will introduce beginners to the virtual Additive Manufacturing process - you can expect to receive a basic understanding in navigating the #3DEXPERIENCE Platform to work v ... see more



th the 3DEXPERIENCE Platform | Additive



simulation apps. Furthermore, you can learn how to search, navigate 6WTags,

#WeekendWatcherSeries. https://lnkd.in/e4J2RiS #SIMULIA #Simulation

and perform commands. Hone your skills this weekend with our

Getting Started with the 3DEXPERIENCE Platform



king to create geometry

tor uses the example of a

viewers through step-by

We are excited to roll out 32 #tutorials on how-to create simulations using the

3DEXPERIENCE platform. This series is geared for beginner level engineers and

engineers with little knowledge of the #3DEXPERIENCE platform. Watch our

Subscribe to the 3DS\_SIMULIA YouTube channel to stay up-to-date as we

first session this weekend on the basics of stress & strain:

https://lnkd.in/etztbGc

-Static Analysis of a 2D Truss Structure in Abaqus/Standard -

https://lokel.in/ecyvRof -Dynamic Explicit Analysis of a 2D Truss Structure in Abaqus/Explicit

-Static Analysis of Three Dimensional Frame 'l' Beam - https://inkd.in/eBAJ4C4

Check out our SIMULIA #Academy 'How-To' playlists on YouTube and learn how to solve sophisticated #engineering problems with our simulation software. This week, we've shared four #Abagus tutorials - choose from one of technical use-

Performance where our technology empowers manufacturers to improve

for the full video, #SIMULIAWeekendWatcher #Simulation #SIMULIA

https://lokd.in/eByburH

Waircraft designs for better flight performance. Click the link in the description

-Bending Analysis on Plate Structure - https://linkd.in/eDQv4FM



ABAOUS TUTORIAL

SIMULIA How-to Tutorial for Abagus I Static Analysis of a 2D Truss SIMULIA

3mn . (2)

Watch these SIMULIA #Academy tutorials to better understand tie constraint and contact modeling capabilities. Expand your simulation know-how to create contact interaction properties, contract pairs, friction models - and learn skills in post processing such as, how to plot contact pressure & contact shear stresses.

Tie Constraints - https://lnkd.in/ePxeGxR Modeling Contact using Contact Pairs (Part 1 of 2) - https://lnkd.in/e2KFhZ5 Modeling Contact using General Contact (Part 2 of 2) -

https://lnkd.in/ePM2S8w

Learn about topics that directly support your simulation needs in #Abaqus on the SIMULIA #Academy 'How-To' playlist. Let us know your thoughts about these tutorials in the comments! #WeekendWatcherSeries #Simulation



SIMULIA How-to Tutorial for Abaqus | Tie Constraints

demy introduces a thre structural simulation or

> dation Model: https://bit.lv Simulation Scenario: https://bit Simulation Results: https://bit.lv/2

#WeekendWatcherSeries Promo

57 Posts Covering Academy Content iconic compass and how to access the social collaborative intelligence and

Engineering industry! We have tailored solutions that allow tire manufacturers to test tire designs for wet grip, wear resistance, rolling resistance, and even enable our customers to test tire tread patterns. Retter performing tires await! #SIMULIAWeekendWatcher #simulation #SIMULIA #tires #engin https://lnkd.in/epmWGi2

Tire Engineering | Analyze Tire Performance and Optimize Design with S...

SIMULIA How-to Tutorial for Abagus I Heat Transfer Analysis

and transient heat transfer analysis. This Abagus video shows the creation of a

steady state and transient heat transfer step, the assigning of heat flux loads,

Learn about tonics that directly support your simulation needs on the SIM II IA #Academy 'How-To' playlist. Let us know your thoughts about these tutorials in

convection and radiation, as well as visualizing results such as nodal

Heat Transfer Analysis - https://linkd.in/eXeJ7n4

ABAOUS TUTORIAL AT TRANSFER ANALYSIS

#SIMULIA #Simulation

O 52 - 1 Comment

Frequency Bands PowerINSIGHT | SIMULIA PowerFLOW

see how our engineers use #PowerFLOW software to assess and compare

eVTOL pernacoustic results. https://linkd.in/ekg/5fC.#WeekendWatcherSeries

# Reveal the World We Live In

**Blog Promo** 

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!

Search

**BLOG TOPICS** 

Select Category

SUBSCRIBE FOR FREE UPDATES

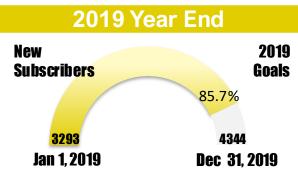
### Possibilities for SIMULIA Academy in 2020

- Localization of Videos
  - Different languages
- 2. Application Key Words
  - Meet with project managers to develop key Search terms we'd like to own on Google
- 3. IPE based videos



# YouTube Q2 Channel Results







### 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: live segment, blog collaboration)
- Focus on SIMULIA Academy 2019 Multi-Playlist content (how-to tutorials)
- · Devote additional support to channel



# YouTube Q3 Channel Results



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

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- 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



# YouTube Q4 Channel Results



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.

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

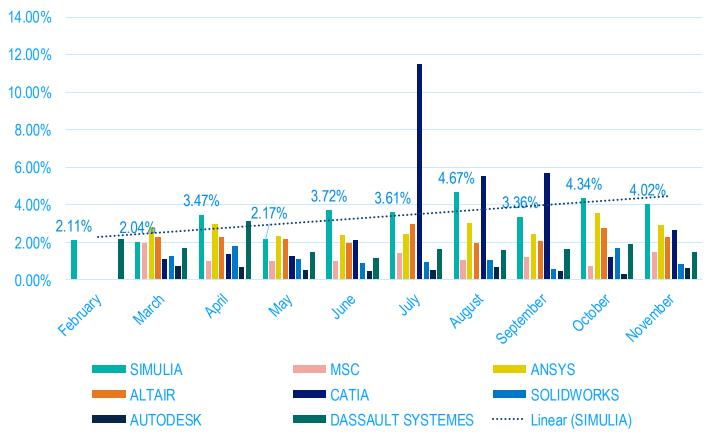
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- Posting 3x+ a week
- Create SIMULIA original content (EG: IPE Videos, Webinars, etc)
- Focus on SIMULIA Academy 2019 Multi-Playlist content (How-to tutorials)
- Devote additional support to channel



### % Change in Subscribers





### 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.



### Channel One Year Accomplishments

### **Channel Total**

Videos Posted: 150

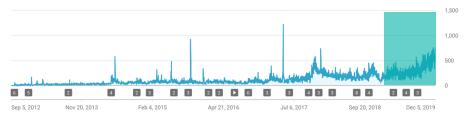
**Subs:** 1,285 (31% increase YOY)

**Likes: 1027** 

Views: 91,651

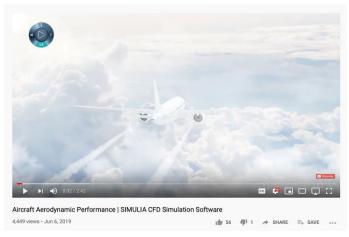
Watch Hours: 2,455

Comments: 35



Subscribers since channel creation

### **Top New Video of the Year**



Subs: 32 Likes: 54

**Views:** 4,449

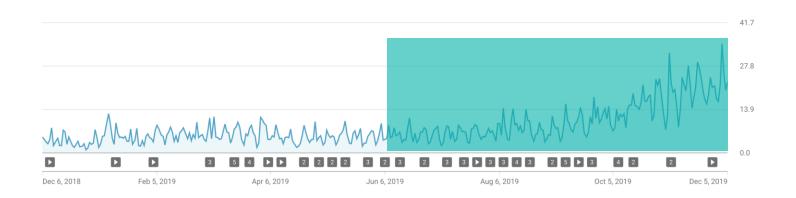
Watch Hours: 101.5



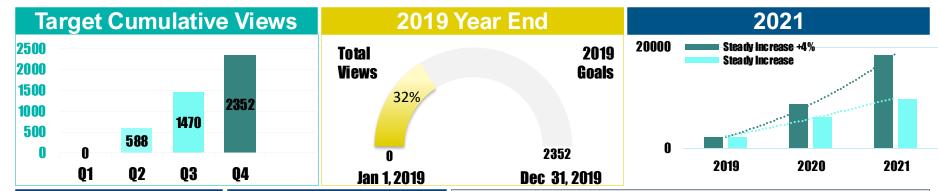
### Channel One Year Accomplishments

### **Watch Time**

Improved Drastically in the last 6 months







### 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 multiplaylists to better understand the topic of interest in viewers & how our SIMULIA Academy videos are performing.

### WHAT?

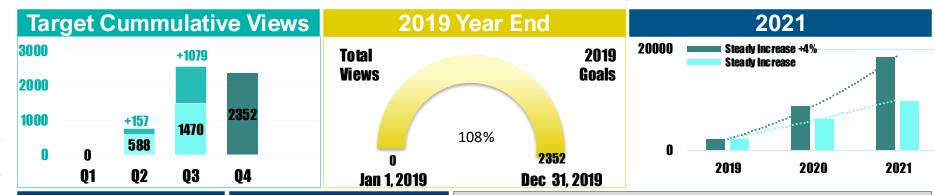
YouTube KPI is reflected in the amount of total views the SIMULIA Academy playlists receive each month. A view is valued as at least 00:30 of watch time and one view per IP address.

### 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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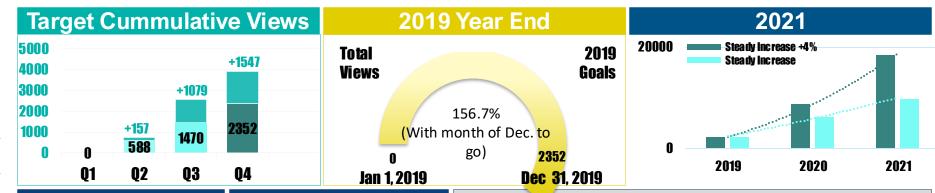
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### GAPS for 2020

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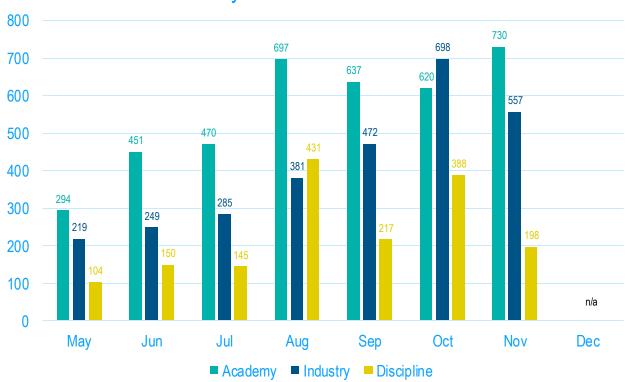
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Year 2 & year 3 increase at average of 4% if additional resourses are afforded in this effort.

- Devote additional support to channel
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- 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



### Playlists Views Per Month



Average Views/Month Academy: 557 Industry: 408.7 Discipline: 233.2

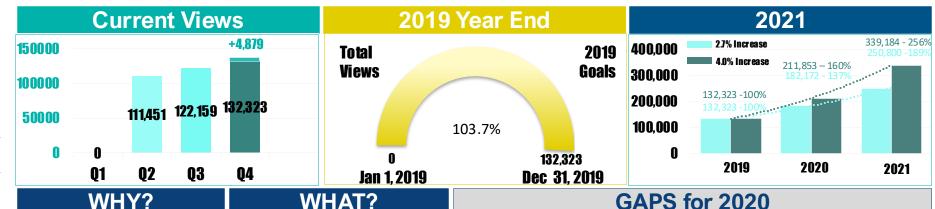


### How did we do?

### 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.





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.

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.

WHAT?

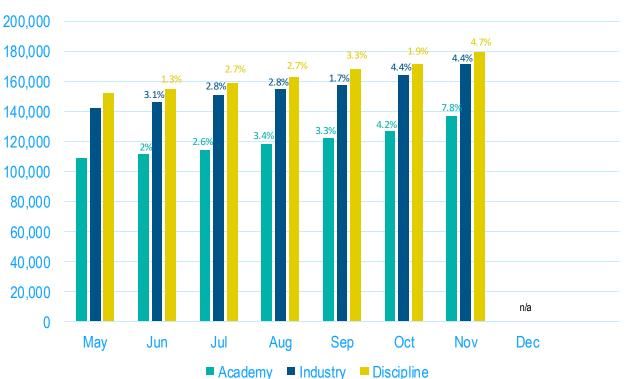
### GAPS for 2020

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



### 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.



### 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 multiplaylist 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!

