

Pharma YouTube Channels: Content and Comment

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Abstracts

Popular video sharing site YouTube is the third busiest website in the world, visited by almost 109 million unique users each month. Nearly a day and a half's worth of content is uploaded by users on to its servers every minute, and channel managers from 15 pharmaceutical companies are included in their numbers.

Whilst YouTube offers the opportunity to reach a vast consumer audience at relatively low cost, the unfamiliar nature of the video sharing environment to the Pharma industry, with all the attendant issues that a heavily regulated industry faces when participating in a social web environment, has meant that Pharma presences upon the site have been slow to develop.

However, a number of companies have begun to forge effective presences around the channels they have created and the content that they are developing and sharing, each developing their own set of strategic and tactical best practices from the lessons they have learned from their activities.

Pharma YouTube Channels: Content and Comment brings together the thought leadership of five of the industry figures who speak with authority to the subject of Pharma's use of YouTube through their direct participation or oversight: Rob Halper (Johnson & Johnson), Andrew Widger (Pfizer), Gary Monk (Janssen), James Musick (Genentech) and John Pugh (Boehringer)

Containing a contextual introduction, statistics, definitions, charts and five exhaustive interviews presented in a round table question and answer format for ease of reading, the report is essential reading for those interested in the development of the industry's presence on the social web and the uses to which video sharing are being put.

The report includes:

Expert insights from the architects of and spokespersons for five of the leading Pharma industry YouTube presences

Comprehensive explanations of the thinking behind the strategic planning and tactical implementation of Pharma YouTube channels.

Key features

Contextual introduction providing the latest data regarding YouTube's reach and influence as a video-sharing channel

Stage-by-stage accounts of the development of Pharma YouTube channels

In-depth analysis of the types of content published, issues around the facilitation of user engagement, metrics used, and the measures of success utilised

Conclusion featuring suggestions as to best practice guidelines in the planning, implementation, and maintenance of a Pharma YouTube channel

Key quotes from the report

Andrew Widger, Director, Media Relations EMEA, Pfizer:

Pfizer does not initiate 'YouTube campaigns' as such, but rather asks: 'What would be the most appropriate way to reach the right people with the right information?' If that transpires to be YouTube, or if YouTube is deemed to be an important part of that communication campaign, then that would be the critical thing that we would be looking at. Whilst video content is part of the communication mix, the most important thing is to ensure that our message is gotten across in the most appropriate way on a case-by-case basis to the people we are trying to reach. However, on the basis of its popularity and reach, YouTube at the moment is usually the default answer to the question 'Where should we publish video?'

Gary Monk, Product Manager, Neuroscience, Janssen

The key strategic reason for creating the 'Living With ADHD' channel lay in the outcome of our assessment of what the challenge was, namely our desire to educate and support parents concerning issues around ADHD. We did landscape analysis in order to really understand where parents were going to look for information. We found that 70 to 80 per cent of parents looked online for information, and that a lot of them were searching on YouTube and Facebook, so it seemed to make a lot of sense to get some content out there and also to allow discussion around that content.

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