

## Millennials' Choice of Online Video: Between IGTV and YouTube

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### Abstract

*Social media, in specifically online video, has become a part of human daily life which difficult to be apart from, especially for the digital natives. This research aims to discover millennials' choice of watching online video between IGTV and YouTube. This research uses qualitative method which is interview. The respondents consist of 7 Indonesian millennials women who have Instagram account. The result more than half of the women do not use IGTV and others are rarely watch IGTV compared to YouTube. Aside from that, all of the respondents do believe that IGTV most likely will not be able to replace YouTube. However, more than 50% dislike the ads and misleading information (hoax) from YouTube. In conclusion, although difficult, YouTube still has weakness that can be attacked and thus come the possibility to compete.*

**Keywords:** : Millennial, Online Video, IGTV, YouTube

### INTRODUCTION

Millennials are digital savvy and more into social media than previous generations. According to Jackson (2016) in Sproutsocial, 89% of 18-29 year olds are active in social media. Meanwhile, those who included and called as millennials are people who were born between 1986

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until 2002 (Solomon, 2017). Additionally, We are social (2019) together with Hootsuite reported that 92% of global internet users watch video online as their streaming activities.

In 2019, We are social and Hootsuite also provided report based on countries. In Indonesia, it was reported that 98% watch video online, 150 million people are active users of social media, and YouTube become the first place in most active social media platform (88%) while Instagram took the fourth (Digital 2019 Indonesia, 2019). Talking about digital, there were a lot of arguments in the virtual world after the launching of IGTV. Many people are comparing IGTV with YouTube and debating whether IGTV will disrupt the existence of YouTube. Arguably, consumers will be the judge that will decide who will be the winning platform. Thus, researcher would like to understand on how people will consume social media and its content in the future by looking at Indonesian millennial women choices in watching online video as the representative for the bigger picture.

According to a research from Hubspot (2016), out of 1.091 global consumers, 55% pay close attention to video, followed by social media post (52%), and news articles (49%). Meanwhile, from the same research, there is a result on what content people want to see more in the future based on their geography. According to the result in next figure, people in North America and Latin America interested in video-based content, whilst Europe and Asia Pacific seem more interested into news articles.

Aside from that, Marshall (2015), write an article regarding Cisco reports, stated that 80% of global Internet consumption will be video content in year 2019 and traffic from wireless and mobile devices will rise 66% from 2015 to 2019. Additionally, a report from Ericsson also support this data with a result of mobile video traffic will grow by 55% per year until 2020.

From the given data in appendix-figure 4, it showed consumers will prefer videos as the content and using mobile phones to consume it in the future. As all of us might be aware, both YouTube and IGTV are eligible for those criteria. Now that we already understand on what consumer wants in the future, I will discuss briefly about each platform.

### **A Brief about YouTube**

According to technopedia, YouTube was developed by former PayPal employees in 2005. However, it mentioned that in the following year, it was acquired by Google. YouTube is a well-known video sharing website where the registered users can do the upload and share the videos to everyone across the world. As majority of the people already familiar with this giant platform, it has features such as monetization, link to external sites, live events, and many more.

It then expanded into the markets of music streaming, live television programming, and as far as creating original content similar to what Netflix has done. Additionally, YouTube also can be accessed through many different devices, such as mobile phones, tablets, computers, and a TV.

In 2018, Susan Wojcicki, the CEO of YouTube, announced that YouTube has over than 1.8 billion monthly logged-in users (Gilbert, 2018). Other than that, some facts stated that YouTube is serving 88 countries in 76 languages and 1 billion hours of its content is watched every day (Aslam, 2018).

### **A Brief about IGTV**

Instagram TV or so called the IGTV was launched in June 20, 2018 at San Fransisco. According to Kevin Systrom (2018), co-founder and CEO of Instagram, IGTV is a new app for watching long-form, vertical video from your favourite Instagram creators. Apart as a stand-alone app, it also can be seen through Instagram app. After the launching, IGTV become heated topic due its nature being compared to YouTube. Systrom (2018) mentioned that IGTV has been offering several distinctive features, such as the visual, duration, its simplicity, and freedom. Regarding its visual, IGTV offers a vertical look which is full screen and built as the way how people usually use their mobile phones. Meanwhile, the duration is longer (10 minutes) compared to video in Instagram post (one-minute). Its length can be as much as an hour for each video in IGTV, however it comes with term that the users should have 10.000 followers or even more. The simplicity comes when the video will start playing as soon as IGTV app opens. Other than that, if you have followed someone on Instagram or give 'like' based on your interest, there is no need to search to start watching the content. There is also swipe-up feature to discover more which separated into 'For You', 'Following', 'Popular', and 'Continue

Watching’. Another thing, engagement such as like, comment, and send videos to your friends can be done in Direct Message. As for the freedom, it is mainly referred to the channel because the creators are the channels and anyone can be a creator. Once you have followed theirs, the channel will show up and you can start to watch it.

**Theoretical Framework: Media Ecology**

According to Marshall McLuhan (West & Tunner, 2009), society is relying with the existence of technology. McLuhan added technology is human inventions that serve communication and his well-known saying was “the medium is the message” (Griffin, 2012). The theorist mentioned three assumptions of media ecology theory, which are:

1. Media infuses every act and action in society
2. media fix our perceptions and organize our experience
3. Media tie the world together

This theory showed the importance of media channel in the society and thus applicable for the research.

**Literature Review**

As secondary data, researcher tried to find literature review with connection to the current study. The summary can be seen in the table below:

**Table 2.** Literature Review

| Name of Researcher/Journal  |   | Topic/Title  | Result   |
|-----------------------------|---|--|--|
| <b>Researcher</b>           | M. Laeeq Khan                                       | Social media engagement: What motivates user participation and consumption on YouTube? | <p><b>Result of the Study:</b></p> <p>From the research, the results are: (1) people who consume video on YouTube passively, was strongly predicted due to its entertainment motive</p> <p>(2) people like and dislike the video was strongly predicted due to entertainment motive</p> <p>(3) it is strongly predicted that people do comment and upload video due to social interaction motive</p> <p>(4) people who share information from YouTube were strongly predicted because the motive of information giving</p> <p><b>The relation with current study:</b> This research give reference for the reason behind the interviewees’ behaviour towards YouTube in the current study.</p> |
| <b>Year</b>                 | 2016  |  |  |
| <b>Research Methodology</b> | Quantitative  |  |  |
| <b>Journal</b>              | Computers in Human Behavior 66 (2017), page 236-247 |  |  |

**RESEARCH METHODOLOGY**

In order to answer the problem statement, this research will be using qualitative approach, using interview as the method. The type of

interview will be semi-structured interview which allows researcher to obtain similar data despite being flexible according to the flow of interview. Several questions that will be asked are:

- What do you know about IGTV?
- Are you using IGTV?
- How often do you watch IGTV on a weekly basis?
- What do you like about IGTV?
- What do you dislike about IGTV?
- What do you know about YouTube?
- Are you using YouTube?
- How often do you watch YouTube on a weekly basis?
- What do you like about YouTube?
- What do you dislike about YouTube?
- Do you think IGTV can replace YouTube?

The interviewees should have Indonesian nationality, with gender of female, and part of the millennial generation. There are 7 respondents who live in Indonesia and have Instagram account to be able to answer the question about IGTV. The interview session was held in Jakarta for one-month period.

Researcher uses two kinds of data collection techniques, which divided into primary data and secondary data. The primary data was the interview session with the respondents whilst the secondary data comes from previous study and textbook that have relation with the research. The analysis was using transcribing as well as matrix chart to simplified and find out the similarity from the answers given.

## RESULT AND ANALYSIS

The interviewees characteristics are consist of gender, year that they were born, and their hometown with details as below:

**Table 3.** Interviewees Characteristics

|                       |                           |
|-----------------------|---------------------------|
| Gender                | Female                    |
| Year of Born          | 1988-1995                 |
| Hometown              | Jakarta, Banyuwangi, Solo |
| Total of Interviewees | 7 people                  |

In the response to the interview questions, below are the summary for the answers:

- All of the interviewees know about IGTV and refer it into video in Instagram that has long duration compared to Instastory.
- More than half of interviewees do not use IGTV despite their knowledge about it, while the rest with younger age use it sometimes.
- Related with IGTV, interviewees who watch IGTV like it because it can serve longer duration compared to Instagram post or Instastory. However, what they dislike about IGTV are the video cannot be fast forward, it is not meeting their expectation, prefer YouTube's content, or simply uninterested to watch IGTV.
- Meanwhile, in general the interviewees refer YouTube as social media platform that provide streaming online video, where people can freely upload, view, and share videos.
- Despite understanding about YouTube, less than 15% have YouTube account as they usually only watch the contents and not act as the creators. In a weekly basis, most of the interviewees watch YouTube almost everyday.
- They like the landscape visual that makes them feel like watching a television on YouTube, they also fond of the contents, which are useful, thorough, and updated. Nevertheless, some of interviewees said the down side of YouTube is their ads and the information might be misleading (hoax) so people who watch need to be careful.
- As whether IGTV can disrupt YouTube, all of the interviewees has united opinion, which said it cannot, due to YouTube is already a giant player in the sector, it also serves more information and has different segmentation compared to IGTV.

After analyze the result from interviewees, researcher also tried to find reasons which can strengthen the reasons why IGTV most likely will not be able to replace YouTube as below:

- IGTV, with its vertical video, are dedicated for the mobile users. It is true that it was aligned with the previous data which mentioned mobile phones become the future. However, from researcher's personal experience, the format of vertical video made it less enjoyable to see the content as researcher cannot see the surroundings. Apart from that, YouTube has its foundation for several years already, and people might

have become accustomed to the horizontal video. To change this habitual way of consume a content was not easy. This can be shown by the capture of IGTV contents, showing some creators still use it as horizontal instead of vertical that looks like the same as when we use YouTube. Furthermore, format in YouTube is more flexible than IGTV, which proven by how YouTube can be used for many devices or even in a TV that IGTV still not be able to afford.

- IGTV indeed have one-hour length of duration, nonetheless, YouTube has longer time up to 12 hours. People who enjoy watching longer content (more than one hour), such as documentaries, will definitely stick with YouTube.
- By far, there is no advertisement in IGTV and some people might find it as an advantage. Yet, from the creators' perspective, having no advertisement and no definite statement until present means they do not get any compensation for what they made. Up to now, IGTV has not informed how they will compensate their creators for providing the content. Some might argue that content creators are not motivated solely by money. While that might true to some extent, first, people whose sole motivation is to make money will certainly use YouTube as its primary platform. Secondly, these content creators who are not for the money can still opt to choose YouTube due to its sheer size.
- It was announced that Instagram has a community of one billion monthly active users as of 2018. As IGTV connected with Instagram, it has been provided with big exposure and lots of users without a need to do an extra effort. On the other hand, YouTube's monthly active users already exceed far more than Instagram, therefore the threat is still insignificant. To put things under perspective, in 2017, the differences between the active monthly users between YouTube and Instagram was around three times the population size of Indonesia.
- Facebook is the one who own Instagram. Due to the issue of Facebook regarding data leak, the trust of people might be difficult to gain back. Thus, to consumers who pay attention on safety issues, this is a major thing and they would think twice to leave YouTube and move to IGTV.

- YouTube is owned by Google, with enormous number of budgets to fight head-to-head against Instagram: Budget is also an important aspect for the platform businesses because budget will affect server capacity and speed. YouTube was supported by Google which hosted a humongous server and likely to have an edge in this aspect. Other than that, Google as among the most valuable resources in the world will and can afford to fight back for aggressive campaigns in promoting YouTube.

## **CONCLUSION**

Through the stated problem statement and the aim of this research, researcher could conclude that there millennial, in this case women, who live in Indonesia, like YouTube better than IGTV as channel to watch online video. In addition, it was also discovered that interviewees preferred YouTube or Instastory compared to IGTV, and thus made IGTV most likely will not be able to disrupt the existence of YouTube.

However, in the end, both IGTV and YouTube actually act as the channel, what matters the most is the content that creators provided. The emergence of IGTV that people thought might be able to compete with YouTube can also serve for both channels to improve their features which resulted to give better service for the viewers. Findings of this research can be a contribution to update the information for academic purposes. The future research could be challenge the current study, as circumstances may changes and other competitors might emerge.

## **Thank You Note**

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## APPENDIX

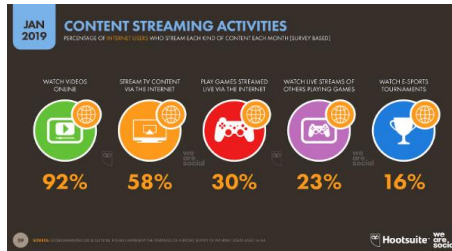


Figure 1. We Are Social Report 2019 on Content Streaming Activities

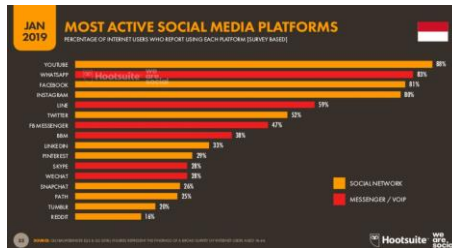


Figure 2. We Are Social Report 2019 on Most Active Social Media Platforms in Indonesia

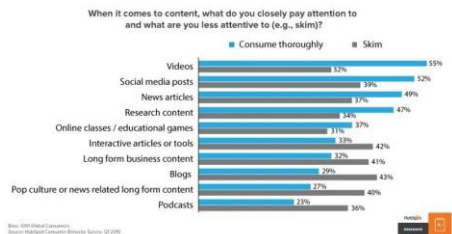


Figure 3. Hubspot Research on Content Globally

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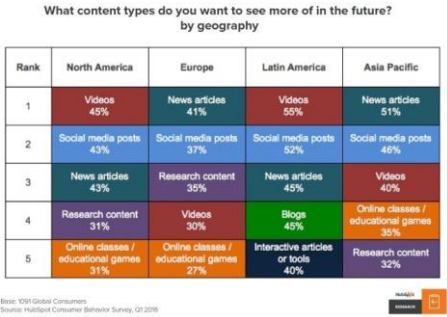


Figure 4. Hubspot Research on Content by Geography

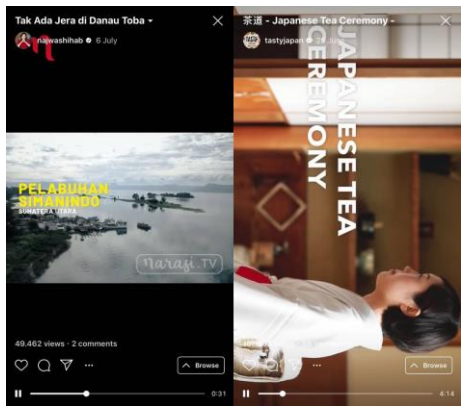


Figure 5. Example on how creators using IGTV