How YouTube Really Works: Key Terms

Every term from Chapter 1 on one page. Appendix E has the full glossary.

Term	What it means
Channel	Your home on YouTube: your name, your brand, and your collection of videos.
Video	Any piece of content you upload, from a full production to a short clip.
Shorts	Vertical videos up to three minutes long, shown in a fast-scrolling feed. Best for discovery.
Long-form	Standard horizontal videos. More effort, but they hold attention longer and earn more per view.
Subscribers	Viewers who follow your channel and can be notified of new videos.
Views	How many times a video has been watched.
Watch time	Total minutes people spend watching your content. One of the most important numbers on YouTube.
Search	Viewers type a question or topic and YouTube shows videos that answer it. Rewards clear, specific answers.
Recommendations	YouTube suggests videos based on what a viewer has watched. Rewards videos that keep people watching.
YouTube Partner Program	YouTube's program for sharing ad and Premium revenue with qualifying creators (Chapter 17).
CPM	Cost per mille: what advertisers pay per 1,000 ad impressions.
RPM	Revenue per mille: what you actually earn per 1,000 views, after YouTube's share. Always lower than CPM.
YouTube Premium	Paid ad-free subscription. Creators earn a share based on Premium members' watch time.

Remember: Shorts get you found. Long-form gets you watched and paid. Watch time from real viewers drives revenue, whether they see ads or watch with Premium.

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