



IMCMANUU YouTube Channel
ANALYTICA 2021
A Detailed study of the IMCMANUU YouTube Channel

-By-
Dr. Md. Imtiyaz Alam
Research Officer



Instructional Media Centre
Maulana Azad National Urdu University
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Acknowledgements

The pace and scale of recent digital innovation, in particular the growth of computing, the internet and mobile telephone has prompted many thinkers and commentators to describe digital technology as a key driver of societal development around the world. These digital innovations not only impact our daily lives but have also revolutionized the entire teaching-learning methodology. Hence, the concept of teaching and learning has entered into a new domain, distance and regular mode of education has changed completely with the online /virtual, conventional and blended mode of learning.

To provide access to higher education content in Urdu, IMC, MANUU launched its own YouTube channel so that the supplementary materials in the forms of video lessons could be provided to the distance as well as the regular mode of learners.

Within four years of its launch, the channel has gained over 71,865 subscribers from all across the globe. It is important to know the students and general audience response to the educational video lessons and other enrichment programmes available to the viewers free of cost. As a part of yearly analysis of the channel, analytics has been done for the year 2021 to assess and evaluate the viewer's viewing habits as well as the channel's performance. The idea behind the overview was to access the channel metrics and various aspects of our video lessons webcast on the channel.

On behalf of IMC, it's my privilege to thank Prof. Syed Ainul Hasan, Hon'ble Vice-Chancellor for his kind support and guidance to the centre and continuously encouraging the Centre's efforts in dissemination of knowledge through audio visual content.

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I express my gratitude to the IMC's Social Media team for promoting MANUU's Youtube channel on different platforms led by Mr. Md. Shakeel Ahmad, Engineer Gr-I, supported by very young and energetic team members Mr. Md. Aamir Badr, Producer-I, handling Facebook, Mr. Omar Azmi, producer-I, handling Twitter accounts and Mr. Shaik Rahimuddin, Cameraperson, handling Instagram.

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My special thanks to Mr. Obaidullah Raihan, cameraperson, and Mr. Mohammad Ghayasuddin for maintaining the programming model of the channel and the entire IMC team for their immense contributions for the youtube channel.

I also value the efforts and interests shown by the Department of Islamic studies, Department of Urdu, Department of Education & Training, Department of History, Department of English, Department of Political Science and other departments of the university for encouraging their students and including channel's videos to their playlists.

Last but not least, I want to thank all viewers and subscribers who took interest in watching IMCMANUU YouTube Channel video content and sharing them on different platforms. Without their acute interest for gaining knowledge the channel's noble purpose would have not been achieved.



IMC, MANUU YouTube Channel's Analytics

Introduction:

India is a global leader in information and communication technology and in other cutting-edge technologies. The Digital India Campaign is helping to transform the entire nation into a digitally empowered society and knowledge economy. While education will play a critical role in this transformation, technology itself will play an important role in the improvement of educational processes and outcomes; thus, the relationship between technology and education at all levels is bidirectional. The National Education Policy (NEP 2020) document has extensively outlined the importance of technology in education.

To provide the wider access of Higher Education, Instructional Media Center created IMC MANUU Youtube channel which has a repository of curriculum based audio-visual programmes of various streams like Science, Social Science, Life Science, Education and Training, Arts and Languages etc. and these are available to masses free of cost across the globe. These audio-visual programmes can be accessed by the students and teachers as per their convenience at home, during travel or in live classes. Every programme has scope for discussion with teachers and other such groups even beyond national boundaries.

The channel has grown leaps and bounds and now has a dedicated subscription of over 70000(70K). Under able leadership Hon'ble Vice Chancellor, Prof. Syed Ainul Hasan, the Instructional Media Centre has recently taken more new digital initiatives in education, languages and culture to disseminate knowledge through Urdu medium by launching four new series/programs titled as "Urdu Nama", "E-content platform", "Shaheen-e-Urdu" and "Urdu Khabarnama" on 10th November-2021.

Besides providing curriculum based programmes, IMC MANUU YouTube Channel also caters to the general audience with a wide array of Enrichment programmes, documentaries of general interest and on Urdu Language and Culture as well. The MANUU Knowledge Series productions which consist of famous personalities from different walks of life have good viewership. Students can also access important University Events, Conferences, Seminars, Workshops, Symposiums etc at Youtube Channel.

Soon after the pandemic, IMC geared up the live activities and over 160 important Events of the university were streamed live through the YouTube channel during the year 2021 with professional streamyard software designed and developed for Webcast. Aim is to serve and build a Knowledge Society. Needless to mention that during the lockdown, the majority of the university's activities, functions like independence day, Republic day celebrations, seminars, workshops, conferences and other training sessions were live streamed with utmost professionalism from the IMC TV studio and from the actual locations as well which were watched and appreciated by teachers and students across the country.

Programing Strategy for Webcast:

IMC MANUU YouTube channel regularly upload and live stream the content dealing with curriculum based programmes, documentaries, knowledge series capsules almost on a daily basis with free access to anyone and everyone who subscribes to it.

To sustain the channel viewership, a weekly programming has been worked out targeting students and general audience. Every Tuesday and Saturday, the Curriculum Based video lessons are uploaded, while on every Monday, Wednesday and Friday seminars, symposium, workshops and other special programmes are uploaded. On every last Sunday of the month, the most appreciated programme, The MANUU Knowledge Series is uploaded on IMC Youtube channel. In addition to that, Urdu Khabarnama(Educational News Bulletin) has been uploaded every Saturday at 11:30 pm since its launch.

Apart from these, one regular live streaming schedule has also been worked out wherein the Channel webcasts three new programs live every Friday at 3:00 pm from the IMC TV studio. The modus operandi of these programs is that for "Meet the Media Veteran " IMC invites an eminent personality from the field of media like TV, Radio, Film to talk on different topics related to media. For "Urdu Nama" Urdu scholars are invited to discuss various topics of Urdu language and literature and the program like Shaheen-e-Urdu in which students who have successfully achieved their goal and are performing well in their respective fields are given a chance to share their success stories with the world.

Need and Rationale of Channel's Analytic

Since the center does not have any other broadcast medium for its productions, the IMCMANUU's youtube channel plays a pivotal role in dissemination of the content to its open and distance learners as well as for regular students present in every nook and corner of the country and have gained 71000 subscribers. It is important to check the efficacy and acceptability of audio-video lessons at IMC YouTube channel, if the programme uploads and webcasts are being Utilized optimally by the target audience which helps in planning future strategies.

In order to assess the center's efforts, an annual report of the youtube channel was planned to check overall channel performance, identify viewing trends, and get an overview of what works best with the channel metrics and various aspects of our video lessons webcast on YouTube channel.

This study is based on the online analytical data available at the YouTube channel's interface, which presents different aspects of uploaded videos and live streaming of programmes. The academic discussion method has been applied for the study on the basis of available data. Consisting of the metrics, subscribers, subscription sources, real time views, most popular videos, channel's watch time, and average viewing duration per view. Traffic source, geography and the watching location of the viewers, demographic details of the viewers as well as the gender wise views and watch time is also discussed in detail. It has also tried to find out channel's viewers on a YouTube page during a 24/7 routine. The report also analyzes the kind of devices (Mobile, Laptop, Computer desk, Tabe and smart Tv) are being used during the watch including the playback locations. It also examines what are the softwares in service when the viewers watch the channel's videos. Sharing and using of different services like Whatsapp, Facebook and Gmail etc were also brought into the assessment for the purpose of better production policy. Likes and dislikes of the channel's videos and of course the comments of the viewers which matters a lot are also evaluated.

In addition to that, the channel's Posts titled as "Writer/ Poet of the day" also incorporated this study this year. These enriching posts consist of date of birth and death, including famous (couplets) "sher" or famous piece of writing of the writer (Urdu Veterans) which have been aesthetically designed by the Center's Graphic

Artist Mr. Mohd.Ghulam Ahmed under the supervision of Mr. Rizwan Ahmad, the Director of the Center. Within a short span of time these posts became very popular among the masses and multiple time thumbnail impressions were shown to users and also liked by many viewers. The analysis that has been done for the period of last one year i.e 1st January 2021 to 31st December-2021.

Analytics from 1st January-2021 to 31st December -2021

Subscribers Status: Subscribers are viewers who tend to interact more with IMC's content and watch these videos on a regular basis. The analytics of YouTube explain how IMC, MANUU's channels have gained and lost subscribers across different content, locations, and dates. On the mentioned date there were 37,058 subscribers total 10.7 % of total views, while the channel gained a total of 43,278 subscribers, but it also lost 6220 subscribers during this particular period. It is interesting to know that 89.3 % watch time of channel's content from the not subscribers (Activity from viewers who are logged out or not subscribed to the channel of the video they are viewing.) while 10.7% watching time from our subscribers (Activity from viewers who are logged in and subscribed to the channel of the video they are viewing). **It will also be interesting to share that the channel's subscriptions have increased 159% in 2021 as compared to 2020 subscribers.**

01. Table showing the details of Subscription status with watch hours and average duration

Subscription status	Views	Watch time (hours)	Average view duration
Total	3218362	245935.4525	0:04:35
Not subscribed	2874299	215399.2277	0:04:29
Subscribed	344063	30536.2248	0:05:19

Subscription Sources: The subscription source, means where viewers subscribed to our channel by clicking the Source tab, which may be YouTube watch page or other sources. Most of the subscribers 36156 (97.6 %) as compared to last year's(12,842) 89.5% have clicked the subscription button on a video of YouTube watch. The second source is MANUU YouTube channel's page where 1,631 (4.4%) viewers have subscribed as compared to last year's 1,720 (4.5%). There were a total 911 viewers who also subscribed to our channel during their YouTube content search as compared to last year's 645 viewers, which is quite satisfactory in terms of Urdu content search. The channel also gained 309 Subscriptions from interactive features on videos, such as end screens, branding watermarks or annotations as compared to last year's 67 viewers. 52 viewers have subscribed directly from the YouTube homepage as compared to last year's 14 viewers, while 210 subscriptions have been made from the subscriptions feed as compared to last year's 106. 611 viewers subscribed from the subscription list which have been shown on the YouTube homepage as compared to 223 viewers.

673 viewers have subscribed from unspecified sources which were not mentioned above as compared to last year's 479 viewers.

02. Table showing the details of source of Subscriptions

Subscription source	Subscribers	Subscribers gained	Subscribers lost
Total	37058	43278	6220
YouTube watch page	36156	38795	2639
Your YouTube channel	1631	2756	1125
Other	-673	363	1036
Subscriptions channel list	-611	10	621
Closed accounts	-404	47	451
Subscriptions feed	-210	7	217
YouTube home	-52	2	54
YouTube search	911	965	54
Interactive features	309	331	22
Shorts feed	1	2	1

Real time Views and Watch time : The amount of time that a viewer has watched a video in terms of minutes is called watch time. The total estimated minutes of viewing time of the content from the audience is 245,935.5 while the total views are 3,218,362 during this period of time including the repeated views from the same viewers, while the average view time is 4.35. In the advanced analytics pattern they have also added one more thing that how many times our video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps. So in this point total 60,033,570 thumbnails were shown, while 3.3 % Views per impressions showed. This measures how often viewers watched a video after seeing an impression. It will be interesting to analyze whether our Impressions click-through rate is high or low? Which programmes were shown more thumbnails and after that these were watched more often.

Table at 03 presents the details of top fifty video's real time views and watch times in terms of minutes including the thumbnails and clicking it after that. Interestingly this time the most viewed programme is a documentary on Gulbarga City, which was produced to explore the myriad historical perspectives, focussing origin and development of Urdu language and literature during the Bahmani Dynasty. The programme was viewed for 54,236.5 minutes with 925,678 views, while the average

viewing duration of the said programme is 3:30 minutes. This program also gained the most thumbnails 18,161,161 on youtube page and after seeing this indication 3.6% which measures how often viewers watched a video after seeing an impression.

The second most viewed programme is again a documentary on Bijapur City titled as "The WonderLand" a documentary on Bijapur City. This programme was viewed 41,488.7 minutes with 439,473 views, while the average views were 5:39 minutes. The documentary has been produced keeping in mind the Urdu populations.

The third most viewed programme again is the documentary on Hakim Ajmal Khan titled as "Masih-Ul-Mulk Hakim Ajmal Khan". The programme was viewed for 28,559.0 minutes with 437,406 views, while the average viewing duration of the said programme is 3:55 minutes.

The fourth programme is Naqsh-e-Azad, a documentary on Maulana Azad which is viewed 28,379.1 times with 189,408 minutes of watching and the average viewing time was 8:59 minutes.

The fifth program is a curriculum based video lesson from the subject of Islamic studies, which was produced for the students of B. A 1st year. The real watch time of the program was 5,488.9 minutes with 96,615 views, while the average duration of views was 3:24. The lesson was written and presented by Mrs. Zeshan Sara, faculty of Islamic Studies, MANUU, while producer was Mr. Md. Aamir Badr, from IMC, MANUU

The table number 03 indicates that the sixth most viewed program is from a curriculum based video lesson titled as "Nazism Adolf Hitler, Life & Achievements" which was produced for the M. A previous student written and presented by Dr. Masood Jafri from the department of history, Osmania University, Hyderabad. This was watched for 3,691.5 minutes with 35,583 views and the average viewing duration was 6:13 minutes.

The seventh program was also a documentary on renowned and famous musician Noushad Ali titled as "Sartaaj-e-Mousiqui" This programme was viewed 3,691.5 minutes with 32,874 views, while the average views were 7:11 minutes.

The table 03 indicates that eight most viewed programs again were from a documentary on the historic city of Bidar named as " Dastaan-e Bidar" . The watch time of this program was 3,054.1 minutes with 27,619 views while the average duration watch was 6:38.

The ninth video lesson programme which was most watched by our viewers during this period of time in IMC MANUU YouTube platform gain from the subject of Islamic studies titled as " Islam aur Ilma " which was produced for the students of M.A

1st year. The viewing time was 1,315.8 minutes with 26,109 views and the average viewing duration of the program was 3:01. The lesson was presented by Dr. Mohammad Aslam Parvaiz, then Vice Chancellor of the university, while producer of the program was Dr. Mir Hashmath Ali of IMC.

IMC also produces special - lectures for the general audience among them is a lecture titled as “Rise and Fall of Muslims in The Field of Science” which also comes on 10th position in terms of its views on YouTube channel. The lecture was delivered by Prof. Pervez Hoodbhoy, a renowned Scientist from Pakistan. This lecture was well appreciated in the MANUU campus as well as by our YouTube viewers across the globe as it has been viewed 3,681.4 minutes with 21,339 real time views, while the average viewing duration of this special lecture is 10:21 minutes, highest among all programs. The programme also gained 394,976 thumbnails on YouTube and after seeing this thumbnail 3.0 % of them have clicked through this special lecture.

03. Table shows the fifty most viewed programs with real time views and watch time

S.N.o	Video title	Average view duration	Views	Watch time (hours)	Impressions	Impressions click-through rate (%)
	Total	0:04:35	3218362	245935.452	60033570	3.33
1	A Documentary on Gulbarga City	0:03:30	925678	54236.468	18161161	3.58
2	Bijapur The Wonder Land A Documentary on Bijapur City	0:05:39	439473	41488.711	9437037	2.89
3	Masih-UI-Mulk Hakim Ajmal Khan A Documentary on Hakim Ajmal Khan	0:03:55	437406	28558.9831	674318	3.38
4	Naqsh-e-Azad A Documentary on Maulana Abul Kalam Aza	0:08:59	189408	28379.1305	3904774	2.76
5	MANUU_Pre Islamic Arabia_B.A_Islamic Studies_1st Year	0:03:24	96615	5488.867	1350610	5.76
6	Nazism Adolf Hitler, Life & Achivements_M.A_1st Year	0:06:13	35583	3691.5167	510113	4.83
7	Naushad Ali Sartaj-e-Mousiqui A Documentary on Naushad Ali	0:07:11	32874	3942.5692	401447	6.06
8	Dastaan-e-Bidar_A Documentary on Bidar City	0:06:38	27619	3054.0957	336373	5.64
9	Islam aur Ilm Part-1 M. A. 1st Year Islamic Studies	0:03:01	26109	1315.7837	378870	5.19
10	Guest Lecture Rise and Fall of Muslims in The Field of Science Prof. Pervez Hoodbhoy_Part-1	0:10:21	21339	3681.4155	394976	2.95

11	Islamic Studies aur Faham-e-Quran Part-1 M. A. 1st Year Islamic Studies	0:02:37	18074	789.6158	303420	4.55
12	MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	0:03:09	17872	938.412	221845	5.82
13	MANUU Documentary	0:02:01	17248	584.0423	936109	0.95
14	Life of Prophet Muhammad PBUH in Makkah Part - 1_B.A_1st Year	0:06:11	17192	1772.2567	145766	7.61
15	Introduction to Political Science_B. A_1st Year	0:02:36	16339	709.7923	151784	8.01
16	Life of Prophet Muhammad (PBUH) in Mecca Part 2 B A 1st Year Islamic studies	0:03:18	15633	863.2495	181986	5.16
17	MANUU Documentary IMC, MANUU	0:03:34	14788	882.5982	230772	4.85
18	Golden city of Nawabs Lucknow A Documentary IMC, MANUU	0:04:33	13112	997.3068	166749	6.29
19	Hepatitis-B Knowledge Series IMC, MANUU	0:03:01	11994	603.3737	157982	5.62
20	Shaher-e-Urdu A Documentary on Hyderabad City	0:06:00	11866	1189.3478	152248	5.02
21	A Documentary on Srinagar City	0:02:39	11812	523.425	136163	7.51

22	Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	0:02:52	11175	534.4894	110480	5.39
23	India's freedom struggle Azadi Ka Amrut Mahotsav 75 years of India's Independence	0:01:15	9837	207.3193	126309	5.15
24	Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	0:02:22	8903	351.9834	58352	3.59
25	Importance of Political Science_B.A_Political Science_1st Year	0:02:07	8827	312.4321	77841	7.44
26	Azad Day Celebrations – 2021 Inaugural Function MANUU Model Senior Secondary School	0:06:14	8744	908.4618	102415	3.35
27	MANUU_Taraqi Pasand Tahreek(Interview)_B.A_Urdu_2nd Year	0:04:37	8447	651.277	122418	4.62
28	Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	0:03:23	8052	455.9459	91172	4.79
29	Basic Elements of Curriculum Development_B.Ed_1st Year	0:03:13	7779	417.4738	72313	6.72
30	Knowledge Series_Wisdom Teeth	0:01:58	7683	253.5581	138245	4.36
31	Azad Memorial Lecture Azad Day Celebrations – 2021	0:09:13	7647	1175.2946	67027	5.3
32	Deeksharambh Student Induction Programme 2021 Inaugural Session Day-1	0:10:02	7576	1268.8465	84650	3.7

33	Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A._Urdu_1st Year	0:03:21	7486	418.5793	73591	5.96
34	Urdu Sahafat: Akhbaraat, Aaghaz-o-Irteqa (Panel Discussion) M.A. JMC	0:03:25	6907	394.4606	64954	7.12
35	MANUU_Muzakirah: Tasavuraati, Jamaliyati aur Rumani Tanqeed_M.A_Urdu_2nd Year	0:04:53	6785	552.5329	83125	5.12
36	Introduction to Journalism_DJMC	0:02:27	6455	264.6109	58123	8.68
37	Political Philosophy of PLATO_Part-02_B.A_2nd Year	0:03:36	6343	381.1063	63471	6.79
38	Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	0:05:08	6339	543.3884	89672	4.28
39	Urdu Afsane Ka Fun aur Aaghaz-o-Irtiqua_B.A.Ur du_1st Year	0:04:33	6049	459.9725	92898	3.39
40	Creating Congenial Environment for Competitive Exam in Educational Institutions Quaisar Khalid, IPS	0:11:15	5732	1075.5518	79388	1.96
41	Waadi-e- Sindh ki Tehzeeb_B.A_History_2 nd Year	0:04:33	5673	431.2142	58854	6.95
42	Deeksharambh Student Induction Programme-2021 Phase 2 Inaugural Session Day-1 DSW MANUU	0:07:35	5628	712.5279	80279	3.22

43	Dr.Mohammad Aslam Parvaiz,Hon'ble VC, MANUU Addresses Newly Admitted Students During SIP-2019	0:08:57	5627	839.4281	74519	4.06
44	IMANIYAAT :Tauheed, Risalat aur Aakhirat_B.A First Year	0:02:40	5587	249.0839	49571	6.11
45	Meet The Media Veterans - 16 Ms. Lane Shefter Bishop Writer, Director & Producer	0:00:35	5376	52.9984	2281	0.48
46	Zaban Aur Boli Ke Imtiazat_B.A_Urdu_1st Year	0:03:09	5317	280.344	47202	6.37
47	MANUU_Bahmani Daur mein Urdu Adab_M.A_Urdu_1st Year	0:04:52	5202	423.3539	63605	4.94
48	Rise and Fall of Muslims in The Field of Science_Part	0:10:27	4898	853.4387	55404	4.87
49	MANUU_Eehaam Goi - A Literary Movement_M.A. Urdu_1st Year	0:04:45	4880	386.7647	56037	5.38
50	23rd Foundation Day MANUU	0:09:41	4846	783.2297	64703	3.51

Traffic Source: Traffic source means the various means and platforms through which the viewers found our videos. The various Traffic Sources for views report shows the sites and YouTube features that viewers use to find IMC's video content.

The table 04 and bar chart 02 indicate that IMC's content is being watched through search terms used by viewers traffic from the homepage/home screen, the subscription feed, and other browsing features to find the desired content. The details are that 37.6% views consist of 1,211,434 views of a total of 3,218,362 views,

with 30.9% watch times (75,897.4 watch times), while the average viewing duration from this traffic source on this page was 3:45 minutes.

The details of channel's videos were watched from "suggested videos which appeared alongside similar videos or after other videos watched" is consist of 32.5% Views (1,047,296) with 44.1% of watch times (108,482.4), while the average viewing duration of this particular traffic source was 6:12 minutes highest among all traffic source.

The details of the third most used source, which lead to the viewers to watch IMC's videos through "Search terms used" by viewers on YouTube page, that 16.8% views (541,528 views) with 10.9% watch times (26,882.2 watch times) and the average viewing duration from this source was 2:58 minutes.

Traffic from MANUU's websites and apps that embed IMC's videos or link to those videos on YouTube were 5.9% (190,941 views) with 6.8% watch time (16,670.7 watch times) and average duration of watch on this source was 5:14 minutes.

Traffic from within YouTube that doesn't fall into any other category, such as views from Partner promotions, or the dashboard is 3.0 % views (966,74 views) with 3.8 % (9,262.6 watch times) and the average duration from this traffic source was 5:44 minutes.

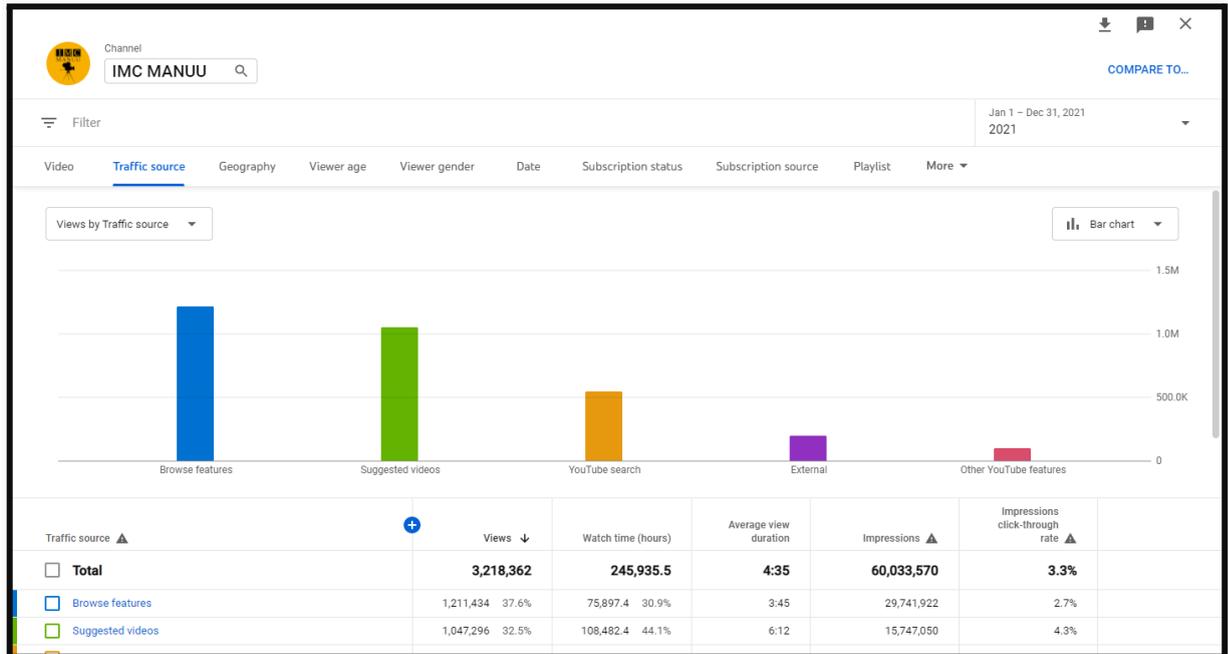
There were 1.0 % views (32,742 views) with 0.7 % watch time (1,687.4 watch time) from automatic notifications and emails sent to channel's subscribers from IMC's programming staff while the average viewing duration was 3:05 minutes on this particular source.

IMC's own YouTube channel's page had 1.0 % views (32125 views) with 0.9% watch time (2216 watch times) from the total 3,218,362 views and 245,935.5 watch times, while the viewing duration from the channel's page was 4.08 minutes.

The details of the playlist were that 0.5% views (17,316) with 0.5% (1,109.4 watch times) are from any other play-list that included IMC's video (this may be our own playlist or another user's playlist as well)

There are other traffic sources also mentioned in the chart 02 and table 04 which include the Hashtag pages with 924 views, short feed with 302 views, end screen with 296 views, video cards and annotations with 163 views.

02. Bar chart presents the details of Traffic source used to watch the channel's videos



04 . Table presents the details of Traffic source used to watch the channel's videos

Traffic source	Views	Browse features	Average View duration	Impressions	Impressions click-through rate (%)
Total	3218362	245935.4525	0:04:35	60033570	3.33
Suggested videos	1047296	108482.3853	0:06:12	15747050	4.26
Browse features	1211434	75897.3503	0:03:45	29741922	2.66
YouTube search	541528	26882.1609	0:02:58	10492548	4.56
External	190941	16670.7223	0:05:14		
Other YouTube features	96674	9262.6391	0:05:44		
Direct or unknown	25724	2310.8363	0:05:23		
Channel pages	32125	2216.7185	0:04:08	2321631	1.1
Notifications	32742	1687.411	0:03:05		
Playlist page	20873	1322.3054	0:03:48	1129620	1.72
Playlists	17316	1109.4241	0:03:50	600798	2.07
Hashtag pages	942	56.9781	0:03:37		
End screens	296	26.4657	0:05:21		
Video cards and annotations	163	9.2515	0:03:24		
Shorts feed	308	0.8039	0:00:09		
Product pages				1	0

Geography and watching location of the viewers : IMC MANUU YouTube Channel has global footprints. The YouTube data indicates that MANUU IMC's video lessons are not only viewed in India but these educational programmes are being watched in all continents across the world. Compared to 2020 the viewership were from 20 countries which were from some Asian and other European countries with some views from the United State of America but in 2021 the channel's viewership has increased to 43 countries in which include some Latin American countries Brazil, Chile, Argentina. The channel found some viewerships in African countries as well.

The table 05 reflects that in total 3,218,362 views with 245,935.5 watch hours in the year 2021, among them there were 73.0% views 245,935.5 with 177,732.8 watch times from India, while the average duration from the home land was 4:32 minutes.

The table shows that 19.4 % views consisting of 624,830 views are from our neighboring country Pakistan with 17.3% (42,499.5) watch times while the average duration from this country was 4:04 minutes.

The third country where the channel's videos were watched frequently was Saudi Arabia where 39,251(1.2%) views were recorded with 3,667.9 (1.5%) watch times and average duration was 5:36 minutes.

The table 05 reflects that the channel's videos also were watched in the United State of America. The total views were 34,173 (1.1%) with 5,410.0 minutes watch times, while the average viewing duration was 9:29 minutes, which is quite high from the overall viewing duration.

According to the available data the other prominent country where the channel's videos were watched was the United Arab Emirates where 26,874 (08%) views were found with 2,426.2 (1.0%) watch times and the average viewing duration was 5:25 minutes.

Another prominent country where more than twenty thousand views were recorded was the United Kingdom, there were 20,165 (0.6%) views with 2,820.3 (1.2%) watch times and average duration was 8:32 minutes which is slightly high from the overall viewing duration.

There were 9,109 (0.3%) views from a neighboring country Bangladesh as well with 469.10 (.2%) watch times and the viewing duration was 03:05 minutes. Channel's videos also got 8,106 (0.3%) in Canada with 1,304. (0.5%) watch times and the average viewing duration was 9:39 minutes. In Kuwait there were also 4,965 (0.2%) with 429.9 (0.2%) viewing times, while the average duration recorded was 5:11 minutes.

Qatar is among the countries where 3,263 (0.1%) views were found with 301.4 (0.1%) watch times and the average duration was 5:32 minutes. In Oman there were 2,167 (0.1%) views consisting of 174.1(0.1%) watch time and the average viewing duration was 4:49 minutes. In Germany there were 1,970 (0.1%) views with 261.8 (0.1%) watch time and the average viewing duration was 7:58 minutes.

The youtube channel's analytics also shows that apart from these 12 countries, the channel's video programmes are also being viewed from 38 different countries details can be seen in table number 05.

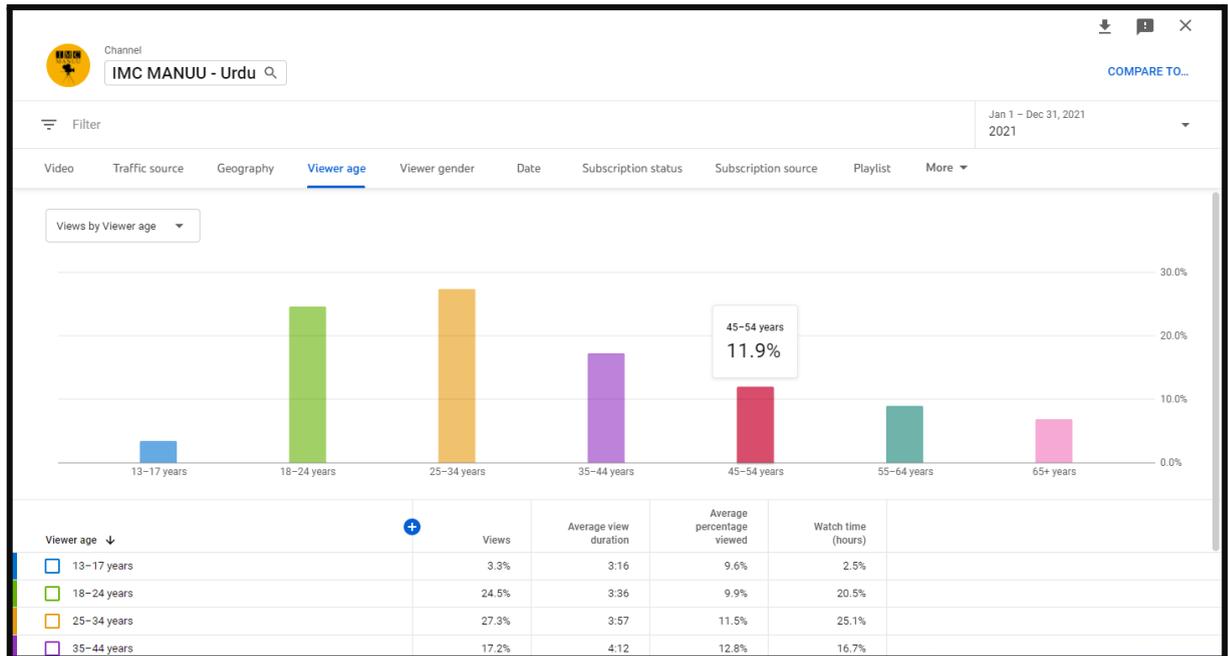
05. Table showing the geographical and location status of the viewers.

S.No	Geography	Views	Watch time (hours)	Average view duration
	Total	3218362	245935.4525	0:04:35
01	India	2348401	177731.9982	0:04:32
02	Pakistan	624807	42498.7971	0:04:04
03	Saudi Arabia	39239	3667.6242	0:05:36
04	United States	34171	5409.9793	0:09:29
05	United Arab Emirates	26864	2426.114	0:05:25
06	United Kingdom	20165	2820.3214	0:08:23
07	Bangladesh	9109	469.0706	0:03:05
08	Canada	8106	1303.974	0:09:39
09	Kuwait	4963	429.8632	0:05:11
10	Qatar	3260	301.3539	0:05:32
11	Omman	2167	174.0837	0:04:49
12	Germany	1970	261.8265	0:07:58
13	Australia	1102	162.4909	0:08:50
14	Nepal	1089	78.4276	0:04:19
15	Italy	1012	74.9354	0:04:26
16	Ecuador	976	16.6064	0:01:01
17	Bahrain	946	90.2747	0:05:43
18	France	880	96.379	0:06:34
19	Brazil	678	11.6742	0:01:01
20	Spain	590	51.6616	0:05:15
21	Malaysia	528	44.5732	0:05:03

22	Mexico	490	7.2737	0:00:53
23	Argentina	334	4.8957	0:00:52
24	South Africa	332	35.8927	0:06:29
25	Netherland	275	37.7666	0:08:14
26	Chile	264	3.9178	0:00:53
27	Grece	189	13.9482	0:04:25
28	Mauritius	176	13.219	0:04:30
29	Peru	118	1.7407	0:00:53
30	Norway	117	22.2276	0:11:23
31	Colombia	95	1.6031	0:01:00
32	Denmark	91	18.1301	0:11:57
33	Japan	77	10.783	0:08:24
34	Sweden	74	9.979	0:08:05
35	Uzbekistan	47	0.3528	0:00:27
36	Iraq	42	3.309	0:04:43
37	Keneya	36	3.2209	0:05:22
38	Afghanistan	33	1.721	0:03:07
39	Hongkong	33	4.4428	0:08:04
40	Ireland	33	7.2801	0:13:14
41	Russia	29	3.3823	0:06:59
42	Belgium	28	4.3639	0:09:21
43	Switzerland	25	6.257	0:15:01
44	Kazakhstan	24	0.1287	0:00:19
45	Turkey	23	1.1789	0:03:04
46	Singapore	22	1.9854	0:05:24

47	Zambia	21	3.3189	0:09:28
48	Mayanmar	20	2.2387	0:06:42
49	Nigeria	12	2.6155	0:13:04
50	Thailand	12	0.4 0.0%	2:08

03. Bar Chart showing the details of the viewer's Demography.



06. Table showing the details of viewer's Demography.

Viewer age	Views (%)	Watch time (hours) (%)	Average percentage viewed (%)	Average view duration
13-17 years	3.34	2.54	9.58	0:03:16
18-24 years	24.5	20.49	9.87	0:03:36
25-34 years	27.34	25.12	11.54	0:03:57
35-44 years	17.16	16.71	12.82	0:04:12
45-54 years	11.92	13.22	14.82	0:04:46
55-64 years	8.92	11.36	17.64	0:05:29
65+ years	6.83	10.57	20.68	0:06:40

Viewers' Demography: The channel is being watched by all age groups. The demographic details of the viewers of the channel belong from 13 to 65 years of age, which strongly established the acceptability of IMC's contents produced in various subjects in different formats.

The table 06 indicates that views from 13 to 17 years are 3.34% with the watch time of 2.54%, average percentage of a video by the audience watches per view was 9.58%, while the watching duration of this group is 3: 16 minutes.

The second highest views were from the age group of 18 to 24 years which was 24.5% with 20.49% watch time, while the average percentage of a video channel's audience watches per view 9.87%. and the average viewing duration was 3:36 minutes.

The highest views were from the age group of between 25 to 34 years which has 27.34 % views with 25.12% watch time, while the average percentage view of a video of a particular group is 11.54%. and average viewing duration is 3:57 minutes. If we combine the views of these two groups (18 to 24 and 25 to 34 years) it will reach 51.84%, considering that our target groups are very satisfactory. We are serving and reaching our goal by providing supplementary material to Open Distance learners' as well regular students located in different parts of the country.

The table reflects that views from age groups between 35 to 44 were 17.16%, with 16.71% watch time and an average percentage of a video by the audience watches per view was 12.82 % , while the average view duration was 4:12 minutes.

The views of 45 to 54 years old viewers is 11.92% with a watch time of 13.22% and the average percentage of a video by the audience watches per view was 14.82% while the average viewing duration was 4:46 minutes.

The table shows the channel is also quite popular among the age group of the 55 to 64 years, as there were 8.92% views with 11.36% watch time, while the average percentage of a video channel's audience watches per view was 17.64% and the average viewing duration of this particular group was 5:29 minutes, which is second highest watch duration among all age groups. Although our channel is quite familiar amongst all groups.

The table also reveals that people of over 65 years of age are also watching IMC's video as 6.83% views are from this group with the 10.57% watch time, minutes average duration of views while the average duration of watch of any video is 20.68% which is highest among all groups. Interestingly the average viewing duration of this group was 6:40 minutes which was also highest among all groups.

07 . Table indicating the details of gender wise real time views and watch time

Viewer gender	Views (%)	Average view duration	Average percentage viewed (%)	Watch time (hours) (%)
Female	18.44%	0:04:03	10.99%	17.28
Male	81.56%	0:04:23	12.88%	82.72
User-specified	0	0:05:04	11.14%	0.01

Gender's real time views detail: As the channel is being watched by all age groups, it will also be interesting to analyze the percentage of males and females watching IMC's video content on YouTube channel.

The above table 07 shows that there 18.44% views are from female audiences with estimated average minutes watched per view for the select content, date range, region and other filters was 4:03 minutes, while the average percentage of a video per view 10:99 % and the total watch time is 17.28%.

The table indicates that male views are 81.56% with 4:23 minutes average viewing duration per views, while the average percentage of a video by our male audience watch per view is 12.88%. and estimated total hours of male viewing time of the channel's content from our audience 82.72%. The data shows that male viewership is dominating with three fourths.

08. Table showing the monthly viewership trends, watch time and average view duration

Months	Views	Watch time (hours)	Average view duration
Total	3218362	245935.4525	0:04:35
January	83065	6425.2562	0:04:38
February	28262	11354.8303	0:05:18
March	197845	15917.1769	0:04:49
April	406654	29958.911	0:04:25
May	406236	27111.2976	0:04:00
June	289409	23049.627	0:04:46
July	269462	19282.8799	0:04:17
August	221579	15771.4174	0:04:16
September	293896	19559.4739	0:03:59
October	309433	20021.5324	0:03:52
November	377762	37188.8417	0:05:54
December	234759	20294.2081	0:05:11

Monthly Views Trends: The YouTube studio has created one more research dimension in their analytic that is Date and time. According to the automated data generated by the site, it is very easy to find out in which months, dates and times our channel had maximum viewership. Since we are analyzing viewing trends of the year 2021, table 08 presents the one year view details, including watch hours and average viewing duration of a particular month, starting from 1st January, 2021 to 31st December, 2021.

The table 08 shows that in the month of January there were 83065 views with 6425.2562 hours of watching time and the average duration of views of this month was 4:38 minutes. In the month of February the total views were 28262 with 11354.8303 hours of watching time and the average view duration of this month was 5:18. In the month of March the total views were 19,7845 with 15917.1769 hours of watching and average duration views for the same month was 4:49 minutes. In the month of April there were 406654 views with 29958.911 hours of watch time in this

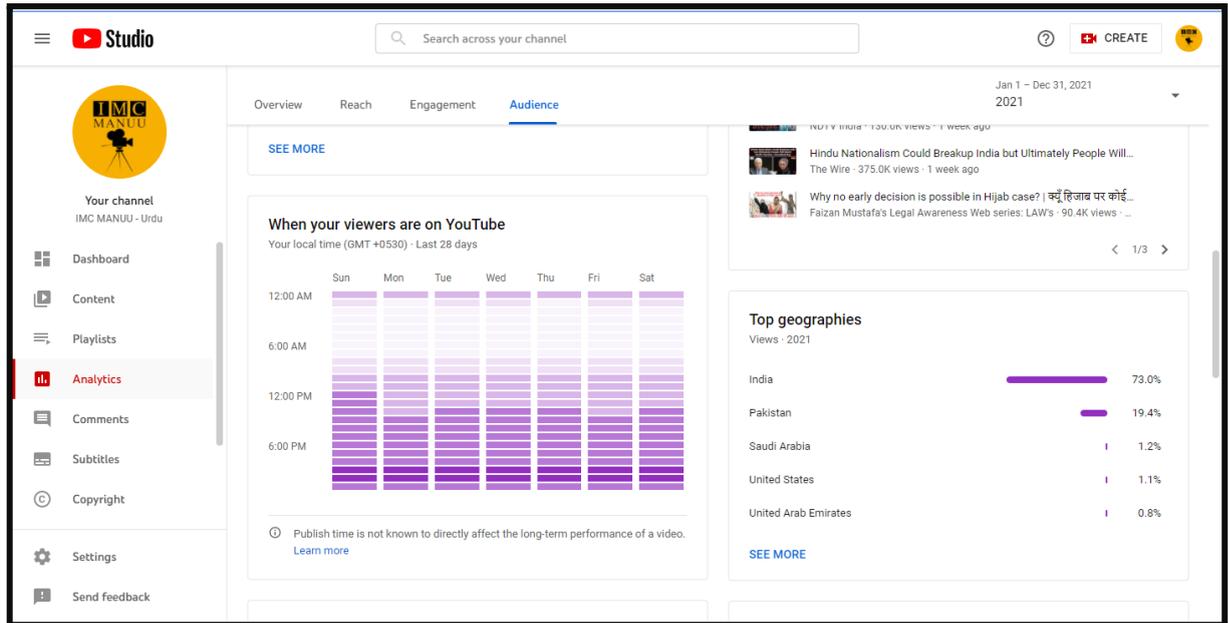
month, while average view duration was 4:25 minutes. In May the total views were 406236 with 27111.2976 hours of watching and average view duration was 4:00 minutes. The table indicates that there were 289409 views in the month of June and 23049.627 hours of watching time, while the average view duration was 4:66 minutes. Likewise in the month of July there were 269462 views with 19282.8799 hours of watching time and average view duration was 4:17 minutes. In the month of August total views were 221579 with 15771.4174 hours of watching and the average duration of views was 4:16 minutes.

In the month of September, the viewership started increasing as there were 293896 views with 19559.4739 hours of watching time, while the average duration of views was 3:59 minutes. In the month of October views increased drastically to 309433 with 20021.5324 hours of watch time and average duration of minutes per views was 3:52.

The trend of subscription as well as views also continued to increase in IMC's YouTube channel in the month of November as there were 377762 views, highest among all the months with 37188.8417 hours watching time, while the average duration of per view was 5:45 minutes which is also the highest amongst all months. The reason for sharp increase of channel's viewership and subscription was live streamed "Deeksharambh" a students induction programme, conducted by Dean of student's Welfare (DSW) of the university, when newly enrolled students subscribed the channel and participated in the programme.

The viewership trend in the month of December was as usual and recorded 234759 views with watching time 20294.2081 hours, while the average duration per view was 5:11.

03. Bar chart showing the viewership trends of Day and Time (24/7)



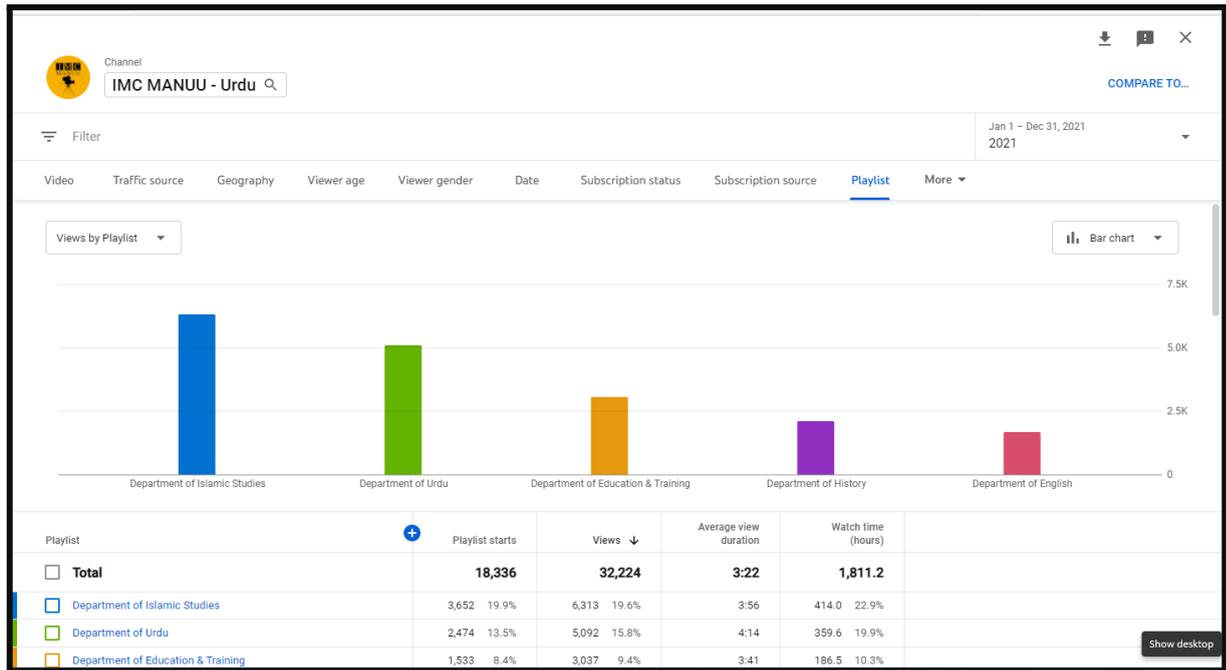
Viewership Trends in day and 24/7 routine: The YouTube analytic also presents the statistics of timing of the views of a particular time during the 24 hours. Above chart no. 03, reflecting the timing in pink color, indicates that from 6:00 PM to 11 PM the channel's content is being watched more frequently as compared to other times in 24 hours. The chart is very prominently indicating that from 9:00 PM to 10:00 PM there are many more viewers on all days, most probably it is the best time for the viewers to log in our channel or watch educational content.

On Saturday trends are different from other week days, viewerships have increased from 10:00 AM to 11:00 PM. Of course on Sunday being a holiday there are more views during the 10:00 AM to 10:00 PM as well, while the other trends remain the same on all days.

09. Table presenting the playlist details with views and watch times

Playlist	Playlist title	Playlist starts	Views	Average view duration	Watch time (hours)
Total		18336	32224	0:03:22	1811.1961
01	Department of Islamic Studies	3652	6313	0:03:56	413.9781
02	Department of Urdu	2474	5092	0:04:14	359.5556
03	Department of Education & Training	1533	3037	0:03:41	186.5378
04	Department of History	1256	2094	0:04:33	158.9549
05	Department of English	945	1669	0:02:08	59.5761
06	Department of Political Science	771	1293	0:03:22	72.7202
07	Department of Botany	400	647	0:02:31	27.2305
08	Department of Persian	372	638	0:02:06	22.3413
09	Department of Translation	380	624	0:02:07	22.0919
10	IMC_Documentaries	323	605	0:04:47	48.3849
11	Department of Sociology	390	579	0:03:00	28.997
12	Department of Mass Communication & Journalism	320	536	0:01:51	16.5794
13	Centre for Urdu Culture Studies	238	535	0:04:07	36.8245
14	MANUU_Knowledge Series	310	521	0:02:41	23.3563
15	Department of Arabic	323	508	0:02:10	18.3544
16	M.A. Urdu	291	466	0:06:00	46.6533
17	Department of Chemistry	251	396	0:01:55	12.7176
18	Department of Hindi	181	375	0:01:00	6.3477
19	Department of Mathematics	258	369	0:02:08	13.1313
20	Department of Physics	206	343	0:02:58	16.9959

04. Bar chart presenting the playlist details



IMC Videos in Viewers Playlist: It's very interesting to know how many times channel's videos were included in viewers playlist, which further proves the acceptability of the videos produced by the Centre. Total 18,336 times channel's videos were included in viewers' playlists, including favorites, for the selected date range, region and other filters, while total views were 32,224 for the selected date range, region and other filters with 1,811.2 watch time from playlists videos and the average view duration from the all playlist were 3:22.

The bar chart 04 showcases the top five sources (departments) of playlists and table 09 presents the details of top 20 channel's playlists. On top performing playlists is the department of Islamic Studies of the university which included the channel's content 3,652 times (19.9%) in their playlist with 6,313 views (19.6%) views.

The second best-performing playlists department that includes the channel's videos is the department of Urdu, which has 2,474 (13.5%) playlists with 5,092 (15.8%) views while the watch time was recorded 359.6 and the viewing duration was 4:14 minutes.

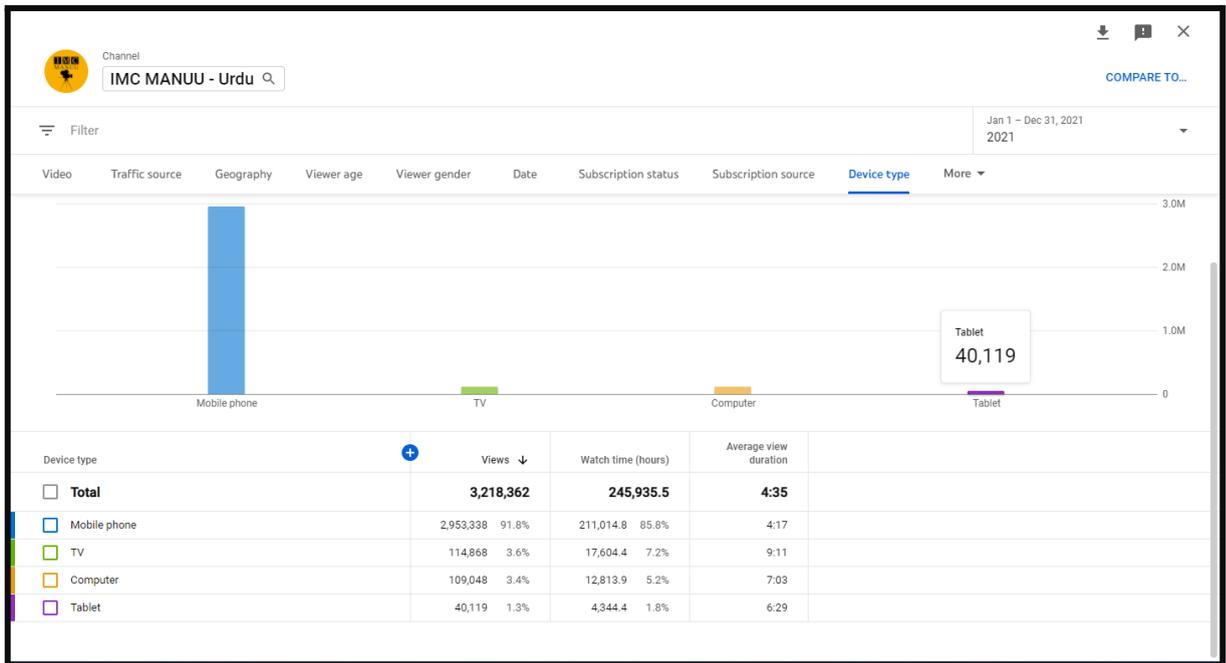
The third best-performing playlists department that started to play the channel's videos is the department of Education and Training. This department has

1,533(8.4%) playlists with 3,037 (9.4%) views, while 186.5 (10.3%) watch time were recorded and average viewing duration was 3:41 minutes.

The fourth best-performing playlists is Department of History which consists of 1,256 (6.8%) playlists with 2,094 (6.5%) views and there were 159.0 (8.8%) watch time, while the average viewing duration was 4:33 minutes.

The fifth best-performing playlists department is the department of English which has the 945 (5.2%) playlists with 1,669 5.2 views and there were 59.6 watching times, while the average viewing duration was 2:08 minutes. There were other departments and different courses content and the individual lectures which were also included in viewers' playlist and started watching channel's videos can be seen in the table 09 respectively.

06. Bar Chart showing the details of Device being used during the watch of IMC's Videos



10. Table showing the details of Device being used during the watch of IMC's Videos

Device type	Views	Watch time (hours)	Average view duration
Total	3,218,362	245935.4525	0:04:35
Mobile phone	2,953,338 91.8%	211,014.8 85.8%	0:04:17
TV	114,868 3.6%	17,604.4 7.2%	0:09:11
Computer	109,048 3.4%	12,813.9 5.2%	0:07:03
Tablet	40,119 1.3%	4,344.4 1.8%	0:06:29

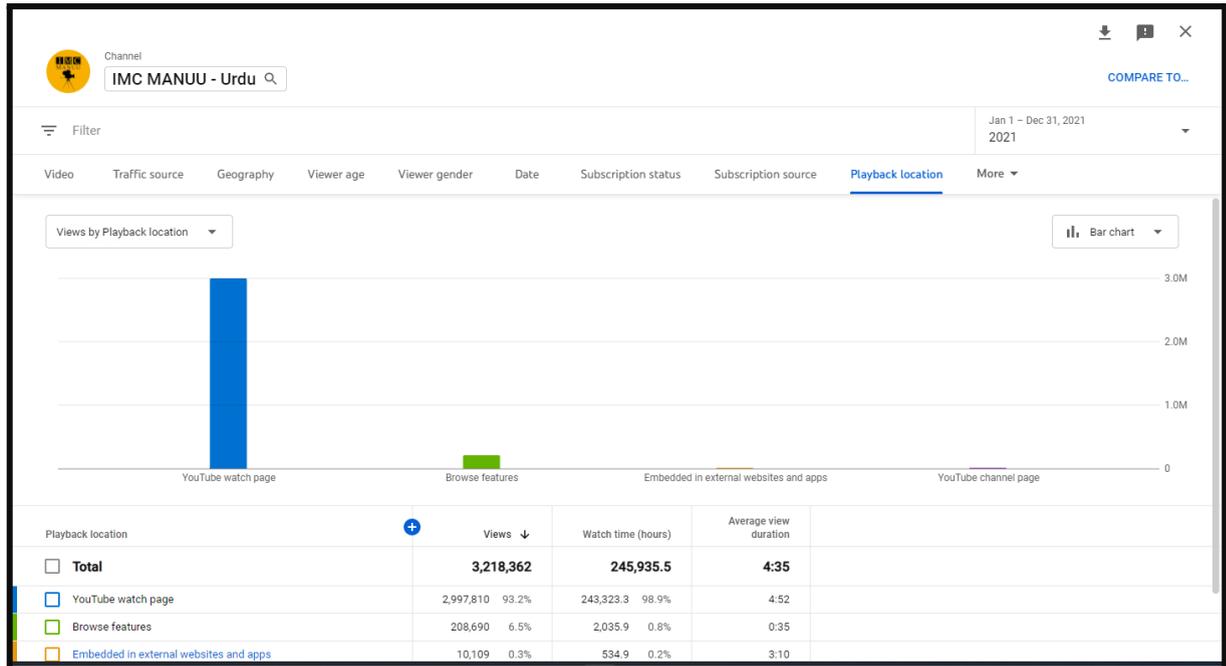
Device being used during the watch of IMC's Videos : IMC MANUU Youtube channel is being watched on a variety of electronic devices. As table 10 indicates during the year 2021 there were a total 3218362 views with 245935.4525 hours of watch time and average duration were 4:30 minutes. Among them 2,953,338 (91.8%) views with 211,014.8 (85.8%) watch time and the average viewing duration was 4:17 minutes from smartphones, feature phones, and handheld gaming devices, which is quite obvious nowadays.

Smart TVs and other devices connected to a TV. are the second highest devices being used to watch channel contents with details of 114,868 views (3.6%) 17,604.4 (7.2%) watching hours while, the average duration of watch was 9:17 minutes which was the highest viewing duration among all devices.

The third device which was used to watch the channel's content was Laptop and Desktop Computers with 109,048 (3.4%) views while the watching hours were 12,813.9 (5.2%) and the average viewing duration from this particular device was 7.30 minutes.

There were 40,119 views (1.3%) from Tablet, with 4,344.4 (1.08%) watch time and average viewing duration was 6.29 minutes.

0.7 Bar chart presenting the channel's playback location page



11. Table presenting the channel's playback location page

Playback location	Views	%	Watch time (hours)	%	Average view duration
Total	3218362		245935.4525		0:04:35
YouTube watch page	2997810	93.2%	243323.2972	98.9%	0:04:52
Browse features	208690	6.5%	2035.8945	0.8%	0:00:35
Embedded in external websites and apps	10109	0.3%	534.8988	0.2%	0:03:10
YouTube channel page	1753	0.1%	41.362	0.0%	0:01:24

Playback Location: The playback location means that the videos were watched on YouTube from the video's specific individual page. The Playback locations report shows the pages or sites that the channel's videos were viewed on. The bar chart number 07 as well as table number 11 shows that there were a total 723888 views among them 2997810 views, (93.2 %) with 243323.2972 (98.%) hours of watch time were watched on YouTube watch page. It's the precise URL which was shared or shown on the YouTube page.

The second most used playback location where the channel's videos were being watched on other Browsing features which consist of 208690 (6.5%) views with 2035.8945 of watch time while the average duration on particular page was 00:35 second.

The other 10109 (0.3%) views were on external websites and apps that are Websites and apps that embed IMC's videos with 534.8988 (0.2%) watching hours and the average viewing duration was 0:03:10 minutes.

There were 1753 (0.1%) views that were directly watched on IMC, MANUU youtube channel's page with 41.362 watch time, while the average viewing duration on the particular location was 0:01:24 minutes.

12 . Table showing the sharing details of different services

Sharing service	Shares	%
Total	48939	
WhatsApp	30510	62.3%
Other	10950	22.4%
Copy to Clipboard	4709	9.6%
Facebook	1383	2.8%
Gmail	419	0.9%
Facebook Messenger	292	0.6%
Text Message	257	0.5%
Email	164	0.3%
Twitter	105	0.2%
Embed	61	0.1%
Hangouts	28	0.1%
Pinterest	13	0.0%
Share to Snapchat	8	0.0%
goo	7	0.0%
Blogger	6	0.0%
reddit	5	0.0%
LinkedIn	4	0.0%
Одноклассники	3	0.0%
ВКонтакте	2	0.0%
Share to Snapchat camera	2	0.0%
tumblr.	1	0.0%
Web Native Share	1	0.0%

Sharing and using services : Means which softwares or services are being used while sharing a channel's videos on a youtube page. The table 12 as indicating the details of sharing services and the number of times a video has been shared using the Share button on YouTube by the different softwares.

The table number 12 indicates that a total of 48939 times channel's videos were shared on youtube between 1st January 2021 to 31st December 2021, among them 30510 (62.3%) times has been shared by using the "whatsApp" services.

while 10950 (22.4%) times have also been shared by "other" unidentified services as generated by the youtube analytic. Likewise 4709 (9.6%) times also utilized the services of "Copy to Clipboard".

Likewise the channel's videos were also shared through the most famous social media site i.e "Facebook" by 1383 (2.8%) times, which seems to be a good sign for the channel, keeping Facebook's reach and the popularity among the masses.

Surprisingly the 419 (0.9%) times Gmail Services also utilized to send and share the videos on youtube platform. The channel's viewers also used 292 (0.6%) times "Facebook Messenger" services to share the videos.

The table also shows other social media services like "Text message" 257 (0.5%) also being used to share the channel's videos. Other emails other than gmails 164 times (0.3%) and "Twitter" 105 (0.2%), have been used to share the channel's video on youtube page, while the services of "Embed" 61 (0.1%) times and "Hangouts" 28 time (0.1) also have been used. There are other services also being used to watch the videos which can be seen on the above table number 12.

13. Table showing the details of operating system being used

S.no	Operating system	Views	views %	Watch time (hours)	Watch time (hours) %	Average view duration
	Total	3218362	3218362	245935.4525	245935.4525	0:04:35
01	Android	2780413	86.4%	245935.4525	79.8%	0:04:13
02	KaiOS	194571	6.1%	196128.1431	7.7%	0:05:48
03	Windows	102840	3.2%	18822.192	4.9%	0:06:57
04	iOS	72483	2.3%	11916.7154	3.3%	0:09:18
05	Smart TV	30881	1.0%	8175.409	2.0%	
06	Amazon Fire OS	9651	0.3%	4792.9738	0.6%	0:09:33
07	Macintosh	4678	0.2%	1538.2887	0.3%	0:08:31
08	WebOS	4578	0.1%	664.9654	0.3%	0:09:34
09	Roku OS	2555	0.1%	730.9298	0.2%	0:12:26
10	Chromecast	1608	0.1%	529.7478	0.1%	0:12:53
11	Tizen	1184	0.0%	345.5041	0.1%	0:05:54
12	Linux	836	0.0%	116.501	0.1%	0:08:04
13	Chrome OS	836	0.0%	112.5512	0.1%	0:09:25
14	Apple tvOS	588	0.0%	131.4316	0.1%	0:13:00
15	PlayStation	363	0.0%	127.5361	0.0%	0:08:50
16	Windows Mobile	331	0.0%	53.5272	0.0%	0:05:49
17	Xbox	105	0.0%	32.1038	0.0%	0:08:38
18	Blackberry	40	0.0%	15.11	0.0%	0:06:45
19	Nintendo Switch	13	0.0%	4.508	0.0%	0:01:28
20	Vidaa	4	0.0%	0.3185	0.0%	0:18:48
21	Wii	1	0.0%	1.2542	0.0%	0:00:10

Operating system being used : The youtube analytic also has the data of Operating Systems which have been used during this period of i. e 2021. These kinds of statics would be very useful in producing the program which became compatible with these operating systems.

The most commonly used operating system is **Android** where 2780413 (86.4%) views were recorded while, watch time was 245935.4525 (79.8%) hours and the average viewing duration was 4: 13 minutes.

Second highest operating system is **KaiOS** which has 194571 views (6.1%) with 196128.1431 (7.7%) hours of watching time while the average viewing time was 5:48 minutes.

The table number 13 shows that the third most popular operating system was **Windows** with 102840 (32.%) views while the watching hours were 18822.192 (4.9%) and average viewing time was 6:57 minutes.

Another common operating system is **iOs** 72483 (2.3%), with 11916.7154 watching time and the average viewing duration is 9:18 minutes. The operating system like **Smart TV** was also being used with 30881(1.3%) views while the watch time was 8175.409 (2.0%) and the average viewing duration could not be recorded.

There were other operating systems that were also used to watch the IMCMANUU channel content which can be seen on the above table number 13.

14. Table Showing the Likes by viewers on different videos of the channel

S.No	Video title	Likes (vs. dislikes) (%)	Likes	Views	Watch time (hours)	Average view duration
	Total	95.24	60502	3218362	245935.4525	0:04:35
01	A Documentary on Gulbarga City	90.54	7726	925678	54236.468	0:03:30
02	The Wonder Land A Documentary on Bijapur City.	90.67	4326	439473	41488.711	0:05:39
03	Masih-Ui-Mulk Hakim Ajmal Khan A Documentary on Hakim Ajmal Khan	90.78	4283	437406	28558.9831	0:03:55
04	Naqsh-e-Azad A Documentary on Maulana Abul Kalam Azad	93.85	3297	189408	28379.1305	0:08:59
05	Pre Islamic Arabia_B.A_Islamic Studies_1st Year	93.7	1740	96615	5488.8677	0:03:24
06	Azad Memorial Lecture Azad Day Celebrations – 2021 MANUU	98.58	623	7647	1175.2946	0:09:13
07	Deeksharambh Student Induction Programme 2021 Inaugural Session Day-1	98.22	608	7576	1268.8465	0:10:02
08	Islam aur Ilm Part-1 M. A. 1st Year Islamic Studies	96.89	561	26109	1315.7837	0:03:01
09	Dastaan-e-Bidar_ A Documentary on Bidar City	96.55	560	27619	3054.0957	0:06:38
10	23rd Foundation Day MANUU	98.08	512	4846	783.2297	0:09:41
11	Creating Congenial Environment for Competitive Exam in Educational Institutions Quaisar Khalid, IPS	99.42	510	5732	1075.5518	0:11:15
12	Azad Day Celebrations – 2021 Inaugural Function MANUU Model Senior Secondary School	98.07	509	8744	908.4618	0:06:14

13	Life of Prophet Muhammad PBUH in Makkah Part - 1_B.A_1st Year	96.76	507	17192	1772.2567	0:06:11
14	Nazism Adolf Hitler,Life & Achivements_M.A_1st Year	94.54	502	35583	3691.5167	0:06:13
15	MANUU Documentary IMC, MANUU	98.2	490	17248	584.0423	0:02:01
16	Guest Lecture Rise and Fall of Muslims in The Field of Science Prof. Pervez Hoodbhoy_Part-1	94.39	454	21339	3681.4155	0:10:21
17	MANUU Documentary IMC, MANUU	96.4	429	14788	882.5982	0:03:34
18	Deeksharambh Student Induction Programme-2021 Phase 2 Inaugural Session Day-1 DSW MANUU	99.05	419	5628	712.5279	0:07:35
19	Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	98.28	401	17872	938.412	0:03:09
20	Naushad Ali Sartaj-e-Mousiqui A Documentary on Naushad Ali	91.9	386	32874	3942.5692	0:07:11
21	Introduction to Political Science_B. A_1st Year	95.93	354	16339	709.7923	0:02:36
22	Life of Prophet Muhammad (PBUH) in Mecca Part 2 B A 1st Year Islamic studies IMC, MANUU	95.45	336	15633	863.2495	0:03:18
23	Islamic Studies aur Faham-e-Quran Part-1 M. A. 1st Year Islamic Studies IMC, MANUU	96.49	330	18074	789.6158	0:02:37
24	Employability Skills Workshop Inaugural Session DSW MANUU	96.08	319	3402	418.8311	0:07:23
25	Republic Day Celebration - 2021 MANUU	98.49	261	2686	199.8304	0:04:27
26	Covid Vaccine: Safety Precautions and Myths Covid-19 Counselling	97.67	251	2830	430.9852	0:09:08

	Lectures Day-1 DSW MANUU					
27	Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	97.27	249	8447	651.277	0:04:37
28	Teachers Day Celebration-2021 MANUU	99.2	247	3312	483.2252	0:08:45
29	Deeksharambh Student Induction Programme-2021	98.79	244	3227	655.4068	0:12:11
30	Shaher-e-Urdu A Documentary on Hyderabad City IMC	95.58	238	11866	1189.3478	0:06:00
31	Golden city of Nawabs Lucknow A Documentary	93.65	236	13112	997.3068	0:04:33
32	Deeksharambh Student Induction Programme-2021 Day-3	99.58	235	3090	529.549	0:10:16
33	Deeksharambh Student Induction Programme-2021 Phase 2 Day-4 DSW MANUU	98.72	231	3556	417.3036	0:07:02
34	MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	95.8	228	6339	543.3884	0:05:08
35	75th Independence Day Azadi ka Amrit Mahotsav	97.38	223	3530	220.0582	0:03:44
36	Exams during the Pandemic : Anxieties & Precautions Covid-19 Counselling Lectures Day-1 MANUU	97.38	223	3164	446.8922	0:08:28
37	Research Methodology and ICT Tools Workshop Inaugural Session TSUA CPDUMT, MANUU	98.24	223	3123	427.7717	0:08:13
38	Deeksharambh Student Induction Programme-2021 Day-2	97.79	221	3465	501.4634	0:08:41
39	Naqsh-e-Azad A Documentary on Maulana Abul Kalam Azad	98.63	216	2627	204.2583	0:04:39
40	Deeksharambh Student Induction Programme-2021 Phase 2 Day-2 DSW MANUU	97.73	215	3269	368.324	0:06:45

41	Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urd u_1st Year	99.08	215	11175	534.4894	0:02:52
42	National Science Day 2021 School of Sciences	99.03	205	2738	324.1822	0:07:06
43	Orientation Programme for Madrasa Teachers Inaugural Session Day-1 NCPUL CPDUMT	96.67	203	2455	264.1415	0:06:27
44	Deeksharambh Student Induction Programme-2021 Phase 2 Day-3 DSW MANUU	98.49	196	2791	316.0744	0:06:47
45	Cancer: Where Prevention is Cure National Cancer Awareness Day Webinar School of Sciences	97.98	194	1997	278.2679	0:08:21
46	Urdu Sahafat: Akhbaraat, Aaghaz-o-Irteqa (Panel Discussion)_M.A. JMC	95.98	191	6907	394.4606	0:03:25
47	Basic Computer Skills for Teachers Workshop Inaugural Session CPDUMT MANUU	97.98	194	1997	278.2679	0:08:21
48	Importance of Political Science _B.A_Political Science_1st Year	95.98	191	6907	394.4606	0:03:25
49	India's freedom struggle Azadi Ka Amrut Mahotsav 75 years of India's Independence MANUU	98.96	190	2551	423.9188	0:09:58
50	Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	94.97	189	8827	312.4321	0:02:07

Likes and Dislikes with percentage: Likes and dislikes means that “The percentage of likes this video received (out of the total number of likes and dislikes). This data of likes and dislikes are very important for any kinds of video programs which are produced and presented for dissemination of knowledge especially for the curriculum based program or for any Self Learning Materials, as it helps to identify the types of content channel’s audience likes most.

The table number 14 shows the data of “Likes” and “Dislikes” of the videos of the channel with percentage. The overall likes of the channel videos is 95.25% which is considered to be a very good sign. Although the live streamed programs have got upto 99.58% likes among them is the most prominent the Deeksharambh, Student Induction Program, 2021. Third Day program which got 99.58 % likes. In the same way there were 99.42 % likes for a live program titled as “Creating Congenial Environment for Competitive Exam in Educational Institutions” the resource person was Mr. Quaisar Khalid, an IPS from the cadre of state of Jharkhand organized by the Department of Education and Training. There were more than 99.8% likes for the program “Urdu Novel Nigari ka Aaghaz-o-Irtequa” purely curriculum based program, produced for the students of M.A_Urdu_1st Year, the resource person was Dr. Firoz Alam, Assistant Professor, from the department of Urdu of the university. Besides there are many programs which also got 98% likes by their viewers which can be seen on the above table number 14.

15. Table showing likes of the Posts Published in IMCMANUU youtube Channels

S.No	Title of the post	Post publish Date	Post impress ions	Post likes
	Total		199677	6919
01	Urdu isn't a language but an entire culture in itself. Since ages, people from different walks of life have contributed to making what the language is today, i.e. a thing of beauty, finesse and enchantment. Hence, we'll be introducing you to a new personality everyday. #urdu #urdunama #bekhudbadayuni #manuu	Nov 10, 2021	6529	111
02	یار کو رغبت اغیار نہ ہونے پائے گل تر کو ہوس خار نہ ہونے پائے علامہ شبلی نعمانی # poet of the day writer of the day #urdunama #Allama_Shibli_Nomani #allamashiblinomani	Nov 18, 2021	5363	161
03	تھے ہم تو خود پسند بہت لیکن عشق میں اب ہے وہی پسند جو ہو یار کو پسند نظیر اکبر آبادی # the ham to khud-pasand bahut lekin ishq mein ab hai vahi pasand jo ho yaar ko pasand #Nazeer_Akbarabadi poet of the day writer of the day #urdunama	Nov 20, 2021	5008	146
04	poet of the day writer of the day #urdunama #SIRAJAURANGABADI	Nov 15, 2021	4920	108
05	جس طرح انگریزوں کی زبان انگریزی، جاپان کی جاپانی، ایران کی ایرانی، چین کی چینی ہے، اسی طرح ہندوستان کی قومی زبان کو اسی وزن پر ہندوستانی کہنا مناسب ہی نہیں بلکہ لازمی ہے۔ پریم چند #	Nov 22, 2021	4735	135
07	poet of the day writer of the day #urdunama #walideccani #IMCMANUU #MANUU #deccani #dakhini #urdu	Nov 14, 2021	4710	138
08	خدا نے آج تک اس قوم کی حالت نہیں بدلی نہ ہو جس کو خیال آپ اپنی حالت کے بدلنے کا khuda ne aaj tak us qaum ki halat nahin badli na ho jis ko khayal aap apni halat ke badalne ka #Zafar_Ali_Khan poet of the day writer of the day #urdunama #IMCMANUU #MANUU #urdu #urdugazal	Nov 27, 2021	4605	184

09	<p>زبان ہندوستانی کا ارتقاء پنجاب ہی سے شروع ہو چکا تھا لیکن اس کے ثانوی مدارج دوآبہ گجرات اور دکن میں تکمیل کو پہنچے دہلی میں یہ زبان سو ڈیڑھ سو سال تک رہنے کے بعد گجرات اور دکن کا رخ کرتی ہے۔ سید محی الدین قادری زور #Syed_Mohiuddin_Quadri_Zore</p> <p>Zabaan Hindustani ka irtiqa Punjab hi se shuru ho chuka tha lekin iske sanwi madaraj Dwaba Gujrat aur Deccan mein takmeel ko ponhche Delhi mein yeh zabaan sau dedh sau saal tak rehne ke baad Gujrat aur Deccan ka rukh karti hai.</p>	Dec 6, 2021	4593	163
10	<p>دنیا کی لمبی راہوں پر ہم یوں تو چلتے جاتے ہیں کچھ ایسے لوگ بھی ملتے ہیں جو یاد ہمیشہ آتے ہیں #فہمیدہ ریاض</p> <p>duniya ki lambi rahon par ham yuun to chalte jaate hain kuchh aise log bhi milte hain jo yaad hamesha aate hain</p> <p>#Fahmeeda_Riaz poet of the day writer of the day #urdu nama</p>	Nov 21, 2021	4587	125
11	<p>اے مرے گھر کی فضاؤں سے گریزاں مہتاب اپنے گھر کے در و دیوار کو کیسے چھوڑوں سلام مچھلی شہری</p> <p>ay mere ghar ki fazaon se gurezhan mahtab apne ghar ke dar-o-divar ko kaise chhodun</p> <p>#Salam_Machhli_Shahri poet of the day writer of the day #urdu nama</p>	Nov 19, 2021	4345	106
12	<p>ترے درشن کون اے محبوب آئے ہیں حبیبیاں سب دکھا درشن جو ہوویں راکھ جل رشکوں رقیبیاں سب عبد اللہ قطب شاہ</p> <p>tere darshan koon aye mehboob aaye hain habeeban sab dikha darshan jo hovein raakh jal rashkoon raqiban sab</p> <p>#Abdullah_Qutb_Shah poet of the day writer of the day</p>	Dec 2, 2021	4290	130
13	<p>یہ آرزو تھی تجھے گل کے رویرو کرتے ہم اور بلبل بے تاب گفتگو کرتے حیدر علی آتش</p> <p>ye aarzu thi tujhe gul ke ru-ba-ru karte ham aur bulbul-e-betab guftuga karte</p> <p>#Haider_Ali_Aatish poet of the day writer of the day</p>	Dec 10, 2021	4279	177
14	<p>اجنبیوں سے دھوکے کھانا پھر بھی سمجھ میں آتا ہے اس کے لیے کیا کہتے ہو وہ شخص تو دیکھا بھالا تھا جمیل الدین عالی</p> <p>ajnabiyon se dhoke khana phir bhi samajh mein aata hai is ke liye kya kahte ho vo shakhs to dekha-bhala tha</p> <p>#Jameeluddin_Aali poet of the day writer of the day #urdu nama</p>	Nov 23, 2021	4243	133

15	<p>وہ تو خوشبو ہے ہوائوں میں بکھر جائے گا مسئلہ پھول کا ہے پھول کدھر جائے گا #پروین_شاکر wo to khushbu hai havaon mein bikhar jaega masla phool ka hai phool kidhar jaega #Parveen_Shakir poet of the day writer of the day #urdunama</p>	Nov 24, 2021	4223	147
16	<p>عورت کے لئے عموماً مرد کی کشش کے تین پہلو ہوتے ہیں۔ بے نیازی، ذہانت اور فصاحت #بانو_قدسیہ poet of the day writer of the day #urdunama</p>	Nov 28, 2021	4205	135
17	<p>چاندی کے گھروندوں کی جب بات چلی ہوگی مٹی کے کھلونوں سے بہلائے گئے ہوں گے #بیکل_اتسابی chandi ke gharondon ki jab baat chali hogi mitti ke khilaunon se bahlae gae honge #Bekal_Utsahi poet of the day writer of the day</p>	Dec 3, 2021	4130	131
18	<p>نہ چھیڑ اے نکہت باد بہاری راہ لگ اپنی تجھے اٹکھیلیاں سو جھی ہیں، ہم بے زار بیٹھے ہیں na ched aye nikhat-e-baad-e-bahaari raah lag apni tujhe atkheliyan sujhi hain hum bezaar baithe hain Insha_Allah_Khan'Insha' poet of the day writer of the day</p>	Dec 1, 2021	4079	151
19	<p>سرفروشی کی تمنا اب ہمارے دل میں ہے دیکھنا ہے زور کتنا بازوئے قاتل میں ہے #بسمل_عظیم_آبادی sarfaroshi ki tamanna ab hamare dil mein hai dekhna hai zor kitna bazu-e-qatil mein hai #Bismil_Azimabadi poet of the day writer of the day #urdunama</p>	Nov 26, 2021	4071	126
20	<p>میں بھی بہت عجیب ہوں اتنا عجیب ہوں کہ بس خود کو تباہ کر لیا اور ملال بھی نہیں #جون_ایلیا main bhi bohat ajeeb hoon itna ajeeb hoon ki bas khud ko tabah kar liya aur malal bhi nahin #Jaun_Eliya poet of the day writer of the day</p>	Dec 14, 2021	4018	161
21	<p>لیڈر جب آنسو بہا کر لوگوں سے کہتے ہیں کہ مذہب خطرے میں ہے تو اس میں کوئی حقیقت نہیں ہوتی۔ مذہب ایسی چیز ہی نہیں کہ خطرے میں پڑ سکے، اگر کسی بات کا خطرہ ہے تو وہ لیڈروں کا ہے جو اپنا آلو سیدھا کرنے کے لئے مذہب کو خطرے میں ڈالتے ہیں۔ #سعادت_حسن_منٹو writer of the day #urdunama</p>	Nov 25, 2021	3988	145

22	<p>اے دوست ہم نے ترک محبت کے باوجود محسوس کی ہے تیری ضرورت کبھی کبھی ai dost ham ne tark-e-mohabbat ke bavajud mahsoos ki hai teri zarurat kabhi kabhi #Nasir_Kazmi poet of the day writer of the day</p>	Dec 8, 2021	3909	141
23	<p>poet of the day writer of the day #urdunama #akbarallahabad</p>	Nov 16, 2021	3903	128
24	<p>اتنا بھی ناامید دل کم نظر نہ ہو ممکن نہیں کہ شام الم کی سحر نہ ہو نریش_کمار_شاد itna bhi na-umeed dil-e-kam-nazar na ho mumkin nahin ke sham-e-alam ki sahar na ho #Naresh_Kumar_Shad poet of the day writer of the day</p>	Dec 11, 2021	3875	127
25	<p>کام ہے میرا تغیر نام ہے میرا شباب میرا نعرہ انقلاب و انقلاب و انقلاب جوش_ملیح_آبادی kaam hai mera taghayyur naam hai mera shabab mera naara inqulab o inqulab o inqulab #Josh_Malihabadi poet of the day writer of the day</p>	Dec 5, 2021	3869	122
26	<p>نہ کچھ شاعری کسب کا کام ہے کہ یہ حق کی بخشش کا انعام ہے ملا_نصرتی na kuch shairi kasb ka kaam hai ke yeh haq ki bakhshish ka inaan hai #Mulla_Nusrati poet of the day writer of the day #urdunama</p>	Nov 29, 2021	3732	125
27	<p>شربت پلا منجے تج ادھر کا کہ دل میں آج رہتا نہیں ہے عشق حرارت کیے بغیر ملا_غواصی sharbat pila manjay tuj idhar ka ke dil mein aaj rehta nahi hai ishq hararat kiye baghair #Mullaa_Ghawasi poet of the day writer of the day</p>	Dec 4, 2021	3730	105
28	<p>،محبت کرنے والے نڈر ہو جاتے ہیں خوف کا کوئی جذبہ انہیں باندھ نہیں سکتا واجدہ_تبسم Mohabbat karne wale nidar ho jatay hain, khauf ka koi jazba inhen bandh nahi sakta #Wajida_Tabassum poet of the day writer of the day</p>	Dec 9, 2021	3721	126

29	<p>اک خواب کا خیال ہے دنیا کہیں جسے بے اس میں اک طلسم تمنا کہیں جسے پنڈت برج موہن دتاتریہ کیفی # ek khwab ka khayal hai duniya kahen jise hai is mein ek tilism tamanna kahen jise #Pandit_Brij_Mohan_Dattariya_Kaifi poet of the day writer of the day</p>	Dec 13, 2021	3603	123
30	<p>رنگ کا لطف نہ کچھ رس کا مزہ گل سے لیتی ہے صبا مس کا مزہ مضطر مجاز # rang ka lutf na kuchh ras ka maza gul se leti hai saba mus ka maza #Muztar_Majaz poet of the day writer of the day #urdunama</p>	Nov 30, 2021	3597	120
32	<p>کس طرح لب پہ ہنسی بن کے فغاں آتی ہے مجھ سے پوچھو مجھے پھولوں کی زباں آتی ہے شان الحق حقی # kis tarah lab pe hansī ban ke fuġhan aati hai mujh se puchho mujhe phoolon ki zubaan aati hai #Shaan_UI_Haq_Haqqi poet of the day writer of the day</p>	Dec 15, 2021	3447	124
33	<p>مانگنے والوں کو کیا عزت و رسوائی سے دینے والوں کی امیری کا بہرم کھلتا ہے وحید اختر # mangne walon ko kya izzat o rusvai se dene walon ki ameeri ka bharam khulta hai #Waheed_Akhtar poet of the day writer of the day</p>	Dec 12, 2021	3439	111
34	<p>آگاہ اپنی موت سے کوئی بشر نہیں سامان سو برس کا بے پل کی خبر نہیں agah apni maut se koi bashar nahi saamaan sau baras ka hai pal ki khabar nahi #Hairat_Allahabadi poet of the day writer of the day</p>	Dec 16, 2021	3404	169
35	<p>آتے ہیں غیب سے یہ مضامین خیال میں غالب صریر خامہ نوائے سروش ہے اسد اللہ خان غالب # aate hain ghaib se ye mazameen khayal mein Ghalib sareer-e-khama nawa-e-sarosh hai #Asadullah_Khan_Ghalib poet of the day writer of the day</p>	Dec 27, 2021	3238	180
36	<p>poet of the day writer of the day #urdunama</p>	Nov 25, 2021	3187	154

37	#Akhtarul_Iman	Nov 12, 2021	3112	93
38	دور تک پھیلا ہوا ہے ایک انجانا سا خوف اس سے پہلے یہ سمندر اس قدر برہم نہ تھا شمیم_فاروقی #Shamim_Farooqui poet of the day writer of the day	Dec 25, 2021	3077	138
39	یاد خوشبو ہے چھپانے سے کہاں چھپتی ہے موج گل خود ہی بنا لیتی ہے رستہ اپنا محمد_علی_اثر #Mohammad_Ali_Asar poet of the day writer of the day	Dec 22, 2021	3004	125
40	لائے اس بت کو التجا کر کے کفر ٹوٹا خدا خدا کر کے پنڈت_دیا_شنکر_نسیم #Pandit_Daya_Shankar_Naseem poet of the day writer of the day	Dec 18, 2021	2998	135
41	یہ حال ہے مرے دیوار و در کے وحشت کا کہ میرے ہوتے ہوئے بھی مکان خالی ہے مشفق_خواجہ #Mushfiq_Khwaja poet of the day writer of the day	Dec 19, 2021	2975	129
42	آنہ دنیا کا ہوں میں نہ کچھ فکر دین کا محبت نے رکھا نہ مجھ کو کہیں کا نیاز_فتحپوری #Niyaz_Fathepuri poet of the day writer of the day	Dec 28, 2021	2958	147

43	<p>جب بھی آتا ہے مرا نام ترے نام کے ساتھ جانے کیوں لوگ مرے نام سے جل جاتے ہیں #قتیل_شفائی</p> <p>jab bhi aata hai mera naam tere naam ke saath jaane kyon log mere naam se jal jaate hain #Qateel_Shifai poet of the day writer of the day</p>	Dec 24, 2021	2954	121
44	<p>ہم ہی میں تھی نہ کوئی بات یاد نہ تم کو آسکے تم نے ہمیں بھلا دیا ہم نہ تمہیں بھلا سکے #حفیظ_جالندھری</p> <p>hum hi mein thi na koi baat yaad na tum ko aa sake tum ne hamein bhula diya ham na tumhein bhula sake #Hafeez_Jalandhari poet of the day writer of the day</p>	Dec 21, 2021	2894	138
45	<p>رحیم دھاگا پریم کا مت توڑو چٹکا ئے ٹوٹے پہ نا جڑے، جڑے گانتھ پڑ جا ئے #عبدالرحیم_خاناناں</p> <p>Rahiman dhaga prem ka mat todo chatkay tote pe na juday, juday ganth pad jay Abdul Rahim Khan-e-Khana poet of the day writer of the day</p>	Dec 17, 2021	2893	105
46	<p>آغاز محبت سے انجام محبت تک گزرا ہے جو کچھ ہم پر تم نے بھی سنا ہوگا #دل_شاہجہاں_پوری</p> <p>aaghaz-e-mohabbat se anjam-e-mohabbat tak guzra hai jo kuchh ham par tum ne bhi suna hoga #Dil_Shahjahanpuri poet of the day writer of the day</p>	Dec 26, 2021	2833	125
47	<p>ہر شخص پر کیا نہ کرو اتنا اعتماد ہر سایہ دار شئے کو شجر مت کہا کرو #مظفر_وارثی</p> <p>har shakhs par kiya na karo itna etimad har saya-dar shai ko shajar mat kaha karo #Muzaffar_Warsi poet of the day writer of the da</p>	Dec 23, 2021	2804	109
48	<p>گل کے ہونے کی توقع پہ جیے بیٹھی ہے ہر کلی جان کو مٹھی میں لیے بیٹھی ہے #ماہ_لقا_بائی_چندا</p> <p>gul ke hone ki tawaqqo pe jiye baithi hai har kali jaan ko mutthi mein liye baithi hai #Mah_Laqa_Bai_Chanda poet of the day writer of the day</p>	Dec 20, 2021	2739	123

49	<p>خود کو پوشیدہ نہ رکھو بند کلیوں کی طرح پھول کہتے ہیں تمہیں سب لوگ تو مہکا کرو منظر_بھوپالی# khud ko poshida na rakho band kaliyon ki tarah phool kahte hain tumhen sab log to mahka karo #Manzar_Bhopali poet of the day writer of the day</p>	Dec 29, 2021	2170	125
50	<p>اپنی مجبوری کو ہم دیوار و در کہنے لگے قید کا سامان کیا اور اس کو گھر کہنے لگے شبنام_رومانی# apni majboori ko hum deewar-o-dar kahne lage qaid ka saman kiya aur us ko ghar kahne lage #Shabnam_Rumani poet of the day writer of the day</p>	Dec 30, 2021	2137	111
51	<p>Honoring Prof. Shamim's legacy and being proud of the contributions he made to Urdu Language and Culture.</p>	May 7, 2021	1555	19
52	<p>میں اس کے وعدے کا اب بھی یقین کرتا ہوں ہزار بار جسے آزما لیا میں نے مخمور_سعیدی# main us ke vaade ka ab bhi yaqeen karta hoon hazar baar jise aazma liya main ne #Makhmoor_Saeedi poet of the day writer of the day</p>	Dec 31, 2021	1527	83
53	<p>IMC Pays its sincere tribute to an individual who has contributed massively to the rich cultural heritage of Urdu Language and Literature. Prof. Shamim Hanfi Sahab. May he rest in peace.</p>	May 7, 2021	678	7
54	<p>On the Eve of 23rd Foundation Day of Maulana Azad National Urdu University, Team IMC Congratulate all MANUUites</p>	Jan 9, 2021	471	8

Likes of the Posts Published in IMC, MANUU youtube Channels: In a bid to promote and preserve the rich cultural heritage of Urdu and to bring its diverse flavours to the masses, Instructional Media Centre has launched this Audio-Visual series titled as **Urdu Nama**. Under this series the Centre also started a unique post where “Writer/Poet of the day” and the “word of the day” are being posted through different social media including on the university's Youtube channel. The posts are well researched by the staff of the Centre proofed and authenticated by Prof. Farooque Bakshi, head department of Urdu and Dr. Firoz Alam, assistant professor of the same department of the university. The posts consist of date of birth and death, including famous (couplets) sher or famous pieces of writing of the writer which have been beautifully designed by the Centre’s Graphic Artist Mr. Mohd. Ghulam Ahmed under the supervision of Mr. Rizwan Ahmad, the director of the Centre. Within a short span of time these posts became very popular among the masses and multiple time thumb impressions were shown to users and also liked by many viewers.

The table 15 is showing the details of the impressions of users and the likes of the viewers, the total number of impressions are 199,677 with 6,919 likes for the posts during the year 2021. Among the top posts is the Bekhud Badayuni (Sept 1857 - Nove. 1912) which has 6529 thumb impressions with 111 likes. The second most popular post is Allamah Shibli Nomani (June, 1857-Nov, 1914) which has been shown 5363 times by the users and liked by 161 viewers. The third most popular post is Nazeer Akaraabadi (1735- 1830) which was shown 5,008 thumb impressions and liked by 146 viewers. The fourth most popular post was Siraj Auranga Aabadi (1763-1915) with 4,920 impressions by the users and liked by 108 viewers. The fifth most popular post was about famous fiction writer Premchand (1880-1936) which has been shown 4,735 times thumb impressions and liked by 135 viewers of the post. These were most five popular posts for further details the table number 15 may be seen.

16. Table showing the details of comments given by the channel's viewers

S.N.o	Video title	Comments	Views	Watch time (hours)
	Total	3818	3218362	245935.452
1	Naqsh-e-Azad A Documentary on Maulana Abul Kalam Azad	180	189408	28379.1305
2	A Documentary on Gulbarga City IMC, MANUU	166	925678	54236.468
3	Bijapur The Wonder Land A Documentary on Bijapur City.	150	439473	41488.711
4	Masih-UI-Mulk Hakim Ajmal Khan A Documentary on Hakim Ajmal Khan IMC, MANUU	122	437406	28558.9831
5	Pre Islamic Arabia_B.A_Islamic Studies_1st Year	118	96615	5488.8677
6	Guest Lecture Rise and Fall of Muslims in The Field of Science Prof. Pervez Hoodbhoy_Part-1	68	21339	3681.4155
7	MANUU Documentary IMC, MANUU	64	17248	584.0423
8	23rd Foundation Day MANUU	63	4846	783.2297
9	Representation of Gender Violence in Media Awareness Campaign for Eliminating GBV Valedictory	59	870	55.2898
10	An Introduction Reflective Practices for Teachers Workshop Inaugural Session CPDUMT MANUU	38	1891	303.162
11	Rabindranath Tagore's Philosophy of Education B. Ed. 1st Year IMC, MANUU	34	2149	113.6164
12	Republic Day Celebration - 2021 MANUU	32	2686	199.8304
13	IMC, MANUU_Dastan-e-Bidar_A Documentary on Bidar City	31	27619	3054.0957
14	International Women's Day Celebration 2021 Department of Education & Training MANUU	30	1953	203.4634

15	Creating Congenial Environment for Competitive Exam in Educational Institutions Quaisar Khalid, IPS	30	5732	1075.5518
16	Hepatitis-B Knowledge Series IMC, MANUU	30	11994	603.3737
17	Urdu Typing and Presentation Workshop Day-1 2nd Session TSUA CPDUMT, MANUU	28	2248	249.2802
18	IMC, MANUU_Nazism Adolf Hitler,Life & Achivements_M.A_1st Year	28	35583	3691.5167
19	Naqsh-e-Azad A Documentary on Maulana Abul Kalam Azad	26	2627	204.2583
20	MANUU Documentary IMC, MANUU	26	14788	882.5982
21	Azad Day Celebrations – 2021 Inaugural Function MANUU Model Senior Secondary School MANUU	26	8744	908.4618
22	Hyderabad Shaheer-e-Urdu A Documentary on Hyderabad City IMC, MANUU	26	11866	1189.3478
23	IMC, MANUU_Life of Prophet Muhammad PBUH in Makkah Part - 1_B.A_1st Year	25	17192	1772.2567
24	IMC, MANUU_Introduction to Political Science_B. A_1st Year	25	16339	709.7923
25	Deeksharambh Student Induction Programme 2021 Inaugural Session Day-1 MANUU	25	7576	1268.8465
26	Shaheen-e-Urdu Dr. Sharafat Hussain Episode-01 IMC, MANUU	25	1175	77.2724
27	Islam aur Ilm Part-1 M. A. 1st Year Islamic Studies IMC, MANUU	24	26109	1315.7837
28	IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	22	17872	938.412
29	75th Independence Day Azadi ka Amrit Mahotsav MANUU	21	3530	220.0582
30	Golden city of Nawabs Lucknow A	20	13112	997.3068

	Documentary IMC, MANUU			
31	MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	20	6339	543.3884
32	National Science Day 2021 School of Sciences MANUU	17	2738	324.1822
33	Life of Prophet Muhammad (PBUH) in Mecca Part 2 B A 1st Year Islamic studies IMC, MANUU	17	15633	863.2495
34	Naushad Ali Sartaj-e-Mousiqui A Documentary on Naushad Ali	17	32874	3942.5692
35	Orientation Programme for Madrasa Teachers Inaugural Session Day-1 NCPUL CPDUMT, MANUU	17	2455	264.1415
36	Islamic Studies aur Faham-e-Quran Part-1 M. A. 1st Year Islamic Studies IMC, MANUU	16	18074	789.6158
37	MANUU_Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	16	11175	534.4894
38	Research Methodology and ICT Tools Workshop Inaugural Session TSUA CPDUMT, MANUU	16	3123	427.7717
39	Basic Computer Skills for Teachers Workshop Inaugural Session CPDUMT MANUU	16	2551	423.9188
40	Rise and Fall of Muslims in The Field of Science_Part 2	16	4898	853.4387
41	Islam aur Ilm Part-2 M. A. 1st Year Islamic Studies IMC, MANUU	15	3499	318.0332
42	Revisiting Elementary Mathematics Content Enrichment for PTS Workshop Day-3 CPDUMT MANUU	15	1149	109.3488
43	Diwedi Yug ke Pramukh Kavi B. A. 1st Year Hindi IMC, MANUU	14	428	9.8744
44	Employability Skills Workshop Inaugural Session DSW MANUU	14	3402	418.8311
45	Leadership Development Workshop	14	1278	170.5479

	Inaugural Session Day-1 School of E and T & CPDUMT MANUU			
46	Covid Vaccine: Safety Precautions and Myths Covid-19 Counseling Lectures Day-1 DSW MANUU	13	2830	430.9852
47	MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	13	8447	651.277
48	Deeksharambh Student Induction Programme-2021 Day-6 MANUU	13	1826	230.2384
49	IMC, MANUU_Basic Elements of Curriculum Development_B.Ed_1st Year	13	7779	417.4738
50	Awareness Campaign for Eliminating Gender based Violence Webinar Inaugural Session MANUU	13	760	69.6968

Comments on channel's uploaded as well as live streaming programmes: As the data shows that there are a total 3818 comments which are given on channel's different programmes during the year 2021. This year's statistics show that the top four videos are from documentaries which have been made on different cities and personalities. Among them 2118 comments have been given on "Naqsh-e-Azad: A Documentary on Maulana Abul Kalam Azad". The other top most programmes which received the maximum comments from our viewers are " Documentary on Gulbarga city " which got 166 comments. The third documentary which got 150 comments is "Bijapur : The Wonder Land | A Documentary on Bijapur City". The fourth program is Masih-UI-Mulk Hakim Ajmal Khan; A Documentary on Hakim Ajmal Khan which received 122 comments. The fifth program is a curriculum based video lesson titled as "Pre Islamic Arabia" produced for the students of B.A_Islamic Studies, received 118 comments. The table 16 presents the top 50 programme's individual's comments details which may be referred for further elaborations. Here also presented some interesting comments which have been given on different programs just to have an idea how the viewers are engaged with our videos.

Pre Islamic Arabia_B.A_Islamic Studies_1st Year

Magister Ludi

Superb!

In order to know about pre Islamic Arabia i was going through various lectures by eminent western scholars on pre Islamic Arabia . Then I suddenly came upon this video. It is very balanced, unbiased , clear , simple and scholarly and what makes me proud is that it's from my country. It's better than western scholarship on the subject which generally is very superfluous.

Highly recommended for all those interested in the origin of Islam.

My recommendation is to definitely have this in English so that larger number of people have clear understanding of the subject

Nazism Adolf Hitler,Life & Achivements_M.A _1st Year

Desi Recipes & Reviews

[8 months ago \(edited\)](#)

I don't understand Hitlor's mentality. He himself wanted Russia not to get involved in the war. But later on what led him to leave aside Poland, Britain and France and go attack Russia (a very faulty decision indeed). He must be on drugs or else why would he expose himself to enemies from right and left. So what we learn from this is not to go attack ALL OF ENEMIES at same time.

Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year

Abdul Qadeer Janwar

سر ملک و سماج کی ترقی میں جب ادب کے رول کی بات آتی ہے تو اس وقت ہمیں اردو نظم میں مسدس حالی جسے مدوجذرا سلام بھی کہا جاتا ہے اور نثر میں رسالہ تہذیب الاخلاق جو کہ سماج کی بہتری و ترقی کے لیے ادب کی عمدہ مثالیں موجود ہیں

Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year

MFH

Main Kanpur se hoon, mujhe MANUU ki MA Urdu ki faaslati taleem ki books chahiye. kya koi bata sakta hai kaise mil sakti hain books.Kanpur aur lucknow ke tamam book houses dekhe maine yahan to kahin nahin mil rahi.... Shukriya

Naqsh-e-Azad || A Documentary on Maulana Abul Kalam Azad

[52DB- Mohammad](#)

آپ ایک مرد مجاہد، صحافی، سیاست دان، مفسر، مدبّر، مفکر، ادیب، شاعر، دانشور تھے۔ آپ کی فہمو فراست، سیاسی بصیرت اور بے مثال قائدانہ سفاعات کے بدولت ہندستان ترقی کی اس راہ پر چلا جیسے اسے آزادی سے لیکر اب تک ضرورت رہی ہے۔

Naushad Ali | Sartaj-e-Mousiqui | A Documentary on Naushad Ali

[Kiran Dalal](#)

Very good information. Naushad Ali, best music director of film industry . Nobody can compete Naushad Ji. See only two classical films Baiju Bawra and Mughal -e- Azam you will realize what a great music director he was. Credit goes to him for using ustad Amir khan, D. Paluskar and Bade Gulam Ali in films.

Thondike Ka Iktesabi Nazarya_B.Ed_1st Year

[Nadeem Akhtar](#)

Really amazing way of explaining. I was very confused about this law of learning, but thanks to sir Mushahid, Now I'm feeling much better...

Really thankful to you. Keep it up.

Nadeem Akhtar from Pakistan

Urdu mein Tanqeed ki Riwayat_M.A_2nd Year

[MOHAMMAD SHAHID](#)

اسلام علیکم ورحمة اللہ وبرکاتہ

محترمہ آپ نے دوران بیان میں تعریف کے متعلق گفتگو کرتے ہوئے بندوں کی فطرت بتائی آپ نے کہا ہر بندہ تعریف پسند ہوتا ہے چاہتا ہے کہ کوئی اسکی تعریف کرے حالانکہ بندوں میں بھی جو اللہ تعالیٰ کے مقرب بندے ہوتے ہیں وہ اپنی تعریف خود کرنے اور دوسروں سے کروانے سے گریز کرتے ہیں اور آپ نے کچھ بندوں کی عادت سے اللہ کو ملا دیا اور کہ دیا کہ اللہ نے بھی اپنی تعریف کے لیے دنیا بنائی اللہ کسی چیز کا محتاج نہیں ہے بلکہ بندہ اللہ تعالیٰ کا محتاج ہے اگر کوئی اللہ کی تعریف کرتا ہے تو اس میں بندے کا فائدہ ہے اور نہ کرنے پر بندے کا نقصان ہے اللہ کی شان پاک میں کوئی فرق نہیں پڑتا ہمارے تعریف کرنے اور نہ کرنے سے بلکہ ہمارا بھلا ہو جاتا ہے اسکی تعریف کرنے سے اور نہ کرنے سے ہمارا نقصان ہے جس طرح عبادت صرف اور صرف اللہ تعالیٰ کلیئے ہی ہے اگر کوئی اسکی عبادت نہیں کرتا ہے تو کیا معاذ اللہ وہ معبود نہیں رہے گا؟ ہم اسکی عبادت کریں یا نہ کریں اسکی ربوبیت میں کوئی فرق نہیں پڑتا۔

Recommendations and Suggestions

- The channel had a total of 3,218,362 views with 245,935.5 hours of watch time and received a total of **3,818** comments on the live streams/webcast during the year 2021. It demonstrates the need and desire for Educational Video Programmes (EVP) especially in Urdu language not only in India but in other countries as well. This is a value addition to the mandate of the University. This proliferation of educational content in Urdu is also in sync with Govt of India's National Educational Policy (NEP) which emphasizes on imparting education in mother tongue and in regional languages.
- The youtube analytic indicates that, a total of 48939 times, the channel's videos have been shared through different sharing services among them (30510) 62.3% have been shared by using the WhatsApp, it is therefore suggested that the University may plan to develop mechanisms to share the supplementary materials through whatsApp service to its stakeholders by creating different groups of respective subjects teachers and may adopt the blended mode of learning which is a mix of A/V lessons with classroom discussion.
- **91.8 %** (2,953,338 of the total 3,218,362 views) content of the channel was watched on a Mobile phone device. **91.8 %** viewership on a single device is quite high, hence it is suggested to the production team of the Center to produce educational content which is compatible with a mobile device. Further, it is also suggested that the university may plan to develop its own Virtual Learning Portal, where educational content may be utilized by a large group of students and teachers. Further, an OTT platform/mobile app for virtual learning is proposed as most of our content is being watched through mobile phones.
- The channel has an average watch duration of 4:35 minutes during the year 2021 which is quite encouraging as compared to last year's average duration which was 4: 00 minutes.
- It is worth mentioning that with the new 43,278 subscribers the Channel's subscriptions have increased **159%** in 2021 as compared to 2020 subscribers. The steady increase of IMC MANUU Youtube channel subscription has its own relevance with respect to NEP 2020 which emphasizes the production of educational content in native/regional languages. Thus IMC MANUU's efforts

are in sync with Govt of India's Educational policy. Growing subscription also indicates the popularity of content at IMC MANUU YouTube channel.

- During the analysis of the youtube content it has been found that there is provision of comments for the viewers, they are commenting frequently and most of the time they are asking for clarifications on the particular subjects. It is therefore suggested that resource persons may periodically visit their uploaded video lesson's comments section to engage with students in academic discussion. Doubts may be clarified by the resource persons with proper answers and reference material for broader utilization of the videos.
- To achieve the maximum benefits of Higher Educational Content through IMC MANUU YouTube channel, it is proposed to provide maximum publicity of this channel through University Website and in all printing materials such as Regular and Distance mode Prospectus, University Calendar etc. It is proposed to have an annual publicity drive so that all digital platforms are shared with newly admitted students every year through IUMS as a compulsory activity.
- Though viewers appreciate the video lesson's content, the target audience also suggests providing the e-text of the topic as well. In this regard, IMC has already developed an e-content platform available at www.imcmanuu.com/e-content which has video lessons, text and e-references available at a single platform. This further requires publicity similarly like the youtube channel.



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