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An Explanatory Analysis on Television YouTube Industry in Sri Lanka

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Abstract:

Social media creates an entirely different platform in the media industry. YouTube is the leading user-driven video content provider in social media, and it expands the size of viewers. Conventional television stations entered YouTube to telecast programs live and by upload in the last decade. So many stakeholders, like content creators and advertisers, engaged in the YouTube industry for different benefits. Television stations of Sri Lanka entered the YouTube platform in 2011. More than twenty Sri Lankan television stations are competitively engaged in the YouTube industry to expand their fanbase and generate new income flows. Studies on the industry are helpful to industry partners and other parties of the society. We investigate the top six television channels of Sri Lanka to explore the viewers, subscribers, expected income, and content of the programs. According to the findings, TV Derana shows the highest performance in the YouTube industry of Sri Lanka. ITN Sri Lanka shows fast growth. There is a vast gap between current performances and available opportunities in the industry. We make some recommendations to the management of television stations to gain more from this platform creatively.

Keywords: Television, YouTube, viewers, subscribers, advertising, social media

1. Introduction

The primary income generation source of the television industry is commercial advertisements. Advertisers always focus on their target customer base. They are compassionate on the characteristics and size of the fanbase of the television stations. The fanbase's size, which indicates the TV channel's popularity, is the television station's wealth. On that, there is high competition between TV stations to grow their fanbase. Management of TV stations uses different content base and technical base strategies to increase and maintain the fanbase.

In the last decade, traditional television stations in Sri Lanka competitively entered the social media platform to improve their fanbase. YouTube is one of the widely use internet-based videos shearing social media platforms in Sri Lanka. Twenty-one main television stations have been started their YouTube television channels in the last decade to improving their fanbase through YouTube. It facilitates channels to connect with the fans who live inside and outside of the television transmission coverage. It also encourages fans to watch their favorite TV programs live or at any time. Based on the total number of views, subscribers, and time, TV stations can generate income from YouTube.

The environment of the television industry is highly dynamic and competitive. Identification of the fans' behavior patterns is helpful to stakeholders of the sector like TV channel management, advertising agencies, and business firms to make an effective decision. The usage of YouTube is rapidly increased in Sri Lanka. Then to the conventional television stations, thousands of content creators entered the YouTube industry of Sri Lanka. However, academic studies on the Sri Lankan YouTube industry are hindmost. This study attempts to fill this research gap by studying the role of conventional Sri Lankan television stations in YouTube.

2. Literature Review

2.1. Introduction

Television, a fantastic development of the post-second world wartime, came to Sri Lanka in 1979. The Independent Television Network was the opening TV station in Sri Lanka, dispatching its procedure on June 5, 1979. The Independent Television Network (ITN) and the Sri Lanka Rupavahini Corporation, set up on February 15, 1982, became state media under Act no. 6 of 1982.

In 1992, a milestone choice for the business was made, perceiving private TV slots. Teleshon Network (PVT) Ltd was the principal private TV station to work in the country, yet they were denied the option to communicate news. On their long street to progress, the private telecasters have accomplished and outperformed achievements, for example, link and satellite TV. At present more than twenty TV slots are working in the business.

2.2. New Media

New media are procedures of media that are computational and rely on computers for redistribution. Some new media examples are computer animations, computer games, human-computer interfaces, interactive computer installations, websites, and virtual worlds. New media are often compared to "old media," such as television, radio, and print media. However, scholars in communication and media studies have criticized minor distinctions based on oldness and novelty.

Atzmüller et al. (2014) highlight that as far as interferences between "old media" and "new media" (involving socializing networks), we can notice relatively major migrations of classical television online viewers towards the online environment. Televisions have rapid access to events where their reporters could not have arrived because of the distance or time. This practice is all over the world, being encouraged by the so-called trend of "citizenship journalism," where simple people can experiment with a journalist's job. One consequence of new media's mainstream status is that users' expectations about them have become at once more expansive and more routine. (Lievrouw, 2004)

One challenge to address is in the relationship between identity and media, where it has long been argued that identity is primarily constructed through media engagement in contemporary society. In new media spaces, identity construction is now understood as overlapping and competing interpellations existing simultaneously at interconnected nodal points. Those points are where "networked individuals" are constituted within "networked publics." This new conception of interpellation has been labeled the "new social operating system" because of the increasing importance of communication technologies in shaping social practices (Zemmel, 2014).

2.3. Social-media

Social media is a computer-based technology that facilitates sharing ideas, thoughts, and information through virtual networks and communities. Users engage with social media via computer, tablet, or smartphone via web-based software or web application, often utilizing it for messaging. Wattenhofer&Wattenhofer (2015) show that the YouTube social network's content-driven nature differentiates itself from traditional social networks in user linking and interaction behaviors.

According to (2010), Social Media's concept is on top of many business executives' agenda today. Decision-makers and consultants try to identify ways to make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter.

Social-Media, today, is among the 'best opportunities available to a brand for connecting with potential clients. Social media is the medium to socialize. These new-media win the trust of consumers by clicking with them at a deeper level. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have any presence on the social channels if the competitor is creating waves with its products and services. The explosion of social-media phenomenon is as mind-boggling as that, and the pace at which it is growing is maddening. Global companies have familiar with social media marketing as a viable marketing platform, used them with inventions to power their advertising operation with social media marketing (SI, 2015).

Omoyza&Agwu (2016) shows that social media marketing is effective even if it is relatively new to the marketing world. It is just as valuable and practical, if not more, than other traditional forms of marketing. Managers have to understand that there has been a shift of power from the producers to the consumers; social media provides a platform for consumers to speak their thoughts regarding a new ad, product, or even service.

Marketers have also had the opportunity to better understand their consumers directly from the thoughts and views expressed by them (Vanwesenbeeck et al., 2020). The markets for audiovisual content are subject to dynamic change (Lindstädt-Dreusicke&Budzinski, 2019). The dramatic and global growth of social-media companies of all sizes from different industries now views social-media marketing as a mandatory element of their marketing strategy(Hanna et al., 2011).

2.4. YouTube

Today, YouTube is the largest user-driven video content provider globally; it has become a powerful platform for disseminating multimedia information. A significant contribution to its success comes from the user-to-user social experience that differentiates it from traditional content broadcasters (Wattenhofer&Wattenhofer, 2015). YouTube has become the most fruitful Internet website providing a new generation of short video sharing services since its establishment in early 2005(Cheng et al., 2008). YouTube is the world's most popular online video site and has over 2 billion monthly logged-in users. Each day, people watch over a billion hours of video and make billions of views. Also, more than 500 hours of content are uploaded to YouTube every minute in over 100 countries worldwide, across 80 languages (YouTube, 2021). Haridakis& Hanson (2009) suggest that while people watch videos on YouTube for some of the same reasons identified in television viewing studies, there is a distinctly social aspect to YouTube use that reflects its social networking characteristics. YouTube is one of the most famous and widely discussed participatory media sites in the contemporary online environment. It is the first honestly mass-popular platform for user-created video(Rosalen, 2019).

The generally accepted notion about popularity dynamics of user-generated content (e.g., tweets, videos) is that such contents attain their peak popularity within the first few days and then gradually fade into oblivion. However, analyzing more than 350K videos on YouTube shows that more than 10% of them obtain their peak popularity after at least one year from being uploaded. We term such videos as Sleeping Beauties and observe that they engage users more than other YouTube videos. We further observe that sleeping beauties can retain their popularity to a greater extent following their peak popularity compared to other videos. We believe that recognizing such videos will benefit the advertisers and the designers of recommendation systems who seek to maximize user satisfaction. Through this interactive poster, we bring the presence and characteristics of sleeping beauties in front of the research community (Sikdar et al., 2016).

2.5. Television in YouTube

Nowadays, viewers can watch the favorite TV shows on the computer monitor. The PC has exceeded its original function and is now both a TV and a multimedia center too. The binder between the traditional TV and the new kind of TV station is the Internet. More than the Internet itself, Social Media has an essential role in changing conventional TV viewers' behavior, directing them more and more to the online environment and selective consumption of content. (AtzmueLLer et al., 2014)

YouTube and other video-sharing websites have risen from relative obscurity to prominence in the media landscape in recent years. User-generated videos and excerpts from network television shows are among the files available on YouTube. Networks are concerned that making their clips available on YouTube would reduce television viewing. Unauthorized clips, on the other hand, are free ads for television programs. As YouTube has risen in popularity, major networks have reacted by making their content accessible on their websites. This paper uses Penn students' study to look at the impact of permitted and unauthorized web sharing on television consumption between 2005 and 2007. The findings provide insight into how young people access the Internet using YouTube and related sites. While the study shows some signs of online consumption replacing traditional television viewing, the amount of time spent watching programming on the web – 6.8 hours a week – far outnumbers the weekly drop-in traditional television viewing of around 7 minutes. More significantly, total weekly time spent on network-controlled viewing (television plus network websites) rose by 3.7 hours (WaldfoGel, 2009).

According to our understandings, there is no research study on the television YouTube industry of Sri Lanka. The authors conducted an explanatory analysis on the industry to make helpful information to the industry stakeholders.

3. Methodology

3.1. Objectives of the Study

The main objective of this study is to conduct an exoplanetary analysis of the top television YouTube channels of Sri Lanka.

3.1.1. Specific Objectives

- To identify the demographic characteristics of the top television YouTube channels.
- To identify the distribution of viewers of the top television YouTube channels.
- To identify the distribution subscribers of the top tv YouTube channels.
- To evaluate the financial opportunities of the top tv YouTube channels.
- To determine the most popular program categories of the top television YouTube channels.
- To make recommendations to achieve the opportunities of the industry.

3.2. Data and Variables

This study is based on secondary data provided by the following websites. 1) <https://socialblade.com>, 2) <https://www.socialbakers.com/statistics/youtube/channels/sri-lanka>. (data collected at 01/12/2021)

3.3. Population

There are twenty-one (21) television stations registered under the telecommunication regulation authority of Sri Lanka. Most of them are conducting television YouTube channels. Those channels can rank according to their total number of views and subscribers.

www.socialblade.com website provides statistics about the YouTube channels. Also, it provides lists of top YouTube channels according to the subscribes rank and views rank for each country. Only six television YouTube channels were included in the list of top 100 YouTube channels of Sri Lanka on 01/01/2021. Those five (05) television YouTube channels were selected for the study.

3.4. Selected Channels

TV Channel	URL of the YouTube Channel
Sirasa TV	https://www.youtube.com/user/SirasaOriginals
TV Derana	https://www.youtube.com/user/tvderanavideos
Swarnavahini TV	https://www.youtube.com/user/swarnavahinitv
Hiru TV	https://www.youtube.com/channel/UCOtYyt7W5PmPnwQjWWF_Z-Q
Sri Lanka Rupavahini	https://www.youtube.com/channel/UCT83ymyAGm7Gnk_4ifxjIA
ITN Sri Lanka	https://www.youtube.com/channel/UCQTcNhAZidy1i9wwmdgf2Lw

Table 1: Selected Television YouTube Channels and Their URLs

Source: Author Created on the Wwww.Socialblade.Com Website

4. The Explanatory Analysis

4.1. The Demographic Characteristics of the Top Television YouTube Channels.

TV Channel	YouTube Channel Created - Year	TV station started - Year
Sirasa TV	2011	1998
TV Derana	2012	2005
Swarnavahini TV	2014	1994
Hiru TV	2015	2012
Sri Lanka Rupavahini	2017	1982
ITN Sri Lanka	2018	1979

Table 2: Television Stations and Youtube Channels Started Years

Sources: Author Created

ITN Sri Lanka is the pioneer television station of Sri Lanka. Sri Lanka Rupavahini is the second. The government of Sri Lanka owns both stations. The private sector owns the other four selected stations. The Television stations and YouTube channels started years of the selected television stations presents in Table 2.

Sirasa TV station entered the YouTube platform to telecast TV programs in 2011 as the first television YouTube channel in Sri Lanka. Following the same TV, Derana, Swarnawahini TV, and Hiru TV stations entered the YouTube platform within few years. However, ITN Sri Lanka and Sri Lanka Rupavahini, the pinner TV stations in Sri Lanka, started their YouTube channels somewhat later. All these televisions YouTube channels are in the Entertainment category.

Television channels can telecast programs live and by uploading in their YouTube channels. Only the TV Derana uses both modes on YouTube. Others are uploading selected programs to their YouTube channels. Figure 1 and Figure 2 presents the details about the comprehensive programs uploaded and the percentages of them.

Figure 1: Total Programs Upload

Sources: Created by an Author by Using the Sample Data

Figure 2: Programs uploads Percentages
Sources: Authors' Calculation on Sample Data

Program uploading is one of the significant factors to attract viewers and improve the fanbase. Quality and the creativeness of the programs are also associated with it. Table 3 presents the age of the selected television YouTube channels and average programs uploaded annually. In the last decade, Sirasa TV uploaded the highest number (20,431) of programs, representing 20% of the selected channels' total uploaded programs and almost 2043 programs annually.

YouTube Channel	No of Years Functioned at 2021	Average Programs Upload Per Year
Sirasa TV	10	2,043
TV Derana	09	1,979
Swarnavahini TV	07	2,215
Hiru TV	06	3,092
Sri Lanka Rupavahini	04	4,028
ITN Sri Lanka	03	3,651

Table 3: Average Programs Uploads for the Year
Sources: Authors' Calculation on Sample Data

TV Derana uploaded 17,807 programs, which are 18% out of the last nine years, represent the lowest average programs. ITN Sri Lanka shows the lowest number of uploads representing only 11% of the total. Also, Sri Lanka Rupavahini uploads the highest average per year, and Hiru TV uploads 18,550 programs in six years. Swarnavahini TV shows a 2,215 average in seven years of its lifetime.

4.2. The Viewers of the Top Television Youtube Channels

The total number of views for the channel is a good indicator to identify the viewers' size. There is high competition between television YouTube channels to increase the number of viewers. Based on the size of the views of television stations can earn money from YouTube and advertisements. The count of views of the programs highlights the popularity and attractiveness. Program creators, TV stations, marketers, and other stakeholders can dissect the programs' size of views.

TV Derana showing the highest performances succeeds to achieve 49% of the total views, which is 2015 million. Figures 03 and 04 present information on the total views and percentage values out of selected channels. Sri Lanka Rupavahini reaches only 3% out of the total on the lowest place. Sirasa TV achieved 400 million views, with a 10% share in the last ten years. Showing high efficiency, ITN Sri Lanka obtained 455 million within three years. Hiru TV and Swarnawahini TV preserved 15% and 12% shear accordingly.

The number of views for a program indicates its attractiveness. It may vary program by program. Also, average views for a program or Views for a program uploaded show us how uploaded channels attract audiences. Figure 5 highlights the Views for a program uploaded by each television channel.

Figure 3: Total Views
Sources: Authors Calculation on Sample Data

Figure 4: Views by Percentages of Selected Television Channels
Sources: Authors' Calculation on Sample Data

Sirasa TV is the highest number of program uploaders. However, it is attracted only 19,604 Views for a program. Sirasa TV programs do not succeed in attracting viewers comparing with the competitive channels. TV Derana is the top viewed channel that earns the highest number of views for an uploaded program. The ITN Sri Lanka shows viewers' high attraction with 41,451 views for the three-year uploaded program. Hiru TV and Swarnavahini TV channels offer somewhat similar interests from viewers.

Figure 5: Views for a Program Uploaded
Sources: Authors' Calculation on Sample Data

4.3. The Subscribers of the Top Television Youtube Channels

Part of viewers comes a subscriber of the channels. They like the programs uploaded by the television channels and want to entertain future programs. Because of that, they subscribed to the channels. They are the regular customers of the channels and show the popularity of the channel. Showing the size of the subscribers' channels can attract commercial advertisements. Channels with high subscribers can gain high finance and market opportuneness.

Figures 06 and 07 show the total Subscribers and percentage (%) of total subscribers of selected channels accordingly. TV Derana successfully obtains around 2.5 million subscribers within nine years, with 35% of total subscribers. However, Sirasa TV archives only 7% of total subscribers with is 851,000. Hiru TV and Swarnavahini TV

succeeds to one million milestones of subscribers. Out of two government-owned channels, Sri Lanka Rupavahini shows poor performances with 450,000 subscribers. However, ITN Sri Lanka achieves to collect 676,000 subscribers within three years.

Performers of subscribers of each television YouTube channel shows in Figure 8 and Figure 9. Figure 8 presents the subscribers for a program upload by each channel. Figure 9 illustrates the number of views for a subscriber for a program uploaded by each channel.

Figure 6: Total Subscribers
Sources: Authors' Calculation on Sample Data

Figure 7: Percentage (%) of Total Subscribers
Sources: Author's Calculation on Sample Data

Out of 17,807 uploads, TV Derana succeeds in attracting 2.46 million subscribers. In other words, one upload program of the TV Derana attracts 138 subscribers. Hiru TV and Swarnawahini TV show similar performances. Sri Lanka Rupavwhini shows the lowest versions to attract subscribers. After perfume ten years, Sirasa TV attracts only 42 subscribers per upload. Within three years, ITN Sri Lanka does well with 62 subscribers for an upload.

Figure 8: Subscribers for a Program Upload
Sources: Authors' Calculation on Sample Data

Figure 9: Views for a Subscriber
Sources: Authors' Calculation on Sample Data

Assuming that each channel's subscribers do each channel's total views, we evaluate "views per subscriber" to get an idea about the subscriber's frequency of views. From this, we can get an idea about the royalty of the television channel. The subscriber of TV Derana views the channel 819 times within nine years. Views per subscriber of Hiru TV, Sirasa TV, and Swarnavahini TV are almost similar. ITN Sri Lanka shows 674 views per subscriber in three years leading high royalty of viewers. The subscribers of Sri Lanka Rupavahini did only 318 views.

4.4. The Financial Opportunities of the Top Television Youtube Channels.

The revenue of YouTube in 2019 is 15.15 billion US dollars. This BIG Business makes so many opportunities for YouTube channels to earn money from it. Earning money from YouTube is an art. The primary income source of YouTube is advertising. Marketers advertise their advertisements on popular YouTube channels. On that earnings from YouTube varies on the factors such as the total number of views, no subscribers, watching duration, and program type.

Figure 10: Estimated Highest Monthly Income (Us Dollars)
Sources: www.Socialblade.Com at 01/01/2021

Figure 11: Estimated Highest Annual Income (Us Dollars)
Sources: www.Socialblade.Com at 01/01/2021

Figures 10 and 11 present the estimated highest monthly income in US dollars and estimate US dollars' highest annual revenue on the data published by www.Socialblade.com on 01/01/2021.

TV Derana is the highest-earning television YouTube channel in Sri Lanka. According to the estimates, it can earn 326,400 US dollars monthly and 3,900,000 US dollars annually. Hiru TV is the second highest-earning television channel that makes 106,800 US dollars monthly and 1,300,000 US dollars annually. Sirasa TV and ITN Sri Lanka show similar financial performances monthly and yearly.

We calculate the highest annual income in US dollars for an upload by each channel and subscribers' earnings in US dollars. Figure 12 and figure 13 highlight that TV Derana earns 219 US dollars for an upload, and TN Sri Lanka makes 100 US dollars. However, others earn less than 100 dollars. Suppose we consider the earnings for a subscriber of the

channel ITN Sri Lanka in the highest place. TV Derana and Sirasa TV earn a similar amount from a subscriber. The other three channels earn less than one dollar from a subscriber annually.

Figure 12: Estimate Highest Annual Income (US Dollars) for an Upload
Sources: Authors' Calculation on Sample Data

Figure 13: Estimated Earnings for the Subscriber (US Dollars)
Sources: Authors' Calculation on Sample Data

4.5. An overall performance of the Channels

We can order YouTube channels according to their total views and total subscribers. The website www.socialblade.com provides lists of the top 100 YouTube channels of Sri Lanka by subscribers and views. Table 4 presents the ranks of selected television channels according to the total Subscribers and Views out of the top 100 YouTube channels of Sri Lanka.

TV Derana highlights the performances with the 1st rank of views and second rank of subscribers. Hiru TV is in second place on the views list and fifth in the subscriber's list. SwarnavahiniTV in the fourth position of views rank and sixth at subscribers list. The first television YouTube channel SirasaTV at the 7th rank of views and 14th rank of subscribers. The youngest channel on the list, ITN Sri Lanka at sixth place and 19th place of views and subscribers accordingly. Sri Lanka Rupavahini at the bottom of both lists of ranks compares to the other channels.

TV Channel	Rank of Subscribers	Rank of Views
Sirasa TV	14th	7th
TV Derana	2nd	1st
Swarnavahini TV	6th	4th
Hiru TV	5th	2nd
Sri Lanka Rupavahini	38th	19th
ITN Sri Lanka	19th	6th

Table 4: Rank according to Subscribers and Views (Out of top 100 YouTube Channels of Sri Lanka)
Sources: www.Socialblade.com at 01/01/2021

4.6. Type of the Fifty Most Viewed Programs

Program Type	Sirasa		Derana		Swarnavahini		Hiru		Rupavahini		ITN	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Teledrama	41	82	46	92	46	92	4	8	48	96	50	100
Music	3	6	3	6	3	6	16	32	1	2	0	0
Game show	1	2	1	2	0	0	12	24	0	0	0	0
Documentary	2	4	0	0	0	0	08	16	1	2	0	0
Other	3	6	0	0	1	2	10	20	0	0	0	0
Viewed more than one million	4	8	35	70	3	6	13	26	0	0	1	2

Table 5: Type of the Most Viewed Fifty Programs of Each Youtube Channel

Sources: Authors' Calculation on Sample Data, www.Socialblade.Com at 01/01/2021

Table 5 presents the information about the types of the most viewed fifty programs of each television YouTube channel. Teledrama is the most popular program Type in most television YouTube channels except HiruTv. Almost 100% of the viewers scattered on teledramas of those channels. The fanbase of HiruTv shows some variation among the program Types. Showing the strength of the popularity, thirty-five out of fifty (70%) most viewed programs of TV Derana viewed by more than one million viewers.

5. Conclusions and Recommendations

According to the selected top Television YouTube channels' demographic characteristics, ITN Sri Lanka is the pioneer television station of Sri Lanka. Sri Lanka Rupavahini is the second, and the government of Sri Lanka owns both stations. The other selected the private sector owns four Tv stations. Sirasa TV station entered the YouTube platform to telecast Tv programs in 2011 as the first television YouTube channel in Sri Lanka. Following the way, other television stations also entered the YouTube entertainment category.

Sirasa TV uploaded the highest number (20,431) of programs, representing 20% of the selected channels' total uploaded programs and almost 2043 programs annually. TV Derana uploaded 17,807 programs, which are 18% out of the last nine years. ITN Sri Lanka in the lowest number of uploads representing only 11% of the total. The Sri Lanka Rupavahini uploaded the highest average, and Hiru TV uploads 18,550 programs in six years. Swarnavahini TV shows a 2,215 average in seven years of its lifetime.

Conforming to the viewers' contribution, TV Derana successfully achieves 49% of the total views, which is 2015 million. Sri Lanka Rupavahini reaches only 3% out of the total on the lowest place. Sirasa TV achieved 400 million views, with a 10% share in the last ten years. Showing high efficiency, ITN Sri Lanka obtained 455 million within three years. Hiru TV and Swarnavahini TV preserved 15% and 12% share accordingly.

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TV Derana at the 1st rank of views and second rank of subscribers lists of the industry. Hiru TV is in second place on the views list and fifth in the subscriber's list. SwarnavahiniTv in the fourth position of views rank and sixth at subscribers' rank. SirasaTv at the 7th rank of views and 14th rank of subscribers. The ITN Sri Lanka at the 6th place and

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5.2. Recommendations

TvDerna shows the highest performances in the television YouTube industry of Sri Lanka on the total views, subscribers, and earnings from YouTube. There are 6.4 million internet users in Sri Lanka. Only 2.5 million subscribers in TV Derana. Subscribers of the other channels are now—more than four million internet users out of the subscriber list. Most internet users use YouTube. There is a significant opportunity to improve the fanbase of each channel by filling this gap. On that, management of the tv stations must follow effective strategies to attract subscribers.

All selected television YouTube channels telecast their programs in the Sinhala Language (the national language of Sri Lanka) mainly. If they provide subtitles in English or Tamil, channels can overcome the language barrier and attract local and international viewers and subscribers. It may improve the income flow from YouTube.

Tv stations have enough facilities to upload their old programs in a new attractive structure. It may be helpful to improve the fanbase. Also, Tv stations can customize pre-games for YouTube to satisfy advertisers' requirements and gain more from it.

Most viewers attract to the teledrama series. Tv station management must be more concerned with the attractiveness of the commercial teledramas. Popular teledramas were helpful to keep the fixed fanbase of the channel. YouTube provides profitable opportunities to creative and efficient content creators to succeed on its platform. Management of the television stations in Sri Lanka must work strategically to achieve success on it.

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