

distribution

Once you've got the final master of your film, it's time to show the world. It's rare that independent filmmakers have a sufficient budget for marketing or even have such a budget. There is a streaming service that has more subscribers than Netflix, Disney Plus or Prime Video, and that service is YouTube.

YouTube has more than two billion users and it is absolutely free to start a YouTube channel.

In this section we will take you through the steps you need to take to start a personal YouTube channel to showcase your films.

There are a number of steps.

STEP 1: Create a Google account

To create a Google account click on the link below:

https://accounts.google.com/signup/v2/webcreateaccount?hl=en&flowName=GlifWebSignIn&flowEntry=SignUp

Coogie		
Create your	Google Account	
First name	Last name	
Username	@gmail.com	
You can use letters, nu	mbers & periods	
Use my current ema	il address instead	029
Password	Confirm	
Use 8 or more characte symbols	ers with a mix of letters, numbers &	One account. All of Google working for you.
Show passwor	d	
Sign in instead	Next	

Fill out you details and click next.

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heartland	dpressindia@gr	nail.com	9.0	
Google will use humber won't b use it for other	Phone number (this number only pe visible to other purposes.	optional) y for account securit s. You can choose k	y. Your ater whether to	
Recovery er	mail address (optional)		
We'll use it to	keep your accou	int secure		Your personal info is private 8 ast
Month	- Day	Yea	ar	four personal into is private a sai
Your birthday				
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Fill out you details and click next.

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lf ad	you like, you can add your phone number to your count for use across Google services. Learn more	
F	or example, your number will be used to	
C	[Receive video calls & messages	
C	Make Google services, including ads, more relevant to you	
N	ore options	Your personal info is private & safe
В	ack	
s	Kip Yes, I'm in	

You can opt in to their extra services or click skip.

Read through Google's 'Privacy and Terms'. Scroll to the bottom of the document and click 'I agree'.



When you click 'I agree' you are taken to the following page. You now have a Google account.

	•••	U
Home Personal info		
Even & privacy Welcome, Timothy Wallis		
Anage your info, privacy, and security to make Google work better for you. Learn more		
Payments & subscriptions Privacy & personalization About Privacy & personalization Bee the data is typed Google Account and those what articles is shown to get account is personalize your Google experience personalize your Google experience		
Manage your data & privacy See details		
Account storage Take the Privacy Check-up Voor account storage is shared across Image storage Protos Image storage Ge of 15 GB used Image storage Manage storage Cet started		
Looking for something else?		
Q Search Google Account >		
③ See help options >		
Send feedback >		
Only you can see your settings. You might also want to review your settings for Maps, Search, or whichever Google services you use most. Google keeps your data private, safe, and secure. Learn more		

Step 2: Create a YouTube account

On the google account page click tab next to the red letter in the top right hand corner of the screen. You will see this.



Click on the YouTube tab. It will take you to your Tube account.



Step 3: Go to your YouTube channel

On the YouTube account page click tab next to the red letter in the top right hand corner of the screen. You will see this.



Click on 'Your Channel'.

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 Explore 	1 subscriber	
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History		
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Watch later		
=> SDSW live screenings		
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SUBSCRIPTIONS		
Music	Upload a video to get started	
Sports	start snamp you atory and contecning who wevers. Viores you apose	
Gaming	UPLOAD VIDEO	
O Movies & Shows		
MORE FROM YOUTUBE	Learn more applications to get same	
YouTube Premium		
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€3 Gaming		
(+) Live		
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C Learning		
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1 Send feedback		
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About Press Copyright Contact us Creators		
Advertise Developers		

Click on upload video.



'Drag and drop video' files from the desktop or select files by clicking 'Select Files'.

You will be taken to an information page that you must fill out before your video can be uploaded to YouTube. While you do this your Video will be processed as a 'SD' (Standard Definition video) and 'HD' (High Definition video).

What is HD and SD video?

HD (or High Definition) refers to higher quality video than SD (or Standard Definition). On HD, the picture will be sharper than on SD. On YouTube, HD means a video has 720–1080 lines of vertical resolution (shown as 720p or 1080p in the quality settings of the YouTube player). Compare this to 360 or 480, which are typical for SD.

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Fill in the information on the following page. Add a description.



You can add a 'Thumbnail' or rely on the image that YouTube chooses from your video.

If you want to upload your own image click the 'Thumbnail' icon and follow the prompts.



You can organise your videos into 'Playlists'.

'Playlists' are important for a number of reasons but for now it is enough to say that they make it easy to arrange your content into different categories.

When someone new visits your channel page, they can easily find the content they are looking for.



Now determine the audience for your video. Read the information in this section. It is very important to understand how your audience choice affects what will happen on your channel. The information is clear.

Aud	ience
This	video is set to not made for kids Set by you
Rega Priva video	ardless of your location, you're legally required to comply with the Children's Online acy Protection Act (COPPA) and/or other laws. You're required to tell us whether your as are made for kids. What's content made for kids?
(i	Features like personalized ads and notifications won't be available on videos made for) kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. Learn more
0	Yes, it's made for kids
۲	No, it's not made for kids
^	Age restriction (advanced)
Do y	ou want to restrict your video to an adult audience?
Age- limit	restricted videos are not shown in certain areas of YouTube. These videos may have ed or no ads monetization. Learn more
0	Yes, restrict my video to viewers over 18
	No. don't restrict my video to viewers over 18 only

Click through the 'Video Elements' screen to 'Checks'. This page looks for any copyright issues in your video including unlicensed music. YouTube will not allow you to upload video that has copyright infringements.



When you click 'Next' you will arrive at the following page. Your choices here will determine where, when and by whom you video will be seen.

In this case we will check 'Public' so that everyone can see the video.

Click 'Publish'.



This page enables you to send the video link to people on all the platforms indicated.



It is also available on your 'YouTube Channel'.

