



ANALYTICA

2022



A Detailed Study of the IMCMANUU YouTube Channel

by

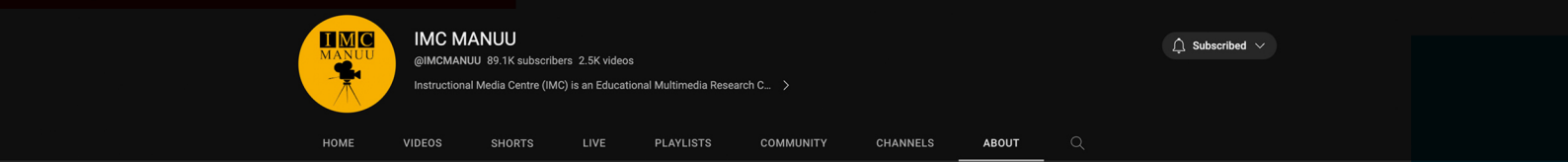
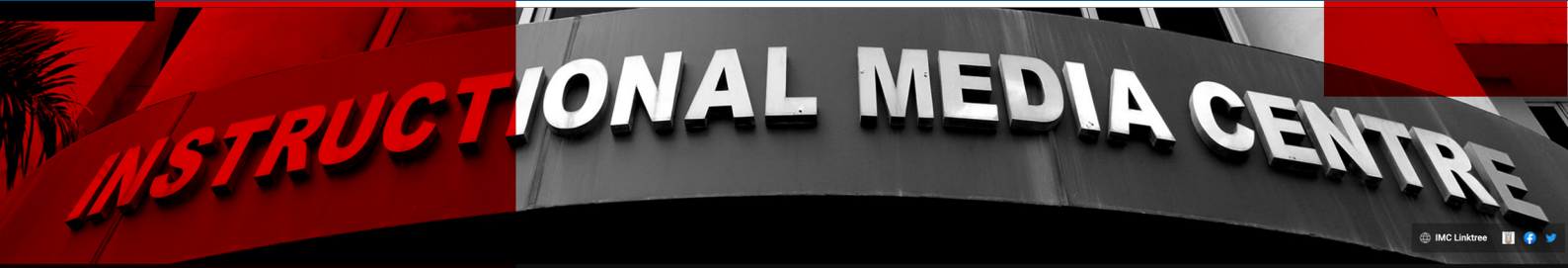
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IMCMANUU YouTube Channel ANALYTICA 2 0 2 2



A Detailed Study of the IMCMANUU YouTube Channel

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Acknowledgements

The need for new technologies in the teaching-learning process grows stronger and faster. ICT combined with broadcast technology is providing a complete unimaginable package of audio, video, text, graphics and unmatched feasibility for discovery, exchange of information, communication and exploration to strengthen the teaching learning process. Digital technology is not only helping in promoting opportunities of knowledge but also playing a significant role for aquaring up-to-date information. Hence, the concept of teaching and learning has entered into a new domain. The 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 is successfully running its own official YouTube channel so that the supplementary materials in the forms of e-content/video lessons could be provided to the distance as well as the regular mode of learners.

Within five years of its launch, the channel has gained over 89,071 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 2022 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 center and continuously encouraging the Centre's efforts in dissemination of knowledge through audio visual content.

My sincere thanks to Prof. Sk Ishtiaque Ahmed, Registrar MANUU, for his everlasting support and acknowledging the efforts and contributions of the center for providing Urdu content to the audience at large.

I extend my gratitude to Mr. Rizwan Ahmad, Director, Instructional Media Centre (IMC), for his precise channel's programming strategies, regular observations about the channel's performance and for his valuable suggestions during the study.

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 and Instagram, Mr. Omar Azmi, producer-I, handling Twitter accounts.

I also thank Mr. Mohd.Ghulam Ahmed, graphic artist for aesthetically designing the posts titled as "Writer/ Poet of the day" as well as "Word of the day" uploaded on Youtube and other social media platforms.

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 in creating the educational content for the university youtube channel.

I also value the efforts and interests shown by the Department of Urdu, Department of Islamic studies, 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. I also would like to mention the Centre for the Promotion of Urdu Medium Teachers (CPDUMT) of the university for optimum utilization of IMC resources for the training programmes.

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

Executive Summary of the Study

- ❖ Assessment and analysis has been done for the period of last one year i.e 1st January to 31st december -2022.

Details of uploaded/ live streamed programmes at IMC MANUU YouTube channel

- ❖ 138, Curriculum based programmes uploaded at the official YouTube channel of the university
- ❖ 126 important Events(Seminar, conferences, workshops, lectures etc) of the university were streamed live through the YouTube channel.
- ❖ 41, Urdu Nama episodes live streamed
- ❖ 53, News bulletin (Taleemi Khabarnama) uploaded
- ❖ 09, Shaheen-Urdu episodes were uploaded
- ❖ 13, other programs consisting of MANUU Knowledge series, health capsules and documentaries were also uploaded.

Subscription Status

- ❖ The total subscribers of the MANUU official Youtube channel is 88,000, while the channel gained 21,337 new subscribers during the year 2022.

Subscription Sources

- ❖ 82.7 % subscribers registered their subscription from the subscribe button on video watch pages.
- ❖ 10.4% have subscribed from the subscribe button on MANUU channel's page and the rest from other subscription sources.

Real time Views and Watch time

- ❖ The total views were 1616737 during this period of time i. e 1st January 2022 to 31st december 2022 including the repeated views from the same viewers.
- ❖ The total estimated watching time of the channel's content from the audience was 129674.3058 in hours.

- ❖ Estimated average watched per view for the selected content, date range, region and other filters was recorded 0:04:48 minutes.

Traffic source

- ❖ 27.8% views were from the search terms used by viewers on YouTube to find the channel's content.
- ❖ 25.5% while Views from suggestions appear alongside or after other videos.
- ❖ 25.8% traffic from the homepage/home screen, the subscription feed, and other browsing features. Rest views are from different sources.

Gender wise viewership trends

- ❖ 77.1% viewers are male with 81.6% watch time.
- ❖ 22.9 % viewers are female with 18.4 % watch time.

Geography and watching location of the viewers

- ❖ 68.1% viewership is from our own country India.
- ❖ 23.0% viewership is from neighboring country Pakistan.
- ❖ And the rest 9.9% viewers are from 33 other countries of different continents.

State wise viewership trends of MANUU youtube channel

- ❖ It is very significant to mention that among 28 states of our country the channel has its presence in 25 states.
- ❖ Among the Indian states Maharashtra is on top with 9.3% views.
- ❖ Telangana was the second state with 8.4% views.
- ❖ Karnataka was the third state with 8.2% views.
- ❖ 74.1 % views were from other 22 states.

Viewers' Demography

- ❖ The highest 30.4% views were recorded from the age group of between 25 to 34 years in the year 2022.
- ❖ 28.9% views from the age group between 18 to 24 years with 20.8% of watch time.
- ❖ 16.7% views from the age group between 35 to 44 years with 18.1% of watch time.

- ❖ 9.9 % views from the age group between 45 to 54 years with 12.6% watch time.
- ❖ 6.2% views are from the age group of between 55 to 64 years and the 5.4 % above 65 years.

Monthly viewing trends during the year 2022

- ❖ The channel's content was mostly watched during the month of January-2022 with 334,209 (20.7%) views followed by.
- ❖ November with 154,493 (9.6%) views.
- ❖ December with 146,488 (9.1%) views.
- ❖ 60.6 % views were from the remaining 9 months of the analysis year-2022.

Viewership Trends in day and 24/7 routine

- ❖ The many viewers who start watching the channel's content from 9:00 AM and the trends remain the same till 9:00 PM on all days.
- ❖ There are a few more viewers from 9:00 PM to 10:00 PM on Wednesday, Thursday and Friday.
- ❖ From 10: 00 PM to 11: 00 PM , more viewers log into the channel and watch the channel's content all day.

Playback Location

- ❖ There were a total 14,625 times channel's videos were included in viewers' playlists, including favorites, for the selected date range, region and other filters.
- ❖ There were 25,314 views of the channel's content when watched as part of (channel's) playlist.
- ❖ The total of 706 viewers who saved the channel's playlist to their library during the year 2022.
- ❖ At 2,326 times the department of Urdu's programmes were watched as playlists, with 4,090 number of views while there were 367.0 hours of watch times. Among them 60 viewers who saved the channel's playlist to their library.
- ❖ The second best-performing playlists department that includes the channel's videos is the department of Islamic Studies, at which 2,206 times viewers

initiated playback of a playlist and got 3,927 numbers of views. Among them, 111 viewers who saved this particular department's playlist to their library.

- ❖ The third best-performing playlists department is the Department of Education and Training. The total 1,327 times viewers initiated playback of a playlist and got 2,556 numbers of views. Among them, only 25 viewers saved the playlist to their library.

Device being used

- ❖ The highest 1,464,241(90.6%) views with 105,832.5 (81.6%) of estimated watch time in hours including the average viewing duration 4:20 minutes were from smartphones, feature phones, and handheld gaming devices.
- ❖ Smart TVs and other devices connected to a TV were the second highest devices being used to watch channel's e-contents with details of 80,825 (5.0%) views and the total number of watching hours were 12,346.8 (9.5%) while, the average duration of watch was 9:10 minutes.
- ❖ The third device which was used to watch the channel's content was Laptop and Desktop Computers with 51,759 (3.2%) views, 8,868.3 (6.8%) watching hours and the average viewing duration from this particular device was 10:16 minutes, which was the highest viewing duration among all devices.

Operating system being used

- ❖ The most commonly used operating system is Android where 1434314 (88.7%) views were recorded.
- ❖ The second most popular operating system was Windows with 1434314 (3.6%) views.
- ❖ Third frequently used operating system was iOs with 56736 (3.5%) views.

Playback location

- ❖ There were a total 1,616,737 views during the year 2022, among them 1,405,863 (87.0%) views were on YouTube's individual video page on YouTube.com and YouTube apps - the most common viewing page on YouTube.
- ❖ The second most used playback location where the channel's videos were being watched on "other Browsing features" which consist of 189,387 (11.7%) views.

- ❖ The 1,351 (0.1%) views that were directly watched on IMC, MANUU youtube channel's page with 21.6 (0.0%) watch time.

Sharing and using services of Social Media

- ❖ A total number of 33721 times channel's videos were shared on youtube during the year 2022.
- ❖ Among them 22231 (65.9%) times have been shared by using the "whatsApp" services.
- ❖ A total number of 6376 (18.9%) times have also been shared by "other" unidentified services as generated by the youtube analytic.
- ❖ The channel's videos were also shared through the most famous social media site i.e "Facebook" by 996 (3.%) times.

Likes and Dislikes of the channel's content

- ❖ There were a total 43,568 numbers of likes of the channel's videos of a total 1,616,737 number of views which is 97.7% against 2.3 % dislikes, which is considered to be a very encouraging sign.

Comments on channel's programmes

- ❖ There were a total of 3,450 comments given by the viewers on the channel's different programmes during the year 2022.

Likes of the Posts Published in IMC, MANUU youtube Channels

- ❖ The Centre used to webcast two posts titled as "*Poet/writer of the day*" and "*Word of the day*" on daily basis, which got a total 1141785 thumbnail impressions and recieved 95,902 likes for these posts during the year 2022.

IMC, MANUU YouTube Channel's Analytics

Introduction:

Information Technology has affected every aspect of human activity and has a potential role to play in the field of education and training, specially, for the flipped and blended mode of teaching learning which transforms the learning experience. The need for new technologies in the teaching-learning process grows stronger and faster. ICT combined with broadcast technology is providing a complete unimaginable package of audio, video, text, graphics and unmatched feasibility for discovery, exchange of information, communication and exploration to strengthen the teaching learning process. Digital technology is not only helping in promoting opportunities of knowledge but also playing a significant role for aquaring up-to-date information.

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 nation into a digitally empowered society and knowledge economy. While education will play a critical role in this transformation, technology itself plays 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 wider access to Higher Education, Instructional Media Center has launched several digital initiatives for lifelong learning. IMC MANUU Youtube channel is one of such digital initiatives 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. All the curriculum programs have been designed and developed by the subject experts and the media professionals and are in Urdu language. 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 88,509 (88K). Under able leadership Hon'ble Vice Chancellor, Prof. Syed Ainul Hasan, the Instructional Media Centre has recently taken 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”. Director IMC, Mr Rizwan Ahamd has played a significant role in crafting new programmes and strategising the programming to gain viewership.

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 cover a wide array of topics have good viewership and also got many national and international awards and recognitions. Students can also access important University Events, Conferences, Seminars, Workshops, Symposiums etc at Youtube Channel.

The Centre is regularly conducting live webcasts and over 126 important Events of the university were streamed live through the YouTube channel during the year 2022 with professional streamyard software designed and developed for Webcast which has been purchased by the Centre. Aim is to serve and build a Knowledge Society. Needless to mention that the majority of the university's activities, functions like independence day, Republic day celebrations, national and international seminars,. workshops, conferences and other training sessions are being 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. Approximately 138 curriculum based video lessons were uploaded during the year 2022. 126 important Events of the university were streamed live through the YouTube channel. 41, Urdu Nama episodes live streamed every Friday. 53,

University News bulletin Taleemi Khabarnama uploaded every Saturday. 09, Shaheen-Urdu episodes are uploaded every Monday. 13, other programs consisting of Knowledge series, health capsoul including a documentary on MANUU were also uploaded.

To sustain the channel's 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 Taleemi Khabarnama (Educational News Bulletin) has been uploaded every Saturday at 11:30 pm since its launch in 2021.

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. This program is being coordinated and moderated by Dr. Firoz Alam, Associate Professor, Department of Urdu of the university and Dr. Mustaf Ali Sarwari, Associate Professor, Department of Mass Communication and Journalism, MANUU. Dr. Mir Hashmath Ali, Production Assistant is the producer of the program. Shaheen-e-Urdu is a student centric program, 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. This program is produced by Mr. M. M. Ghouse, Production Assistant of the centre. It is also worth mentioning that this program is very unique in its nature and plays a very crucial role in encouraging the Urdu medium learners. The ultimate goal of this program is to encourage learning in Urdu and to contribute to increasing the gross enrollment ratio in different courses offered by the university.

Need and Rationale of Channel's Analytic

IMCMANUU's youtube channel plays a pivotal role in dissemination of the e-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 89,071 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 automatically generated after watching the audio - visual contents. 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.

Interestingly this year the analytics also have incorporated the host country's state wise data to segregate the viewership trends from other states. 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.

Writer/Poet of the day

In addition to that, the channel's Posts titled as "Writer/ Poet of the day" were also incorporated in 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. The posts are well researched by the staff of the Centre proofed and authenticated by Dr. Md. Imtiyaz Alam, Research Officer, IMC and Dr. Mir Hashmath Ali, Production Assistant of the same centre. All these posts have been shared in major social media platforms with the proper planning.

Word of the day

The centre also posts with graphically designed two templates titled as “Word of the day” one post consists of words with meaning in Urdu as well as in English and second one is the uses of this particular word in sentences.

Within a short span of time these posts have become very popular amongst the masses and multiple times thumbnail impressions were shown to users and thereafter also liked by many viewers. The analysis that has been done for the period of last one year i.e 1st January 2022 to 31st December-2022.

Analytics from

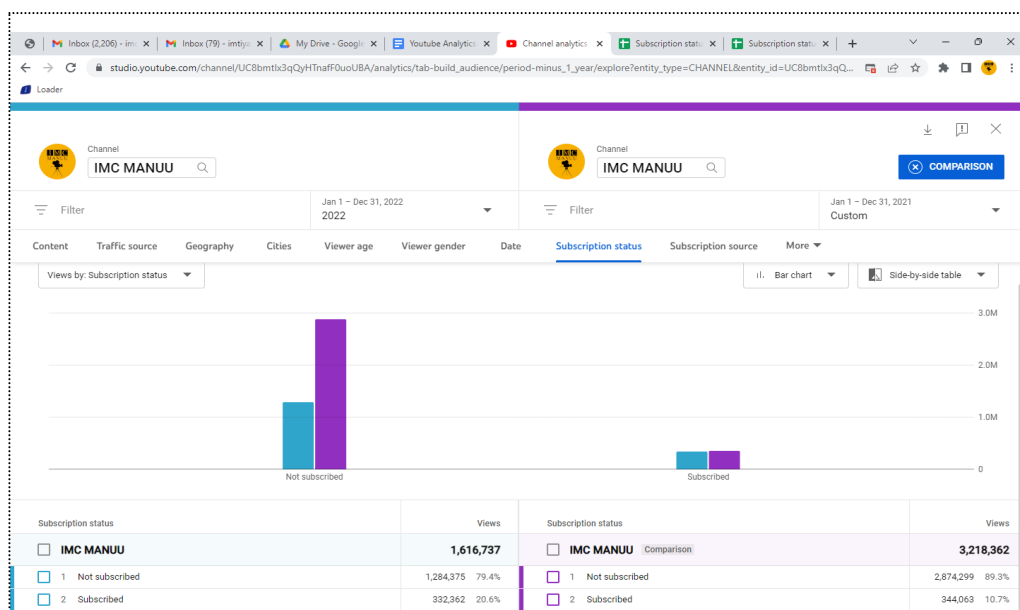
1st January-2022 to 31st December -2022

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 16,446 subscribers total 20.6% of total views, while the channel gained a total of 21,337 subscribers, but it also lost 4,891 subscribers during this particular period. It is interesting to know that 106,911.4 82.5%% 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 22,762.9 17.6 % watching time from our subscribers (Activity from viewers who are logged in and subscribed to the channel of the video they are viewing).

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

Subscription status	Views	Watch time (hours)	Average view duration
Total	1616737	129674.3058	'0:04:48
Not subscribed	1284375	106911.4128	'0:04:59
Subscribed	332362	22762.893	'0:04:06

01. Bar Chart showing the details of Subscription status



if we go in more metrics and compare with last years subscriptions and their pattern of views and watch time the data shaws that channel could not cross last years 36,522 subscrions, but their views and watch time has increased as this year subscribed views are 21.7% with unsubscribed views are 79.3% as campared to last year's subscribed were views 15.6 % while unsubscribed views were 84.4%. It means that we are reaching our target audience as most of the subscribers are our students who are enrolled in different courses from the conventional as well as distance mode of education.

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 15954 (97 %) as compared to last year's (36156) 97.6% have clicked the subscription button on a video of YouTube watch page .

The second source is MANUU YouTube channel's page where 1027 (6.2%) viewers have subscribed as compared to last year's 1,631 (4.4%). There were a total 436 Subscriptions from community posts as well which were not added last year in the youtube analytics.

Interestingly, there were 344 viewers who also subscribed to our channel during their YouTube content search as compared to last year's 911 viewers, which is quite satisfactory in terms of Urdu content search. The channel also gained 81 Subscriptions from interactive features on videos. There were 39 subscribers from the short feed page, 42 youtube home page, 212 from the subscription feed, 531 from the page of Closed accounts, 641 from the subscription channel list.

02. Table showing the details of source of Subscriptions

Subscription source	Subscribers	Subscribers gained	Subscribers lost
Total	16446	21337	4891
YouTube watch page	15954	17641	1687
MANUU YouTube channel	1027	2211	1184
Community post	436	450	14
YouTube search	344	364	20
Interactive features	81	89	8
Shorts feed	39	40	1
Other	-9	421	430
YouTube home	-42	6	48
Subscriptions feed	-212	5	217
Closed accounts	-531	90	621
Subscriptions channel list	-641	20	661

Real time Views and Watch time: The definition of watch time that is mentioned in youtube analytics is that “the amount of time that a viewer has watched a video in terms of minutes is called watch time”.

The total estimated minutes of watching time of the content from the audience is 129674.3058 while the total views are 1616737 during this period of time i. e 1st January 2022 to 31st december 2022 including the repeated views from the same viewers, while the average view time is 0:04:48. In the advanced analytics pattern YouTube has 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 29883457 thumbnails were shown, after thumbnails 3.27 % Views per impressions was shown. 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 an online “Five Day Workshop | Understanding the Electronic Media, where late Mr. Kamal Khan, senior reporter from NDTV was the resource person of the workshop. The programme was watched 14773.0359 minutes with 150155 views. while the average viewing duration of the said programme is '0:05:54 minutes. This program also gained the most thumbnails 4075489 on youtube page and after seeing this indication 1.63% which measures how often viewers watched a video after seeing an impression.

The second most viewed programme is a documentary on Bijapur City titled as “The Wonder Land : a documentary on Bijapur City”. This programme was watched 9607.6218 minutes with 118650 views, while the average views were '0:04:51 minutes. The documentary has been produced keeping in mind the Urdu populations. It is also worth mentioning that this documentary got the second spot for the second consecutive year in the year 2021 as well as in the year 2022.

The third most viewed program is again 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 watched 3477.5997 minutes with 98819 views, while the average viewing duration of the said programme is '0:02:06 minutes.

The university used to organize special - lectures for the general audience. Among them is a lecture titled “Rise and Fall of Muslims in The Field of Science” which also comes in fourth 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 watched 16268.0005 minutes with 94062

real time views, while the average viewing duration of this special lecture is '0:10:22 minutes, which is second highest viewing duration among all programs. The programme also gained 3147850 thumbnails on YouTube and after seeing this thumbnail 1.26 % of them have clicked through this special lecture.

The fifth most viewed programme again is the documentary on Hakim Ajmal Khan titled as “Masih-UI-Mulk Hakim Ajmal Khan ”. The programme was watched for 1933.7237 minutes with 46385 views, while the average viewing duration of the said programme is '0:02:30 minutes. this program also aquired 896229 thumbnails and the thumbnails 3.18 %

The sixth programme is Naqsh-e-Azad, a documentary on Maulana Azad which is viewed 30118 times with 4034.0399 minutes of watching and the average viewing time was '0:08:02 minutes. The thumbnails gained by this documentary are 455691, while the viewing after seeing the thumb impression is 4.28 minutes.

The second part of the “Rise and Fall of Muslims in The Field of Science” also got audience attention and placed seventh as the the data shows that 4444.0611 minutes has been watched with the 22031 times views, while the '0:12:06 minutes, which is highest among all programs.

The eight 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 1335.3359 minutes with 22006 views, while the average duration of views was '0:03:38. 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. As the data shows that it also gained 267281 thumb impressions which resulted in 6.55 % views after seeing the impressions.

The table 03 indicates that ninth most viewed programs again were from a documentary and it is none other than a documentary film on Maulana Azad National Urdu University which was produced in 2022. The watch time of this documentary was 973.0641 minutes with 21032 views while the average duration watch was '0:02:46. This short film also gained 386198 thumb impressions which was also reslted 3.44 % of views.

The tenth video lesson programme which was most watched by our viewers is a documentary on Lucknow city titled as “Golden City of Nawabs” which was watched 1263.1344 minutes with 18317 views, while the average durian of views was '0:04:08 minutes. The thumb impressions gained by this program is 204671 which lead to a 7.39 % watch.

Although I have discussed the ten most viewed programs, for further details this may be seen for further 50 programmes details consisting of real watch time, views and average viewing durations.

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

Video Title		Views	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate (%)
Total		1616737	129674.3058	0:04:48	29883457	3.27
1	Five Day Workshop Understanding the Electronic Media Lecture Mr. Kamal Khan, NDTV	150155	14773.0359	0:05:54	4075489	1.63
2	Bijapur The Wonder Land A Documentary on Bijapur City.	118650	9607.6218	0:04:51	2045970	3.97
3	A Documentary on Gulbarga City	98819	3477.5997	0:02:06	1405042	5.65
4	Guest Lecture Rise and Fall of Muslims in The Field of Science Prof. Pervez Hoodbhoy_Part-1	94062	16268.0005	0:10:22	3147850	1.26
5	Masih-UI-Mulk Hakim Ajmal Khan A Documentary on Hakim Ajmal Khan	46385	1933.7237	0:02:30	896229	3.18
6	Naqsh-e-Azad A Documentary on Maulana Abul Kalam Azad	30118	4034.0399	0:08:02	455691	4.28
7	Rise and Fall of Muslims in The Field of Science_Part 2	22031	4444.0611	0:12:06	198359	4.56
8	Pre Islamic Arabia_B.A_Islamic Studies_1st Year	22006	1335.3359	0:03:38	267281	6.55
9	Maulana Azad National Urdu University A short film IMC MANUU-2022	21032	973.0641	0:02:46	386198	3.44
10	Golden city of Nawabs Lucknow A Documentary	18317	1263.1344	0:04:08	204671	7.39
11	Life of Prophet Muhammad PBUH in Makkah Part - 1_B.A_1st Year	17546	1416.0766	0:04:50	157405	7.37
12	Hepatitis-B Knowledge Series	17146	817.5054	0:02:51	206150	6.54
13	Dastaan-e-Bidar_ A Documentary on Bidar City	16753	1671.5681	0:05:59	212067	5.66

14	Introduction to Political Science_B. A_1st Year	16700	685.5645	0:02:27	146740	8.56
15	Life of Prophet Muhammad (PBUH) in Mecca Part 2 B A 1st Year Islamic studies	16542	900.1765	0:03:15	151389	7.2
16	Nazism Adolf Hitler,Life & Achivements_M.A _1st Year	14017	1312.919	0:05:37	159781	6.67
17	MANUU Documentary	13428	611.2832	0:02:43	172906	6.36
18	Ilm-e-Duniya: Ek Tazkira History of Science & Technology in India Dept. of History,	12437	6836.5491	0:32:58	274007	0.76
19	Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	12426	656.8588	0:03:10	145143	6.14
20	Education and Critical Thinking : A Historical Perspective Azad Memorial Lecture - 2022	12129	3828.5471	0:18:56	325075	1.46
21	75th Independence Day Azadi ka Amrit Mahotsav	11824	224.567	0:01:08	60614	12.01
22	Naushad Ali Sartaj-e-Mousiqui A Documentary on Naushad Ali	11635	1205.5447	0:06:13	131259	7.27
23	Dr.Mohammad Aslam Parvaiz,Hon'ble VC, MANUU Addresses Newly Admitted Students During SIP-2019	10922	3171.8167	0:17:25	102510	4.55
24	Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	10438	460.934	0:02:38	98243	6.78
25	A Documentary on Sir Syed Ahmed Khan_A Great Educator and Social Reformer	8699	637.0845	0:04:23	113705	5.73
26	A Documentary on Srinagar City	8568	340.7062	0:02:23	85571	8.7
27	Waadi-e- Sindh ki Tehzeeb_B.A_History_2nd Year	8377	541.4647	0:03:52	75837	8.02
28	Taraqqi Pasand Tehreek: Pas-e-Manzar B.A First Year M.A Urdu	8305	385.292	0:02:47	50414	8.59

29	Islamic Studies aur Faham-e-Quran Part-1 M. A. 1st Year Islamic Studies	7680	346.5208	0:02:42	109326	4.99
30	Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	7484	428.8695	0:03:26	92366	5.28
31	Ek Mulaqat with Dr. Syed Mustafa Hashmi AIR 162 Civil Services ke Saat	7444	447.6479	0:03:36	10662	5.6
32	Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A._Urdu_1st Year	6985	346.9383	0:02:58	68360	6.85
33	Hyderabad Shaheer-e-Urdu A Documentary on Hyderabad City	6694	445.8122	0:03:59	80033	6.26
34	Islam aur Ilm Part-1 M. A. 1st Year Islamic Studies	6620	345.678	0:03:07	92758	4.89
35	Importance of Political Science _B.A_Political Science_1st Year	6308	212.9754	0:02:01	46185	9.87
36	Foundation Day Lecture 25th Foundation Day Celebrating the Silver Jubilee Year	5933	575.1071	0:05:48	96689	2.45
37	Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	5815	435.8493	0:04:29	85567	4.56
38	Azad Day Celebrations – 2022 Inaugural Function MANUU Model Senior Secondary School	5589	785.1103	0:08:25	45623	7.25
39	Knowledge Literature in Urdu (Urdu Mein Maloomati Adab) National Seminar 1st Session	5305	73.8608	0:00:50	2345	2.52
40	Urdu Sahafat: Akhbaraat, Aaghaz-o-Irteqa (Panel Discussion)_M.A. JMC	5265	278.8856	0:03:10	54046	6.81
41	Muzakirah: Tasavuraati, Jamaliyati aur Rumani Tanqeed_M.A_Urdu_2nd Year	5225	396.9656	0:04:33	69310	4.84
42	IMC, MANUU_Tarjume Ka Fun Aur Uski Aqsaam_M.A._Urdu 2nd Year	5176	232.3079	0:02:41	32208	11.62

43	Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	5136	426.2907	0:04:58	68625	4.31
44	Life of Prophet Muhammad (PBUH) in Mecca Part 3 B A 1st Year Islamic studies	5091	192.139	0:02:15	46326	6.62
45	Urdu Afsane Ka Fun Aur Aaghaz-O-Irtiqua B. A. 1st Year Urdu	5057	240.1106	0:02: 50	40486	9.02
46	Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	4995	298.6432	0:03:35	49462	4.8
47	Bahmani Daur mein Urdu Adab_M.A_Urdu_1st Year	4993	382.724	0:04:35	50137	6.36
48	Aabi Aaloodgi(Water Pollution)_B.A,B.Sc & B.Com	4664	113.6422	0:01:27	32391	10.46
49	Welcome to Hon'ble Chancellor of MANUU Shri Mumtaz Ali (Padma Bhushan Awardee)	4547	350.0935	0:04:37	103664	1.74
50	Basic Elements of Curriculum Development_B.Ed_1st Year	4456	228.3417	0:03:04	48261	6.45

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 from Search terms used by viewers on "YouTube" to find your content are that total 27.8% of views consist of 448,590 views of a total of 1,616,737 views, with 15.6% watch times (20,271.4 watch times), while the average viewing duration from this traffic source on this page was 02:42 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 25.8% Views (417,246) with 48.0% of watch times (62,193.0), while the average viewing duration of this particular traffic source was 8:56 minutes highest among all traffic sources.

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 25.8%% views (416,624 views) with 18.4 % watch times (23,901.1 watch times) and the average viewing duration from this source was 3:45 minutes.

Traffic from MANUU's websites and apps that embed IMC's videos or link to those videos on YouTube were 9.0 % (145,072 views) with 7.0 % watch time (9,064.0 watch times) and average duration of watch on this source was 3:45 minutes.

Traffic from within YouTube that doesn't fall into any other category, such as views from Partner promotions, or the dashboard is 4.7% views (75,191 views) with 6.0% (7,717.1 watch times) and the average duration from this traffic source was 6:09 minutes.

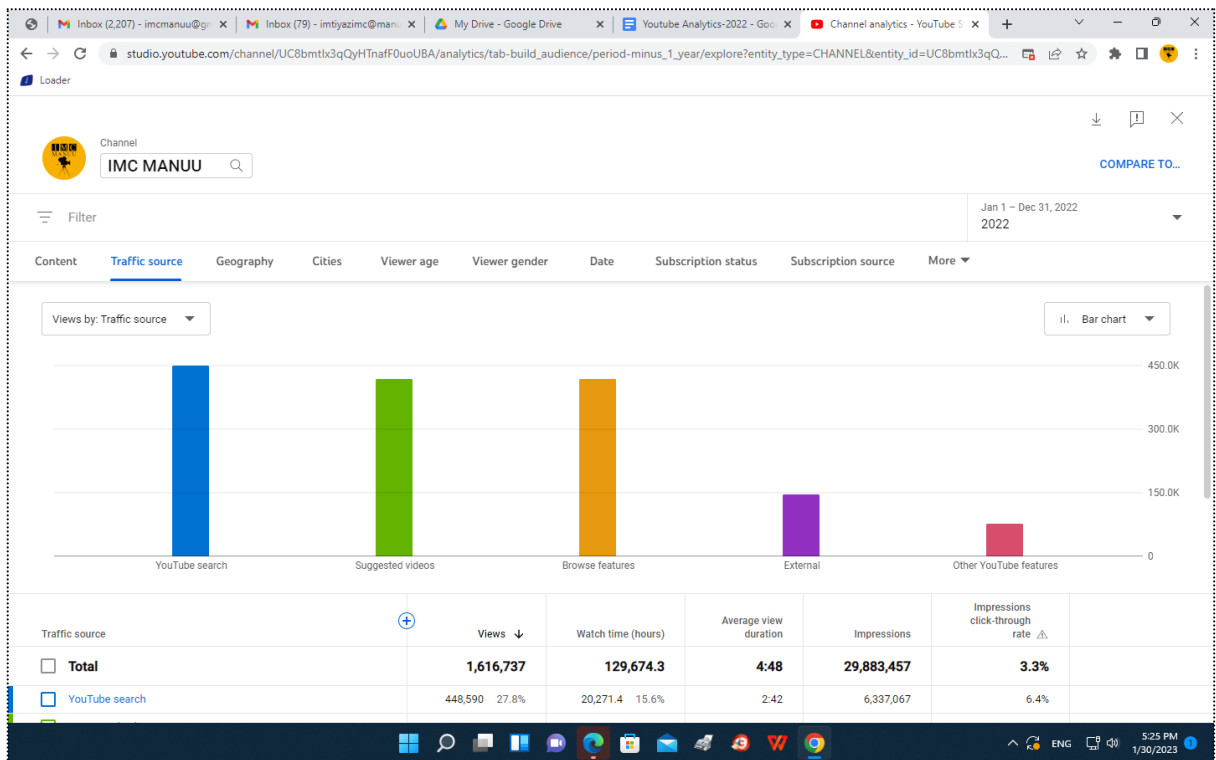
There were 1.8 % views (28,378 views) with 0.8 % watch time (1,022.7 watch time) from automatic notifications and emails sent to channel's subscribers from IMC's programming staff while the average viewing duration was 2:09 minutes on this particular source.

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	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate (%)
Total	1616737	129674.3058	0:04:48	29883457	3.27
YouTube search	448590	20271.4042	0:02:42	6337067	6.37
Suggested videos	417246	62192.9592	0:08:56	8777463	3.04
Browse features	416624	23901.0607	0:03:26	11128258	2.35
External	145072	9064.0117	0:03:45		
Other YouTube features	75191	7717.0547	0:06:09		
Notifications	28378	1022.7132	0:02:09		
Channel pages	27102	1307.0666	0:02:53	2232327	0.91
Direct or unknown	22551	1920.7498	0:05:06		
Playlist page	16271	1120.069	0:04:07	933768	1.62
Playlists	14940	1046.1039	0:04:12	474574	2.12
Shorts feed	2699	7.6765	0:00:10		
Hashtag pages	1659	67.8883	0:02:27		
Video cards and annotations	272	19.5574	0:04:18		
End screens	85	7.2794	0:05:08		
YouTube advertising	54	8.7041	0:09:40		
Sound pages	3	0.0071	0:00:08		

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 2021 the viewership were from 30 countries which were from some Asian and other European countries with some views from the United State of America. But by the year 2022 the channel's viewership has increased to 35 countries 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 1616,737 views with 129674.3058 watch hours in the year 2022, among them there were 68.1% views 1,100,544 with 75359.628 watch times from India, while the average duration from the home land was 4:06 minutes.

The table 05 shows that 23.0 % views consisting of 371,070 views are from our neighboring country Pakistan with 25.2 % (32,617.1) of watch times while the average duration from this country was 5:15 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 19,556 1.2% (1.2%) with 3926.8411 minutes watch times, while the average viewing duration was '0:12:02 minutes, which is quite high from the overall viewing duration.

Another prominent country where more than twenty thousand views were recorded was the United Kingdom. As there were 10,679 (0.7%) views with 2,383.3 (1.8%) watch times and average duration was 13:3 minutes which is slightly 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 9,818 (0.6%) views were found with 1,745.4 (1.4%) watch times and the average viewing duration was 10:39 minutes.

Canada is among the countries where 5,648 (0.4%) views were found with 1,235.0 (1.0%) watch times and the average duration was 13:07 minutes.

There were 2,073 0.1%(0.1%) views from a neighboring country Bangladesh as well with 142.0 0.1% (0.1%) watch times and the viewing duration was 04:06 minutes. Channel's videos also got 1,374. (0.1%) in Australia with 322.50. (0.3%) watch times and the average viewing duration was 14:04 minutes.

In Qatar there were 862 (0.1%) views with 87.2 (0.1%) watch times while the average viewing time was 6.04 minutes.

In Germany there were 840 (0.1%) views with 273.5 (0.2%) watch time and the average viewing duration was 19:32 minutes.

In Kuwait there were also 821 (0.1%) with 75.8 (0.1%) viewing times, while the average duration recorded was 5:32 minutes.

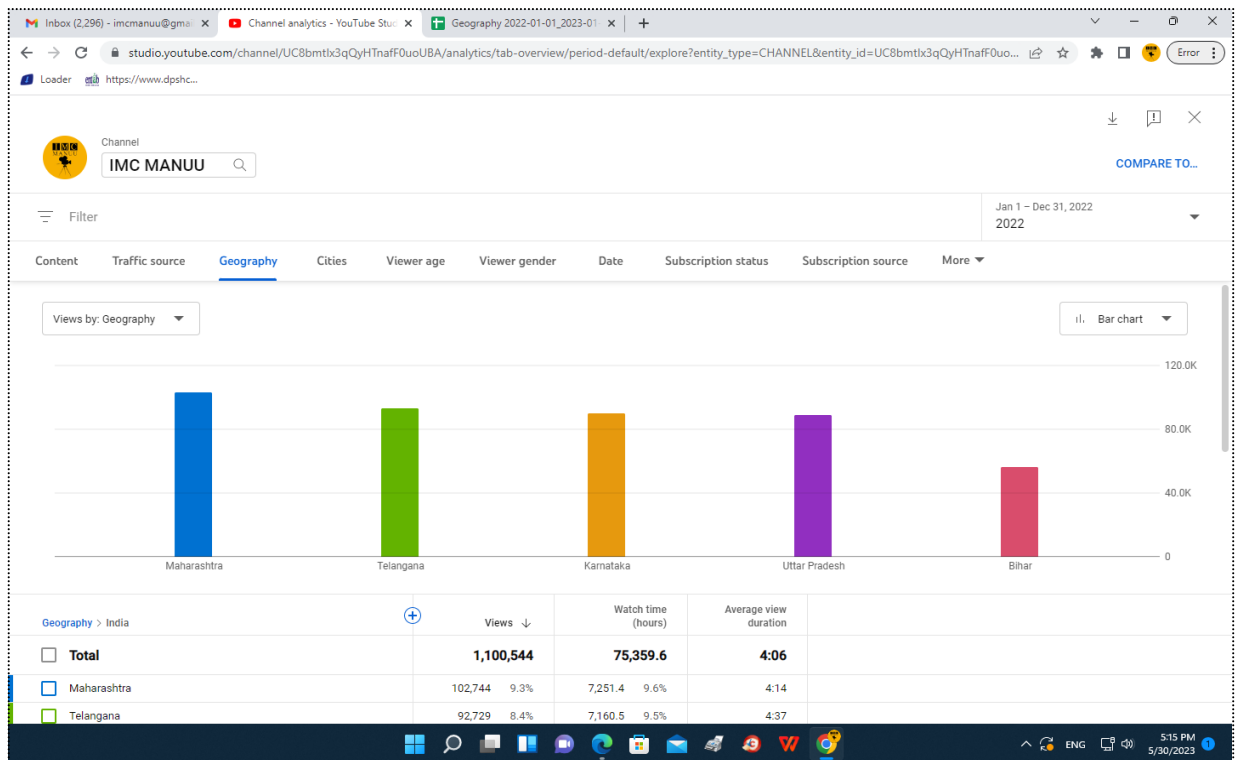
The youtube channel's analytics also shows that apart from these 12 countries like Spain, France, Russia, Netherlands, South Africa, Uganda, Jamaica are also the countries where the channel gained its views the details can be seen in table number 05.

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

S.No.	Geography	Views	Watch time (hours)	Average view duration
Total		1616737	129674.3058	0:04:48
01	India	1100544	75359.628	0:04:06
02	Pakistan	371070	32617.1095	0:05:16
03	United State	19556	3926.8411	0:12:02
04	Saudi Arabia	13252	1846.3298	0:08:21
05	United Kingdom	10679	2383.2614	0:13:23
06	United Arab Emirates	9818	1745.3927	0:10:39
07	Canada	5648	1235.0161	0:13:07
08	Bangladesh	2073	141.9598	0:04:06
09	Australia	1374	322.458	0:14:04
10	Qatar	862	87.1737	0:06:04
11	germany	840	273.496	0:19:32
12	Kuwait	821	75.7724	0:05:32
13	Nepal	475	45.9674	0:05:48
14	Omman	377	33.8534	0:05:23
15	Bahrain	201	13.1344	0:03:55
16	Singapore	111	111.4976	1:00:16
17	Italy	99	16.8757	0:10:13
18	Malaysia	94	15.3768	0:09:48
19	France	67	8.6805	0:07:46
20	Afghanistan	59	1.8393	0:01:52
21	Morocco	57	1.1102	0:01:10
22	Spain	54	25.3893	0:28:12
23	Netherlands	52	5.7701	0:06:39
24	Mauritius	46	1.907	0:02:29
25	Cambodia	44	0.025	0:00:02
26	South Africa	33	6.1578	0:11:11

27	Denmark	31	13.7784	0:26:40
28	Norway	31	7.1567	0:13:51
29	Brazil	25	0.1645	0:00:23
30	Russia	18	0.0769	0:00:15
31	Uganda	16	0.21	0:00:47
32	Malta	15	1.0178	0:04:04
33	Sweden	11	1.0035	0:05:28
34	Jamaica	10	0.075	0:00:26
35	Japan	10	1.5666	0:09:23

03. Bar Chart showing the state wise viewership trends



06. Table presenting the Indian state wise viewership trends

S.No	Geography	Views	Watch time (hours)	Average view duration
	Total	1100544	75359.628	0:04:06
01	Maharashtra	102744	7251.4416	0:04:14
02	Telangana	92729	7160.5131	0:04:37
03	Karnataka	89872	4824.7223	0:03:13
04	Uttar Pradesh	88862	7416.428	0:05:00
05	Bihar	55849	3969.405	0:04:15
06	Delhi	26014	2451.0019	0:05:39
07	Jammu & Kashmir	20074	1538.9333	0:04:35
08	West Bengal	12782	1141.7157	0:05:21
09	Madhya Pradesh	10095	1032.4844	0:06:08
10	Gujrat	9359	823.2351	0:05:16
11	Rajasthan	6387	594.0332	0:05:34

12	Haryana	3378	347.281	0:06:10
13	Assam	2602	212.8174	0:04:54
14	Punjab	2461	224.3805	0:05:28
15	Tamil Nadu	2437	209.0598	0:05:08
16	Odisha	2319	229.5544	0:05:56
17	Andhra Pradesh	2079	169.2588	0:04:53
18	Kerala	1753	132.9976	0:04:33
19	Jharkhand	1679	156.824	0:05:36
20	Chattisgarh	739	88.7921	0:07:12
21	Uttarakhand	451	55.7415	0:07:24
22	Himachal Pradesh	339	47.997	0:08:29
23	Manipur	185	19.1195	0:06:12
24	Goa	68	3.9062	0:03:26
25	Chandigarh	11	1.1503	0:06:16

State wise viewership trends of IMC youtube channel: The advance youtube analytics has added another dimension in its features, earlier we could only find out in country wise data that how many countries channel's content are being watched, but now we can also find out state wise data and easily analyze that in how many states of our country the channel has its presence. It is very significant to mention that among 28 states of our country the channel has its presence in 25 states; among these states there are many non Urdu/Hindustani states as well. It indicates that the language of Urdu not only has its pan Indian acceptability but the learners also look at Urdu as a medium of instruction for higher education very profoundly.

Table number 06 shows that on top of the table there were 10,2744 (9.3%) views among total 1100544 views from the state of Maharashtra with 7,251.4 (9.6%) watch times while the average viewing duration was 4: 14 minutes during the year 2022.

The second state where the channel's videos are being watched frequently is Telangana with 92,729 (8.4%) views consisting of 7,160.5 (9.5% watch time of the channel's content while the average viewing time is 4: 37 minutes from this state.

The third state where the channel's content was watched with 89,872 (8.2%) views is Karnataka while the watch time was 4,824.7 (6.4%) and the average viewing duration was 3:13 minutes.

The fourth highest views were from the state of Uttar Pradesh with 88,862 (8.1%) views and the watch time was 7,416.4 (9.8%) while the average viewing duration from this state was 5:00 minutes.

The fifth state is Bihar where the channel's content was watched frequently; the total 55,849 (5.1%) views were recorded with 3,969.4 (5.3%) watch time and the average viewing duration was 4:15 minutes.

The sixth state is Delhi where the channel's content gained 26,014 (2.4%) views with 2,451.0 (3.3%) watch time, while the average viewing duration was 5:39 minutes from the capital city of India during this particular year 2022.

The table no 06 reflects that the seventh state is Jammu and Kashmir where MANUU's video contents were being watched. There were 20,074 (1.8%) views from

this particular hill state with the 1,538.9 (2.0%) watch time and the average viewing duration was 4:35 minutes.

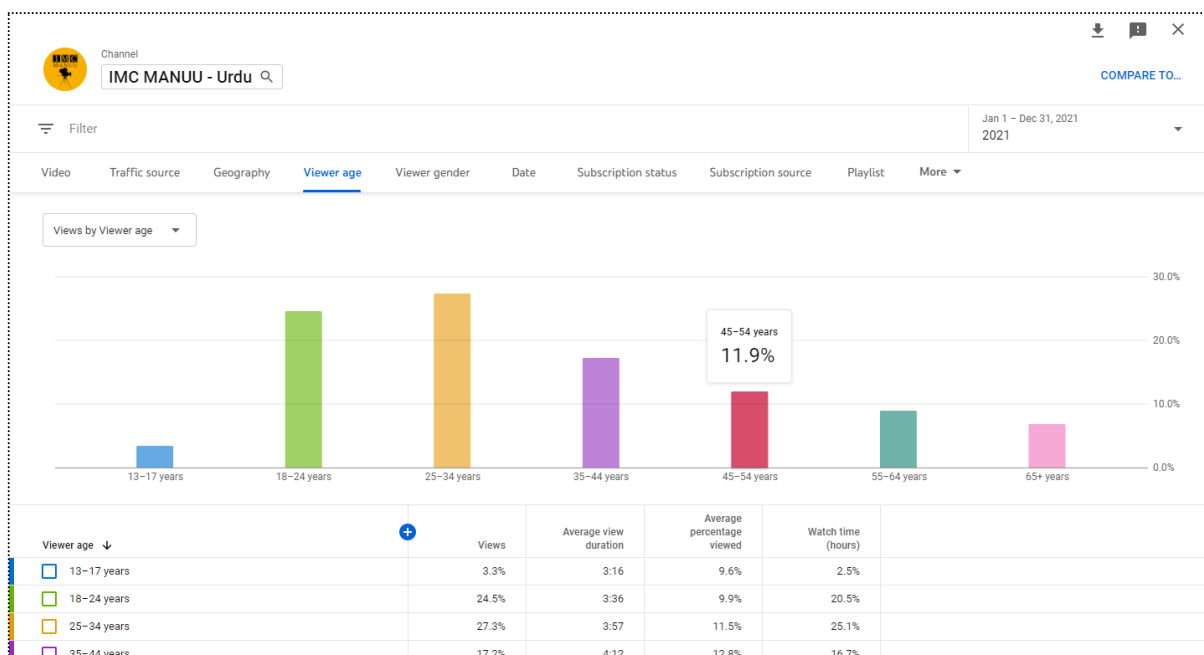
The eight states where MANUU's programmes are being watched is West Bengal with 12,782 (1.2%) views and the total watch time from this state is 1,141.7 (1.5%) while the average viewing time is 5:21 minutes.

The ninth state where the channel registered more than a thousand views is Madhya Pradesh. In this state there were a total 10,095 (0.9%) views for the selected date range, region and other filters with 1,032.5 (1.4%) watch time and the average viewing time was 6:08 minutes.

The tenth state where MANUU's programmes are also viewed is Gujarat with 9,359 (0.9%) views and the total watch time is 823.2 (1.1%) while the average viewing duration is 5:16 minutes.

There were other fifteen states, like Rajasthan, Haryana, Assam, Punjab, Tamil Nadu, Odisha, Andhra Pradesh, Kerala , Jharkhand, Chhattisgarh, Uttarakhand, Himachal Pradesh, Manipur, Goa, Chandigarh, where the channel's content was also found viewers which can be referred in table no 06 for further details.

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



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

Viewer age	Total views for the selected date range, region (%)	Average percentage of a video watched per view (%)	Total hours of viewing time of your content from your audience	Average minutes watched per view
13-17 years	2.45	7.82	1.28	0:02:21
18-24 years	28.94	9.9	20.8	0:03:13
25-34 years	30.41	11.51	28.6	0:04:13
35-44 years	16.7	12.67	18.14	0:04:52
45-54 years	9.87	14.49	12.64	0:05:44
55-64 years	6.23	17.23	9.54	0:06:52
65+ years	5.4	19.13	8.98	0:07:27

Viewers' Demography: It has always been very significant to know the target audience of any programmes produced by any media house. It has also become very imperative when it comes to curriculum based programmes, which are used to be developed and designed for the particular learners groups enrolled in different courses. From this perspective it is important to know which age group learners are more active in watching the channel's content. Interestingly University's Urdu content for irrespective curriculum or enrichment programmes are being watched by all age groups. Although the demographic details of the viewers of the channel consist from 13 to 65 years of age, which strongly establishes the acceptability of IMC's contents produced for various subjects in different formats. As the data shows that 59.35 % viewers are from the age group of 18 to 34 years old which seems to be the target audience. It means the university's mission of dissemination of knowledge through Information and Communication Technology(ICT) is on the right track.

The table 07 indicates that views from 13 to 17 years are 2.45% with average percentage of a video by the audience watches per view was 7.82% and the estimated total hours of viewing time of channel's content from audience of particular groups was 1.28% in hours, while the watching duration of this group is 0:02:21 minutes.

The second highest views were from the age group of 18 to 24 years which was 28.94 % with average percentage of a video by the audience watches per view was 9.9 % and the estimated total hours of viewing time of channel's content from audience of particular group was 20.8 % in hours, while average viewing duration was 0:03:13 minutes.

The highest views were recorded from the age group of between 25 to 34 years in the year 2022. There were 30.41 % views with the average percentage of a video by the audience watches per view was 11.51 % and the estimated total hours of viewing time of channel's content from audiences of particular groups was 28.6 % in hours, while the average viewing duration was 0:04:13 minutes. If we combine the views of these two groups (18 to 24 and 25 to 34 years) it will reach 59.35 %, 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 07 reflects that views from age groups between 35 to 44 were 16.07%, with average percentage of a video by the audience watches per view was 12.67 % and the estimated total hours of viewing time of channel's content from audience of particular groups was 18.14 %in hours, while the average viewing time was 0:04:52 minutes.

The views of 45 to 54 year old viewers is 9.87% with average percentage of a video by the audience watches per view was 14.49 % and the estimated total hours of viewing time of channel's content from audience of this groups was 12.64%, while the average viewing duration was 0:05:44 minutes.

The table shows the channel is also popular among the age group of the 55 to 64 years. As there were 6.23% views with average percentage of a video by the audience watches per view was 17.23 % and the estimated total hours of viewing time of channel's content from audience of this groups was 9.54 % in hours, while the average viewing duration of this particular group was 6:52 minutes, which is second highest watching duration among all age groups.

The table 07 also reveals that people over 65 years of age are also watching IMC's videos. The details are that 5.4 % views are from this group with the average percentage of a video by the audience watches per view was 19.13 % which is highest among all groups, while the estimated total hours of viewing time of channel's content from the audience of this group was 8.98 in hours. Interestingly the average viewing duration of this group was 7:27 minutes which was also highest among all groups.

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

Viewer gender	Views (%)	Average minutes watched per view for the selected content, date	Average percentage of a video your audience watches per view.	Total hours of viewing time of the channel's content from your audience
Female	18.4%	0:03:36	10.25 %	18.42 %
Male	81.6%	0:04:45	12.66 %	81.58 %
User-specified	0	0:03:38	8.59 %	0 %

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 08 shows that there were 18.4% views from female viewers with estimated average minutes watched per view for the select content, date range, region and other filters was 3:36 minutes, while the average percentage of a video per view 10:25 % and the total watch time is 18.42%.

The table 08 indicates that male views were 81.6% with 4:45 minutes average viewing duration per views, while the average percentage of a video by our male audience watch per view is 12.66 % and estimated total hours of male viewing time of the channel's content from our audience were 81.58 % during year 2022. The data shows that male viewership is dominating with three fourths ratio.

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

S. No	Months	Views	Watch time (hours)	Average view duration
Total		1,616,737	129,674.3	0:04:48
01	January	334,209 20.7%	27,321.9 21.1%	0:06:52
02	February	111,465 6.9%	6,656.6 5.1%	0:06:25
03	March	97,654 6.0%	5,762.1 4.4%	0:05:17
04	April	72,017 4.5%	3,655.4 2.8%	0:05:26
05	May	80,664 5.0%	4,349.2 3.4%	0:04:47
06	June	99,360 6.2%	5,519.0 4.3%	0:04:23
07	July	126,622 7.8%	9,254.1 7.1%	0:03:19
08	August	142,083 8.8%	11,328.0 8.7%	0:03:14
09	September	121,760 7.5%	11,036.1 8.5%	0:03:02
10	October	129,922 8.0%	11,468.6 8.8%	0:03:32
11	November	154,493 9.6%	16,555.5 12.8%	0:03:34
12	December	146,488 9.1%	16,767.8 12.9%	0:04:54

Monthly Views Trends: The YouTube studio has created one more research dimension in their analytics that is Date and time. According to the automated data generated by the YouTube studio, 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 2022, table 09 presents the one year view details, including watch hours and average viewing duration of a particular month, starting from 1st January, 2022 to 31st December, 2022.

The table 09 shows that in the month of January there were 334,209 (20.7%) views with 27,321.9 (21.1%) total hours of viewing time of channel's content from its audience and the average duration of views of this month was 4:38 minutes.

In the month of February the total views for the selected date range, region and other filters were 111,465 with 6,656.6 (5.1%) estimated total hours of viewing time of channel's content from audience and the average view duration of this month was 3:34.

In the month of March the total views for the selected date range, region and other filters were 97,654 6.0% with 5,762.1 (4.4%) estimated total hours of viewing time of channel's content from audience and average duration views for the same month was 3:32 minutes.

In the month of April there were total views for the selected date range, region and other filters were 72,017 (4.5%) and the estimated total hours of viewing time of channel's content from audience 3,655.4 (2.8%), while average view duration was 3:02 minutes.

In May the total views from the selected date range, region and other filters were 80,664 (5.0%) and the estimated total hours of viewing time of channel's content from the audience was 4,349.2 (3.4%) while average view duration was 3:14 minutes.

The table indicates that total views from the selected date range, region and other filters were 99,360 (6.2%) in the month of June estimated total hours of viewing time of channel's content from the audience was 5,519.0 4.3% , while the average view duration was 3:19 minutes.

Likewise in the month of July there were a total from the selected date range, region and other filters were 126,622 (7.8%) views and the estimated total hours of viewing time of channel's content from the audience was 9,254.1 7.1% while average view duration was 4:32 minutes.

In the month of August total views from the selected date range, region and other filters were 142,083 (8.8%) with the estimated total hours of viewing time of channel's content from the audience was 11,328.0 (8.7%) and the average duration of views was 4:47 minutes.

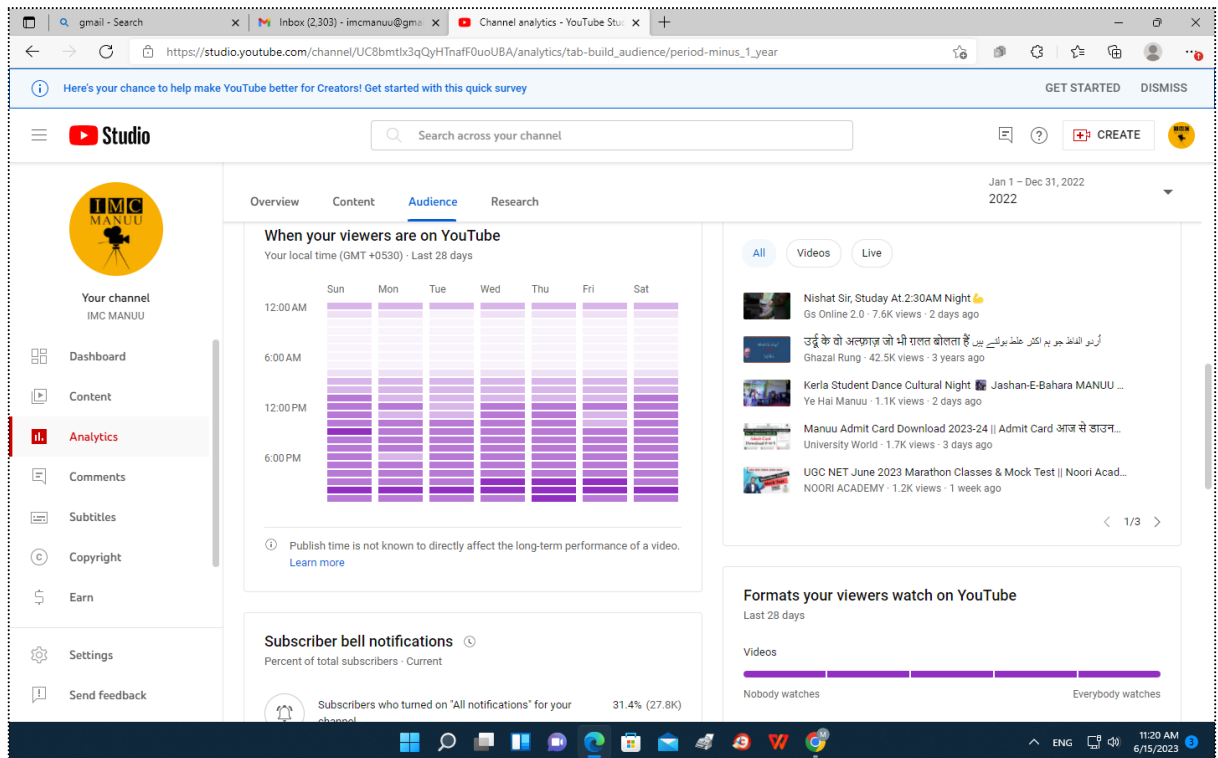
In the month of September, the viewership started increasing as there were 121,760 (7.5%) views with the selected date and the estimated total hours of viewing time of channel's content from the audience was 11,036.1 (8.5%) , while the average duration of views was 5:26 minutes.

In the month of October views slightly increased as there were 129,922 (8.0%) views from the selected date range, region and other filters and the estimated total hours of viewing time of channel's content from the audience was 11,468.6 (8.8%) and average duration of minutes per views was 5:17.

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 154,493 (9.6%) views in the selected date and time. These were the highest views among all the months. The estimated total hours of viewing time of channel's content from the audience was 16,555.5 (12.8%), while the average duration of per view was 6:25 minutes which is also the second 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 also was high as there were 146,488 (9.1) recorded. As the table 09 shows the channel gained second highest views during this month. As far as estimated, the total hours of viewing time of channel's content from the audience was 16,767.8 (12.9%) while the average duration per view was 6:52 minutes.

05. 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 of everyday. Above chart no. 03, reflecting the timing in pink color, indicates that from 12:00 AM to 8:00 AM there are very few of your viewers on YouTube. The many viewers who start watching the channel's content from 9:00 AM and the trends remain the same till 9:00 PM on all days. The chart is very prominently indicating that from 9:00 PM to 10:00 PM there are few more viewers on Wednesday, Thursday and Friday.

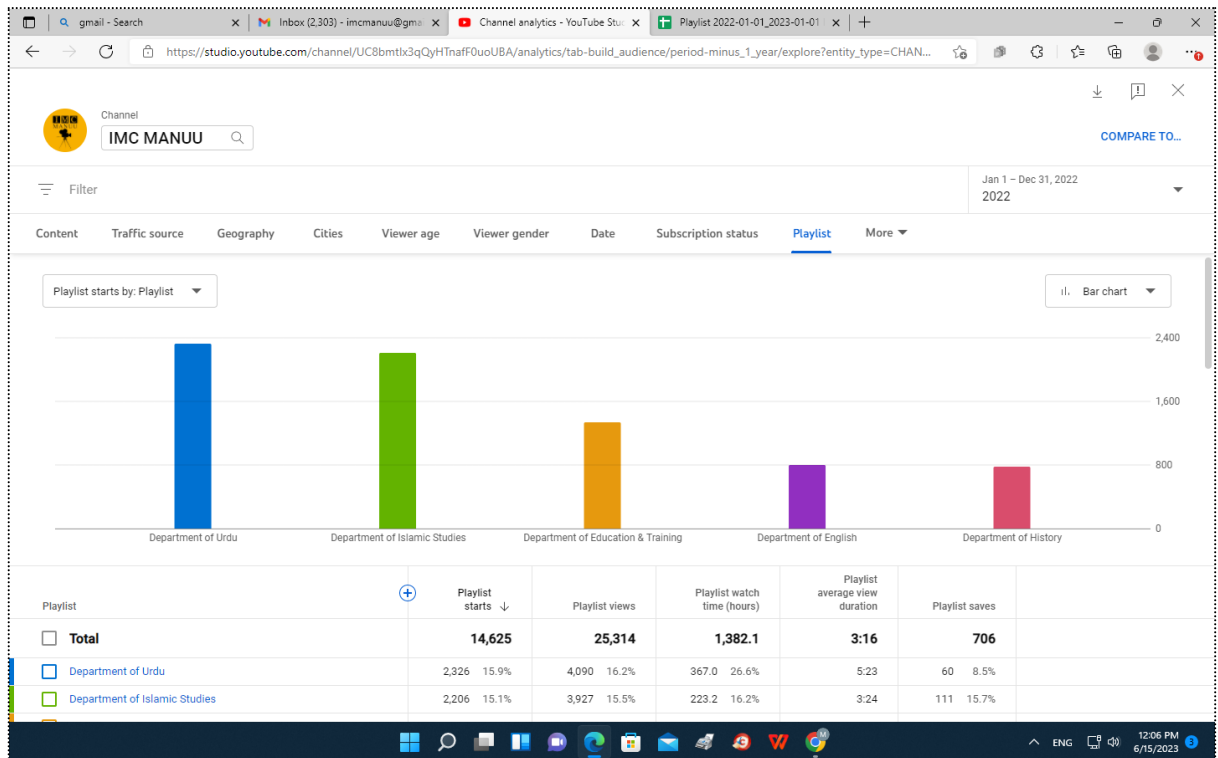
From 10:00 PM to 11:00 PM there are many more viewers logging the channel and watching the channel's content all day. The reason is very obvious that it is the most appropriate time for the viewers to log in our channel or watch educational content.

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

S.No	Playlist Departments/ titles	Number of times viewers initiated playbac k of a playlist	Views of channel's content gets when watched as part of playlist	watch times when watched as part of playlist	Estimated average minutes watched per playlist view	Viewers who saved channel' s playlist to their library
Total		14625	25314	1382.1012	0:03:16	706
01	Department of Urdu	2326	4090	367.0003	0:05:23	60
02	Department of Islamic Studies	2206	3927	223.2002	0:03:24	111
03	Department of Education & Training	1327	2556	128.4416	0:03:00	25
04	Department of English	800	1393	53.5384	0:02:18	19
05	Department of History	771	1359	87.7629	0:03:52	47
06	Department of Political Science	513	923	48.0163	0:03:07	46
07	Department of Arabic	493	631	16.1779	0:01:32	11
08	Urdu_Nama	489	711	44.727	0:03:46	12
09	Education News Bulletin	485	1057	18.6857	0:01:03	4
10	Shaheen-e-Urdu	409	771	29.1812	0:02:16	8
11	Department of Mass Communication & Journalism	340	499	26.4857	0:03:11	17
12	Department of Translation	294	452	25.3493	0:03:21	14
13	Department of Physics	218	381	11.5747	0:01:49	7
14	Department of Sociology	193	272	16.4791	0:03:38	9
15	Centre for Urdu Culture Studies	193	340	22.3083	0:03:56	12

16	Department of Persian	192	357	15.5737	0:02:37	0
17	Urdunama_A Tribute_English	190	286	4.6056	0:00:57	10
18	Department of Botany	185	312	11.5713	0:02:13	10
19	IMC_Documentaries_2021	165	244	23.3506	0:05:44	9
20	Department of Mathematics	158	246	7.6337	0:01:51	5
21	Department of Hindi	152	275	10.1005	0:02:12	7
22	Environmental Studies	138	188	17.0091	0:05:25	1
23	Centre for Promotion of Knowledge in Urdu	131	232	11.5552	0:02:59	7
24	Department of Management	127	201	6.3457	0:01:53	12
25	Department of Chemistry	125	201	6.5515	0:01:57	10
26	Department of Commerce	117	182	6.1965	0:02:02	7
27	Department of Public Administration	116	161	2.8475	0:01:03	14
28	Urdunama_A Tribute_Urdu	113	259	5.4333	0:01:15	9
29	MANUU_Knowledge Series	78	186	4.5746	0:01:28	3
30	Department of Zoology	77	134	3.6273	0:01:37	7
31	Department of Economics	77	116	5.7195	0:02:57	11

06. 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. There were a total 14,625 times channel's videos were included in viewers' playlists, including favorites, for the selected date range, region and other filters, while total views were 25,314 of channel's content when watched as part of (channel's) playlist.

If we look into the overall playlist watch time, how long people watch channel's content when watched as part of the playlist the table 10 shows there were 1,382.1 hours of playlist watch time. while overall estimated average minutes watched per playlist view was 3:16 minutes and a total 706 viewers who saved the channel's playlist to their library.

The bar chart 06 showcases the top five sources (departments) of playlists and table 10 presents the details of top 31 channel's playlists. On top of the list the department of Urdu's programmes were playlists 2,326 times, with 4,090 number of views while there were 367.0 hours of watch times and average viewing duration was

5:23 minutes. Among them 60 viewers who saved the channel's playlist to their library.

The second best-performing playlists department that includes the channel's videos is the department of Islamic Studies, at which 2,206 times viewers initiated playback of a playlist and got 3,927 numbers of views when watched as part of the playlist. While a total 223.2 numbers of hours people watch department's content when watched as part of the playlist and the average minutes watched per playlist view was 3:25 minutes from this department. Among them, 111 viewers who saved this particular department's playlist to their library.

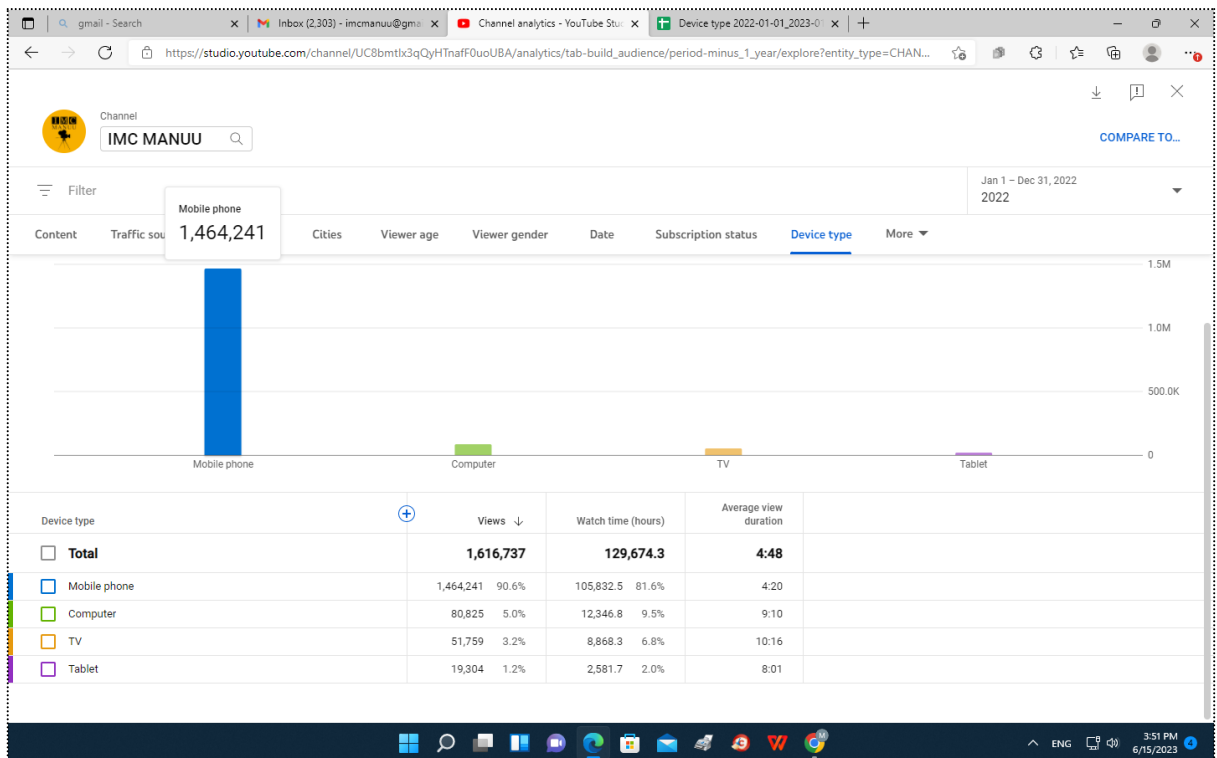
The third best-performing playlists department that started to play the channel's videos is the department of Education and Training. The bar chart no.6 indicates that the total 1,327 times viewers initiated playback of a playlist and got 2,556 numbers of views when watched as part of the playlist. While the total 128.4 number of hours people watch department's content when watched as part of the playlist and the average minutes watched per playlist view was 3:00 minutes from this department. Among them, only 25 viewers saved the playlist to their library.

The fourth best-performing playlists is the Department of English which consists of 800 viewers who initiated playback of a playlist and got 1,393 numbers of views when watched as part of the playlist. While the total 53.5 number of hours people watch department's content when watched as part of the playlist and the average minutes watched per playlist view was 2:18 minutes from this department. Among them, only 19 viewers saved the playlist to their library.

The fifth best-performing playlists department is the department of History with the following details. As there were 771 times viewers initiated playback of a playlist and got 1,359 numbers of views when watched as part of the playlist. While 87.8 numbers of hours people watch department's content when watched as part of your playlist and the average minutes watched per playlist view was 3:52 minutes from this department. Among them, 47 viewers saved the playlist to their library.

There were other departments and different course contents and the individual lectures which were also included in viewers' playlist and watched channel's videos. All the details can be seen in table 10 respectively.

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



11. 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	1,616,737		129,674.3		0:04:48
Mobile phone	1,464,241	90.6%	105,832.5	81.6%	0:04:20
TV	80,825	5.0%	12,346.8	9.5%	0:09:10
Computer	51,759	3.2%	8,868.3	6.8%	0:10:16
Tablet	19,304	1.2%	2,581.7	2.0%	0:08:01

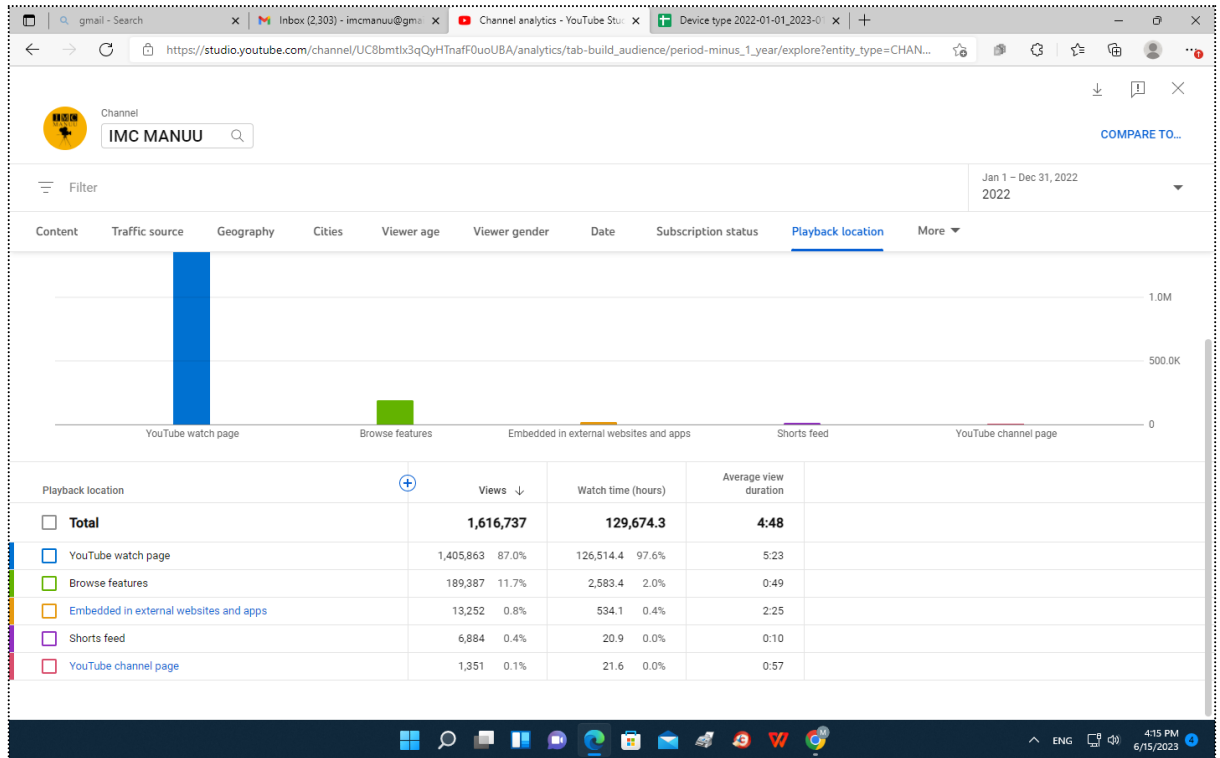
Device being used during the watch of IMC's Videos : IMC MANUU Youtube channel is being watched on a variety of electronic devices. As table no. 11 indicates during the year 2022 there were a total 1,616,737 views with 129,674.3 hours of estimated watch time and the average duration were 4:48 minutes. Among them 1,464,241(90.6%) views with 105,832.5 (81.6%) of estimated watch time in hours while the average viewing duration was 4:20 minutes from smartphones, feature phones, and handheld gaming devices, which is quite obvious nowadays.

Smart TVs and other devices connected to a TV. were the second highest devices being used to watch channel's e-contents with details of 80,825 (5.0%) views and the total number of watching hours were 12,346.8 (9.5%) while, the average duration of watch was 9:10 minutes.

The third device which was used to watch the channel's content was Laptop and Desktop Computers with 51,759 (3.2%) views while the watching hours were 8,868.3 (6.8%) and the average viewing duration from this particular device was 10:16 minutes, which was the highest viewing duration among all devices.

There were 19,304 (1.2%) views from Tablet as well, with 2,581.7 (2.0%) of estimated watch time in hours and the average viewing duration on this particular device was 8:01 minutes.

08. Bar chart presenting the channel's playback location page



12. Table presenting the channel's playback location page

Playback location	Views	%	Watch time (hours)	%	Average view duration
Total	1616737		129674.3058		0:04:48
YouTube watch page	1405863	87.0%	126514.3572	97.7%	0:05:23
Browse features	189387	11.7%	2583.377	2.0%	0:00:49
Embedded in external websites and apps	13252	0.8%	534.0683	0.4%	0:02:25
Shorts feed	6884	0.4%	20.9257	0.0%	0:00:10
YouTube channel page	1351	0.1%	21.5777	0.0%	0:00:57

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 08 as well as table number 12 shows that there were a total 1,616,737 views among them 1,405,863 (87.0%) with 126,514.4 (97.6%) estimated hours of watch time were YouTube's individual video page on YouTube.com and YouTube apps - the most common viewing page on YouTube. 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 189,387 (11.7%) views with 2,583.4 (2.0%) hours of estimated watch time while the average duration on particular page was 00:49 second.

The other 13,252 (0.8%) views were on external websites and apps that are Websites and apps that embed IMC's videos with 534.1 (0.4%) watching hours and the average viewing duration was 0:02:25 minutes.

Another location where the channel's programmes were watched is "views coming from YouTube Shorts feed" with the following details. As there were a total of 6,884 (0.4%) views with 20.9 (0.0%) of watching times while the average viewing duration was 0:10 second from this location.

There were 1,351 (0.1%) views that were directly watched on IMC, MANUU youtube channel's page with 21.6 (0.0%) watch time, while the average viewing duration on the particular location was 0:057 second.

13 . Table showing the sharing details of different services

S.No	Sharing service	Shares	%
Total		33721	
01	WhatsApp	22231	65.9%
02	Other	6376	18.9%
03	Copy to Clipboard	2352	7.0%
04	Facebook	996	3.0%
05	Share to WhatsApp Business	477	1.4%
06	Gmail	300	0.9%
07	Facebook Messenger	232	0.7%
08	Directly via system share dialog	207	0.6%
09	Text Message	120	0.4%
10	Email	103	0.3%
11	Twitter	97	0.3%
12	Share to Instagram direct messages	57	0.2%
13	Embed	37	0.1%
14	Share to Google Keep	21	0.1%
15	Share to imo video calls and chat HD	19	0.1%
16	Pinterest	17	0.1%
17	Share to Snapchat camera	17	0.1%
18	Share to Facebook Lite	14	0.0%
19	Share to Snapchat	13	0.0%
20	Web Native Share	8	0.0%
21	Share to Samsung Messages	8	0.0%
22	Share to Samsung Notes	7	0.0%
23	goo	3	0.0%
24	Hangouts	3	0.0%
25	LinkedIn	2	0.0%
26	StumbleUpon	1	0.0%
27	Blogger	1	0.0%
28	tumblr.	1	0.0%

Sharing the content and using services on different social media : Means which softwares or services are being used while sharing a channel's videos on a youtube page. The table 13 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 13 indicates that a total of 33721 times channel's videos were shared on youtube between 1st January 2022 to 31st December 2022, among them 22231 (65.9%) times has been shared by using the "whatsApp" services.

while 6376 (18.9%) times have also been shared by "other" unidentified services as generated by the youtube analytic. Likewise 2352 (7.0%) 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 996 (3.%) times, which seems to be a good sign for the channel, keeping Facebook's reach and the popularity among the masses.

There is also a service called "Share to WhatsApp Business" which has been used 477 (1.4%) time for sharing the channel's video.

Surprisingly the 300 (0.9%) times Gmail Services also utilized to send and share the videos on youtube platform. The channel's viewers also used 232 (0.7%) times "Facebook Messenger" services to share the videos, while Directly via system share dialog used 207 (0.6%) time.

The table also shows other social media services like "Text message" 120 (0.4%) also being used to share the channel's videos. Other emails other than gmails 103 times (0.3%) and "Twitter" 97 (0.3%), have been used to share the channel's video on youtube page, while the services of Instagram direct messages were used 57 times (0.2%). "Embed" 37 (0.1%) times and "Google Keep" 21 (0.1%). There are other services also being used to watch the videos which can be seen on the above table number 13.

14. 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	245935.45	0:04:35
01	Android	1,434,314	88.7%	101,005.3	77.9%	0:04:48
02	Windows	1616737	4.6%	129674.3058	8.8%	0:04:13
03	iOS	1434314	3.5%	101005.339	7.2%	0:09:15
04	KaiOS	74110	1.2%	11438.2864	1.8%	0:09:49
05	Smart TV	56736	0.6%	9289.5601	1.3%	0:07:01
06	Macintosh	19667	0.3%	2304.3578	0.5%	0:10:28
07	Amazon Fire OS	9293	0.3%	1621.2928	0.6%	0:07:32
08	WebOS	5341	0.2%	671.7491	0.5%	0:09:23
09	Roku OS	5067	0.1%	792.4264	0.3%	0:10:21
10	Linux	3629	0.1%	626.6325	0.3%	0:15:16
11	Chromecast	1557	0.1%	396.2243	0.2%	0:11:34
12	Apple tvOS	1333	0.0%	257.2595	0.2%	0:19:19
13	Chrome OS	679	0.0%	218.6709	0.2%	0:18:58
14	Tizen	669	0.0%	211.5953	0.1%	0:10:39
15	PlayStation	626	0.0%	111.0714	0.0%	0:08:46
16	Windows Mobile	179	0.0%	26.1783	0.0%	0:08:48
17	Xbox	124	0.0%	18.1891	0.0%	0:07:39
18	Nintendo Switch	51	0.0%	6.5144	0.0%	0:11:00
19	Vidaa	47	0.0%	8.6237	0.0%	0:00:04

Operating system being used: The youtube analytic also has the data of Operating Systems which have been used during this period of i. e 2022. 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 1434314 (88.7%) views were recorded while, watch time was 101005.339 (77.9%) hours and the average viewing duration was 4: 13 minutes.

The table number 14 shows that the third most popular operating system was Windows with 1434314 (3.6.%) views while the watching hours were 101005.339(8.8%) and average viewing time was 9:15 minutes.

Another common operating system is iOs (iOS (formerly iPhone OS[9]) is a mobile operating system developed by Apple Inc. exclusively for its hardware. It is the operating system that powers many of the company's mobile devices, including the iPhone) 56736 (3.5%), with 9,289.6 (7.2%) watching time and the average viewing duration is 9:49 minutes.

Third highest operating system is KaiOS (KaiOS is a US-based company with additional offices in France, Germany, Taiwan, India, Brazil, Hong Kong, and mainland China (Wikipedia .) which has 19,667 (1.2%) views with 2,304.4 (1.8%) hours of watching time while the average viewing time was 7:01 minutes.

The operating system like Smart TV was also being used with 9,293 (0.6%) views while the watch time was 1,621.3 (1.3%) and the average viewing duration could be recorded 10: 28 minutes.

The Macintosh Operating System (Mac OS) is an operating system (OS) designed by Apple Inc. to be installed and operated on the Apple Macintosh series of computers (Wikipedia).This service software also was used with following details there were 5,341 (0.3%) views, with 671.7 (0.5%) viewing time while the average viewing duration was 7;23 minutes.

The fire OS operating System (Fire OS is a mobile operating system based on Android Open Source Project source code. It is developed by Amazon for their devices.) with the following details there were a total 5,067 (0.3%) numbers of views

with 792.4 (0.6%) watching times and the average viewing duration was 9:23 minutes from this operating system.

webOS, also known as LG webOS and previously known as Open webOS, HP webOS and Palm webOS, is a Linux kernel-based multitasking operating system for smart devices such as smart TVs that has also been used as a mobile operating system. (Wikipedia) also being used as there were 3,629 (0.2%) views with 626.6 (0.5%) of watching time while the average viewing duration was 10:21 minutes.

Roku OS is a brand of hardware digital media players manufactured by American company Roku, Inc. (Wikipedia) it has also been used for watching our content as there were 1,557 (0.1%) views with a total 396.2 (0.3%) hours of watching times while the average viewing duration was 15:16 minutes.

the other operating system Linux is a family of open-source Unix-like operating systems based on the Linux kernel, an operating system kernel first released on September 17, 1991, by Linus Torvalds which has been used with the below mentioned details there was 1,333 (0.1%) views with 257.3 (0.2%) hour of watching and the average duration from this operating system was 11:34 minutes.

There were other operating systems as well that were also used for less than 1000 views to watch the channel's contents which can be seen on the above table number 14.

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

S.No	Title of the Programmes	The change in total likes found by subtracting "likes removed" from "likes added"	The percentage of likes this video received (out of the total number of likes and dislikes).
Total		43568	97.72
01	Five Day Workshop Understanding the Electronic Media Lecture Mr. Kamal Khan, NDTV	4743	99.23
02	Guest Lecture Rise and Fall of Muslims in The Field of Science Prof. Pervez Hoodbhoy_Part-1	1562	92.76
03	Maulana Azad National Urdu University A short film IMC MANUU	1255	98.82
04	Bijapur The Wonder Land A Documentary on Bijapur City.	1235	93.35
05	A Documentary on Gulbarga City IMC, MANUU	805	93.28
06	Rise and Fall of Muslims in The Field of Science_Part 2	617	97.01
07	Naqsh-e-Azad A Documentary on Maulana Abul Kalam Azad	514	95.01
08	Pre Islamic Arabia_B.A_Islamic Studies_1st Year IMC	501	96.72
09	IMC, MANUU_Life of Prophet Muhammad PBUH in Makkah Part - 1_B.A_1st Year	470	95.33
10	Masih-UI-Mulk Hakim Ajmal Khan A Documentary on Hakim Ajmal Khan IMC, MANUU	456	95.2
11	Foundation Day Lecture 25th Foundation Day Celebrating the Silver Jubilee Year MANUU	379	98.96
12	IMC, MANUU_Dastaan-e-Bidar_ A Documentary on Bidar City	365	95.8
13	Life of Prophet Muhammad (PBUH) in Mecca Part 2 B A 1st Year Islamic studies IMC, MANUU	349	96.68
14	MANUU Documentary IMC, MANUU	344	98.85
15	IMC, MANUU_Introduction to Political Science_B. A_1st Year	344	96.63
16	Ek Mulaqat with Dr. Syed Mustafa Hashmi AIR 162 Civil Services ke Saat IMC MANUU	300	99.01
17	Golden city of Nawabs Lucknow A Documentary IMC, MANUU	280	95.89
18	IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st	252	96.92

	Year		
19	Republic Day Celebrations - 2022 Azadi Ka Amrit Mahotsav MANUU	251	98.43
20	Azad Day Celebrations – 2022 Inaugural Function MANUU Model Senior Secondary School MANUU	232	95.47
21	MANUU_Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	217	97.75
22	Hepatitis-B Knowledge Series IMC, MANUU	210	95.89
23	A Documentary on Sir Syed Ahmed Khan_A Great Educator and Social Reformer IMC, MANUU	205	98.09
24	Dr.Mohammad Aslam Parvaiz,Hon'ble VC, MANUU Addresses Newly Admitted Students During SIP-2019	204	94.44
25	Independence Day Celebration - 2022 Azadi ka Amrit Mahotsav MANUU	200	99.01
26	Taraqqi Pasand Tehreek: Pas-e-Manzar B.A First Year M.A Urdu IMC, MANUU	193	96.98
27	Education and Critical Thinking : A Historical Perspective Azad Memorial Lecture - 2022 MANUU	185	98.4
28	Islamic Studies aur Faham-e-Quran Part-1 M. A. 1st Year Islamic Studies IMC, MANUU	181	100
29	IMC, MANUU_Waadi-e- Sindh ki Tehzeeb_B.A_History_2nd Year	171	98.28
30	MANUU_Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A._Urdu_1st Year	167	98.82
31	MANUU_Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	163	97.02
32	M.A. Legal Studies Prof. Faizan Mustafa IMC MANUU	162	98.18
33	Welcome to Hon'ble Chancellor of MANUU Shri Mumtaz Ali (Padma Bhushan Awardee)	160	98.16
34	Education News Bulletin 17th December 2022 IMC MANUU	157	100
35	Naushad Ali Sartaj-e-Mousiqi A Documentary on Naushad Ali	154	95.65
36	Dastaan - e - Bidar A Documentary IMC MANUU	151	98.69
37	MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	143	95.97
38	Education News Bulletin 27th August 2022 IMC MANUU	142	100
39	MANUU_Muzakirah: Tasavuraati, Jamaliyati aur Rumani Tanqeed_M.A_Urdu_2nd Year	142	96.6
40	MANUU_Taraqqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	135	97.83
41	Hyderabad Shaher-e-Urdu A Documentary on Hyderabad City IMC, MANUU	135	97.83
42	IMC, MANUU_Saadat Hasan Manto ki Afsana	133	97.08

	Nigari_M.A_Urdu_2nd Year		
43	IMC, MANUU_Importance of Political Science _B.A_Political Science_1st Year	132	97.78
44	IMC, MANUU_Urdu Sahafat: Akhbaraat, Aaghaz-o-Irteqa (Panel Discussion)_M.A. JMC	129	96.27
45	MANUU_Bahmani Daur mein Urdu Adab_M.A_Urdu_1st Year	127	96.95
46	MANUU_Eehaam Goi - A Literary Movement_M.A. Urdu_1st Year	121	96.8
47	Islam aur Ilm Part-1 M. A. 1st Year Islamic Studies IMC, MANUU	120	99.17
48	MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	119	94.44
49	Education News Bulletin 09th July 2022 IMC MANUU	118	98.33
50	Muhammad Ibn Zakariya Al-Razi The father of Pediatrics Knowledge Series IMC MANUU	116	100

Likes and Dislikes of the content 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 15 shows the data of “Likes' ' and “Dislikes' ' of the videos of the channel with percentage. There were a total 43,568 numbers likes of the channel videos of total 1,616,737 number of views which is 97.7% against 2.3 % dislikes, which is considered to be a very encouraging sign.

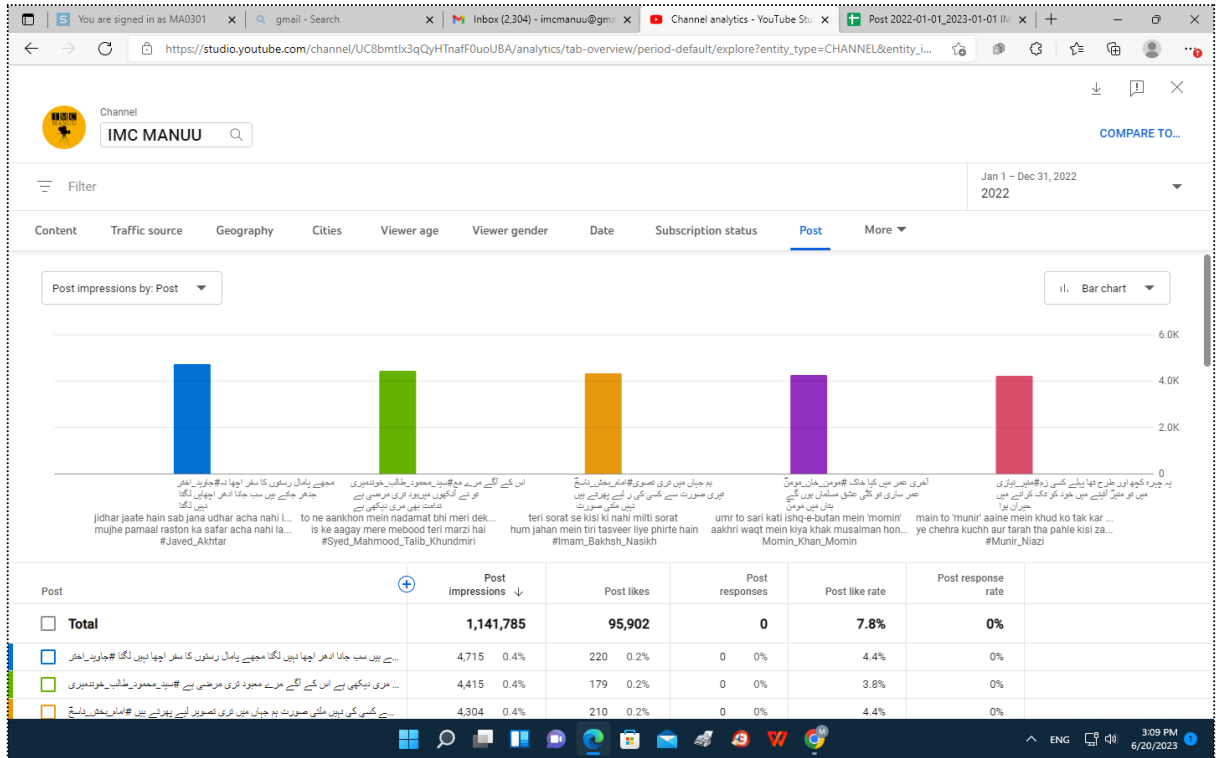
The data shows that the live program Understanding the Electronic Media I Lecture I Mr. Kamal Khan, NDTV has got 4,743 highest number of likes. The second program which has got 1,562 numbers of likes is “Rise and Fall of Muslims in The Field of Science” Prof. Pervez Hoodbhoy_Part-1. The third program which got more than thousand likes 1,255 was Maulana Azad National Urdu University II A short film II IMC MANUU. It would be not worthy of mention that the documentary got this number of likes in a very short span of time. The fourth video which got 1,235 number of likes was “The Wonder Land, A Documentary on Bijapur City.

Although the live streamed programs have got up to 99.0% likes among them is the most prominent the Foundation Day Lecture I 25th Foundation Day I Celebrating the Silver Jubilee Year I MANUU delivered by Prof. A. M Pathan, former vice chancellor of the MANUU.

Very Interestingly some of the News Bulletin titled as “ Taleemi Khabrnama” has got 100% likes which were telecast on 27th August 2022 and 17th December 2022, presented by Ismat Fatima, Assistant Professor, Polytechnic, MANUU, produced by Mr. Mohd. Mujahid Ali, IMC, MANUU.

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 was only one curriculum based program which got 100% likes is “Islamic Studies aur Fahm-e-Quran ” produced for M. A. Previous studies. Besides there are many programs which also got 98% likes by their viewers which can be seen on the above table number 15.

09. Bar Chart likes of the Posts Published in IMC MANUU youtube Channels



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

S.No	Post text	Post publish time	Post impressions	Post likes
Total			1141785	95902
01	<p>جدر جاتے ہیں سب جانا ادھر اچھا نہیں لگتا مجھے پامال رستوں کا سفر اچھا نہیں لگتا #جاوید_اختر</p> <p>jidhar jaate hain sab jana udhar acha nahi lagta mujhe pamaal raston ka safar acha nahi lagta #Javed_Akhtar</p>	Jan 17, 2022	4715	220
02	<p>تو نے آنکھوں میں ندامت بھی مری دیکھی ہے اس کے آگے مرے معبود تری مرضی ہے #سید_محمود_طالب_خوندمیری</p> <p>to ne aankhon mein nadamat bhi meri dekhi hai is ke aagay mere mebood teri marzi hai #Syed_Mahmood_Talib_Khundmiri</p>	Jan 16, 2022	4415	179

03	<p>تیری صورت سے کسی کی نہیں ملتی صورت ہم جہاں میں تری تصویر لیے پھرتے ہیں #امام_بخش_ناسخ teri sorat se kisi ki nahi milti sorat hum jahan mein tiri tasveer liye phirte hain #Imam_Bakhsh_Nasikh</p>	Apr 10, 2022	4304	210
04	<p>عمر ساری تو کٹی عشقِ بتاں میں مومن آخری عمر میں کیا خاک مسلمان ہوں گے #مومن_خان_مومن umr to sari kati ishq-e-butan mein 'momin' aakhri waqt mein kiya khak musalman honge Momin_Khan_Momin</p>	Jan 21, 2022	4255	218
05	<p>میں تو منیر آئینے میں خود کو تک کر حیران ہوا یہ چہرہ کچھ اور طرح تھا پہلے کسی زمانے میں #منیر_نیازی main to 'munir' aaine mein khud ko tak kar hairaan hua ye chehra kuchh aur tarah tha pahle kisi zamane mein #Munir_Niazi</p>	Apr 9, 2022	4208	190
06	<p>یہ عشق نہیں آساں اتنا ہی سمجھ لیجے اک آگ کا دریا ہے اور ڈوب کے جانا ہے #جگر_مرادآبادی ye ishq nahi asan itna hi samajh lije ek aag ka darya hai aur doob ke jaana hai #Jigar_Moradabadi</p>	Apr 6, 2022	4068	189
07	<p>جھوٹ بولنے سے آدمی کا اعتبار جاتا رہتا ہے پھر لوگ اس کی سچی بات کا بھی یقین نہیں کرتے۔ #ڈپٹی_نذیر_احمد .jhoot bolne se aadmi ka aitbaar jata rehta hai phir log is ki sachhi baat ka bhi yaqeen nahi karte #Deputy_Nazir_Ahmad</p>	Jan 28, 2022	4043	229
08	<p>زخم کھاتے ہیں اور مسکراتے ہیں ہم حوصلہ اپنا خود آزما تے ہیں ہم #اے_جی_جوش zakhm khate hain aur muskuraate hain hum hausla apna khud aazmate hain hum #A_G_Josh</p>	Apr 11, 2022	4006	223
09	<p>لازم ہے سوز عشق کا شعلہ عیاں نہ ہو جل بجھیے اس طرح سے کہ مطلق دھواں نہ ہو #رجب_علی_بیگ_سرور lazim hai soz ishq ka shola ayaan nah ho jal bujhaye is tarah se ke mutlaq dhuwan na ho #Rajab_Ali_Baig_Suroor</p>	Feb 3, 2022	3643	198

10	<p>سب دیے ہم نے خود بچھا ڈالے اب ہواؤں سے ڈر نہیں لگتا</p> <p>واصف_علی_واصف# sab diye hum ne khud bujha daale ab hawaon se dar nahi lagta #Wasif_Ali_Wasif</p>	Jan 18, 2022	3590	172
11	<p>ہزار نقص ہیں مجھ میں مرے کمال کو دیکھ مجھے نہ دیکھ دلاویزی خیال کو دیکھ</p> <p>سکندر_علی_وجد# hazar nuqs hain mujh mein mere kamal ko dekh mujhe na dekh dil-aavezi-e-khayal ko dekh #Sikandar_Ali_Wajid</p>	Jan 22, 2022	3582	163
12	<p>عبث دل ہے کسی پہ اپنی اپنی ہر وقت روتا ہے نہ کر غم اے دوانے عشق میں ایسا ہی ہوتا ہے</p> <p>سراج_الدین_خان_آرزو# abas dil be-kasi pe apni apni har waqt rota hai na kar gham ai deewane ishq mein aisa hi hota hai #Sirajuddin_Ali_Khan_Arzo</p>	Jan 27, 2022	3511	149
13	<p>خود خموشی کے حصاروں میں رہے رات بھر چرچے ستاروں میں رہے</p> <p>حامد_کاشمیری# khud khamoshi ke hisaron mein rahe raat bhar charche sitaron mein rahe #Hamidi_Kashmiri</p>	Jan 29, 2022	3498	148
14	<p>تمنا ہے یہ آنکھوں کی تیرا دیدار آ دیکھیں کبھی روضہ ترا یا احمد مختار آ دیکھیں</p> <p>عبدالحمید_شرر# tamanna hai ye aankhon ki tera deedar aa dekhein kabhi rauzah tera ya ahmad-e-mukhtar aa dekhein #Abdul_Halim_Sharar</p>	Jan 14, 2022	3485	208
15	<p>درد کو رہنے بھی دے دل میں دوا ہو جائے گی موت آئے گی تو اے ہمدام شفا ہو جائے گی</p> <p>حکیم_محمد_اجمل_خان_شیدا# dard ko rehne bhi de dil mein dawa ho jaye gi maut aaye gi to ae humdam shifa ho jaye gi #Hakim_Mohammad_Ajmal_Khan_Shaida</p>	Feb 12, 2022	3450	184
16	<p>تلاطم آرزو میں ہے نہ طوفان جستجو میں ہے جوانی کا گزر جانا ہے دریا کا اتر جانا</p> <p>تلوک_چند_محروم# talatum aarzu mein hai na tofan justuju mein hai javani ka guzar jaana hai darya ka utar jana #Tilok_Chand_Mahroom</p>	Apr 8, 2022	3389	172

17	<p>افسردگی بھی حسن ہے تابندگی بھی حسن ہم کو خزاں نے تم کو سنوارا بہار نے اجتبیٰ رضوی # afsurdagi bhi husn hai taabandagi bhi husn humko khizaan ne tum ko sanvara bahar ne #Ijtiba_Rizvi</p>	Jan 26, 2022	3384	158
18	<p>کسی کا خون ناحق رائیگاں تو جا نہیں سکتا وفا کا روپ نکھرے گا محبت سرخ رو ہوگی رشی پٹیالیوی # kisi ka khoon nahaq raegaan to ja nahin sakta wafa ka roop nikhreega mohabbat surkh ru hogi #Rishi_Patialvi</p>	Jan 25, 2022	3347	164
19	<p>جو اعلیٰ ظرف ہوتے ہیں ہمیشہ جھک کے ملتے ہیں صراحی سرنگوں ہو کر بہرا کرتی ہے پیمانہ خواجہ حیدر علی آتش # jo aala-zarf hote hain hamesha jhuk ke milte hain surahi sar-nigon ho kar bhara karti hai paimana #Khwaja_Haider_Ali_Aatish</p>	Jan 13, 2022	3306	175
20	<p>آئندہ نسل مجھ کو پڑھے گی غزل غزل میں حرف حرف اپنا ہنر چھوڑ جاؤں گا محسن نقوی # aaindah nasal mujh ko padhe gi ghazal ghazal mein harf harf apna hunar chod jaunga #Mohsin_Naqvi</p>	Jan 15, 2022	3275	130
21	<p>محبت کے لیے کچھ خاص دل مخصوص ہوتے ہیں یہ وہ نغمہ ہے جو ہر ساز پر گایا نہیں جاتا مخمور دہلوی # mohabbat ke liye kuch khaas dil makhsoos hote hain ye vo naghma hai jo har saaz par gaaya nahi jata #Makhmoor_Dehlvi</p>	Feb 26, 2022	3224	186
22	<p>نہ کسی کی آنکھ کا نور ہوں نہ کسی کے دل کا قرار ہوں کسی کام میں جو نہ آسکے میں وہ ایک مشت غبار ہوں مضطر خیر آبادی # na kisi ki aankh ka nur hun na kisi ke dil ka qarar hun kasi kaam mein jo na aa sake main wo ek musht-e-ghubar hun #Muztar_Khairabadi</p>	Mar 20, 2022	3182	243
23	<p>بہار چشم ترے حسن کی بہار سے لوں شمیم لوں تو تری زلف مشکبار سے لوں چندو لعل بہادر شادان # bahaar-e-chashm tere husn ki bahaar se loon shamim lun to teri zulf-e-mushk-bar se loon #Chandu_Lal_Bahadur_Shadan</p>	Apr 13, 2022	3157	140

24	<p>جب پیار نہیں ہے تو بھلا کیوں نہیں دیتے خط کس لئے رکھے ہیں جلا کیوں نہیں دیتے</p> <p>حسرت_جئے_پوری # jab pyaar nahi hai to bhula kyun nahin dete khat kis liye rakkhe hain jala kyun nahin dete #Hasrat_Jaipuri</p>	Apr 14, 2022	3145	155
25	<p>جس ملک میں جمہوریت کی جڑیں گہری اور دیرپا نہ ہوں وہاں کی فضا میں ادب و تہذیب کی ترقی کے امکانات بھی زیادہ نہیں ہوتے #باقر_مہدی</p> <p>jis mulk mein jamhuriat ki jadein gehri aur dairpa na hon wahan ki fiza mein adab-o-tahazeeb ki taraqqi ke imkanaat bhi ziyada nahi hote #Baqar_Mehdi</p>	Feb 11, 2022	3128	130
26	<p>چمچے کی نہیں قید وہ چھوٹا کہ بڑا ہو ہر کام ڈبونے کا کیا کرتے ہیں چمچے</p> <p>سلیمان_خطیب # chamchay ki nahi qaid woh chhota ke bada ho har kaam dabonay ka kiya karte hain chamchay #Suleman_Khateeb</p>	Feb 10, 2022	3120	148
27	<p>ہر گھڑی مت روٹھ اس سے پھیر پل میں مل نہ جا گر بھلا مانس ہے اس کوچہ میں تو اے دل نہ جا</p> <p>حسرت_عظیم_آبادی # har ghadi mat ruth us se pher pal mein mil na ja gar bhala manas hai us kuche mein tu ai dil na ja #Hasrat_Azimabadi</p>	Jan 23, 2022	3118	120
28	<p>پھر ایک اور صبح اور ایک شام۔۔۔ یہ دن اور راتیں۔۔۔ حماقت کے افسانوں کے کارواں۔۔۔ بے بس و بے معنی! آئیے کامریڈ میں آپ کو ایک نئی داستان سناؤں۔ امید ہے آپ کو معلوم ہوگا کہ میں ایک بڑی سحر طراز افسانہ نگار ہوں۔ (افسانہ : ہم لوگ) قرۃ_العین_حیدر #</p>	Jan 20, 2022	3090	103
29	<p>نجات دیدہ و دل کی گھڑی نہیں آئی چلے چلو کہ وہ منزل ابھی نہیں آئی</p> <p>فیض_احمد_فیض # najat-e-deeda-o-dil ki ghadi nahin aai chale-chalo ki wo manzil abhi nahin aai #Faiz_Ahmad_Faiz</p>	Feb 13, 2022	3076	199
30	<p>گردنِ ظلم کٹے جس سے وہ آرا ہوں میں غرمِ جور جلا دے وہ شرارا ہوں میں</p> <p>مخدوم_محمی_الدین # gardan-e- zulm katay jis se woh aara hoon main girman-e-jaor jala day woh sharara hoon main #Makhdoom_Mohiuddin</p>	Feb 4, 2022	3060	139

31	<p>یہ آرزو تھی تجھے گل کے روبرو کرتے ہم اور بلبل بے تاب گفتگو کرتے</p> <p>حیدر علی آتش ye aarzu thi tujhe gul ke ru-ba-ru karte ham aur bulbul-e-betab guftuga karte #Haider_Ali_Aatish</p>	Dec 10, 2022	3059	197
32	<p>وطن پرست شہیدوں کی خاک لائیں گے ہم اپنی آنکھ کا سرمہ اسے بنائیں گے</p> <p>برج_نرائن_چکبست watan-parast shaheedon ki khaak laenge ham apni aankh ka surma use banaenge #Birj_Narayan_Chakbast</p>	Jan 19, 2022	3042	127
33	<p>ہے تا حد امکان کوئی بستی نہ بیابان آنکھوں میں کوئی خواب دکھائی نہیں دیتا</p> <p>سید_امین_اشرف hai tahadd-e-imkan koi basti na biyaban aankhon mein koi khwab dikhai nahi deta #Syed_Amin_Ashraf</p>	Feb 7, 2022	3008	132
34	<p>میں ابھی سے کس طرح ان کو بے وفا کہوں منزلوں کی بات ہے راستے میں کیا کہوں</p> <p>نشور_واحدی main abhi se kis tarah un ko bevafa kahun manzilon ki baat hai raste mein kya kahun #Nushur_Wahidi</p>	Jan 4, 2022	2975	148
35	<p>مسرتوں نے تو چاہا تھا دل میں آ جائیں ہجوم غم نے مگر ان کو راستہ نہ دیا</p> <p>مشیر_جھنجھانوی masarraton ne to chaha tha dil men aa jaaen hujoom-e-gham ne magar un ko rasta na diya #Mushir_Jhanjhanvi</p>	Feb 27, 2022	2967	171
36	<p>نہیں شکوہ مجھے کچھ بے وفائی کا تری ہرگز گلا تب ہو اگر تو نے کسی سے بھی نبھائی ہو</p> <p>خواجہ_میر_درد nahin shikva mujhe kuch bevafai ka teri hargiz gila tab ho agar tu ne kisi se bhi nibhai ho #Khwaja_Mir_Dard</p>	Jan 8, 2022	2963	135
37	<p>تم مرے ہونٹوں پہ رہتی ہو دعاؤں کی طرح کتنی معصوم ہو تم میری وفاؤں کی طرح</p> <p>شاذ_تمکنت tum mere honton pe rehti ho duaon ki tarah kitni masoom ho tum meri wafaon ki tarah #Shaz_Tamkanat</p>	Jan 31, 2022	2959	152

38	<p>ہر دم آوے پیارے تیرے عشق کی باؤمنج وہی سلگائے جیو کو نہیں تو جاوے گا بج ابراہیم_عادل_شاہ_ثانی# har dam aawe pyare tere ishq ki bao minj wahi sulghaye jeo ko nahi to jao de ga bij #Ibraheem_Aadil_Shah_Sani</p>	Feb 5, 2022	2948	126
39	<p>جنہیں حاصل ہے تیرا قرب خوش قسمت سہی لیکن تیری حسرت لیے مر جانے والے اور ہوتے ہیں بنڈت_بری_چند_اختر# jinhen hasil hai tera qurb KHush-qismat sahi lekin teri hasrat liye mar jaane wale aur hote hain #Hari_Chand_Akhtar</p>	Apr 17, 2022	2946	179
40	<p>نام اس کا آمریت ہو کہ ہو جمہوریت منسلک فرعونیت مسند سے تب تھی اب بھی ہے مرتضیٰ_برلاس# naam is ka amariyyat ho ki ho jamhuriat munsalik firauniyat masnad se tab thi ab bhi hai #Murtaza_Barlas</p>	Jan 30, 2022	2942	121
41	<p>چرا کے مٹھی میں دل کو چھپائے بیٹھے ہیں بہانا یہ ہے کہ مہندی لگائے بیٹھے ہیں میر_مہدی_مجروح# chura ke mutthi mein dil ko chhupae baithe hain bahana ye hai ki mehndi lagae baithe hain #Meer_Mehdi_Majrooh</p>	Apr 18, 2022	2939	195
42	<p>میں سوچتی ہوں اور ان چوروں کا کیا ہوگا جن کے نام پر نہ وارنٹ ہیں اور نہ کبھی ہوں گے۔ چوری کی بھی تو کئی قسمیں ہیں۔ اٹھائی گیری، جیب کتری، نقب زنی، ڈاکہ مارنا، چور بازاری، دوسروں کی محنت کے نفع کو لے کر اپنا گھر بھر لینا... (افسانہ ”چور“)#رشید_جہاں mein sochti hoon aur un choron ka kya hoga jin ke naam par na warrant hain aur na kabhi honge. chori ki bhi to kayi qismein hain. uthai geri, jeib katri, naqb zani, daka marna, chor bazari, doosron ki mehnat ke naffa ko le kar apna ghar bhar lena... (Afsana "Chor") #Rashid_Jahan</p>	Mar 28, 2022	2927	173
43	<p>ہے مرے پہلو میں اور مجھ کو نظر آتا نہیں اس پری کا سحر یارو کچھ کہا جاتا نہیں ولی_اللہ_محب# hai mere pahlu mein aur mujh ko nazar aata nahi us pari ka saher yaaro kuch kaha jata nahi #Waliullah_Muhib</p>	Feb 6, 2022	2915	134

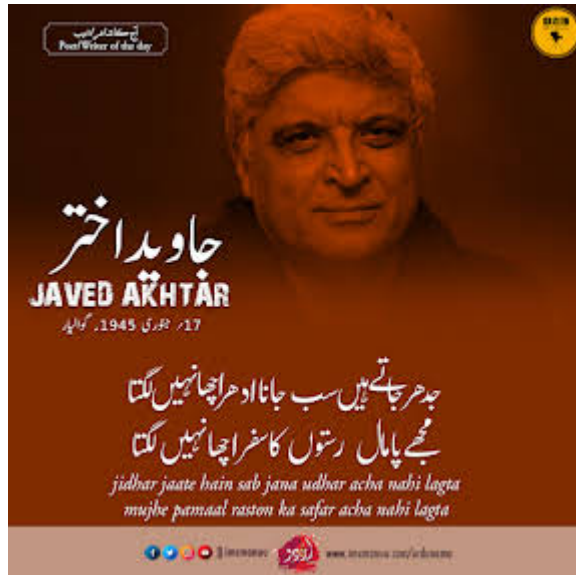
44	<p>یہ رکے رکے سے آنسو یہ دبی دبی سی آہیں یوں ہی کب تک خدایا غم زندگی نباہیں مجروح_سلطانپوری# ye ruke ruke se aansu ye dabi dabi si aahen yunhi kab talak khudaya gham-e-zindagi nibahen #Majrooh_Sultanpuri</p>	Jun 17, 2022	2911	193
45	<p>دھوم سے سنتے ہیں اب کی سال آتی ہے بہار دیکھیے کیا کچھ ہمارے سر پہ لاتی ہے بہار محمد_رفیع_سودا# dhoom se sunte hain ab ki saal aati hai bahaar dekhiye kya kuch hamare sar pe lati hai bahaar #Mohammad_Rafi_Sauda</p>	Jun 26, 2022	2894	199
46	<p>عشق میں کیا نقصان نفع ہے ہم کو کیا سمجھاتے ہو ہم نے ساری عمر ہی یارو دل کا کاروبار کیا جاں_نثار_اختر# ishq mein kya nuqsan nafa hai ham ko kya samjhate ho ham ne saari umr hi yaaro dil ka karobar kiya #Jaan_Nisar_Akhtar</p>	Feb 8, 2022	2885	134
47	<p>بے شک ہاتھی گرے بھی تو گھوڑے سے اونچا رہتا ہے ہمیں“ ،،...اپنے طور طریق ہر گز نہیں بدلنا چاہیں (ناول: عالم پناہ) رفیعہ_منظور_الامین# be shak hathi giray bhi to ghoday se oncha rehta hai hamein apne taur tareeq har gaz nahi badalna चाहain (Novel : Alam Panah) #Rafia_Manzoor_ul_Ameen</p>	Jul 25, 2022	2875	125
48	<p>کون گلشن میں رہے نرگس حیراں کی طرح اُو چمکا دیں اسے مہر درخشاں کی طرح امتیاز_علی_خان_عرشی# kaun gulshan mein rahe nargis-e-hairan ki tarah aao chamka den use mehr-e-darakhshan ki tarah #Imtiyaz_Ali_Khan_Arshi</p>	Feb 25, 2022	2870	162
49	<p>اس نے ہنس کر کہا، ”اب رات ہو گئی ہے، بڑی اچھی رات ہے۔“ اس نے اپنا کمزور ننھا چھوٹا سا ہاتھ میرے دوسرے شانے پر رکھ دیا اور جیسے بادام کے پھولوں سے بھری شاخ جھک کر میرے کندھے پر سو گئی۔ افسانہ - پورے چاند کی رات)##کرشن_چندر) us ne hans kar kaha, "ab raat ho gai hai, badi achi raat hai." us ne apna kamzor nanha chhota sa hath mere dosre shanay par rakh diya aur jaise badam ke phoolon se bhari shaakh jhuk kar mere kandhe par so gayi. (afsana- poore chaand ki raat) #Krishn_Chander</p>	Mar 8, 2022	2855	130

50	<p>کچھ تو ہے بات جو آتی ہے قضا رک رک کے زندگی قرض ہے قسطوں میں ادا ہوتی ہے</p> <p>قمر_جلال_آبادی# kuch to hai baat jo aati hai qaza ruk ruk ke zindagi qarz hai qiston mein ada hoti hai #Qamar_Jalalabadi</p>	Jan 9, 2022	2840	145
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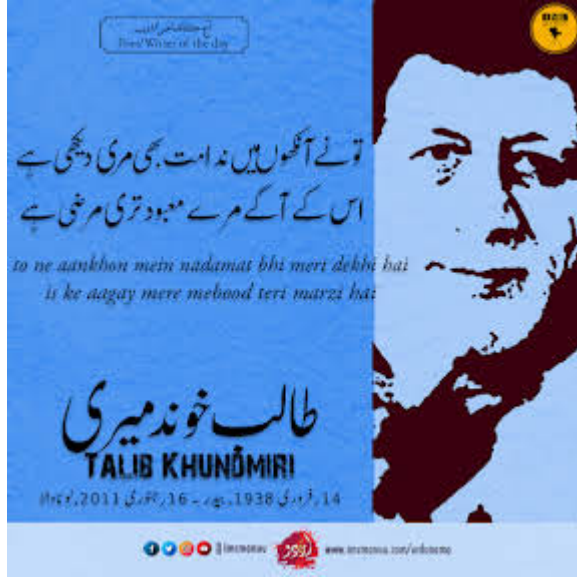
Likes of the Posts Published in IMC, MANUU youtube Channels: In a bid to promote and preserve the rich cultural heritage of Urdu and to bring its diverse flavours to the masses, Instructional Media Centre launched this Audio-Visual series titled as Urdu Nama. Under this series the Centre also started 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 Dr. Md. Imtiyaz Alam, Research Officer, IMC and Dr. Mir Hashmath Ali, Production Assistant of the same centre. 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 16 is showing the details of the impressions of users and the likes of the viewers. There were a total number 1,141,785 impressions with 95,902 likes for the posts during the year 2022.

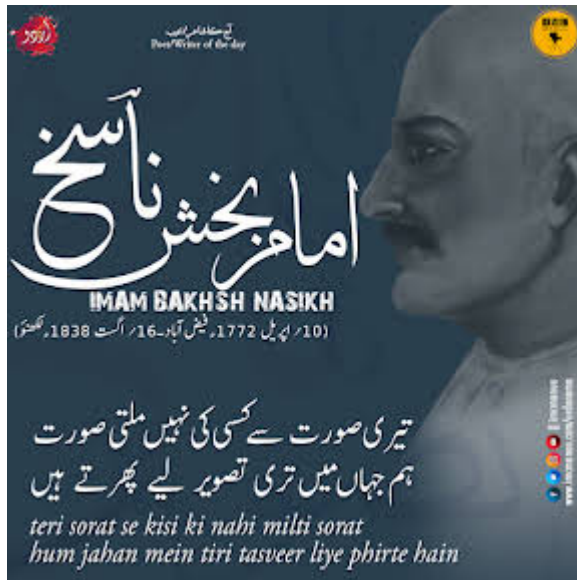
Among the top posts of “Writer/Poet of the day” was the post on famous poet and lyricist Javed Akhtar saheb (Jan- 1945) which got 4,715 thumb impressions with 220 maximum numbers of likes during the year-2022.



The second most popular post was the post on Syed_Mahmood_Talib_Khundmiri which recieved 4,415 thumb impressions 179 times liked by the viewers.



The third most popular post was the post on Imam_Bakhsh_Nasikh which got 4,304 thumb impressions and was liked 210 times by the viewers.



These were most three popular posts for further details the table number 16 may be seen.

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

S.No	Title of the programmes	Comments	Views	Watch time (hours)
	Total	3450	1616737	129674.3058
1	Five Day Workshop Understanding the Electronic Media Lecture Mr. Kamal Khan, NDTV	262	150155	14773.0359
2	Guest Lecture Rise and Fall of Muslims in The Field of Science Prof. Pervez Hoodbhoy_Part-1	175	94062	16268.0005
3	Maulana Azad National Urdu University A short film IMC MANUU	118	21032	973.0641
4	Rise and Fall of Muslims in The Field of Science_Part 2	58	22031	4444.0611
5	Hepatitis-B Knowledge Series IMC, MANUU	45	17146	817.5054
6	Bijapur The Wonder Land A Documentary on Bijapur City.	44	118650	9607.6218
7	Education News Bulletin 17th December 2022 IMC MANUU	40	2114	53.7533
8	Azad Day Celebrations – 2022 Inaugural Function MANUU Model Senior Secondary School MANUU	32	5589	785.1103
9	A Documentary on Gulbarga City IMC, MANUU	31	98819	3477.5997
10	IMC, MANUU_Life of Prophet Muhammad PBUH in Makkah Part - 1_B.A_1st Year	30	17546	1416.0766
11	Shaheen-e-Urdu Abdul Khader Episode-08 IMC MANUU	28	567	25.1767
12	Life of Prophet Muhammad (PBUH) in Mecca Part 2 B A 1st Year Islamic studies IMC, MANUU	26	16542	900.1765
13	MANUU Documentary IMC, MANUU	25	13428	611.2832
14	IMC, MANUU_Dastaan-e-Bidar_ A Documentary on Bidar City	25	16753	1671.5681

15	Role of Hindi Film Songs in Freedom Movement IMC MANUU	23	1415	44.7642
16	Golden city of Nawabs Lucknow A Documentary IMC, MANUU	22	18317	1263.1344
17	Masih-UI-Mulk Hakim Ajmal Khan A Documentary on Hakim Ajmal Khan IMC, MANUU	21	46385	1933.7237
18	Dara Shikoh's Literary and Historical Personality and its Relevance in Present Era MANUU	21	1180	122.1996
19	M.A. Legal Studies Prof. Faizan Mustafa IMC MANUU	21	2753	111.4789
20	Republic Day Celebrations - 2022 Azadi Ka Amrit Mahotsav MANUU	21	3836	253.0123
21	Shaheen e Urdu Shahana Alam Episode 12 IMC MANUU	20	656	24.9357
22	Foundation Day Lecture 25th Foundation Day Celebrating the Silver Jubilee Year MANUU	19	5933	575.1071
23	Welcome to Hon'ble Chancellor of MANUU Shri Mumtaz Ali (Padma Bhushan Awardee)	19	4547	350.0935
24	Naqsh-e-Azad II A Documentary on Maulana Abul Kalam Azad	19	30118	4034.0399
25	Education and Critical Thinking : A Historical Perspective Azad Memorial Lecture - 2022 MANUU	18	12129	3828.5471
26	Islamic Studies aur Faham-e-Quran Part-1 M. A. 1st Year Islamic Studies IMC, MANUU	17	7680	346.5208
27	Pre Islamic Arabia_B.A_Islamic Studies_1st Year IMC MANUU	17	22006	1335.3359
28	Sir Syed Ahmed Khan A Documentary IMC MANUU	16	1712	106.2374
29	Multiple Intelligences: Types & Characteristics Workshop Day-02 CPDUMT MANUU	15	776	126.3175

30	Education News Bulletin 19th March 2022 IMC, MANUU	15	531	17.2342
31	Education News Bulletin 09th July 2022 IMC MANUU	14	1445	41.1021
32	DDE Admission 2022 2023 IMC MANUU	14	1917	52.4055
33	Celebrating the Silver Jubilee Year MANUU@25 25th Foundation Day of MANUU	14	1622	19.3332
34	Ek Mulaqat with Dr. Syed Mustafa Hashmi AIR 162 Civil Services ke Saat IMC MANUU	14	7444	447.6479
35	Patna City A Documentary IMC MANUU	14	2046	104.2594
36	History of Islamic Jurisprudence B. A. 2nd Year IMC MANUU	13	1501	82.1578
37	IMC, MANUU_Introduction to Political Science_B. A_1st Year	13	16700	685.5645
38	Lucknow Golden City of Nawabs	13	1046	68.1036
39	NEP 2020 and Higher Education D-2 S-2 5 Day FDP for Urdu Medium Degree College Lecturers IMANUU	13	545	58.4599
40	Dastaan - e - Bidar A Documentary	12	3894	208.3584
41	Afsana kaise Likhe - Part 1/2 UG & PG IMC MANUU	12	1874	142.0782
42	Education News Bulletin 13th August 2022 IMC MANUU	12	409	11.0419
43	Majma'-ul-Bahrain of Dara Shikoh: Harbinger of Pluralistic Approach Towards Religion & Spirituality	11	2173	289.9309
44	IMC, MANUU_Importance of Political Science _B.A_Political Science_1st Year	11	6308	212.9754
45	MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	10	5136	426.2907
46	Inaugural Session 5-Day Online Workshop on Language Development CPDUMT	10	869	106.4347
47	Education News Bulletin 19th November 2022 IMC MANUU	10	1355	42.946
48	Stages and Theories of Language	10	1133	139.8746

	Development 5 Day Online Workshop CPUDMT, MANUU			
49	Prof. Mohd. Farooq Bakshi Eminent Poet & Critic Urdu Nama Episode-14 IMC MANUU	10	278	23.9667
50	Toni Morrison's The Bluest Eye M. A. English IMC MANUU	10	562	18.7517

Comments on channel's uploaded as well as live streaming programmes: As the data shows that there were a total 3,450 comments which were given on channel's different programmes by the audience during the year 2022. This year's statistics show that the top three videos are from different categories which have been produced by the centre. Among them 262 comments have been on live lectures on a workshop on "Understanding the Electronic Media", delivered by veteran journalist Mr. Kamal Khan, NDTV.

the second program which was received 175 comments from the viewers was again a lecture on topic Rise and Fall of Muslims in The Field of Science, Prof. Pervez Hoodbhoy_Part-1

The third program which received 118 comments was a short film on Maulana Azad National Urdu University. The table 17 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.

Rise and Fall of Muslims in The Field of Science | Prof. Pervez Hoodbhoy_Part-1
@hariskhan-kt6lr

Excellent

انسان کے لئے وہی کچھ ہے جس کی وہ کوشش کرے... اللہ تعالیٰ نے تو ہمیں یہ فرمایا ہے... اللہ تعالیٰ نے ہمیں کھلا چھوڑا ہے.. کہ محنت کرو اور دنیا میں ترقی کریں... پیغمبر صل اللہ علیہ والہ وسلم نے بھی یہی فرمایا کہ علم ..و ہنر سیکھو.. اللہ تعالیٰ اور رسول اللہ صل اللہ علیہ والہ وسلم ہمیں اونچے سے اونچے جگہ پر دیکھنا چاہتے ہیں

Maulana Azad National Urdu University || A short film || IMC MANUU
@dabistan-e-kutab3343

I'm from Pakistan ..And I've a strange fascination with getting admission in this University... I know it's not feasible...maybe in distance mode...And that's all just because of Urdu..

اردو بے جس کا نام ہم ہی جانتے ہیں داغ

...سارے جہاں میں دھوم ہماری زبان کی ہے

MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year

@asadsaeed2348

السلام علیکم، آداب عرض! بہترین ہمہ پہلو، بھرپور مضمون، دل نشین انداز بیان، شیریں لہجہ، اردو کا اصل لطف، اہل زبان کی زبان میں.....شکریہ جزاکم اللہ خیرا کثیرا....

@ejazh5285

Khak mein kya sooraten hongii jo pinha ho gayeen Soorat aam taur par shakl se mansoob ki jati hain jaise khoobsoorat waghaira. In mohtarma ne yahan jo wazahat ki hai woh isi monasbat se ki hai jo bilkul sahi hai. Soorat lafz ka ek aur maani hota hai yane tareeqa English me " way out". Ghalib ne kaha ke koi soorat nazar nahi aati. Yahan par matkab shakl nahi balke tareeqa hai. Ab ghaur kijye ke khak yane berang o boo mitti me qudrat ne kaisi kaisi hikmat shamil hai ke itne khushnuma aur khush rang gulon ki soorat (shakl) me numaya ho jaati hain. Afreen shayar ki soch par. Tah ba tah mani khul sakte hain.

MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year



@drf8508

Great....bahut ach-cha video bana he....bahut hi malumati video he....bahut kuchh seekhne ko mila he....Guzarish ye he ki....maroozi sawalat par mabni kuchh video bhi banaye to....ugc/cbse net exam ki tayyari bhi ho sake.....halan-ki....ye video bhi bhut hi mayari hen....Thanx

1857 ke Baad Urdu Adab | M. A. | Urdu | 1st Year | IMC MANUU

hamaryadeeb3562

اردو افسانے کے آغاز اور اولیت کو لے کر خاصے اختلافات رہے ہیں۔ حالانکہ اردو افسانے کا سفر کچھ ایسا طویل بھی نہیں ہے کہ یہ تحقیق کے لیے کوئی بہت بڑا چیلنج ہو لیکن اردو افسانے کے ساتھ معاملہ یہ ہوا کہ ہمارے زیادہ تر محققین کولسانی کھکھیڑیں سلجھانے اور قدیم ترین متون کی تدوین و ترتیب نے اتنی فرصت ہی نہیں دی کہ وہ اس سمت بھی توجہ کرتے یا شاید افسانہ (یا تخلیقی ادب) ان کی ترجیحات میں شامل ہی نہیں تھا۔ خیر اس صورت حال کے مدنظر اردو افسانے کی روداد لکھنے کی ذمہ داری محققین کے بجائے ناقدین نے اپنے سرلی اور اس ضمن میں پہلا قدم ہی غلط پڑا۔ 1955ء کے ”نقوش“ کے افسانہ نمبر میں شائع ایک بحث میں پروفیسر وقار عظیم نے پریم چند کو اردو کا پہلا افسانہ نگار قرار دیا۔ پروفیسر احتشام حسین نے بھی اسی طرح ”کتاب“ (لکھنؤ) میں شائع ایک بحث میں سجاد حیدر یلدرم اور پریم چند دونوں کو اردو کا اولین افسانہ نگار تسلیم کرتے ہوئے فرمایا: ”ہم کو جو ابتدائی افسانہ نگار ملتے ہیں، ان میں دو نام نمایاں طور پر نظر آتے ہیں۔ ایک سجاد حیدر یلدرم کا اور دوسرا پریم چند کا۔“ سجاد حیدر یلدرم کو اردو کا پہلا افسانہ نگار تسلیم کرنے والوں میں پروفیسر احتشام حسین اکیلے نہیں ہیں۔ پطرس بخاری اور ڈاکٹر معین الرحمن بھی ان کے ہمنوا ہیں۔ ابو الفضل صدیقی نے (”سیپ“، کراچی 1980) سلطان حیدر جوش کو اردو کا پہلا افسانہ نگار قرار دیا

ہے تو ڈاکٹر ابو اللیث صدیقی نے خواجہ حسن نظامی کو۔ اردو افسانے کے محض اگیارہ دہائیوں کے قلیل مدت کے سفر کی تاریخ کے تعلق سے اس طرح کا تضاد افسوس ناک بھی ہے اور عبرت آموز بھی۔ دراصل یہ پورا معاملہ غیر سائنسی طریقہ تحقیق اور ذاتی ترجیحات اور تعصبات کا غماز ہے۔ وگرنہ اردو کے وہ ابتدائی ادبی مجلے جنہوں نے اول اول افسانے شائع کیے ان کی تعداد انگلیوں پر گنی جاسکتی ہے اور آج بھی وہ ہندوستان کی چیدہ چیدہ لائبریریوں میں دستیاب ہیں مثلاً ’زمانہ‘ (کانپور) ، ’معارف‘ (علی گڑھ) ، ’مخزن‘ (لاہور اور دہلی) ، ’اردوئے معلیٰ‘ (علی گڑھ) وغیرہ۔ ڈاکٹر مسعود رضا خاکی وہ پہلے شخص ہیں جنہوں نے 1965ء میں ”اردو افسانے کا ارتقا“ کے موضوع پر اپنے پی ایچ ڈی کے مقالے میں راشد الخیری کے افسانے ”نصیر اور خدیجہ“ (مطبوعہ مخزن 1903) کو اردو کا پہلا افسانہ قرار دیا۔ پھر پروفیسر مرزا حامد بیگ نے ’مخزن‘ (لاہور، شماره 3، جلد 6، بابت دسمبر 1903 صفحہ نمبر 27 تا 31) سے راشد الخیری کا یہ افسانہ حاصل کر کے 1991ء میں ”فنون“ (لاہور) میں شائع کروادیا اور اس کے بعد سے راشد الخیری کے افسانے ”نصیر اور خدیجہ“ کو اردو کا پہلا افسانہ تسلیم کر لیا گیا۔ 1997ء میں مظہر امام نے معروف پاکستانی رسالہ ”آئندہ“ (کراچی) میں بہار کے دو افسانہ نگاروں کا ذکر کرتے ہوئے ثابت کیا کہ علی محمود (پہلا طبع زاد افسانہ ”چھاؤں“، ’مخزن‘، لاہور - بابت اپریل 1904) اور وزارت حسین اورینی (پہلا طبع زاد افسانہ ”افسانہ حرمان یعنی مرگِ محبوب“، ’اردوئے معلیٰ‘ - علی گڑھ بابت جون 1905) بھی اردو کے ابتدائی افسانہ نگاروں میں شامل ہیں۔ اردو کے قدیم ادبی مجلوں مثلاً مخزن، اردوئے معلیٰ، زمانہ اور عصمت وغیرہ کی فائلیں دیکھنے کے بعد اردو کے اولین افسانہ نگاروں کی فہرست اس طرح مرتب ہوتی ہے۔

Recommendations and Suggestions

- The channel had a total of 1,616,737 views with 129,674.3 hours of watch time and received a total of 3,450 comments on the live streams/webcast during the year 2022. 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 33721 times, the channel's videos have been shared through different sharing services among them (2223) 65.9% 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.
- 90.6% (1,464,241 of the total 1,616,737 views) content of the channel was watched on a Mobile phone device. 90.6 % viewership on a single device is quite high. It is suggested that the university may also plan to develop its own Virtual Learning Portal (VLP), 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 '0:04:48 minutes during the year 2022 which is quite encouraging as compared to last year's average duration which was 4: 00 minutes.
- Channel views compared with the previous period. Over time, this can help the centre to spot high-performing videos, anticipate seasonal changes, and determine when to upload new videos. The 2022 data shows that this year's views (1,616,737) are 50% less as compared to 2021 views 3,218,362 also there were (129,674.3) 47 % less watch time as compared to 2021 watch time 245,935.5. Hence it is suggested that the academic departments may be sensitized to promote the content amongst stakeholders to increase the views and watch time.
- During the analysis of the youtube content it has been found that there is provision of comments for the viewers. The channel received a total of 3,450 comments with the audience frequently asking for clarifications on the

particular subjects. It is therefore suggested that resource persons of particular subjects 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. This can be achieved by involving the Directorate of admission and DDE which can send an advisory to all newly admitted students every year to subscribe to the youtube channel.
- Though viewers appreciate the video lesson's content, the target audience also suggests providing the e-text of the topic as well. Considering the digital age the learners are habitual with four quadrants, in this regard, IMC has already developed an e-content platform consisting three quadrants 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.



انٹرنیٹ ٹیڈا 2022

آئی ایم سی مانو یوٹیوب چینل کا ایک تفصیلی مطالعہ

