

YouTube changed the way it views views on music videos, the first record battle for views in the first 24 hours

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Specifically, YouTube will no longer count paid views in the first 24 hours, which may affect revenue from advertising on this platform.



The first 24-hour record on YouTube belongs to BTS's "Boy with Luv" MV with 74.6 million views.

YouTube is one of the most important channels for promoting music around the globe, in order to achieve a high position on the music charts of this video platform, many artists and record labels are willing to spend money to run ads for singers. segment. A video running before starting another video may count as a view if played long enough. Therefore, this behavior has become familiar in the music industry.

But with YouTube's new decision, paid videos to play before starting another video don't count views. This means that the most viewed YouTube videos from now on will only be based on natural views that include a direct link to the video, an external page with the video embedded, search results, YouTube features like the homepage, Trending and see the next.



YouTube says the record for 24 hours of YouTube views is considered by many users as evidence of the cultural influence of artists. This is a great honor for this video platform, so they want to make sure this number is correct.

Over the past few months, YouTube's music ratings system has been in some controversy. The record for the number of video views on the first day belonged to the BTS group with 74.6 million views. Then, this record was broken in July 2019 with over 75 million views for the hit 'Paagal' by Indian rapper Badshah. But after that, Badshah admitted to running ads to increase the video views. Therefore, Badshah's record was not recognized by YouTube.

YouTube says the view count change applies only to music videos, not to the entire content.

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2. YouTube "death" feature direct messaging

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