

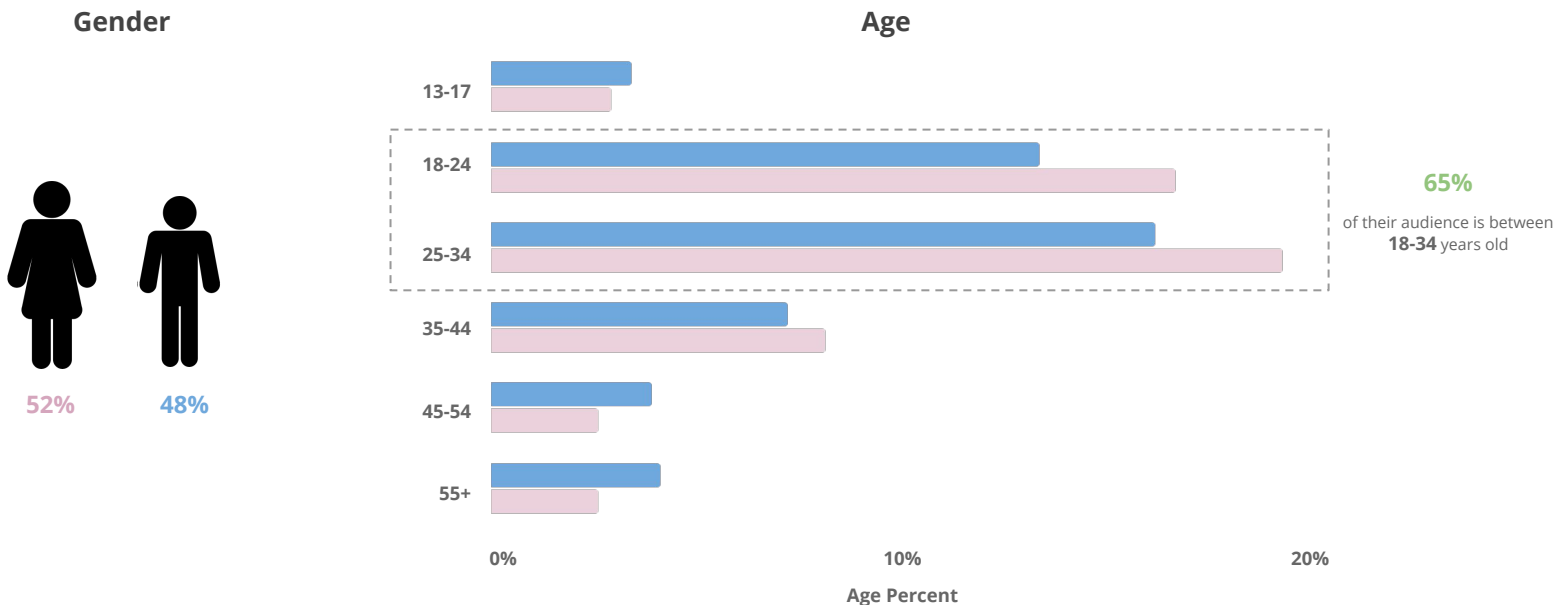


**How CoComelon Became The Third
Largest Channel on YouTube**

Kids Content

Audience

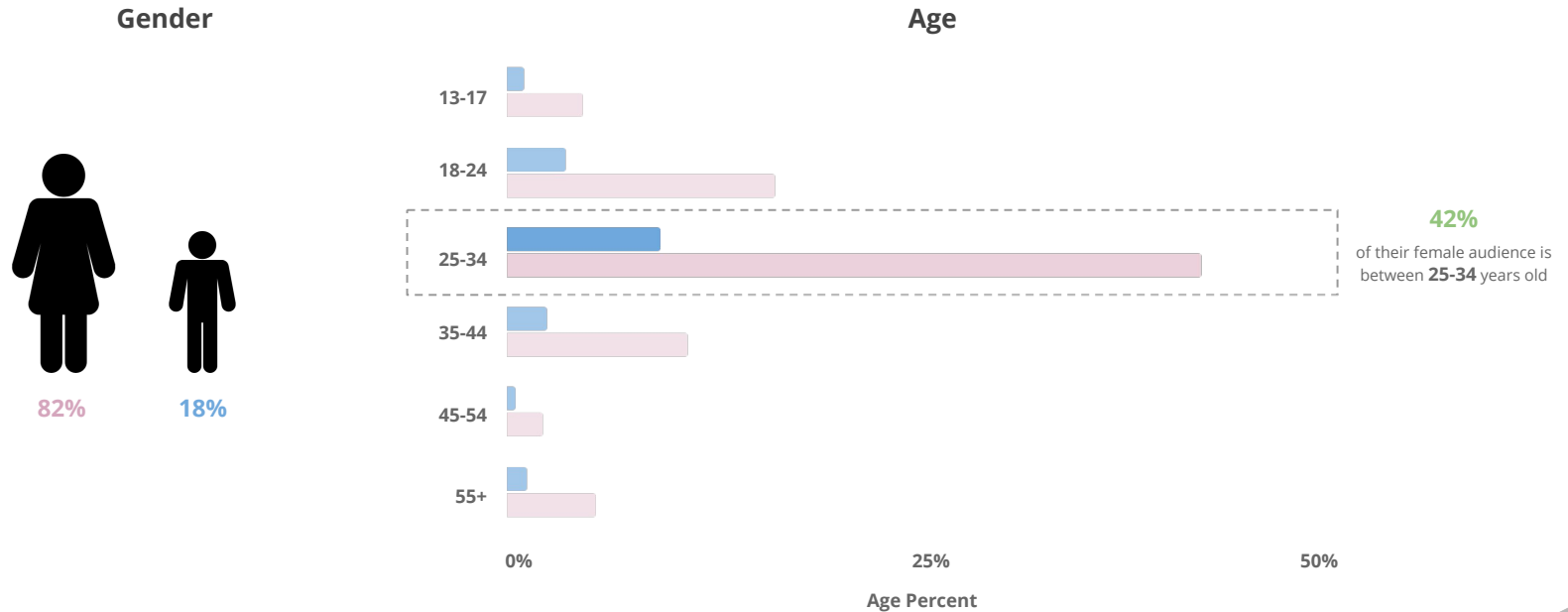
On **YouTube**, CoComelon's audience is evenly split between male and female, with 65% concentrated between the ages of 18-34. This age concentration is most likely representative of parents and siblings whose devices are being used to access the content.



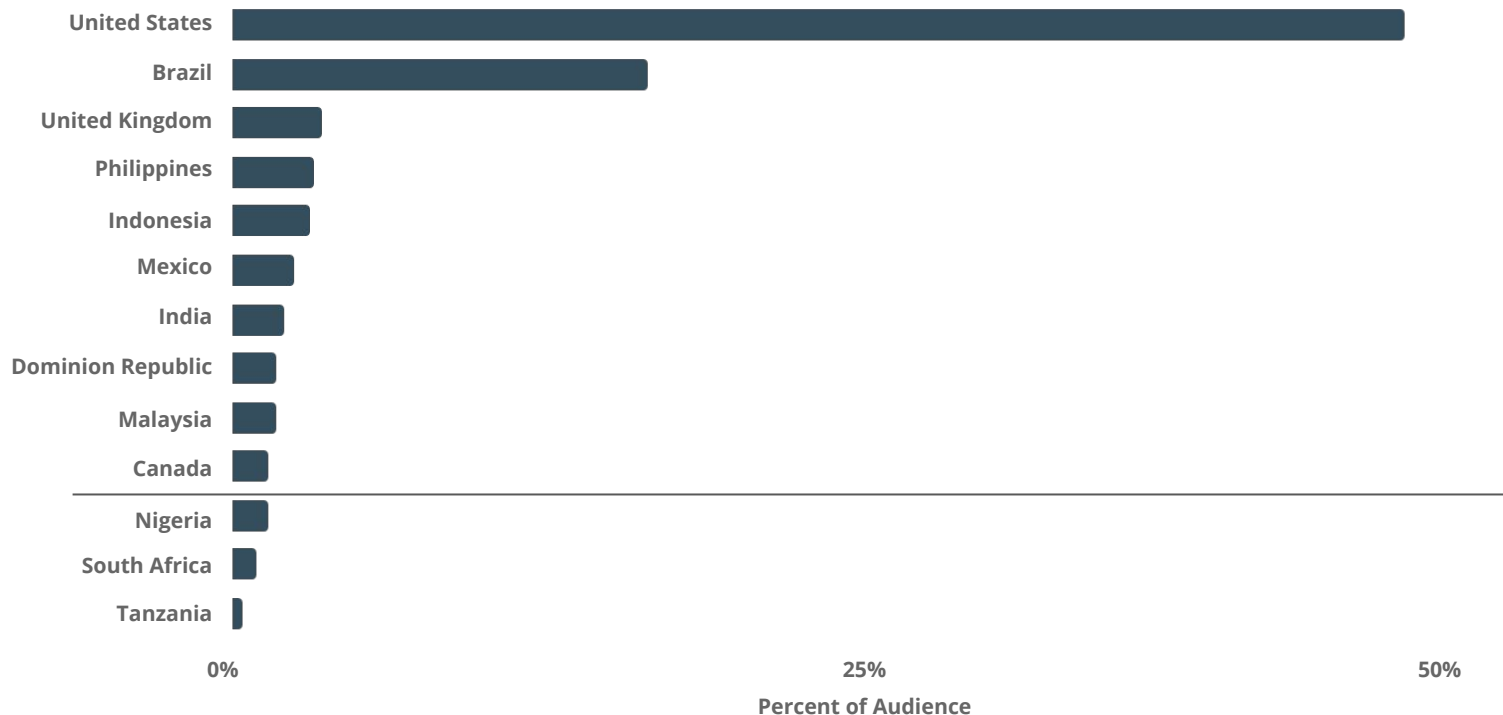
CoComelon's YouTube audience is primarily concentrated (39%) in the United States, followed by the Philippines (15%) and India (5%). African countries such as Kenya, South Africa, & Algeria only make up <1% of CoComelon's audience.



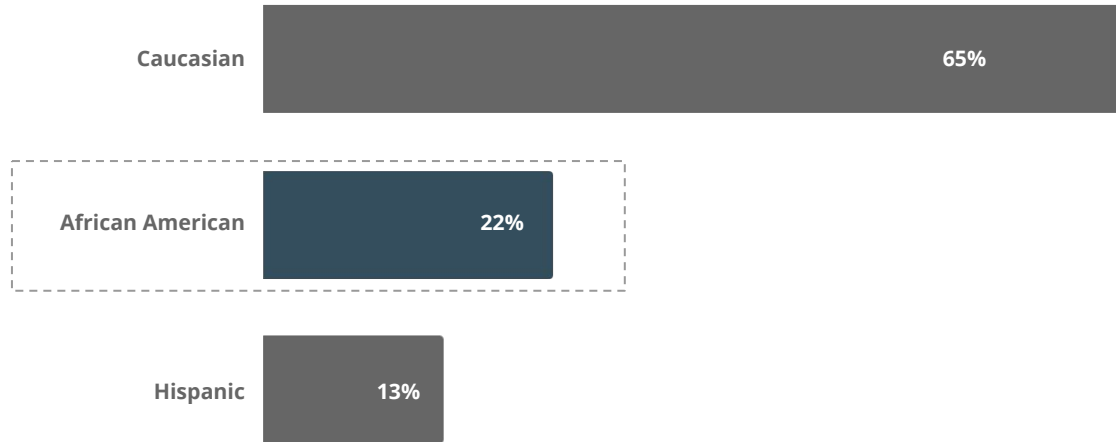
On **Instagram**, CoComelon's audience heavily skews female, with a significant female concentration (42%) between 25-34.



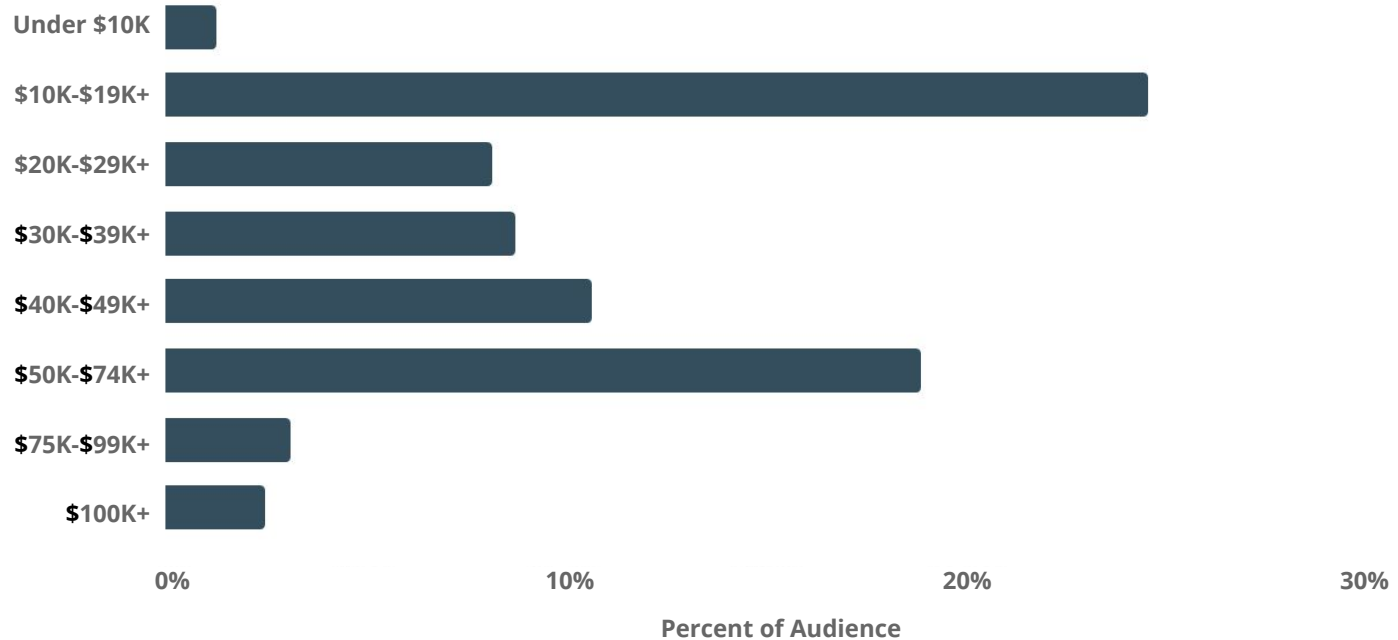
CoComelon's *Instagram* audience is primarily concentrated in the US (48%), followed by Brazil and the UK. On Instagram, African countries command a larger share of the audience than on YouTube, with Nigeria, South Africa, & Tanzania making up 3% of the audience.



Interestingly on **Instagram**, 22% of CoComelon's US audience is of African American descent.



The average income is \$36K/yr for CoComelon's Instagram audience.



Brand affinities for CoComelon's audience include:

Fashion



Old Navy



Forever 21



TOMS



Crocs



Tommy Hilfiger



Pandora



Kate Spade



Lululemon



J.Crew



Guess

Technology



Ask.com



Daily Motion



SocialScope



The Bump



Vimeo Livestream



Fitbit



Groupon



eBay



Samsung

Toys



PlaySkool



Fisher Price



LEGO



Crayola

Games



Farmville



The Sims



EA

Entertainment



Netflix



Hulu



YouTube



Disney

Travel



Orbitz



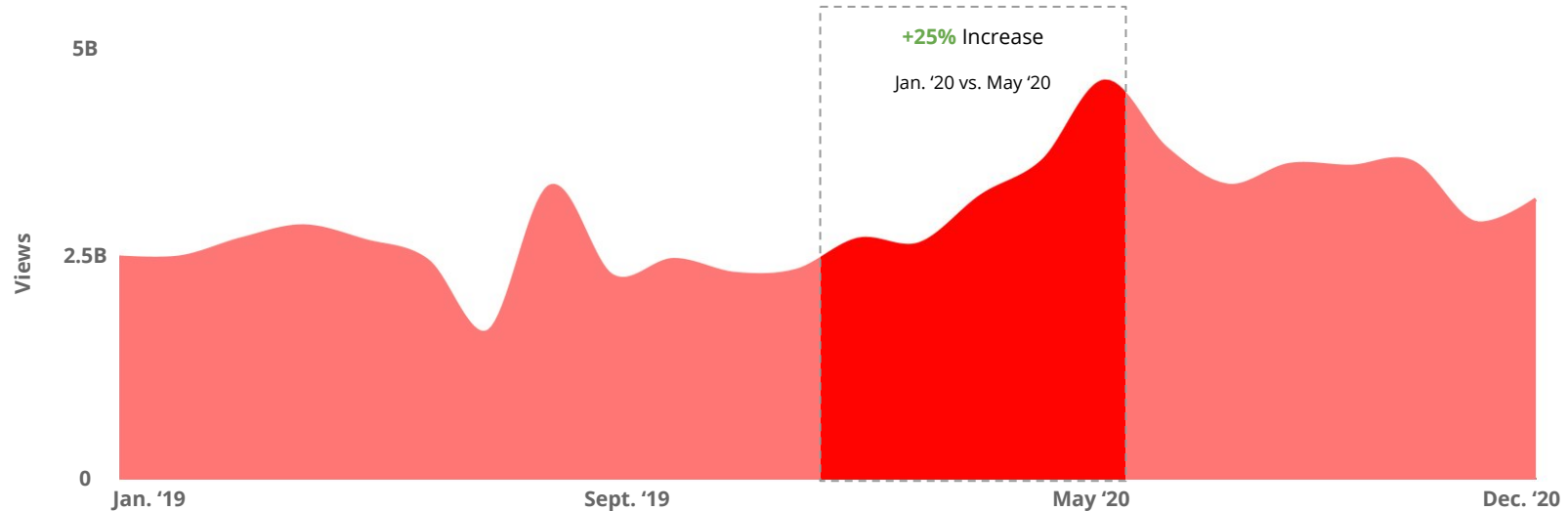
Airbnb



Southwest Airlines

Content

CoComelon's **YouTube views** peaked in May 2020 during the pandemic, increasing **+25%** from January to May. Views then decreased **-26%** from May to July, and have remained relatively stable since at around 3.5B views per month.



Top performing content buckets include:

Parental Support

Videos that help make parenting easier (e.g., taking a bath, eating their vegetables, going to bed).



Views: 3.6B [View video](#)



Views: 2.6B [View video](#)



Views: 1.4B [View video](#)

Classic Nursery Rhymes

CoComelon's spin on classic nursery rhymes such as "Wheels on the Bus" or "Old MacDonald."



Views: 2.4B [View video](#)



Views: 2.4B [View video](#)



Views: 938M [View video](#)

Compilations

Video compilations typically longer than 30 minutes which play songs in succession (allows to entertain kids for longer) and begin with a popular song.



Views: 1.3B [View video](#)



Views: 1.2B [View video](#)



Views: 1.2B [View video](#)

New Songs

CoComelon originals that riff off of both classic nursery rhymes & contemporary tunes (i.e. a combination of "Itsy Bitsie Spider" & Baby Shark).



Views: 1.6B [View video](#)



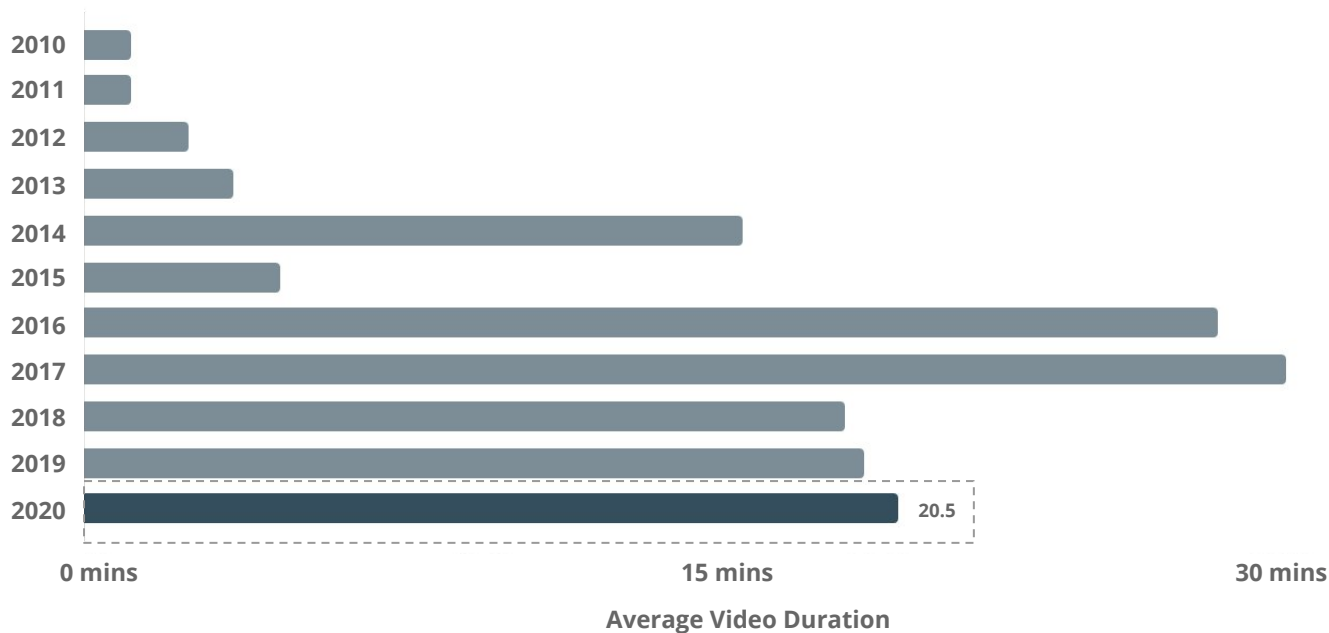
Views: 821M [View video](#)



Views: 738M [View video](#)

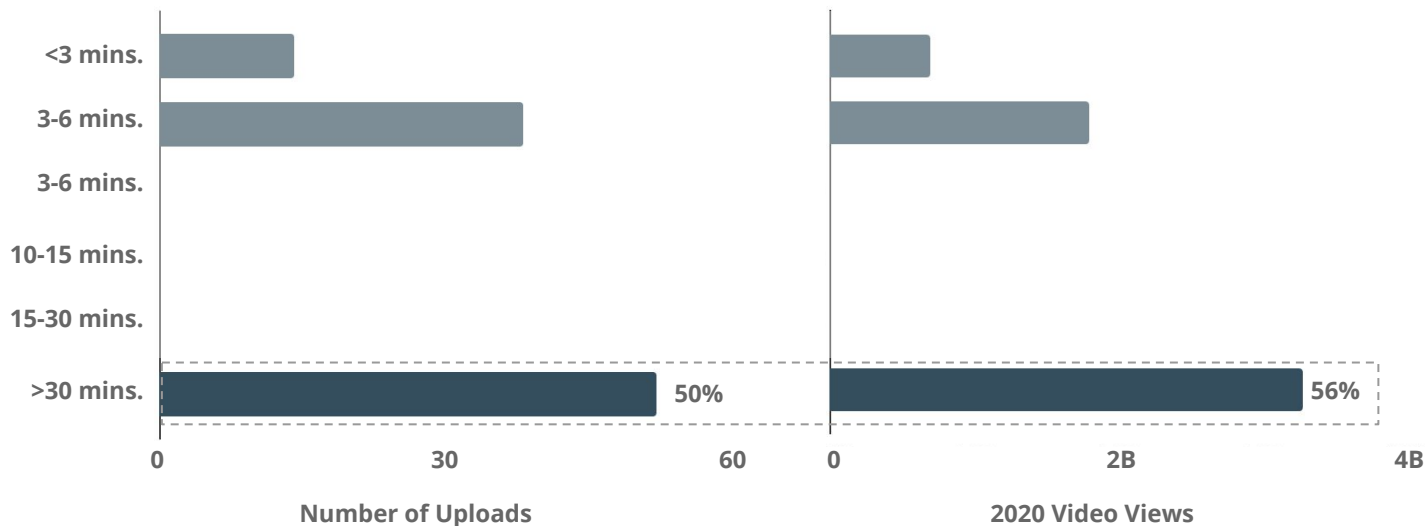
Av. CoComelon YouTube Views: 143M

In the last ten years, CoComelon's average video duration* has steadily increased to an average of 20.5 minutes in 2020.

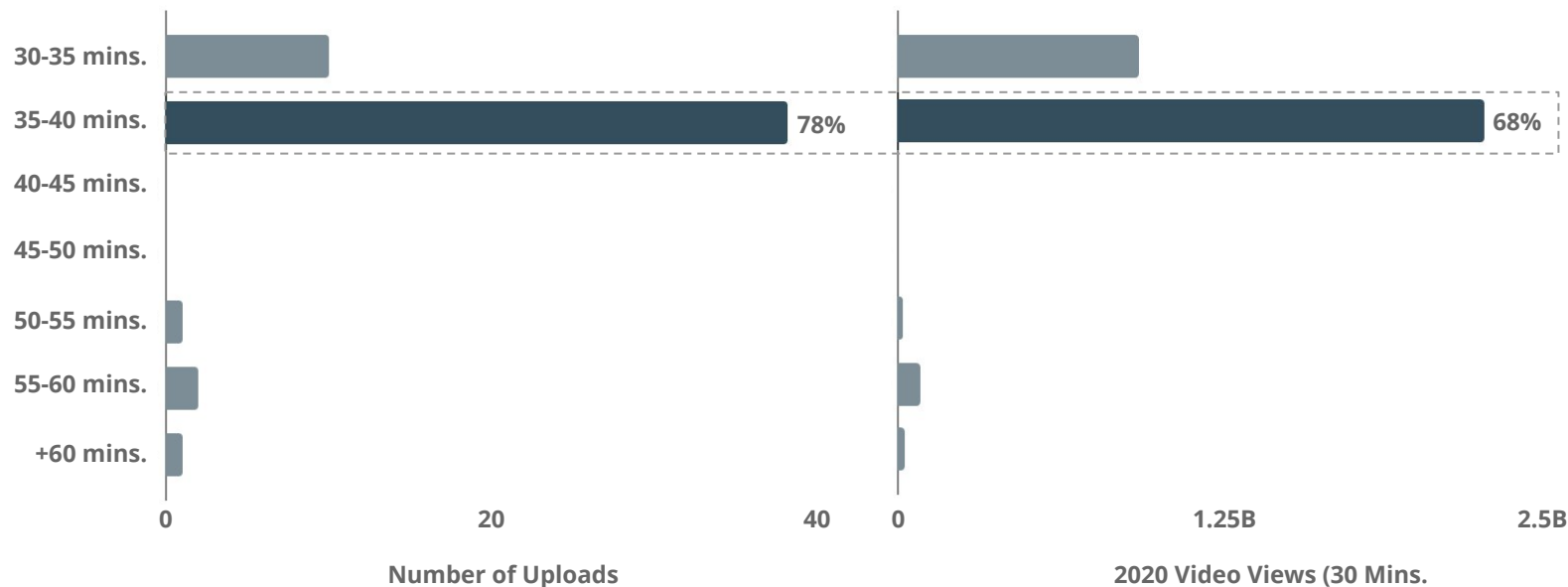


*Note: Excluding live streams

In 2020, 50% of uploads were over 30 minutes long which accounted for 56% of total views for the year.



Zooming in on videos over 30 minutes in 2020, 78% were between 35-40 minutes (avg. 36 mins.), which accounted for 68% of views for videos greater than 30 minutes long (or 39% of total video views for 2020).



CoComelon uses song duos, repetition, friendly animation, and a host of recognizable & relatable characters to try and make their content more unique than competitors.

Song Duos

Songs have specific singing parts for parents and kids, which presents the opportunity for parents and kids to sing & learn together.



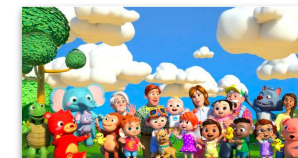
Repetition

CoComelon pairs the same melody in many of their songs with simple lyrics which helps to develop a rhythmic familiarity for preschoolers.



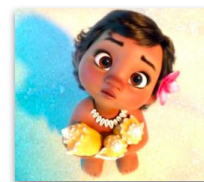
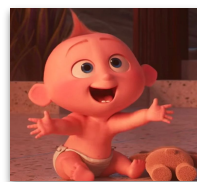
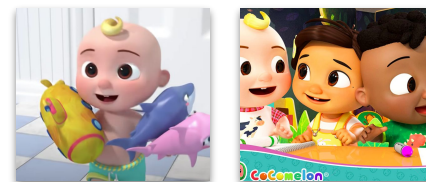
Recognizable & Relatable Characters

CoComelon has created a family of characters that are both relatable and easily recognizable.



Animation Style

CoComelon's animation style is very similar to Pixar/Disney which has been proven to be successful with young kids.



CoComelon

Pixar/Disney

CoComelon's content incorporates storytelling and puts their own spin on classic nursery rhymes. This is in contrast to other channels, such as Little Baby Bum, that do not stray far from the original narrative.



CoComelon tells a [full narrative](#) on how the kids got the star to get back into the sky. The video shows multiple ways that the kids tried to solve the problem (i.e. introduces problem solving skills). Overall this format is more engaging and like a short film.



Star falls from the sky



Kids try using a slingshot



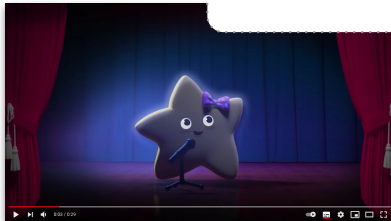
Kids try using balloons



Star successfully flies into the sky



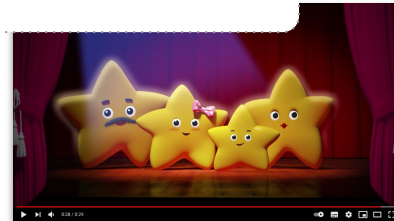
Little Baby Bum's [video](#) does not have as elaborate of a story and mostly focuses on a star singing on stage.



Star singing on stage



Star singing on stage



Star joined by family

CoComelon's storytelling is a lot more sophisticated and engaging compared to Little Baby Bum. CoComelon typically includes multiple ways that the main character attempts to achieve their goal which helps to keep the narrative entertaining.



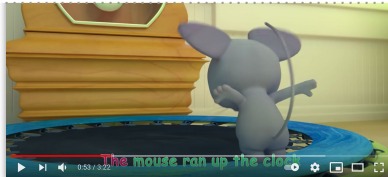
The mouse tries out [several different methods](#) of getting up the clock before finding the final solution of getting help from a friend (who the mouse helps get a peanut). This helps teach that sometimes you need help from others to achieve things.



Sets up the narrative



First attempt—mouse just runs up



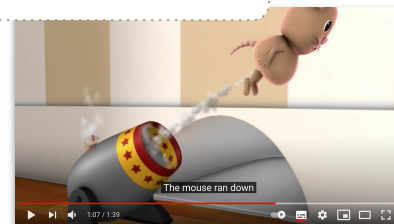
Second attempt—trampoline



Final attempt—help from friend



Little Baby Bum incorporates more of a story in [this animation](#). Though, the mouse tries to run up the clock the same way three times and is finally successful after being shot out of a rocket (i.e no lesson).



Parents like CoComelon content because it strikes a balance between entertainment & education.

Entertainment

I just tried Cocomelon for the first time to get kiddo to settle down for a nap..

And he was absolutely mesmerized instantly what the fuck 🤪

[Click to view](#)

DrunkinMonkey 1 point · 1 month ago

Cocomelon is the neutralizer in this household. If I can't put her back to sleep in the middle of the night I turn it on on my phone for the 3 min video ones on YouTube.

[Click to view](#)

zolph59 1 point · 3 months ago

Cocomelon is life. We watch 20 minutes of Cocomelon everyday after dinner and clean-up right before bath. It's also the best damn thing on car trips and planes. Netflix (Canada) has a few playlists for when you're in a pinch and need to distract the kiddo.

[Click to view](#)

100percentdabish904 1 point · 2 months ago

My 1yo LOVES Cocomelon and I honestly don't get bothered by it. We save it for when I need to do meetings at home (WFH life yay). My LO also freakin loves Sesame Street and asks for Elmo every day lol

[Click to view](#)

VS

Education

storm_queen 9 points · 3 months ago

My daughter learned so much from Cocomelon. Do yourself a favor though, if your kid is the kind to brush off small bumps and bruises without a fuss, DON'T SHOW THE BOOBOO ONE. Ever since my daughter saw it she whines over every bump and demands kisses no matter how dangerous what I'm doing happens to be. I love her but I'm not kissing her feet or her butt.

[Click to view](#)

kunibob 3 points · 1 year ago

Cocomelon has some great stuff about manners and colours.

Also, they have this song they use a lot that I can't recall the name of, but it has lines like "please, please, broccoli's good for you". (Lots of variations.) The song has helped us navigate sooo many tantrums - we start singing it about the thing we want her to do (like put on her shoes), and our kiddo knows the call and response timing, so she uses that timing to compose her emotions and express what's wrong as part of the song. I'm not exaggerating when I say that song has been a HUGE part of teaching her to calm herself.

The Johnny, Johnny and finger family songs are mind-numbing, but at the same time, the videos portray a loving family dynamic in the background, so I can't complain too much.

[Click to view](#)

Vjh27 12 points · 3 months ago

We love Cocomelon. He has learned a lot from the songs and honestly I think it's one of the better programs. I have been trying to convert him to animated movies for some variety, but he prefers Cocomelon, so be it.

[Click to view](#)

CoComelon's songs and music is another element that parents enjoy about their content. Though, this is a contentious issue with some parents tolerating the songs and others banning CoComelon content in their homes due to them finding it to be annoying.

Music is Calm & Gentle

nightcheese88 8 points · 3 months ago

I do find it annoying but I actually think it's good for toddlers. Lots of repetition, learning themes, and it is all very calm and gentle. I agree with the strategy of "only one more song" and then sticking with that boundary. Much easier to say one more song than to stop a movie or longer episode mid-way. Obviously too much of anything is not good so if you feel you've reached a toxic dose, by all means cut back!

[Click to view](#)

Dear parents: Cocomelon

Discussion

I want to make this clear for any parents out there. Cocomelon is great for your kids. No, I'm not saying you should use it as a teaching tool for your kids or something. Just leave on the TV with low volume or something. This is coming from a 16 year old who had a brother who, unfortunately, did not watch this. He grew up with the Elsatage, and that really saddens me. I urge all parents who want to find something to show their children to check them out on YouTube. They actually care what they show you. It's not overly loud and annoying, there's no screaming or excessive colors or anything. Just decently sung songs and engaging stories.

[Click to view](#)

CrispRat 1 point · 1 year ago

It's one of the "gentlest" kids channels on YouTube, meaning it's not hyper or aggressive at all. Also, the songs are all ear-worms and get stuck in your head. Quality of the videos and songs is great and just keeps getting better.

[Click to view](#)

VS

Music is Annoying

↑ snowball91984 23 points · 3 months ago

↓ Coco melon was banned in our house during corona quarantine. There is only so much I can take of awful animation and shitty songs. Half of them aren't even real nursery rhymes.

↑ CrankyFluffMuffin 2 points · 3 months ago

↓ Preach. Absolutely terrible stuff, imo.

[Click to view](#)

CrankyFluffMuffin 1 point · 3 months ago

I have avoided cocomelon the best I could with mine, because frankly it's creepy looking and the way they sing the songs rubs me wrong. However, she used to get the same way with dave and ava or super simple songs, still does on occasion. We just immediately try a "reset" after turning off, like let's go sit on the porch outside. Usually that really helps.

[Click to view](#)

blueeeyeddl -3 points · 3 months ago · edited 3 months ago

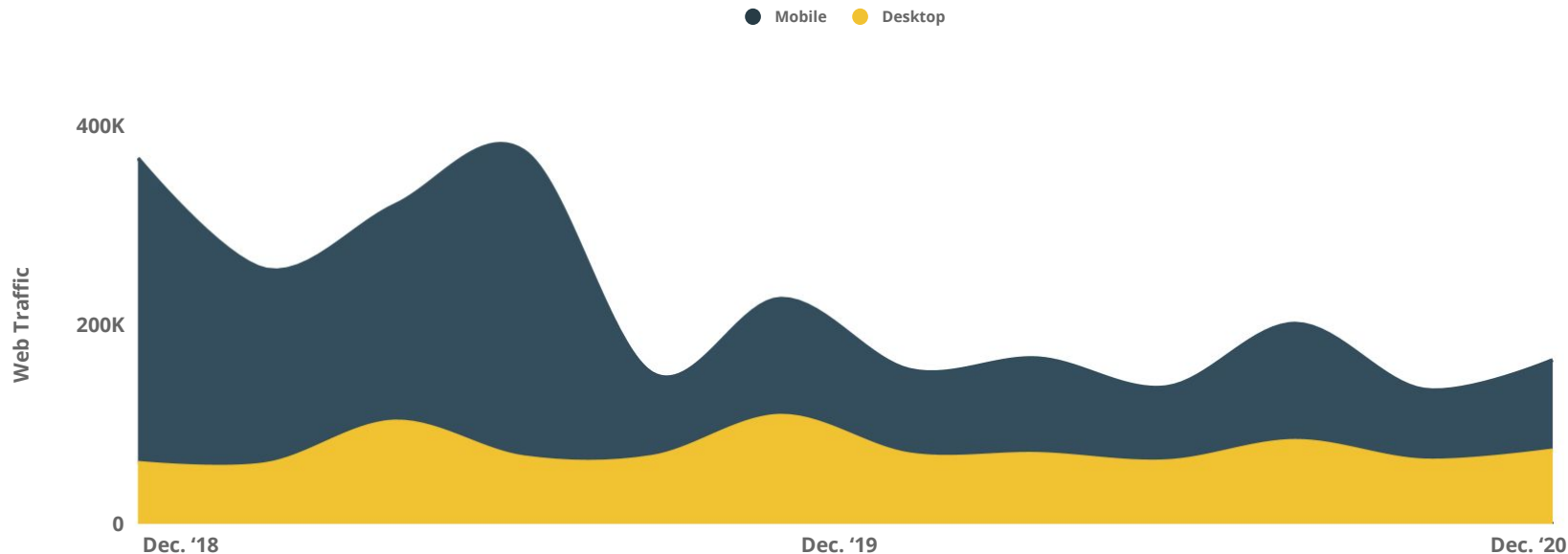
I turned off the WiFi on kiddo's tablet. No more Cocomelon, that shit is toxic.

ETA Love to be downvoted for offering an opinion about crappy children's media, lmao

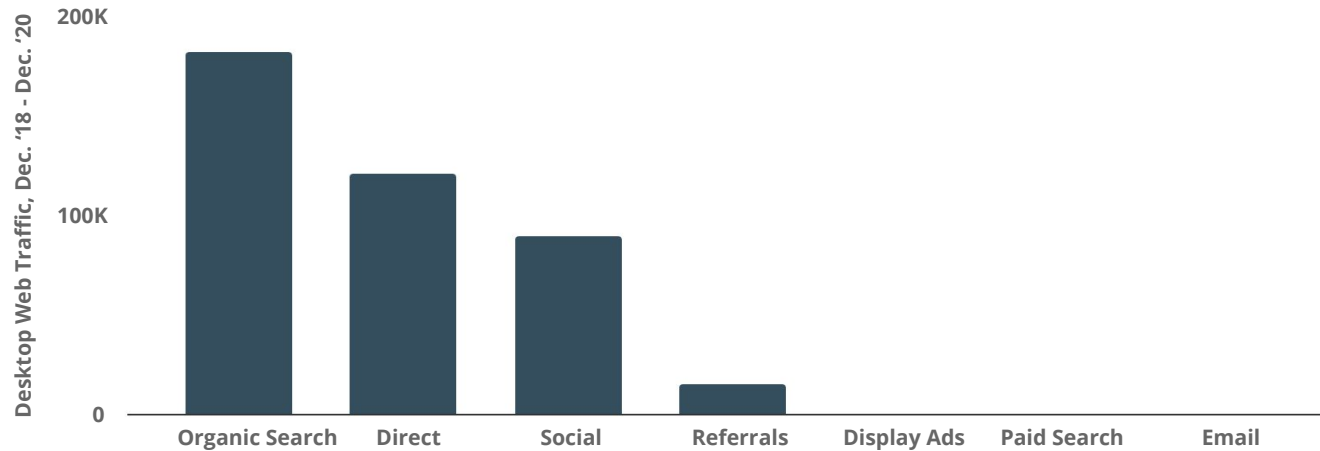
[Click to view](#)

Digital Strategy

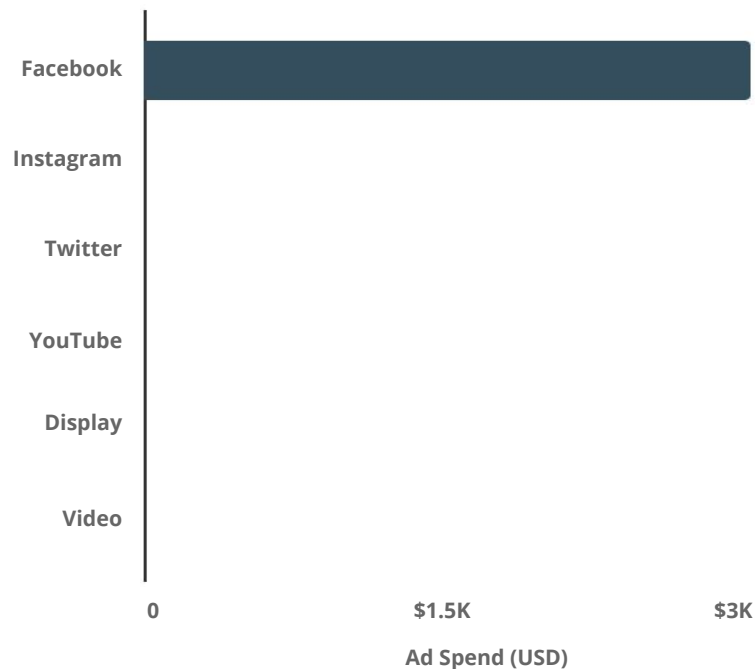
On average, CoComelon's website generates 70K site visits per month (desktop and mobile combined). CoComelon saw a **-73%** decrease in site traffic in May 2020, which was driven by mobile.



CoComelon's main marketing channel is Organic Search, followed by Direct and Social (Youtube). CoComelon does not do any Paid Search, Display Ads, or Email Marketing (no newsletter) to drive traffic to their website.



In the past three years, CoComelon has not spent a significant amount on digital ads—spending only \$2.8K on three creatives.



The few FB ads that CoComelon ran were for their merch (CoComelon album), a new video series called Family Time where parents share stories about their kids experience with CoComelon, and the launch of their baby food products & delivery service.

[Click to view](#)

Cocomelon
December 3 at 9:01 PM · 🌐

*** COCOMELON KIDS HITS VOL.1 AVAILABLE! ***


🎵 Cocomelon is excited to announce the launch of our very first album, available on Spotify, Apple Music, and CD Baby! 🎧

Here you can enjoy listening to our ten most popular songs. Look forward to more releases in the future! 🎶

🎧 Spotify:
<https://open.spotify.com/artist/6SXTTUxIVwMbc1POrvITr>

🍏 Apple Music:
<https://music.apple.com/us/album/cocomelon-kids-hits-vol-1/1489207331>

📀 CD Baby: <https://store.cdbaby.com/cd/cocomelon1>



Cocomelon
Education Website

[Learn More](#)

Spend: \$600 | Impressions: 67K | CPM: \$8.90

[Click to view](#)

Cocomelon
December 23, 2020 at 10:24 AM · 🌐

Introducing... Family Time presented by Cocomelon! 🎥 From battles over broccoli to bedtime, bathtime and every moment in between, we could all do with a little support as we navigate the wondrous world of parenting. Join our CoComelon community as we dive into the lives of real families who will share their parenting experiences, stories and tips and tricks every week! Which friend would you love to join you for the journey?



Presented by Cocomelon

An 8-part series

1.0x 🔊

Spend: \$200 | Impressions: 24K | CPM: \$8.19

[Click to view](#)

CoComelon
December 14 at 11:36 AM · 🌐

Do you know what's in your baby food? 80% of your baby's brain will form before the age of 2. And 60% of their food goes straight to their brain. That's why we made Yumi.

- 👩‍⚕️ Nutritionist-designed, Pediatrician-approved.
- 🌱 Real organic ingredients, no preservatives.
- 🚚 Delivered to you freshly made, weekly.



Get 50% off your first delivery

HELLOYUMI.COM
Yumi - Baby Food Reimagined
Scientifically designed baby food, so your ...

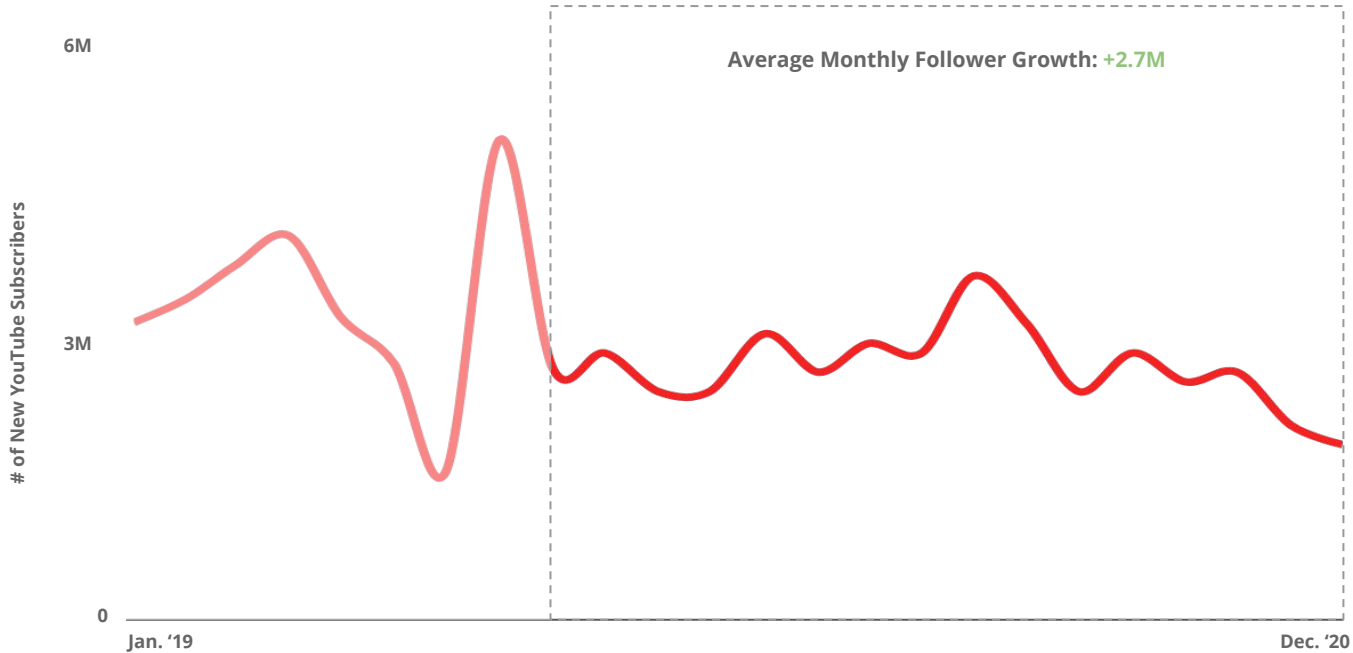
[SHOP NOW](#)

Spend: \$200 | Impressions: 23K | CPM: \$8.58

Although CoComelon's channel started in 2006, they did not see exponential growth until 2018, when they went from 3.4M subscribers in January 2018 to 30M subscribers in January 2019.



Zooming into the past two years, CoComelon saw a large surge in subscribers in August of 2019 (+5M), with follower growth experiencing slight fluctuates after, but leveling out at an average of 2.7M new subscribers a month.



So how did CoComelon become the third most subscribed YouTube channel of all time with minimal to zero digital advertising? It all started with COPPA violations in 2018.

PRESS RELEASE

Joint press release: Advocates Say Google's YouTube Violates Federal Children's Privacy Law

April 9, 2018

Consumer, privacy and children's groups file complaint with FTC against Google, the most popular kids' online video service from Google.

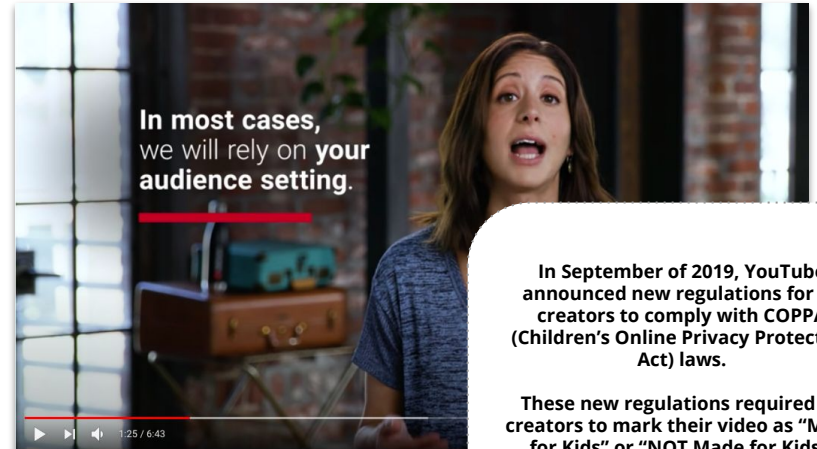
Monday, April 9, 2018

WASHINGTON, DC—Today, a coalition of leading consumer, and privacy groups represented by the International Center for Child, Youth & Family Representation filed a complaint urging the Federal Trade Commission to investigate and sanction Google for violations of the Children's Online Privacy Protection Act (COPPA) in operating YouTube. Google claims that YouTube is only for users 13 and up, despite being the most popular online platform for children, used by 80% of American children ages 6 to 12. The site features many programs designed and promoted for children and Google generates significant profits from kid-targeted advertising. The complaint says the FTC should subject Google to penalties, which could total in the billions of

[Click to view](#)

In April 2018, YouTube was found to have violated federal children's privacy laws.

This led to a series of new regulations on YouTube that began to slowly roll out throughout the year and into 2019.



Important Update for All Creators: Complying with COPPA

[Click to view](#)

In September of 2019, YouTube announced new regulations for all creators to comply with COPPA (Children's Online Privacy Protection Act) laws.

These new regulations required all creators to mark their video as "Made for Kids" or "NOT Made for Kids".

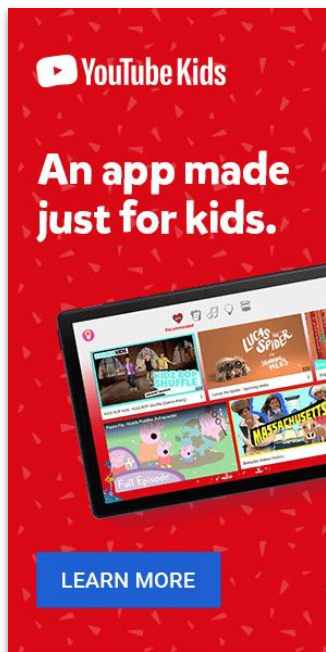
YouTube also removed all advertising on content created for kids.

With new COPPA regulations in place, YouTube began to aggressively advertise YouTube Kids, which is an app created exclusively for babies, toddlers, and young children. YouTube ran 178 search ads in 2019 for YouTube Kids.

<p>kids.youtube.com/ YouTube Kids An App Made Just for Kids Discover content for kids to explore the world and discover their interests. Learn more!</p>	<p>www.youtube.com/ YouTube Kids Eine App speziell für Kinder Familienfreundliche Videos, mit denen dein Kind die Welt entdecken und Neues lernen kann</p>
<p>kids.youtube.com/ YouTube Kids An App Made Just for Kids Customize your kid's experience: pick content, set screen time, block videos. Learn more!</p>	<p>kids.youtube.com/ YouTube Kids - 子どもたちのためのアプリ アート、工作、学び、音楽など、さまざまな動画のライブラリを探索しよう。今すぐダウンロード。お子様の探究心や好奇心に応えるコンテンツを見つけよう。詳細はこちら。</p>
<p>kids.youtube.com/ YouTube Kids An App Made Just for Kids Discover family-friendly content with YouTube Kids. Download the app today!</p>	<p>www.youtube.com/ THE BEST KIDS TOYS-KID REVIEWS How Does It Work? Watch Kaleigh and Her Mom Check Out The Newest Toys Out There!</p>
<p>kids.youtube.com/ YouTube Kids A World of Learning and Fun Tools for your family: choose content, set screen time, block videos. Learn more!</p>	<p>kids.youtube.com/ YouTube Kids A World of Learning and Fun Discover a library of content from arts & crafts, learning, music and more. Download now!</p>

178 ads were run in 2019 to advertise YouTube Kids

YouTube also ran display ads directing users to the Youtube Kids website.



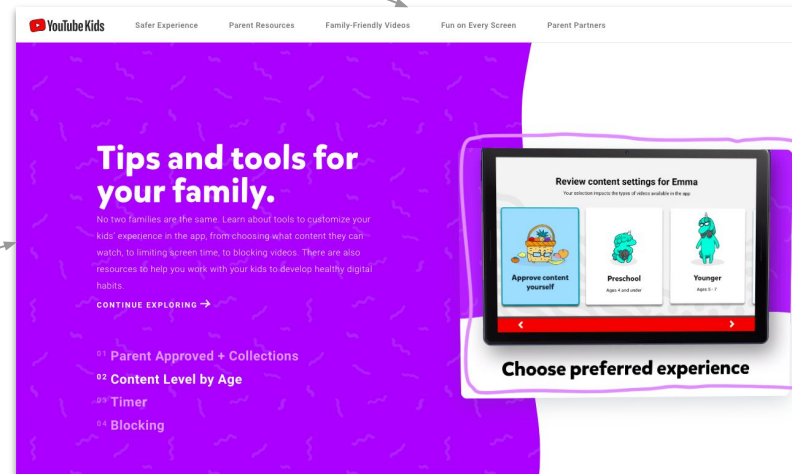
Spend: \$9.20 | Impressions: 5.6M | CPM: \$1.65



Spend: \$4.5K | Impressions: 1.8M | CPM: \$2.39



Spend: \$6.4K | Impressions: 2.3M | CPM: \$2.75



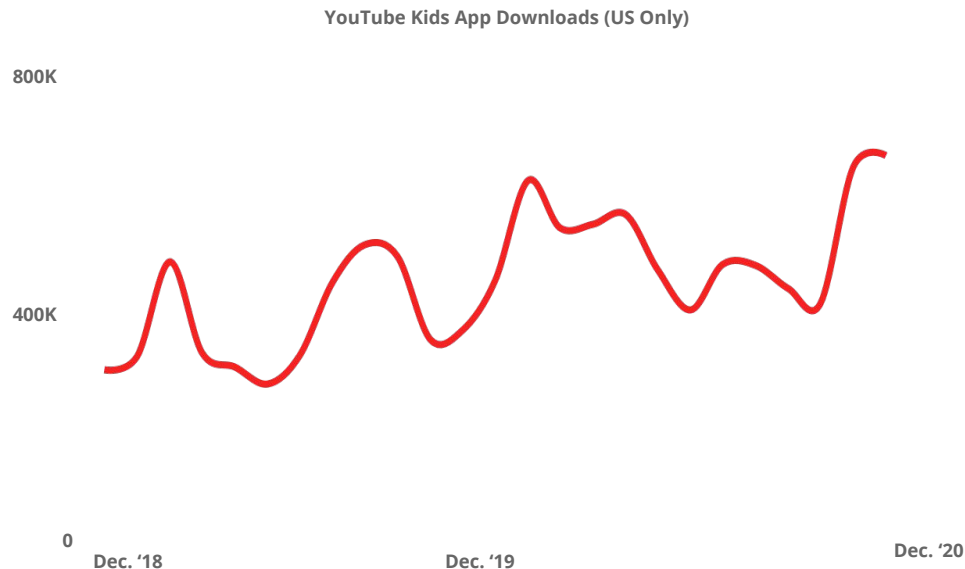
[Click to view landing page.](#)

The COPPA regulations were beneficial for CoComelon in three ways:

The promotion of YouTube Kids led to a spike in downloads for the app. This, in turn, increased views for CoComelon as all their content was uploaded into the YouTube kids app.

There was less direct competition on YouTube Kids, as CoComelon was no longer competing against “not-for-kids” content that children may have been unknowingly watching.

Cocomelon did not have to spend advertising dollars, as YouTube was essentially promoting on their behalf.





*US Data Only

In recent years, CoComelon has focused their efforts on getting into a variety of streaming platforms outside of YouTube such as Netflix, Hulu, and Amazon Prime—which helps to spread brand awareness—rather than focusing their efforts on digital advertising.

Forbes

A New Show Has Become Netflix's Most Popular Program Of 2020

 **Travis Bean** Contributor @ Hollywood & Entertainment
I cover the film industry.



CoComelon MOONBUG ENTERTAINMENT

On August 27, a different kind of show entered Netflix's INFLX -1.4% Top 10 list. While the usual mix of adult dramas—such as *Lucifer*, *Cobra Kai* and *The Umbrella Academy*—were busy dominating Netflix's daily charts at the time, there suddenly came a new program that targeted a much different, much younger demographic.

Seventy-nine days later, and *CoComelon* still remains on that Top 10 list. That's right: *79 consecutive days*. That streak completely shattered *Avatar: The Last Airbender's* previous record of 61 days, and at the same time monumentally eclipsed any and all competition.

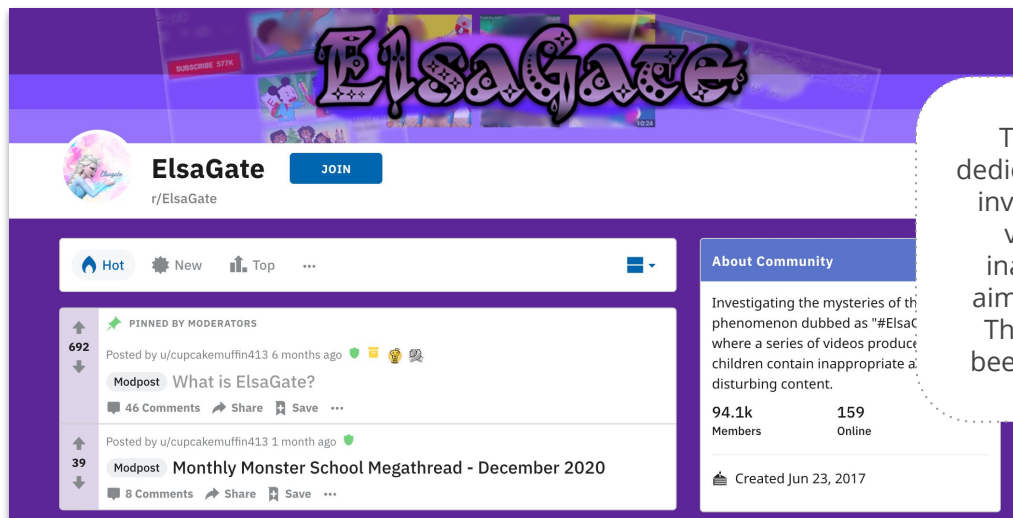
Here are the current ten most popular programs on Netflix this year, according to my ranking system. Notice how far ahead *CoComelon* stands above the competition:

1. ***CoComelon* - 428 points**
2. *Tiger King* - 387 points
3. *Ozark* - 377 points
4. *The Office* - 364 points
5. *Outer Banks* - 356 points
6. *Avatar: The Last Airbender* - 330 points
7. *The Umbrella Academy* - 320 points
8. *Cobra Kai* - 300 points
9. (tie) *Unsolved Mysteries* - 299 points
10. (tie) *Love is Blind* - 299 points

CoComelon took the #1 spot in 2020 outranking popular shows such as *Tiger King*.

[Click to view.](#)

More and more parents are becoming more cautious about their children streaming content on YouTube and prefer heavily monitored apps such as Netflix in an attempt to avoid inappropriate autoplay content that may appear on the platform.



There is a subreddit dedicated towards parents investigating a series of videos that contain inappropriate content aimed towards children. This phenomenon has been dubbed #ElsaGate.

Key Takeaways

From the Deep Dive into CoComelon's Digital Strategy Case Study

Audience Insights:

YouTube Audience: CoComelon's YouTube Audience is evenly split between male and female, with 65% concentrated between the ages of 18-34 and 39% residing in the US (highest concentration).

Instagram Audience: CoComelon's Instagram Audience is mainly female (82%), with 42% between the ages of 25-34, and 48% residing in the US (highest concentration). 22% of CoComelon's Instagram audience is of African American descent.

Content Insights:

Content & Messaging — Education & Entertainment: At the highest level, CoComelon's videos focus on a mix of education and entertainment. Top performing content themes include parental support (e.g., helping teach kids to eat their vegetables), classic nursery rhymes, compilations, and new songs. CoComelon differentiates their content from competitors through the use of song duos (i.e. both parents & kids can sing along), repetition, friendly animation, a host of recognizable & relatable characters, and storytelling. Parents like the education & entertainment aspects of CoComelon, while the topic of their music is contentious—with some finding it calm and gentle, and others annoying.

Content & Messaging — Focus On Long Form Content: Over the past several years, CoComelon has slowly increased the length of their videos to an average of 20.5 minutes in 2020. 50% of 2020 video uploads were longer than 30 minutes which accounted for 56% of total 2020 video views. Of the videos greater than 30 minutes, 78% were between 35-40 minutes long. These long form videos take the form of song compilations which typically start with a popular tune. CoComelon may be switching to a longer form video strategy to capitalize on parents who want to entertain their kids for longer without having to switch the videos or monitor what their kids are watching.

Key Takeaways

From the Deep Dive into CoComelon's Digital Strategy Case Study

Digital Strategy Insights:

Web Traffic Focus — Organic Search, Direct, & Social: CoComelon derives the majority of their web traffic from Organic Search, Direct, and Social. CoComelon does not do any Paid Search, Display Ads, or Email Marketing (no newsletter) to drive traffic to their website.

Paid Channel Focus Allocation — Minimal Facebook Spend: In the past three years, CoComelon has not spent a significant amount on digital ads—spending only \$2.8K on three Facebook ads. These ads focused on their merch (CoComelon album), a new video series called Family Time where parents share stories about their kids experience with CoComelon, and the launch of their baby food products & delivery service.

Organic Social Focus Allocation — YouTube & COPPA Regulations: CoComelon experienced significant subscriber growth (+2910%) between Jan 2018 and Jan 2020. In April of 2018, YouTube was found to have violated federal children's privacy laws. This led YouTube to launch, and aggressively market, their new app YouTube Kids—which was specifically tailored for babies, toddlers, and young children. As a result, CoComelon's content was moved to the new app where there was less competition, as they no longer had to compete with videos that were not focused at kids. CoComelon also benefited through YouTube's increase in advertising for the app which resulted in more app downloads and potential viewers for CoComelon.

Content Focus Allocation — Streaming Platforms: In recent years, CoComelon has focused their efforts on getting into a variety of streaming platforms outside of YouTube such as Netflix, Hulu, and Amazon Prime—which helps to spread brand awareness—rather than focusing their efforts on digital advertising. CoComelon was the top show on Netflix in 2020, beating out popular shows such as Tiger King and The Office. More and more parents are choosing to stream children content on Netflix—or heavily monitored apps such as YouTube Kids—rather than YouTube in an attempt to avoid inappropriate autoplay content that may appear on YouTube.