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Africa on YouTube:

Social Media's Global View of the PALOP Countries

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Abstract

This exploratory study measured and content-analyzed a sample of 250 YouTube videos featuring members of the Community of Portuguese-speaking African Countries (PALOP)¹ – Angola, Cape Verde, Guinea-Bissau, Mozambique, and São Tomé and Príncipe. The study focused per country, and in aggregate, on five characteristics of the videos: affiliation, country of upload, categorization, language, and viewer engagement. The findings indicate that YouTube videos give a global view of the PALOP countries; they are 1) uploaded by individuals (as opposed to organizations) 2) from non-African countries, primarily USA, UK, and Portugal 3) in the news, music, and travel categories 4) spoken in the English or Portuguese language 5) with a diverse number of viewers between countries, watching primarily videos in the music, travel, animals, and sports categories.

Keywords: African Media Studies, Social Media, YouTube, Perception, Place Branding

¹ PALOP – Países Africanos de Língua Oficial Portuguesa [PT] or Portuguese-speaking African countries. These countries constitute a group of former Portuguese colonies and receive aid from Portugal and Brazil in the fields of culture, education, and Portuguese language development and preservation (Comunidade dos Países de Língua Portuguesa, 2009).

Africa on YouTube: Social Media's Global View of the PALOP Countries

Justification

Lack of research on YouTube content in general, and content featuring African countries in particular, leaves a gap in the body of knowledge on the development of contemporary media. Literature in both African Studies and Media Studies needs to move towards researching contemporary forms of expression if it is to stay relevant to societal discussions; this research is a step towards filling that gap.

Research Question

The research question was this – *Do YouTube videos give a local (an insider's) or a global (an outsider's) view of the PALOP countries?*

Four hypotheses were formed to qualify the question, based on communication trends identified in the literature. Measurements were performed on a sample of YouTube videos to find evidence in support or opposition of these hypotheses. The hypotheses assume that 1) literature featuring one African country is relevant as a basis for hypotheses in other countries in the region, and that 2) general ideas on social media development in the United States are applicable to social media development in the PALOP countries.

Literature Review & Hypotheses

As there was little to no previous research on YouTube in Africa available, the author focused on investigating trends in the existing communication literature featuring an African context. Literature was reviewed in areas of journalism, development (charity) communication, and technology transfer, leading to a total of four hypotheses.

Journalism (H₁, H₂)

A number of studies in the communication literature suggest that news featuring African countries is the least prominent in European, and United States' broadcast media (in comparison

with news featuring other countries). Wu finds in terms of the number of stories produced, the CNN and the New York Times devote substantial space to covering Iraq, Japan, Germany, Russia, China, Mexico, Cuba and Colombia (2007); concurrently no African country features in the top 20 sorted by incidence. In terms of content, Teng'o maintains that concerning Africa countries, only news with focus on clashes, conflict, or crises finds prominence on online versions of the CNN, and the New York Times, as well as the BBC, the Guardian, France24, and allAfrica.com (2008) while Banjaw suggests that Reuters focuses on negative stories rather than development news (2007).

In synthesis – African countries may have little control over *how much* and *what* is published in European and American broadcast media, and the perception thereof. Assuming the trend is applicable to social media, the lack of news featuring African countries may be related to a lack of viewer interest, leading to the hypothesis H_1 : *There are few news videos, with a low number of viewers (among videos featuring PALOP countries on YouTube).*

There is more uncertainty as to what is the media content created by African countries themselves. While in journalism studies no research on the specific subject was found, in fields of marketing and public relations, a growing number of articles discuss cases where African governments have launched media campaigns to raise awareness of their country. Researchers describe how nations as diverse as Nigeria (Nworah, 2005), Uganda (Kahn, 2006), Liberia (Guenette, 2007), and Ghana (Ofori, 2009) have made concerted efforts to brand themselves in the media. As to the success of these campaigns, at least one researcher maintains that country branding may help African states to be perceived as “individual countries rather than a homogeneous mass” (Wanjiru, 2005). Another voice digresses, however, suggesting that with the history of corruption, branding campaigns may instead have the effect of reinforcing the idea that these places are corrupt “because they are spending so much on what amounts to propaganda” (Kahn, 2006). In synthesis – while a number of African countries have made efforts to market themselves, they may not hold enough trust to successfully brand their country through one-way communication (i.e. by advertising).

Social media content featuring African countries has not been well researched. A single, recent examination of videos featuring Kenya and Ghana on YouTube, maintained that content uploaded from European and America countries dominates, with little change in the inequities of “structure” and “flow of global information” in comparison with older mediums, concluding that in general, contributions to YouTube “reinforce and naturalize stereotypes” (Wall, 2009). Assuming the trend is applicable to other African countries, YouTube videos featuring PALOP may be dominated by non-African uploaders, leading to hypothesis H_2 : *There are few locally uploaded videos or videos in a local language (among videos featuring PALOP countries on YouTube).*

Development (H₃)

Africa is the largest recipient of development assistance (Afrol, 2009). Beyond journalism studies, a part of the communication literature is concerned with issues around marketing aid to African countries. Research specifically around communication projects (charity marketing) has been discussing the changing face of development communication. Himmelmani and Mupotsa discuss how Bono is communicating Product RED campaign against AIDS on YouTube (2008). People formerly known as the audience, as termed by Rosen (2006) are actively engaged in online activism (Bennett, 2008); ordinary people are empowered to report their political experiences (Bennett, 2003) and may act upon those experiences online. In January 2010, the American Red Cross Twitter + SMS campaign raised over 10 million USD through social media for the victims of Haiti (American Red Cross, 2010). In synthesis – there is a trend towards more usage of online media to deliver a message, specifically by aid and development organizations, leading to hypothesis H_3 : *videos in the nonprofit category have high prevalence, with a high number of viewers (among videos featuring PALOP countries on YouTube).*

Technology (H₄)

Beyond journalism and development, there is excitement in numerous fields concerning new communication technologies in African countries. Research in areas as diverse as development

economics and medical informatics discusses the use of new online media. Michael discusses tools for community development in Sub-Saharan Africa (2004). Winterbottom and North plead for an online repository of African Studies (2007). Sachs envisions online means to access knowledge and improve healthcare (2009). Wales outlines a vision to make the sum of all human knowledge available for all through Wikipedia irrespective of language (2009). While the benefits of online services may be obvious in all of these areas, their implementation depends heavily on 1) the availability of high speed networks 2) the service adaptation by users.

In terms of network availability, throughout the 1990s, in most African countries Internet access was confined to large cities and sufficient international bandwidth was a major problem (Jense, 2000); in the following decade of the 2000s Africa continued to be the least connected continent with less than 7 percent of the population connected (Internet Usage Statistics, 2009). Among the countries reviewed in this study, Mozambique had the lowest Internet penetration with 1.6% of the population online, followed by Guinea Bissau with 2.4% and Angola with 3.1%. The highest performers were São Tomé and Príncipe with 15.4% and Cape Verde with 20.6% of the population online (World Bank, World Development Indicators, 2009). However, there are promises that the installation of a number of new Internet backbone cables will increase access to Internet (Blenford, 2009) and decrease bandwidth prices (Schmid, 2009).

In terms of adoption by users, there is no hard data available. In general terms, Parker maintains that if media is to be functional to social processes, it is important to incorporate community perspectives (1994) in effect suggesting the incorporation of locally produced content into media products. Sadowsky argues that when networks become available collaboration is born spontaneously (1996). Freeman and Soete argue that limited access to a new mode of communication creates social exclusion (1997). In synthesis – theoretical viewpoints emphasize that communities could use new media (such as YouTube) for uploading media products with local relevance. In the context of the PALOP countries which speak a shared language – Portuguese –, YouTube could in theory – network availability permitting – be used as a place for a shared culture,

thus leading to hypothesis H_4 : *there are signs of locally uploaded content from PALOP countries with a higher percentage of internet users (among videos featuring PALOP countries on YouTube).*

Sample

The research sample included an overall of 250 videos featuring 5 countries, for each country a sample of 50 videos. The sample contained the un-modified results of the YouTube search query, therefore possibly including results with content of low relevance, such as videos not referring to the country or content lacking video (audio-only content, photographic slideshows). The data is a snapshot taken on January 8, 2010. A live version of the data is available², but will eventually expire as new videos get uploaded; trends in the appearance of new data may be worth further study.

Limitations

A number of technical and non-technical limitations confined this research in terms of both breadth, and depth of inquiry.

Firstly, the scope of this research was YouTube. YouTube is the fourth most visited site on the Internet (Alexa, 2009) and the largest video sharing site (ComScore, 2009), displaying on average, over a billion videos per day (YouTube, 2009): an overall share of 81, 9% of the global online video market – a share 9, 3 times greater than the closest competitor (Sysomos, 2009). While there may be relevant user generated content on other social media such as Facebook, Twitter, as well as others, they did not remain in the reach of this study. Furthermore, research was limited to the global version of YouTube; any local differences that may exist were not analyzed – conclusions apply only to the global version of YouTube.

Secondly, the sample size of user generated content analyzed for this survey was small and may not be sufficient to make any definitive conclusions. Technical reasons for the limited sample size have been outlined in the *Methodology* section. Space for further work that may surpass such limitations has been outlined in the *Further Work* section.

² See AfricaOnYoutube.com

Finally, this research has been conducted in a limited time frame. Results are not a conclusive analysis of YouTube content of all time, and should be viewed as a snapshot of January 2010.

Methodology

The research made use of content analysis enhanced by software automation, termed by the author as Computer-Aided Content Analysis or CACA. Content analysis is a prevalent research method in media studies, and has been defined as the systematic assignment of communication content to categories according to rules, and the analysis of relationships involving those categories using statistical methods (Riffe, Lacy, & Fico, 2005).

Several quantitative aspects of a non-random sample of videos on YouTube were examined. The sample was acquired by querying the YouTube API (Application Programming Interface) with a particular *keyword* referring to the name of each of the PALOP countries. A sample of top 50 videos for each country, ranked by *relevance* (the default setting in YouTube search) were accessed for analysis. Only the first 50 results were used due to the technical complexities of accessing larger sets of results – YouTube limits its API access to sets of 50 items per query; analysis of larger sets of data would require the aggregation of these sub-sets into a larger sample.

Two clearly visible or *manifest* properties as termed by Babbie (2009) for each video were codified, namely *language*, and *affiliation*. No attempt was made to examine the latent content (the meaning) or the framing of the videos. No attempt was made to observe trends in the appearance or disappearance of videos in the results. The sample used for analysis was frozen with no further changes in sample accepted – on January 8, 2010.

In order to ensure maximum replicability of the research results by another researcher (reliability), and correspondence to the research questions posed (validity) of the results, the data gathering process was largely automated – a custom software program was developed for the purpose YouTube research. This software was deployed online where any interested party may

consult and check the results presented in the research. The source code of this software was released under an open source license and is freely available for anyone to use and build upon³.

Videos were accessed through the YouTube API using a toolchain of PHP-based Kohana framework (version 3) with relevant modules. The YouTube API was queried using the parameter “*orderby*” with the value of “*relevance*” in order to retrieve content in the same sort order as seen inside a browser by YouTube users. An array of YouTube videos was retrieved in the format of an RSS feed. SimplePie RSS running inside Kohana was used to channel the RSS Data Feeds into a composite format that was analyzed by the software. (At first, Yahoo Pipes was used for the same however due to issues with reliability, speed, and most importantly – limitations in accessing particular contents in the feed, Yahoo Pipes was abandoned.) Later SimplePie was customized to access data in the MediaRSS Namespace (information about *Views and Ratings*) previously inaccessible.

All the data was loaded into a MySQL database in order to facilitate using complex queries on the gathered information. Aggregate calculations on gathered data were done using the information cached in the database. Two types of data – qualitative and quantitative data – were identified in the search results.

Data: Quantitative Analysis

Firstly – quantitative data. The *duration, number of views, number of favorites, date of upload, and average rating* of each video were measured using the toolchain described above.

It was not possible to automatically determine uploadership (the *country* of upload, self-identified by the *uploader* upon uploading). Thus the *country* field was manually copied from each user profile. Every attempt was made for accuracy – save manual error in the process of copying and pasting the information, this data is without interference. All other data was accessed by software through the YouTube API with no manual interference applied.

³ Please see GitHub: <http://github.com/krishaamer>

Quantitative data was used to calculate the *Aggregate View Count* (how many viewers have seen videos featuring PALOP countries in aggregate), the *Aggregate Number of Videos Uploaded from One Country* as well as other aggregate metrics based on all videos.

YouTube videos are organized into 15 categories, identified by the uploader in the process of uploading a video. These categories were used by software to determine a category for each video (for a list of YouTube categories see Appendix B), and calculate the *Aggregate Number of Videos in Each Category*.

Data: Qualitative Analysis

Secondly – qualitative data. Two properties of each video were systematically codified by the author based on the textual, visual, and aural data available. Every attempt was made for impartiality, however due to the nature of the method, this data is by definition less trustworthy than the quantitative data described above. A straightforward coding protocol (please refer to appendixes A, B and C) was designed to ensure data was codified by the same rules, transparently and without bias throughout the study.

For each video, the visual content, title, and description, as well as the user profile were assessed in identifying the *affiliation* of the videos as an *individual* or an *organization*. The aural component of each video was assessed to identify the *spoken language* of the video; where no narration was available, and there was a musical soundtrack, the lyrics of the music were used for establishing the language.

(Moreover, at first the principal visual content was codified into categories based on previous YouTube research proposed by Wall (2009). However this data was not used in the analysis due to the reservations of the author towards reliability. Instead a technical solution, involving a larger number of codifiers, was proposed in the *Further Work* section.)

Future Work

Three key areas remained outside the boundaries of this research, and would benefit further exploration of the area.

Firstly, the textual and contextual analysis of video titles, descriptions, as well as user comments, the Google partner status, and embeds (videos posted outside of YouTube) with software-automated statistical methods (such as term extraction) would give more data for analysis and comparison of YouTube search terms and content.

Secondly, crowdsourcing the codification of YouTube videos (for example the genre and language properties) and employing statistical methods for calculating the most agreed-upon values, would increase the accuracy of the results. In the case of the aural component (language), the use of software-based automated audio analysis would supplement the process.

Finally, analysis of social media beyond YouTube is of high importance; inclusion of Facebook, Twitter, and others, would benefit further research.

Results & Discussion

The results are explained in four subgroups, namely *categorization* (with a special focus on the *news* category), *country & language*, *affiliation*, and *engagement*. The key figures have been highlighted in each subgroup.

Categorization (H₁)

Categorization was established by each uploader upon uploading a video to YouTube. Categories were assessed on face value and no attempt was made to identify gaming of the system for whatever end. The inherent assumption is that users are adept in choosing the appropriate category for their video.

On the overall PALOP level, the *news* category had the highest incidence of uploads with a 22.6% share, followed by *travel* (a 20.6% share), and *music* (a 17.5% share). Categories with the lowest incidence were *education* (13 videos), *technology* (5 videos), and *autos* (2 videos). On the per

country level, the *travel* category had the highest incidence in São Tomé and Príncipe with a 38% share, and in Cape Verde with a 35% share. Travel represented a minority in Guinea-Bissau with a 16% share, in Mozambique with an 11% share, and in Angola with a 10% share.

Music had the highest incidence in Mozambique with a 30% share, followed by Angola with a 24% share, Cape Verde with a 19% share, and São Tomé and Príncipe also with a 19% share. The single exception was Guinea-Bissau where music had low incidence – a 4% share. On overall the *music* category had the highest diversity of uploaders with videos uploaded by users in 16 countries, the highest number from Portugal with a 28.9% share, and the USA with a 20% share.

As the *news* category had the highest overall incidence, a closer examination of the category was undertaken. The *news* category had the highest incidence in Angola with a 35% share, followed by Guinea-Bissau with a 31% share. The countries with the lowest incidence were São Tomé and Príncipe and Cape Verde, both with a 6% share. Relatively higher coverage was received by Mozambique with a 22% share, Angola with a 24% share and Guinea-Bissau with a 34% share of their respective samples.

The co-occurrence of lower performance in development indicators and higher incidence of news category was noted (see figure 8). The countries with highest news coverage were the least developed among the group, with lower percentage of Internet users per population, and higher child mortality (2009). However, a sample involving a higher number of countries and YouTube videos is necessary, for further exploration of the existence of this possible relationship.

On the overall PALOP level, 11 news organizations were identified, namely Deutsche Welle, Associate Press, Euronews, CBS, RTP Africa, TV 2 Africa, NTD TV, Voice of America, Russia Today, Al Jazeera English, and AFP. Over a quarter of news uploaders (a 27.6% share) identified themselves as from the USA, with a 19% share from the UK. Other uploaders self-identified as being from eight different non-African countries, with the only African country being Kenya (a 1.7% share).

H₁ is supported with limitations. While news videos have the highest incidence among all categories (in opposition with the hypothesis), and have the highest share by duration, they do

receive a relatively lower engagement (number of views and favorites) in comparison with travel and music videos, supporting the hypothesis of low viewer interest.

Country & Language (H₂)

The country of upload was established by self-identification in the YouTube Profile, assessed at face value; no attempt was made to identify gaming of the system for whatever end.

On the overall PALOP level, the highest incidence of uploads were from the US with a 31.8% share, followed by Portugal with a 14% share, and the UK with a 10.1% share. Uploaders from 32 countries were represented, among them nine African countries.

On the per country level, videos uploaded from the USA constituted at least one fifth of the videos. In Angola, the USA had a 29% share, followed by the UK with a 14% share; locally uploaded content had a 2% share. In Mozambique, the USA led with a 21% share, followed by Portugal with a 17% share; locally uploaded content had a 4% share. In Cape Verde, the USA led with a 45% share, followed by the UK with a 16% share; locally uploaded content had an 8% share. In Guinea-Bissau, the USA led with a 40% share, followed by Denmark with a 10% share; locally uploaded content had an 8% share. In São Tomé and Príncipe, Portugal led with a 38% share, followed by the USA with a 25% share; there was no locally uploaded content.

Language was established through content analysis, referring to the aural component (spoken or sung language) present in the video (see Appendix A for an explanation of the process of audio content analysis). There were videos in eight languages, namely English, Portuguese, Kriolu, Spanish, Italian, Danish, Swedish and Arabic.

On the overall PALOP level, English had the highest incidence with a 43.4% and a 54.5% share of the views, followed by Portuguese with 30.6% share and a 25.2% share of the views, and Kriolu with 7% share and 8.1% share of the views.

On the per country level, English was most prevalent in Guinea-Bissau with a 56% share, in Cape Verde with a 33% share, in Angola with a 43% share, and in Mozambique with a 72% share. The

single exception was São Tomé and Príncipe, where Portuguese had the highest incidence with a 51% share (a minority share of 15% featured English).

H₂ is supported. As hypothesized, the number of uploads from countries themselves (and other African countries) is very low, with the majority of the content being uploaded from non-African countries, with the USA and the UK sharing at least one third of uploads. In terms of language, as hypothesized, the local languages are the exception, with English the most prevalent language, measuring the highest share in four countries out of five. The exception was São Tomé and Príncipe where the local Portuguese had by far the highest share.

Affiliation (H₃)

Affiliation was established through content analysis of the YouTube User Profile, and refers to either of two types of uploadership, individual or organizational.

On the overall PALOP level, 37 organizations were identified in the sample (see Appendix C). Seven organizations crossed the one percent threshold within the PALOP sample, namely Sekamoke with a 6.2% share, Kaysha with a 4.3% share, Al Jazeera English with a 3.9% share, Journeyman Pictures with a 3.5% share, Agence France-Presse with a 3.1% share, the United Nations with a 1.7% share, and Serenity Holidays with a 1.2% share of total uploads. Further categorization of organizations by category would give additional insights.

Videos uploaded by individual uploaders presented a higher frequency than those uploaded by organizations – a 59.3% share of all the videos was uploaded by individuals. On the per country level, videos uploaded by individuals compounded in a 67% share of the Angola sample, a 63% share of the Cape Verde sample, a 79% share of the São Tomé and Príncipe sample, and a 50% share of the Guinea-Bissau sample. The exception was Mozambique where videos uploaded by individuals presented a minority with a 30% share. Consequently, organizational uploads in Mozambique presented the highest share of 21% in the non-profit category.

H₃ is not supported. Contrary to the hypothesis, there are few videos in the nonprofit category (a 4.7% share), with and even smaller engagement, constituting a 0.3% percent share of all

views, and a 0.2% share of all favorites. Moreover, individual uploaders, rather than organizations (including nonprofits), upload a higher share in four countries out of five. The exception is Mozambique, where videos uploaded by organizations constitute a majority with a 66% share, and videos in the nonprofit category have a higher incidence than in other PALOP countries with an 11% share.

Engagement (H₄)

Engagement was measured by the number of acts of user interaction (namely views and favorites) on videos in aggregate.

Favorites are a subset of views, and thus lower frequency of views correlate with a lower frequency of favorites. For all countries less than one% of views led to a favorite. For example, in the case of Angola 0.22% of the views led to a favorite, whereas in the case of São Tomé and Príncipe 0.15% of the views led to a favorite. No correlation was established between the frequency of engagement and the total number of videos (see figure 2.1 for total videos).

Country samples presented a high range of variance in the incidence of views and favorites. The country with the highest engagement (Angola, 3.501.720 views) was 1809 percent⁴ higher than the country with the lowest engagement (São Tomé and Príncipe, 183.356 views). For a comparative overview of engagement, see figures 1.1 for views and 1.2 for favorites.

H₄ is not supported. Contrary to the hypothesis, the number of locally uploaded videos is negligible, with all countries remaining under a 2% share; there is little evidence of local use. The author failed to establish a relationship between a higher number of internet users and higher share of locally uploaded content, suggesting a higher number of people online, does not necessarily lead to increased social media usage.

⁴ Percent difference was calculated using the formula $\frac{|e_2 - e_1|}{e_1} \times 100$ where e_1 is engagement in the first country, and e_2 engagement in the second country.

Conclusions

In terms of uploads, YouTube videos featuring PALOP countries are curated by individuals (rather than organizations), uploading from a diverse number of non-African countries but primarily from the USA, UK, Portugal, and other European countries, with content in the news, travel, and music categories, mostly in the English or Portuguese language. In terms of viewership, each country displays a highly individual profile; there is a high variance in the number views and favorites between countries. Nonetheless, most of the content is viewed in English and Portuguese language, and in the categories of music, travel, animals, and sports.

In synthesis, the above findings suggest that YouTube's is not popular in PALOP countries, even in those with higher Internet penetration. Local governments, organizations, and individuals do not communicate their stories to the users of social media, with few uploads from PALOP countries or in the local language. While foreign development organizations are more actively using YouTube in Mozambique, only a fraction of the videos are in the nonprofit category in other countries; nonprofit videos also have the lowest viewership among all categories, suggesting low quality of content or general disinterest in charity videos.

In all the PALOP countries there are unused opportunities in telling the local story. In terms both of uploadership and viewership, YouTube videos give a global (an outsider's) perspective of the PALOP countries for the global (outsider) viewer.

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Appendix A – Languages

In determining the language of each video in audio content analysis, each video was listened to twice by the author, and the primary language, as deemed by the author, submitted into the database. Languages are listed with the video in the database printout with the YouTube id of each video available for confirmation by third parties when necessary.

Appendix B – YouTube Categories

The following list contains all the YouTube categories as listed on the website. This category is determined by the uploader upon uploading each video.

Categories

Autos & Vehicles
Comedy
Education
Entertainment
Film & Animation
Gaming
Howto & Style
Music
News & Politics
Nonprofits & Activism
People & Blogs
Pets & Animals
Science & Technology
Sports
Travel & Events

Appendix C – Organizations and Individuals

In determining the status of affiliation of a user as an organization, or as an individual, the following codifying procedure was used.

1. If the user had a Wikipedia page that made reference to it as an organization, it was code as an organization.
2. If there was no Wikipedia page, but the user had a web site that made reference to itself as an organization the user was coded as an organization.
3. Failing 1 and 2, the user was coded as an individual.

The following is a list of all the organization identified in the process; the rest of the users were coded as individuals.

Organizations

Deutsche Welle	Serenity Holidays
Pestana Hotels	Gabriela Mendes
Global Adoptions	Catholic Agency for Overseas Development
Against Malaria	Sonic Africa
Hemisferious Solidarios	Central Virginia Film Institute
Academy of Sciences	Nimekula
RTP Africa	ERHC Energy, Inc.
Travelindex Network	NTV Kenya
Centro de Encontro	Associated Press
MediaScrape	Sekamoke
Kaysha	UNICEF
Al Jazeera English	France 24
World Nomads Group	Agence France-Press
World Wildlife Fund	United Nations
Iris Ministries	TV 2 Africa (Voice of America)
Harvest Media Ministry	African Development Bank
World War Warriors	
Common Ground	
CBS	
Journeyman Pictures	
Fenton Report	

Figure 1 – YouTube Categories by Share (per Country)

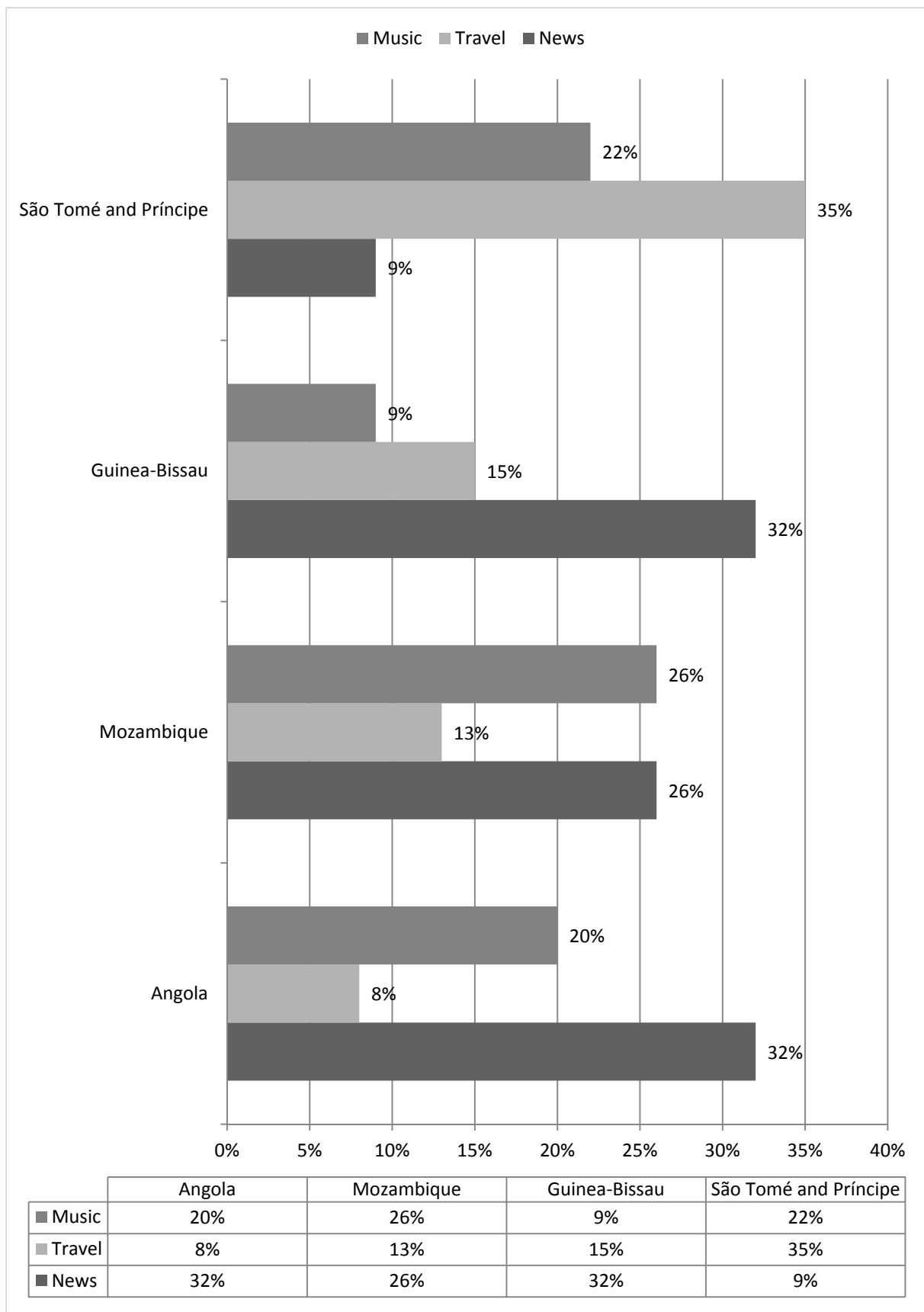


Figure 2 – Top Languages by Share (per Country)

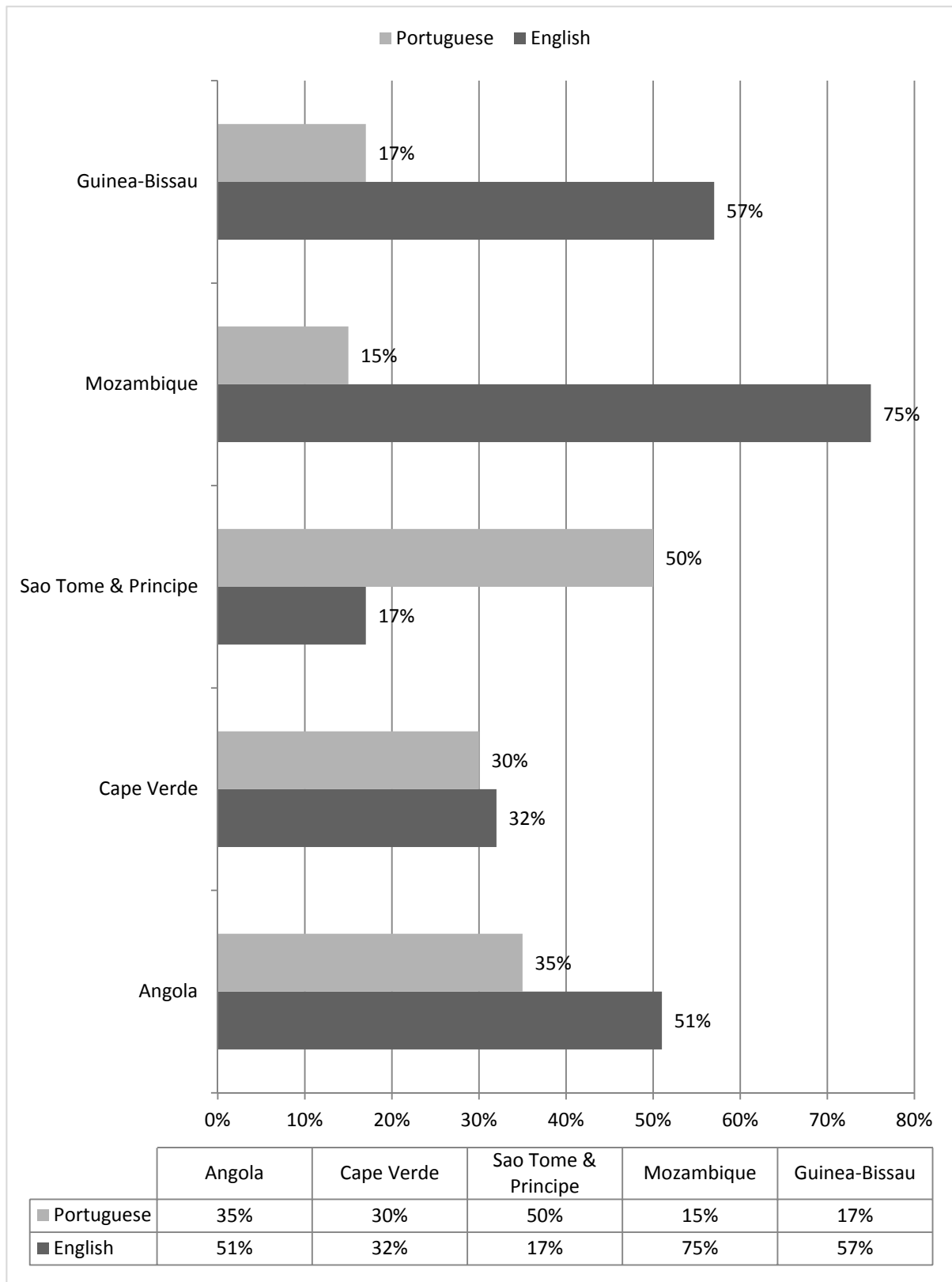


Figure 3 – Affiliation by Share (per Country)

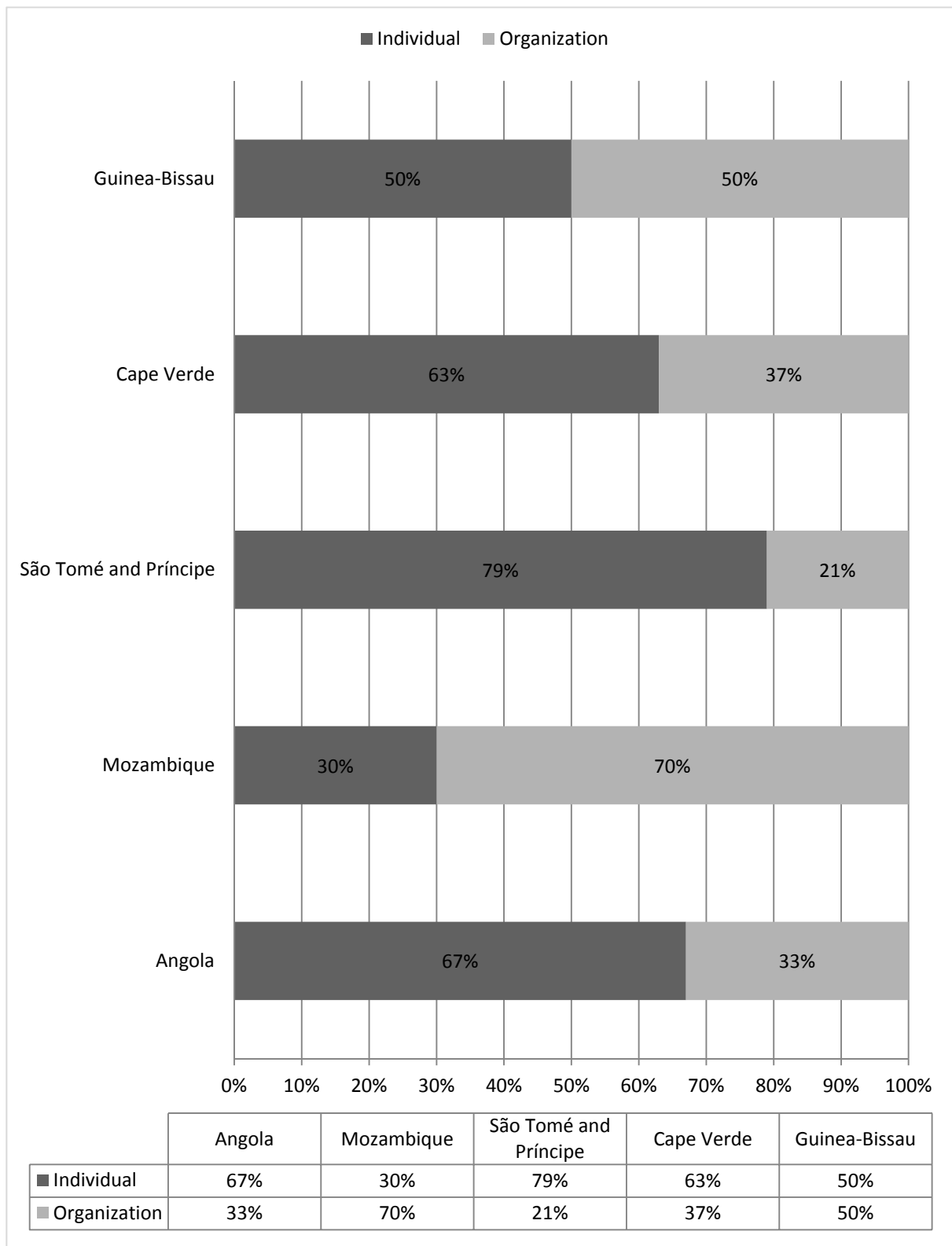


Figure 4 – Engagement in Views (per Country in Totals)

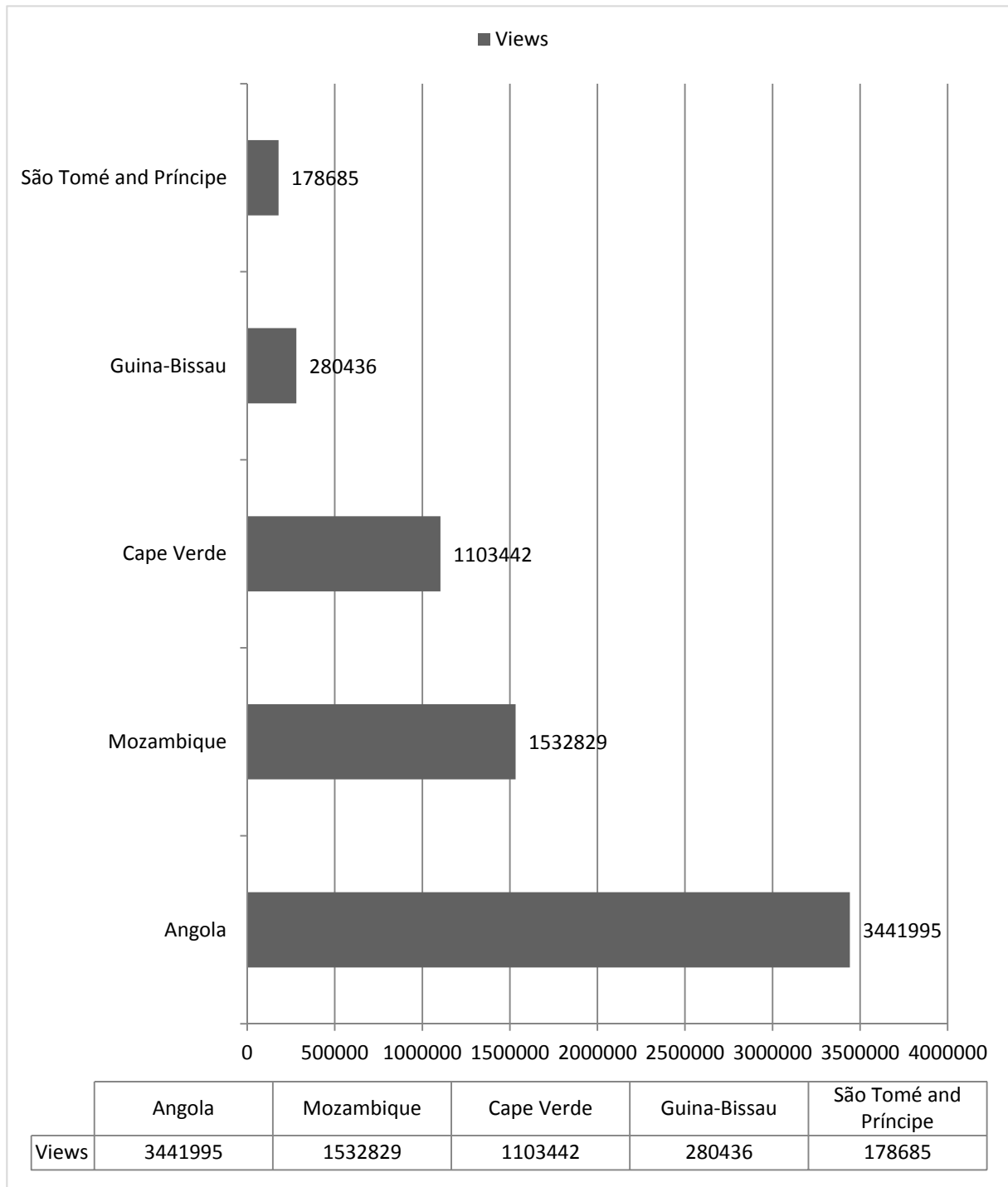


Figure 5 – Engagement in Favorites (per Country in Totals)

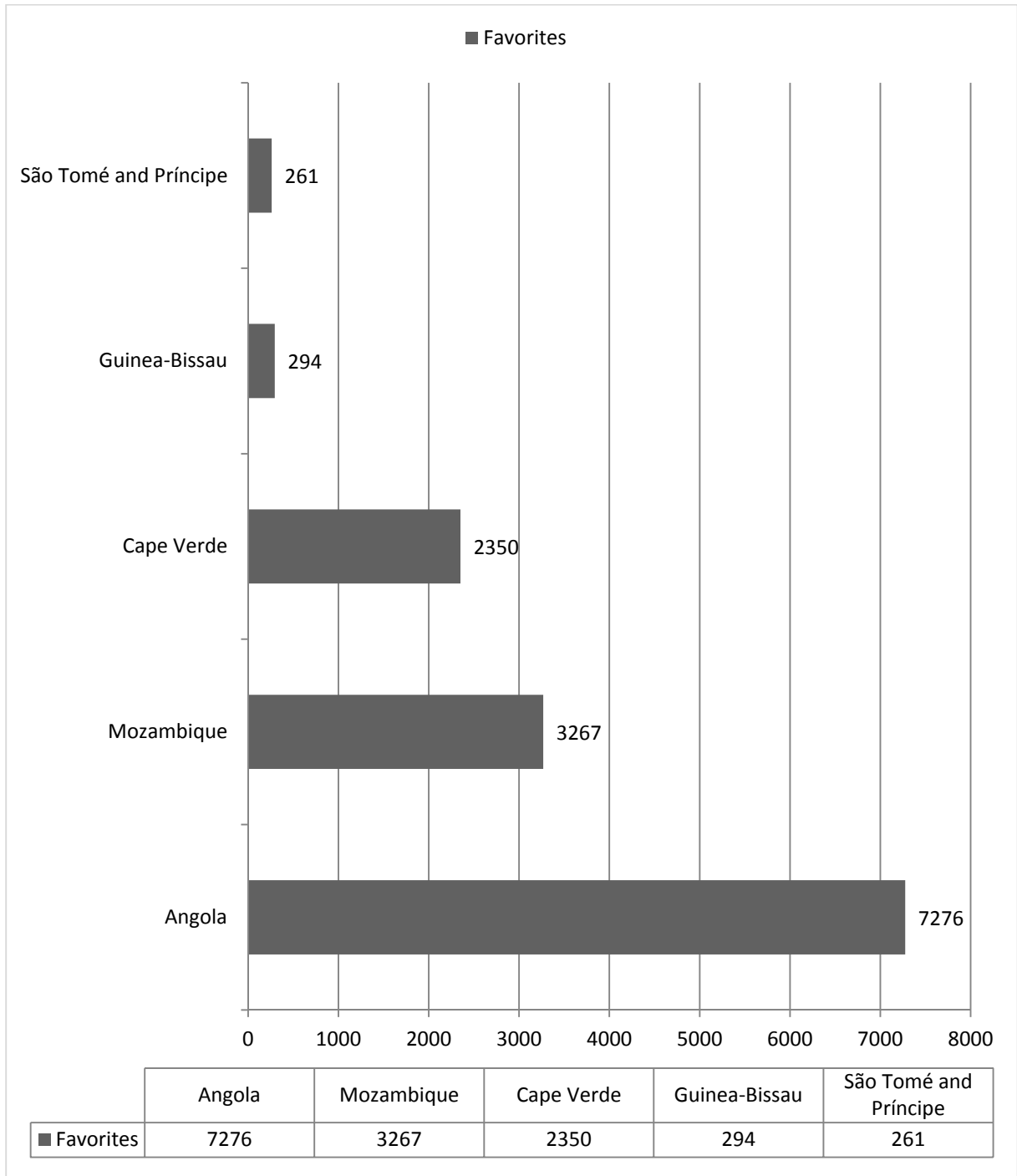


Figure 6 – Number of Videos (per Country in Totals)

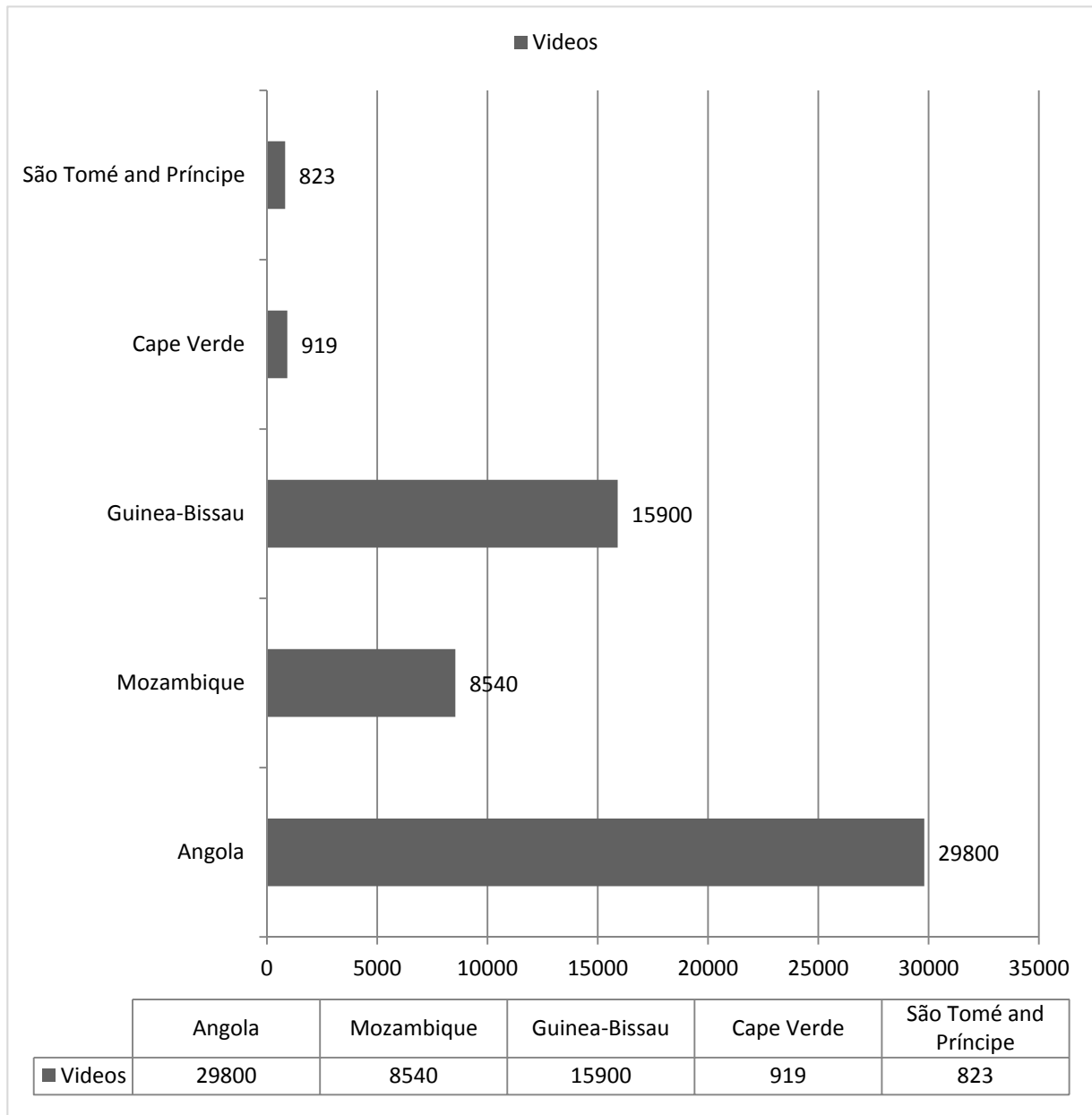
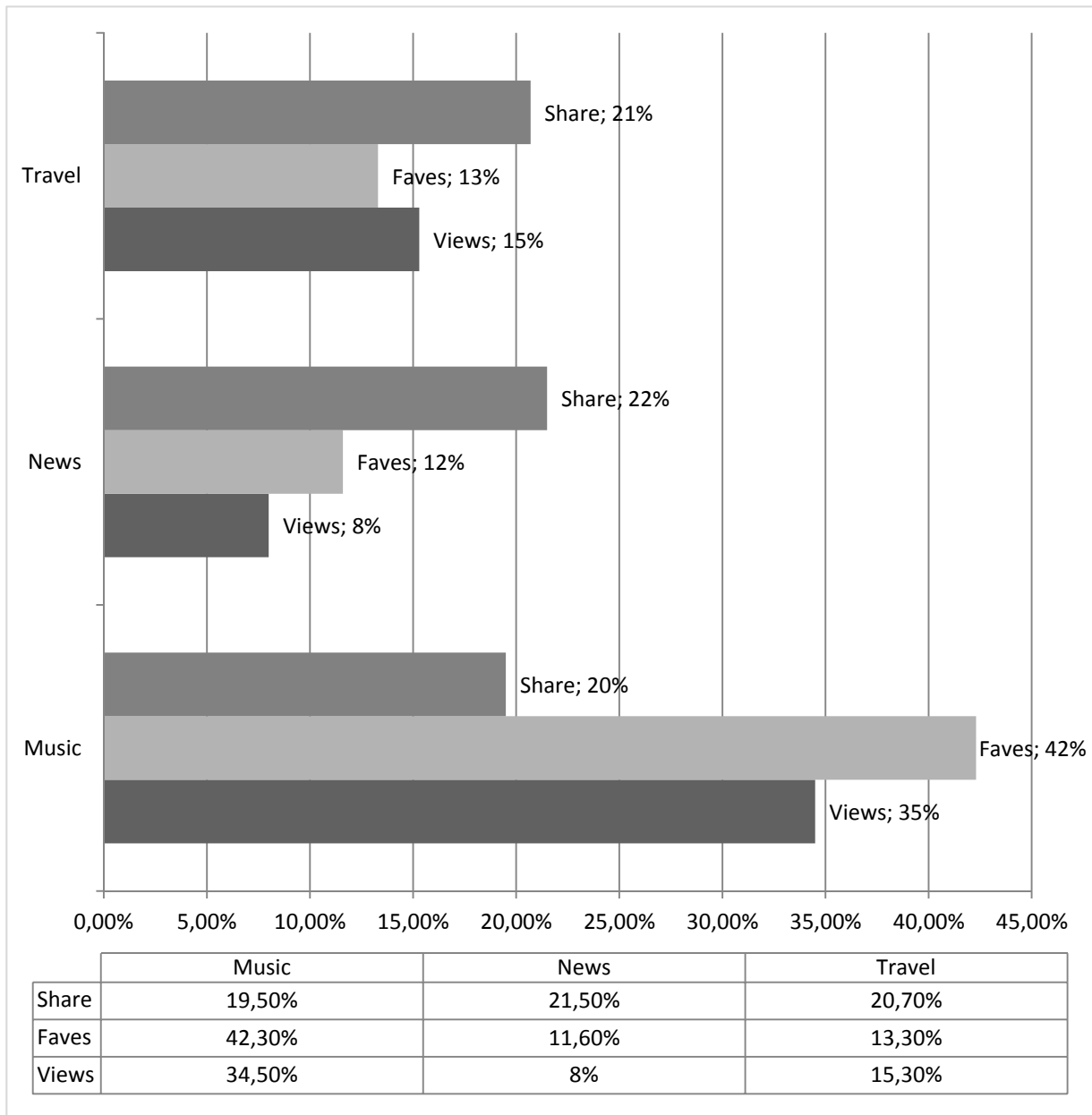
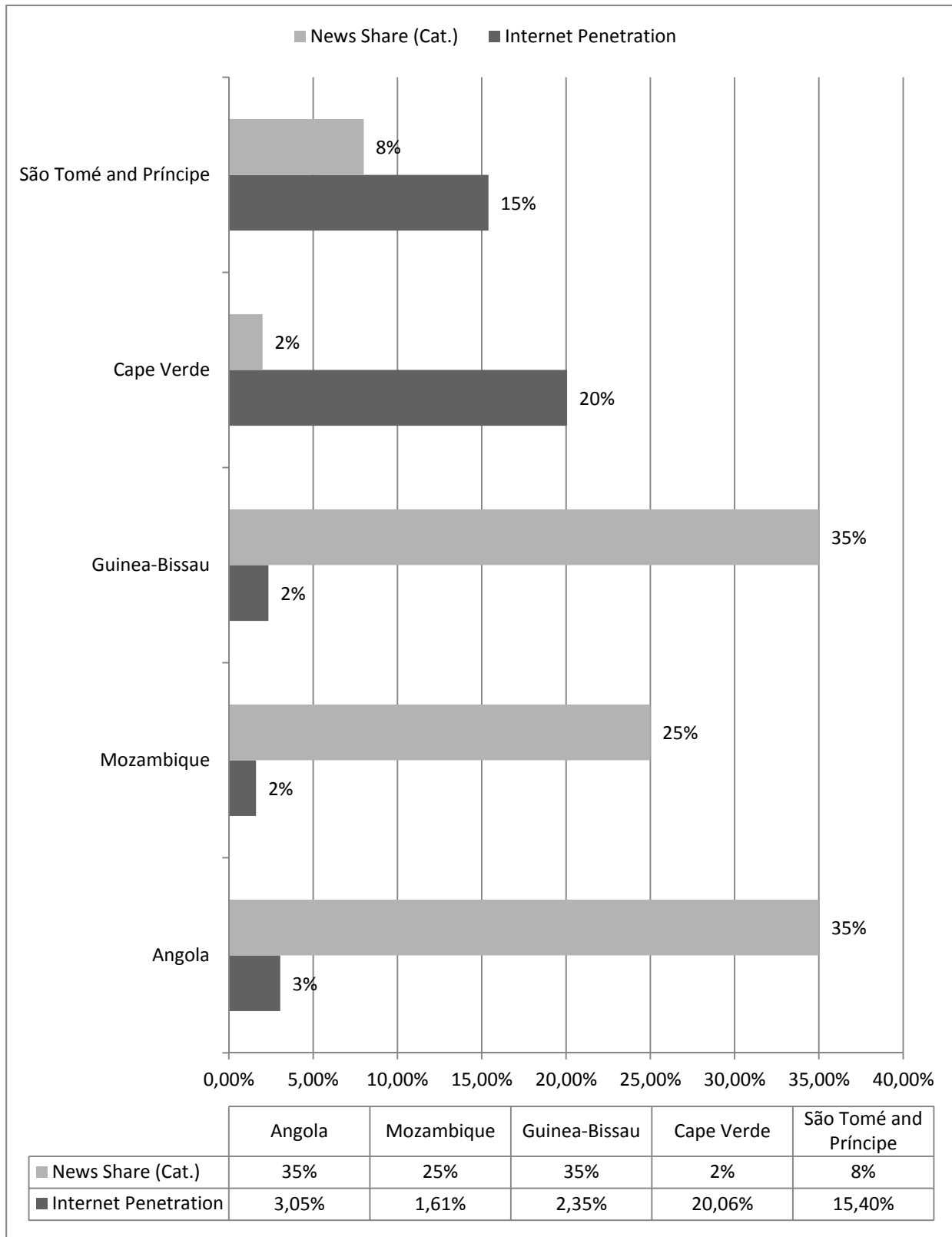


Figure 7 – Share Compared to Engagement (Top 3 Categories)



	Music	News	Travel
Share	19,50%	21,50%	20,70%
Faves	42,30%	11,60%	13,30%
Views	34,50%	8%	15,30%

Figure 8 – Development Indicator vs. News Coverage (Possible Inverse Relationship)



Angola

ID	Category	Language	Uploader	Country	Views	Rating	Duration	Favorites
quHaoDrKYRQ	News	English	Journeyman Pictures	UK	31174	4,869565	0:18:09	95
kMOxUZAHNLk	News	English	Journeyman Pictures	UK	65010	4,5984254	0:23:44	265
t_fu2uESe5A	News	English	CBS	USA	32951	4	0:01:09	11
hHQsg-hanwQ	Sports	Portuguese	Individual	USA	97773	4,7647057	0:04:51	271
jECojk3VBqE	Entertainment	English	Individual	NA	36110	4,9473686	0:00:35	20
UIPPziN22sA	Music	English	Individual	Angola	1028643	4,5458565	0:02:26	1226
ba1Wo7au5Sc	Travel	English	Individual	Portugal	4771	4,6363635	0:04:25	9
oP1AZRoo2zQ	Travel	Portuguese	Individual	USA	97832	4,7647057	0:04:39	358
J-B0YBMHRbs	Travel	Portuguese	Individual	Portugal	112206	4,716049	0:05:02	179
inAoK4Qq8gk	Entertainment	NA	Individual	Afghanistan	85711	4,8076925	0:01:11	26
NGXBkoAsJok	Music	Portuguese	Kaysha	Portugal	74637	4,0285716	0:05:40	73
XqJd3CHncxo	Sports	Portuguese	Individual	Germany	37529	4,948718	0:01:43	177
hKDMgUaXKO8	Sports	German	Individual	Germany	26285	4,852941	0:00:35	22
qE-RJCICLGo	News	English	Individual	UK	57296	4,7027025	0:07:56	257
iRD73FDNTol	Entertainment	Portuguese	Individual	Brazil	80547	4,7234044	0:04:54	152
IvS5V0x-gjY	News	English	Fenton Report	USA	2719	4,5	0:03:01	3
g9lEp2cQ7_c	News	English	Al Jazeera English	NA	16210	4,5	0:02:00	29
n3yfrNrPRIA	Music	Portuguese	Individual	Romania	257415	4,9294477	0:05:55	1047
-zUrm5_Glg	Travel	Portuguese	Individual	Portugal	74552	4,428571	0:06:37	185
85lvBPFdjjM	People	English	Individual	NA	3429	5	0:05:39	22
zra07OwYrw0	Film	Portuguese	Individual	Brazil	23579	4,883721	0:02:37	232
u0o31LB-MGE	News	English	AFP	NA	9165	4,88	0:01:59	55
MmKMOBffNRY	Entertainment	English	Individual	USA	233204	4,2450333	0:01:03	216
Xu0PnBRGqe8	News	English	AFP	NA	11216	5	0:01:56	6
4CFDFN5j4pw	Music	Portuguese	Individual	Angola	13062	4,9	0:04:35	6
PDeY1j7qLs	Sports	English	Individual	NA	159260	4,7668395	0:07:37	381
c35COXObao8	News	English	Cold War Warriors	Australia	5600	4,5384617	0:09:20	54
QZsUONKq53M	Sports	Portuguese	Individual	USA	75373	4,641791	0:04:42	231
7UgQZy4SbxA	Music	Portuguese	Individual	Netherlands	24347	4,949367	0:03:49	317
acKapfaEflY	News	Spanish	Individual	USA	34869	4,744681	0:01:22	105
zzi6rqvEViM	Sports	English	Individual	NA	141		0:00:46	0
OU523cBuxx8	Autos	NA	Individual	USA	22420	4,4242425	0:04:51	54
38TSuxp6yQ8	Music	English	Search for Common Ground	USA	34513	4,7826085	0:05:06	119
Be_pCpZ4j0	Music	Portuguese	Individual	Zambia	23466	5	0:02:44	46
4KuOidnju1A	Sports	English	Individual	Slovenia	29495	4,806452	0:03:26	49
Z5i0oOING6A	Travel	Portuguese	Individual	Portugal	6600	4,5	0:10:40	10
CRp88c7_Djo	News	English	Journeyman Pictures	UK	14073	5	0:00:00	74
xw23pTjKf-I	News	English	Journeyman Pictures	UK	75131	4,7755103	0:00:00	147
Us0ovQ1r0Sg	News	English	Journeyman Pictures	UK	21726	4,6603775	0:18:23	76
k5l5cH45pnk	Film	Portuguese	Individual	Portugal	13810	5	0:02:29	21
-q98mbZHxbl	Sports	English	Individual	USA	24899	4,892857	0:02:28	64
EX1EggUHfSc	People	English	Individual	Brazil	13176	4,9565215	0:04:32	82
w6Au0dz5uSQ	Music	Portuguese	Individual	France	41511	4,825	0:02:35	215
FNq0wt1FZMg	Music	English	50 Cent Music	USA	200776	4,7947884	0:08:00	316
AEqJPyOhtyo	Sports	English	Individual	USA	66634	4,590909	0:02:27	100
1JSfDR7X5Yw	News	NA	Individual	UK	14584	4,8846154	0:06:19	41
ArZlmMoC5Ns	News	English	Individual	USA	9551	4,724138	0:08:38	59
HUgdkTrBJS0	Education	English	Individual	Australia	5502	5	0:05:21	16
YktHZ8lbwVs	News	Arabic	AFP	France	261	5	0:02:05	1
YXCdVCN8eyQ	News	NA	Euronews	France	2456	3,8181818	0:01:15	2

Guinea-Bissau

ID	Category	Language	Uploader	Country	Views	Rating	Duration	Favorites
b5bLthKPO2Y	News	English	Journeyman Pictures	UK	5303	4,875	0:00:00	14
jca7e7-z9CQ	Travel	English	Individual	Guinea-Bissau	1654	5	0:03:10	3
k_5kYyNpQPg	Music	Portuguese	Individual	Denmark	1432		0:01:08	1
hDahVuWGV6M	People	English	Individual	Guinea-Bissau	4224	4	0:05:45	10
wHSYhXkzYQ8	Travel	Portuguese	Individual	USA	9268	5	0:02:27	12
2CxZuso_So8	Music	Kriolu	Individual	USA	3328	5	0:05:46	5
liy88KFtevU	People	Spanish	Individual	Colombia	9318	5	0:02:46	4
jjS3VzLk1xU	News	English	TV 2 Africa / VOA	USA	466		0:02:45	0
iraCCFCKeiY	Travel	English	Individual	Guinea-Bissau	3759	5	0:05:22	7
vPxfHp2O9-Y	News	English	TV2 Africa / VOA	USA	611		0:01:45	0
kvJG3qs1kAY	Animals	Portuguese	Individual	Guinea-Bissau	21883	3,7272727	0:02:13	13
POLcwZQEiFE	People	Kriolu	Sekamoke	USA	36101	5	0:06:04	38
yxunpcB9OUw	People	Kriolu	Sekamoke	USA	12186	5	0:04:30	14
zRCI5gjxz6c	Entertainment	English	Individual	UK	4734	5	0:07:10	6
h6T5z3iPifg	People	Kriolu	Sekamoke	USA	12216	4,2	0:05:34	12
mP1f2N2M4z0	People	Kriolu	Sekamoke	USA	17336	5	0:04:50	17
8zBx-5IP2Cw	People	Kriolu	Sekamoke	USA	28198	4,285714	0:05:31	34
jlEdSJFvKMo	News	English	AFP	NA	2219	5	0:01:50	4
XutT4yZuxAk	News	English	Associated Press	NA	33272	4,0625	0:01:04	8
7bFKwwhsefl	Education	English	UNICEF	USA	3294	4,3333335	0:02:20	7
0aSn5yGWhYA	News	English	Individual	Luxembourg	1329		0:00:33	0
6QakBaJNBG8	Tech	Danish	Individual	Denmark	1945	5	0:01:23	1
v72bOURu8lc	News	English	AFP	NA	751	4	0:02:27	0

ZsZE6AHuH3I	News	NA	Individual	India	4060	5	0:01:01	3
iNiPlw6b48Q	Sports	Swedish	Individual	Sweden	5066	5	0:04:14	2
HVdDYGDMzSQ	Education	NA	Individual	USA	3475	4,5	0:03:10	9
EtD526_Pp2w	Travel	English	Individual	USA	34266	4,368421	0:07:40	38
aoKvLPTZIRU	Music	Portuguese	Individual	Denmark	716	5	0:02:08	1
um2kAtqNJnE	People	English	Individual	Australia	1188	4,5	0:04:06	1
RyJj9GBEdJE	People	English	Taiwan Online	Taiwan	1597		0:01:04	1
DTk8sV8nj4A	News	English	AFP	France	489	5	0:00:45	0
kIIX8aJkZ2c	News	English	VOA	USA	324		0:01:43	0
44F36jZTMgc	Travel	English	Individual	Guinea-Bissau	8657	4,5	0:03:16	17
n1QnxRmrgKg	Film	Kriolu	Individual	Croatia	8871	5	0:01:39	9
mDSIBfT9mWM	News	English	France 24	NA	3266	5	0:04:24	7
AURXsZecTXk	Travel	English	Individual	USA	670		0:06:56	1
QnU2mSks5DA	Travel	Portuguese	Individual	Netherlands	1203		0:04:00	0
MVGU30Z2M-I	News	English	France 24	NA	2305		0:02:41	2
YQGSdzl9Rvg	Travel	Italian	Individual	Italy	1367	5	0:09:07	3
Qcl5i9hYwcU	Nonprofit	English	Global Adoptions	USA	104		0:09:29	0
VL3ecRI-Hd8	Nonprofit	English	YFC	USA	586		0:08:18	3
hYH2td18zJg	News	English	AFP	NA	302	5	0:02:12	1
Es7oU41Pq4E	Nonprofit	Portuguese	Individual	Portugal	310		0:09:28	0
rtULNXihyA	News	English	United Nations	USA	382	5	0:18:12	0
zGMVCBnQw0A	News	English	US Government	USA	3153	3,857143	0:03:35	6
7ZjOnqgZDdg	Nonprofit	English	Individual	Denmark	609	4,7777777	0:07:03	4
fF8OTVi4ATI	News	Danish	Individual	Denmark	1349	4	0:06:58	0
EziDS5m9pg0	Nonprofit	English	United Nations	Austria	59		0:02:59	0
aDVy57HavjM	News	English	Global Africa Net	USA	129	5	0:01:03	0
Du3mQTn3h8M	Education	Danish	Individual	Denmark	133		0:06:37	0

Mozambique

ID	Category	Language	Uploader	Country	Views	Rating	Duration	Favorites
Y4eN0M_CMmk	News	English	Journeyman Pictures	UK	21854	0	0:00:00	25
M0553Zly6U	Travel	English	Travelindex Network	Switzerland	4735	4,6153846	0:04:05	14
E0D-qtFpHYw	Nonprofit	English	Centro de Encontro	Mozambique	6591	5	0:09:55	9
SqFIUd_dfc8	Music	English	Individual	USA	4219	4,923077	0:06:09	43
ZuQKr2AkKDU	Sports	English	Individual	USA	122681	4,8201437	0:00:36	264
rHJOCLGOWLA	Music	NA	Individual	USA	10994	4,75	0:02:16	30
WVwmhgPo3nQ	Music	Portuguese	Kaysha	Portugal	34087	4,2	0:04:47	51
rcbViCY4RYk	Music	English	Individual	Switzerland	25829	4,1904764	0:00:26	93
EF8W_PP6VLk	Music	Portuguese	Kaysha	Portugal	57188	4,730769	0:05:15	63
KQYUBsB4S8k	Music	Portuguese	Kaysha	Portugal	17161	5	0:22:17	7
4ugSR2DO80c	Music	NA	Individual	France	23378	3,826087	0:01:11	149
uPtUQE0Te-U	Travel	English	Individual	Italy	6356	4,5833335	0:06:49	41
-jzX899JASc	Music	Portuguese	Kaysha	Portugal	14875	4	0:01:55	4
ryve9jwTWpl	Animals	English	Individual	Canada	920077	4	0:01:23	250
7a0a6Pxola4	News	English	Al Jazeera English	International	5571	4,5	0:11:31	26
M1jG5l8j4Mo	Music	English	Individual	NA	18760	4,7777777	0:01:55	118
10jzuen4O_0	News	English	Al Jazeera English	International	2603	4,2105265	0:02:40	8
UCdeKmHwK30	Music	NA	Individual	Germany	102418	4,8613863	0:05:13	1000
B1jibr4JMHk	Animals	English	Global Nomads Group	USA	23940	4,769231	0:02:26	57
Jp9lBqecViE	Music	English	Individual	USA	20178	4,9302325	0:06:06	283
rnLy-Q1xGTQ	News	English	NIMS	Netherlands	1155	5	0:09:49	2
BkiQAekEhD0	Sports	English	Individual	France	4245	4,714286	0:04:13	9
J6cFZRE5W2s	Music	Portuguese	Kaysha	Portugal	8268	4,25	0:23:06	6
xos4l2vU1WU	People	English	Global Nomads Group	USA	3513	5	0:02:11	9
b2BtUg1Oz3k	Travel	NA	Individual	Germany	3153	5	0:00:55	1
VcaSAcUOMTc	News	English	Journeyman Pictures	UK	9747	4,744681	0:20:03	56
qPNpAvKO-AA	Travel	English	Individual	UK	6703	4,75	0:04:14	39
PxNNluN3zul	Music	NA	Individual	Germany	5401	4,9333334	0:08:29	20
U4Td6Vla58M	Music	English	Individual	UK	10661	4,3846154	0:00:47	27
c6oB0UtwNK0	Travel	English	Iris Ministries	Mozambique	72137	4,6734695	0:07:07	221
CnEkv0pHJlw	Music	English	Individual	South Africa	1725	5	0:04:15	9
KSFoXoftPng	People	Portuguese	Individual	Portugal	6722	3,6666667	0:03:30	5
lsQDbRjDVmY	News	English	Al Jazeera English	International	2062	4,3076925	0:11:01	11
Us-kdvT6P_8	People	English	Individual	Japan	9699	5	0:03:48	44
ziQWWvOABYk	News	English	Al Jazeera English	International	5690	4,891892	0:02:46	15
2wpPgTqcnco	Music	Portuguese	Kaysha	Portugal	15189	4,6	0:01:05	4
ziMsbKG7-NQ	Travel	English	Harvest Media Ministry	USA	15565	4,6363635	0:03:29	12
5Hz3idBJ2UU	News	English	Journeyman Pictures	UK	3653	5	0:00:00	14
okLJy2fc0do	Music	Portuguese	Kaysha	Portugal	10510	5	0:07:46	9
Pqy4zF3xExw	Travel	Portuguese	Individual	USA	9800	3,75	0:03:05	27
LHdGyoRQZOY	News	English	Al Jazeera English	International	1698	4,952381	0:02:23	3
oi3PzdeZ97A	People	Portuguese	Kaysha	Portugal	5859	4,8	0:02:30	4
x93OuOrXT9s	People	Portuguese	Individual	USA	5658	4,2222223	0:01:09	10
ToiivCsYq8M	Education	Portuguese	CAFOD	UK	1650	5	0:02:18	1
HH5jfmD0_hA	News	English	MediaScrape	Canada	1558	5	0:02:49	3
zha3frf1ek	Nonprofit	English	United Nations	International	375		0:03:48	3
jTgRwVHM4Y	News	English	Al Jazeera English	NA	1684	5	0:02:41	1
hJiH6DZMZA	Nonprofit	English	Individual	USA	26	5	0:08:51	0
qjh6vj6kYiM	Music	NA	Individual	France	9		0:09:48	1
onpuLhkkKa4	People	NA	Individual	NA	6273	4,875	0:03:11	18

Cape Verde

ID	Category	Language	Uploader	Country	Views	Rating	Duration	Favorites
46Aj__OXAjM	Travel	English	Serenity Holidays	UK	6400	5	0:02:43	21
82vdLXWkatU	Travel	English	Serenity Holidays	UK	16437	4,72	0:02:55	70
3aSgVaNSHOU	Music	Portuguese	Individual	Turkey	56340	4,8333335	0:03:01	50
8AXPhZPk4gw	Travel	NA	Individual	UK	25816	4,625	0:02:14	27
pt83z8yYSag	People	Kriolu	Sekamoke	USA	7114	4,857143	0:04:07	21
WGGcG88wGXY	Music	Kriolu	Sekamoke	USA	35637	4,785714	0:03:44	90
i7WdZb_87Kc	People	Kriolu	Sekamoke	USA	10510	4,857143	0:03:59	22
8eIV_i2iVys	People	Kriolu	Sekamoke	USA	121653	4,826446	0:03:38	497
efG0nEC9rYM	People	Portuguese	Sekamoke	USA	8299	5	0:05:11	16
0jM0K84nfwM	News	English	Associated Press	NA	2947	4,857143	0:00:51	4
Ic004SLOQZA	Travel	NA	Individual	NA	40023	4,647059	0:03:56	42
ndXSqMaLkU0	Music	Kriolu	Gabriela Mendes	Cape Verde	82833	4,8539324	0:04:41	369
YwpsPBiFatY	Travel	Portuguese	Individual	USA	41060	4,580645	0:08:02	75
5Dm57M1iono	Sports	NA	Individual	Germany	42466	4,7419353	0:01:18	73
3JywFM7_9OI	Education	Portuguese	Individual	USA	24398	4,8	0:03:43	44
YMkcYSTS-J4	Music	French	Individual	Reunion	2236	5	0:09:57	11
LT3F4ng-T6U	Music	English	Individual	USA	11488	4,6153846	0:05:40	23
XZgu-gocaaQ	Film	English	Individual	Cape Verde	13197	4,95	0:05:01	92
6WnITlgZRro	People	Kriolu	Sekamoke	USA	3685	4,75	0:03:47	13
GaSYn87OGuU	Education	Portuguese	Individual	USA	4048	5	0:04:02	7
nuOtfLriAq4	Music	Portuguese	Sonic Africa	Czech Republic	16476	5	0:03:38	65
9qiyntGFZs	Film	English	Individual	UK	3082	3,7	0:02:39	10
t09p9BfMalk	Travel	Portuguese	Individual	USA	12577	4,9375	0:08:53	46
fry_Blmg6d0	Education	Portuguese	Individual	USA	3455	4,6923075	0:05:38	30
DCwxwY4Qz-Q	Entertainment	Portuguese	Individual	USA	1634	5	0:07:07	9
WfP49TrckDQ	People	Kriolu	Sekamoke	USA	9662	5	0:05:12	31
I9eRPmwF2I8	Sports	English	Individual	UK	28265	4,9	0:02:47	9
66-g5pyAM0	Travel	English	Individual	UK	13375	4,55	0:04:47	8
6dVOiFv0soQ	Sports	English	Individual	Spain	3777	4	0:09:48	5
#NAME?	Travel	Portuguese	Individual	USA	2541	5	0:07:50	8
0tiHBDGjOw	Music	Kriolu	Individual	USA	126914	4,4772725	0:06:10	172
bwPH0SL3Yf8	Travel	English	Individual	Cape Verde	10195	5	0:07:16	11
ULZdU15IZKg	Travel	Portuguese	Individual	Portugal	12301	4,6363635	0:05:39	24
fiPe3okgbhU	Travel	English	Serenity Holidays	UK	1565	5	0:02:43	2
uvDKiuL8TyQ	Travel	NA	Individual	UK	16778	4,3	0:03:48	7
BTkZFMBluXU	Music	NA	Nimekula	No Data	14730	4,4	0:04:43	49
MfF8c-En9o0	Travel	Kriolu	Individual	NA	35926	4,7272725	0:03:07	68
97208vTVEaM	Travel	NA	Individual	NA	32311	4,4375	0:02:19	30
iZPRXiFW-tl	Travel	Portuguese	Individual	Netherlands	1462	5	0:09:47	5
YS1-Scw6LAA	Education	Portuguese	Individual	USA	3512	4,6	0:04:06	9
uJg3id5Y3KM	Music	English	Nimekula	NA	24816	5	0:09:00	56
lupHF2Cu7KA	Travel	NA	Individual	USA	19208	4,5333333	0:05:02	43
F5CyyWxi1zs	Entertainment	English	Central Virginia Film Institute	USA	5506	5	0:06:42	55
JYxWzi9TG2o	Travel	Spanish	Individual	Cape Verde	203569	4,40678	0:03:05	122
Aygo_8gnzsw	Travel	English	Individual	USA	10043	4,909091	0:04:29	26
DAlybo-4axA	People	Portuguese	Sekamoke	USA	4668	4,5555553	0:04:42	27
mJ2Ow1wcWeU	Entertainment	Kriolu	Individual	USA	16		0:02:55	0
DN4lizK_8K0	People	Kriolu	Sekamoke	USA	6887	4,769231	0:04:27	37
LlK9zNI4TLA	Music	Kriolu	Nimekula	No Data	4703	4,5	0:05:14	19
eisMD3dEU50	Nonprofit	English	African Development Bank	Tunisia	166		0:10:30	2

São Tomé and Príncipe

ID	Category	Language	Uploader	Country	Views	Rating	Duration	Favorites
zvlmK0ZxmAY	Travel	NA	Individual	Portugal	7919	4,375	0:02:46	16
p4lrCcdEsns	Travel	NA	Individual	Portugal	17989	4,5833335	0:06:19	27
Qlz_9ErUEYk	Nonprofit	Portuguese	Hemisférios Solidários	Portugal	733	5	0:01:39	1
yCGZi779H0U	Sports	Portuguese	Individual	Brazil	6158	4,5	0:01:16	7
qp_cak5lVs8	Travel	Portuguese	Individual	Portugal	5486	4,888889	0:05:37	10
jjsYcREevf8	Music	Portuguese	Individual	France	9473	5	0:03:36	27
JF1M7yUveb4	Film	Portuguese	Individual	Portugal	13491	5	0:03:50	14
gSrmv_pHnzY	Travel	Portuguese	Individual	Australia	5283	4,818182	0:01:31	10
vyvLdYamy8o	Entertainment	English	Individual	USA	1090	4,6666665	0:02:59	6
qg2N2h2IRfE	Travel	Portuguese	Individual	Portugal	1966	4,5	0:05:16	3
QRyAd6zBTSk	Music	Portuguese	Individual	NA	2575	5	0:03:04	3
Qj8DMclKL-E	Entertainment	NA	Individual	Portugal	2797	3,5	0:00:34	2
Onld_LWBR-I	Music	Portuguese	Individual	USA	10512	3,4	0:06:47	19
SPmYSMRIM54	Travel	English	Individual	Italy	932	5	0:01:34	2
U8mMfNWJv78	Tech	Portuguese	RTP Africa	UK	3812	5	0:02:01	4
k7vBzItdZtw	Film	Portuguese	Individual	Portugal	6937	4,857143	0:02:36	14
GOQU6ov6lNs	People	Portuguese	Individual	Portugal	6535	4,6666665	0:01:01	6
UqxNqUc0yHM	Music	Portuguese	Individual	NA	1913	5	0:03:39	3
TOI-Or4RVh8	Travel	Portuguese	Individual	Portugal	4042	4,5	0:02:01	4
_00Q-WOgXb8	Music	Portuguese	Individual	Portugal	11711	5	0:00:22	2
r-ZRel-yNb0	Music	Portuguese	Individual	NA	1926	5	0:10:13	5
RS15kc-zrcA	Travel	Portuguese	Individual	Portugal	6843	4,75	0:01:35	21
0rAaqGUBGqM	Travel	NA	Individual	Portugal	895	5	0:01:44	0
M9xDwiDz2r0	Music	Portuguese	Individual	USA	12758	4,8	0:07:21	22
C0QZ58ZFpeo	People	NA	Individual	NA	6		0:00:57	0

I3PSQp0BiAg	Music	Portuguese	Individual	Portugal	2618	5	0:05:22	5
dbkBBZjBZX4	Music	Portuguese	Individual	NA	2996	3,6666667	0:03:34	4
HFNIIAaGNoY	Travel	Portuguese	Individual	Italy	1147	4	0:01:51	2
Vgi350DUmtk	News	NA	Individual	India	870	2	0:02:04	2
WxF0RbTg4-A	Travel	English	Individual	USA	9459	4,230769	0:07:31	15
38lbQIF1YkU	Tech	Portuguese	RTP Africa	Portugal	6542	5	0:04:09	8
fwZvU781aeQ	Travel	NA	Individual	Italy	2405	4,6666665	0:04:06	3
AFc79UKPvXA	Travel	Portuguese	Individual	Portugal	2245	4,2	0:04:01	6
8JSQIQUuEQw	Travel	NA	Pestana Hotels	Portugal	414		0:03:04	2
Qvm9xJ6l0h4	Travel	Portuguese	Individual	Brazil	3007	5	0:02:44	3
iEuBZgSowK0	People	NA	Individual	USA	243		0:02:05	0
CJoAR73SNOA	Music	Spanish	Revista Prometeo	Colombia	2798	5	0:01:32	4
JAN6o5ghN6E	Music	Portuguese	Kaysha	Portugal	16437	4,875	0:03:06	8
K8YQzAscRC0	Tech	English	California Academy of Sciences	USA	532		0:01:29	1
vCsPwSvrBK8	News	English	ERHC	USA	275		0:04:55	1
A5z5Ojk1ZLE	People	English	Individual	USA	32	5	0:05:19	2
wClf0BrBzlw	Education	English	Individual	Canada	251	5	0:04:57	0
PjQxllhdhX54	Tech	NA	Individual	UK	151		0:00:35	0
5tq272LNtfk	Entertainment	NA	Individual	USA	682		0:01:25	0
syTH9ewBoPM	News	English	ERHC	USA	139	5	0:04:55	0
402BZjnMFeo	Nonprofit	English	Against Malaria	UK	93	4	0:01:05	0
ntZ9VqA8IMI	News	English	Deutsche Welle	Germany	136	5	0:03:06	0
tQZD4Ld1Auc	Entertainment	NA	Individual	USA	299		0:02:16	0
NIJEXtRAf40	Nonprofit	English	Global Adoptions	USA	53		0:03:14	0
UXDlebeZHqs	Travel	NA	Individual	USA	70		0:01:44	0