# Traffic source types

**Watch time · February**

<table>
<thead>
<tr>
<th>Source Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube search</td>
<td>49.5%</td>
</tr>
<tr>
<td>External</td>
<td>29.8%</td>
</tr>
<tr>
<td>Direct or unknown</td>
<td>8.6%</td>
</tr>
<tr>
<td>Browse features</td>
<td>4.4%</td>
</tr>
<tr>
<td>Other YouTube features</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

[SEE MORE]

# Traffic source: External

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<table>
<thead>
<tr>
<th>Source Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Search</td>
<td>33.9%</td>
</tr>
<tr>
<td>fscj.edu</td>
<td>26.8%</td>
</tr>
<tr>
<td>Facebook</td>
<td>16.5%</td>
</tr>
<tr>
<td>bing.com</td>
<td>4.2%</td>
</tr>
<tr>
<td>YouTube</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

[SEE MORE]
Traffic source: Suggested videos
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- Interview Beverly Sills Angela Gheorghiu during interval - 64.2%
- Worth Quoting: Ashok Khosla and Hazel Henderson - 26.4%
- Jacksonville: The Inside Story - Consolidation - 4.7%
- Worth Quoting: Danielle Kennedy - 2.3%
- My Favorite Vines - 2.0%

SEE MORE

Traffic source: Playlists
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- Unknown - 75.6%
- Tutor Talk - 19.2%
- Popular Videos - Helen Thomas & Newscaster - 3.5%
- FSCJ Archive - 1.8%

SEE MORE
Impressions and how they led to watch time
Data available Feb 1 – 28, 2019 (28 days)

- Impressions: 4.4K
- 3.9% from YouTube recommending your content
- 4.0% click-through rate
- Views from impressions: 173
- 3:35 average view duration
- Watch time from impressions (minutes): 622
Traffic source: YouTube search
Watch time - February

margaret atwood  8.0%
kevin robinson  4.4%
robert bly  4.3%
beverly sills  3.0%
shirley chisholm  2.5%

SEE MORE
Top videos
Watch time (minutes) · February

Writer to Writer 2: Writing Mysteries - Kevin Robinson 186
Worth Quoting: Margaret Atwood 129
Worth Quoting: Carolyn Forché 118
Kalliope: An Interview With Louise Gluck 115

SEE MORE

Top playlists
Watch time · February

FSCJ Archive 42.7%
Tutor Talk 39.3%
LLC Programming & Features 6.3%
Worth Quoting 5.8%
Kalliope 3.1%

SEE MORE
Watch time from subscribers
Watch time · February

Not subscribed 95.5%
Subscribed 4.5%

Top countries
Watch time · February

United States 54.0%

Top subtitle/CC languages
Watch time · February

No subtitles/CC 90.5%
English 9.5%