

i-Tube: Revolutionize The Way Of Delivering Islamic Edutainment Content

¹Abdul Rahman Ahmad Dahlan, ²Atiqah Binti Ahmad Mukhtar, ³Nabihah Binti Zahari, ⁴Siti Nurasyikin Binti Awang, ⁵Muhd Rosydi Muhammad

^{1, 2, 3, 4, 5} Kulliyah of Information & Communication Technology, International Islamic University Malaysia (IIUM), Kuala Lumpur, 53100 Malaysia

Abstract: Social video has exploded in the past years and it is an important part of the online experience that grows exponentially. Today, YouTube has become the largest user-driven video content provider in the world; it has become a major platform for disseminating multimedia information. We can see a lot of advantages and disadvantages of this channel. It is a good platform for people to find and share information, reach people globally and also a best marketing platform to promote and sell products. However, there are inappropriate contents in YouTube which pose negative effects to the viewers. As a Muslim, it is an obligation to seek for knowledge and avoid from seeing inappropriate things. This paper proposes an edutainment video platform that adhere to Islamic guidelines and principles. This idea can be a stepping stone for the promotion of Islamic ambience in the context of social network environment.

Keywords: video, Islamic guidelines, edutainment, BMC, VPC, i-Innovate Method.

I. INTRODUCTION

Although technology brings us good things nowadays, there are always negative effects behind it. For example, a video channel like YouTube can bring either positive or negative influences to viewers. Many YouTubers upload opinionated videos on current events or topics from their perspective. If viewers believe and/or agree with the content of the video, they will most likely become influenced, regardless or not if the topic is positive or negative [1]. This informs how technology can influence viewers' opinions and attitudes towards certain issues. That is why it is important to have a platform that has Islamic value. Any videos that contain false misleading information, legal and copyright issues and offensive content that promoting hatred or violence should not be allowed to be published in the social media. Ethical issues such as privacy and confidentiality are also threaten in this digital environment. Islam really concern about these issues; and thus providing some specific guidelines to handle this matter.

In this context, the main objective is to prevent users from being exposed to inappropriate material and be a good Muslim by watching only allowed videos. *"If you avoid the major sins which you are forbidden from committing, We will forgive and wipe away from you your [lesser] sins and make you enter a noble entrance [Paradise]"* (Qur'an 4:31). *i*-Tube does not permit illegal and unethical materials from being published, hence it ensures viewers will only watch permissible video content. It provide easy search and can save time by having 100% related video in search result. Children also can use *i*-Tube because it is kids friendly by using parent filter setting.

II. BACKGROUND

i-Tube is an Islamic edutainment environment video platform that allow people sharing and watching videos that are aligned to Islamic guidelines and principles. *i*-Tube has a wide range of video such as entertainment, education, Islamic talk, songs and many more. Each video posted will be filtered thoroughly and strictly to avoid any inappropriate contents uploaded to the platform. It also concerns about privacy and copyright of the users. *i*-Tube provides 100% related video from the search result. It is user friendly especially for children by blocking unrelated and unsuitable content through parent filter.

III. PROBLEM STATEMENT

YouTube has the most users around the world [2]. Most of the people rely on YouTube to find something that they want to know. For example, students usually look for tutorial courses, housewives look for cooking tutorial, children look for learning entertainment and so as others. However, YouTube has a big effect on today society. The problem with YouTube is that there are a lot of inappropriate contents including ads, salty language, and even sex and violence which can give bad effects to the viewers especially for the children. YouTube does have a settings tool for parents to keep your kids safe but it does not always block out all of the bad images and things that you really do not want your children to be exposed to [3]. The privacy can easily be exposed on YouTube without permission or the knowledge that it was uploaded. Private videos, embarrassing videos, crime, rape and death can be uploaded to YouTube for the world to watch without permission and privacy can be breached in an hour. There is also copyright problems in YouTube as there are many full length films, music, TV episodes have been uploaded in YouTube without any permission [4]. Fig 1 shows the YouTube’s company statistic [5].

YouTube Company Statistics	Data
Total number of people who use YouTube	1,325,000,000
Hours of video uploaded to YouTube every minute	300 hours
Number of videos viewed on YouTube everyday	4,950,000,000
Number of unique visits to YouTube every month	900,000,000
Total number of hours of video watched on YouTube each month	3.25 billion hours
Number of YouTube videos that have generated over 1 billion views	10,113
Percent of YouTube visitors that come from outside the U.S.	70 %
Number of countries with localized versions of YouTube	42
Total number of languages Youtube is broadcast in	54
User submitted video with the most views – "Charlie bit my finger"	829,000,000
Average number of mobile YouTube video views per day	1,000,000,000
Average time spent on YouTube per mobile session	40 minutes
Average YouTube partner channel payout per 5,000 views	\$0.32

Fig 1: YouTube Company Statistic

IV. METHODOLOGY

In order to fully understand the whole picture of the business case, a thorough observation of the megatrends and a comparison with the current state of the product has be made to set a new benchmark for *i-Tube*. Moreover, the implementation of 4 lenses of innovation approach and undergo an in-depth research to determine what should be taken into consideration by us in order to keep it sustainability.

The idea for *i-Tube* is adapted from “*The i-Innovate Method*”[6]. It is how new ideas are created, refined and tangible products brought to market. There are 5 steps that has been follow which is first, the insight. Here, we need to search broadly for opportunities and insights on customer’s need and problems worth solving. There are several tools that are used to answer this part which is by doing some literature. What drives us more on having *i-Tube* is that social networking users in Malaysia are expected to nearly double to 25.9 million in 2020. Around 95% of Malaysian netizens will be part of social networking services [7]. YouTube is arguably the second largest search engine on the web. It is the third most visited site on the Web, according to Alexa and SimilarWeb. Recent information released by Google has shown that more and more users are using YouTube as search engine [8].

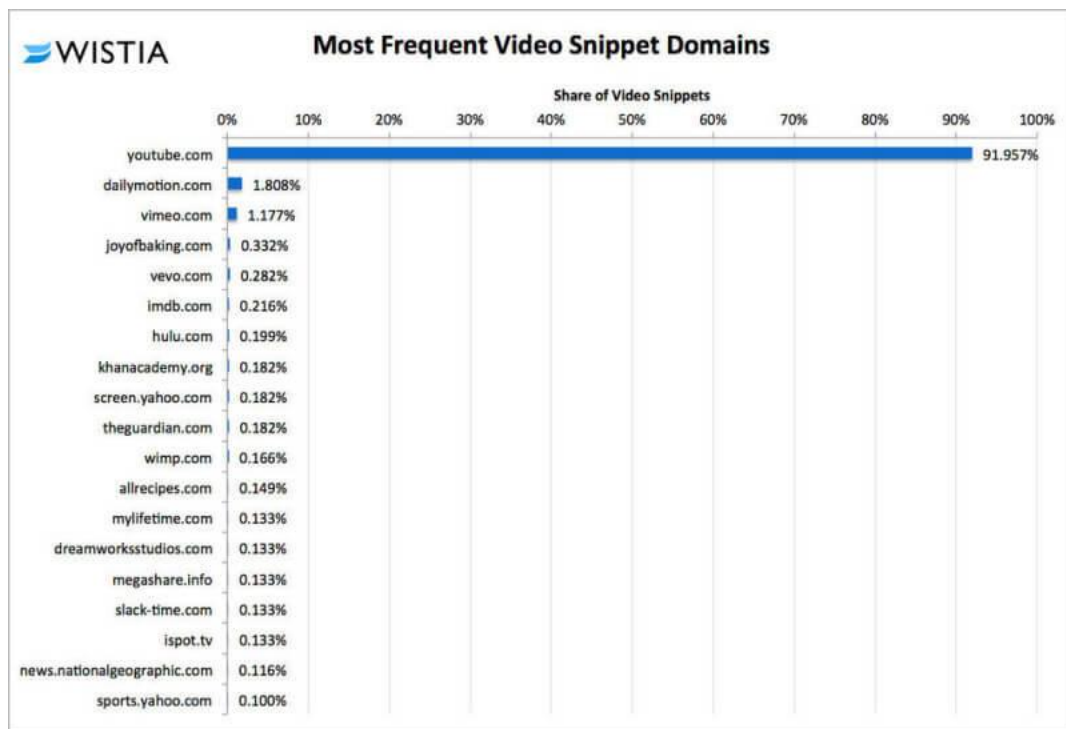


Fig 2: Graph outlining the percentage share of video-rich snippets in Google.

Here we can see what are happening around us including the people, the technology and the process. What are they up to and what will this go in future. Thus, this has brought us to the idea of *i-Tube*.

Second, “*The i-Innovate Method*” talk about defining the problem. At this stage, an exploration of the customer’s need or problem including the functional, social and emotional job to be done. The process is iteration until the finding show it is a problem that worth solving. The tools used for this stage is by having the Value Proposition Design (VPD) which is the customer profile. From one basic VPD of customer profile, we keep on generating the extended version in order for us to meet the exact customer segment. This part will be further discussed in the next section.

Next stage is to ideate the solution. Here the theoretical and virtual prototypes of multiple solution dimensions are developed. Same with previous step, the process need to be iteration until a minimum viable prototype can be created and eventually a minimum awesome product. The tools here are still the VPD and strategy canvas. This also will be detailed out in the next section.

The fourth step is by developing the business model. After discover the customer’s job, pains and gain, the idea of having the *i-Tube*. Later, a Business Model Canvas (BMC) is developed. BMC is a very powerful tool that are used to have a strategic management and have lean startup template from developing new or documenting existing business models. It is a global standard used by millions of people in companies of all sizes.

Last step is to develop the business model by using the V2MOM Model. What is the meaning by V2MOM? It is vision, values, method, obstacle and measures.

V. LITERATURE REVIEW

YouTube’s customer segment includes user, creators, and companies. For each group of customers, different ways to attain customer relationship have been developed. The value proposition YouTube provides for user includes the ability to access free, rich, downloadable, educational and 24-hours available content. For creators, besides ability to upload, broadcast, and distribute content, they can also make money through YouTube. For companies, which also can be referred as advertiser, they can enjoy free hosting and analytical tool, promotion, targeted marketing, and non-stop product broadcasting. YouTube has partnered with many companies and thousands of uploaders [9]. YouTube get revenue from their ad-free version named YouTube “Music Key”, advertisement through AdSense, exclusive live streams and promoted videos. The full BMC of YouTube is shown in Fig 3.

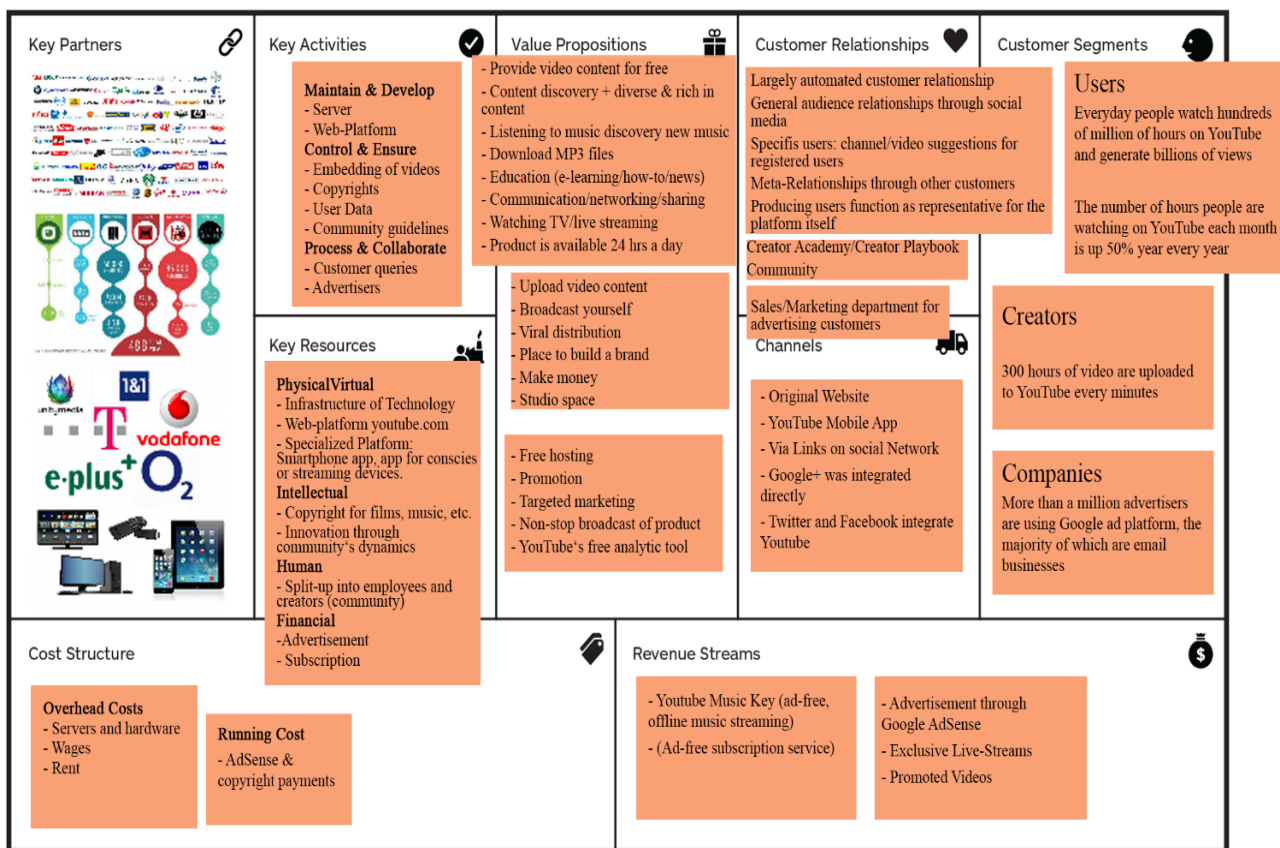


Fig 3: Business model canvas of YouTube

VI. ENVIRONMENT MAP

A. Key Trend:

Nowadays, video-based application such as YouTube has been a trend. Other video-based applications include Dailymotion and Vimeo. There are many applications that provide video ability as one of their service such as Facebook, Instagram and twitter. For many people, video is considered one of main sources of educational and entertainment.

B. Market Forces:

Video is the most effective way to advertise a product. This is because, it is available to everyone and most people access video channel regularly. Through video, one can establish the value of their product. Besides that, a public figure can keep his good name through video which in turn give them a good revenue. Due to huge number of consumer, a provider of video channel can make a good income.

C. Macro-Economic Forces:

People worldwide accessed video channel regularly because they are more attracted to video and music than other media. As the evidence, a newly uploaded music video can get millions views and comment in a short time. People also get pleasure in uploading their own recorded video and share it to get views and comments. Other than that, people loves to distribute viral videos thus a video channel is used as their platform.

D. Industry Forces:

Video channel is a need to everyone as it is the source of revenue, entertainment, education and others. They are many video channels developed and YouTube is the key player. Unfortunately, all of the famous video channel is non shariah compliant as they provide user with appropriate contents. Thus, *i-Tube* is proposed to provide user with filtered videos. Besides that, *i-Tube* also provides user with highly-related content.

VII. CONCEPTUAL SOLUTION

A conceptual solution is developed by referring the BMC of YouTube. Only suitable elements are adapted while others are modified. The fact that the system is newly developed should be considered thus only logic and capable element is included in the new BMC. Most importantly, *i-Tube* will provide users with Islamic-based platform. The proposed Business Model Canvas (BMC) of *i-Tube* shown in Fig 4.










Key Partners  <ol style="list-style-type: none"> 1. Viewer 2. Uploader 3. Advertiser 4. Investor 	Key Activities  <ol style="list-style-type: none"> 1. Provide video 2. Marketing 3. Hiring employees 	Value Proposition  <ol style="list-style-type: none"> 1. Islamic-based platform 	Customer Relationships  <ol style="list-style-type: none"> 1. Video rating & comment 	Customer Segments  <ol style="list-style-type: none"> 1. Viewer 2. Uploader 3. Advertiser
	Key Resources  <ol style="list-style-type: none"> 1. Skilled employee 2. Technology 		Channels  <ol style="list-style-type: none"> 1. Website 2. Mobile app 	
Cost Structure  <ol style="list-style-type: none"> 1. Technological infrastructure 2. Employee salary 3. Marketing 4. Renting & buying videos 		Revenue Streams  <ol style="list-style-type: none"> 1. Advertisement 2. Fee for freemium version 3. Payment for special content 4. Featured-video service 		

Fig 4: Initial business model canvas of *i-Tube*

Customer segment:

The customer segment is adapted from YouTube BMC consists of viewer, video uploader and advertiser.

Customer relationship:

Customer relationship is attained by video rating and comment in which viewer can rate or comment any videos he views. Besides the viewer can express their opinion, uploader and advertiser can receive feedback for their video. This creates engagement between them. For the new-developed system, this feature is enough to make customer happy.

Channels:

The system will be developed on website and mobile platform as these two has most consumer thus they are most critical to develop and confirm to return good revenue.

Value proposition:

Same as other video channel, the basic function customer can enjoy is free and rich content, uploading, and advertising. However, the important value proposition *i-Tube* promotes is Islamic-based platform.

Key activities:

The key activities of *i-Tube* are providing video, marketing and hiring employees. *i-Tube* has to acquire videos for special content from provider. *i-Tube* also has to put effort marketing so that people will discover and attracted to them. Besides that, it needs to hire employee for developing and maintaining the video channel.

Key resources:

To develop the video channel, *i-Tube* needs technology such as server and development tool. Skilled employees are also needed for both developing and maintaining task.

Key partner:

i-Tube will partner with viewer, video uploader, advertiser and investor. The viewer will pay for their preferred service. The certified video uploader will get payment from *i-Tube*. Other than that, advertiser will pay to advertise their product while the investor is those who fund *i-Tube* for developing the video channel.

Cost Structure:

i-Tube has to inquire cost due to technological structure used, employee salary, marketing, and renting and buying videos.

Revenue Stream:

i-Tube receives revenue from advertisement, fee for premium version, payment for special content, and featured-video service. Viewer can pay for premium version to enjoy watching video with ad free. The special contents are the good-class video *i-Tube* bought or rented from provider in which customer must pay to get access. Another revenue is from featured-video service, which uploader can pay to make their video be featured to all viewer.

VIII. EMPIRICAL FINDING OF INTERVIEW AND SURVEY

To validate the initial business model and value proposition canvas, a survey and interview was conducted. 3 different set of survey question is prepared for different target group which is the viewer, uploader, and advertiser. Each set consists of some questions and the answer is between scale of strongly agree and strongly disagree. The questions are regarding their view and experience on YouTube so that the level of their satisfaction can be measure. They are also asked regarding the need to develop an Islamic-based video channel that promotes a better environment than YouTube.

A. Customer segment (university student, high school student, elderly age 50-55)

TABLE 1: Survey on student

Statements	Q No	Statement Scores				
		SA	A	N	D	SD
A. Experience on YouTube and recommendation						
Frequency on using YouTube (daily)	1	75%	25%	-	-	-
Using it find knowledge	2	25%	50%	25%	-	-
Usefulness of YouTube answering the question	3	100%	-	-	-	-
Frequency of getting inappropriate video (always)	4	100%	-	-	-	-
To have an Islamic platform of YouTube	5	75%	25%	-	-	-

B. Video uploader (School nasyeed group, shawl tutor, programming tutor)

TABLE 2: Survey on video uploader

Statements	Q No	Statement Scores				
		SA	A	N	D	SD
B. Video uploder's view and experience on YouTube						
Frequently sharing video on YouTube	1	-	50%	50%	-	-
YouTube as your first choice	2	-	75%	25%	-	-
Satisfaction on posting video on YouTube	3	-	-	100%	-	-
Any unrelated video to your video	4	25%	50%	25%	-	-
To have an Islamic platform of YouTube	5	25%	50%	25%	-	-

C. Advertiser (skin care seller, lunchbox seller, herb stockist)

TABLE 3: Survey on advertiser

Statements	Q No	Statement Scores				
		SA	A	N	D	SD
C. Advertiser's view and experience on YouTube						
Likeability to advertise on YouTube	1	100%	-	-	-	-
Ability to advertise on YouTube (not able)	2	100%	-	-	-	-
Problem advertising on YouTube (financial)	3	-	-	100%	-	-

To summarize, it can be seen that the customer segment does not even think to have Islamic platform of YouTube until the interviewer proposed the idea. The customer segment show quiet an interest towards the proposed idea and really hope to have a real version of Islamic platform of YouTube.

In order to get more exposure and idea, an interview to one of the lecturer who have a good background in ICT and Islamic knowledge was conducted. The findings are:

- Islamic bodies that can be approached are JAKIM and IKIM. JAKIM will be able to verify credentials of speakers and IKIM can be a content provider for i-Tube
- Influential people that seems suitable for this project is Mufti of Wilayah Persekutuan as he is actively using ICT in the field of da'wah
- Renowned scholars in IIUM to present ideas and deliver scholarly talks in various academic fields ex: Distinguished Professor Tan Sri Dr Mohd Kamal Hassan and Professor Dato' Dr Syed Arabi Syed Abdullah Idris.
- Selected mosques that have scheduled and regular Islamic talks and programs. These programs can be recorded or put on live streaming, which can be a source for content creation
- This part will be further elaborated in the following section

IX. ENHANCED BMC AND VPC

Based on empirical data that is collected, high percentage of Muslim including the viewer, uploader, and advertiser agreed that on the need to develop Islamic-based video channel that promote better environment than YouTube. Thus, the conceptual solution proposed is correct. For the enhancement, the value proposition of *i-Tube* is made more specific. The customer segment also is also broadened. Other than that, the value proposition canvas for viewer is developed. The enhanced Business Model Canvas (BMC) is as in Fig 5. Some changes to key partners, key activities, value proposition, and key resources have been made. The other will remain the same. Fig 6 and Fig 7 present the value proposition canvas for student and elder people respectively. Both are under the viewer category.










Key Partners  <ol style="list-style-type: none"> 1. Viewer 2. Video uploader 3. Advertiser 4. Investor 5. Universities 6. Jabatan Mufti Kerajaan 7. JAKIM 8. IKIM 9. Association of world scholars 	Key Activities  <ol style="list-style-type: none"> 1. Provide video content 2. Marketing 3. Control & Process 3. Research & Development 	Value Propositions  <ol style="list-style-type: none"> 1. Filtered and categorized contents 2. Free from unethical and illegal content 3. Islamic-based, contemporary, motivated content 4. Content categorized by branch of knowledge 	Customer Relationships  <ol style="list-style-type: none"> 1. Video rating & comment 	Customer Segments  <ol style="list-style-type: none"> 1. Viewer 2. Video 3. Advertiser
Key Resources  <ol style="list-style-type: none"> 1. Technology infrastructure 2. Skilled employee 3. Financial 		Channels  <ol style="list-style-type: none"> 1. Website 2. Mobile App 3. Network of Mosque 		
Cost Structure  <ol style="list-style-type: none"> 1. Technological infrastructure 2. Employee salary 3. Marketing 4. Renting & buying videos 			Revenue Streams  <ol style="list-style-type: none"> 1. Advertisement 2. Fee for freemium version 3. Payment for special content 4. Featured-video service 	

Fig 5: Enhanced business model canvas of *i-Tube*

Key partner:

i-Tube will partner with viewer, video uploader, advertiser, investor, universities, Jabatan Mufti Kerajaan, JAKIM and IKIM. The viewer will pay for their preferred service. The certified video uploader will get payment from *i-Tube*. Other than that, advertiser will pay to advertise their product while the investor is those who fund *i-Tube* for developing the video channel. Universities will responsible on research and development. *i-Tube* will collaborate with JAKIM to validate and give certificate on the Islamic talk. IKIM will contribute on giving the content and make any promotion regarding upcoming events and talk. Association of world scholars will provide Islamic contemporary content from over the world.

Key activities:

The key activities of *i-Tube* are providing video, marketing, control and process, and research and development. *i-Tube* has to acquire videos for special content from provider. *i-Tube* also has to put effort marketing so that people will discover and attracted to them. It will control the copyright issues, user data and content. Besides that, it needs to hire employee for developing and maintaining the video channel.

Value proposition:

Same as other video channel, the basic function customer can enjoy is free and rich content, uploading, and advertising. However, the important value proposition *i-Tube* promotes is Islamic-based platform. The content that will be in the *i-Tube* is contemporary and full of motivation in can be from interactive ways.

Key resources:

To develop the video channel, *i-Tube* needs technology infrastructure such as server and development tool. It must support web-platform and mobile-platform. Skill employees are also needed for both developing and maintaining task.

Channels:

The system will be developed on website and mobile platform as these two has most consumer thus they are most critical to develop and confirm to return good revenue. By using the network of mosque (NoM)[10], *i-Tube* will collect the valued Islamic content from the mosque’s events and activities to be a part of *i-Tube* content. It provide content for the *i-Tube* live video streaming features for live talk at mosque.

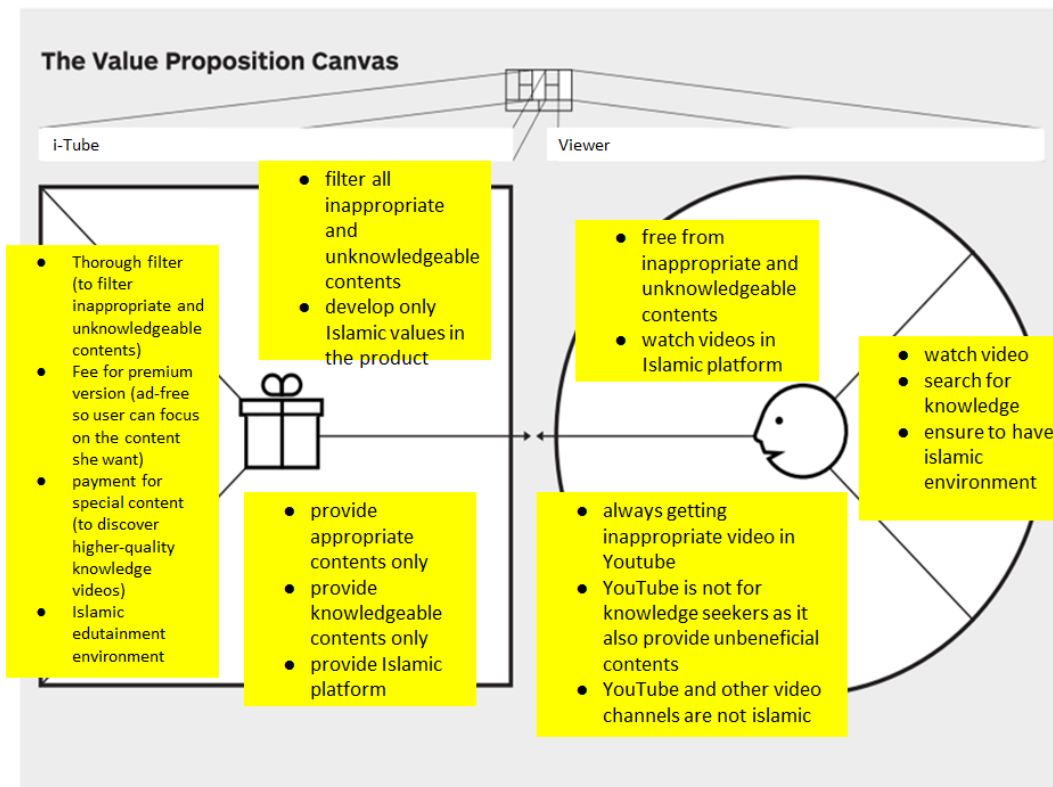


Fig 6: Value proposition canvas for viewer

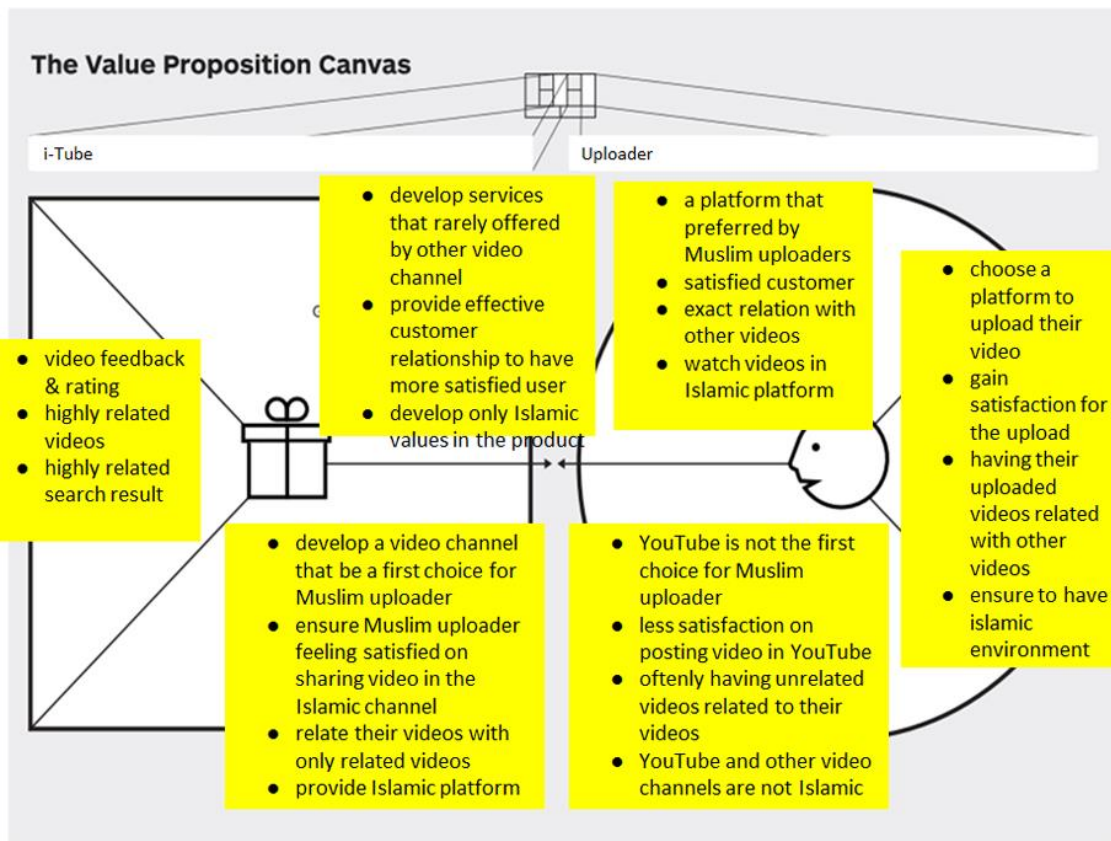


Fig 7: Value proposition canvas for uploader

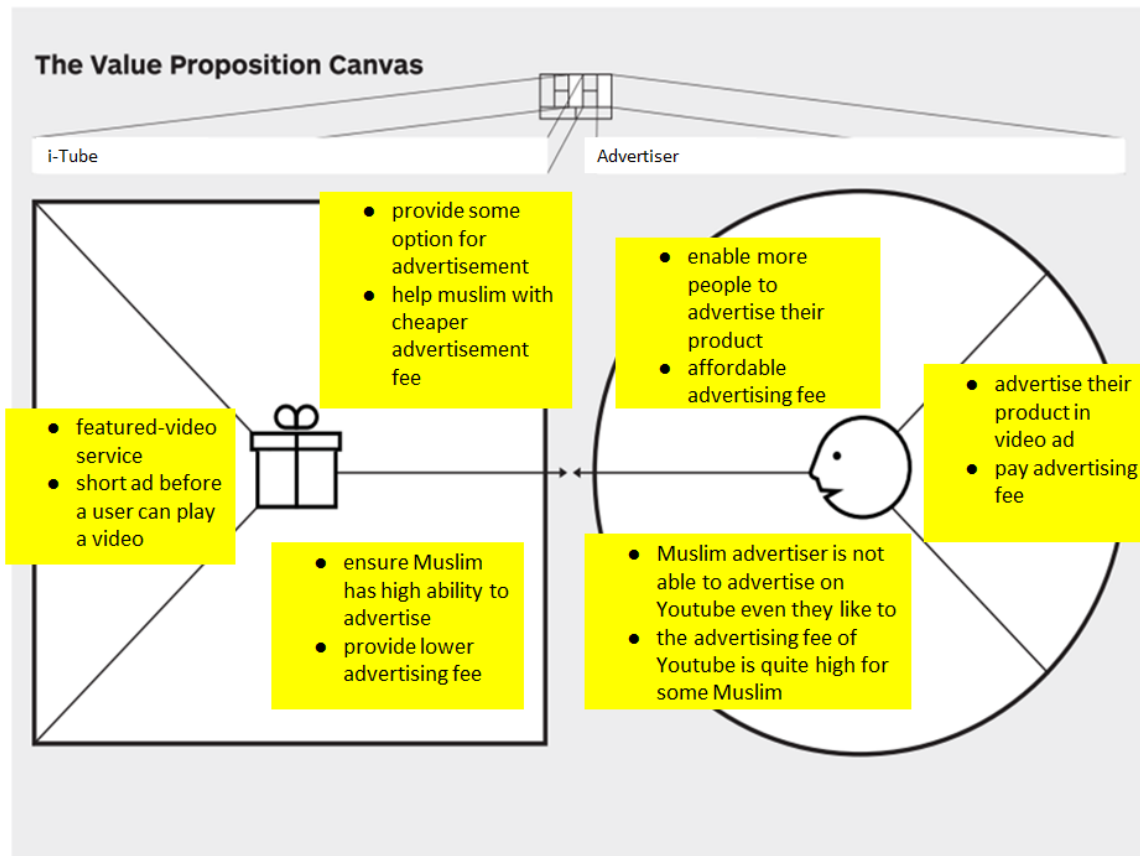


Fig 8: Value proposition canvas for advertiser

X. BUSINESS MODEL

Key Features of i-Tube:

A. Thorough Filter:

These features will filter all unnecessary video and provides exact search result or user.

B. Recommend video:

While a video is playing, user can see the list of recommended videos that is related to the video he currently viewing.

C. Featured Video:

A user can pay for his video to be featured so his video will appear at the top of search result.

D. Short video-ad:

Before a user can play his preferred video, he has to view a short video-ad first.

Strategy Canvas:

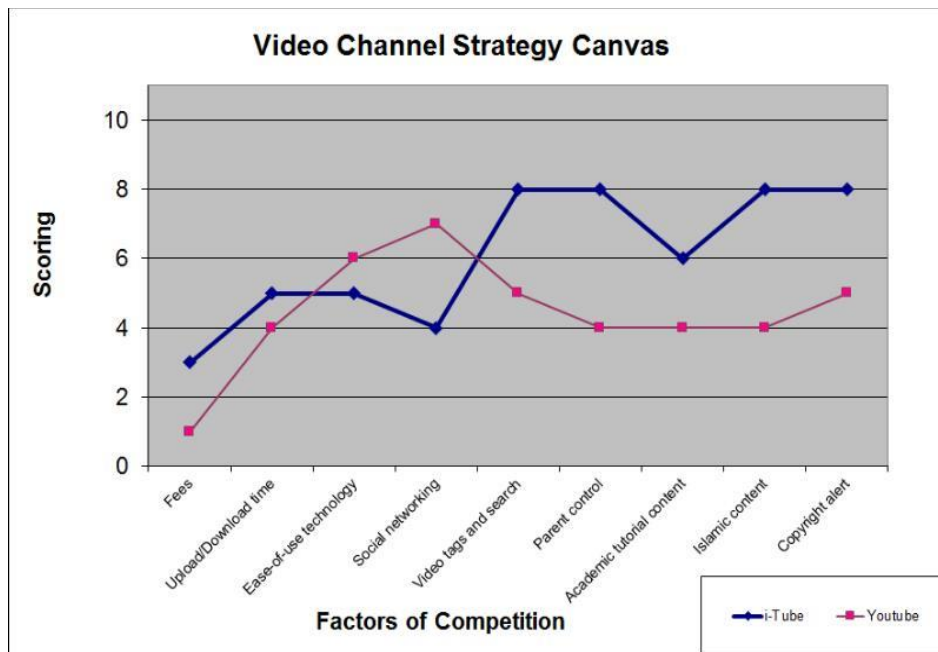


Fig 9: Video channel strategy canvas

XI. CONCLUSION AND FUTURE WORK

In conclusion, the conceptual solution satisfies the needs to have a video channel with filtered and highly-related contents. The proposed solution complies to the Shari'ah principles, and thus, making it suitable for Muslim at all groups of age, as well as other people who prefer more ethical platform. In Islamic side, *i-Tube* is an effort to implement good culture among community and help Muslim to avoid from committing sin in their daily activities. In addition, the *i-Tube* also provides exact result if compared to other video sites. The current trend which video channels is regularly accessed by many people worldwide give a hope that *i-Tube* will succeed as other video channels. A V2MOM model, which stands for vision, values, method, obstacle and measures can be utilized for future framework. Developers of *i-Tube* have to always stick to their vision, which is providing user with Islamic-based video channel. The i-innovate method can always be refined to make sure an effective outcome. Some obstacles that developers may face are limited technological and financial resources, lack of user engagement and intense competition from the key players. The development work can be divided in some percentage of completion, in which at every significant percentage, user feedback is gained to make sure product quality and seek for improvement. Hopefully, with all the strategic research works and findings, a business plan for *i-Tube*, an Islamic edutainment video channel can be successfully developed.

REFERENCES

- [1] Youtube's impact in our society. (2015). Retrieved from <http://themycenaean.org/2015/11/youtubes-impact-on-our-society/>
- [2] Retrieved from: <https://www.youtube.com/yt/press/statistics.html>
- [3] Feldman, Barbara. "The Good, the Bad and the Viral: YouTube Pros and Cons." *Surfnetskids. Feldman Publishing* 8 Mar. 2011. Web. 31 Mar. 2017. <https://www.surfnetskids.com/tech/1544/the-good-the-bad-and-the-viral-youtube-pros-and-cons/>
- [4] How Does YouTube Impact Society? Retrieved from: <http://youtubeimpactonsociety.weebly.com/negative-effect-of-youtube-on-society.html>
- [5] Youtube company statistic. (2016). Retrieved from <http://www.statisticbrain.com/youtube-statistics/>
- [6] Furr, N. & Dyer, J. (2014). *The Innovator's Method: Bringing the Lean Start-up into your organization*. Harvard Business Review Press.
- [7] R. (2015, May 05). Mega Trends in Malaysia: Top Mega Trends in Malaysia to 2025 and the Implications to Business, Society, and Culture. Retrieved April 1, 2017, from <http://www.prnewswire.com/news-releases/mega-trends-in-malaysia--top-mega-trends-in-malaysia-to-2025-and-the-implications-to-business-society-and-culture-300078087.html>
- [8] YouTube Ranking Factors: Getting Ranked In The Second Largest Search Engine. (2015, July 24). Retrieved April 1, 2017, from <http://searchengineland.com/youtube-ranking-factors-getting-ranked-second-largest-search-engine-225533>
- [9] Thousands of YouTube partners now make six figures a year. Retrived from: <http://gigaom.com/2012/07/19/thousands-of-youtube-publishers-now-make-six-figures-a-year/.bokus.com/bok/9781625271464/the-innovators-method/>
- [10] Abdul Rahman, et.al, (2014). Holistic Development of Human Talent – Leveraging On EMAarah Tuition Program through the Network of Mosque (Nom). IOSR Journal of Research & Method in Education. Volume 4, Issue 3 Ver. IV, PP 60-68
- [11] Osterwalder, A. & Pigneur, Y., (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken: John Wiley.
- [12] Osterwalder, A. et al (2014). *Value Proposition Design*. Hoboken: John Wiley.