



YouTube In-Stream Ads

Captivate Your Audience

YouTube at a glance

As of January 2012, YouTube has 800 million monthly unique users worldwide, who upload 72 hours of video to the site every minute. People are watching more than 4 billion videos daily--the equivalent of nearly half the world's population watching a YouTube video every day.

Did you know?

- ▶ Brand recall, message recall and likeability are greater for online video ads than for TV ads.
- ▶ In the US, when combined with TV, online video ads deliver a 35% lift in brand recall, a 53% increase in message recall and a 31% boost in likeability over TV alone.

(Source: Nielsen IAG, Premium Online Video Measurements 2008-09)

In-stream ads deliver your message to your ideal audience in a classic, TV-like format that makes planning easy. You can reach millions of engaged viewers as they watch video content from approved and established YouTube partners and on leading sites in the Google Display Network.

Pinpoint your audience

Target viewers by geography, demographic criteria, or topic to make sure that your ads reach the right audience and get the attention they deserve.

Actionable features to drive results

Leverage the interactivity of online video with click-through URLs on your in-stream ads to drive traffic and viewers to your website or brand channel.

Flexible pricing to suit your needs

Choose from various auction and reserved pricing models — by impression, video view or day — to pay the price that best fits your budget or objectives.

Features

Before, during or after a video

In-stream ads are available as pre-, mid-, and post-rolls, in 15, 30, or 60 seconds or longer. This is perfect for recreating the TV advertising experience within online video.

Re-engage with remarketing

Once your ad has run, use remarketing to increase its impact by reengaging viewers with follow-up ads on YouTube and across the Google Display Network.



Your goals

Speak to engaged audiences

Guarantee scale in video views

Expand across more video sites

Variety of in-stream ads

TrueView in-stream ads*

TrueView in-stream ads let viewers choose to watch your ad, or skip it after it plays for at least 5 seconds. You pay only when a viewer watches your full ad (or at least 30 seconds of it), allowing you to maximize your budget by delivering the right message to the right person at the right time.

TrueView in-slate ads

Prior to long-form YouTube content (>10minutes), TrueView in-slate ads present viewers with a slate of three ad choices, or the option to instead experience regular commercial breaks. Viewers choose the ad they want to watch, and you pay only when they choose your video.

In-stream select ads*

In-stream select ads are video ads of up to 30 seconds that play before YouTube partner videos. As with TrueView in-stream ads, viewers can skip these ads after 5 seconds. But in this case, advertisers reserve this inventory and pay on a CPM basis, so they are charged once the ad loads.

Standard in-stream ads*

Standard in-stream ads play before, during or after a viewer initiates a YouTube partner video. Unlike the above formats, these ads are not skippable. Ads can be a maximum of 15 seconds (next to short-form videos <10 minutes long), or 30 seconds (next to long-form videos >10 minutes long).

First Watch

First Watch displays your in-stream or in-video ad on the first YouTube partner video that a viewer sees — in most cases before any other ads are shown. It delivers approximately 75 million daily global impressions from up to 56 million unique global viewers, providing a high share of voice and effectiveness in driving brand visibility and traffic to your site.

Google :30s

Google :30s are a scaleable way to play your 30-second in-stream ads on YouTube and the Google Display Network, so you can connect with more customers on more video sites. Choose a video content category, or run your in-stream ads across Google's network of video inventory.

***Available on mobile devices: TrueView in-stream, in-stream select, and standard in-stream**

YouTube Mobile (m.youtube.com) is the #2 video-viewing site in the world, second only to the YouTube desktop site. YouTube Mobile is also the #1 video-viewing mobile website in the U.S., according to ComScore*, with over 1 billion views a day. Using these mobile in-stream ad formats, you can now reach and engage your audience no matter where they are, and what device they're on.

*ComScore MobiLens, October 2011



For more information, contact your YouTube sales representative or visit www.youtube.com/advertise

About YouTube

YouTube is the leader in online video and the premier destination for watching and sharing original videos worldwide through a web experience. Since November 2006, YouTube has been an independent subsidiary of Google, Inc. Google and YouTube are committed to enabling everyone to find, upload, watch and share original videos worldwide, and to innovate with video for compelling services for users and for content owners.