



Broadcast Yourself™

Essential Facts

YouTube is the leading video and community site on the web. Our users represent a broad range of demographics and are highly engaged on YouTube. Our advertising platform offers numerous ad targeting, placement and creative options that clients can utilise.

Global site - statistics

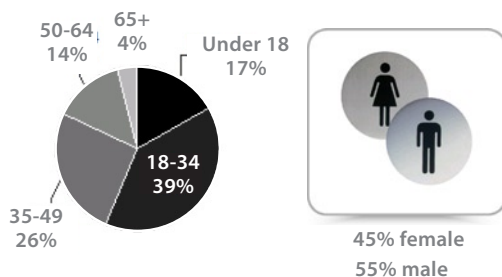
YouTube is the leading global video and community site, and we are growing¹

- Hundreds of millions of video viewed per day
- 10 hours of video uploaded per minute
- 10% of all Internet bandwidth
- 240m global unique users
- 180% y/y page view growth

UK user profile

YouTube UK has 10.6m unique users stemming from a broad range of demographics. They are also highly engaged with YouTube.

Broad Demographics²



Loyal, engaged usage³

- 47% of YouTube UK users are registered
- 55% use YouTube UK weekly
- 53 Minute average monthly dwell time
- 33% send links to family and friend

¹Internal metrics, Hitwise 2007, comScore 2007. ²Nielsen NetRatings, Dec 2007 ³YouTube 3rd party study Nov 07

“YouTube is the most popular and most engaging TV, video or movie site”

– Nielsen, November 2007

Did You Know?

Online usage now close to par with TV viewership: consumers spend 26% of their media consumption time online vs 33% watching TV - yet internet ad spend is hardly half of TV ad spend¹

Word of mouth is the biggest driver of video consumption: 33% of surveyed users discover online video content via recommendations from friends⁴

^{1,4}Ad Spend: IAB - UK Online Ad Spend Study, Full year 2006 Accenture, Apile 2007 ²YouTube User Profile Study, Advertiser Perceptions, Inc., ³Individual User Survey, JupiterResearch/Ipsos (July 2006)



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Ad targeting



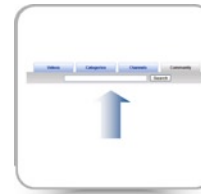
Category



Geographic



Demographic



Search Categories

Ad Placements



Run of site



Homepage



Watch pages



Search results



Upload

Creatives



Display



Video



InVideo



Gadget

Ad specs and policies

Ad specs: <http://www.google.com/youtube>

Ad spec policy: <http://www.google.com/youtube/adspecs-policies.html>

Content policy: <http://www.google.com/youtube/ad-content-policy.html>

