

YouTube Homepage Video Ads

Roadblock the Youtube Homepage for 24 hours

The Home Page Video Ad Placement



- Approximately 5m daily impressions on YouTube UK
- Prominent above the fold click-to-play video placement
- Own the placement for 24 hours – no ad rotation
- Ideal for product launches and brand announcements

Home Page Video Ad Features

Click to play video unit

- User initiated engagement
- Community engagement features: ratings and comments

300x35 Companion banner

- Placement to incentivize users to click to play or to direct users to a clients web page or brand channel

300x250 watch page ad placement

- When a user clicks the video title, it directs them to a watch page where the 300x250 ad sits next to the video

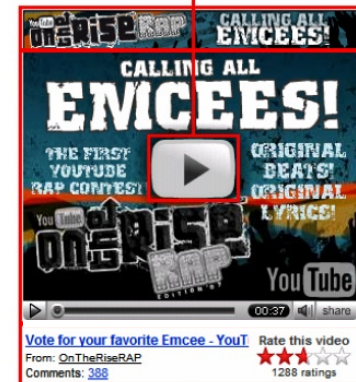
Title card (optional)

- The title card can be used to add further call to action and incentivize click to play

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>

User-initiated video ad (CTP)



300 X 35 companion display ad

300 X 235 custom titlecard image

Global site - statistics

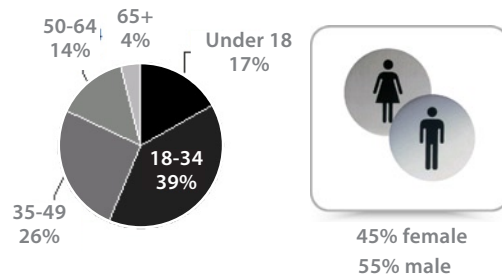
YouTube is the leading global video and community site, and we are growing¹

- 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