

YouTube InVideo Ads

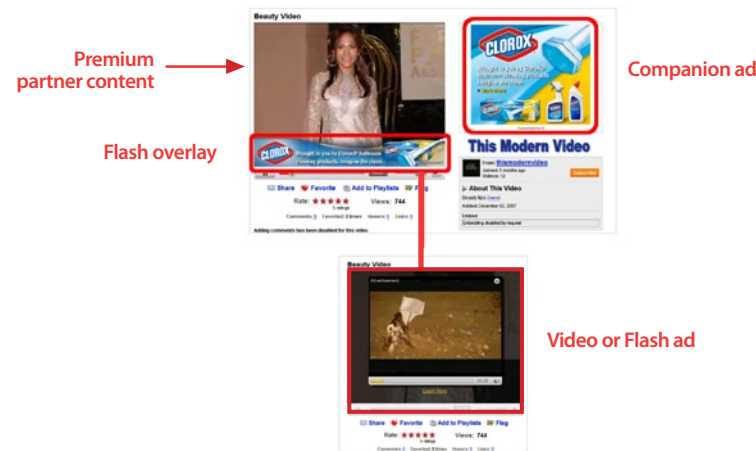
Drive engagement and awareness with targeted placements within premium YouTube partners' video content.

Benefits

- Engage the YouTube community through placements within videos themselves
- Premium partner content provides desirable high-profile placements and brand association
- Reach your desired audience by targeting placements to specific content category bundles, age, gender, geography, or time of day
- Newest video ad format from YouTube

Features

- Animated Flash Overlay: appears for 15 seconds into video content, remains for 10 seconds, and if the user does not click, the overlay disappears
- 300x250 Companion Display Ad: increases impact and drives users to additional brand content
- Custom Click-through URL: drives users to a set URL (e.g., a company website or a Brand Channel within YouTube)
- Video or flash ad unit: to showcase ad for greater impact

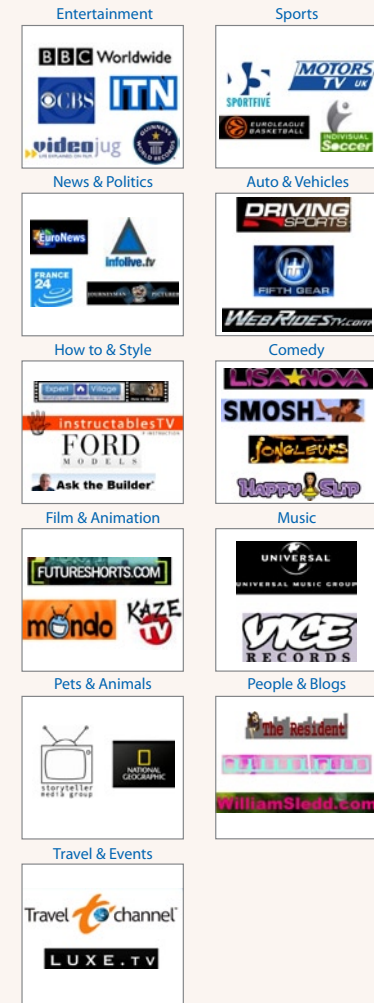


Ad specs and policies

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>

Did You Know?

YouTube has content category bundles. Here are some of our partners:



Global site - statistics

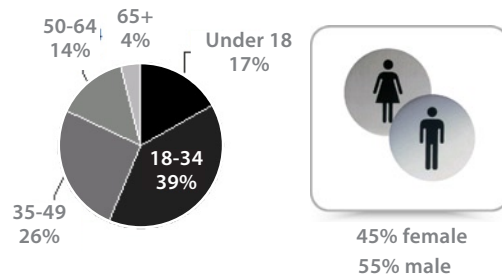
YouTube is the leading global video and community site, and we are growing¹

- 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 ³ YouTube 3rd party study Nov 07