



YouTube Video Ads

Drive engagement and awareness with high-profile placements on YouTube's Search Results pages



Search result placement

Benefits

- User-initiated click-to-play video ad
- No serving costs, yet third party tractability
- Community engagement features: rating and commenting.
- 100% above the fold placement

Features

- User-initiated click-to-play video ad
- Community features
 - engage users with your ad the same way users interact with videos on the YouTube
 - track success and drive views by signaling relevance and interest for other users
- 300x35 Companion Banner: increase impact and drive users to a selected url

Did You Know?

- The YouTube Video Ad can be targeted by age, gender, geography, and time of day.
- They can display on Search page results which can be targeted by type of content, we call them Search verticals



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>

Global site - statistics

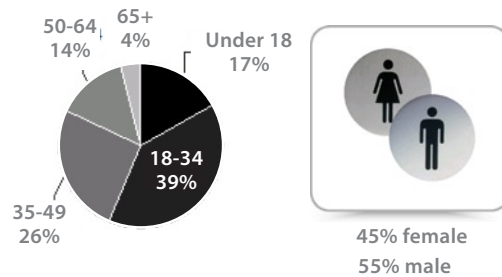
YouTube is the leading global video and community site, and we are growing¹

- 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