

YouTube Moves People to Choose Your Brand

Users

YouTube's US community of over **152M unique users** are:

Mobile

40%

of YouTube watchtime is on mobile and tablet devices¹

Social

OVER 100M

social interactions are made on YouTube every day¹

Valuable

YouTube reaches:

82% OF M18-34⁴

80% OF YOUNG MOMS 18-34⁴

75% OF MULTICULTURALS 18-34⁴

Advertisers

100 of the **AdAge Top 100** Leading Advertisers invest on YouTube²

4 WAYS TO GET STARTED

Creators

YouTube Creators Provide:

Passionate Fans

↑ 50%

increase in watch time vs. last year¹

A Safe Environment

BRAND SAFETY CLASSIFICATION SYSTEMS

all content rated similarly to TV & Movies:
DV-G / DV-PG / DV-T / DV-MA

TrueView

The Lowdown

Ad formats that automatically find your target by **letting them choose you**. Free yourself from 15 or 30 second time limits.

The Stats

2.4x

more efficient compared to pre-roll in impact per GRP³

Three Formats

in-stream

Skippable or Forced. Reserved or Auction. Choose the option that's best for you.

in-search

Share your message alongside relevant search results and video pages.

in-display

Spread your story on YouTube watch pages and across the GDN.

Channels

The Lowdown

Build your home on YouTube in the image of your brand. Engage your consumers with **curated content and social interactivity**.

One Channel

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consistent and beautiful brand design across all screens

Curate your content with sections

Flexibility to arrange your videos however you please.

Connect your associated channels

Link to relevant channels directly from your page.

*Live Example: [youtube.com/intelchannel](https://www.youtube.com/intelchannel)
Learn More: [youtube.com/onechannel](https://www.youtube.com/onechannel)*

Sponsorships

The Lowdown

Drive **brand awareness, engagement and affinity** through association with our top content creators and buzz-worthy sponsorship events.

Sponsorship Types

Events

Engage with your target audience during events that matter to them.

*Examples: [youtube.com/Coachella](https://www.youtube.com/Coachella)
[youtube.com/CirqueduSoleil](https://www.youtube.com/CirqueduSoleil) and more*

Evergreen

Establish an ongoing presence and dialogue with your audience.

*Examples: [youtube.com/Grantland](https://www.youtube.com/Grantland)
[youtube.com/AwesomenessTV](https://www.youtube.com/AwesomenessTV) and more*

Show & Intergration

Authentic integration of your brand into YouTube programming.

Homepage

The Lowdown

Our most prominent page is **your blank canvas** for engaging, impactful rich media experiences.

The Stats

Every day there are

60M VIEWS & 23M UNIQUE VISITORS

to the YouTube homepage¹

Case Study

Dermablend

A video masthead led to brand search uplift; correlated with **230%** increase in sales.⁵

Always on

Flighted

Resources

Learn More: www.google.com/think/youtube
Subscribe: www.youtube.com/user/advertise
Monitor: [The YouTube Ads Leaderboard](#)

Sources

1. YouTube Internal Data
2. AdAge Marketer Trees 2012, Google Internal Data
3. YouTube Brand Research, Sept 2012

4. comScore, October 2012, % reach of web population
5. 'The Secrets of Social Retail', Kim Bhasin, Business Insider, December 1, 2012

