

5 YEARS OF TRUEVIEW: How user choice ushered in a new era of video advertising

Five years ago, YouTube launched TrueView, the first video ad format that put users in control of their ad-viewing experience. This ushered in a new approach to ads that powered our full ecosystem of creators, marketers, and viewers. As a result, we've seen brands embrace user choice, creating video ads that people both seek out and choose to watch on YouTube.

DECEMBER 1, 2010

TrueView Video Ads launch

TrueView in-stream lets viewers skip an ad after 5 seconds, and advertisers pay when the viewer watches the full ad or 30 seconds, whichever is shorter.



2011

Early research from the UK shows that people who choose to watch an ad are **75% more engaged**¹



FEBRUARY 2, 2011

Volkswagen uploads "The Force" four days prior to the Big Game, kicking off what would become a widespread trend of releasing ads—teasers and full-length spots—on YouTube before of the game.

"The Force" became the most-viewed ad on YouTube in 2011, with over **47M views**.



APRIL 22, 2012

AdWords for video launches

Now businesses of all sizes can advertise on YouTube easily.



AUGUST 2, 2011

TrueView expands

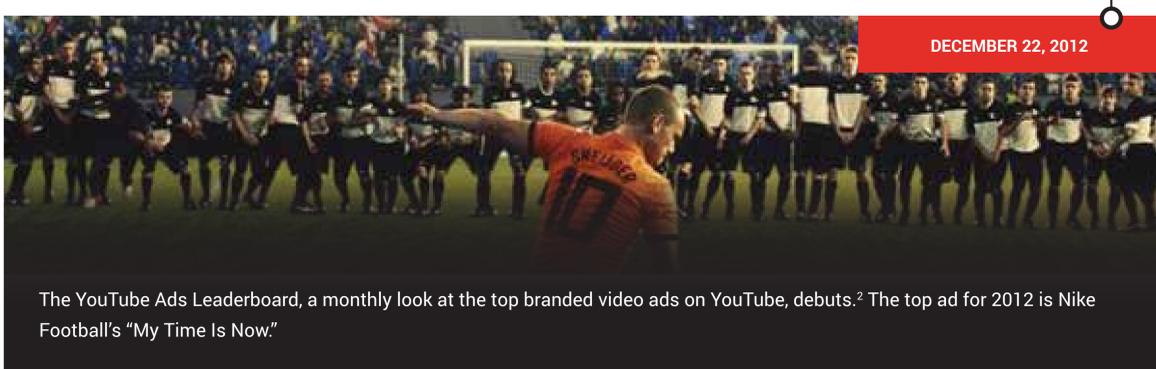
its reach to include publishers on the Google Display Network.



AUGUST 22, 2012

TrueView goes mobile

TrueView ads on mobile helps brands reach more people in the right place at the right moment.



DECEMBER 22, 2012

The YouTube Ads Leaderboard, a monthly look at the top branded video ads on YouTube, debuts.² The top ad for 2012 is Nike Football's "My Time Is Now."

"My Time Is Now" has over **21M views** to date.



DECEMBER 6, 2013

Who's watching? Subscribing? Sharing?

Earned Actions reporting shows the actions people take after the initial view.



NOVEMBER 21, 2013

Audience retention reports launch

showing advertisers how viewers engage, tune-in, and drop-off from their content.



DECEMBER 26, 2013

Dancing babies take over YouTube in 2013. The most popular ad of the year is "Baby & Me" from Evian.³

20M views in two days (100M+ to date) | 6.9M+ social shares to date | Hundreds of fan-created versions uploaded



FEBRUARY 10, 2014

Brand Lift launches

enabling brands to measure brand awareness, ad recall and brand interest generated by YouTube videos.



AUGUST 19, 2014

Showcase your app

You can now promote your app directly from TrueView video ads.



The Top 10 ads on YouTube

in 2014 collectively amass a colossal 424M views.⁴ Here are five that you may remember...

DECEMBER 1, 2014



Nike Football: "Winner Stays"



Nike Football: "The Last Game"



Always: "Like a Girl"



20th Century Fox: "Devil Baby Attack"



P&G: "Thank You, Mom"



Christmas

Top Christmas ads from across Europe clock up more than 50M views.⁵

DECEMBER 2014



Sainsbury's Official Christmas Ad



John Lewis: "Monty The Penguin"



IKEA: "Presents Another Letter"



Poiray: "The Tale of the Colours"



Telekom Erleben: "Heins Family, Grandma to Visit"



FEBRUARY 2, 2015

Over 7M hours

of Big Game ads and teasers were watched on YouTube (40% on mobile).⁶ Supercell's "Clash of the Clans" leads the way with 49M views.



APRIL 2015

Cards launch

making TrueView ads more interactive across screens.



PRESENT

50% of all YouTube views are on mobile devices.⁷

Global reach

TrueView ads are available in 50 countries.⁷



Early research across EMEA has found that TrueView drives an **average lift of 30% in brand interest** as measured by organic search activity.⁸

SOURCES

¹Ipsos MediaCT and Interscope Research Inc., 2011, UK

²YouTube Ads Leaderboard: 2012

³YouTube Ads Leaderboard: Year-End 2013

⁴YouTube Ads Leaderboard: Year-End 2014

⁵Youtube.com

⁶YouTube Blog: Biggest year ever for big game ads on YouTube

⁷YouTube data, 2014.

⁸Google Brand Lift studies up to April 2015, EMEA