



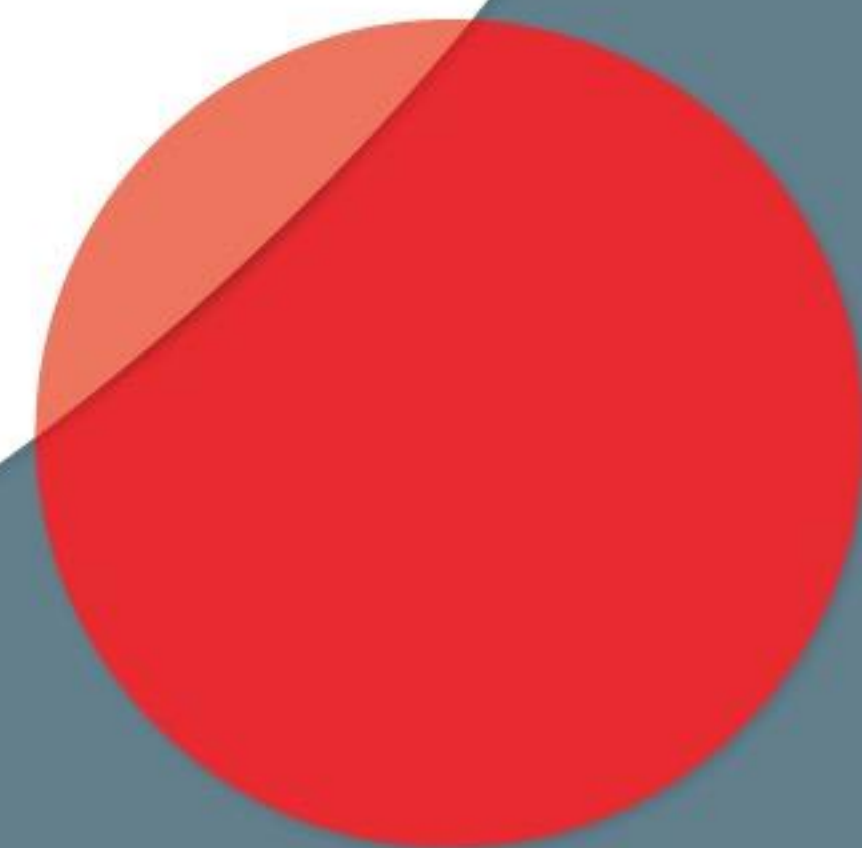
thinkbrand
with Google™

The image features the text "thinkbrand" in a sans-serif font, with "think" in grey and "brand" in red. Below it, the word "with" is in grey, followed by the Google logo in its multi-colored font and a trademark symbol. The text is centered within a large white circle. The background is a dark blue-grey color with several overlapping circles of varying shades of blue and one red circle in the bottom right corner.

YouTube меняет мир. Мир меняет YouTube

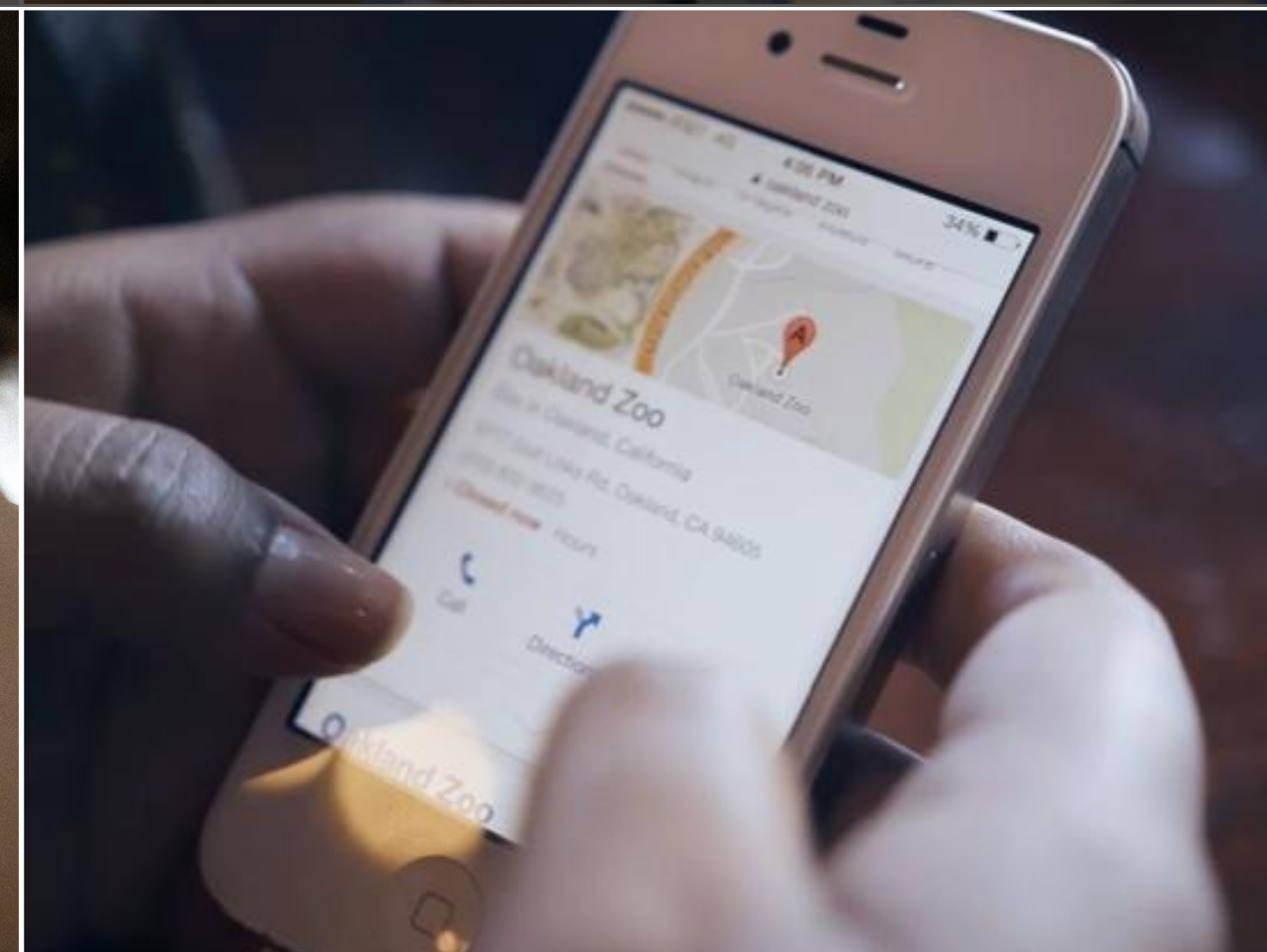
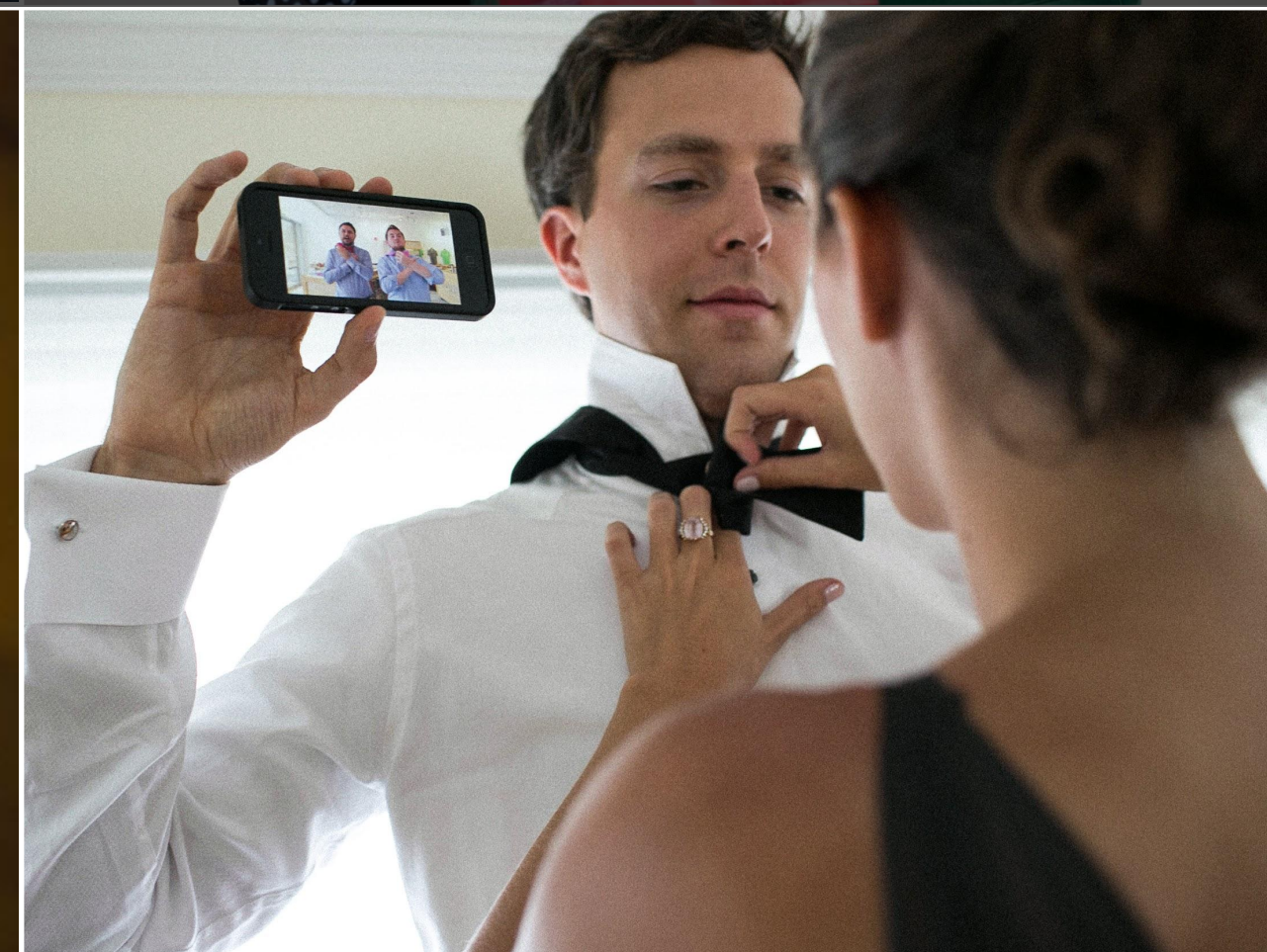
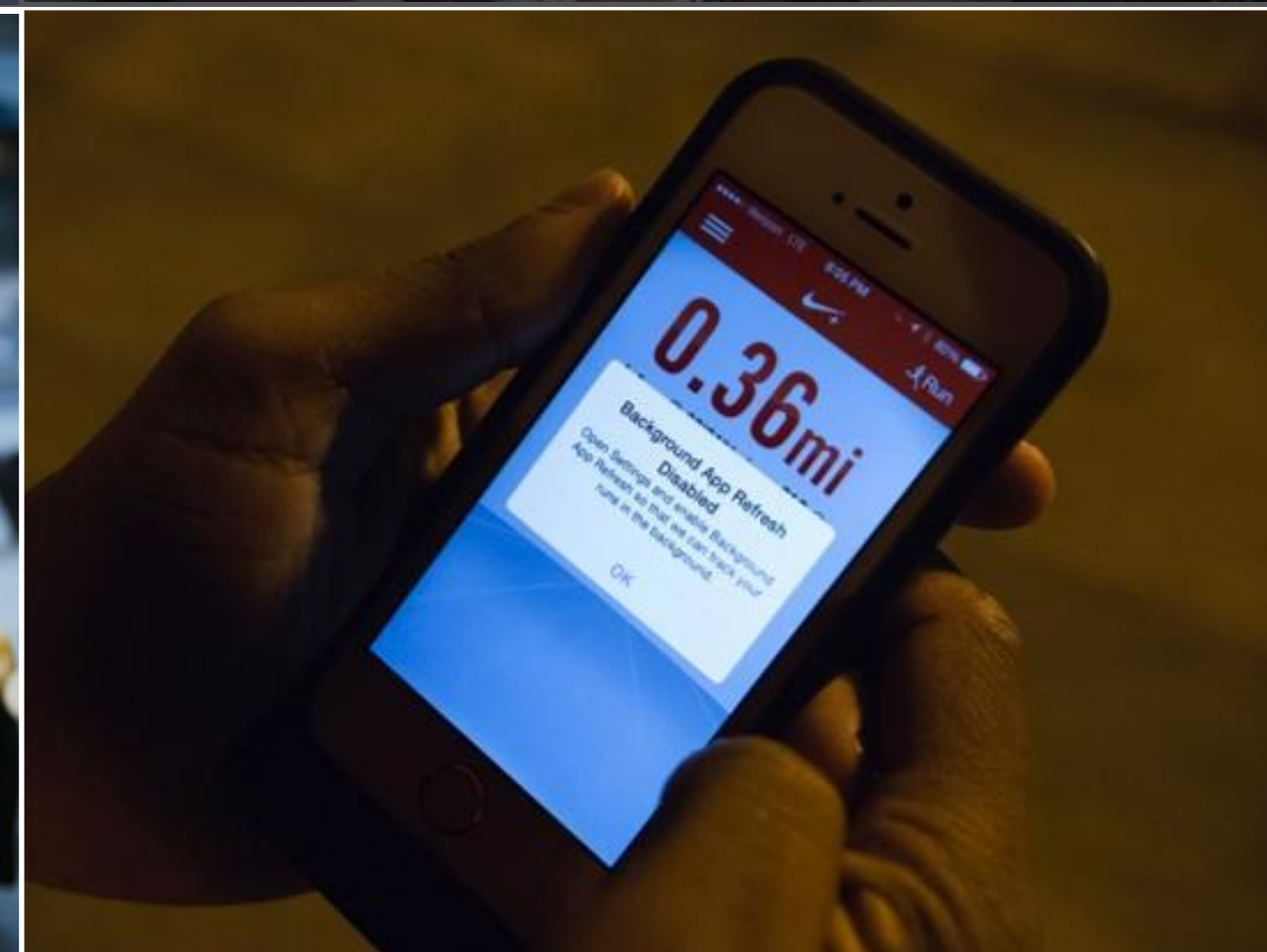
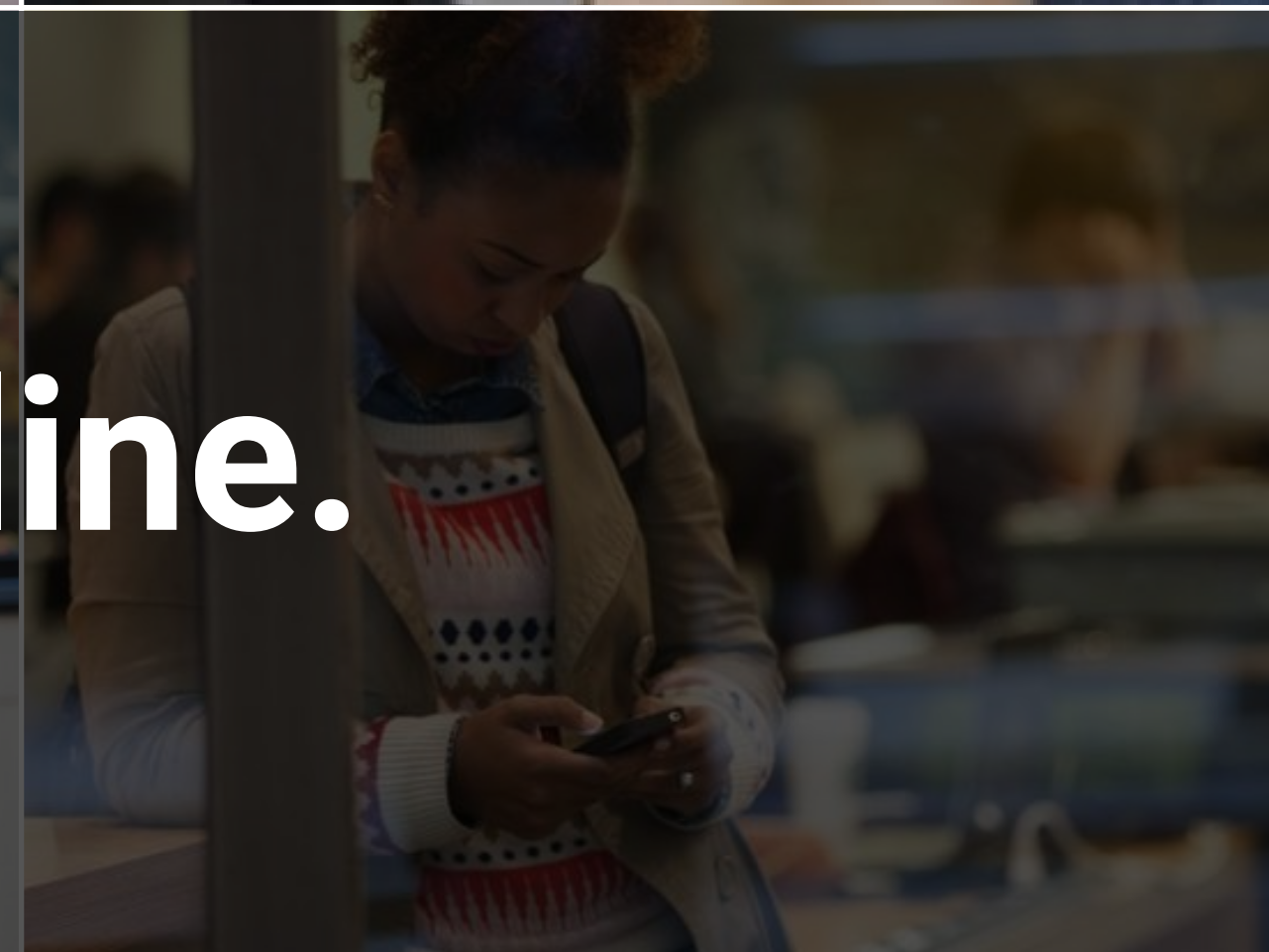
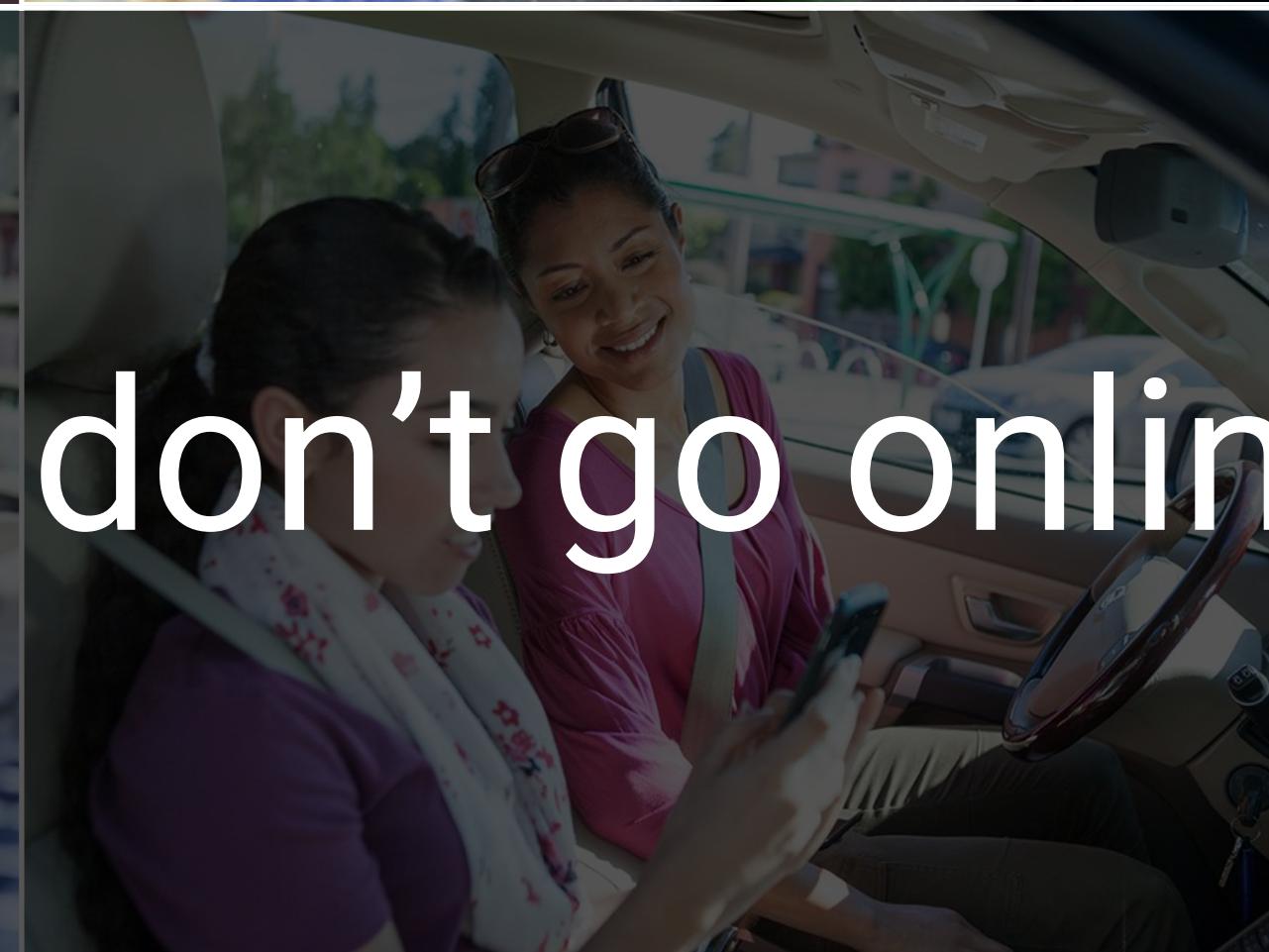
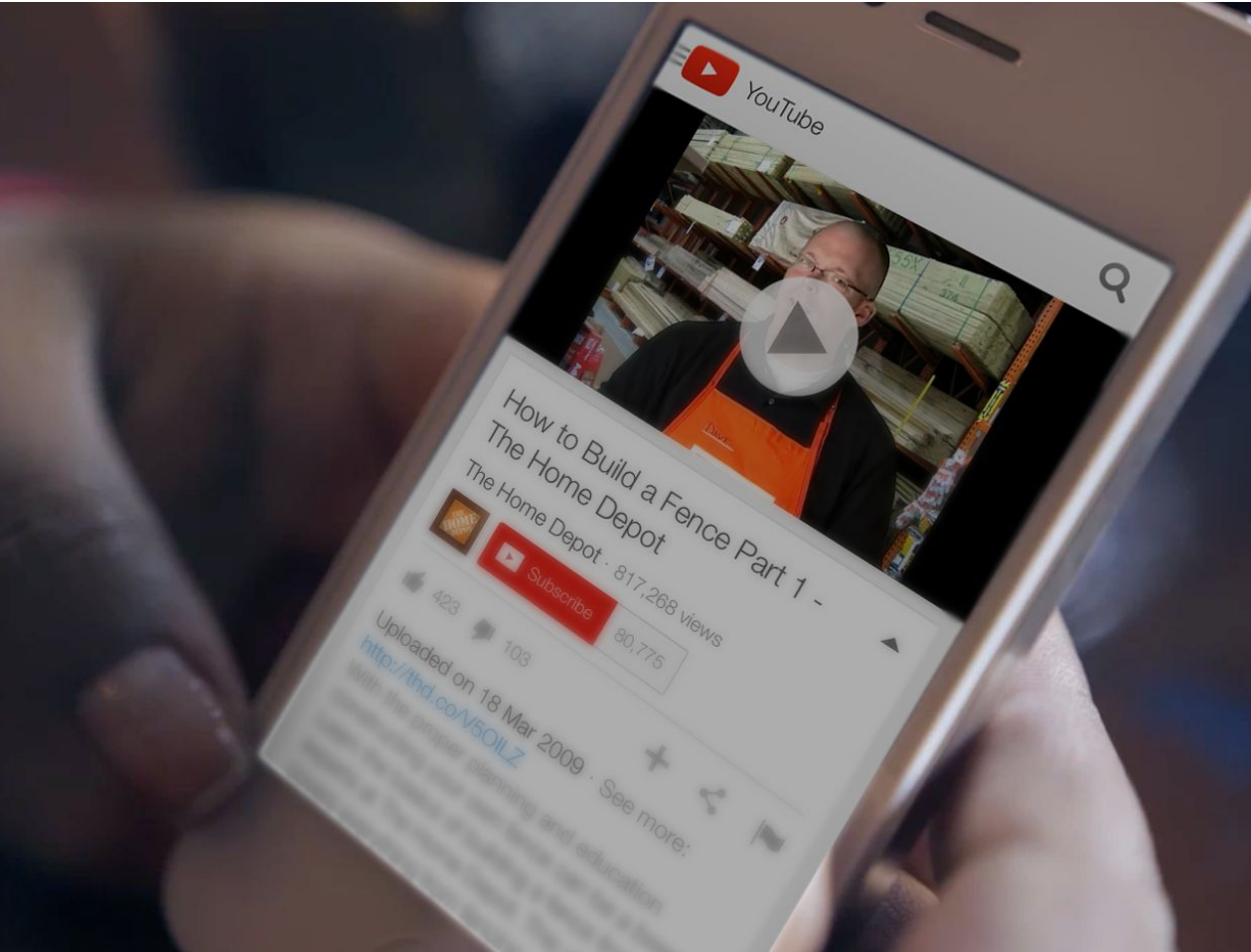
David Benson, Google

Director - Media Sales and Strategy
EMEA

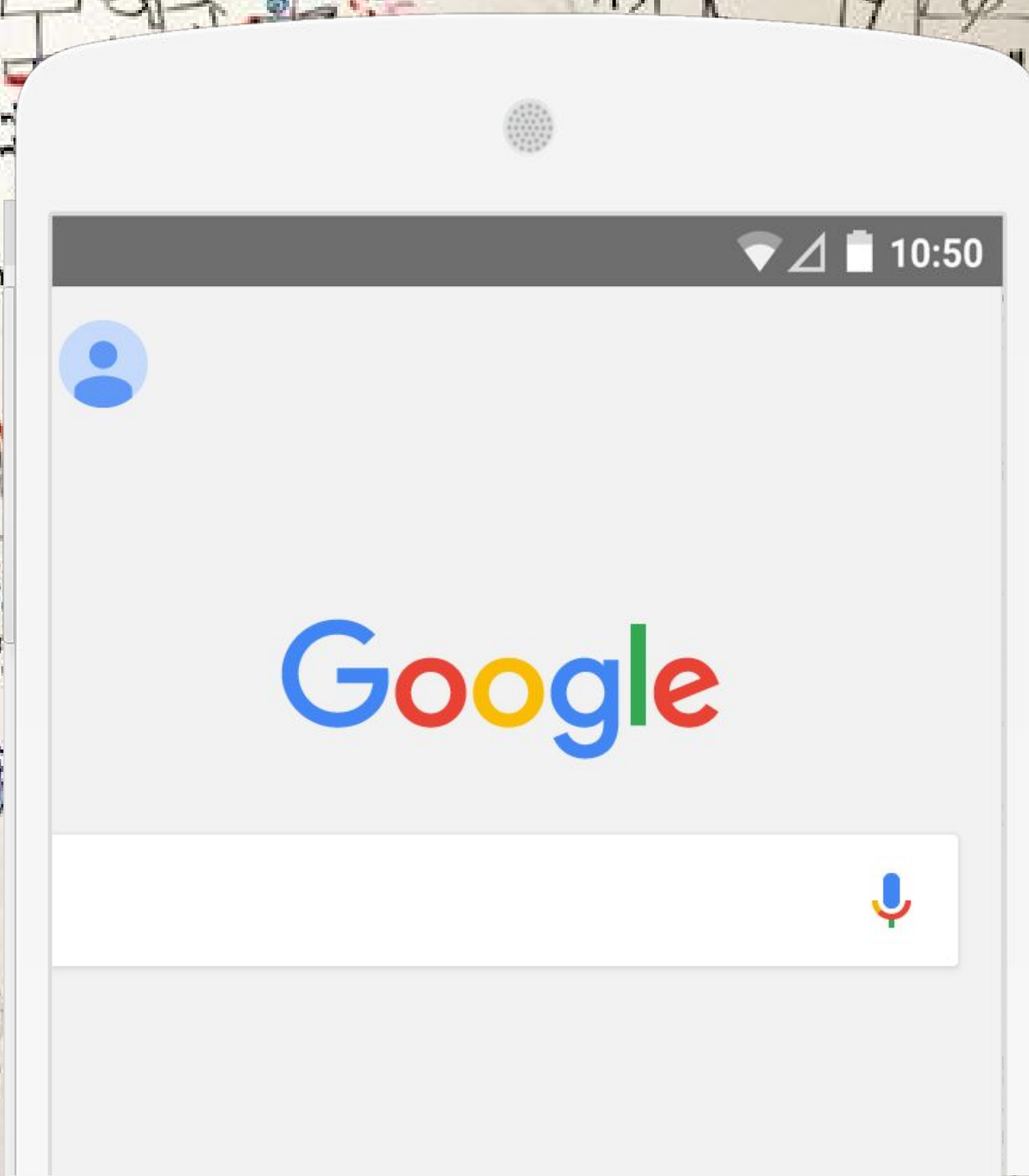




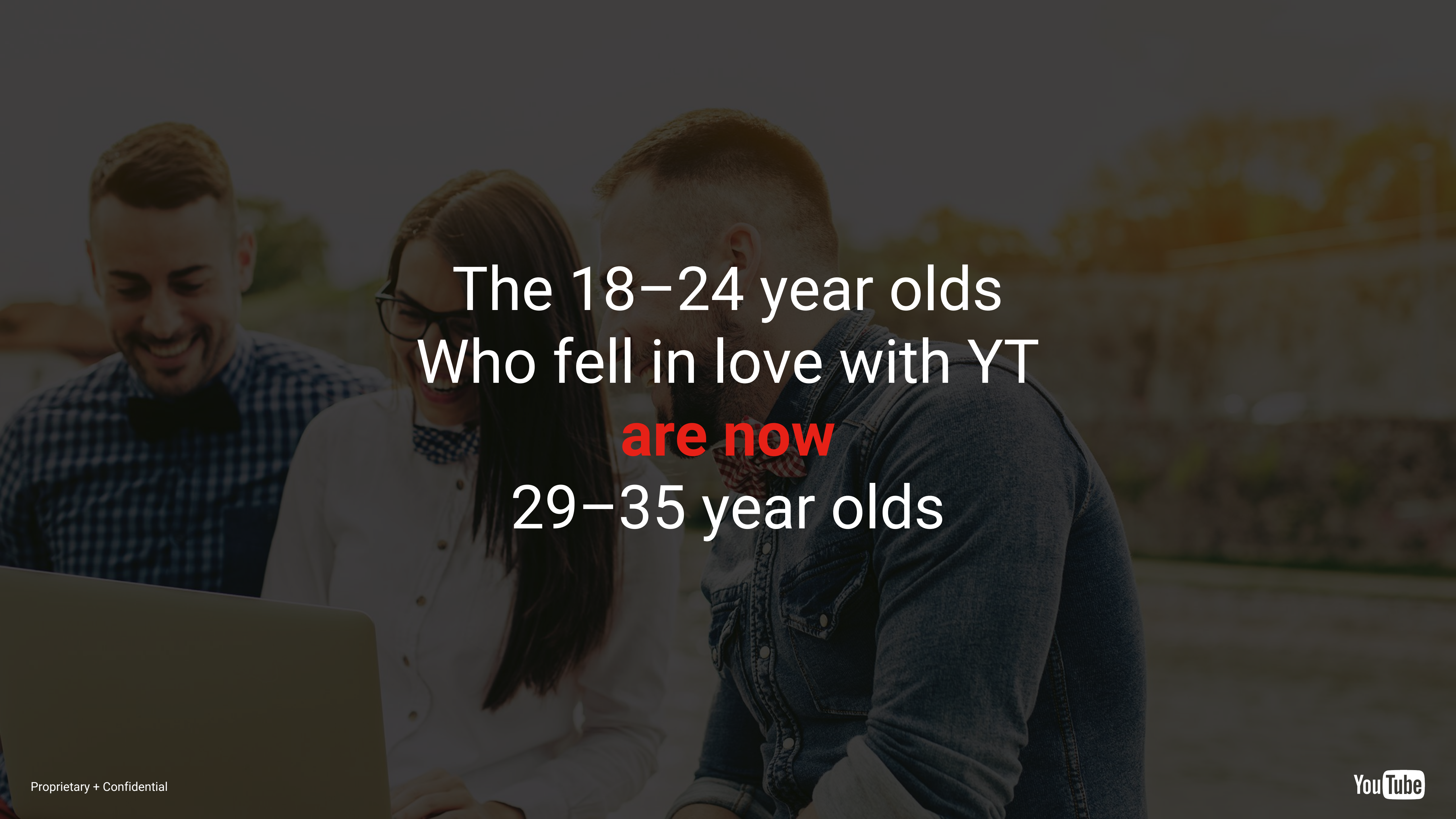
The world is moving to
You Tube



Finding better answers to your marketing challenges



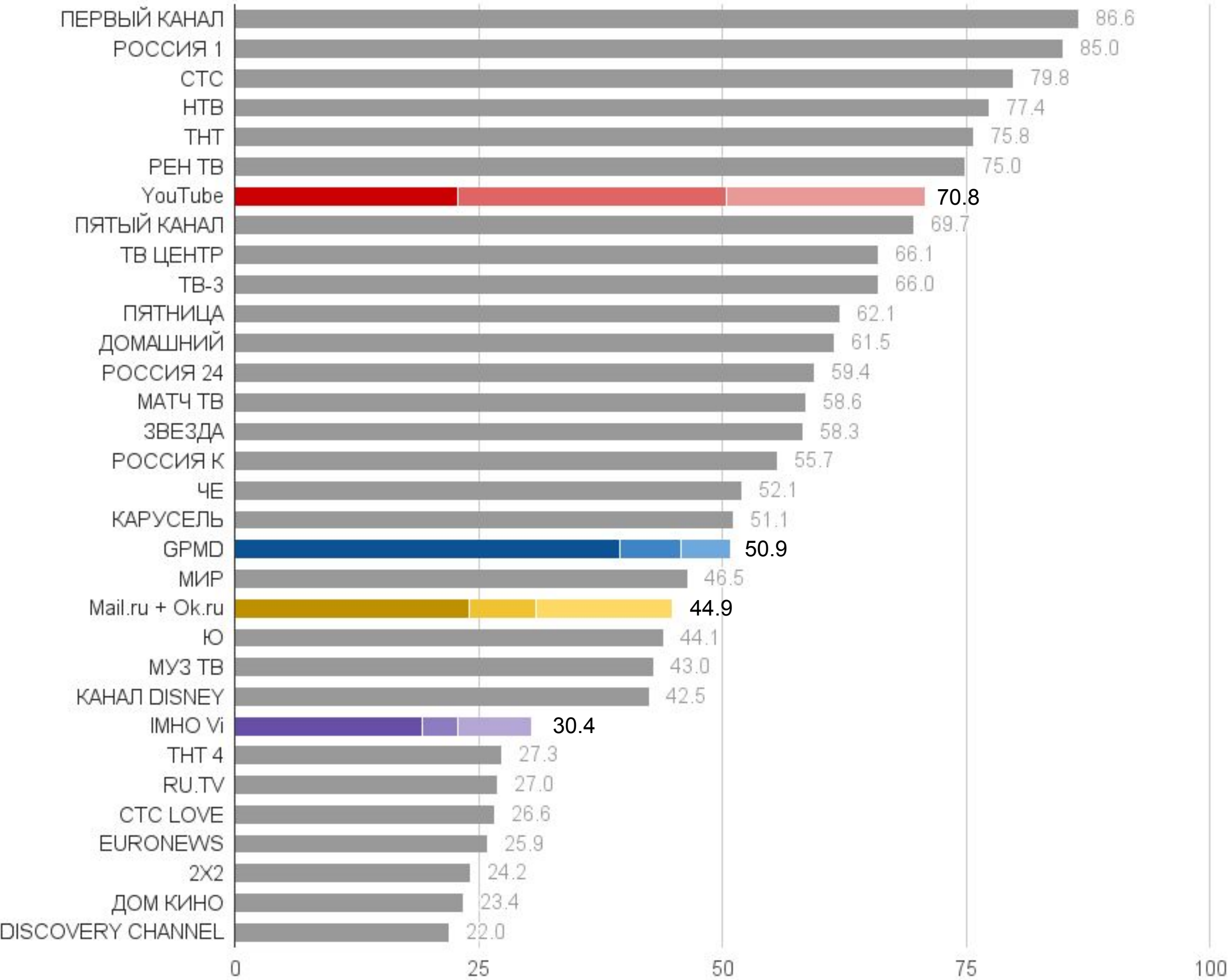
The World is Moving to YouTube

A background image showing three young adults (two men and one woman) looking at a laptop screen outdoors. The image is dimmed to serve as a background for the text.

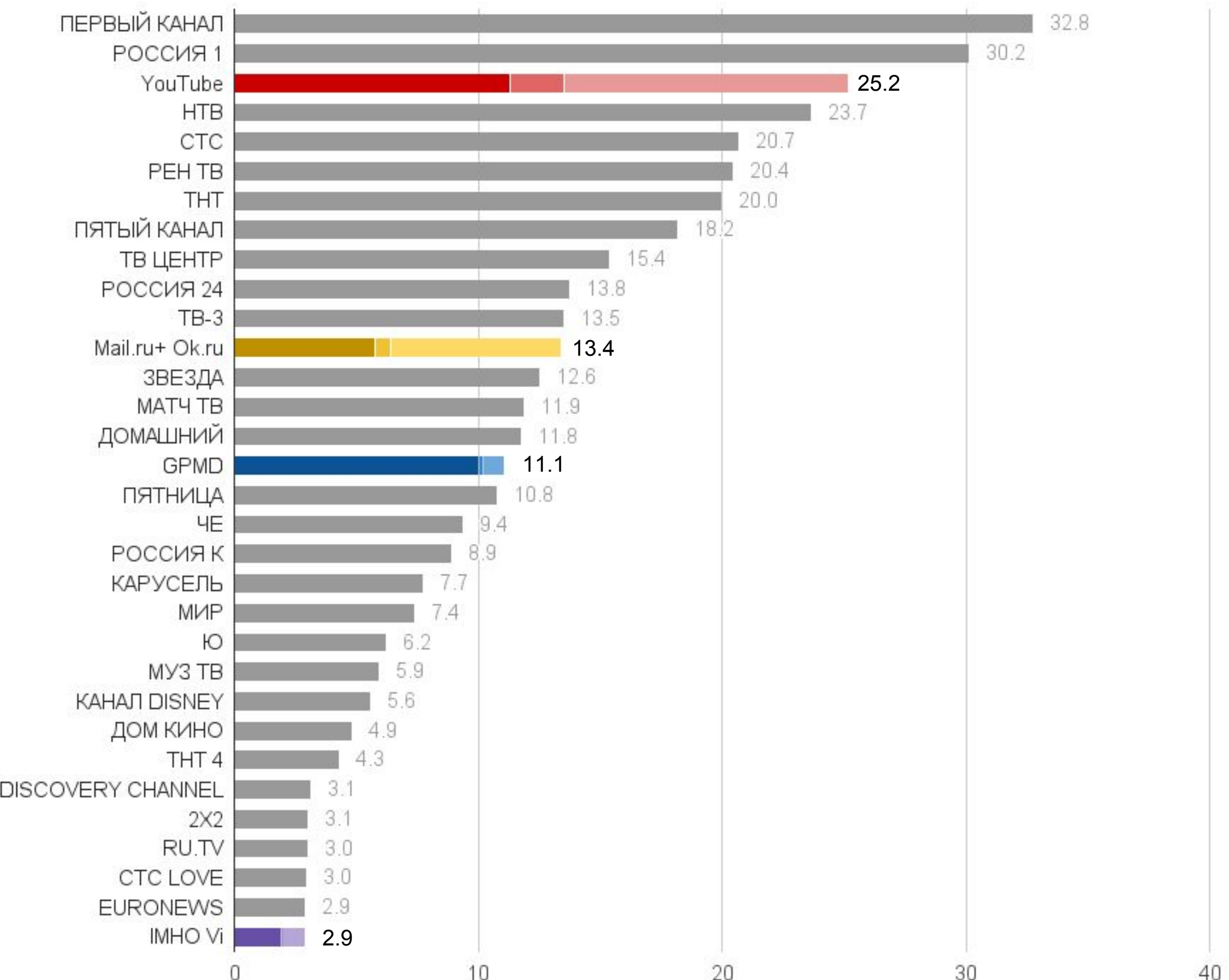
The 18–24 year olds
Who fell in love with YT
are now
29–35 year olds

YouTube has the reach of top TV channels

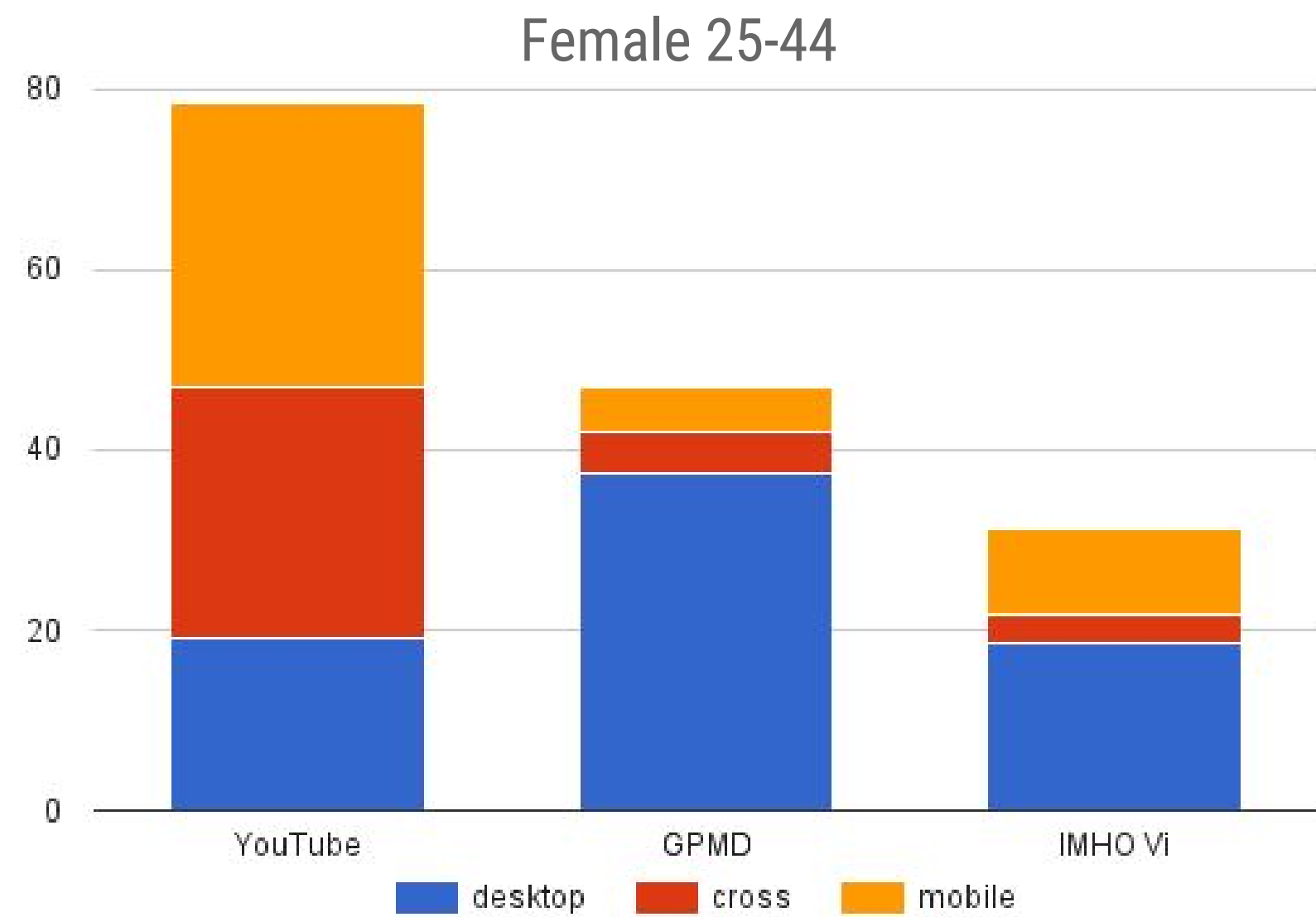
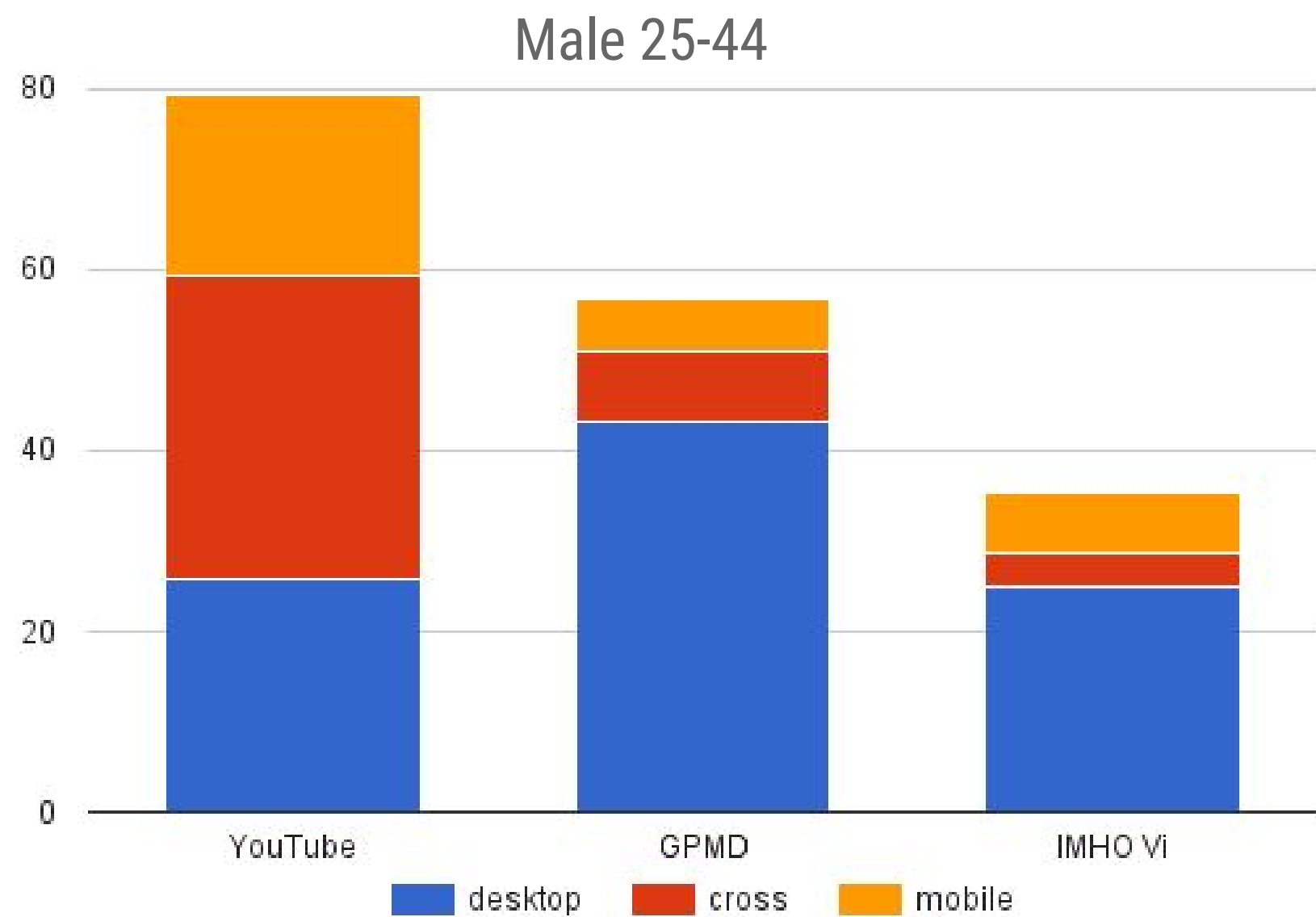
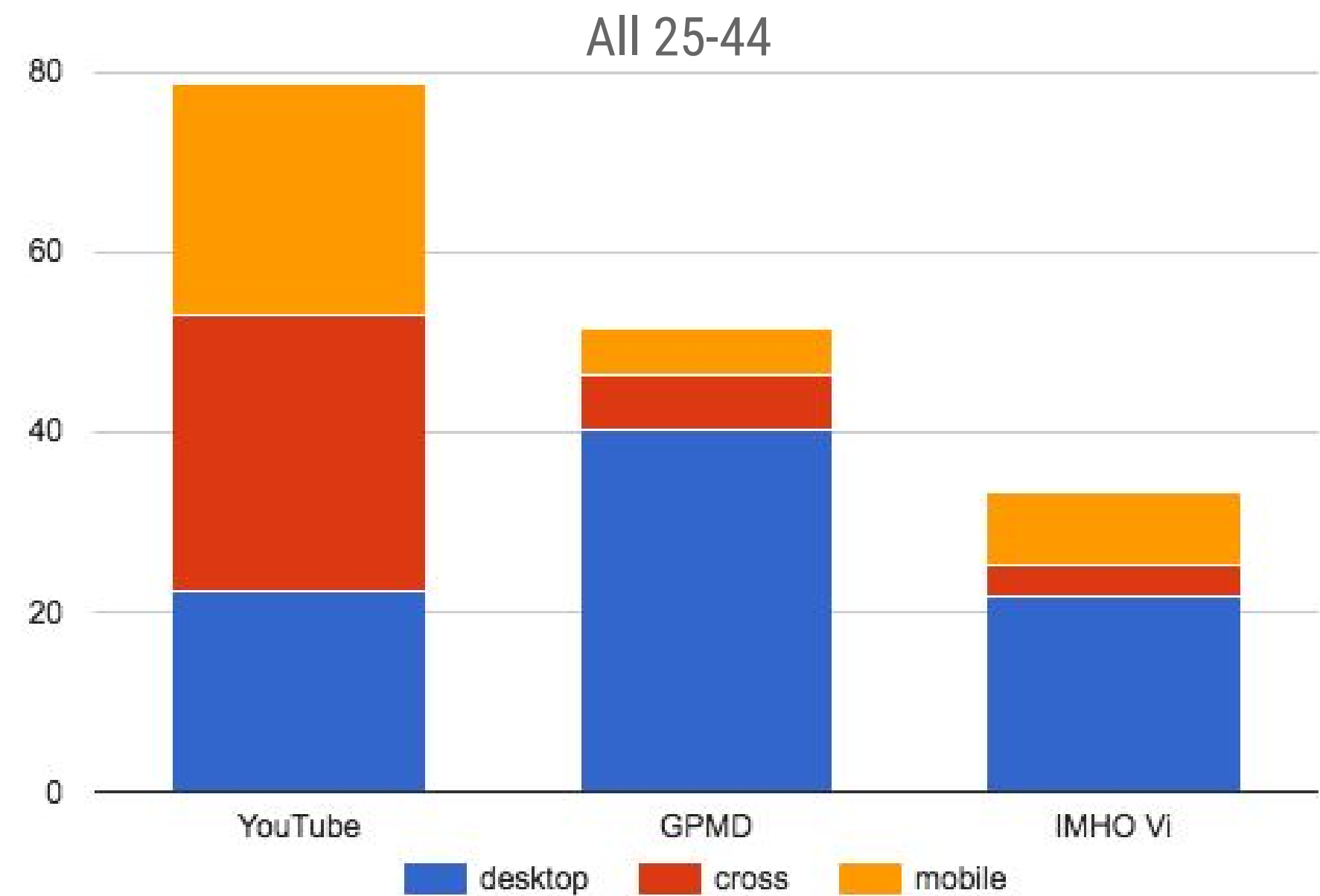
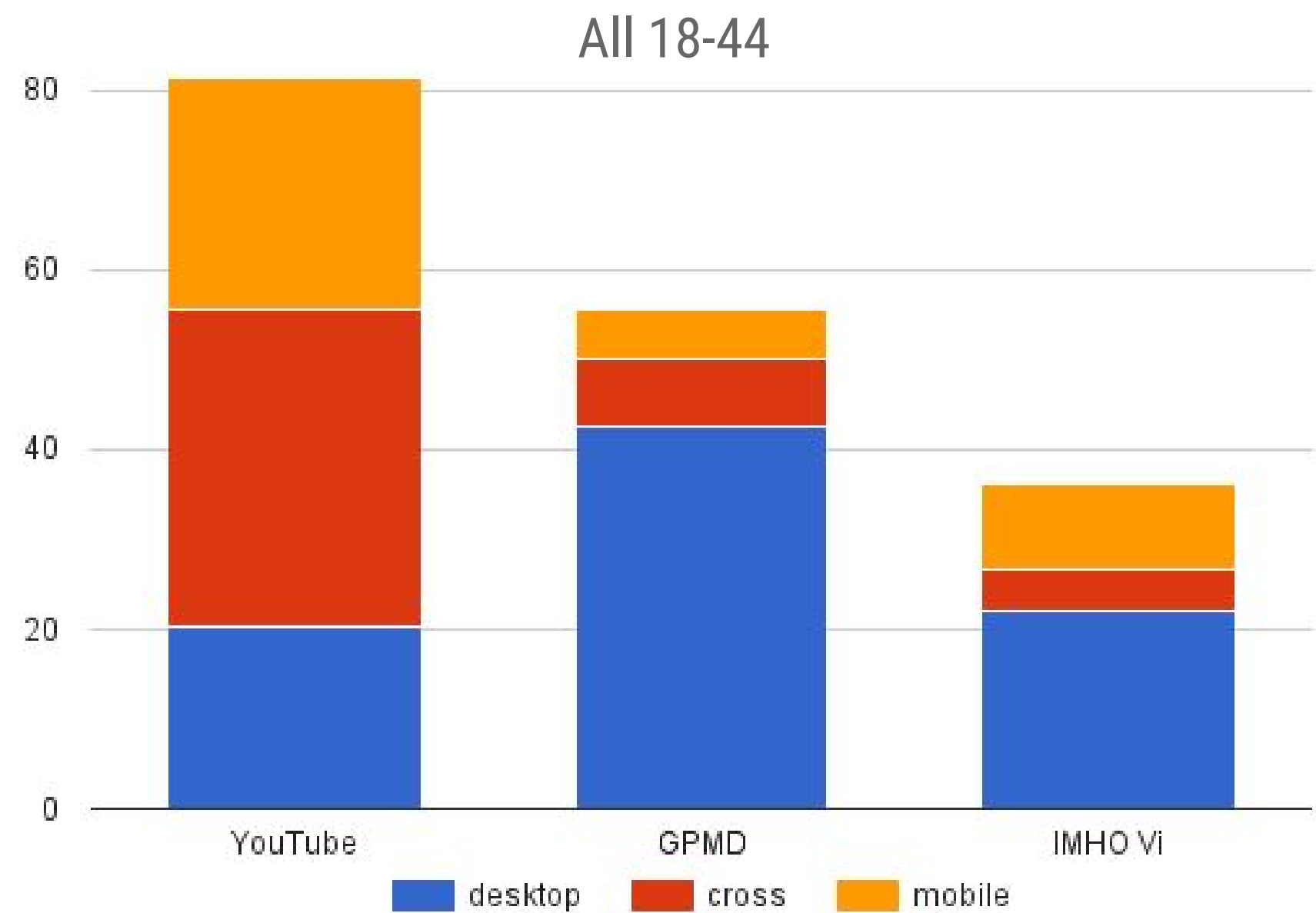
MONTHLY: Total Video Reach % of population, Russia 100K+

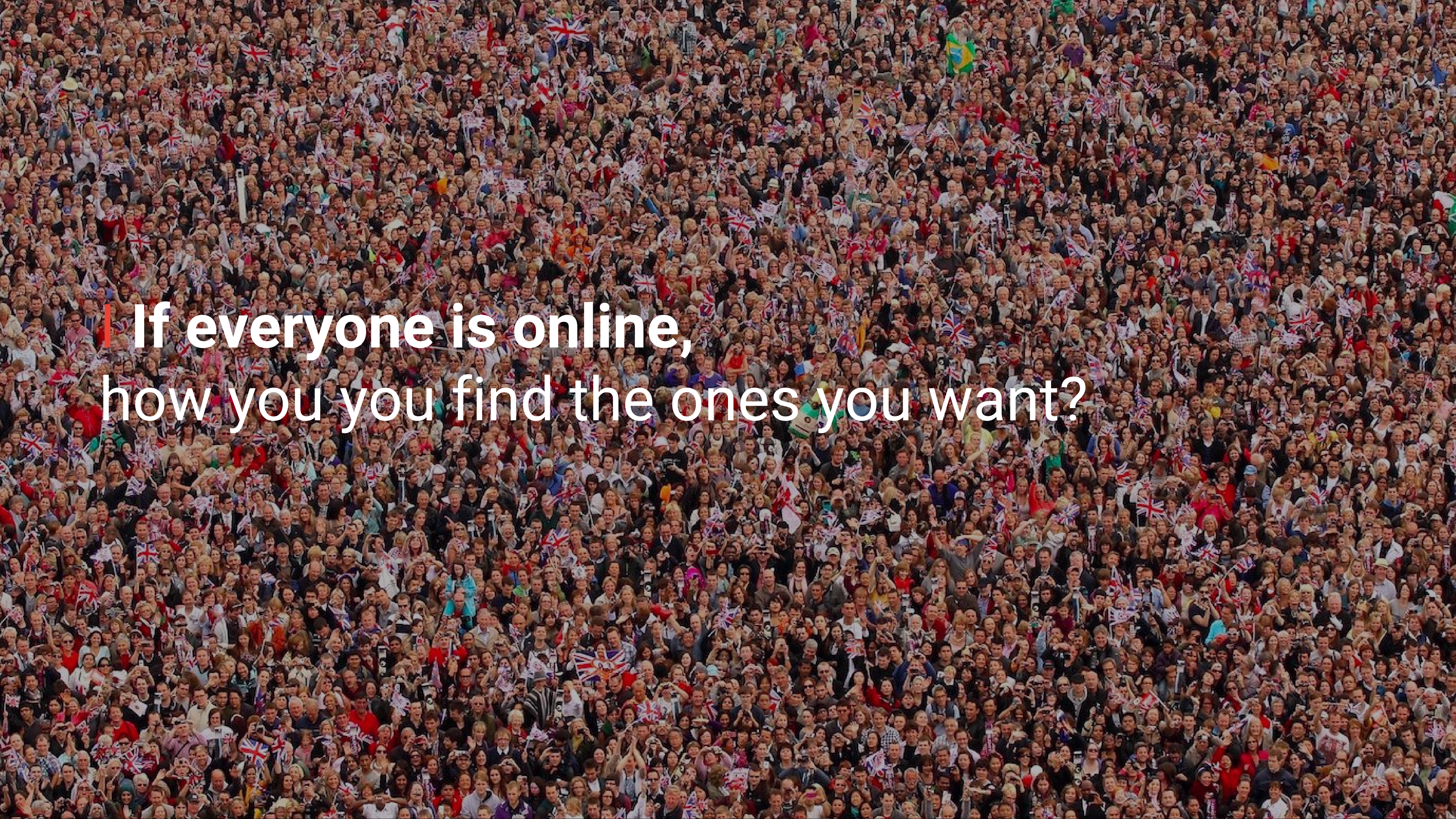


DAILY: Total Video Reach%, Russia 100K+



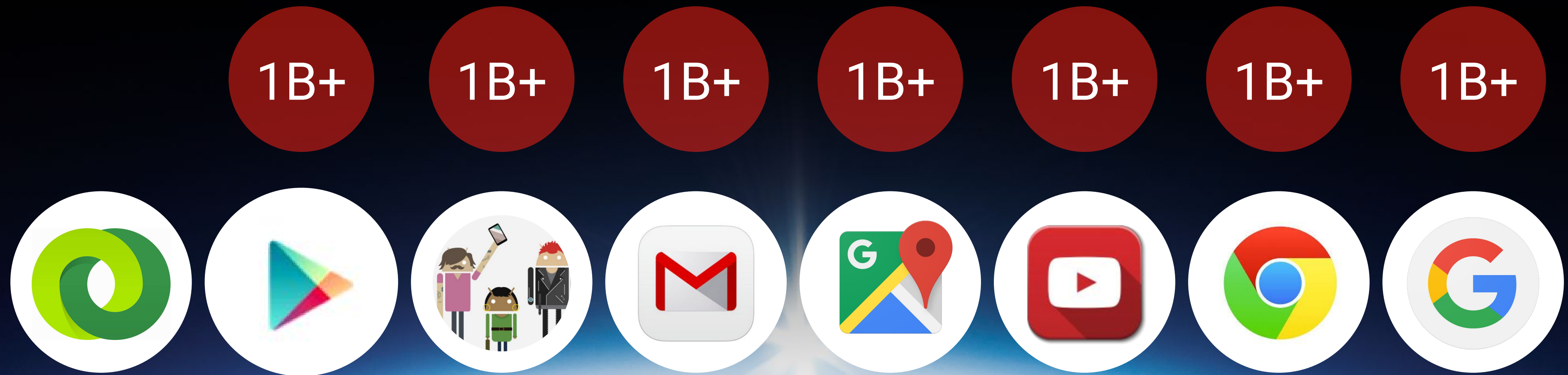
YouTube has the biggest reach among all the audience groups





**| If everyone is online,
how you find the ones you want?**

1B+ users on seven Google products globally





Reaching customers using personalized algorithms looking at recent and repeated behaviours

Spends 10% of his time online looking at football sites.

Spent 2 hours in the last week on football sites

Likely to be a football fan

Spends 1% of his time online looking at football sites.

Spent 2 hours in the last month on football sites

Unlikely to be a football fan

New tools to find more better qualified customers

Reach **current customers** quickly and cost effectively



Customer Match

Speak to customers who **have searched for you**



RLSA

Find **new customers** who behave like current customers



Similar Audiences

Find **new customers** based on activities and interests



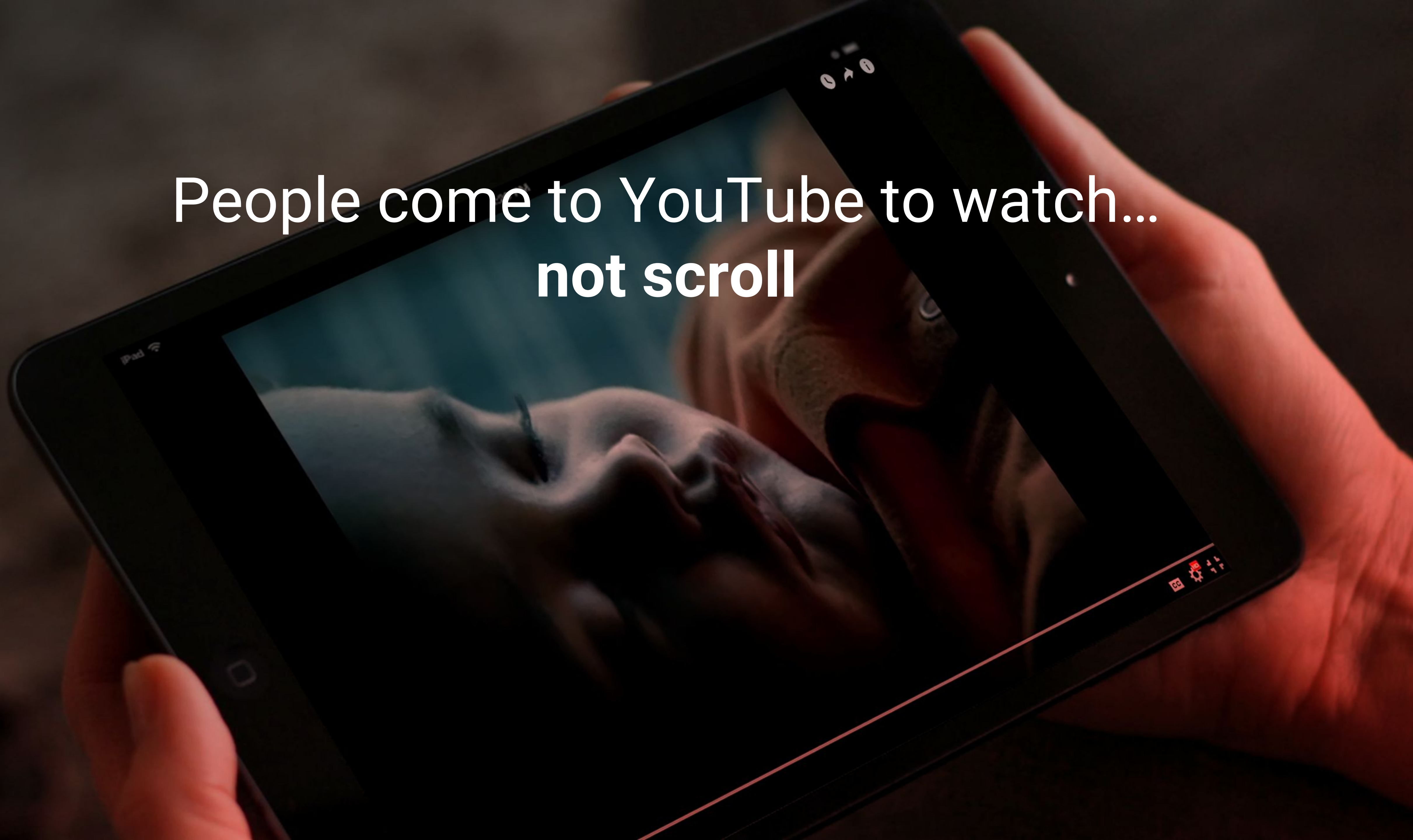
Affinity and custom
Affinity audiences

YouTube is Moving the World

The days of watching something
simply because it's on **are over**



People come to YouTube to watch...
not scroll



YouTube is the most viewable video destination

You Tube



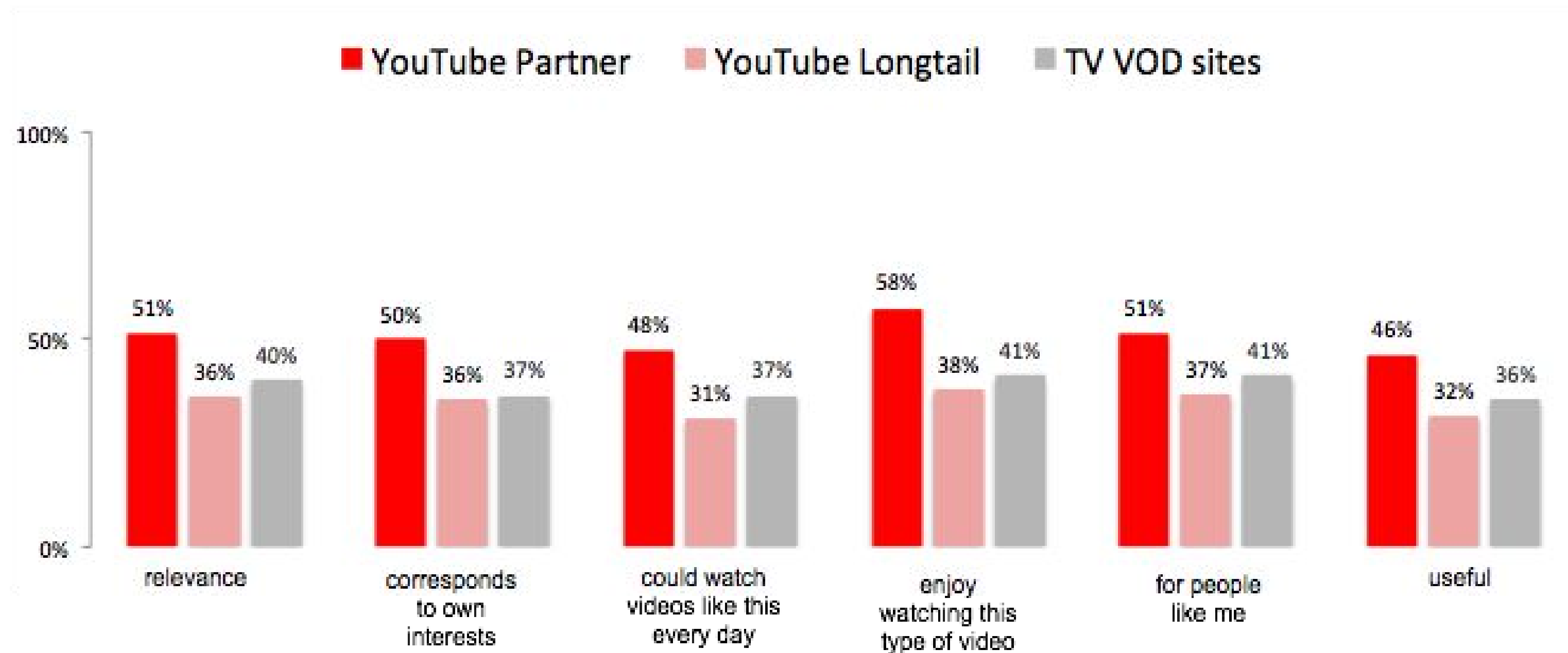
93%

Industry
Average



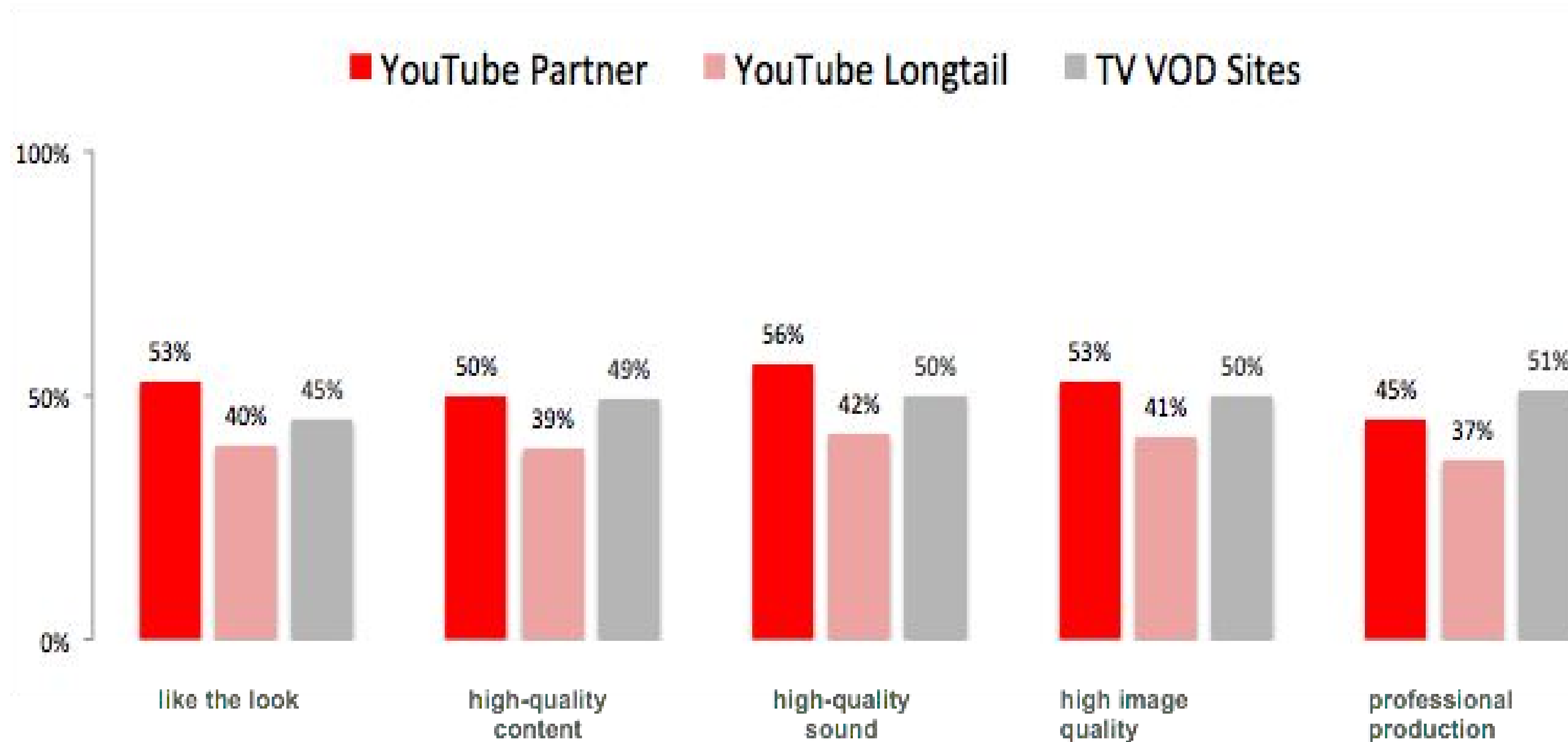
66%

Beauty is in the eye of the beholder

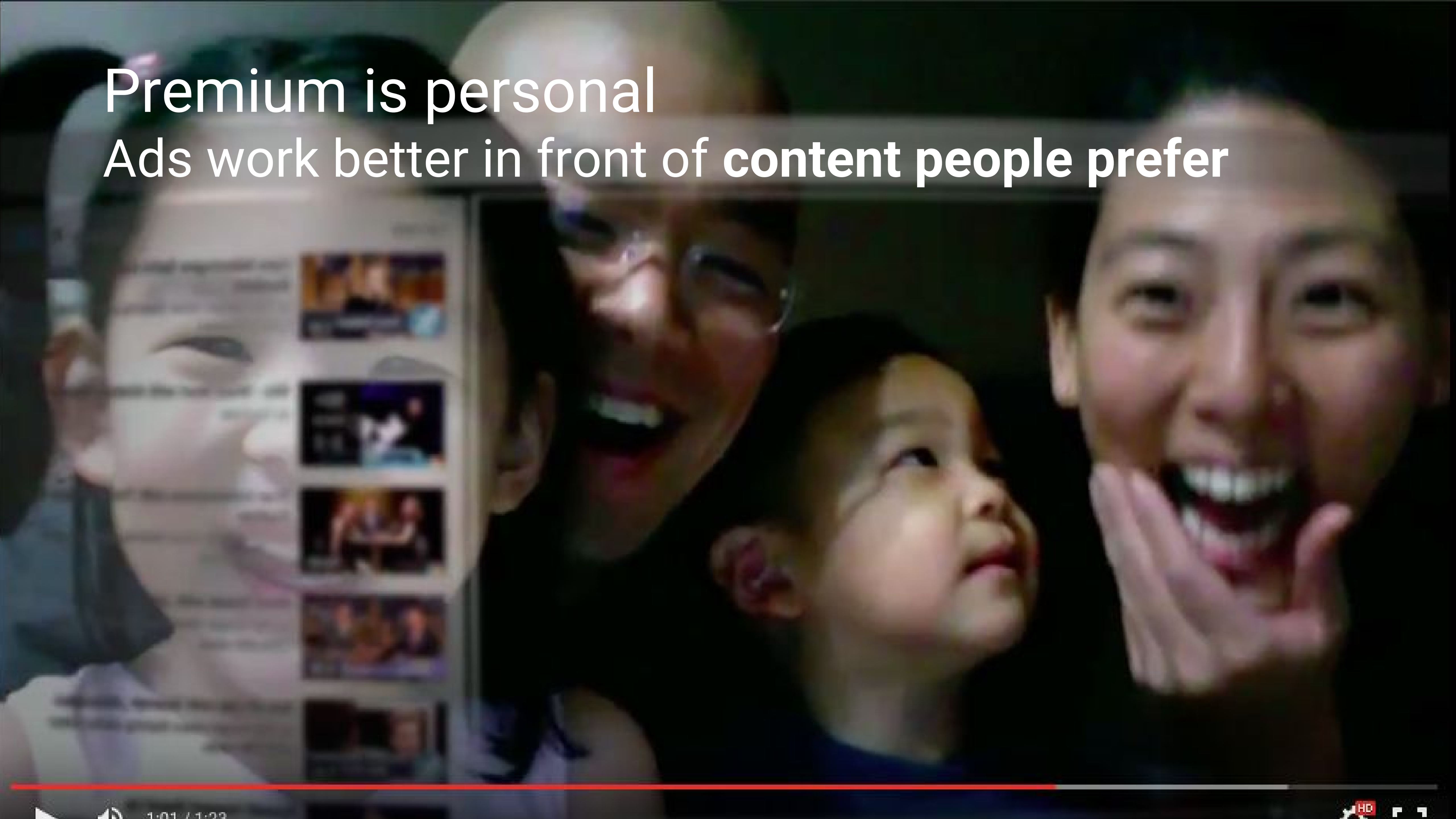


Source: Google / GfK (2013); Base (unweighted): All Respondents n=691
All differences between YouTube Partner and TV VOD sites significant at 95% CI
Q1: Please indicate if you agree or disagree with the following statements? Top 2 Boxes: values 6/7

Beauty is in the eye of the beholder

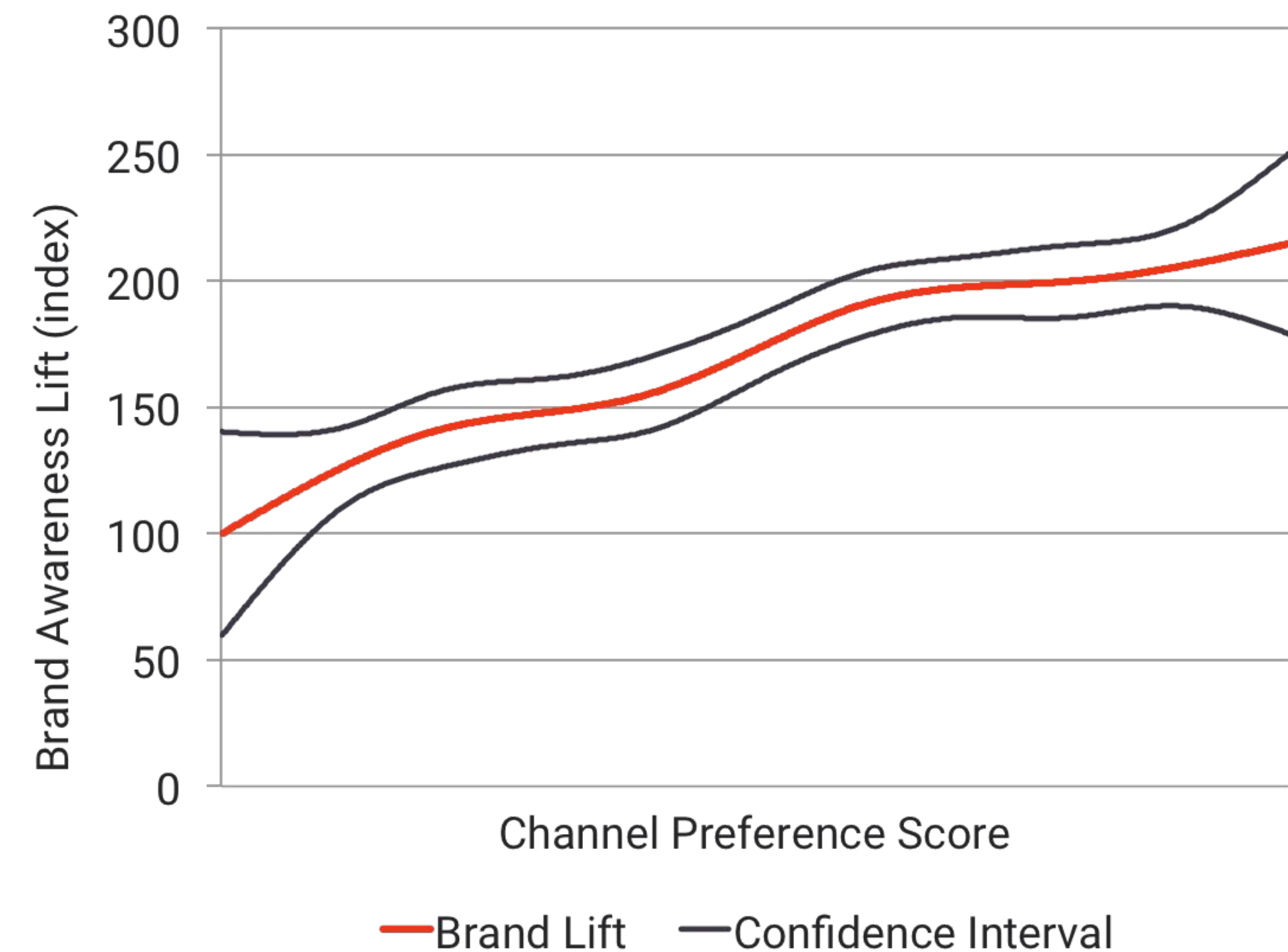
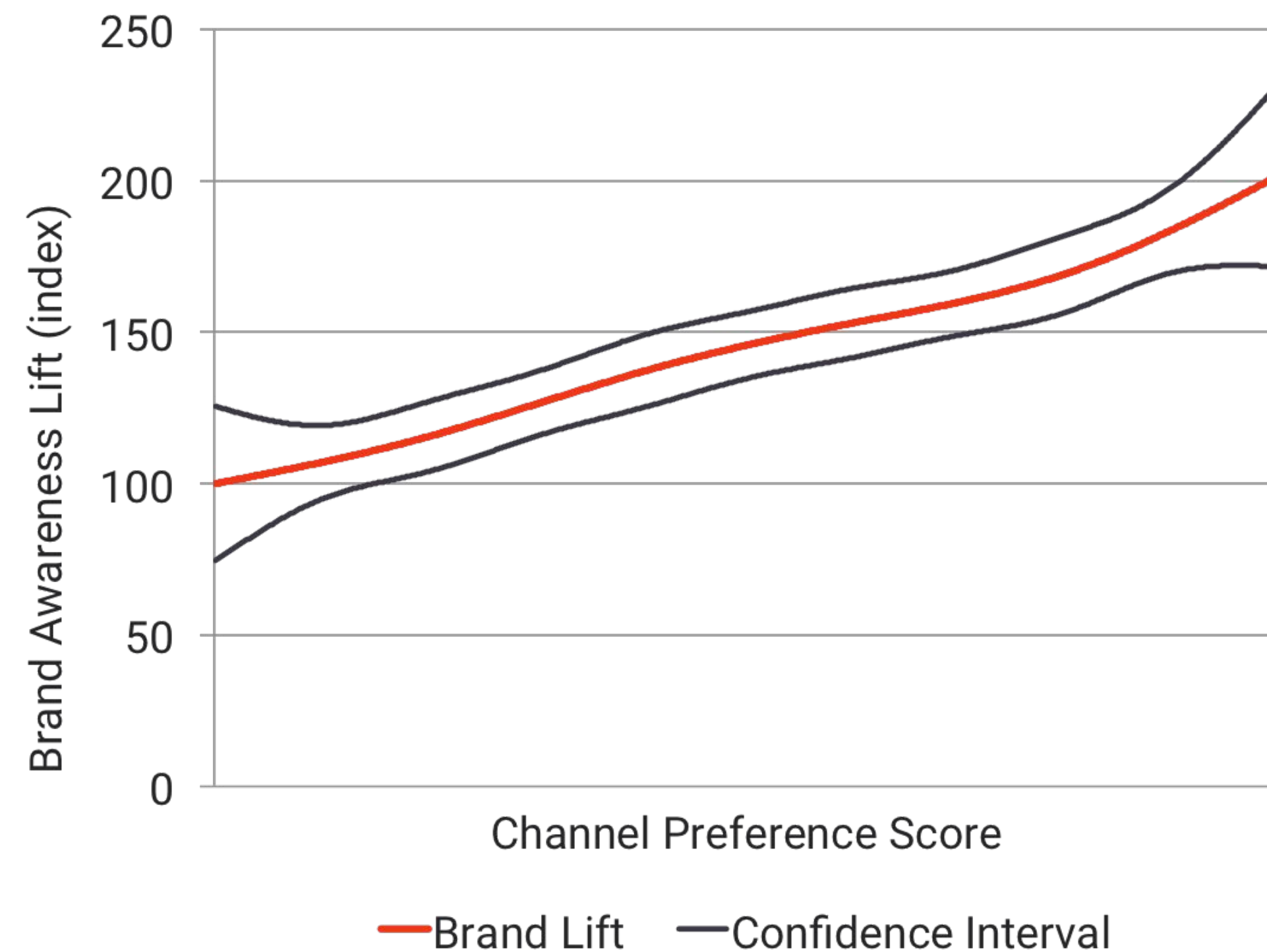


Premium is personal
Ads work better in front of **content people prefer**



Brand Awareness lift

Increases with increasing preference score on both desktop and mobile



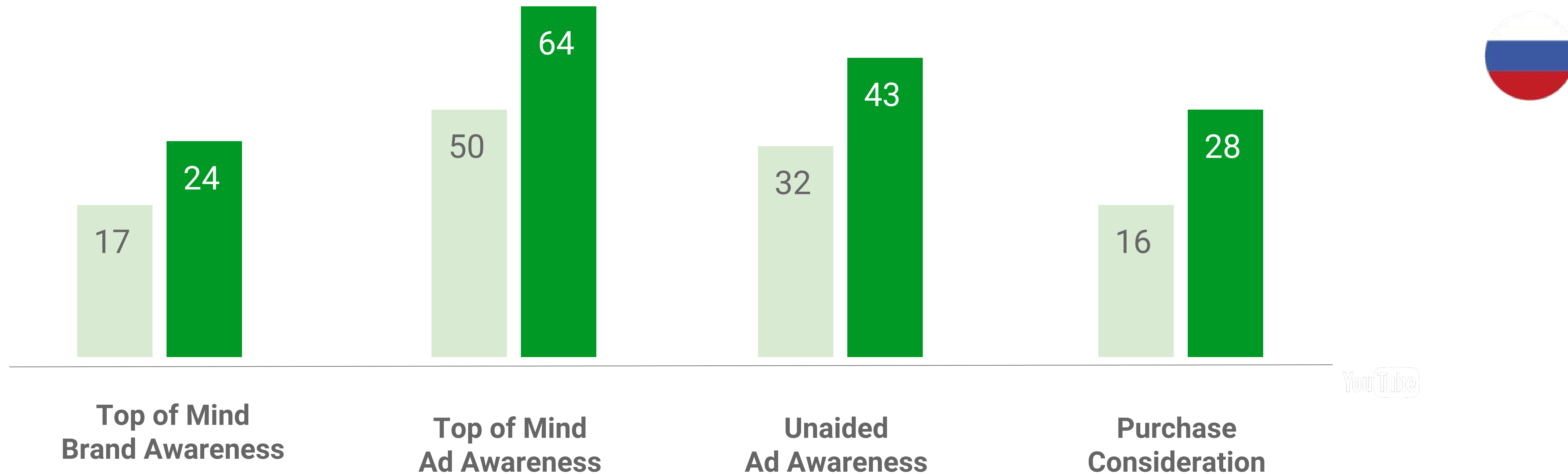
Source: Internal Google Data, based on 5,500 TrueView Brand Lift studies which ran between April and October 2015. Confidence interval represents 95% CI

YouTube Can Move Your Business

Drive Results
you can measure
and optimize

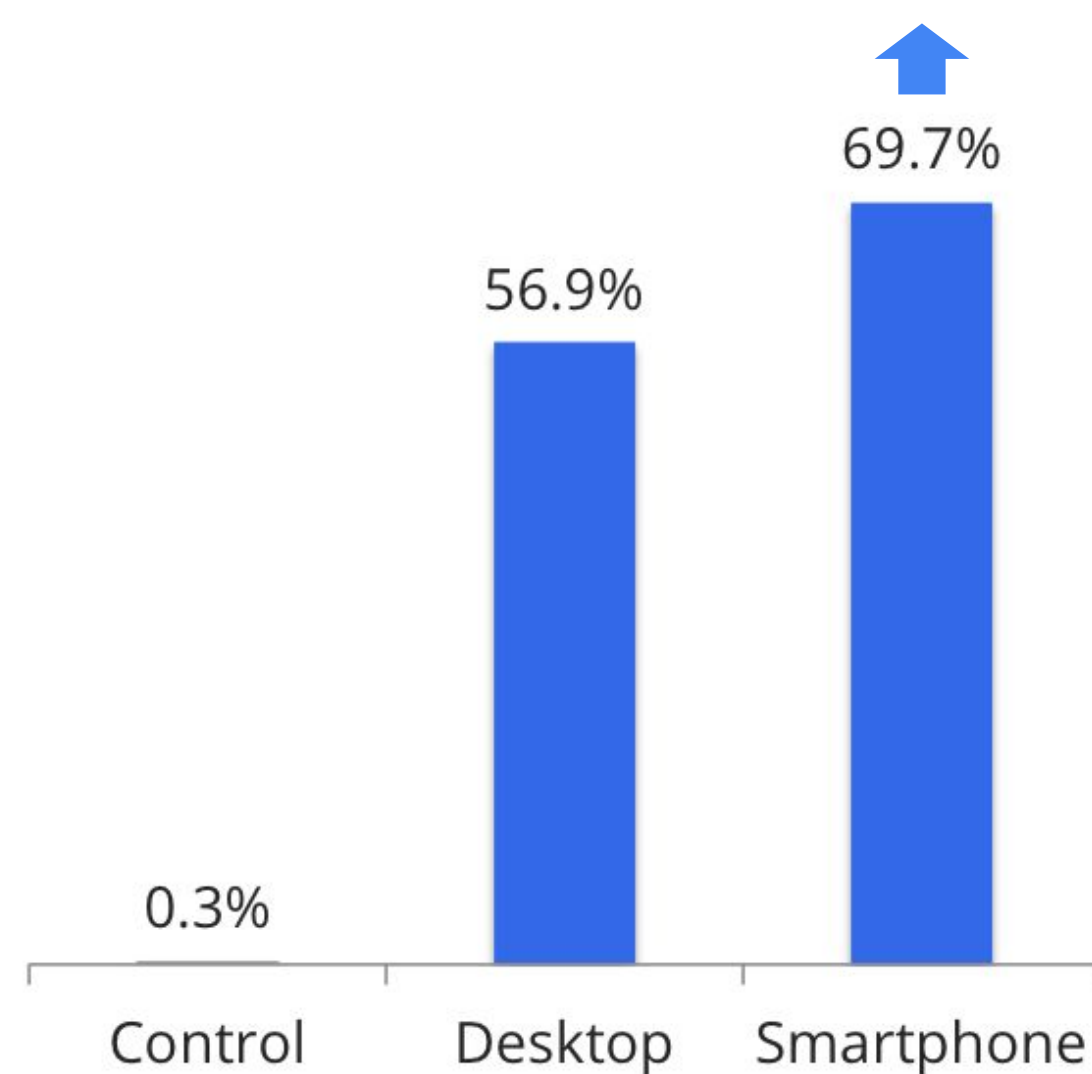


Combining **YouTube + TV** gives higher impact on brand metrics

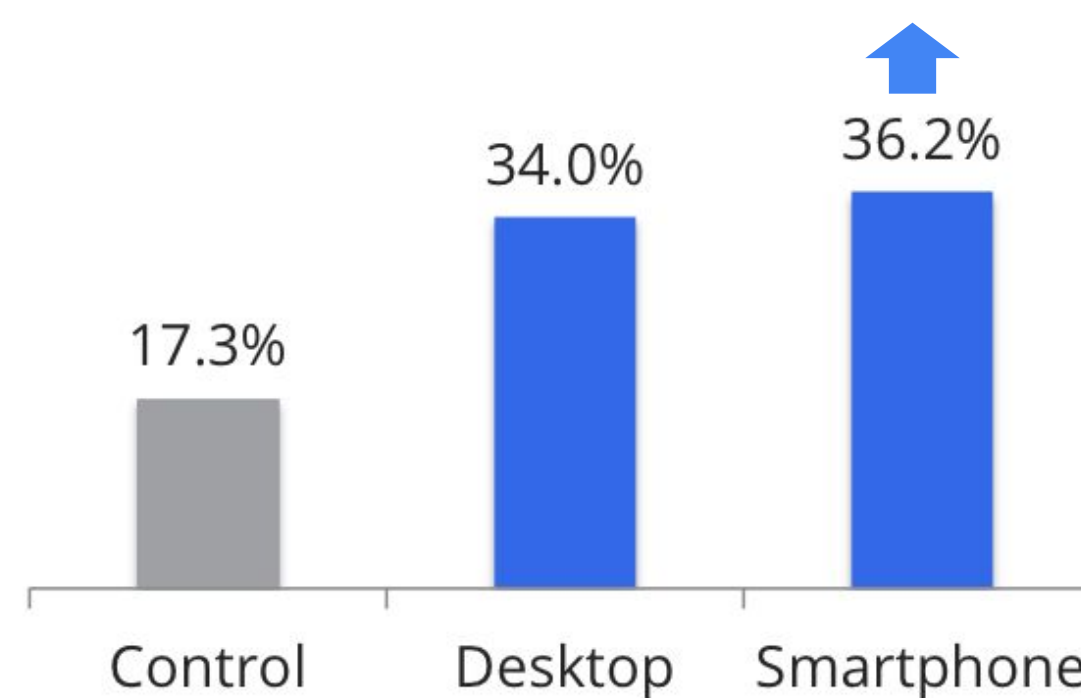


TV + Desktop + **Mobile**: even better results

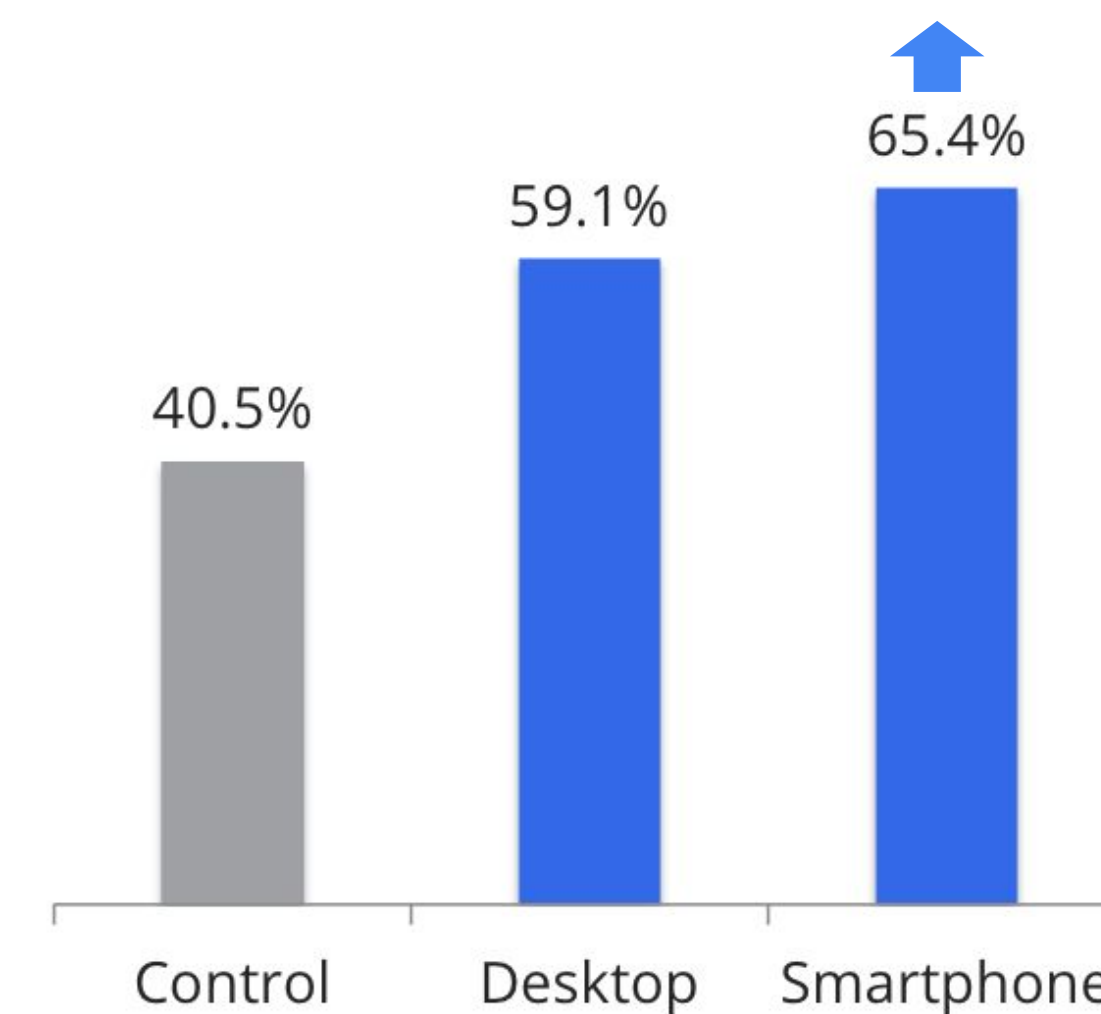
Unaided Ad Recall



Top of Mind Brand Awareness



Total Unaided Brand Awareness



Source: IPSOS/Google 2013 research: Average top of funnel brand metrics across 18 non-skippable YouTube pre-roll ads



The world is moving

Thank you!