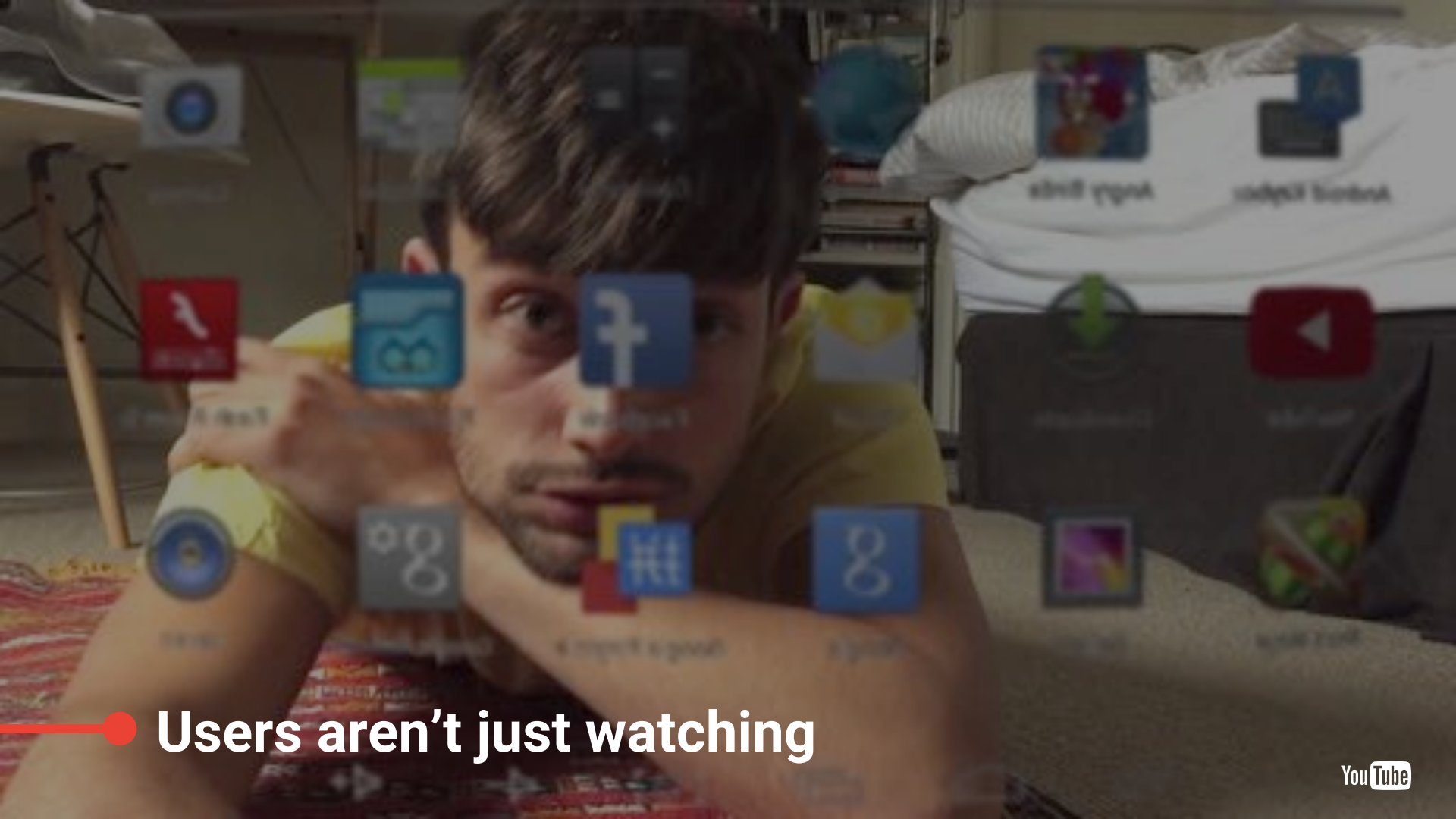




The innovative power of YouTube

Michael Gross, Alexander Präkelt





● Users aren't just watching

More than 42 Million Germans use YouTube.

Based on GfK, YouTube
reaches **78%** of the German
online population in one month.

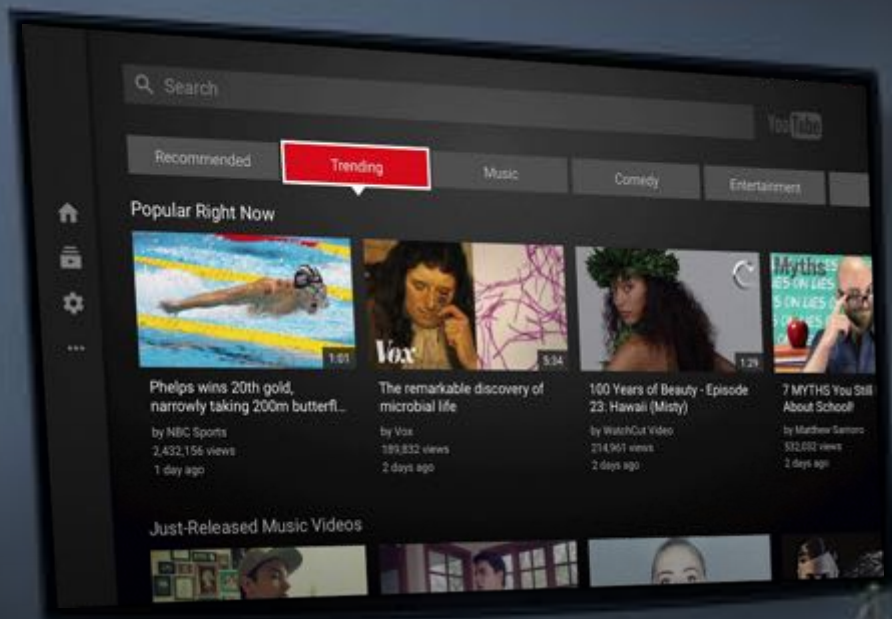
A photograph of three young adults, two men and one woman, smiling and holding large, framed Gold Play Buttons. They are standing in front of a backdrop that features the YouTube logo and the words "VIDEODAYS" and "SPACES" repeated. The backdrop is white with red and black text. The Gold Play Buttons are mounted on dark grey frames. The woman is in the center, and the two men are on either side of her. The image has a red and grey geometric pattern overlay on the left side.

**More than 60 channels
created in DE with more
than 1M subscribers.**

Source: Google Data, DE, 15 April 2016 vs 15 April 2015



● **Watchtime on mobile in DE increased 84% YoY**



● The fastest growing YouTube screen in DE

An underwater scene with sunlight filtering through the water surface, creating a blue and white pattern of light and shadow. The text "Choice plus immersion." is overlaid in a large, white, sans-serif font.

**Choice
plus
immersion.**

Culture Innovation



● “YouTube is a culture engine for the 21st century”
Ian Tait, Exec Creative Director, Wieden & Kennedy



We are joining exclusive
cultural highlights – live.

Over 600.000 people watched the
360° live-stream of the
Elbphilharmonie Opening on
YouTube – with a 22.000 peak of
concurrent views*.

*At the time of the event

YouTube



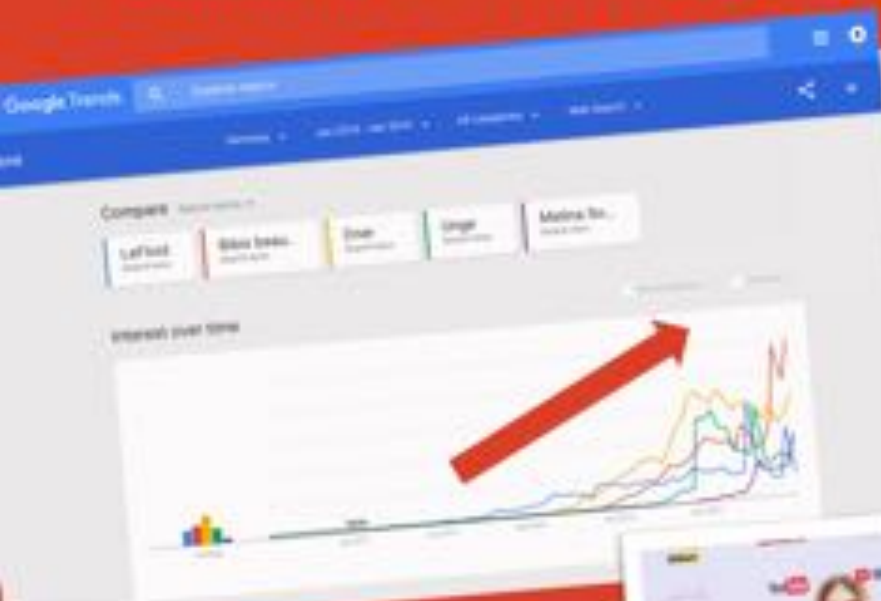
We are broadcasting shows live.

24/7 web broadcaster Rocket Beans switched from Twitch to YouTube because we do not only offer the reach and the right audience but also unique technical features.



We are jumping in, when
others can't agree.

The YouTube Handball Livestream
in 2017 disrupted established TV
licensing models - resulting in 17,5
mio. live viewers and 7,5 mio. live
watch time hours.



**“Die neuen Star-Macher
Sie sind die neuen Popstars: YouTuber
wie Gronkh, ApeCrime oder
LeFloid...”**
(Handelsblatt.de)




**“YouTube-Star Dagi Bee über
ihre Fans: Ich bin für sie die
Elternperson, das ist schon krass”**
(Spiegel.de)

**“Kanzlerin Merkel im Interview
bei YouTube-Star LeFloid”**
(tagesschau.de)



WE CREATED NEW STARS.





64% of German online population 16-34s in DE agree they're more likely to find content about their passions on YouTube.



**PASSION METRICS DEFINE THE
NEW PREMIUM.**

THE AUDIENCE DEFINES THE TOP CHANNELS

The **PREFERENCE SCORE** is based on:



POPULARITY **WATCH TIME**

The amount of time a user spends watching videos

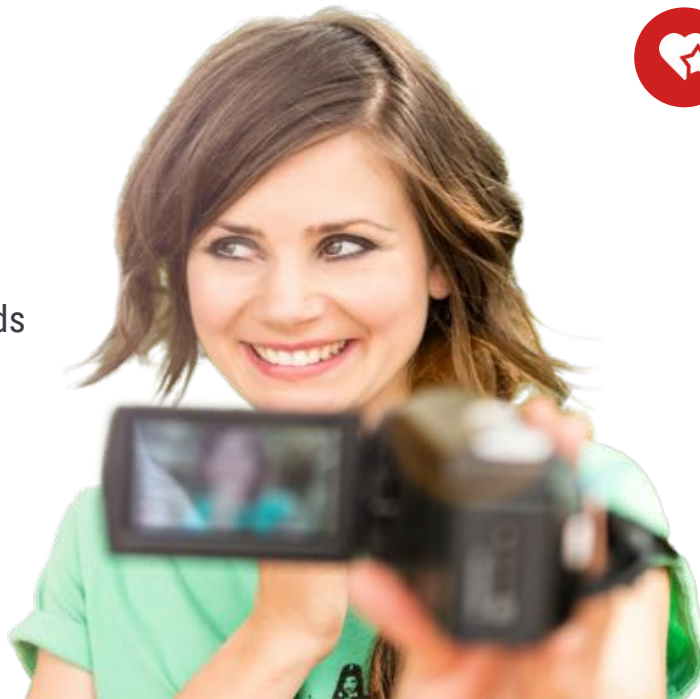


PASSION **LIKES & SHARES**

How often do users like or share individual videos

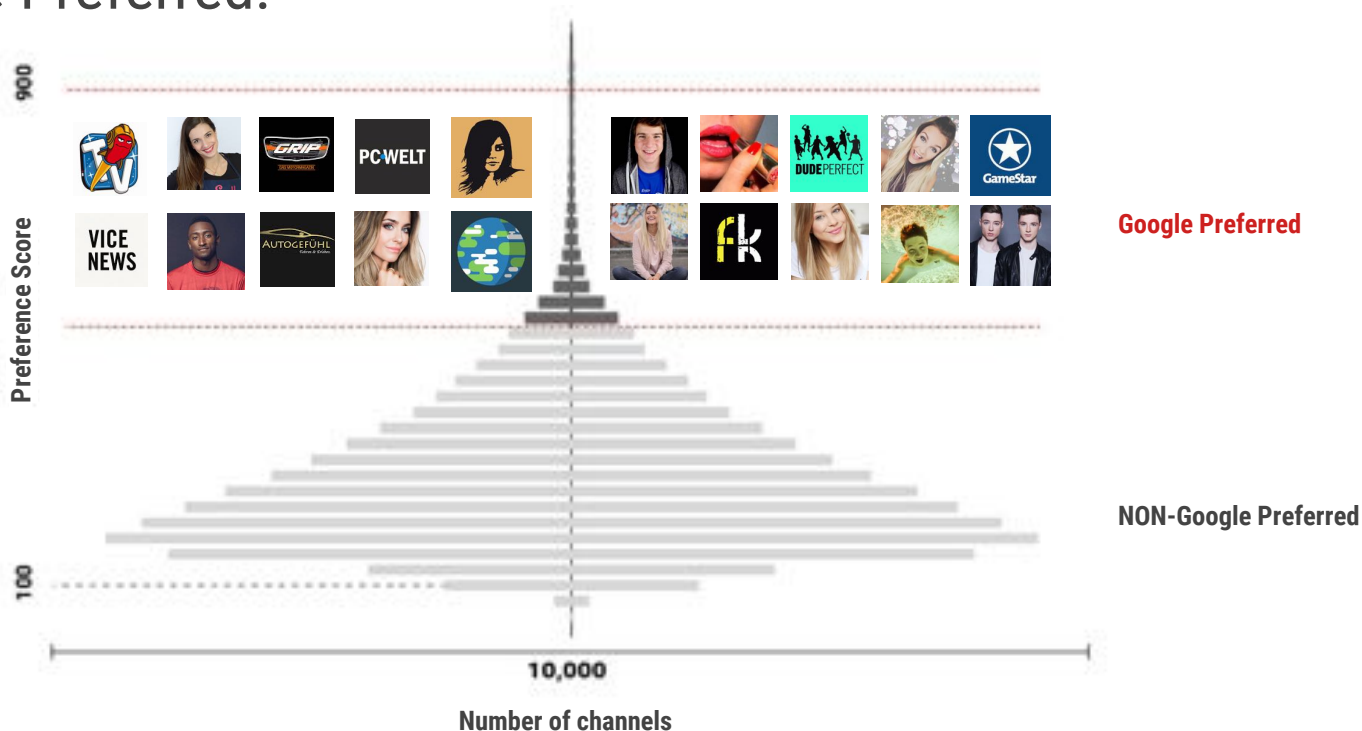
FANSHIP

How many users are regular viewers



GOOGLE PREFERRED = THE TOP 5.0%

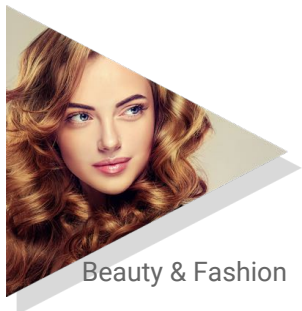
Only channels with a high preference score are considered for Google Preferred.



Google Preferred



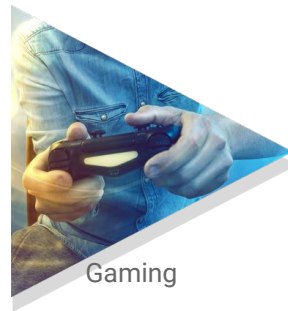
Automotive



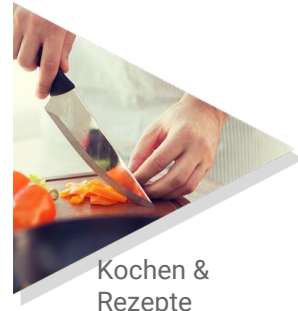
Beauty & Fashion



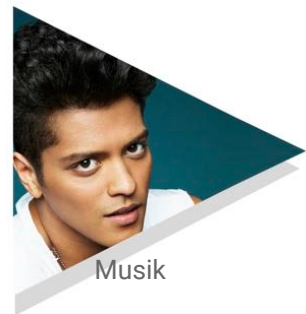
Entertainment



Gaming



Kochen &
Rezepte



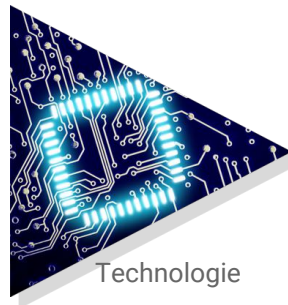
Musik



News



Sport



Technologie



Wissenschaft
& Technik

Data Innovation



PS3 - Yellow Light of Death (YLOD) selber reparieren (Deutsch-HD)



CreativeHDGaming



102.611 Aufrufe



Hinzufügen



Teilen



Mehr

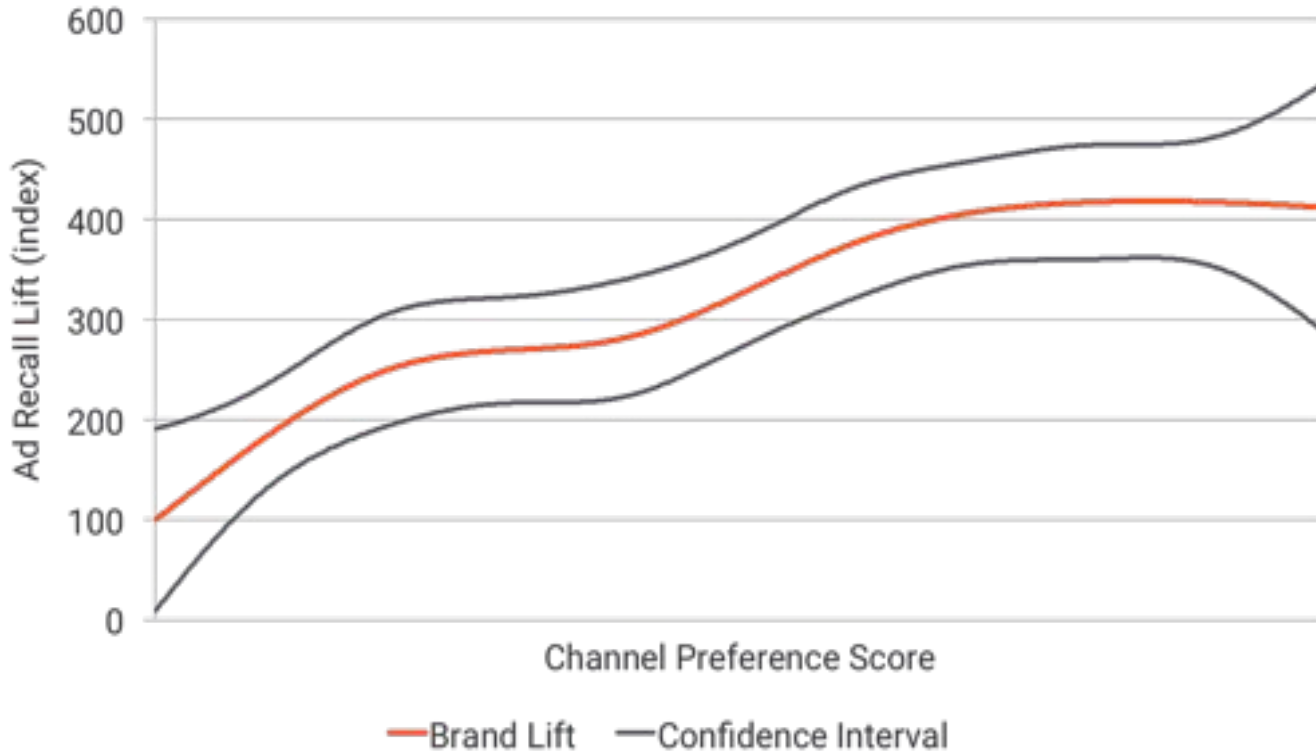


794



45

Ad Recall correlates with Preference Score



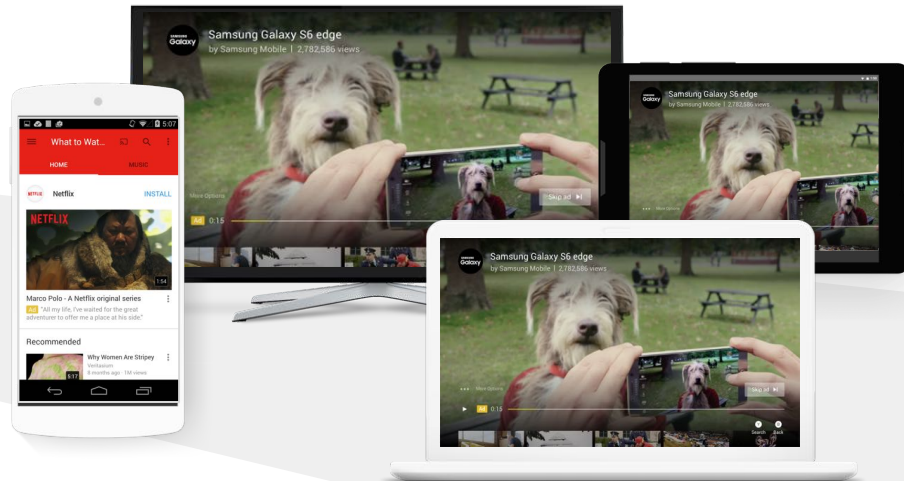
Source: Internal Google Data, based on 5,500 TrueView Brand Lift studies which ran between April and October 2015. Confidence interval represents 95% CI

YouTube viewing behavior is changing...



2007

Audiences watched
YouTube primarily on
desktop



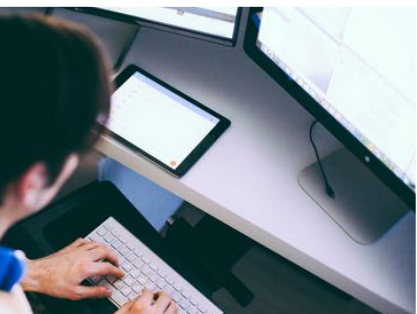
2017

Viewership is **cross-screen**:

50% of YouTube views are on mobile, living
room is the fastest growing screen

Users engage with
multiple Google
services
throughout the
day





As a result we're innovating to

1

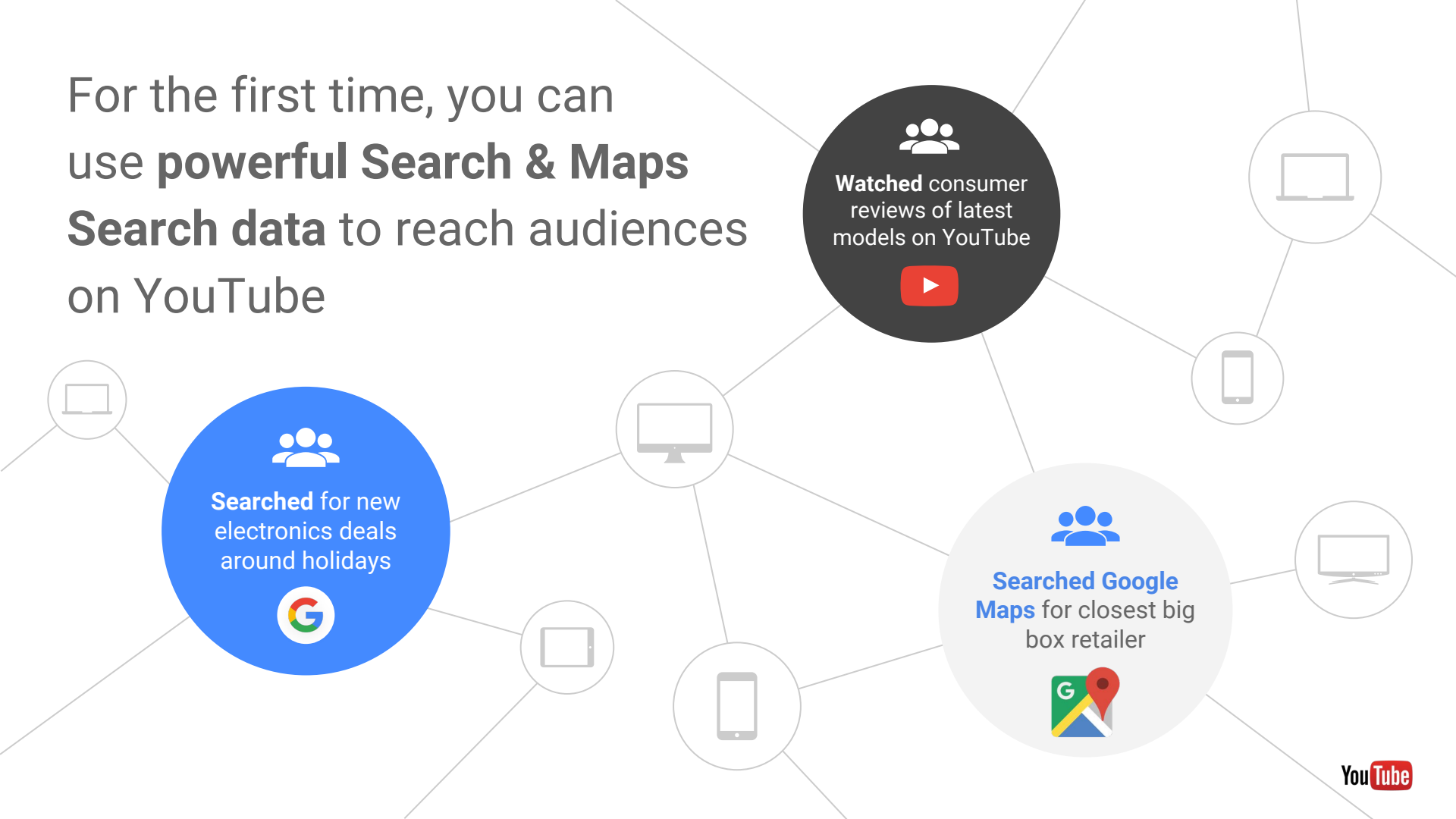
Unlock Google's **powerful intent signals**

2

Reach qualified audiences **cross-device** wherever they choose to watch

Based on logged in user data

For the first time, you can
use **powerful Search & Maps**
Search data to reach audiences
on YouTube



Enabling **new ways to reach audiences that matter most**, using behavior and intent signals from Google

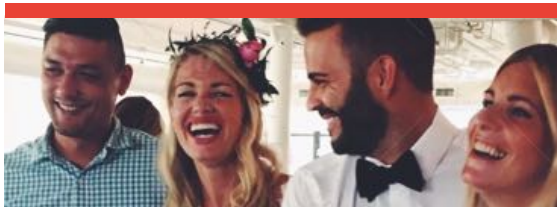


Consumer Patterns

(e.g. shoppers)

NEW

Reach frequent grocery, big box, department, convenience store shoppers, frequent restaurant goers, and more.



Life Events

(e.g. getting married)

NEW

Reach people during major milestones when purchase behaviors change: getting married, moving, graduating college



Improvements to core audiences

All Affinity, Custom Affinity, In-Market audiences will include signals from Search & Maps Search.

Sonos drives purchase intent with Life Events

GOAL

Drive consideration of Sonos speakers

APPROACH

Applied YouTube's new Life Events targeting to their YouTube campaign to reach people going through major life events, like moving, getting married, or graduating college. Sonos ran a campaign highlighting how listening to music at home with Sonos is better than with Bluetooth.

RESULTS

37.2%

lift in purchase intent

424.8%

lift in people searching for Sonos

52.9%

lift in ad recall



"This is why data-driven marketing is so valuable. It takes the guesswork out of the game. We know the target market to go after, but with Life Events we actually proved out our thinking."

– Sujana Patel,
Global Performance Marketing
Manager at Sonos

"Today, real-life and digital-life are one and the same. And in order to engage with people we need to connect the dots between the two intelligently. Life Events enabled us to do that for the first time in a true and impactful way."

– Sarita Bhatt,
Global Head of Digital Marketing
at Sonos

Subway drives user engagement with Consumer Patterns on YouTube

GOAL

Drive consideration of Subway's new Reuben sandwich

APPROACH

Used new **Consumer Patterns audiences** on YouTube to reach people who frequently dine out for lunch or dinner. Ran a TrueView in-stream ad to highlight their new Reuben sandwich offering.

RESULTS

Highest view-through-rates

of any targeting, with lowest cost-per-view

2,521%

lift in people searching for Reubens

16%

lift in ad recall



“When promoting our new Reuben sandwich menu item, we wanted to connect with the most relevant audience possible. Consumer Patterns allowed us to directly engage with people who regularly dine out for lunch or dinner.”

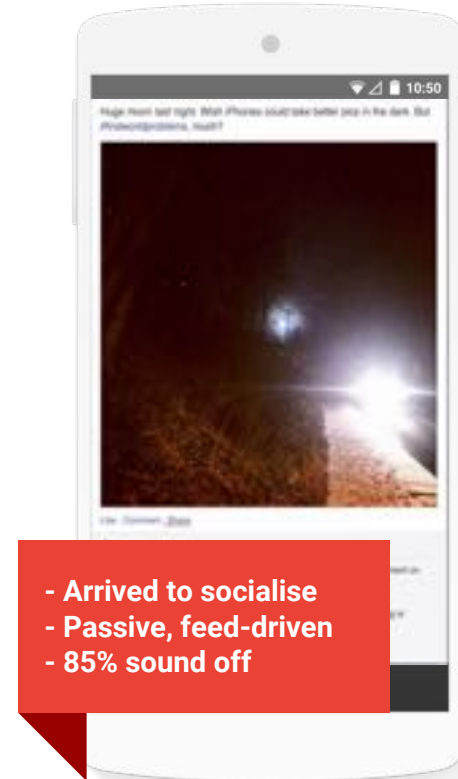
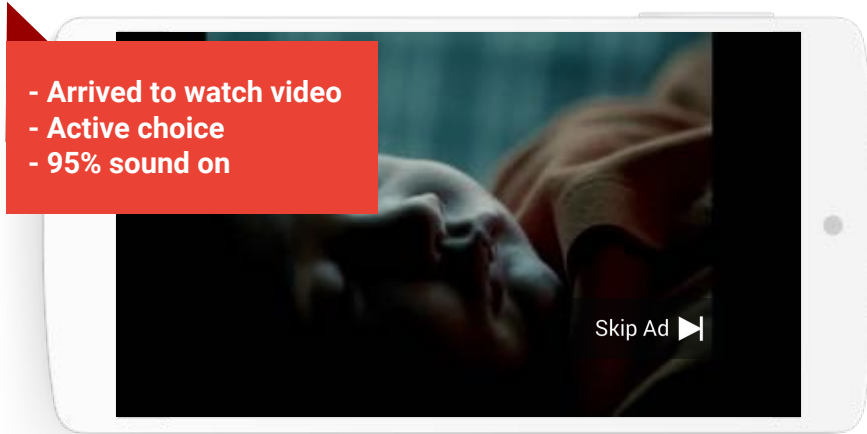
—John Smith, Media Manager for Subway

Format Innovation

Capture attention with the power of
sight, sound, and motion



Users are attentive, because they come to watch not to scroll



YouTube offers the best opportunity for a viewer to see and hear an ad

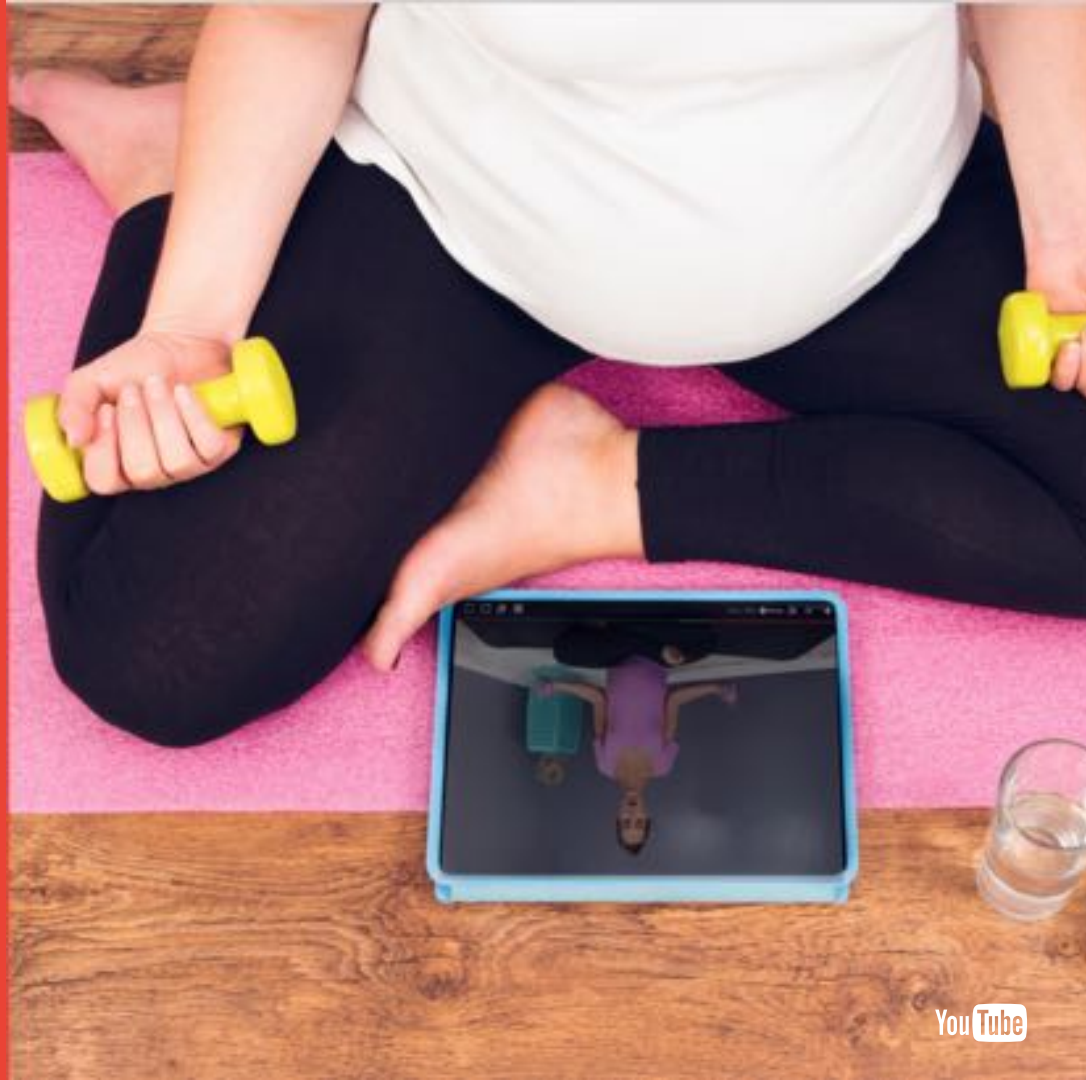


93% Viewability

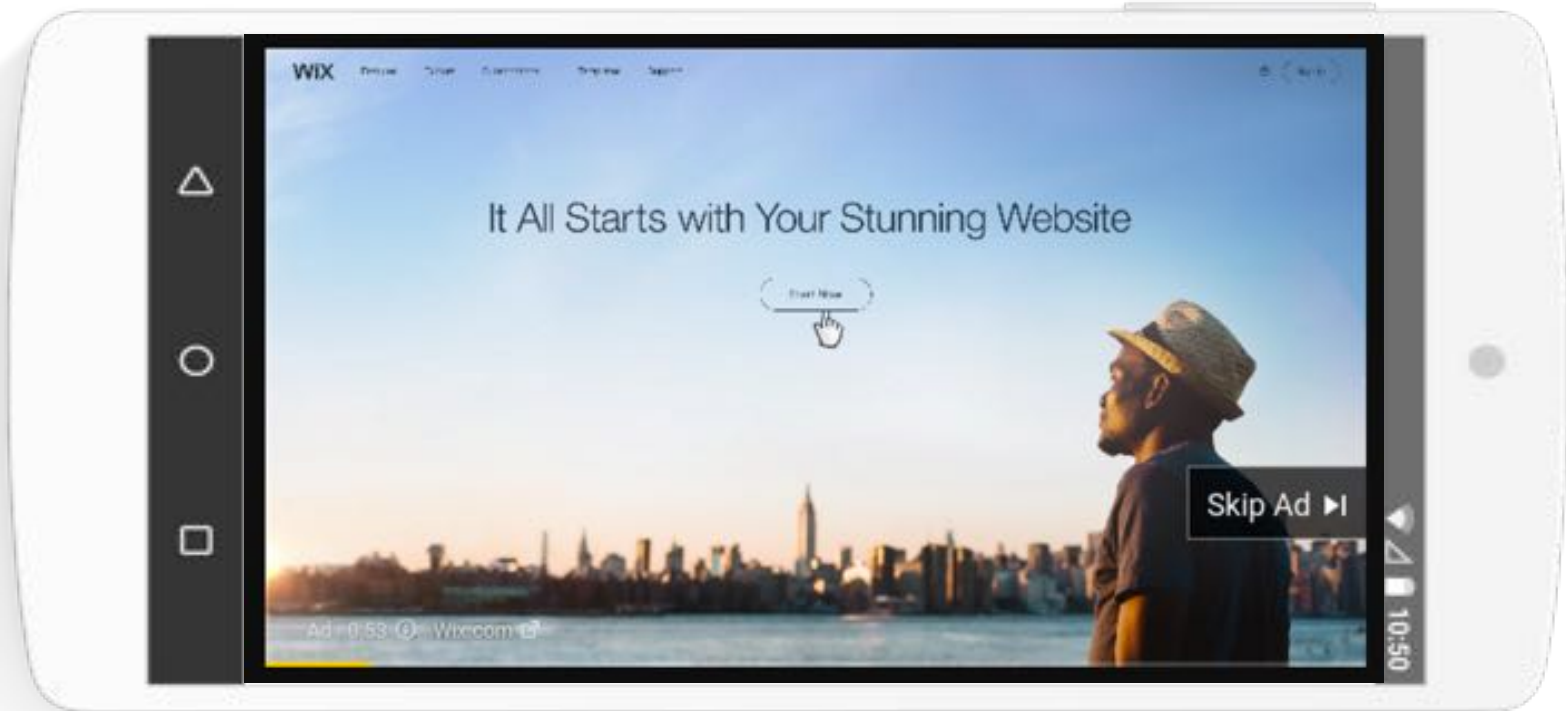
(industry avg is just 66%)



95% Audibility



In 2011 YouTube introduced TrueView Ads...



YouTube Ads Leaderboard 2016

Platz 1 - Telekom
Der magische Adventskalender

Länge: 2:21

We've optimized our ad formats to meet the needs of today's viewers



Great user experiences require new formats

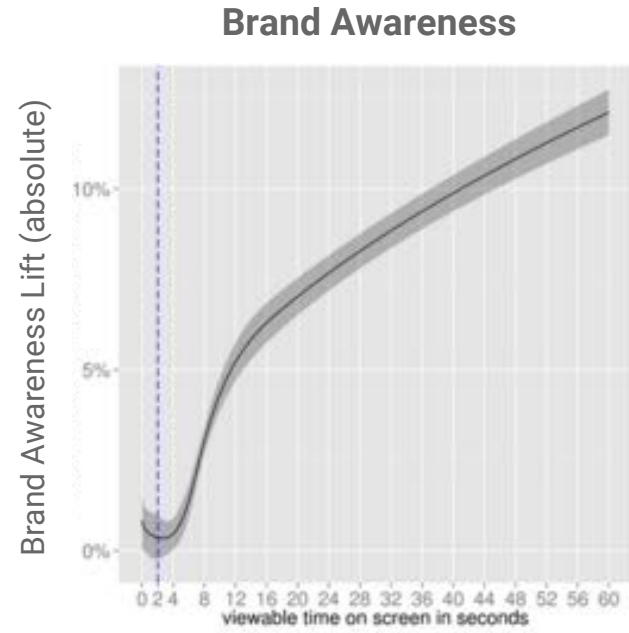
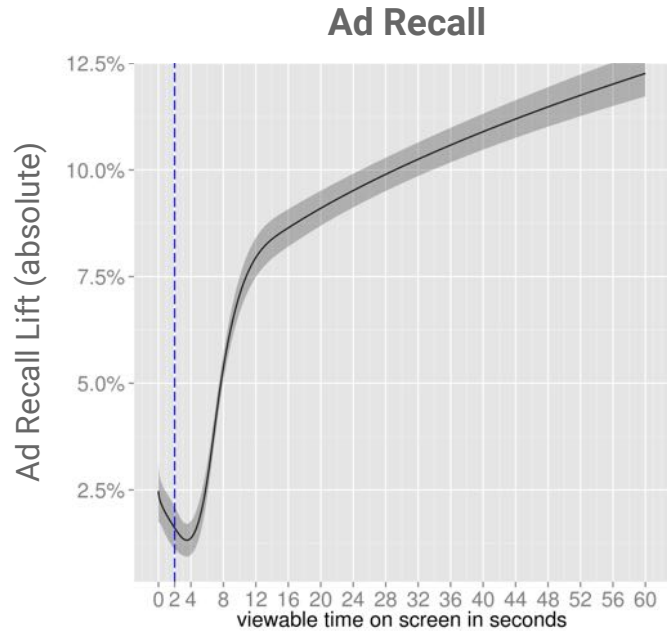


Ramping down **30 second non-skippables**



New 6 second ad to match highly attentive mobile users

Greatest gains in brand impact are seen in the first 6-15s



:06 sec Ads (Bumpers)

78%

More net reach when added to a TrueView campaign

Uplift

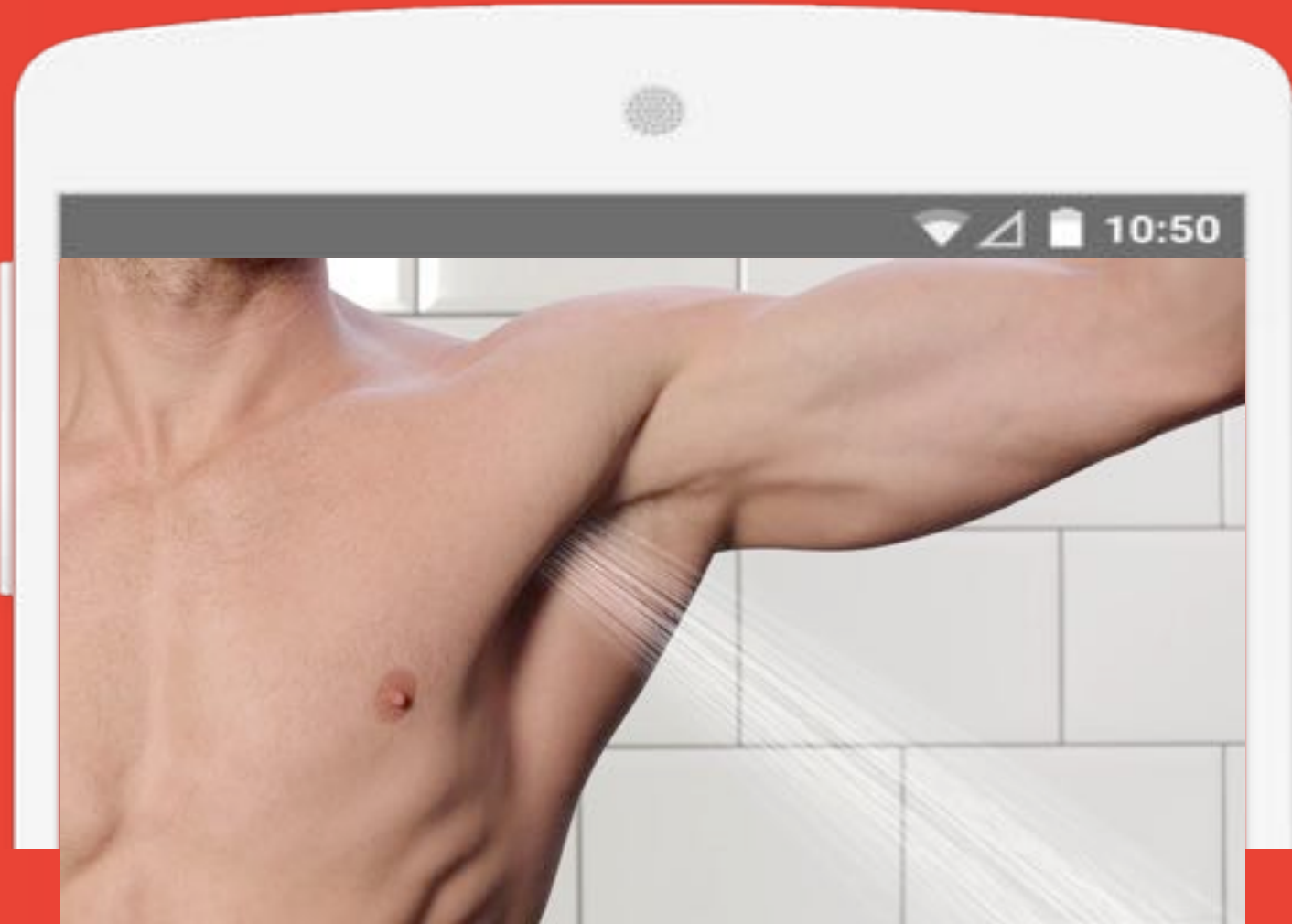
In Ad Recall and Brand Awareness is comparable to TrueView

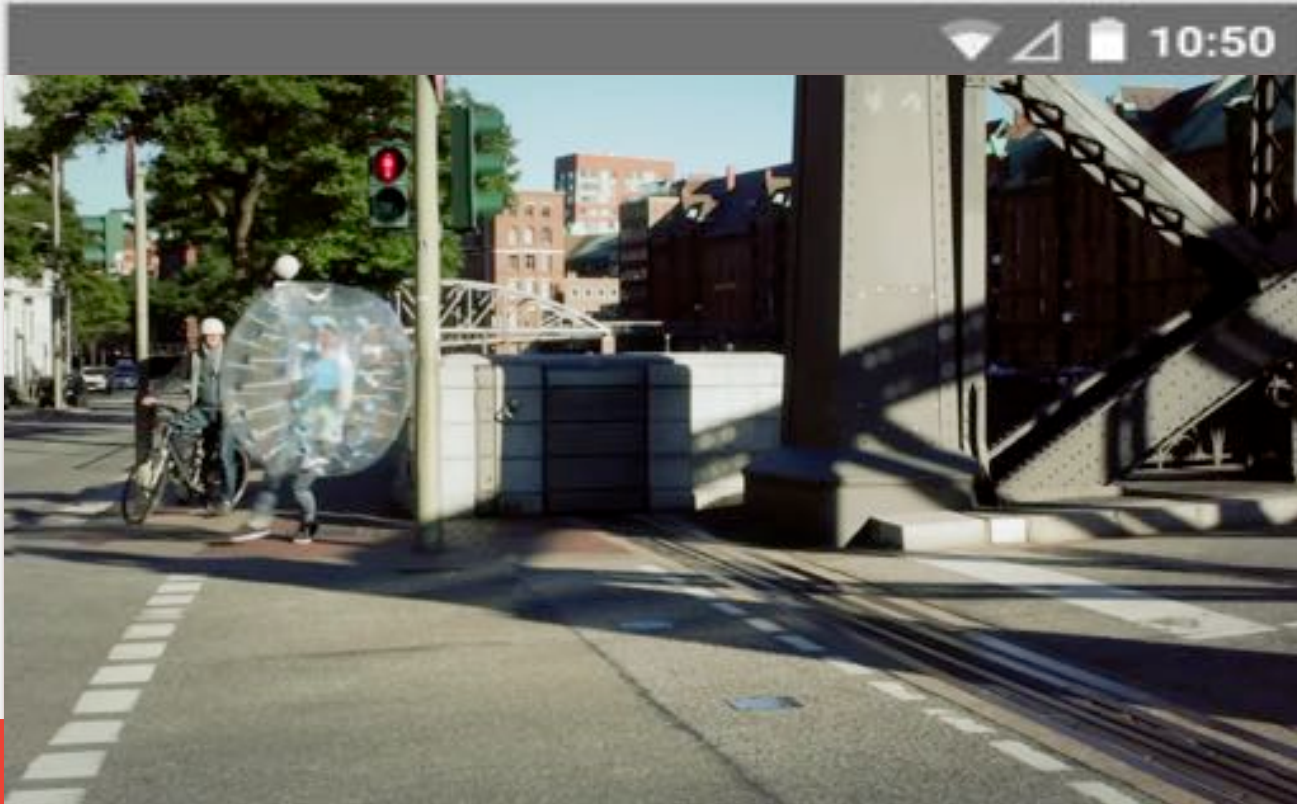
€4.50

CPM on average

Proprietary + Confidential







Show your products, drive demand & convert straight from your video ad!

home24 Werbespot 2016 - Dein Schlafzimmer zum Träumen
by home24

Shop products from Home24.de

Product	Price
Sideboard Naviik II - Eiche teilmassiv - Mehrfarbig - Marlene Modell	€529.99
Premium Komfortmatratze - Spaced 140 x 200cm	€549.99
Schlaflicht Lykke III - Metall - 3-flammig - Lila/weiß Modell	€79.99

Up next

Adwords Fundamentals Exam Latest - Live Exam, Use For

game friends
157,400 views

1,412

"LATEST" Google Adwords Fundamentals Live Exam April

YouTube Cross-Screen Masthead

7-12
M

Unique User per day

32-50
M

Impression per day

Innov
ative

360 degree, livestream



Technology Innovation





We are an Oscar nominee.

P E A R L

Key Take-Aways

1

Cultural Innovation

YouTube is a culture engine. And Google Preferred is the easiest way to align your brand with the biggest cultural moments on YouTube.

2

Data Innovation

Make sure to use new intent signals from Google Search and Google Maps to improve your targeting

3

Format Innovation

Adopt your video length to user behavior. Use either short forced-view video ads (6s, 20s) or skippable video ads to tell your story

4

Technical Innovation

More content will be watched on more devices. Experiment with new formats and devices to tell great stories.

DANKE!

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