



## YouTube TrueView Video Ads

Let the Audience Choose You

### YouTube at a glance

As of January 2012, YouTube has 800 million monthly unique users worldwide who upload 72 hours of video to the site every minute. People are watching more than 4 billion videos daily—the equivalent of nearly half the world's population watching a YouTube video every day.

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### Did you know?

- ▶ TrueView in-stream viewers choose not to skip an ad on average 15-45% of the time.
- ▶ Some advertisers have seen click-through rates of up to 4% with TrueView in-stream ads (3-4x higher than other video ad formats).
- ▶ YouTube predicts that by 2015, more than half of all online campaigns will include cost-per-view video ads.

TrueView video ads are a family of ad formats where you pay when viewers choose to watch your ad, not when an impression is served. Available across all devices, TrueView allows people to watch more ads they find interesting, and skip ads they find less interesting.

Everyone wins: viewers choose ads that are relevant to them, and you reach people who are primed to hear your message. As your video count goes up, you know you're reaching truly engaged viewers.

### Target exactly who you want—and who wants you

TrueView video ads let great ads stand out, helping you find exactly the audience you want, no matter the device. You can layer in additional targeting options such as demographic or geographic filters. Finally, the opt-in nature of TrueView video ads provides natural targeting, eliminating viewers who have already seen your ad or who are not in the market for what you have to offer.

### Only pay for engaged views

You pay only when viewers choose to watch your ad—not by the page impression—and our auction-based system helps you control your budget based on performance. Plus, you get an increased YouTube video count and for some advertisers, click-through rates of up to 4%.

### Gain essential insights

Track your performance with YouTube Analytics and you'll know which of your ads perform best, then adjust your campaigns for even greater success.

### Easy to buy with AdWords for video

With AdWords for video, buying video ads has never been easier. From quick account creation to detailed reporting, all the tools you need to create and manage your video ads are now in one place.

## Features

### It's easy to get started

With Google AdWords for video you can use your existing YouTube video, write a few sentences to describe your video, and you're ready to start your TrueView campaign.

### Re-engage viewers with remarketing

You can easily build a cookie list of people who viewed your video and use remarketing to show ads to these customers, wherever they are on YouTube or the Google Display Network. Available on desktop devices only.



TrueView in-search



TrueView in-display



TrueView in-stream



TrueView in-slate

Ad Format	Viewer Experience	Pricing Model
<p><b>TrueView in-search ads*</b> Ads appear on the YouTube search page.</p>	Viewers see your video ad above or next to YouTube's regular search results.	Pay only when viewers click on your video ad and begin watching your video.
<p><b>TrueView in-display ads*</b> Ads appear next to videos on the YouTube watch page.</p>	Viewers see your video ad when they watch videos on YouTube.	Pay only when viewers click on your video ad and begin watching your video.
<p><b>TrueView in-stream ads*</b> Ads play as a pre-, mid-, or post-roll on YouTube partner videos of all lengths.</p>	Ad plays for 5 seconds, then viewers choose to skip or watch the rest.	Pay only when viewers watch 30 seconds of the ad, or to completion, if the ad is under 30 seconds.
<p><b>TrueView in-slate ads</b> Ads play before long-form YouTube partner videos over 10 minutes.</p>	Before a video plays, viewers choose either to watch an ad from 1 of 3 different advertisers, or to see regular commercial breaks during the video.	Pay only when viewers choose to watch your ad.

\*Available on mobile devices



For more information, contact your YouTube sales representative or visit [www.youtube.com/advertise](http://www.youtube.com/advertise)

### About YouTube

YouTube is the leader in online video, and the premier destination to watch and share original videos worldwide through a web experience. Since November 2006, YouTube has been an independent subsidiary of Google, Inc. Google and YouTube are committed to enable everyone to find, upload, watch and share original videos worldwide, and to innovate with video for compelling services for users and for content owners.