

ADVERTISING ON YouTube



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YouTube - here's some stats to get you in the mood :

- YouTube has over a billion users - almost a third of the total Internet user base. Our viewers watch hundreds of millions of hours of videos everyday, generating billions of views.
- The number of viewers aged 18 to 34 and 18 to 49 who watch YouTube, even looking only at mobile devices, is larger than any cable television network in the US.
- The number of hours viewers spend on watching videos (so the overall time of viewing) has increased by 60% in the space of a year - that's the largest growth in two years.
- The number of people watching YouTube daily has increased by 40% in the space of a year since March 2014.
- The number of users that begin their viewing sessions from the YouTube homepage - as if they were turning on the TV - has increased over threefold in the space of a year [\(1\)](#).

And you're still not sure why you should advertise there ?

First of all, YouTube offers a large scope, so a greater chance to reach potential clients. You can showcase ads in several eye-catching formats listed below.

TrueView In-Stream ads

This type of ads is played in YouTube videos, games, and Google ad network applications. They also appear in YouTube videos embedded in other websites, as well as YouTube apps for iOS and Android, as well as the m.youtube.com website. The user is able to skip the in-stream ads after 5 seconds. There is no charge in such cases. You have to pay only if the user watches the ad in full or interacts with it, e.g. clicks it.

[\(1\)](#) Youtube.com, <https://www.youtube.com/yt/press/pl/statistics.html>

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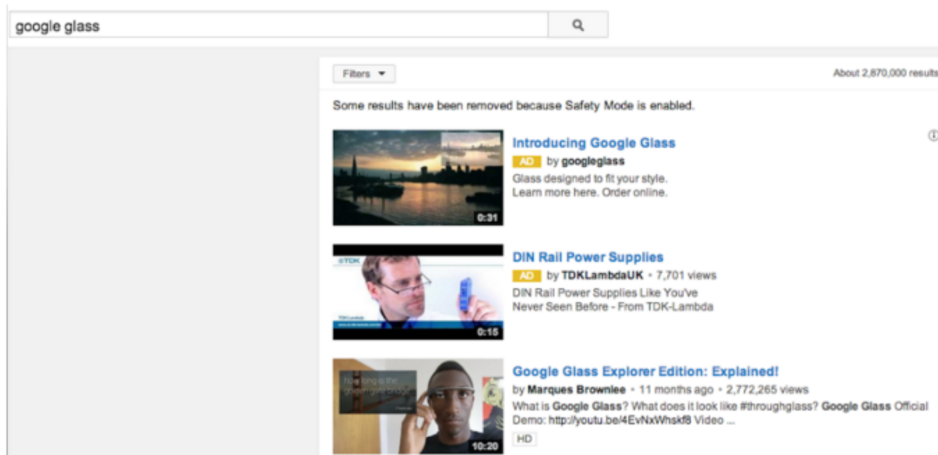
True View In-Display ads

In-Display ads may only be displayed on YouTube and the Google ad network. As part of YouTube, you can encounter them on search result pages and video viewing pages, in both standard and mobile versions. Clicking the ad redirects the viewer to the YouTube channel or video page, in order to play it. You also only pay when a user decides to click your ad and watch it.

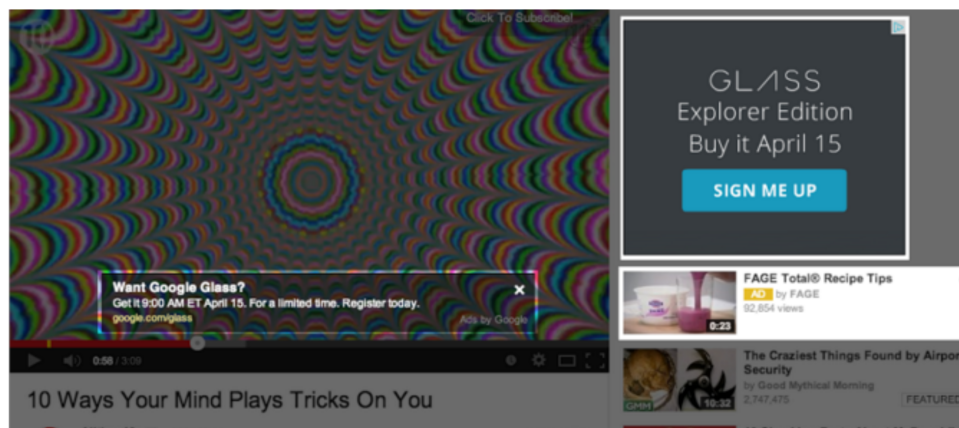
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Examples of InDisplay ad formats :

1. IN YouTube SEARCH RESULTS



2. YouTube VIDEO VIEWING PAGE



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Similarly to traditional AdWords ads, YouTube ads may also be routed with great precision.

Here are the available options :

- **Demographics** : you can choose the age, sex, or even parental status of the viewers you would like to reach.
- **Interests** : you may choose the viewers of your ad with very precise interests.
- **Places of destination** : direct your ads at unique channels Places of destination include :
 - channels (YouTube partner channels)
 - videos (YouTube videos)
 - websites (Google ad network - includes YouTube.com as a publisher website)
- **Topics** : direct video ads to specific topics on YouTube and the ad network.
- **Key words**: you can also display ads on the basis of the key words connected with a YouTube video or channel.



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YouTube ad specification

TrueView format	Where the ads display	Video options	Display options	Ad text limits	Click target space
In-Stream ad	YouTube videos Partner websites and video apps in the Google ad network	YouTube video (shorter than 3 mins recommended)	Accompanying ad 300 x 60 (only YouTube)	not applicable	Your website
In-Display ad	YouTube search result pages for similar videos; the film opens in YouTube on the viewing page or the channel page Partner websites and video applications in the Google ad network	YouTube videos (any length)	Selection of 4 thumbnails	Max. 25 characters in heading; max. 35 characters in each description Description does not display in suggestions	Clicking the video thumbnail moves you to your video Clicking the overlay with the call to action links to your website

Specyfikacja reklam YouTube

Stock	Optional/required	Unit	File type
Video URL	Required for all	not applicable	You must submit your video to YouTube
Displayed URL	Required for In-Stream ads	not applicable	This URL is not visible to viewers. However, the domain is displayed and must be compliant with the target URL.
End URL.	Required for In-Stream ads	not applicable	Target URL (the ad links to this address)
Accompanying banner	Optional (In-Stream ads only)	300 x 60 (may be displayed in Youtube or Google ad network), 300 x 250 (only in Google ad network)	JPG, static GIF or PNG

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Video Ads

When submitting video for a TrueView ad, take into account the video file specs below.

File format : .MOV, .MPEG4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP or WebM.

See YouTube specs

Proportion coefficient : 4:3 or 16:9

Maximum file size : no limitations

Video length : no limitations (max. recommended In-Stream ad length is 5 mins).

Video requirements :

- Must be uploaded to YouTube
- Must be public or non-public

If you want to use a video that has been uploaded to YouTube before, its format must meet the following requirements:

Embedding : The video must have the "Allow embedding on other websites" option turned on

Privacy settings : the video may be public or non-public, but it cannot be private

File format : AVI, ASF, Quicktime, Windows Media, MP4 or MPEG

- Preferred video codec:: H.264, MPEG-2 or MPEG-4
- Preferred audio codec:: MP3 or AAC

Resolution : recommended 640 x 360 (16:9) or 480 x 360 (4:3)

Number of frames : 30 fps

Display format : native proportion rate without black stripes (for example: 4:3, 16:9)

Maximum file size : 1 GB

Clickability : external redirecting of clicks and click recommendations are acceptable

