

YOUTUBE: TRUEVIEW VIDEO PRODUCT GUIDE

TrueView video offers the ability to serve ads inside YouTube, the largest video content provider on the Internet. Ads are served in-stream either before or during YouTube videos. TrueView gives the viewer the ability to skip the advertisement after 5 seconds of viewing.

The advantage? TrueView is bought on a cost per view model so you only pay for viewers that are interested in your message. Impressions that don't convert into a view are not counted against your budget and can be regarded as bonus branding. The viewers who choose not to skip the advertisement are often much more engaged with your content.

TARGETED METHODS

Demographics: Age, Gender, HHI, Parental Status

Behavioral Targeting: Individual Interests and Topics

Contextual Keywords

Channel Targeting: Groups of channels targeted around topics

(ex: Sports, Mom & Family, Automotive, etc.)

CREATIVE SPECIFICATIONS

Type of Ad: Video

File Types: 3GPP, ASF, AVI, FLV, M3U8 (URL format only), MOV, MP4, MPEG, MPG, OGV, VPAID 1.0, VPAID 2.0, VAST 2.0, WEBM, & WMV

Limits: 50MB file (maximum), aspect ratio 4:3 or 16:9, dimension: 640x480 (4:3) or 640x360 (16:9)

Recommendation: For optimal viewing, we recommend using 15 or 30 second videos.