



# YouTube TrueView Video Ads

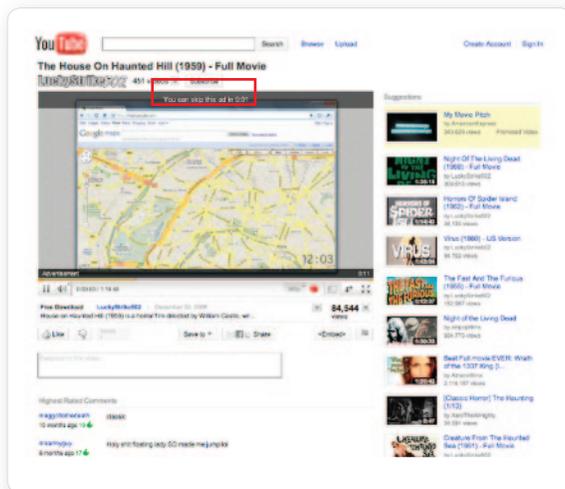
Give viewers choice

Online video, TV, cable and smart mobile devices let viewers tailor their video entertainment; they can get video when they want it and where they want it. If you're an advertiser, how do you get their undivided attention?

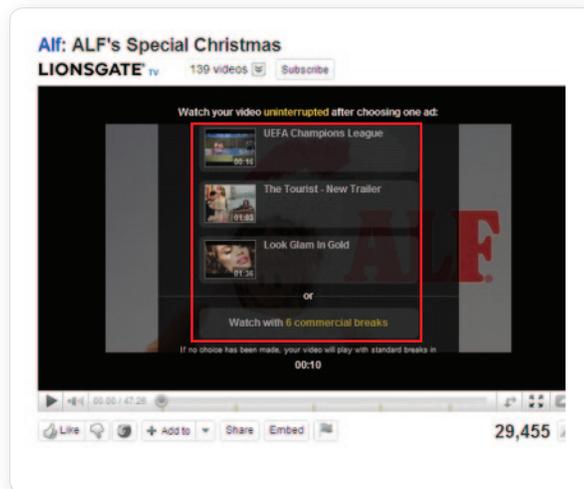
## Engage your viewers by giving them choice

TrueView Video Ads give viewers choice and control over which advertiser's message they want to watch and when. You're charged only when a viewer has chosen to watch your ad, not when an impression is served. And since you pay only when viewers watch your video ad, increasing or decreasing your budget depending on objectives is easy.

TrueView Video Ads puts your message at the forefront and, for the first time, your creativity wins out. It's not about being funny or clever—it's about delivering the right message to the right person at the right time.



InStream



InSlate

## Combine the brand engagement of video with the precision of online advertising

TrueView Video Ads gives you the best of video and online advertising. Get the brand engagement and reach of YouTube combined with the conversion tracking and optimization of online advertising. You can access insight data to help inform your story line: see which keywords/audiences are performing best, what the hot spots are in your videos and which of your videos are most popular. You can continually verify that you're getting the most out of your video ad budget.



## TrueView Video Ad formats

Ad format	Viewer experience	When advertiser is charged
 <p><b>InStream.</b> This ad format plays as a pre- or mid-roll against short- or long-form content.</p>	<p>After ad plays for five seconds, viewer gets the choice to skip or watch the ad.</p>	<p>Advertiser pays only when the viewer has watched either 30 seconds of an ad or to completion (if ad is less than 30 seconds).</p>
 <p><b>InSlate.</b> This ad format would play against long-form video content.</p>	<p>Viewer gets the option to choose one ad among many or to watch regular commercial breaks.</p>	<p>Advertiser is charged when viewer chooses to watch its ad.</p>

For more detailed ad specifications, please refer to our Ad Specs Guide on [www.youtube.com/advertising](http://www.youtube.com/advertising).

Note: These ad formats are available for customers in the U.S., Canada and the U.K. We are working to make TrueView Video Ads available for our self-service customers soon.



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

### 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.