

In-Stream Standard / Non Skippable CPM

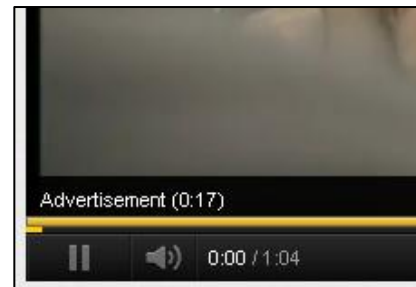
Send assets to Google
4 business days before live date

Those formats run on:

- Desktop
- Mobile web and app
- Connected TV
- Game console
- Google Video Network
- Embedded Youtube Players

Specifications:

- Pre-roll (mainly), Mid-roll (every 7 minutes) and Post-roll (end of video)
- No view will be incremented



2 formats :

- Short: 15 s (20s for EMEA) YouTube/vast
- Standard: 30s YouTube/vast

What are the different creative rotation options?

- Weighted: Creatives rotate at a specific percentage frequency (eg.70%/30%)
- Evenly: Creatives rotate evenly (random delivery of creatives but equal ratio (%) for each creative)
- Sequential: Creatives rotate in the order you specify (eg show video 1 then video 2, etc).. This does not work on mobile and only users accepting doubleclick cookies can see this sequential rotation

Tracking

- Click tracker
- 1x1 impression pixel
- 1x1 25% viewed pixel
- 1x1 50% viewed pixel
- 1x1 75% viewed pixel
- 1x1 100% viewed pixel
- Video Pauses
- Companion Banner Tracking
- Brand study tracking except for mobile - find list of certified vendors [here](#)

Reporting Youtube

- Impressions
- Clicks
- Video Quartiles (25% 50% 75% 100%)

Remarketing (Adwords)

- Not available

Specs

- [Link to specs](#)

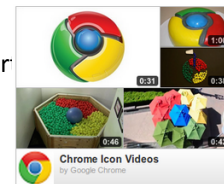
What you need to share with us:

YouTube Served

- ☐ YouTube video URL
- ☐ 300x60 companion banner is optional (can be animated (SWF) or static (JPEG, static GIF) or 3rd party served from a [certified vendor](#))
- ☐ If the companion banner is not sent a 300x250 video wall companion will be automatically activated. This companion will have the Channel name and Icon as well as thumbnails of videos (up to 5 videos, the most recently uploaded to the channel)
- ☐ Landing Page Url

Hosted on a 3rd party server

- ☐ VAST tag: The tag needs to be from a [certified vendor](#), needs to be secured (in HTTPS) and needs to contain those three video formats: FLV + MP4 + WebM. **You have the option to target VAST to mobile if you are running VAST on mobile devices*



Video wall companion

Any technical questions on these formats ? Contact your Media Solutions Consultant Team

In-Stream Select / Skippable CPM

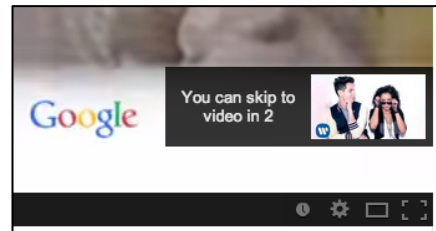
Send assets to Google
4 business days before live date

Those formats run on:

- Desktop
- Mobile app
- Connected TV
- Game console
- Google Video Network
- Embedded Youtube Players

Specifications

- Pre-roll (mainly) / Mid-roll (every 7 minutes) and Post-roll (end of video)
- A view will be counted if the video is viewed completely or for at least 30s
- Video must be 12 seconds minimum
- Video is skippable after 5 sec.
- If video is uploaded to YouTube less than 24 hours before live or is trafficked by YouTube teams less than 24 hours before live date views will not be incremented instantly, but will be added to your video views count 30 days later



1 format:

- 60s max. YouTube

What are the different creative rotation options?

- Weighted: Creatives rotate at a specific percentage frequency (eg.50%/50%)
- Evenly: Creatives rotate evenly (random delivery of creatives but equal ratio (%) for each creative)
- Sequential: Creatives rotate in the order you specify (eg show video 1 then video 2, etc.). This does not work on mobile and only users accepting doubleclick cookies can see this sequential rotation

Tracking ([certified vendors list](#)):

- 1x1 Impression pixel
- 1x1 Start pixel
- 1x1 Mid-Point pixel
- 1x1 Complete pixel
- Video Pauses
- Skip button
- Companion Banner Tracking
- Brand study tracking (eg. Alenty, Nielsen, etc.) except for mobile

Reporting Youtube

- Impressions
- Clicks
- Video Quartiles
- "Skip" clicks
- Video Pauses

Remarketing (Adwords)

- Available on 100% completes

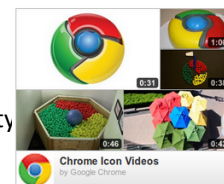
Specs

- [Link to specs](#)

What you need to share with us:

YouTube Served

- ☐ YouTube video URL
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- ☐ Landing Page Url



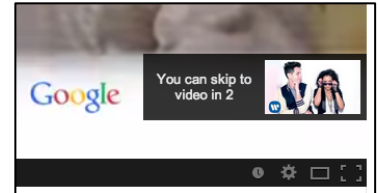
Video wall companion

In-Stream CPM Skippable & Non Skippable

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FIRST POSITION

- First Position targeting allows advertisers to target that first video ad that user sees in a session, when they are the most attentive. This capability is similar to TV advertising, where advertisers pay more to be the first ad within a commercial break.
- You can add specific targetings to reach your ideal audience (topic, demo, etc.)
- Does work on the YouTube mobile app only



IN STREAM STANDARD / NON SKIPPABLE

- Similar to TV formats
- For advertisers looking for a big reach within a highly flexible range of prices and using already existing video assets

IN STREAM SELECT / SKIPPABLE

- Interesting to drive view count
- Format giving the choice to the user to watch entirely the video or to skip it

**Keep an eye on this list when building your assets.
These are examples of the most common errors made by advertisers with their assets that are not compliant with YouTube specs*

Most Common rejections causes for in-streams CPM

Hosted on YouTube:

- Length of video > to specs
- Companion banner animation >30s
- Companion banner animation in loop
- Companion banner without visible border
- Video in private mode
- Non Secure Tracking
- Tracking from a non [certified vendor](#)

Hosted on a third party server:

- Video length > to specs
- Weight of videos > to 10 MB
- Missing one of those three video formats: FLV, WebM, MP4
- Non secure tracking in the tag
- Non secure calls within the tag
- Tag from a non [certified vendor](#)