EVERYTHING YOU WANTED TO KNOW ABOUT YOUTUBE
(but didn’t have anyone to ask to)
1. Hero, Hub, Help one-sheet
2. Your mission
3. Pre-rolls
4. Own the first 5 seconds
5. Targeting
6. Remarketing
7. Call to action
8. Annotations
9. Info Cards
10. 360 videos
11. Live Events
12. Multi-camera Events
13. Think Mobile
14. Name your videos well
15. Upload custom thumbnails
HERO, HUB, HELP
HERO
Brand/product message that needs to be pushed/promoted
User did not come to YouTube to watch your content

HUB
Content based on user’s passions or interests
User comes to YouTube to watch your content

HELP
Content based on questions people ask/trending topics
User is searching for concrete answers/information
<table>
<thead>
<tr>
<th>Section</th>
<th>Content Description</th>
</tr>
</thead>
<tbody>
<tr>
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- **HERO** - The user comes to YouTube to watch your content.
- **HUB** - Content based on user’s passions or interests.
- **HELP** - Content based on questions people ask/trending topics.

**What defines this type of content**

- HERO: Brand/product message that needs to be pushed/promoted
- HUB: Content based on user’s passions or interests
- HELP: Content based on questions people ask/trending topics

**What is the user mindset for this type of content**

- HERO: User did not come to YouTube to watch your content.
- HUB: User is searching for concrete answers/information.
- HELP: User is searching for concrete answers/information.
Help your video get to the largest number of the right people and convince them to watch it till the end.
PRE-ROLLS
Pre roll is a video that is played before the video the person wants to watch.

There are two types of pre-rolls:

**Unskippable**
- Length limitation
- Doesn’t add to view count
- No engagement
- Not recommended

**Skippable (True View ad)**
- Longer formats
- Adds to view count
- Engaging content
- Recommended
True View ads are called True View because the advertiser only pays if the person *does not skip* the ad.

*We’re not talking about the first 5 seconds!*
Cost Per View

30 seconds (or end of ad)

5 seconds non-skippable

29 seconds free
OWN THE FIRST 5 SECONDS
100% OF PEOPLE DID NOT COME TO YOUTUBE TO WATCH YOUR AD.
Quechua - Vous pouvez ignorer l'annonce...
creativity for creativity's sake
TARGETING
YouTube pre-rolls can be targeted by:

- Gender
- Age Group
- Location
- Interests
- Videos
- Channel
Remarketing types:

People who have (not) watched your video

People who have taken action* on your video
*liked, disliked, commented or shared

People who have (un)subscribed to your channel
CALL TO ACTION
IF YOU WANT PEOPLE TO DO SOMETHING ON YOUTUBE, TELL THEM EXACTLY WHAT TO DO AND HOW.
She Ran A Marathon Without Talking About It

(skip to 2min18sec)
ANNOTATIONS
ANNOTATIONS ARE CLICKABLE AREAS IN A VIDEO THAT CAN BE SET ON AND OFF AT ANY TIME.
Annotations can send people to:

- Other videos
- Other timecodes inside a video
- Other websites*  
  *client and destination must be whitelisted
Annotations can also perform actions:

- Subscribe to a channel
- Open playlists
- Open G+ page or channel homepage
PS - ANNOTATIONS DO NOT WORK ON MOBILE DEVICES.
CREATE YOUR OWN
BIGGEST
BANGS
INFO CARDS
info cards can be customized, as well as its calls to action.
360 VIDEOS ARE NOTHING BUT VERY WIDE VIDEOS.
BUT YOUR DEVICE ONLY SHOWS A SMALL AREA OF IT.
LIVE EVENTS
LIVE EVENTS CAN BE BROADCASTED TO ANY NUMBER OF VIEWERS DIRECTLY FROM A YOUTUBE CHANNEL OR EMBEDDED IN ANY HTML LIGHTBOX FORMATS ON THE GDN.
MULTI-CAMERA EVENTS
Events can have up to 6 cameras to choose from.
THINK MOBILE
LIVE EVENTS CAN BE BROADCASTED TO ANY NUMBER OF VIEWERS DIRECTLY FROM A YOUTUBE CHANNEL OR EMBEDDED IN ANY HTML LIGHTBOX FORMATS ON THE GDN. AROUND 50% OF VIEWS COME FROM MOBILE SCREEN. SIZE MATTERS.
Сравнение жемчужных микрогранул Pampers и другого абсорбирующего материала

2,537 views
NAME YOUR VIDEOS WELL
EVERY MINUTE, 5 DAYS OF CONTENT ARE UPLOADED TO YOUTUBE
is the world's 2nd biggest search engine
<table>
<thead>
<tr>
<th>№</th>
<th>Заголовок</th>
<th>Автор</th>
<th>Длительность</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ЭЛЬДОРАДО - Как выбрать микроволновую печь?</td>
<td>eldadovideo</td>
<td>6:27</td>
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<tr>
<td>2</td>
<td>ЭЛЬДОРАДО - Как выбрать плиту?</td>
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<td>8:02</td>
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<td>3</td>
<td>ЭЛЬДОРАДО - Как выбрать холодильник?</td>
<td>eldadovideo</td>
<td>8:07</td>
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<td>4</td>
<td>ЭЛЬДОРАДО - Как выбрать стиральную машину?</td>
<td>eldadovideo</td>
<td>5:39</td>
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<td>5</td>
<td>ЭЛЬДОРАДО - Как выбрать смартфон?</td>
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<td>6:14</td>
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<td>6</td>
<td>ЭЛЬДОРАДО - Как выбрать планшет?</td>
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<td>5:46</td>
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<td>7</td>
<td>ЭЛЬДОРАДО - Как выбрать пылесос?</td>
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<td>6:52</td>
</tr>
<tr>
<td>8</td>
<td>ЭЛЬДОРАДО - Как выбрать телевизор?</td>
<td>eldadovideo</td>
<td>8:56</td>
</tr>
</tbody>
</table>
Как выбрать холодильник? Какой фирмы, какого вида, марки?
by Как выбрать?
2 years ago • 87,977 views
Какой холодильник выбрать? В этом вопросе хорошие консультанты магазина Бытовхранич...
ЭЛЬДОРАДО - Как выбрать телевизор?

Как выбрать телевизор? LED телевизоры, ЖК телевизоры, плазменные телевизоры.
UPLOAD CUSTOM THUMBNAILS
BY DEFAULT, YOUR VIDEO’S THUMBNAIL IS THE FRAME IN THE MIDDLE OF THE VIDEO.
Facebook Freebooting - Smarter Every Day 128
596,920 views • 9 months ago

Unicorn FARTS on Your LIPS ?? -- LÜT #23
1,569,047 views • 3 years ago

STAND UP
1,588,909 views • 1 week ago

LIKES
1,875,255 views • 1 week ago

UNA NOTTE DA ELEZIONI
223,240 views • 2 years ago

Speciale League of Legends: Fagottini di Funghi + Blue Ice - L...
197,620 views • 5 months ago

Sliding Doors: i due volti del PD - Il Terzo Segreto di Satira
189,410 views • 10 months ago

MODELLO CHIEDE A 100 RAGAZZE DI FARE L'AMORE
5,463,198 views • 2 years ago
THANK YOU!