

5 YEARS OF TRUEVIEW:

How user choice ushered in a new era of video advertising

Five years ago, YouTube launched TrueView, the first video ad format that put users in control of their ad-viewing experience. This ushered in a new approach to ads that powered our full ecosystem of creators, marketers, and viewers. As a result, we've seen brands embrace user choice, creating video ads that people both seek out and choose to watch on YouTube.

DECEMBER 1, 2010 TrueView Video Ads launch.

TrueView in-stream lets viewers skip an ad after 5 seconds, and advertisers pay when the viewer watches the full ad or 30 seconds, whichever is shorter.



Volkswagen uploads “The Force” four days prior to the Big Game, kicking off what would become a widespread trend of releasing ads—teasers and full-length spots—on YouTube before of the game.

FEBRUARY 2, 2011

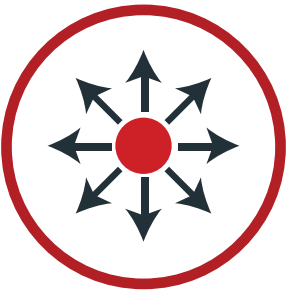
With over 47M views, “The Force” became the most-viewed ad on YouTube in 2011.



APRIL 22, 2012

AdWords for video launches.

Now businesses of all sizes can advertise on YouTube easily.



AUGUST 2, 2011

TrueView expands

its reach to include publishers on the Google Display Network.



AUGUST 22, 2012

TrueView goes mobile.

TrueView ads on mobile helps brands reach more people in the right place at the right moment.



The YouTube Ads Leaderboard, a monthly look at the top branded video ads on YouTube, debuts. The top ad for 2012 is Nike Football’s “My Time Is Now.”¹

DECEMBER 22, 2012

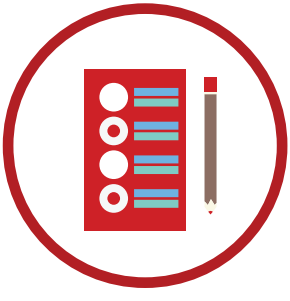
“My Time is Now” had over 21M views in 2012.



DECEMBER 6, 2013

Who’s watching? Subscribing? Sharing?

Earned Actions reporting shows the actions people take after the initial view.



NOVEMBER 21, 2013

Audience retention reports launch

showing advertisers how viewers engage, tune-in, and drop-off from their content.

DECEMBER 26, 2013

Dancing babies take over YouTube in 2013. The most popular ad of the year is “Baby & Me” from Evian.²

20M views in two days (100M+ to date)
6.9M+ social shares to date
Hundreds of fan-created versions uploaded



FEBRUARY 10, 2014

Brand Lift launches

enabling brands to measure brand awareness, ad recall and brand interest generated by YouTube videos.



AUGUST 19, 2014

Showcase your app.

You can now promote your app directly from TrueView video ads.



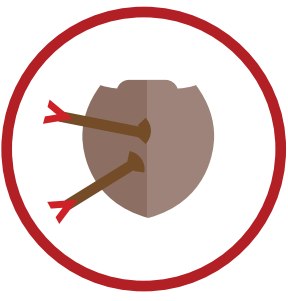
Four of the top 10 trending videos of 2014 are ads.³

Nike Football: “Winner Stays”

Wren: “First Kiss”

Budweiser: “Puppy Love”

20th Century Fox: “Devil Baby Attack”



FEBRUARY 2, 2015

Over 7M hours

of Big Game ads and teasers were watched on YouTube (40% on mobile). Supercell’s “Clash of the Clans” leads the way with 49M views.



APRIL 2015

Cards launch,

making TrueView ads more interactive across screens.



PRESENT

50% of all
YouTube views are on mobile devices.⁵

Global reach.
TrueView ads are available in 50 countries.⁵

SOURCES

¹<https://www.thinkwithgoogle.com/platforms/video/leaderboards/youtube-leaderboard-2012.html>
²<https://www.thinkwithgoogle.com/platforms/video/leaderboards/youtube-leaderboard-2013.html>
³<http://youtube-global.blogspot.com/2014/12/youtube-rewind-2014.html>
⁴<http://youtube-global.blogspot.com/2015/02/biggest-year-ever-for-big-game-ads-on.html>
⁵YouTube data, 2014.