



Online Video:

Reach and Engage Your Audience

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The Power of Online Video

83%

of US internet users
watch video online

76%
of Americans
are online

VIDEO

4TH
Largest internet
destination @
youtube.com

144MM
Americans visit YouTube monthly



36
Hours of video content uploaded
to YouTube every minute

YouTube Sources: InternetWorldStats.com, Apr 2010; comScore, Feb 2010; YouTube Internal Data, Mar 2010; Nielsen NetView and Nielsen VideoCensus, Mar 2010.

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Video is Engaging, Interactive and Social

More than 50% of all videos on YouTube have been rated and/or commented on

Every minute, over 400 tweets contain a YouTube link

27% of YouTube sessions contain at least 1 search

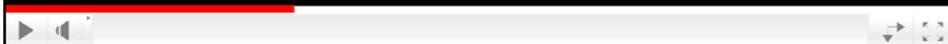
More than 150 years of YouTube video is watched on Facebook every day



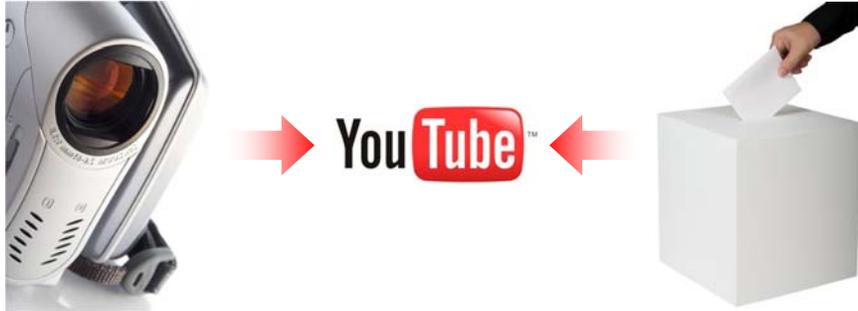
Source: CNET, Feb 2011; YouTube Blog, Jan 2011; comScore, July 2009; Lou Kerner, Social Media Analyst; YouTube internal data.

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8 Ways to Get Your Videos Discovered



1. Upload Frequently



Provide the best video platform (HD if possible)

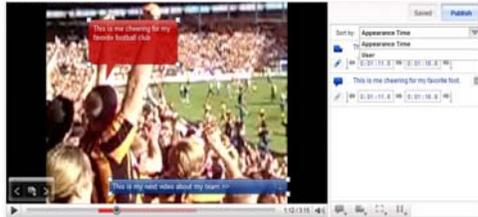
Continuous uploads lead to higher viewer retention.



2. Categorize and Tag Your Content



3. Add Annotations, Captions, and Subtitles



ANNOTATIONS

Annotations can increase views on other videos, make content more interesting & create interactivity for users.

CAPTIONS AND SUBTITLES

Increase your reach by creating captions or subtitles for your videos either in the same or different language.



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4. Share Your Uploads and Channel Activity



Want More Reach? Try Autoshare.

Choose videos to share...

- Select only the services that you are comfortable with (Facebook, Twitter or Google Reader)
- Let your friends know what you like on YouTube



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5. Enable Embedding



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6. Add Subscribe Button To Your Website



Enable users to subscribe to your YouTube channel
without leaving your website



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7. Create Channel Playlists



Group content together around a theme or brand.



Organize your videos so target audiences will find it easier to discover more and stay tuned after every one.



8. Get Interactive with Google Moderator



Promote Your Message on YouTube



Promote Your Key Videos

The screenshot shows a YouTube search results page for the query "teen vaccines". At the top, the YouTube logo is on the left, and "Search", "Browse", and "Upload" buttons are on the right. Below the search bar, there are "Search options" and a "Promoted Videos" section. The promoted video is "Youth Vaccination Info" by CDCStreamingHealth, which has 46 views. Below this, there are three organic search results: "Teen 2 Teen On Vaccines" by MeningitisAngels (3,464 views), "Vaccines for Teens" by NBACaresVideo (2,063 views), and "SWINE FLU SHOT CRIPPLES TEEN GBS NEW DISEASE FRO..." by jhwings4321 (794 views).



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Pre-Roll and TrueView InStream

The screenshot shows a YouTube video player for the song "Burn To Shine" by Ben Harper. The video is at 0:00 and has 10,914 views. A pre-roll advertisement for "above the influence.com" is shown at the top right. A TrueView InStream advertisement for "INTRODUCING A NEW MARINE CORPS EXPERIENCE" is overlaid on the video content. The video player includes standard controls like play/pause, volume, and progress. The video description and related video suggestions are visible below the player.



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InVideo Overlay and 300x250 Banner

The screenshot shows a YouTube video player for "MLG/ESPN Top Ten #15" by MajorLeagueGaming. The video has 601,241 views. An in-video overlay advertisement for "INTRODUCING A NEW MARINE CORPS EXPERIENCE" is positioned over the video content. A 300x250 banner advertisement for the same "MARINES" experience is located in the top right corner of the video player area. The video player includes standard controls and a description area with comments. The video title and channel name are visible at the top.



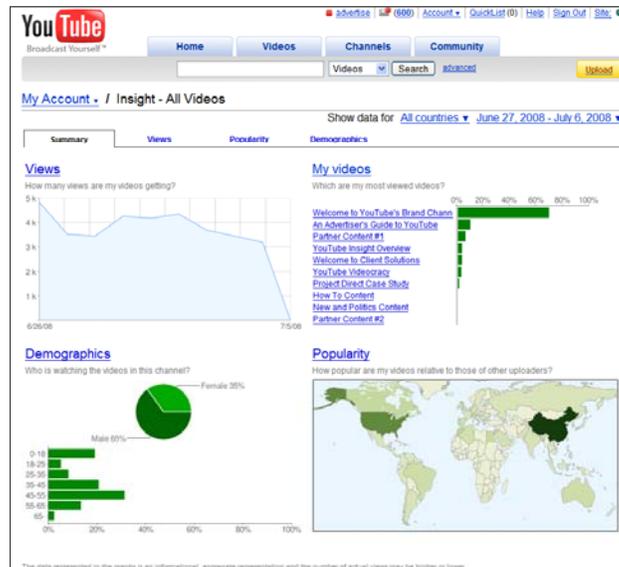
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Create a Brand Channel



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Track Your Performance With YouTube Insight



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What We Covered

- ✓ YouTube is the Home for Online Video
- ✓ Autoshare and Embeds Take Your Message Cross-Platform
- ✓ Invite Users to Join the Conversation
- ✓ Drive Your Message with Promoted Videos

Questions?



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Thank You.

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