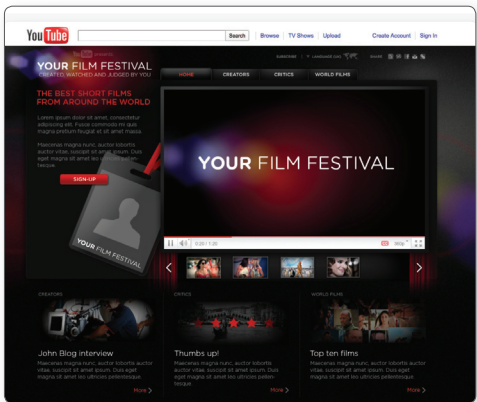




YouTube Brand Channels

Your brand's "Always On" channel

YouTube has 105 million unique users searching and discovering video on YouTube every month. That's why if you have video assets, YouTube is the logical place to expose them. A YouTube Brand Channel is your own 24/7 channel where your brand is the star! It's a place where you can build and engage a loyal audience of supporters directly on YouTube. You can even customize it to reflect the look and feel of your brand.



Example of a custom brand channel

Product Snapshot

- **Discover & Engage:** Brand Channels are an easy way for users to engage with your brand. They can watch your videos, add and read comments, subscribe, friend and share your channel with others.
- **Customize:** You can incorporate banners and background images to match your brand's look and add links to other sites.
- **Brand Control:** You can moderate user comments, as well as limit a channel's accessibility to specific demographics to maintain a brand appropriate environment.
- **Measure & Learn:** With YouTube Analytics, you can find out which videos perform best—and why—through in-depth tracking of videos, channels and comments.

YouTube offers a range of Channel Types to help meet your marketing requirements

Channel Type	Advertiser and User experience
User Channel	Cost-free; provides the same functionality available to any YouTube user through engagement with subscribers, basic customization, and measurable results with YouTube Analytics. Can be set up in a matter of minutes.
Brand Channel	Cost-free through your YouTube representative; offers additional branding via large header, a background image, an optional similar branded experience to m.youtube.com, and the ability to add remarketing/impression tags on the channel.
Custom Brand Channel	The highest level of brand channel customization made available via gadgets (interactive applications that display content and engage users in colorful ways).

YouTube Channel Feature Comparison

	User Channel	Brand Channel	Custom Brand Channel
Video Management	•	•	•
Measurement	•	•	•
Branding		•	•
Gadgets*			•
User Generated Submissions*			•
Live Streaming*			•
Client Services			•

*May require media spend

Key Features

Branding

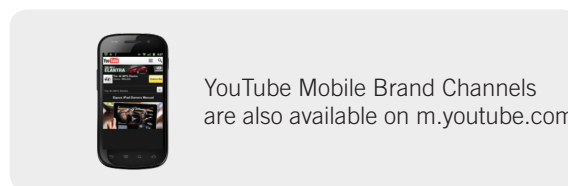
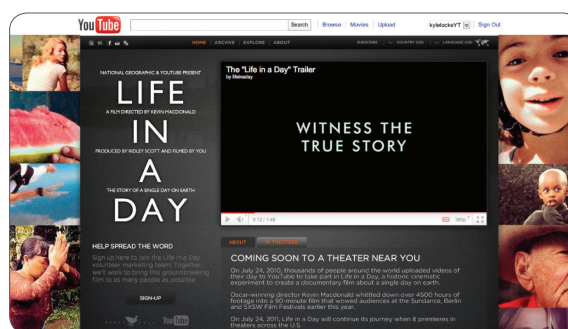
We enable the customization of brand channels through several modules including channel header banners, background image and branding box.

Measurement

Metrics are available through the brand channel itself or in the account dashboard: channel views, total uploaded video views, subscribers, friends, channel comments. Advanced data is available in YouTube Analytics.

Gadgets

Gadgets are small web applications, or rich media ads, that sit on a brand channel, offering deeper, more engaging functionality for users.



YouTube Mobile Brand Channels are also available on m.youtube.com



For more information, contact your YouTube sales representative or visit www.youtube.com/advertise

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.