

Professional Content Opportunities on YouTube

- Large, medium and small content partners embrace YouTube

→ Professional inventory available across YouTube content categories

- New partners being added weekly
 - YouTube actively manages content balance maintaining community and protecting against over-commercialization

- *Professional inventory provides high-quality adjacencies to reach the YouTube UGC audience*



+ many more!



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Premium User Content on YouTube

- Select inventory available against most popular YouTube content creators
- Represents the first time select group of UGC can be targeted by advertisers
- - Premium UGC inventory meets acceptability standards and contains no potentially infringing content
 - Participating users affirm all content meets YouTube TOU
- *Popular high-profile content provides premium environment for YouTube advertisers*
- *Top User inventory available April 2007*

		
Jonehair15 Viewed: 9105791 Subscribers: 87934 Style: VLogging	smosh Viewed: 3759665 Subscribers: 64950 Style: Variety	blamesocietyfilms Viewed: 517879 Subscribers: 24811 Style: VLogging
		
WilliamSteed Viewed: 1199761 Subscribers: 41974 Style: Fashion	HollyStit Viewed: 1117757 Subscribers: 27381 Style: Variety	seriatic1927 Viewed: 1600664 Subscribers: 38995 Style: VLogging
		
thewinelone Viewed: 1651162 Subscribers: 96692 Style: Variety	Lisalova Viewed: 1198443 Subscribers: 26586 Style: Variety	bob3m3 Viewed: 1100631 Subscribers: 28233 Style: VLogging



+ many more

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Premium Content

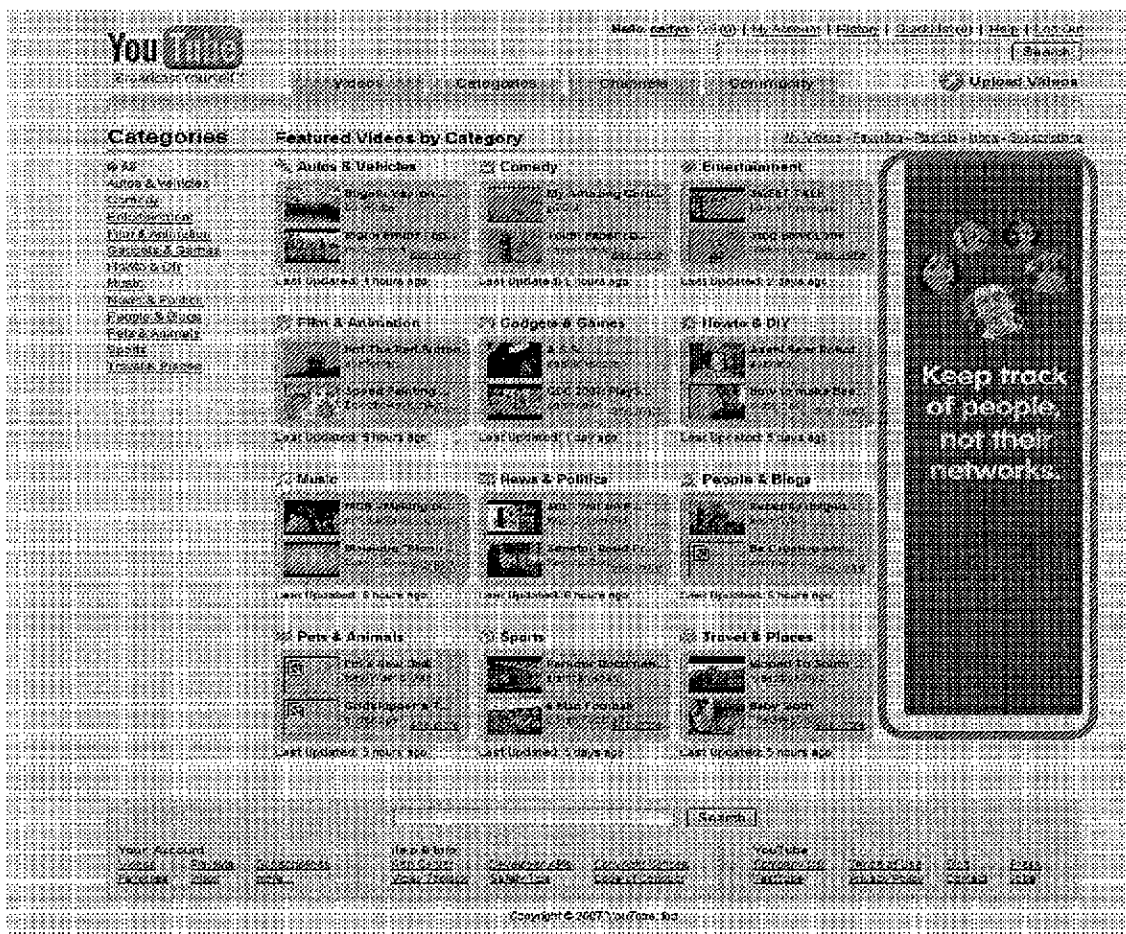
- YouTube Premium content inventory increases daily as new partners create channels and upload videos
- YouTube Premium Watch pages are non-racy licensed content videos
- Advertisers can purchase inventory run-of or by category (premium content not sold by-brand or partner name)
- Partner Content categories include Music, Entertainment, Comedy and Sports
- Current partners include Warner Music, Universal Music, Adult Swim, NHL
- 728x90 and all partner Watch Pages
- \$15 CPM



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YouTube Category Section



160x600 banner
(Rich media accepted)

\$10 CPM for specific categories

\$8 CPM Run of Category Pages

\$2 premium for additional targeting

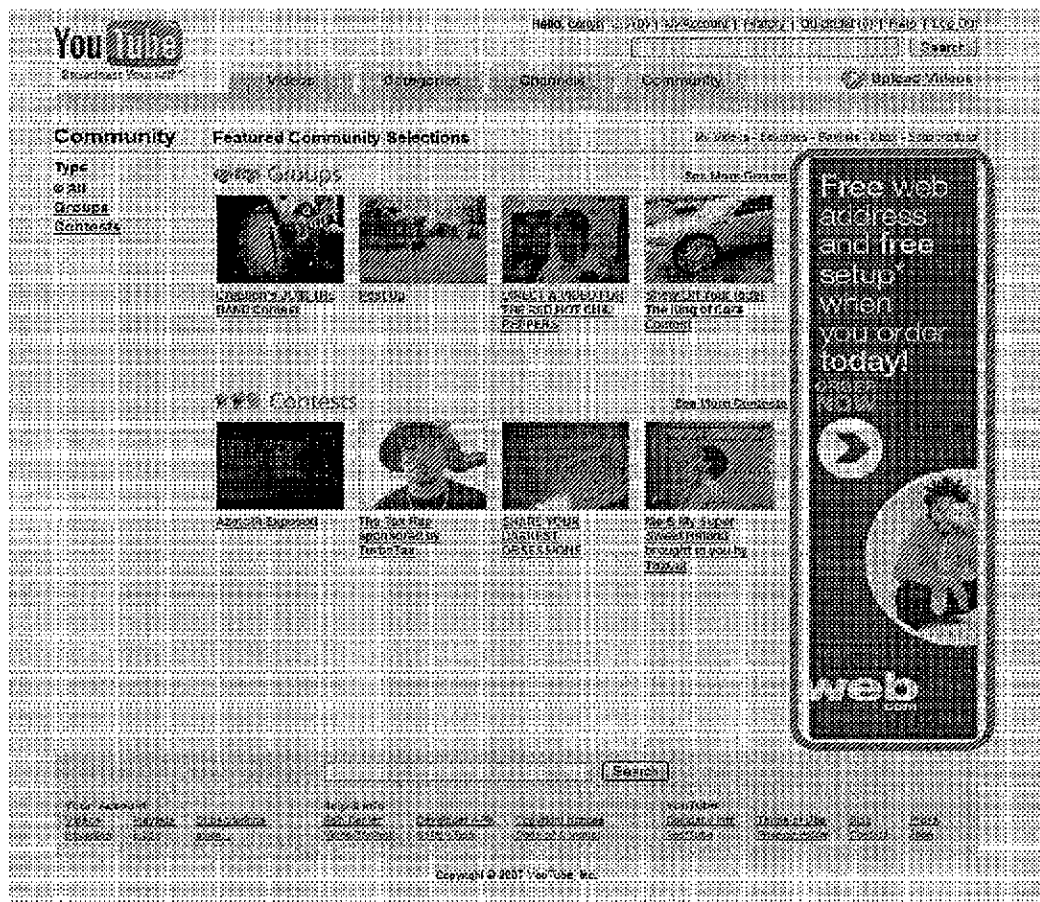
Categories include:
Autos/Vehicles, Comedy, Entertainment, Film/Animation, Music, News/Politics, People/Blogs, Pets/Animals, Howto/DIY, Sports, Travel/Places, Gadgets/Games



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YouTube Community Section



160x600 (rich media accepted)

\$8 CPM Run of Community

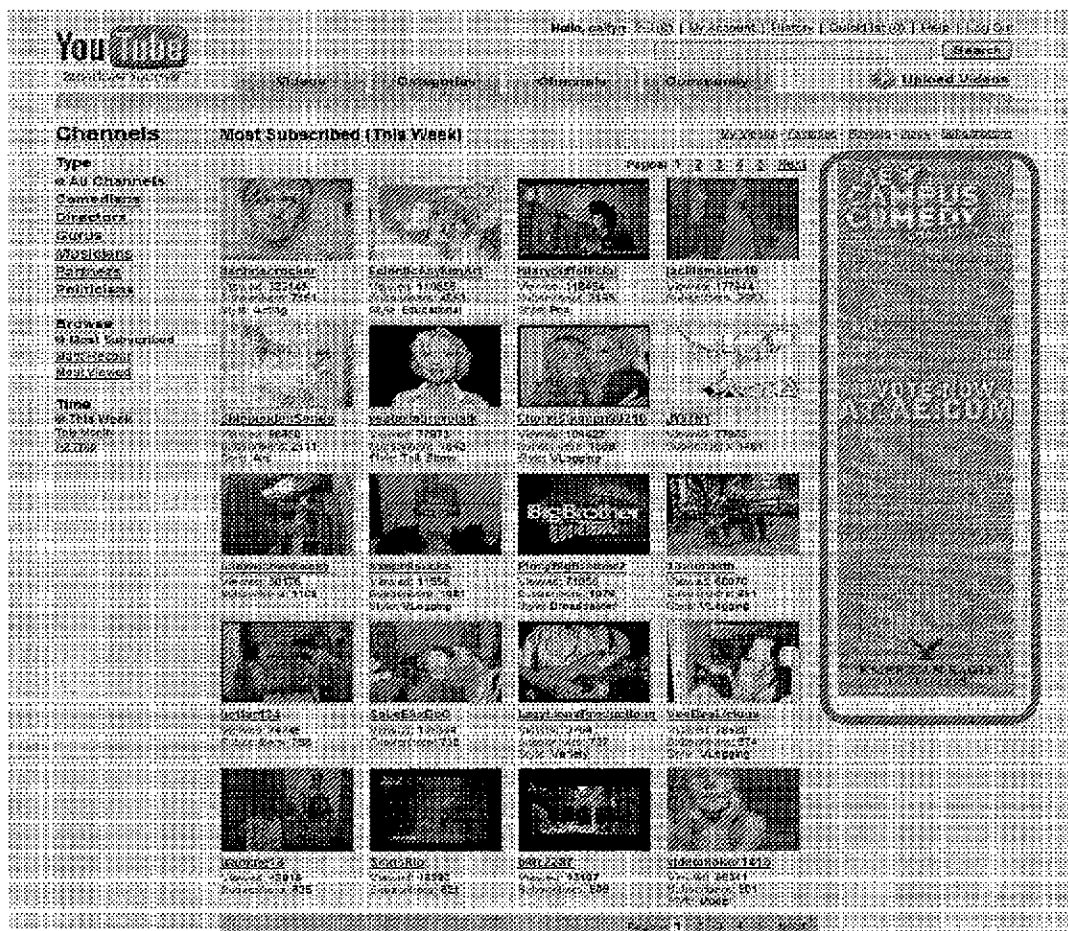
\$2 premium for additional targeting



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YouTube Channels Section



160x600 (rich media accepted)

\$8 CPM Run of Channel pages

\$2 premium for additional targeting



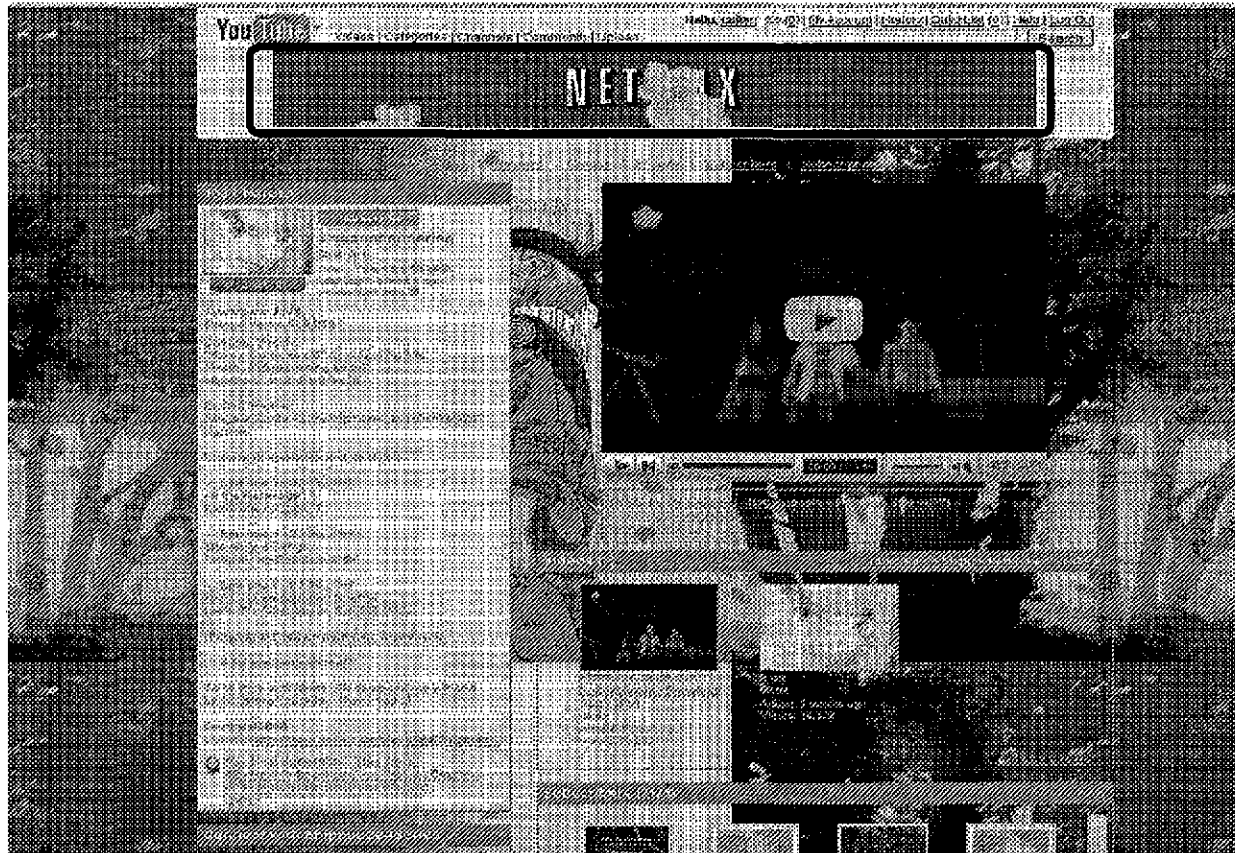
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G00001-00305140

YouTube User Channel Pages



728x90 (rich media accepted)

\$8 CPM Run of Channel pages

\$2 premium for additional targeting



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YouTube Videos Section

•Available Video pages that are targetable →



160x600 (rich media accepted)

\$10 CPM for a specific Video page

\$8 CPM Run of Videos pages

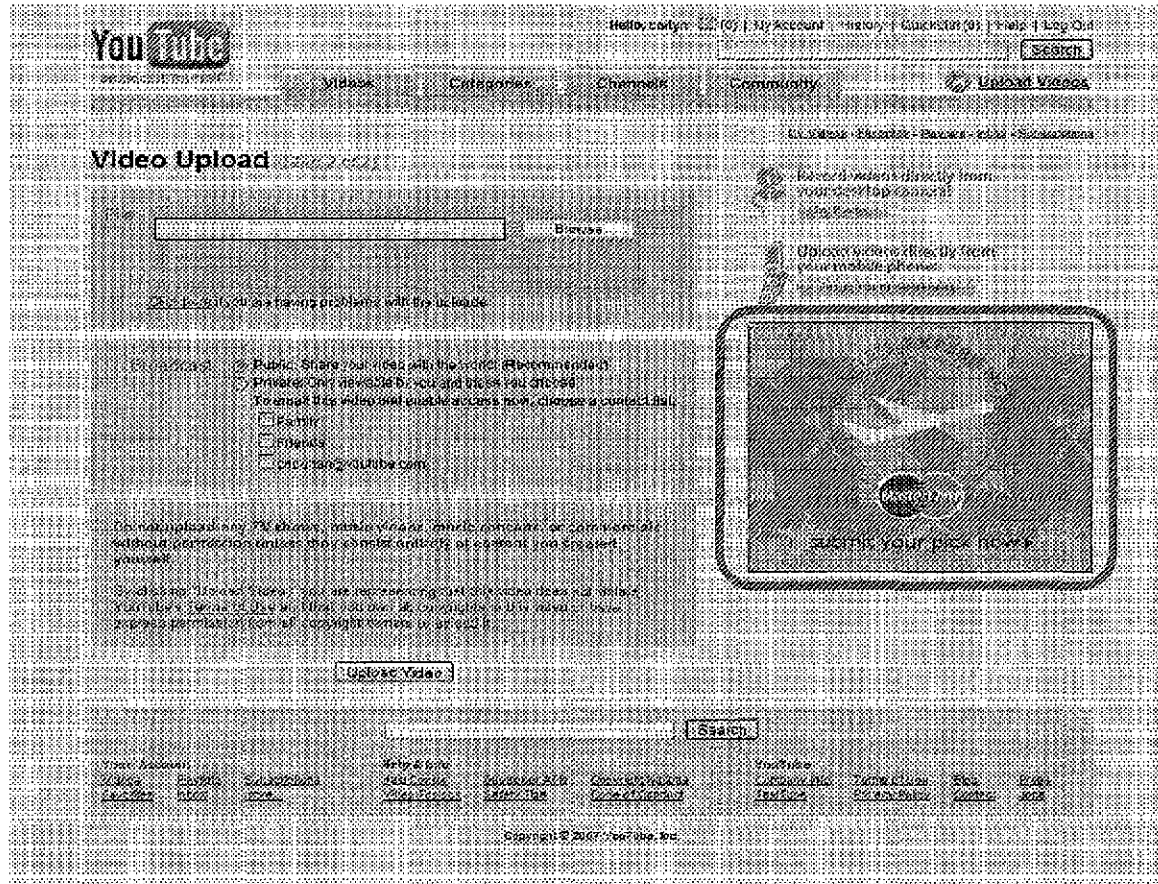
\$2 premium for additional targeting



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YouTube Upload Path



300x250 banner
(no rich media)
\$12 CPM



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YouTube Search Results



728x90 and 160x600
(rich media accepted)

\$15 CPM targeted
keywords

\$8 CPM for a specific
Search page (Sports)

\$6 CPM Run of Search
pages

\$2 premium for additional
targeting



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YouTube Director Video



- Video thumbnail runs in rotation on homepage
- Clicks through to a Watch Page
- Minimum 5% SOV required
- \$8 CPM



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Participatory Homepage Video Unit

The screenshot shows the YouTube homepage with a user profile for 'cotton'. The main video unit is for 'STOMP THE YARD' by 'STOMP THE YARD'. The video title is 'Stomp The Yard Dance Montage'. The channel name is 'Stomp The Yard' and it has 23 comments. The video has 582 views. The channel statistics are: Video Views: 77, Channel Views: 85, Subscribers: 0, View channel. The channel has 0 general messages, 0 friend invites, and 25 received videos. The channel is located in Cotton, TX. The video unit also includes a 'Send a video holiday card!' button.

- *User-initiated video unit on highly influential YouTube home page*
- *Community features fully enabled tapping into YouTube dynamics*
- *Helps drive viral potential of advertising content*

\$100K per day
\$150K spend required
8.5MM impressions



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Standard Watch Page – VALUE ADD

The image shows a screenshot of a YouTube video watch page for a video titled "Premoition - Exclusive Clip, Opens March 16th". The page layout includes a video player, a metadata sidebar, a description area, and a "More From This User" section. Several callout boxes with arrows point to specific features:

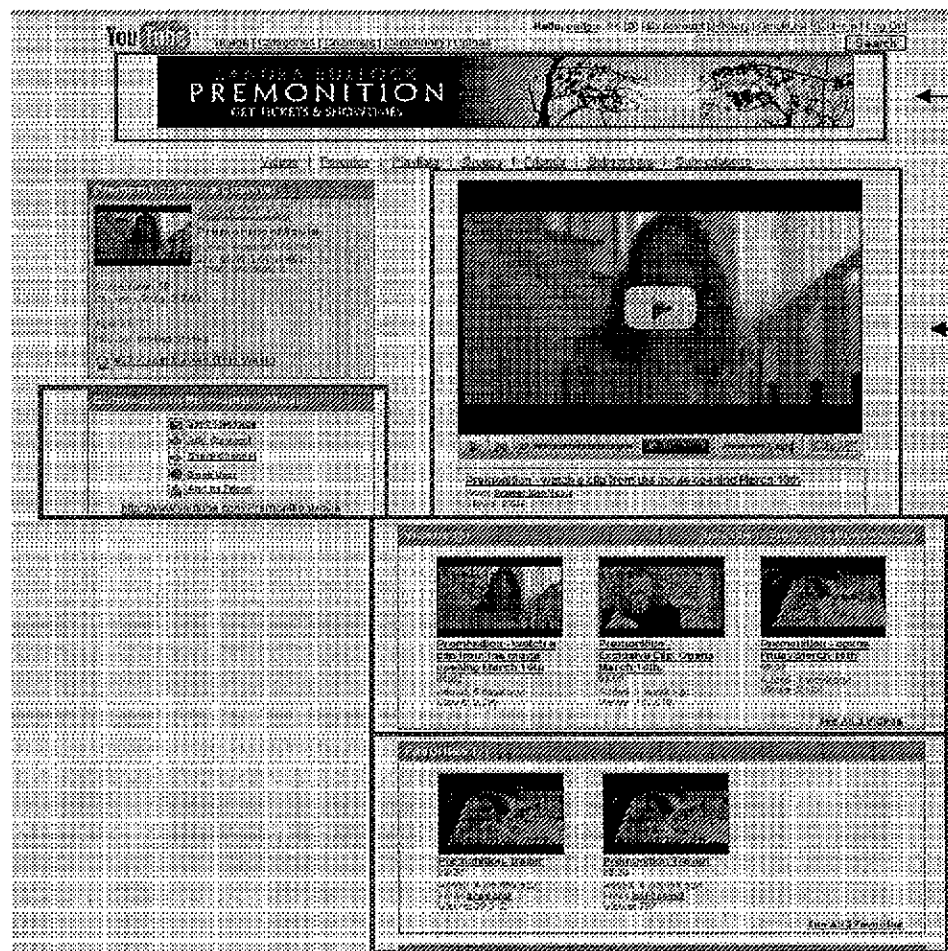
- Fixed 728x90 banner:** Points to a banner at the top of the page.
- Link to advertiser channel:** Points to the channel name "Premoition" in the metadata.
- Option to subscribe to advertiser's channel:** Points to the "Subscribe" button in the metadata.
- Link to advertiser website:** Points to the "http://www.som.com/premion..." link in the metadata.
- Option to allow or disable external embeds of advertiser video:** Points to the "Embed" button in the metadata.
- Expandable text for description of video:** Points to the video description text.
- Other advertiser videos populated under "More From this User" tab:** Points to a grid of video thumbnails in the "More From This User" section.
- Community interaction with advertiser video:** Points to the "Comments & Responses" section at the bottom of the page.



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Standard Channel Page – VALUE ADD



Fixed 728x90 banner

User-initiated video player and link to full Watch Page

Community interaction with advertiser

Other Advertiser videos that link the advertiser watch pages

Advertisers acts as user and selects their favorite videos



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YouTube Brand Channel – VALUE ADD



- Custom hardcoded unit built into top of page
- Color scheme customizable
- Video unit plays upon page load
- Houses all advertiser video spots
- Community interaction with channel through subscribers, comments, and postings
- Links included to website
- *\$200K minimum ad spend required to receive Brand Channel



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Watch Page (incl. w/ Brand Channel) - VALUE ADD



- Additional custom logo driving to brand channel
- “More From This User” section includes other advertiser videos
- Fixed 728x90 banner on top of Watch Page



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600001-00305150

YouTube Custom Contest - VALUE ADD



- Custom hardcoded unit built into top of page
- Options to add, manage, remove videos
- Set dates for submissions, voting, results, rewards
- Fixed 1600x600 on all contest pages
- Community interaction with contest viewing and voting
- Text included for rules/regs and text links to websites
- \$250K minimum ad spend required to custom Contest template



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Thank You



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