

How ads work on YouTube

in the course: How to start making money on YouTube boot camp



Learn to manage your channel and content to attract ad dollars.

 15 Minutes  Intermediate

Best practices

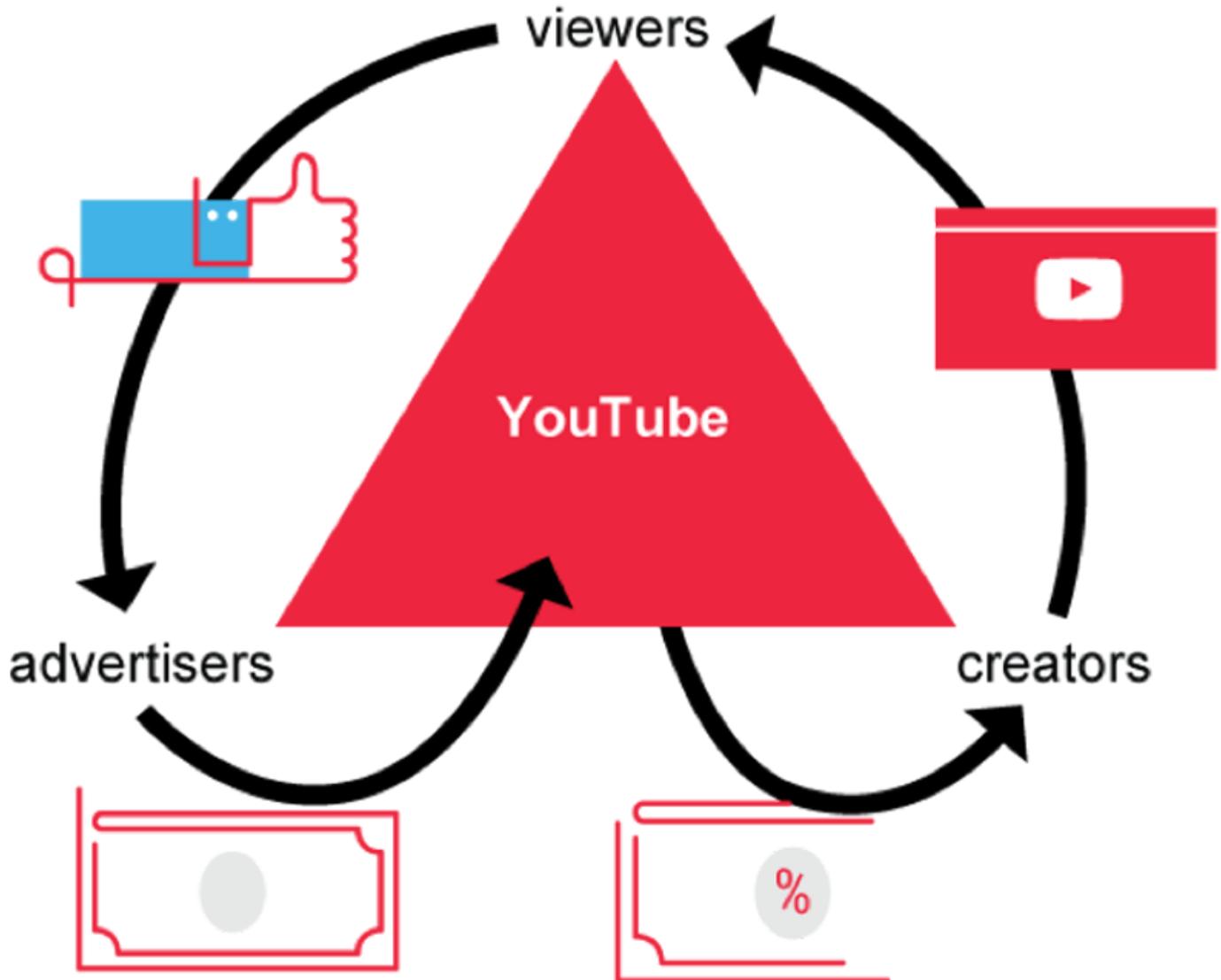
 Advertisers, viewers and YOU!

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The key to monetization with ads is an engaged audience. Advertisers look for channels that have high traffic, far reach, and a unique, targeted demographic watching. It's a good idea to invest in

growing your audience before monetizing your channel.

When you're ready to turn ads on, it is useful to understand how viewers, creators, and advertisers work together so everyone benefits.



Viewers typically come to YouTube to be entertained, learn, and join an interactive community. They also provide the eyeballs required to help creators, advertisers, and YouTube make money.

Creators, like you, come to YouTube to express themselves and share their creativity. You can even make some money from it. As a creator, you can keep making great videos so viewers come back for more and make visiting your channel a habit.

Advertisers look at YouTube as way to reach and target audiences. If your audience is really engaged, and if they're a demographic that brands really want to reach, advertisers may be willing to pay to run ads on channels like yours.

YouTube is the platform that helps make this possible for everyone!

Note: Monetization is only available in certain countries, and copyright or community guidelines violations can affect your eligibility to earn money.

✓ Available ad formats

To help maximize your ad revenue, you can enable some or all ad formats on your channel.

To help maximize your ad revenue, you can enable some or all ad formats on your channel. Compare each format to see how they work with your videos and when views can count toward your earnings.

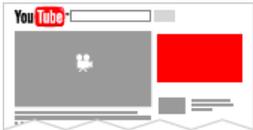
The red shapes indicate where the ad appears on your video or watch page.

Ad format (*ad is red*)

Considerations

You get paid when...

Display ads

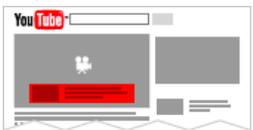


Size: 300x250 or 300x60 pixels

- The ad shows up next to your video but it is a lower paying ad format than a TrueView ad.
- Appears only on desktop and laptop computers. Views from mobile devices will not count as a monetizable view.

- ...a viewer sees the ad or if the ad is clicked on. This depends on the advertiser's selection.

Overlay ads



Size: 480x70 pixels

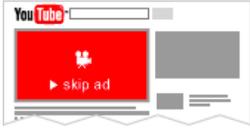
- Appears across the bottom 20% of the video window so try to avoid placing important visuals in this part of the frame.
- Currently appears only on desktop and laptop computers. Views from mobile devices, TVs, or game

- ...a viewer clicks on the overlay to expand and view the full ad.

consoles will not count as a monetizable view.

- Viewer can dismiss the ad at any time.

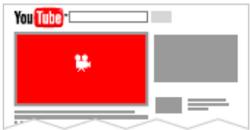
TrueView in-stream skippable video ads



Size: Full screen

- Currently the most common ad format; viewers can skip the ad after viewing it for 5 seconds.
- Can be inserted before, during, or after the video.
- Currently the only ad format that allows you to potentially monetize views from any viewing device.
- ...a viewer watches 30 seconds or to the end of the video ad (whichever comes first).

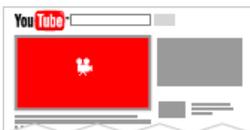
Non-skippable video ads and long, non-skippable video ads



Size: Full screen

- Viewers see an ad before your video plays.
- Viewers must watch the entire 15+ second ad which may deter viewers who don't know the value of your videos.
- Can be inserted before, during, or after the video.
- Currently appears only on desktop and laptop computers and mobile devices.
- Views from TVs or game consoles will not count as a monetizable view.
- ...a viewer watches the ad.

Midroll ads



Size: Full screen

- Currently available for videos over 15 minutes: ads are spaced within the video, like TV commercials. Viewers must watch ads before continuing through the video.
- Depends on the type of ad:
 - ...if the midroll is a TrueView ad then user must watch 30 seconds of the ad or the entire ad, whichever is

- You can insert ad breaks at natural pauses between scenes for the best viewing experience.
 - Currently appears only on desktop and laptop computers and mobile devices.
 - Views from TVs or game consoles will not count as a monetizable view.
- shorter.
- ...if it's a CPM-based ad, then a user must watch the entire ad regardless of length.

What kind of control do I have over the ads shown on my videos?

- What type of ads play: You have complete control over the ad formats (display, overlay, etc.) on your channel and monetized videos.
- Which ads play: You can prevent ads from specific advertisers, or from certain “sensitive categories” of advertisers, from playing on your channel.
- When ads play: If you have monetization enabled, you can't determine when an ad will display, and not every view of an enabled video results in a monetized playback.

Examples of ads



Non-skippable video ads

Non-skippable video ads can be inserted before, during, or after the main video and must be watched before the video selected can be viewed. When just starting to build your audience, you may want to consider skipping this option and making your video easily accessible.



TrueView in-stream skippable video ads

TrueView in-stream ads are skippable video ads that are inserted before, during or after the main video. After a few seconds, users can click on the “skip ad” button to start watching your video.



Overlay ad

Overlay ads are transparent overlay ads that appear on the lower portion of your video. You should avoid



Display ad

Display ads (banners) may run across all areas of YouTube except on the homepage. They are available

having key information in your video in the lower portion of your video (where you see the red box).

as a 300x250 ad that appears to the right of the feature video and above the video suggestions list.

✓ How ads end up on your video

What happens behind the scenes when ads are played on your videos? YouTube works hard to

What happens behind the scenes when ads are played on your videos? YouTube works hard to show the right ad to the right viewer at the right time. Ads are matched to specific audiences. When a video is matched to a viewer and the viewer watches the ad, that counts as a monetized playback -- that is, we show an ad and share the revenue with you. YouTube's algorithms also try to make sure that viewers aren't overloaded with ads while watching your videos. So sometimes ads aren't always shown on your monetizable videos, even when there is a demographic match.

A few things to check on if you don't see ads on your videos:

- If YOU don't see ads on your video, could others watching your video be seeing ads?
- Does the video have ads enabled, and is its privacy level set to public?
- Is this video attracting a demographic that advertisers want to target? Maybe there isn't an ad available for your audience, or this video may not appeal to an audience that advertisers are trying to reach.
- Does your video contain sensitive content or have misleading metadata? Advertiser like brand-safe videos.
- Is there any copyrighted material either on this video, or on another channel connected to your AdSense account?
- See if it's something else.

See it in action



Copyright basics presented by Glove and Boots
Glove and Boots explains the basics of your copyrights rights. (Video

captioned)



Brand-friendly videos

When you select videos to monetize on YouTube, the space to advertise on your videos is pitched

When you select videos to monetize on YouTube, the space to advertise on your videos is pitched by Google to advertisers and YouTube rates the brand-friendliness of your video. Additionally, advertisers might reach out to you to produce branded content on your channel. If you want ads to be a continuous revenue stream, it's a good idea to position your channel in a brand-friendly way that attracts advertisers, but don't stop exercising your creative voice! Here's a checklist to keep in mind:

- Who's your audience? Where are your viewers, what's their demographic, and is it easy for advertisers to see this? Advertisers often look to target their ads to groups like "aged 18-24," "interested in fashion," or "sports fan."
- What makes connecting to viewers through your content desirable to advertisers? Why should they promote on your channel? Will your audience be excited about their products or services?
- How large or loyal is your audience? Having diverse and engaged viewers all over the world can be appealing to advertisers.
- Is your content friendly for all audiences? Many advertisers will not want to associate with content that isn't appropriate for a family audience, so if your content is age-restricted, it may be more difficult to attract advertisers.
- Does the voice of your own brand remain unique and original? Staying "true to your roots" may help you keep your existing audience as you continue to grow your brand and reach.
- Have you enabled your videos for the appropriate ad formats? We typically recommend that creators enable all possible ad formats on your channel, but you may find that some ad formats influence your viewers' experience in different ways. Consider focusing on the formats that work best for your brand and channel.

Activities

Put your new knowledge to work in the activity below!

to save your answers.



View questions

Browse at least three channels with video ads, and note the following: What do they have in common? Who do you think is the target audience? What kind of tone do the on-camera personalities use?

Look at your Demographics report in YouTube Analytics. Use the information you find to brainstorm 3-5 brands that might think of your viewers as their target audience.

Enable one of your videos for monetization and select one or more ad formats that you would like to show on your videos.

Check your knowledge

1) How do creators, like you, fit into the YouTube ecosystem?

- Share creativity with the world and build audience.
- Create platform to make ecosystem possible.
- Provide the watch time that advertisers need.
- Pay for access to meet marketing objectives.

2) Chose the correct order of ad formats that cover the video player window from the MOST to the LEAST area covered.

- TrueView, Overlay, Display.

- TrueView, Display, Overlay.
- Overlay, TrueView, Display.
- Overlay, Display, TrueView.

3) Which of the following content types can make advertisers reluctant to show ads on your videos?

- Explicit language.
- Sexual or violent images.
- Featuring other brands.
- All of the above.

Follow up

What types of advertising are making me the most ad revenue?

Use the Ad performance report in YouTube Analytics, to understand what types of advertising generate the most revenue on your videos. You will need an associated AdSense account to view this report.

Which videos have made me ad revenue?

Use the Estimated earnings report in YouTube Analytics, to understand daily changes in channel ad revenue, as well as, which videos have generated the most ad revenue over a given time period. You will need an associated AdSense account to view this report.