



Google  
**Developers**



Channels: Get with the program!

Dror Shimshowitz  
YouTube Product Manager

A.J. Crane  
YouTube Product Manager





What's new at YouTube?

YouTube for your Business

Tips & Resources

Questions



What's new at YouTube?

YouTube for your Business

Tips & Resources

Questions



800 Million

unique visitors per month

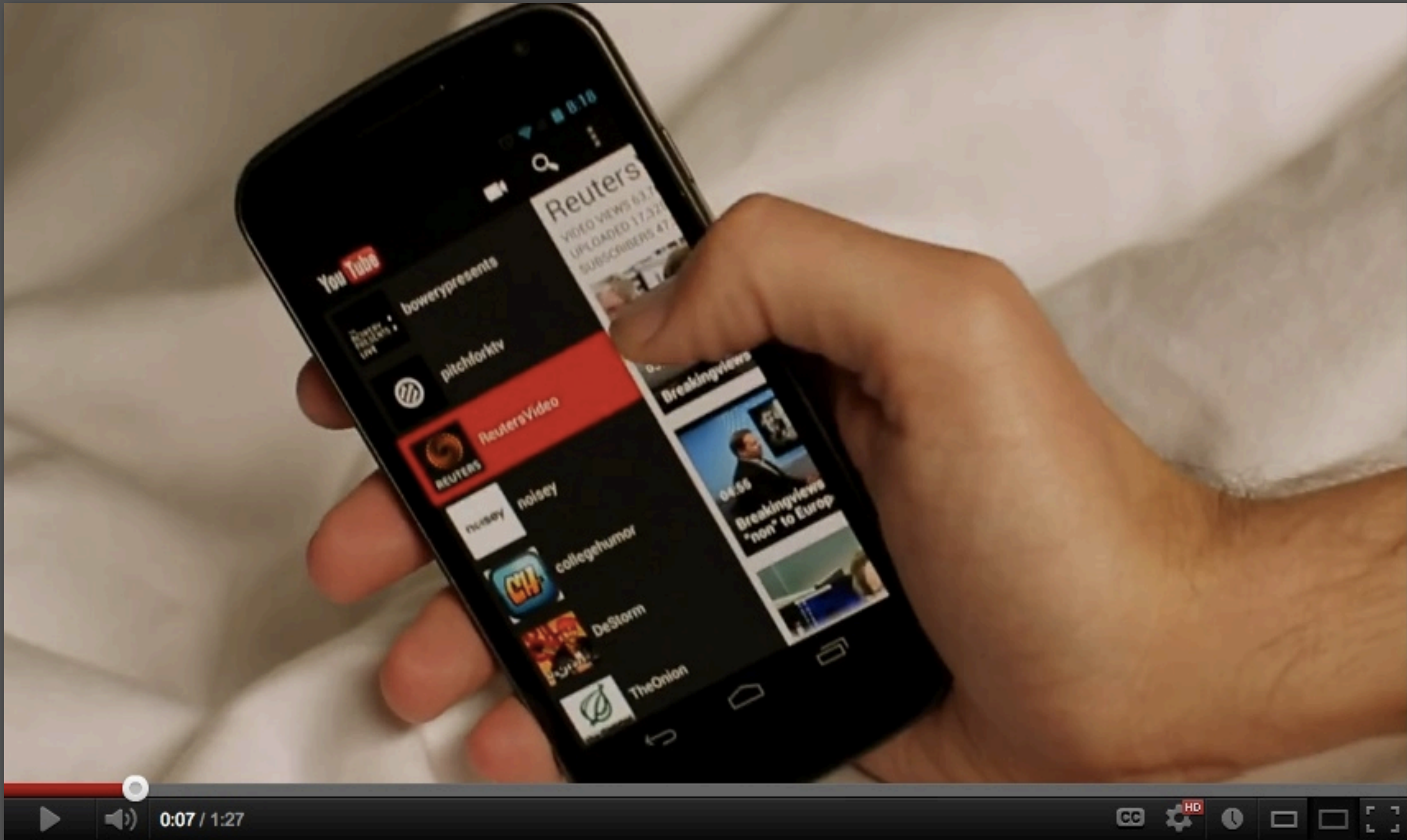
700 YouTube Videos

Shared on Twitter per minute

350 Million

Mobile Devices have YouTube





What's new at YouTube?

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Questions



What's new at YouTube?

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Questions





Make Content!

(Not Commercials)

Make content to...



Raise awareness



Raise money



Research & Support



Make content to...



Raise awareness



Raise money



Research & Support





# Master your PR through video







Don't stop after 1 video

The screenshot shows the Salesforce YouTube channel page. At the top, there's a navigation bar with the YouTube logo, a search bar, and links for 'Browse', 'Movies', and 'Upload'. Below this is a 'Like' button and social media icons for Facebook, Twitter, LinkedIn, and RSS. The channel header for 'Salesforce.com by salesforce' displays 13,886 subscribers and 8,596,416 video views. The 'Videos' tab is selected, showing a grid of uploaded videos. The first row includes 'Chatter.com: Halftime Ad 2' (490,632 views), 'Chatter.com: Halftime Ad 1 with wil...' (430,805 views), and 'Get Started with Salesforce Chatter' (209,201 views). The second row includes 'Marc Benioff and Eric Schmidt at D...' (1:04:56), 'Salesforce.com: CRM Overview Demo' (3:32), and 'What is Force.com?' (2:26).

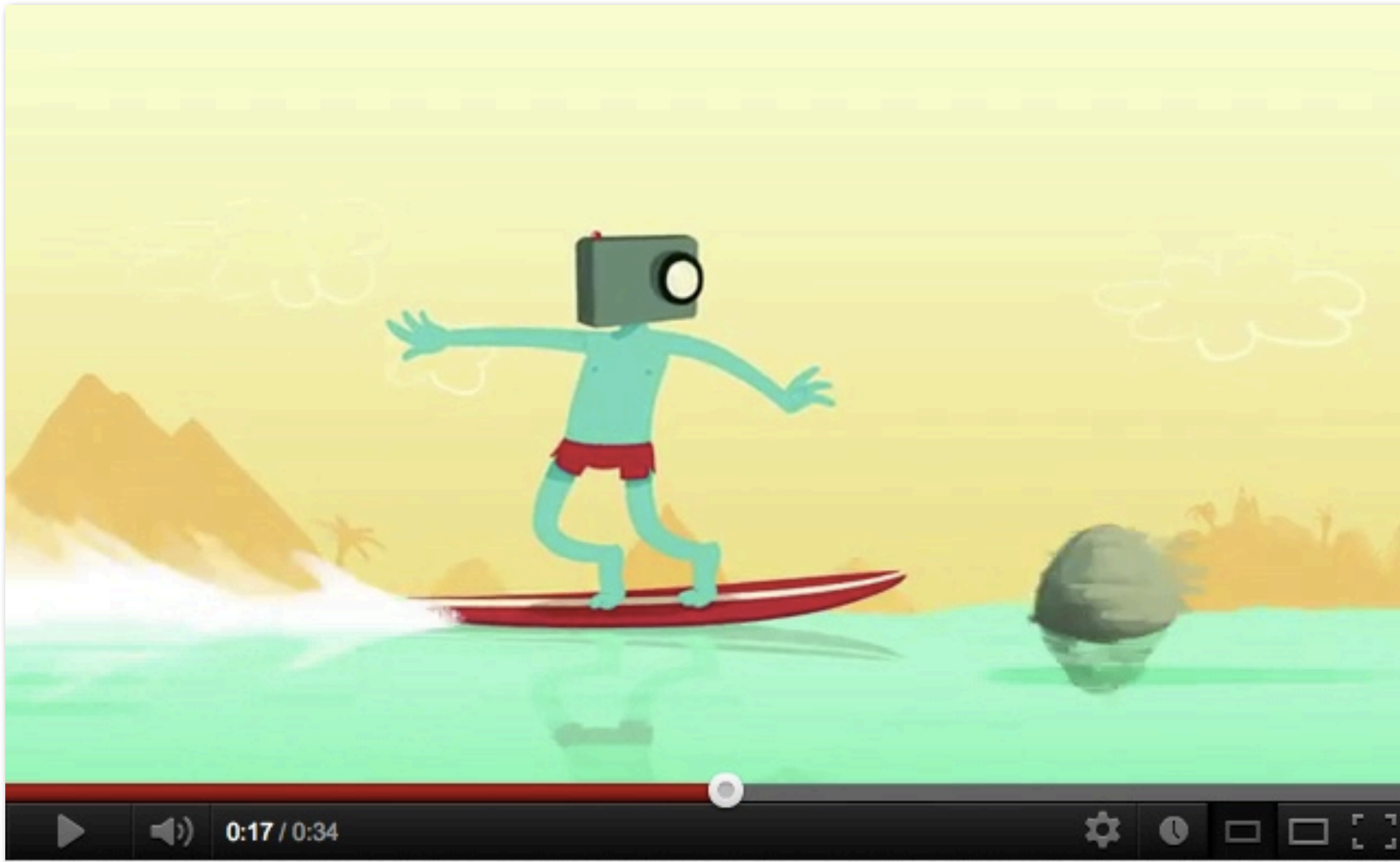
“that’s roughly equivalent to 35 hyper-efficient sales reps on the phone”

- Jamie Grenney, Senior Director of Social Media Strategy at Salesforce.com





# Consider animation





# Add color with a backstory

The screenshot shows the Etsy YouTube channel page in a browser window. The browser's address bar displays 'www.youtube.com/etsy'. The YouTube navigation bar includes the logo, a search bar, and links for 'Browse', 'Movies', and 'Upload'. The user 'MsCraner' is logged in. The channel banner features a colorful, abstract background with the word 'Etsy' in its signature font. Below the banner, the channel name 'Etsy' is displayed with a 'Subscribe' button, and statistics show 20,959 subscribers and 4,116,955 video views. The navigation menu includes 'Featured', 'Feed', and 'Videos'. A video player is embedded, showing a person working at a table in a workshop. To the right, the 'About Etsy' section provides a description of the channel's focus on anthropology and commerce, along with a link to 'etsy.tv'. A table below lists channel details: 'by etsy', 'Latest Activity' on Jun 19, 2012, 'Date Joined' on Jan 23, 2006, and 'Country' as United States.

About Etsy	
At Etsy, we're curious about people and what they make and exchange. We're anthropologists of commerce, looking for the meaning behind the "stuff" in our lives. Here on our YouTube channel, you'll find our original videos and curated playlists wit...	
<a href="#">etsy.tv</a>	
by etsy	
Latest Activity	Jun 19, 2012
Date Joined	Jan 23, 2006
Country	United States





# Need inspiration?

**YouTube Trends**  Search on YouTube [Dive in with the Trends Dashboard](#)

Obama Boy - I Have A Crush On Obama Share More info **4 @ 4AM**

**Obama Boy**

0:00 / 3:36

## Culture

# Top 10 Commencement 2012

By Kevin Allocca 12:22 PM | May 30, 2012 | Categories: Culture

Each year, YouTube gets an influx of commencement ceremony addresses as other videos from many graduates' big days. Last year, we reviewed so note of a rising trend for **commencement day time-lapse videos**.

Ellen DeGeneres' **mock graduation ceremony** for singer Justin Bieber has, **2.5 million views**), but right up there with the popstar is another most an unexpected proposal on stage at American University.




**YouTube**  Browse | Movies | Upload

Videos | Music | Movies | Shows | Live | Sports | Education | News

Charts > **Comedy**

Most Viewed Videos | All Time

[Play all](#) 1 of 5

-  **1 Charlie bit my finger - again !**  
by HDCYT 461,257,003 views
-  **2 Tootin' Bathtub Baby Cousins - Official**  
by Flowgo 242,621,772 views
-  **3 Evolution of Dance - By Judson Laipply**  
by judsonlaipply 197,577,464 views





# Research your target audience

## Trends Dashboard

[Check the Trends Blog](#)

Browse  Compare

Most Shared | Most Viewed

**Buffalo, NY**

**18-24 years old**

[All](#) | [Male](#) | [Female](#)

**Baltimore, MD**

**25-34 years old**










[All](#) | [Male](#) | [Female](#)

**San Francisco-Oakland-San Jose, CA**

**35-44 years old**

[All](#) | [Male](#) | [Female](#)


★ **Highlight:**  Unique |  Common ★ 0


 <p><b>MAROON 5 FT. WIZ ...</b> by <a href="#">dallasm21</a> 643 views</p>	 <p><b>JIMMY FALLON, CAR...</b> by <a href="#">latenight</a> 2,828,667 views</p>	 <p><b>MOD SUN - STOP EV...</b> by <a href="#">MODSUN</a> 56,819 views</p>
 <p><b>CARLY RAE JEPSEN -...</b> by <a href="#">TayZonday</a> 683,931 views</p>	 <p><b>MAKING OF BELIEVE...</b> by <a href="#">kidrauhl</a> 363,127 views</p>	 <p><b>DRAG RACING: 44T...</b> by <a href="#">HotRodRevueNZ</a> 6,359 views</p>
 <p><b>HARD SUMMER MUS...</b> by <a href="#">Hardfest</a> 61,359 views</p>	 <p><b>HOLDING PEOPLE'S ...</b> by <a href="#">LAHWF</a> 1,290,310 views</p>	 <p><b>6 COLORS 6 CITY "L...</b> by <a href="#">officialshawtymusic1</a> 8,093 views</p>





# Leverage your community's content

**You Tube**   [Browse](#) | [Movies](#) | [Upload](#)  MsCraner ▾



*Visit Us!*  
**ROKENBOK.com**


Playtime Well Spent™


*Have Questions?*  
talk@rokenbok.com / 1-888-476-5265

*New to Rokenbok?*  
Watch our Intro video!

[Play](#)

*Watch Our Latest Video*





**Customer Videos**  
by Mr. Rokenbok's Channel


[▶ Play All](#)

27 videos

1:02:02 duration


Like

 Share




**Rokenbok Through Time (NEW!)**  
by Kanimationmovies 523 views

1:09



**Rokenbok San Francisco Cable Car**  
by TinsujRokChannel 12,521 views

5:19



**Rokenbok DUAL Factory**  
by rokenbok45 19,689 views

Some of our favorite videos from Rokenbokers (Rokenbok builder/collectors).

---

**About Mr. Rokenbok's Channel**  
Official Rokenbok YouTube Channel

7 playlists by Mr. Rokenbok's Channel  
[View all videos](#)  
6,454,732 views  
2,631 subscribers

[+ Subscribe](#)

---

Featured Playlists



Don't have a community yet?

The screenshot shows the YouTube channel page for 'Be Serious for 30 Seconds'. At the top, there's a banner with the text 'UPLOAD YOUR TO YouTube + BE SERIOUS FOR 30 SECONDS' and 'BE SURE TO INCLUDE THE WORDS "BE SERIOUS FOR 30 SECONDS" SOMEWHERE IN THE TITLE'. Below the banner is the channel header with a profile picture, the name 'Be Serious for 30 Seconds', a 'Subscribe' button, and statistics: 641 subscribers and 127,808 video views. The main content area features a video player showing a man with glasses speaking. Below the video player, there's a section for 'Serious Video Submissions' with a 'Play all' button. To the right, there's an 'About' section with seven rules for the challenge and a 'Featured Playlists' section with a playlist titled 'Serious Video Submissions' containing 134 videos. A white line-art drawing of a video camera is positioned on the right side of the page.







Get picked up

SoldierKnowsBest - YouTube

www.youtube.com/soldierknowsbest

YouTube

SOLDIER KNOWS BEST

Vlog Channel Gaming

Facebook

SoldierKnowsBest

Subscribe

Featured Feed Videos



0:05 / 9:38

jon4lakers - YouTube

www.youtube.com/technobuffalo

YouTube

TechnoBuffalo

WWW.TECHNOBUFFALO.COM

TechnoBuffalo

Subscribe

Featured Feed Videos



0:02 / 4:42

Asus Transformer Pad Infinity Hands On (TF700)

by jon4lakers 1 day ago

ijustinereviews - YouTube

www.youtube.com/ijustinereviews

YouTube

ijustine


SUBSCRIBE!

SHOWS EXTRAS GAMING IPHON

iJustine's review channel!

Subscribe

Featured Feed Videos



0:40 / 2:22




# Drive viewers back to your site

**YouTube**   [Browse](#) | [Movies](#) | [Upload](#) MsCraner ▾

## iPhone 4 Scratch Test

**ZAGG TELEVISION**  341 videos ▾



Scratch Proof your iPhone 4 with the #1 Screen Protector. Buy the invisibleSHIELD today. [Click Here.](#)

0:18 / 0:32

2,213,974

Uploaded by [ZAGGTV](#) on Jun 25, 2010

<http://www.ZAGG.com> - Get the #1 Best Selling Screen Protector for your new Apple iPhone 4. Buy the invisibleSHIELD by ZAGG. Keep your iPhone 4 screen looking new and scratch free.

674 likes, 155 dislikes

As Seen On: [פורום הכל על איפון א](#)

More from 'Uploaded Videos' on ZAGGTV >

- iPad Scratch Test**  
by ZAGGTV  
1,307,352 views  
0:40
- Types of invisibleSHIELD™ Coverage**  
by ZAGGTV  
1,050,186 views  
1:12
- ZAGGmate with Keyboard**  
by ZAGGTV  
637,097 views  
0:34

Suggestions

- iPhone drop test**  
by MegalphoneReviews  
1,294,555 views  
FEATURED VIDEO  
1:01
- HTC Evo 4G Scratch Test**  
by ZAGGTV  
322,678 views  
0:40
- iPad 2® Scratch Test**  
by ZAGGTV

Link back to your site





## Keys to raising awareness through video

Make videos to:

- master your PR
- provide demos
- tell the backstory
- Use the site to get inspired
- Leverage the community
- Drive viewers back to your site



Make content to...



Raise awareness



Raise money



Research & Support



Make content to...



Raise awareness



Raise money



Research & Support





# Crowd funding

**Pebble: E-Paper Watch for iPhone and Android**

155,066 views

506 likes, 10 dislikes

Published on Apr 12, 2012 by IloPTEPs

Pebble is the first watch built for the 21st century. It's infinitely customizable, with beautiful downloadable watchfaces and useful internet-connected apps. Pebble connects to iPhone and Android smartphones using Bluetooth, alerting you with a silent vibration to incoming calls, emails and messages.

**Pebble: E-Paper Watch for iPhone and Android**  
by Pebble Technology

Pebble is a customizable watch. Download new watchfaces, use sports and fitness apps, get notifications from your phone.

Palo Alto, CA

**SUCCESSFUL!**

10,266% FUNDED	<b>\$10,266,845</b> PLEDGED	<b>FUNDED</b> MAY 18, 2012
----------------	-----------------------------	----------------------------

+ video = +114% \$\$\$ raised  
- indigogo



# MaKey MaKey's Kickstarter project

?! What is Kickstarter? We're the world's largest funding platform for creative projects. [Learn more!](#)

**KICKSTARTER** Discover great projects Start your project

BLOG HELP SIGN UP LOG IN

## MaKey MaKey: An Invention Kit for Everyone

An Open Hardware project in Santa Cruz, CA by Jay Silver · [send message](#)

PROJECT HOME UPDATES 1 BACKERS 5,001 COMMENTS 76 REMIND ME

**5,001**  
BACKERS

**\$230,444**  
PLEDGED OF \$25,000 GOAL

**18**  
DAYS TO GO

THIS PROJECT WILL BE FUNDED ON TUESDAY JUN 12, 8:00PM EDT.

**BACK THIS PROJECT**  
\$1 MINIMUM PLEDGE



Make content to...



Raise awareness  
for your brand



Raise money



Research & Support





Make content to...



Raise awareness



Raise money



Research & Support





# Tutorials

**YouTube**   Browse | Movies | Upload MsCraner ▾

## Electronic Signature of Documents - Free iPad EHR | drchrono

DrChronoTV  **Subscribe** 107 videos ▾

0:08 / 1:21

**27,065**

Uploaded by **DrChronoTV** on Apr 30, 2011

**iPad: full Microsoft office on the iPad**  
by drlindadavis  
104,213 **FEATURED VIDEO**


**iPad Scheduling / Free Online Anywhere /**  
by DrChronoTV  
26,804 views

**Cloud Based Practice Management & iPad**  
by DrChronoTV  
7,426 views

**Electronic Billing from your iPad EHR Clinical**  
by DrChronoTV  
5,947 views

**Electronic Billing from your iPad EHR Clinical**  
by DrChronoTV  
2,151 views

**iPad Patient Check-in App - Free iPad EMR |**





# Hangouts for office hours & focus groups

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays the URL [www.youtube.com/watch?v=Z\\_r\\_xdOYzmc](http://www.youtube.com/watch?v=Z_r_xdOYzmc). The YouTube logo is on the left, and a search bar contains the text "focus group hangout". Navigation links for "Browse", "Movies", and "Upload" are visible. The user profile "MsCraner" is shown in the top right.

The video title is "Gmail Mobile Focus Group Hangout Feb 22". Below the title, the channel name "sarahpriceless" is displayed along with a "Subscribe" button and a "13 videos" dropdown menu.

The main video frame shows a woman with dark hair and glasses wearing a headset, speaking. A red "ON AIR" banner is in the top right corner of the video. Below the main frame is a row of smaller video thumbnails from the same Hangout session.

The video player controls at the bottom show a play button, a progress bar at 00:41 / 53:46, and icons for settings, full screen, and other controls. Below the player are buttons for "Like", "Add to", and "Share", and a view count of 1,396.

On the right side, a list of recommended videos is shown:

- Hangout with the Gmail Team Feb 6** by sarahpriceless, 2,198 views, 54:14 duration.
- Monday Brief: HTC One X Review, RIM Q4** by MobileNations, 10,935 views, 4:33 duration.
- BULLETPROOF THEORY 2011 PROMO** by fashooooooooo, 806 views, 5:45 duration.
- Introducing Gmail Tap** by Google, 2,378,541 views, 2:17 duration.
- Easily Page Switching on GooglePlus** by jameslawsonsmith, 251 views, 2:23 duration.
- The Host Trailer Official 2012 [1080 HD]**



# The world's largest focus group

The screenshot shows a YouTube search results page for the query "ar.drone unboxing". The search bar at the top contains the text "ar.drone unboxing" and a search icon. Below the search bar, there is a "Filter" dropdown menu and a notification that "About 294 results" were found. The search results are displayed in a list format, with each result showing a video thumbnail, a title, a description, and view counts.

**You Tube** ar.drone unboxing   Browse

Filter ▾ About 294 results

**The NeoCube - The next Rubix Cube.**  
Can you solve it?  
by cubert01 | 43,818,623 views  
1:37 Ads

**AR.Drone Unboxing & Preparing**  
Unbox & prepare your **AR.Drone** for the first flight ! Read more about the **AR.Drone** on [ardrone.parrot.com](http://ardrone.parrot.com) Watch all Parrot **AR.Drone** movies: [www ...](#)  
HD by ARdrone | 1 year ago | 538,159 views  
2:25

**AR Drone unboxing and first flight**  
Finally got my **AR Drone** in the mail today. This is the **unboxing** and first flight. It did OK, but after a few uses, here are my gripes. 1-Battery ...  
HD by Canadrone | 1 year ago | 14,397 views  
5:44

**Parrot AR.Drone Quadricopter Unboxing & First Review**  
We crack open the Parrot **AR.Drone** Quadricopter give you a look around and talk about some of the initial pros and cons that you might notice when ...  
HD by rcflightschool | 8 months ago | 8,488 views  
6:17

**AR.Drone unboxing, review and test flight!**  
If you turned off annotations, turn it on for more info. Picked this up today just because I thought it

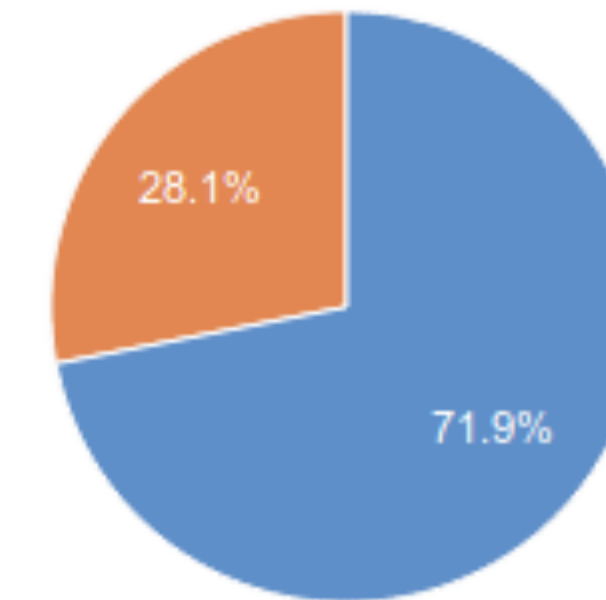
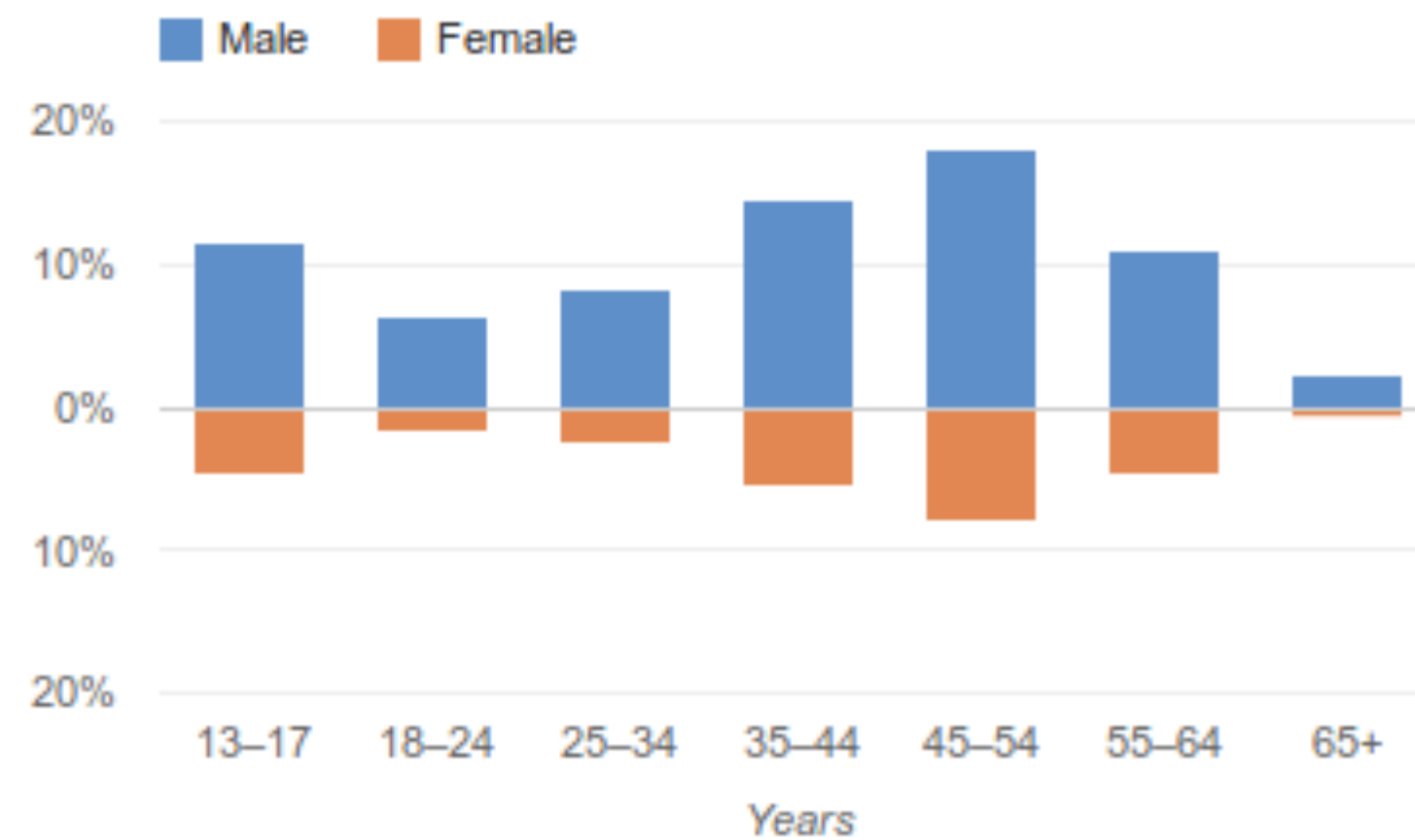




# Discover your audience

Last 30 days (May 17, 2012 – Jun 15, 2012)

All <b>100.0%</b>	Male <b>71.9%</b>	Female <b>28.1%</b>
----------------------	----------------------	------------------------



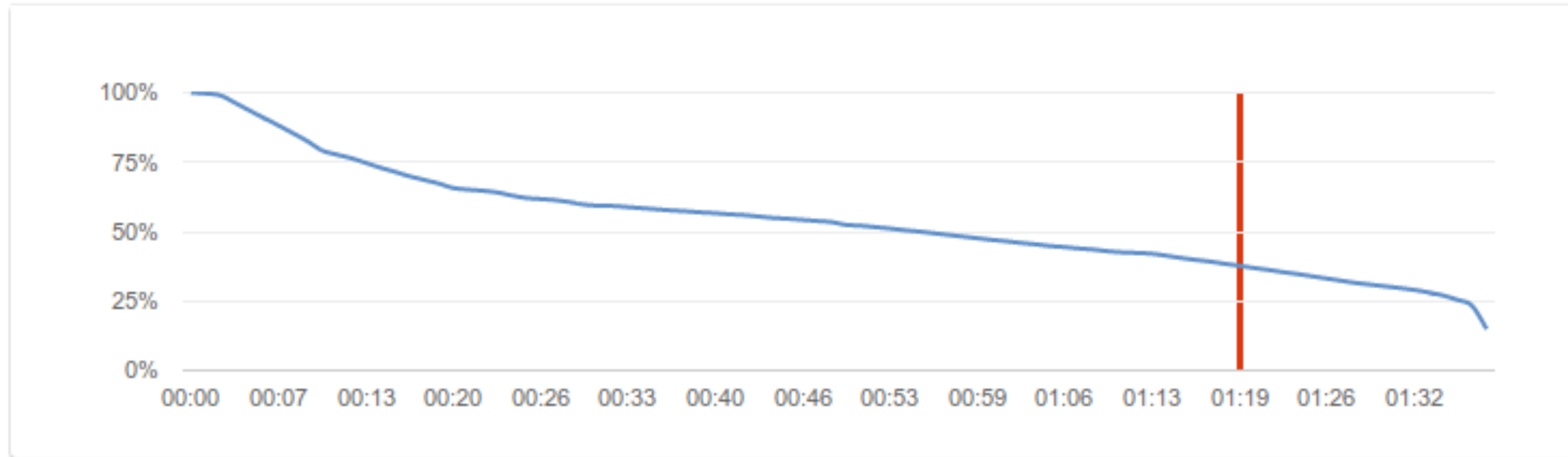
Top locations by views	Views	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Gender
1. <a href="#">United States</a>	6,289	10.1%	5.5%	8.5%	18.7%	31.9%	22.2%	3.0%	
2. <a href="#">Brazil</a>	2,782	13.2%	8.4%	10.3%	23.9%	30.3%	12.3%	1.6%	
3. <a href="#">India</a>	2,078	9.8%	11.5%	17.7%	28.1%	15.2%	16.2%	1.5%	
4. <a href="#">Mexico</a>	1,736	30.1%	9.4%	7.8%	20.3%	21.6%	8.6%	2.1%	





.... and learn from how they watch

Last month (May 1, 2012 – May 31, 2012)



Make content to...



Raise awareness



Raise money



Research & Support



What's new at YouTube?

YouTube for your Business

Tips & Resources

Questions





What's new at YouTube?

YouTube for your Business

Tips & Resources

Questions



# Brand your channel

**You Tube**   Browse | Movies | Upload MsCraner ▾

*Visit Us!*  
**ROKENBOK.com**  
Playtime Well Spent™  
*Have Questions?*  
talk@rokenbok.com / 1-888-476-5265

*New to Rokenbok?*  
Watch our Intro video!  
**Play**

*Watch Our Latest Video*

**Mr. Rokenbok's Channel**   
by Rokenbok 2,631 subscribers 6,454,732 video views

Featured | Feed | Videos

**About Mr. Rokenbok's Channel**  
Official Rokenbok YouTube Channel

- rokenbok.com
- eStore

by Rokenbok ▾

Latest Activity May 23, 2012

Date Joined Jul 15, 2006

**Featured Playlists**  
 11 videos

Chuck Testa can show you how to get started

The image is a screenshot of a web browser displaying a YouTube channel page. The browser's address bar shows the URL [www.youtube.com/user/ojaivalleytaxidermy?feature=watch](http://www.youtube.com/user/ojaivalleytaxidermy?feature=watch). The YouTube logo is visible in the top left, and navigation links for 'Browse', 'Movies', 'Upload', 'Create Account', and 'Sign In' are in the top right. The channel banner features a profile picture of a man, the name 'No1 for all things Taxidermy!', a 'Subscribe' button, and statistics: 8,647 subscribers and 13,854,445 video views. Below the banner are tabs for 'Featured' and 'Browse', and a 'Search Channel' box. The main content area shows a video player with a play button overlay. The video thumbnail depicts a man in a green cap and sunglasses holding a large pheasant in a field. To the right of the video player is an 'About' section with the text: 'About No1 for all things Taxidermy! Home of Chuck Testa and more recently 'NOPE!', Ojai Valley Taxidermy has been providing full service taxidermy for nearly 25 years. <http://www.ojaitaxidermy.com/>'. Below this are social media links for 'NOPE! T Shirts', 'OjaiTaxidermy.com', 'NOPE Facebook', and 'NOPE Twitter'. At the bottom, it says 'by ojaivalleytaxidermy' and lists 'Latest Activity' as 'Jun 12, 2012' and 'Date Joined' as 'Aug 14, 2011'. On the far left and right edges of the screenshot, there are partial images of a man in a white shirt and sunglasses, and a taxidermy bear wearing sunglasses, respectively.

# Set a programming schedule

The screenshot shows a web browser window with the address bar displaying `www.youtube.com/user/ojaivalleytaxidermy?feature=watch`. The page features a video player at the top with the title "Official Ojai Valley Taxidermy TV Commercial" and 12,051,202 views. Below the video is a section for "Uploaded videos" showing a list of three videos:

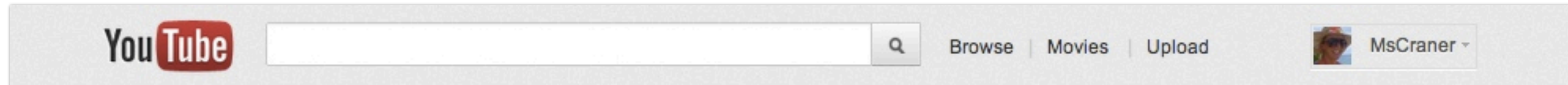
- Testa's Tuesday Tips - Elk Alteration** (309 views, 1 day ago): Chuck explains how to alter an Elk manikin when the antlers are out passed the back of the manikin. (5:33)
- Testa's Tuesday Tips - Q & A** (835 views, 1 week ago): Chuck answers some of your questions.


On the right side of the page, there is a profile summary with the following details:


- Latest Activity: Jun 12, 2012
- Date Joined: Aug 14, 2011
- Age: 56
- Location: Ojai, CA
- Country: United States



Below the profile summary are sections for "Featured Playlists" (including "Uploaded videos" with 49 videos and "Favorite videos" with 4 videos) and "Featured Channels" (including "Rhett & Link - Main Channel" with 860,117 subscribers).

Post regularly > curate between uploads




YouTube  Q [Browse](#) | [Movies](#) | [Upload](#)  MsCraner ▾







 **GoPro**  
Be a *HERO*. 

World's Most Versatile HD Camera  
gopro.com

 **GoPro Favorite Fan Videos!**  
by GoPro®

[▶ Play All](#)

 Like  [Share](#)

-  **1** Future First Person Shooter  
by freddiew 23,544,042 views  
2:02
-  **2** Canada Fishing Trip: Nungesser Lake Lodge  
by apaulsen05 6,062 views  
4:48
-  **3** valparaiso polc 2011 gopro HD  
by polcster 4,129,368 views

 **GoProCamera**  
Sick edit, thanks for sharing.

 **3:19** **GoPro HD Hero2: Flying + Camping Trip**  
**\*\*AWESOME\*\***

 [TheYamahaPilot125](#) - 103 views  
Shot 100% on the GoPro HD Hero2.  
A video of my dad, brother, and I flying from Burbank to Kern

8 hours ago

 **GoProCamera**  
Great edit, keep em coming!

 **Wadi Rum May 2012**

 [rabuarja](#) - 301 views  
A trip to Wadi Rum, Jordan with a group of great people :)



Engage with your audience (this is not TV)!

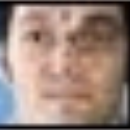
Top Comments

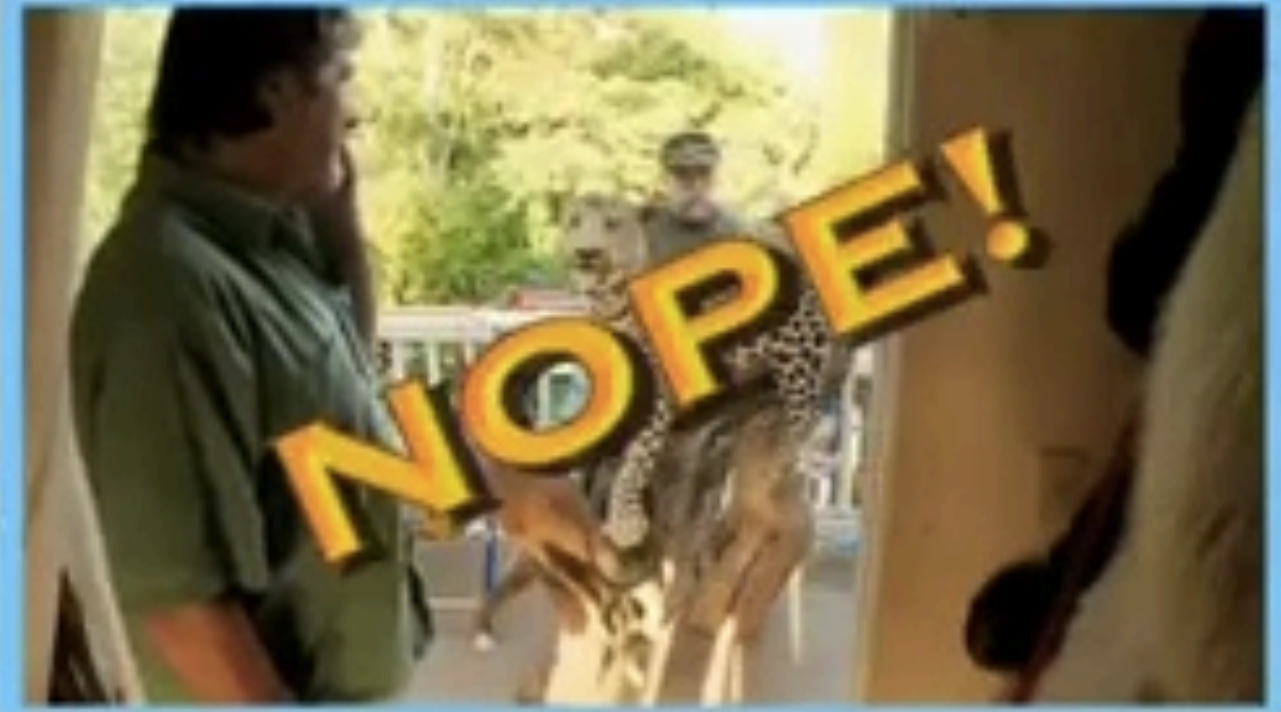

Nope.

Chuck Testa in reply to Chuck Norris (Show the comment) 14 hours ago 47 👍

All Comments (29,629)

### KIDS REACT TO CHUCK TESTA

**THE FINE BROS**   259 videos ▾



Follow "Kids React" on Facebook to send suggestions and find out topics before anyone else! Facebook.com/FineBros



# Enhance your videos

The screenshot shows the YouTube video enhancement interface. At the top, the browser address bar displays the URL `www.youtube.com/enhance?v=lbNSKx-EUoA&feature=mhsn`. The YouTube logo and search bar are visible, along with navigation links for 'Browse', 'Movies', and 'Upload'. The user's profile 'MsCraner' is shown in the top right. Below the navigation bar, a dark menu contains 'Info and Settings', 'Enhancements' (which is selected), 'Annotations', and 'Captions'. To the right of this menu are buttons for 'View on video page' and 'Video Manager'. The video title 'Cosmic Panda: the untold story' is displayed, with 'Cancel', 'Save As', and 'Save' buttons to its right. Below the title, there are tabs for 'Quick Fixes', 'Effects', and 'Audio'. The 'Quick Fixes' tab is active, showing a row of enhancement tools: 'Trim', a 'Crop' icon, 'Stabilize', 'I'm Feeling Lucky', a 'Light' icon, a 'Color' icon, and a 'Temperature' icon. A 'Revert to original' button is located on the right side of the tool row. At the bottom, a comparison view shows two side-by-side video frames. The left frame is labeled 'Original' and the right frame is labeled 'Quick Preview'. Both frames show a 'YouTube' sign on a wooden fence in a wooded area, with the 'Quick Preview' frame appearing slightly more processed.

# Resources

Creator Hub: [youtube.com/creators](https://youtube.com/creators)

Creator Playbook: [youtube.com/playbook](https://youtube.com/playbook)

Trends Dashboard: [youtube.com/trends](https://youtube.com/trends)

YouTube for Developers: [youtube.com/dev](https://youtube.com/dev)





# More **You Tube** @ I/O: Today Only!

1:30 - Getting direct feedback from your YouTube community

2:45 - Mobile API apps for Creators, Curators and Consumers

4:00 - YouTube API + Cloud rendering = Happy Mobile Gamers

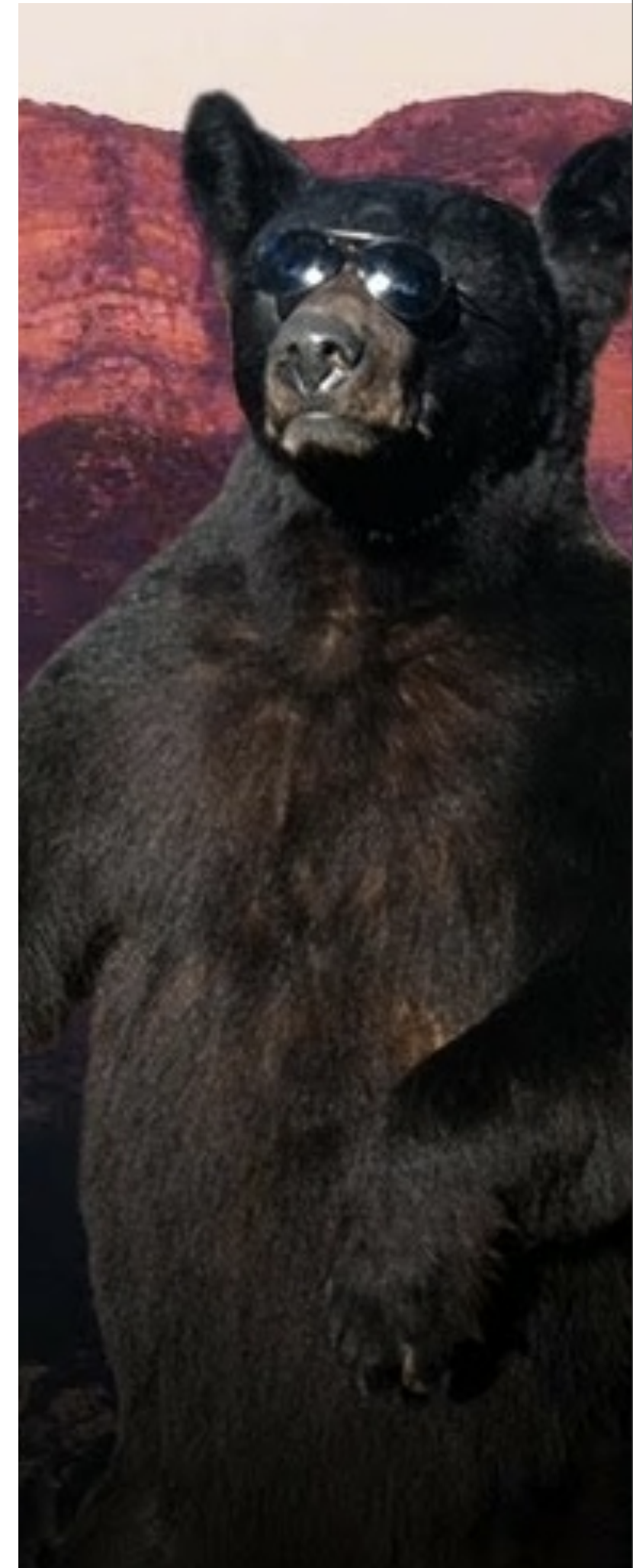
5:15 - HTML5 at YouTube: Stories from the Front Line



Remember: Chuck Testa wants you to



make content,  
not commercials!



What's new at YouTube?

YouTube for your Business

Tips & Resources

Questions



What's new at YouTube?

YouTube for your Business

Tips & Resources

Questions





Google  
**Developers**