



Introducing YouTube Audio Ads

BETA OFFERING



Agenda



SECTION ONE

Why Audio?

SECTION TWO

Introducing YouTube Audio Ads Beta

SECTION THREE

How to take action

SECTION ONE

Why Audio?

Audio is part of our lives

Globally, people spend

18 hrs

listening to music each week

Source: 2019 IFPI Music Consumer Report

Audio is Moving to Digital Quickly

86%

of music listeners
are using on-demand
streaming

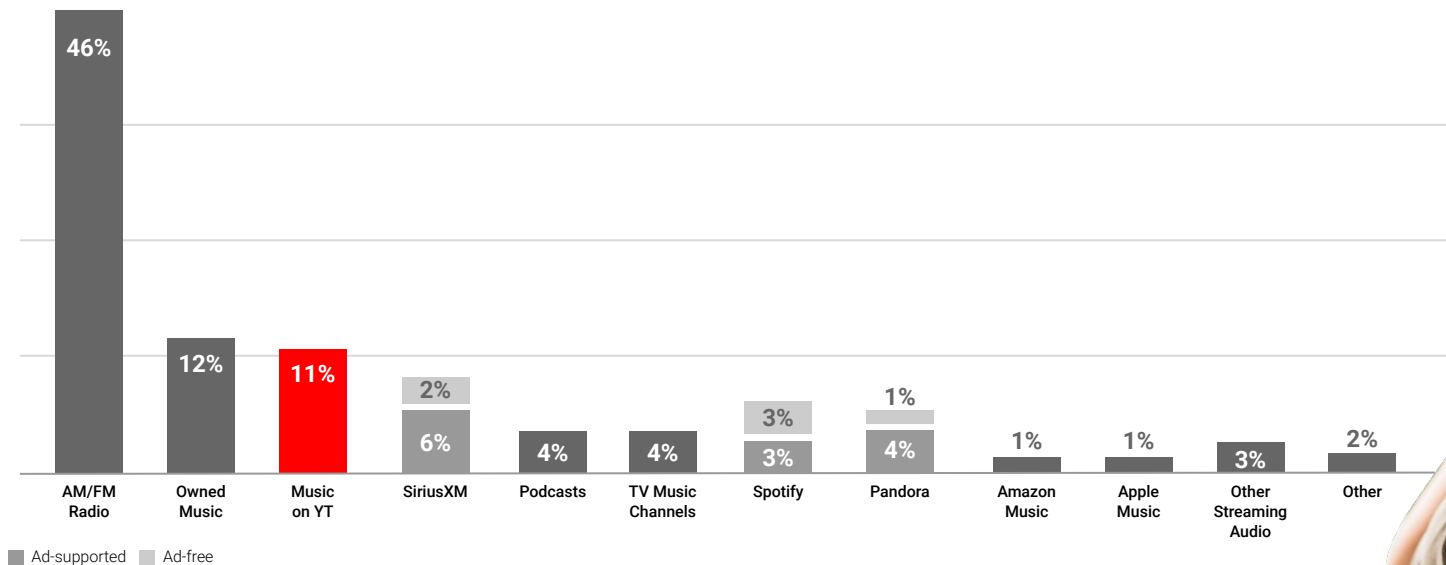
Source: March 2019 Edison Research and Triton Digital report, "The Infinite Dial 2019"



Consumers spend more time listening to **Music on YouTube** than any other digital streaming publisher

Consumers spend the most time listening to music digitally on YouTube, according to eMarketer

Share of Time Spent with Audio Among Consumer, by Platform, Q1 2019 (% of total)



Note: ages 18+; numbers may not add up to 100% due to rounding

Source: Edison Research, "Share of ear Q1 2019" as cited by Westwood One, "AM | eMarketer Digital Audio Advertising 2019

Users play audio in the **background** while doing something else



Entertain me

Chores, cook



Relax me

Sleep, browse internet



Focus me

Work, chores



Interest me

Get ready, socialize



Energize me

Get ready, exercise



Atmosphere

Work, cook



Teach me

Get ready, exercise

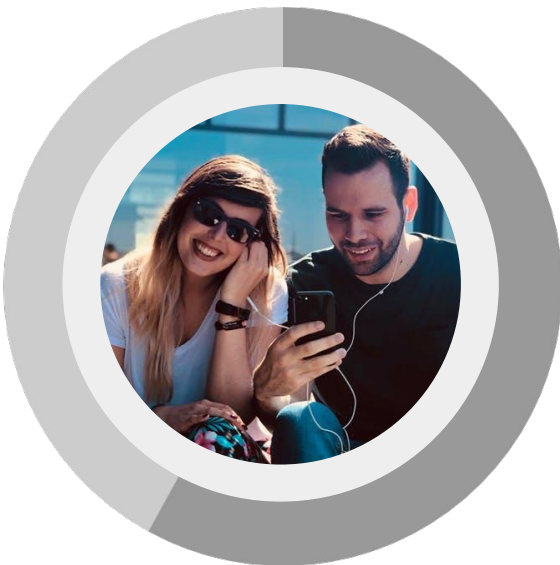


Entertain kids

Entertain kids, sing

Who is the audience?

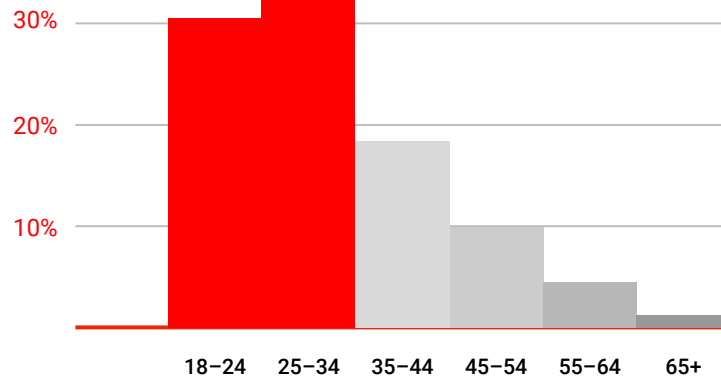
42%
female



58%
male

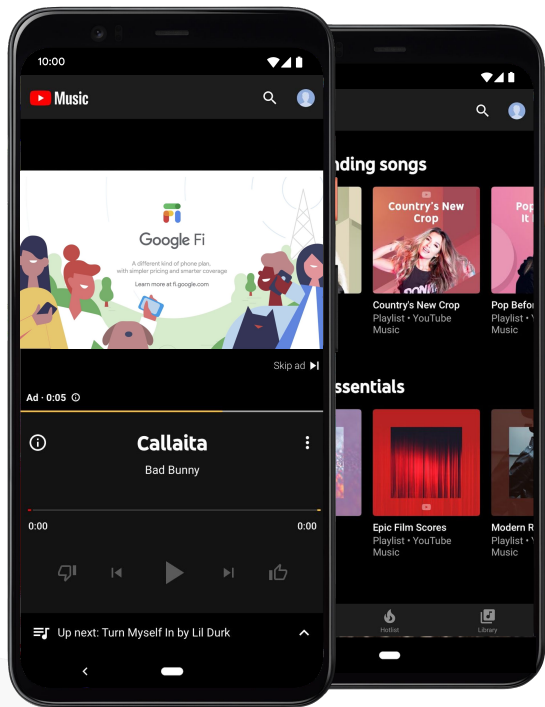
63%

18–34 years old



SECTION TWO

Introducing YouTube Audio Ads Beta



Introducing Audio Ads

An incremental opportunity to reach users who are listening

↗ **75%**

of measured alpha campaigns drove lift in brand awareness

A new ad format

Audio ads are **15 seconds long***, will use **CPM bidding**, and are built to optimize to reach users with a format and creative optimized for listening



Drive awareness & ad recall



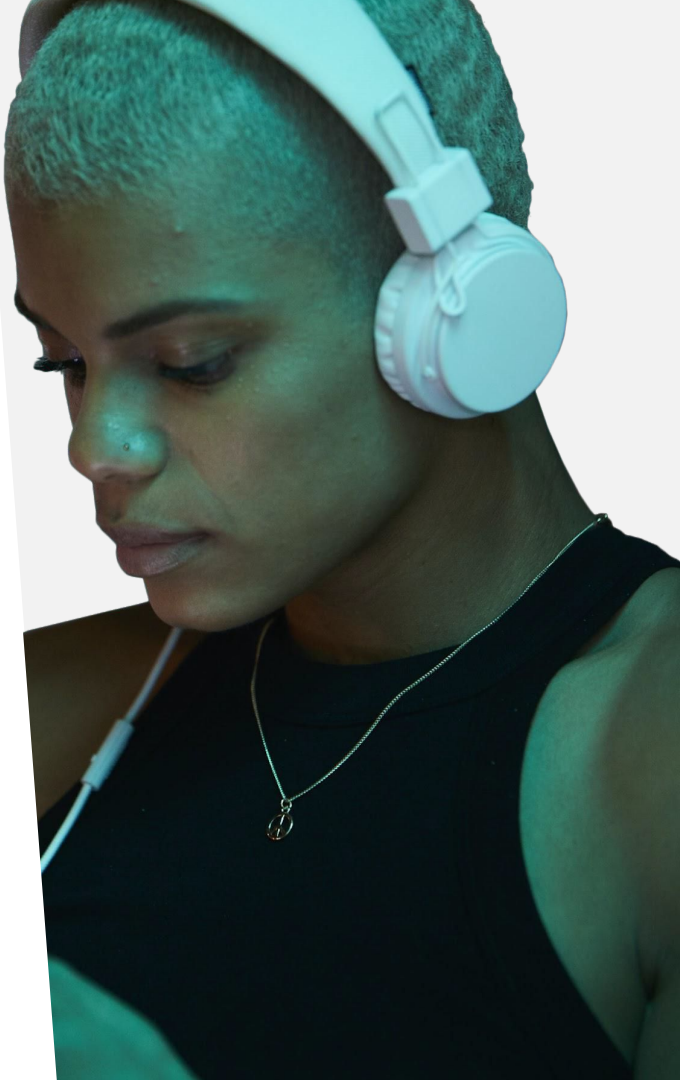
Open auction bidding



Easy campaign implementation

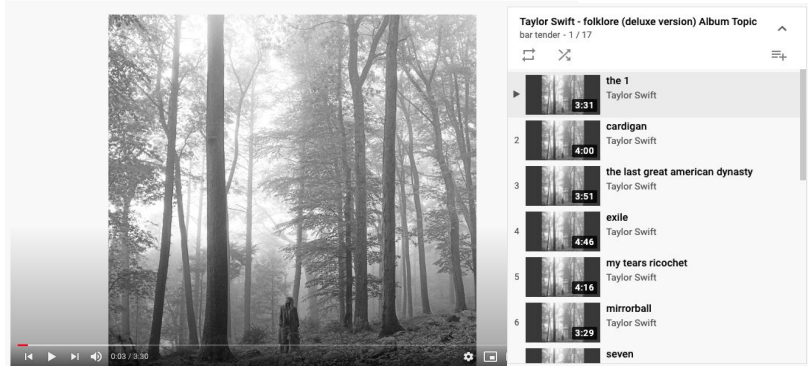
*at Beta launch audio ads will not have a skip button

Google Confidential & Proprietary

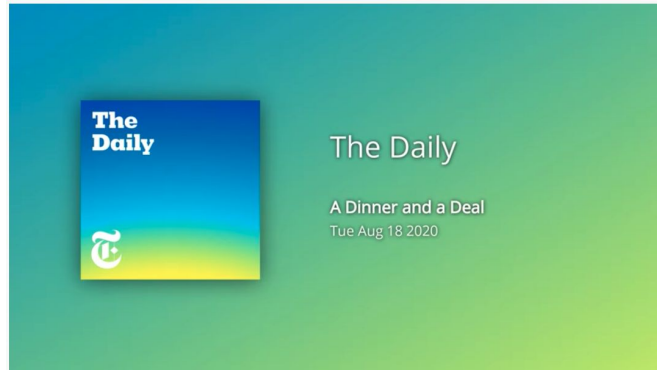


What are people listening to?

Most commonly, people are listening to music playlists and songs with album covers, like the new Taylor Swift album.



People are also listening to content well optimized for listening, like The Daily podcast from New York Times.

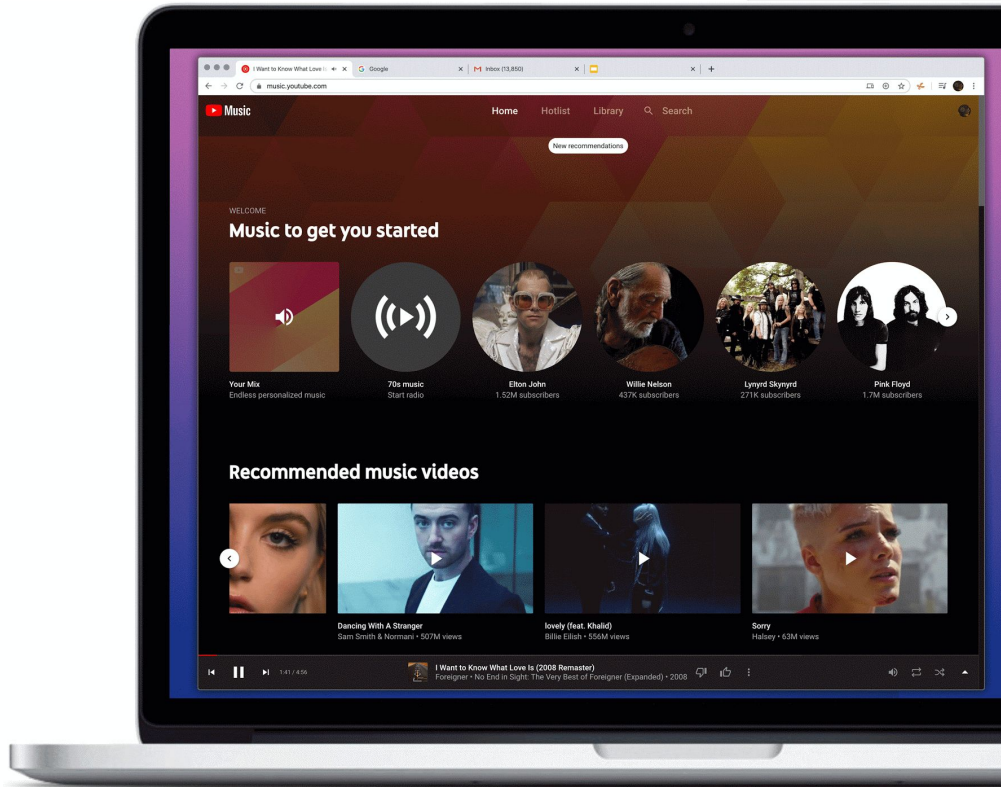


**Audio ads can run across both music and non-music content.
Leverage our targeting solutions to determine what's best for your campaign.**

Think screenless

Listening behaviors vary by device and we're experimenting with the best ways to reach people who are listening to music in the background using privacy safe, user and device signals.

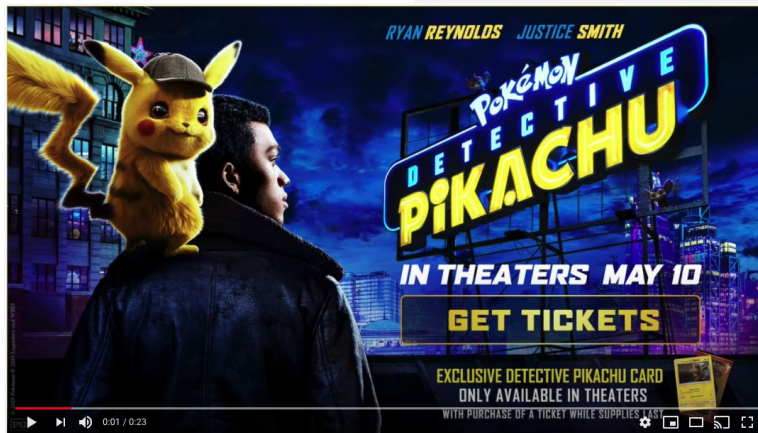
Over time we are looking to account for a variety of signals such as long music listening session on TVs, and commuter sessions on mobile, etc.



What does an audio ad look like?

Audio ads reach a new tranche of users whose primary behavior is listening.

Audio ads do have a visual component, in case users come back to the screen, but the audiotrack is the primary mechanism for delivering your advertising message to provide the most optimal ad experience.



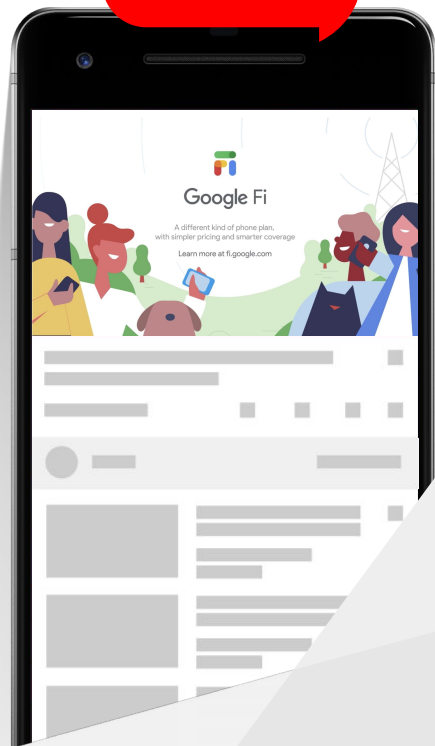
YouTube Audio Ad Creative Recommendations & Tips

Users will not be actively viewing YouTube Audio Ads. Therefore, build your new audio asset with this in mind. We recommend using a branded, static image, with a clear call-to-action in the middle of the screen. The dimensions of this asset is the same as YouTube video's **16:9 aspect ratio**. Add an audio file in your asset creation tool and convert the file to an mp4 in order to upload into YouTube.

Additional Tips

- ✓ Make sure you get your product name upfront
- ✓ Clearly state the benefits and features
- ✓ Don't let music or sound effects overpower the announcer voice over
- ✓ Make the visual simple, likelihood of listener seeing it is slim but should reinforce the main takeaway

[Listen to the ad](#)



YouTube Audio Ads Product Overview

Category		Beta Availability
Format		15s ad length, no skip button
Bidding Method	Instant Reserve	[ETA by Q4] Not available
	Auction (tCPM)	Available Globally
Targeting		Demo, Audience, Advanced Contextual Targeting, Advanced Audiences
Budget & Flight Requirements		Budget minimum requirements for 2 BLS questions Recommended flight length 2 weeks
Buying Door	GA	✓
	DV360	✓

SECTION THREE

How to take action

Audio Targeting Options



[Launching soon!]

Made for Audio Lineups

- **Music lineups** expanded for audio
- **Podcast** targeting

New audio-focused packages powered by advanced contextual targeting

Advanced Audiences

- **Affinity**
- **Custom Affinity**
- **In Market**
- **Topic**

Leverage the same advanced audiences you know is effective for your campaign goals