



"...AND WHAT IF ANOTHER 14-YEAR OLD WITH A CAMERA-PHONE GETS MORE VIEWERS THAN WE DO TOMORROW NIGHT, TOO?"





CBS



NBC

CBS

You **Tube**

blip.tv



NBC

NBC



CBS

CBS





Most viewed non music video



Viral "Double Dream Hands" dance



Founded on YouTube



Went viral for the "worst Song Ever"



News segment turned into viral song



# The Internet is NOT the same as TV



Televisions are usually in the living room where you have a group interaction



Watching videos on your computer allows an intimate experience with the brand



# The Internet is NOT the same as TV



Now we have the hybrid blurring the lines between TV and the internet



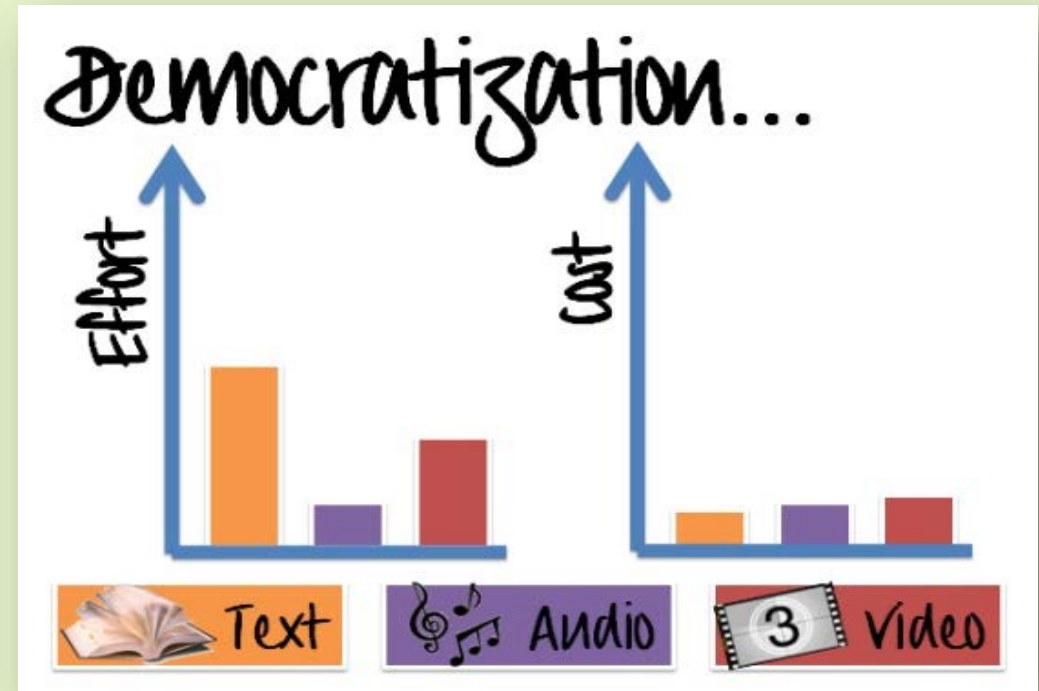
Last month, about 180 million U.S. Web users watched an average of ***18 hours of online video***



In August, Americans watched ***5.6 billion ads*** in online video



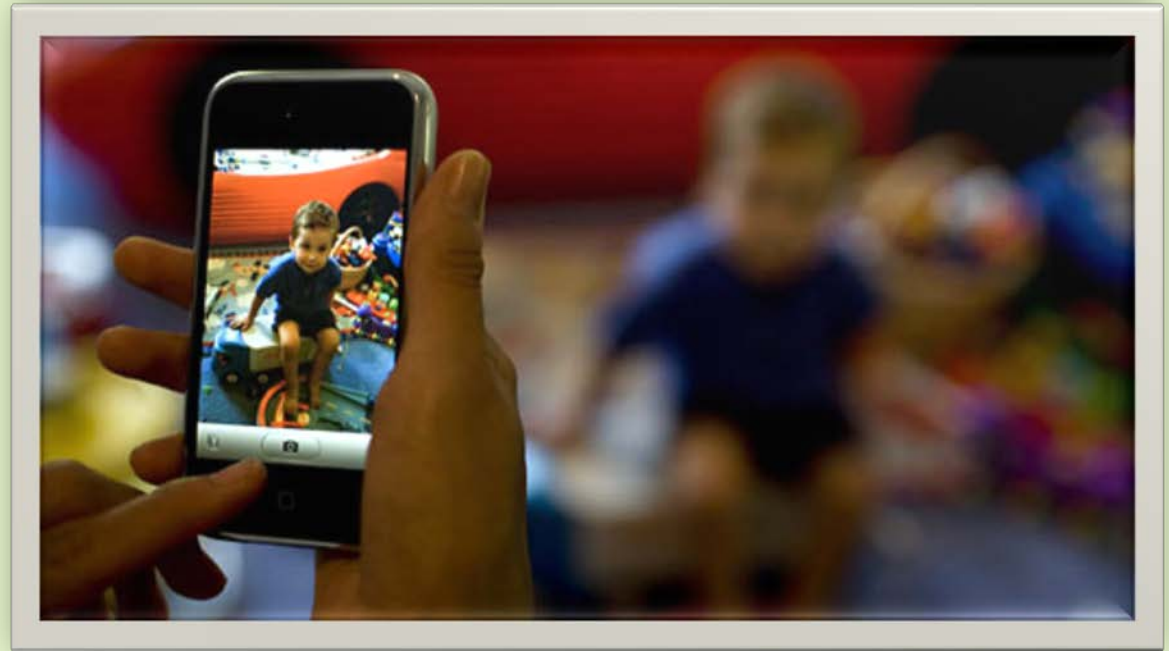
# Democratization of Media



The effort and cost of producing online videos allows anyone to become a publisher – *Not just the rich networks*



The democratization of media has allowed the average user to have a say in (and often control) online content



Networks no longer control the type of content we view.  
**We do.**



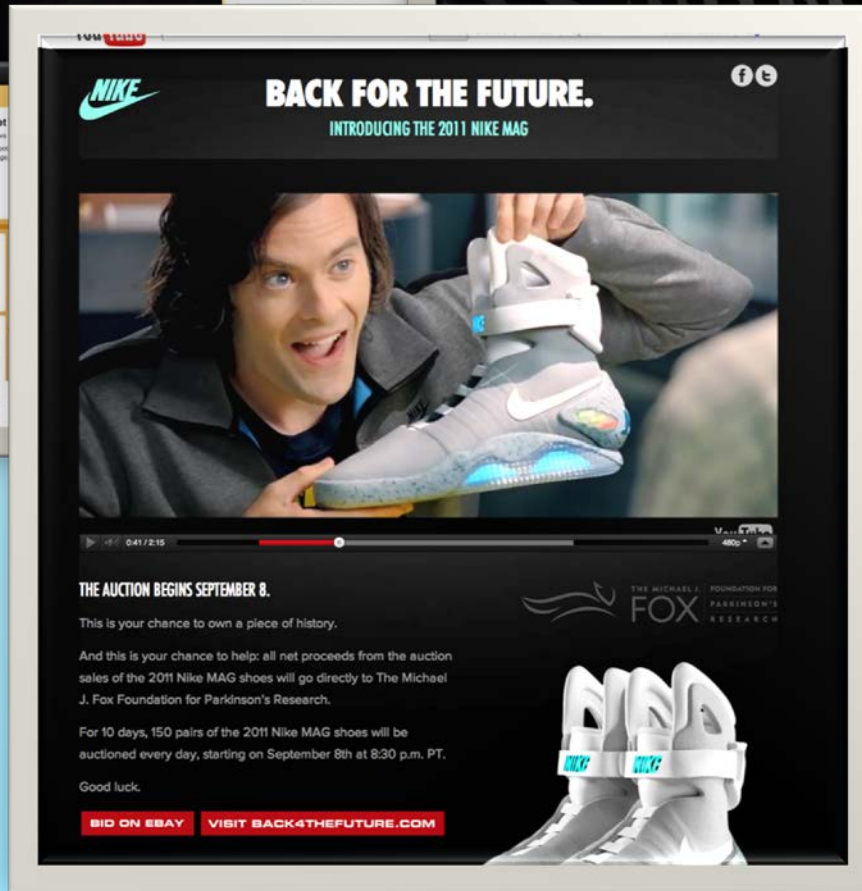
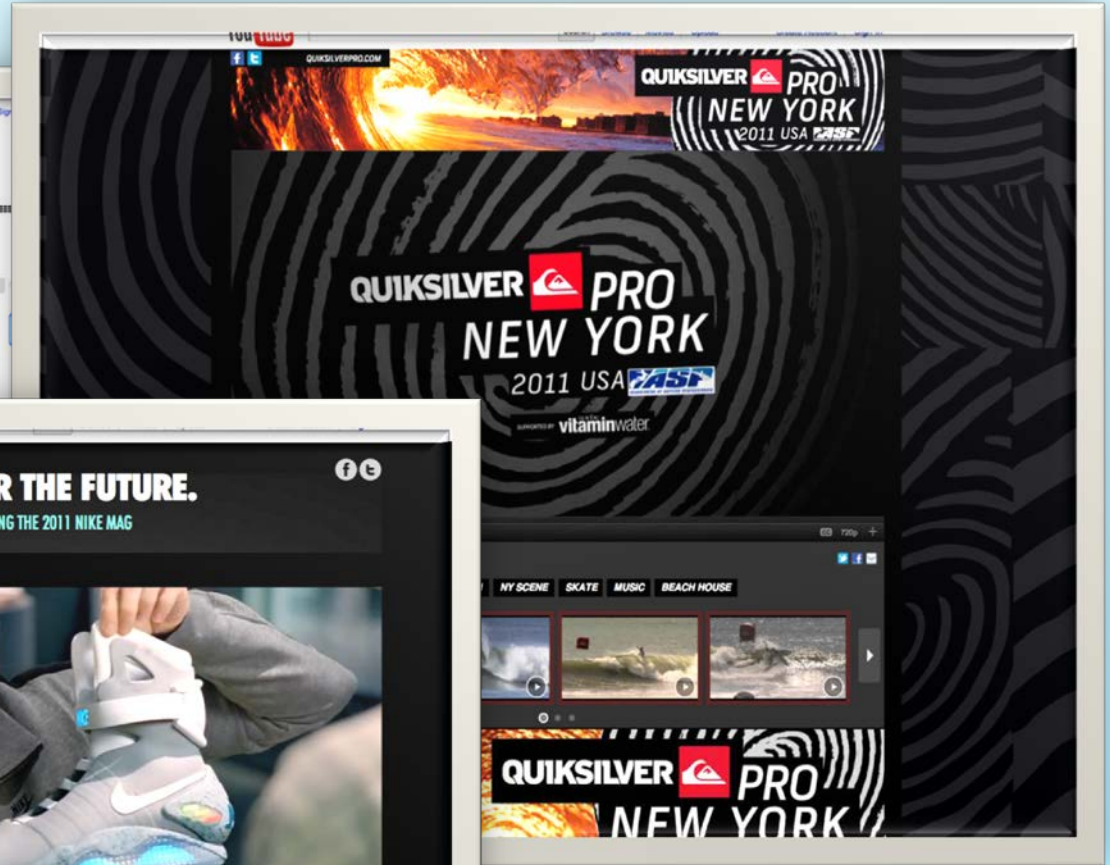
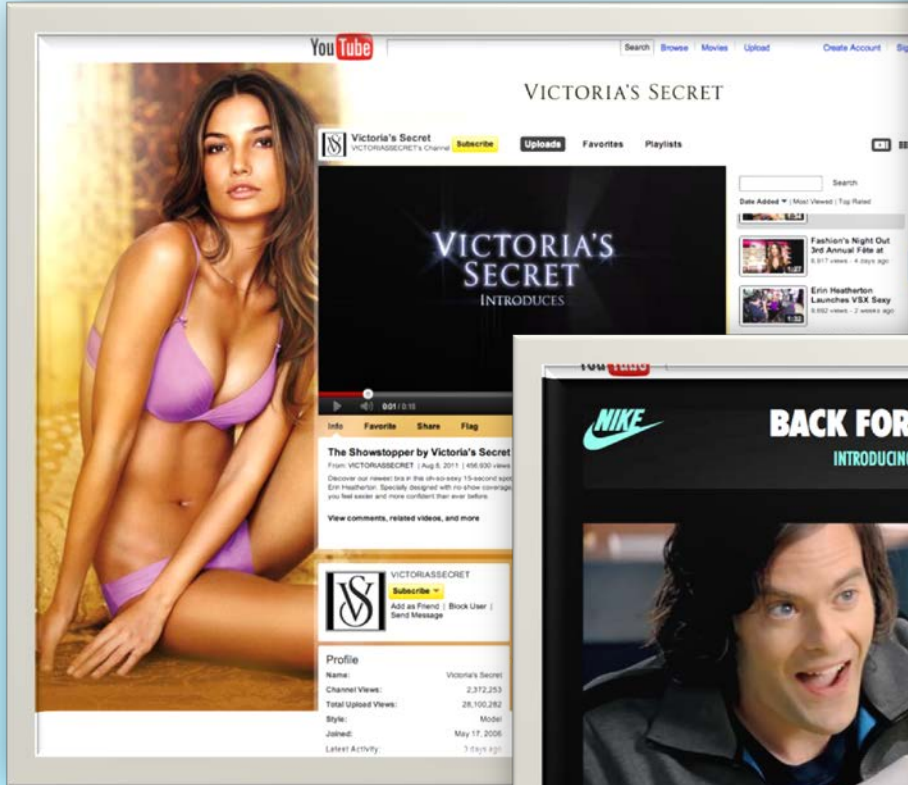
We don't have to watch what, where, and when the networks tell us to



Cell phones, tablets, DVRs, Smart TVs, and the internet have allowed us to view content whenever, and wherever we choose



# Even brands are content creators



meet dan.



zipcar.  
one  
crazy  
day

One Crazy Day Trailer 2

by zipcar



Brands like Zipcar are including fan feedback into their content creation





Touch the Rainbow series of videos got nearly 1 million hits in just 3 days

**Skittles Touch: Cat**  
by skittlespage

**TOUCH THE RAINBOW**



# Distribute your videos across all Platforms

If it's out there, someone will see it



Second largest search engine behind Google

More video is uploaded to YouTube in 60 days than the 3 major U.S. networks produced in 60 years



The base age demographic for YouTube is 18-54

2 billion video views per week are monetized

Over 13 million hours of video was uploaded in 2010 – That's about 150,000+ full-length movies

Hundreds of partners are making six figures per year.





## YouTube Charts

All categories ▾

Most Viewed Videos ▾

Today ▾

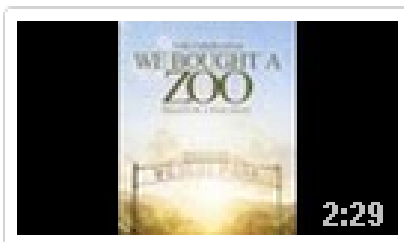


1

[+100500 - Постановва](#)

Эпизод #51 :D Видео из эпизода и комментарии...

by [AdamThomasMoran](#) | 2 days ago | **983,617 views**

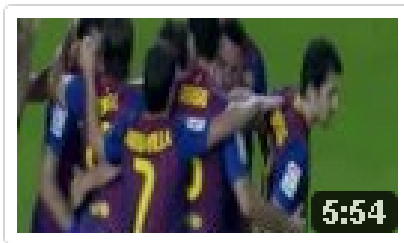


2

[We Bought a Zoo Official Trailer](#)

This holiday season, acclaimed filmmaker Camero...

by [weboughtazoomovie](#) | 1 day ago | **628,242 views**



3

[FC Barcelona vs Osasuna 8-0 - All Goals & Highl...](#)

FC Barcelona vs Osasuna 8-0 - All Goals & Highl...

by [HardGoals](#) | 1 day ago | **569,090 views**

## YouTube Charts

Search most popular videos through YouTube Charts.

This list updates every few hours.





## Search Stories

Every search is a quest. Every quest is a story.

These videos show that anyone can do anything when paired with the power of search.



# You Tube

A great place for tips and learning

## ★ SHOW & TELL ★

Home of the best creative marketing examples on You Tube

Interactive Video

Brand Channels

Homepages

Viral Hits

Creatives' Corner

Sign up for the eNewsletter

Filter By:

Industry

Sub-Category

[\(What Are These?\)](#)

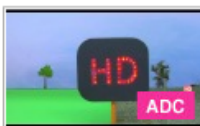
Select: All / None

close

- Overlay Information
- Interactive Scenes
- Other

- Brand Integration
- Outbound Links

- How-To or Product Demonstrations
- Branching Storylines



**Interactive Video (Part 1)**  
YouTube  
Branching Storylines



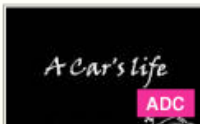
**The Murder: An Interactive Adventure!**  
Chad, Matt, and Rob  
Branching Storylines



**La Linea interactive**  
PatrickBoivin  
Branching Storylines



**Interactive Easter Egg Hunt**  
www.heynadine.com  
Branching Storylines



**Car's life - YouTube game**  
Hexolabs  
Branching Storylines



**Interactive Zombie Movie Advent...**  
Hell Pizza  
Branching Storylines



**The Time Machine: A Chad, Matt ...**  
Chad, Matt and Rob  
Branching Storylines



**Interactive Fortune Teller**  
SMP Films  
Branching Storylines

### ArtDirectorsClub

YouTube & ADC

About ADC

### TED Ads worth spreading

YouTube & TED

About TED

### Helpful Links

- [YouTube Brand Channel](#)
- [YouTube Biz Blog](#)
- [YouTube Creator's Corner](#)
- [Advertise on YouTube](#)
- [YouTube Copyright Policy](#)
- [YouTube Handbook](#)
- [YouTube Ad Specs](#)



<b>Find Results</b>	with <b>all</b> of the words	<input type="text"/>	<input type="button" value="Search Videos"/>
	with the <b>exact phrase</b>	<input type="text"/>	
	with <b>at least one</b> of the words	<input type="text"/>	
	<b>without</b> the words	<input type="text"/>	
<b>Language</b>	Return videos in	Any Language <input type="button" value="v"/>	
<b>Duration</b>	Return videos within the duration	All durations <input type="button" value="v"/>	
<b>Date</b>	Return videos posted within the timeframe	Any time <input type="button" value="v"/>	
<b>Quality</b>	Return videos with the quality	Any quality <input type="button" value="v"/>	
<b>Domain</b>	<input type="button" value="v"/> Only <input type="button" value="v"/> return videos from the site or domain	<input type="text"/> e.g. youtube.com	
<b>Subtitles</b>	Search only closed captioned videos	<input type="checkbox"/>	
<b>Sort results by</b>		Relevance <input type="button" value="v"/>	
<b>Results per page</b>		10 <input type="button" value="v"/>	

**Advanced Video Search**

Refine queries when searching for videos by quality, domain, etc.



# Placing videos on your brand's website is key to giving consumers a visual purchasing process

24/7 Customer Service (800) 927-7671 Live Help Log In or Register My

**Zappos** .com POWERED BY SERVICE

Shoes, Clothing, Bags, etc. SEARCH 365 Day Return Policy In other words, 1 full year

SEARCH BY: Size, Narrow Shoes, Wide Shoes, Popular Searches

SHOES CLOTHING BAGS & HANDBAGS HOUSEWARES BEAUTY WHAT'S NEW? BRANDS WOMEN'S ME

ALPHABETICAL BRAND INDEX # · A · B · C · D · E · F · G · H · I · J · K · L · M · N · O · P · Q ·

Back | Home > Shoes > Boots > Frye > Campus 14L

FRYE CAMPUS 14L SKU: #7165047

36 Reviews | Write a Review

FRYE

\$298.00

COLOR: Black Leather

ADD TO SHOPPING CART

In Stock and Ready to Ship Sold by Zappos Retail, Inc. Shipping Options

WOMEN'S SIZE: Select a size

ADD TO MY FAVORITES

WOMEN'S WIDTH: B - Medium

Size Chart Don't See the One You Want?

SHARE

LARGER IMAGE & ADDITIONAL VIEWS

View All Colors

IT'S TRUE! We Are Totally Serious About FREE SHIPPING BOTH WAYS

Frye Campus 14L SKU #7165047 by ZapposGear

Zappos

*Internet Retailer: Shoppers were 144% more likely to add a product to their cart after viewing a video on StacksandStacks.com than those who didn't*



# Encourage customers to provide their own content by incorporating Facebook or YouTube contests

*What would you do for a Klondike Bar video contest*



The first and largest HD video contest ever...



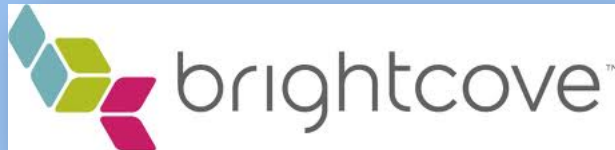
The Cabbie: Chapter 1, Canon Beyond The Still - ...



*The collective film premiered at the Sundance Film Festival*



# Distribution/Analytics Tools



A cloud-based software platform used by media companies and marketers to publish, distribute and monetize video on the Web, mobile devices and connected TVs



A paid-syndication tool which shows how online viewers interact with video content and how that content spreads across video platforms



When sharing video privately, Wistia provides a turn-key environment where you can invite your audience in to view your content. When sharing publicly, Wistia provides embed codes which are used to put the video on your webpages



Distributes videos across the web, including to Facebook and YouTube, to iTunes, and to the TV set through partnerships with roku, Google TV, Boxee, Verizon FiOS, TiVo, Sony TVs and others



# Distribution/Analytics Tools



A video marketing tool which integrates real-time media buying, ad serving, targeting optimization, and brand measurement. Analytics measure and compare the performance of their owned, paid and earned media.



comScore provides syndicated and custom solutions in online audience measurement, e-commerce, advertising, search, video and mobile and offers dedicated analysts with digital marketing and vertical-specific industry expertise.



Nielsen's comprehensive online measurement methodologies analyze consumer behavior and trends, advertising effectiveness, brand advocacy, social media buzz and more to provide a 360 degree view of how consumers engage with online media.



# Live Streaming Tools

The Livestream logo features a red, stylized 'L' icon followed by the word 'livestream' in a lowercase, black, sans-serif font.

An online video broadcast solution in which you can create broadcasts and stream live just as any traditional television network

The Ustream TV logo consists of the word 'USTREAM' in a bold, white, sans-serif font with a slight 3D effect, followed by '.TV' in a smaller font, all set against a dark blue background with a reflection effect.

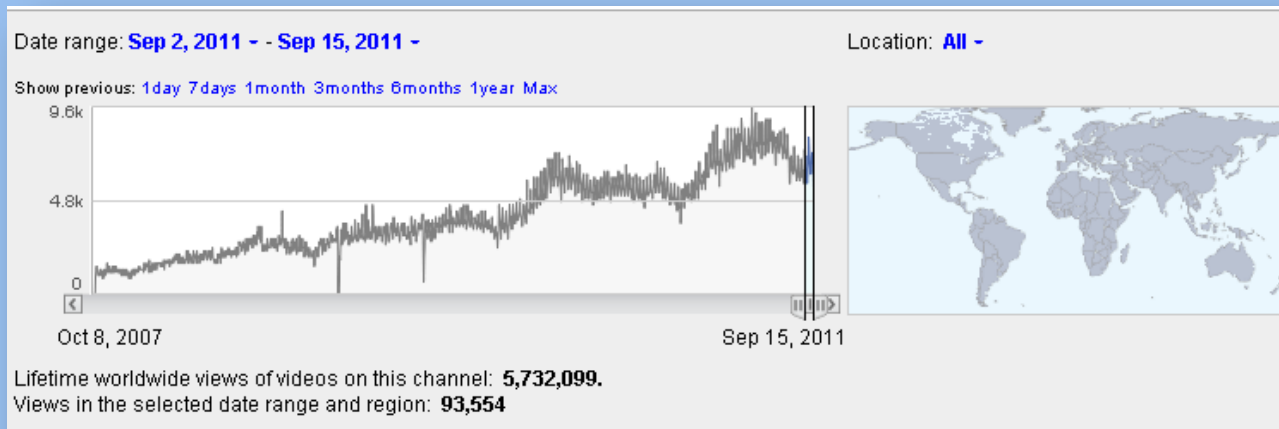
Allows you to watch and interact with live shows from around the world. You can broadcast from your home, events, or even your mobile phone

The Justin.tv logo is the text 'Justin.tv' in a large, bold, black, sans-serif font, centered on a white rectangular background.

Using only a laptop, you can share your event, class, party or thoughts, live, to anyone in over 250 countries while they chat in real-time with you and with other viewers.



# Measurement Tools



Most publishers have their own analytics solutions which you can track via their own sites such as YouTube Insights

## Summary [More info](#)

### Views

Each day on the graph shows the total number of views made on that day.



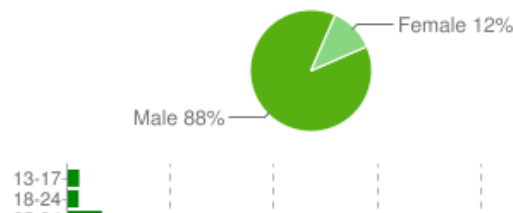
### My videos

To see all your videos, go to your uploads list. [/my\\_videos](#)

Video	Views (% of total)	Attention
<a href="#">How to Service Your Lower Unit</a>	4.7	
<a href="#">How to Replace a Water Pu...</a>	3.3	
<a href="#">Fein Multimaster (NEW) Dem...</a>	2.8	
<a href="#">West System Fiberglass Rep...</a>	1.3	
<a href="#">Fiberglass, Kevlar and Carbo...</a>	1.3	
<a href="#">Gelcoat Repair Howto</a>	1.2	
<a href="#">Installing a Poly-Planar MP3 Kit</a>	1.2	
<a href="#">Festool Multi-Function Table</a>	1.1	
<a href="#">How-To Spool a Spinning Re...</a>	1.1	
<a href="#">Turbinaire HVLP Paint Spray...</a>	1.0	

### Demographics

Who is watching the videos in this channel?



### Popularity



How popular are my videos relative to those of other uploaders?





# CRM Tools

VYou allows people to broadcast video structured as conversations, offering an extremely personal form of social interaction.

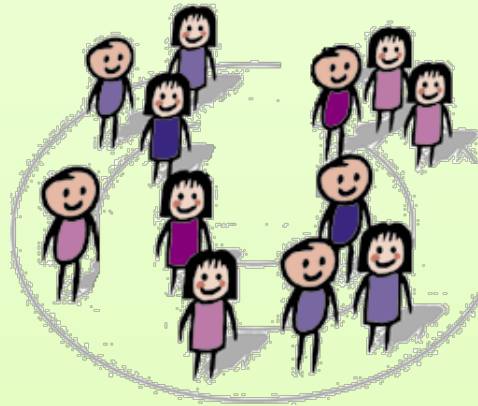
<p><b>J T Junig MD PhD</b> Board Certified Psychiatrist, recovering addict, founder of SuboxForum, and contributor to TheFix.com</p>	<p><b>Kristina Wandzilak</b> Interventionist, THE LOST YEARS author, expert from TLC's ADDICTED, and contributor to thefix.com.</p>	<p><b>Justin Hewitt</b> General Manager of Transcend Sober Living in LA, contributor to thefix.com.</p>
		
<p>▶ Talk to J T Junig MD PhD</p>	<p>▶ Talk to Kristina Wandzilak</p>	<p>▶ Talk to Justin Hewitt</p>



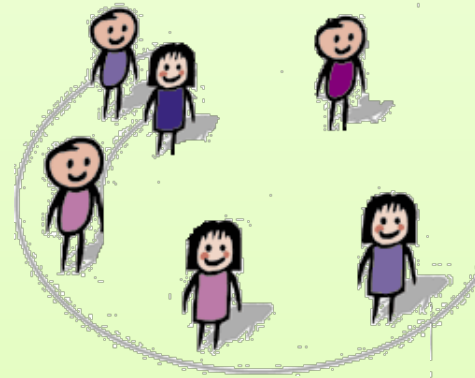
# Some Final Tips...



You start with an attentive audience



They get bored after 1 minute



They get restless after 2 minutes



You lose them completely after 3 minutes



Never  
underestimate  
the power of a  
pretty face



Everyone Needs a Domain Name  
by godaddy



why  
everyone  
needs a  
domain  
name



# Your content must be **Entertaining!**

Farewell, Fabio | Old Spice Mano a Mano  
by OldSpice



**As a brand, you know your  
niche better than anyone.**

*Who else is better qualified to know what they want to see?*

