

# The Right User At The Right Time

Targeting on Technology to make smart media decisions



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## YouTube Stats (US) (Nielsen//NetRatings Dec 2008)

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81 Million unique monthly visitors

#4 Largest audience on the web

#1 Entertainment site on the web

Average user spends 54 minutes on site each month

Active reach: 49%;  
Universe reach: 36%

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## Did You Know?

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Looking to run your ads next to videos that are going viral on YouTube? Through Buzz Targeting, now you can reach videos as they are taking off within the community.

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With over 80 Million unique users visiting YouTube every month, YouTube has become an enormous place. How can you make sure that your media is reaching the right user at the right time. Our targeting technology enables marketers to be smart with their media, slicing and dicing our audience to enable precision at scale.

## Reach your Audience

Want to reach a particular **demographic**? Hoping to get **frequent uploaders** to learn more about your video contest? Launching a product in select markets, and looking to run different creative's in different **geographic** regions? YouTube can deliver reach across every audience:



Who do you want to reach? You can find them on YouTube.

## Align with the Right Content

YouTube has become the world's largest magazine rack...in video form. Whether you are looking to run your ad in a sports magazine or a fashion publication, YouTube has the content that aligns with your campaign. And your ad will only run next to **select partner content**. We have over 3000 content partners to choose from.

What type of video content makes sense for your campaign? It's probably already on YouTube.

All
Autos & Vehicles
Comedy
Education
Entertainment
Film & Animation
Gaming
Howto & Style
• Movies
• Music
• News & Politics
Nonprofits & Activism
People & Blogs
Pets & Animals
Science & Technology
Sports
Travel & Events
Recommended for You

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## About YouTube

YouTube is the leader in online video, and the premier destination to watch and share original videos worldwide through a web experience. Since November 2006, YouTube has been an independent subsidiary of Google, Inc. Google and YouTube are committed to enable everyone to find, upload, watch and share original videos worldwide, and to innovate with video for compelling services for users and for content owners.

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For more information visit  
[www.youtube.com/advertise](http://www.youtube.com/advertise)

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