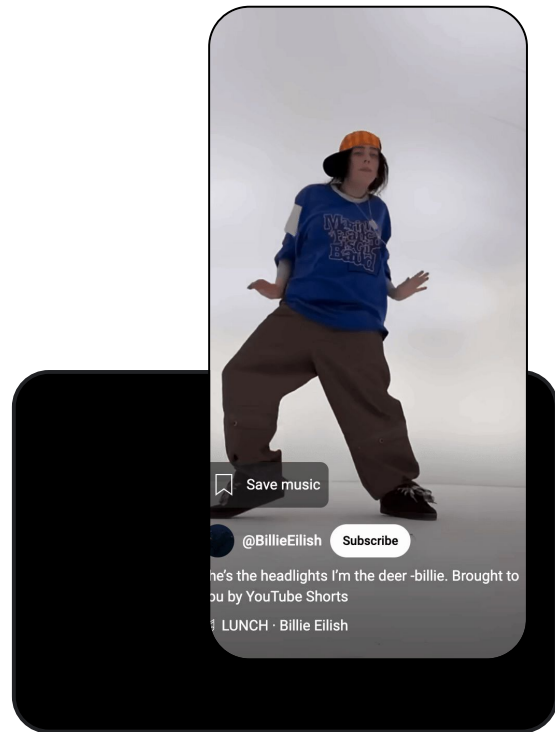


Beyond the Play Button

Denise Browne

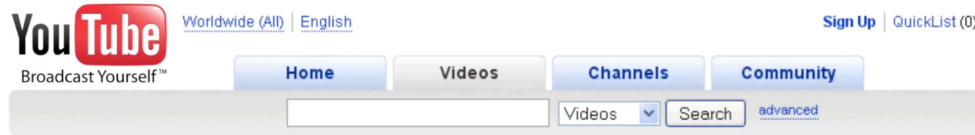
Head of Sales, GCS Ireland, Google





20 Years of YouTube Magic

From a **simple video hosting** service to a multifaceted ecosystem of content creation, community engagement, **commerce and interactive experiences.**



A man with a beard, wearing a plaid shirt, stands in profile looking out a window. A magnifying glass is positioned over the text, focusing on the words "discovery" and "decisions". The background shows a kitchen with a refrigerator and a dining area with a table and chairs.

**Be where discovery starts
and decisions are made**

Streaming

Viewers come to YouTube to stream

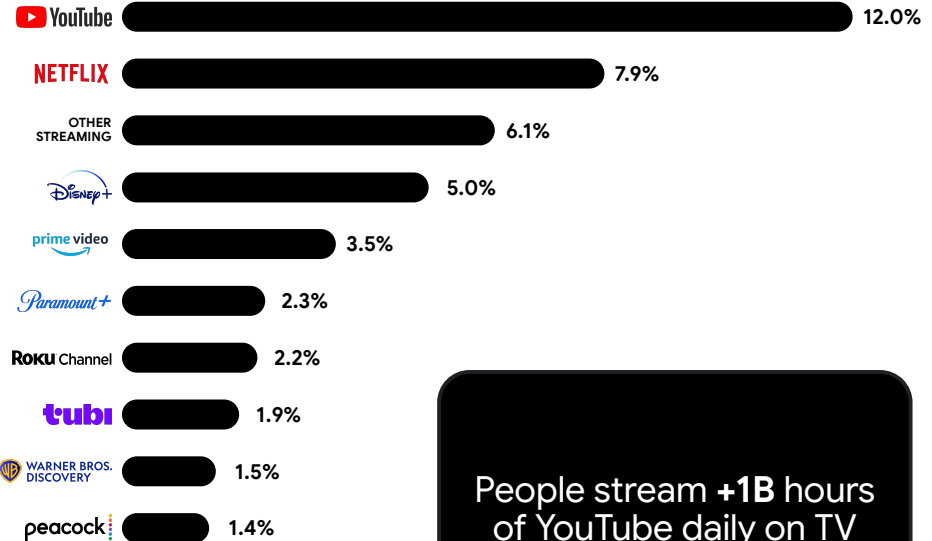


How YouTube Took Over Our Television Screens

The platform first known for viral videos now attracts more viewers on TVs than Netflix, Disney+ or Amazon Prime Video.

FEBRUARY 2025

YouTube continues to be **#1 in TV & streaming** as reported by The Gauge



SOURCE: Nielsen National TV Panel Data plus Streaming Video, Feb. 2025

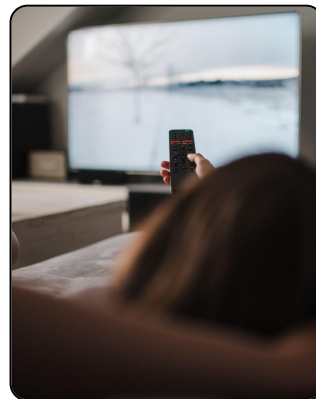
People stream **+1B** hours of YouTube daily on TV screens

Streaming

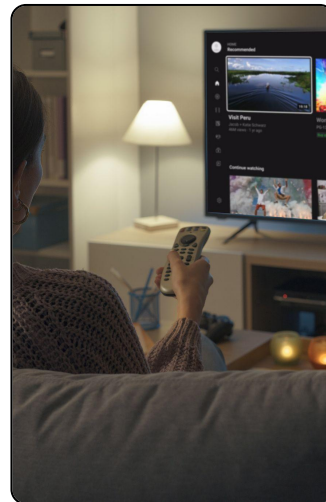
YouTube is also at the **heart** of streaming in **Ireland**



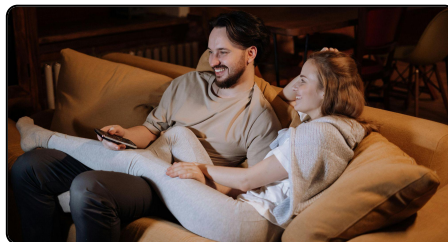
#1
Mobile App for
Video



+60min
Daily
Watch Time



3.5M
Reach of 18+



#1
For Short Form
Video

Scrolling

YouTube Shorts is
taking short-form video
from
mobile to TV screens

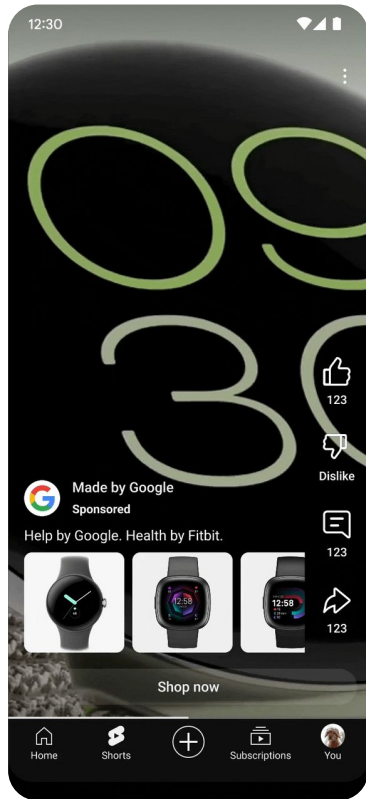
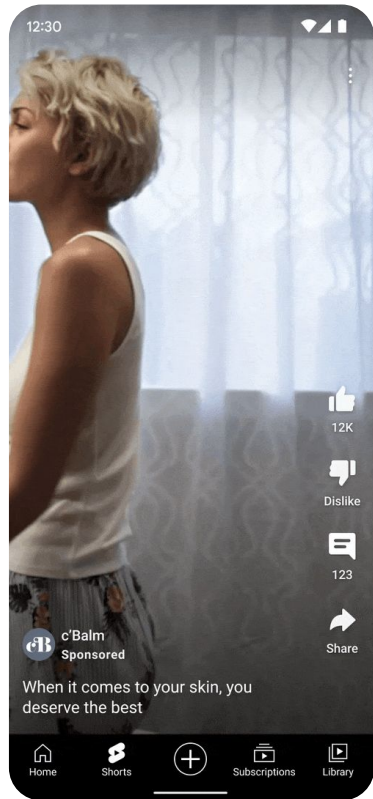
Views on TV screens **more than doubled**

Over **70 billion daily views** on average



Shopping

Google and YouTube
are **a powerful** part of
the shopping journey
online



So What?

*for Marketers

Be where discovery **starts** and decisions are **made**

1.

Build meaningful connections through culture

2.

Drive efficient brand visibility across every screen

3.

Deliver the outcomes that matter for you

Be where discovery starts and decisions are made

1.

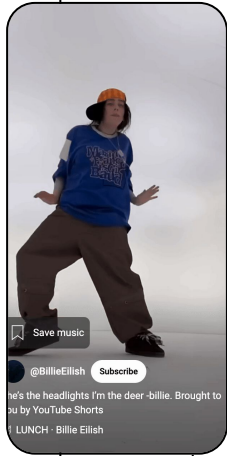
Build
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outcomes that
matter for
you



YouTube

is the epicenter of culture



A new era of entertainment



Viewers are watching more creators in the living room



Viewers want to go deeper and explore the worlds of content surrounding what they love



Creators are the startups of Hollywood and are shaping pop culture

Where more is more as consumers call the shots



More **Video**

+4.5

hours of total video watched each day
(+ 2 mins vs. 2023)



More **Voices**

+39%

are watching more creator produced
content on YouTube than they were a
year ago



More **Formats**

+16%

Yoy uploads of 20+ min videos to YouTube
(and +42% yoy : YT Shorts)

Now expectations of
what makes up
“**quality content**” has
shifted beyond
technical

Emotive AND
technical markers
of quality

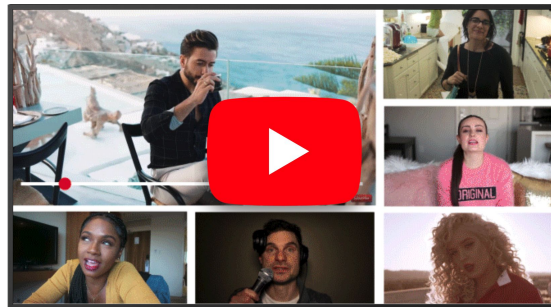
91%

Finding your audience & connecting where it matters to them

Connect and drive scale with **AI powered video** reach or view formats



AI Powered popular content.
Top 1% of content YouTube Lineups



55%

of YouTube Select ad campaign
impressions landed on TV screens (UK)



When **25%** of the YouTube spend mix includes YouTube Select...

Awareness **+106%** ROI **+69%** Effectiveness **+113%** vs auction only campaigns

The creators, content, and cultural moments people love - all in one place



Top Creators

Alex Cooper
Podcasts

1.07M SUBSCRIBERS



Marques Brownlee
Technology

18.6M SUBSCRIBERS



Mark Rober
Entertainment

63.9M SUBSCRIBERS



Popular Content



Cultural moments



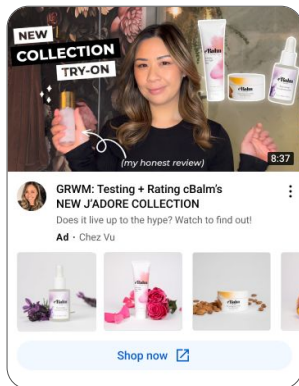
CC
RS
AT

And when it comes to Creators & Ads, we have options too

Amplify

Partnership ads powered by BrandConnect

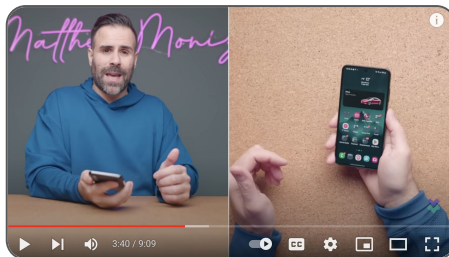
Organic creator videos, licensed by brand to be served as in-feed ads on YouTube with customizable copy/CTAs.



Acquire & Edit

Organic-to-Creator Ads

Organic creator videos that have been sourced, licensed and edited down into **made-for-YouTube ads**.



Create Your Own

Creator Ads

Custom ads featuring Creators, made from scratch, rooted in YouTube trends and formats.



CC
RS
AT
A

With even more ways to connect coming in 2025



Enhancements

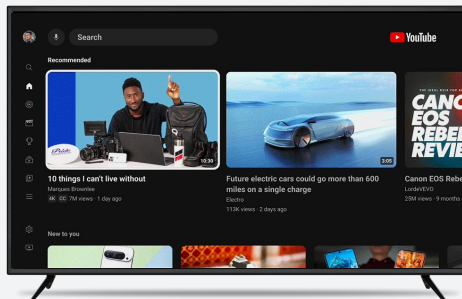


Evergreen product **enhancements to increase advertiser value** and demand.

Example: Immersive Masthead on cTV, Pause Ads



Add-ons

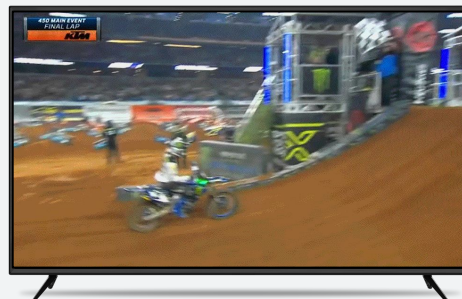


Optional product enhancements that advertisers can **add on to a core product**. Optional and trigger an upcharge.

Example: Creator Shoutout



New core products



Launch net new core products that are **aligned to High Impact Reach or Association** that lean into a specific surface. Built x-surface if extensible.

Example: YouTube Peak Points

Be where discovery **starts** and decisions are **made**

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Deliver the outcomes that matter for you



**YouTube reached over 1.9M people in
Ireland ages 18+ on connected TV in
May 2024**

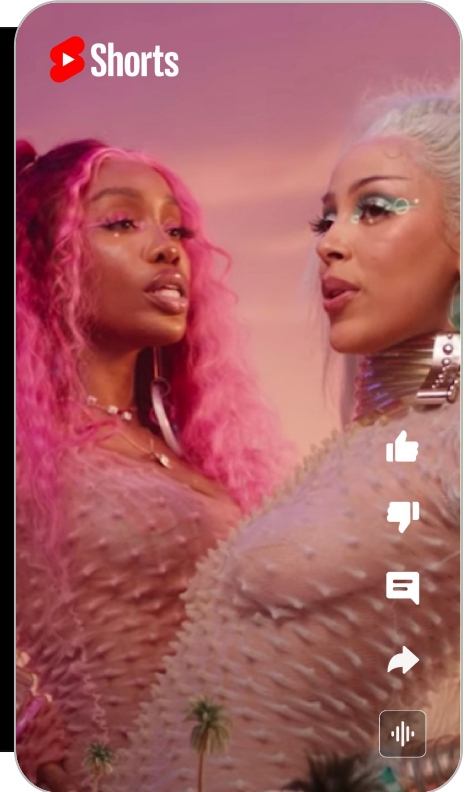
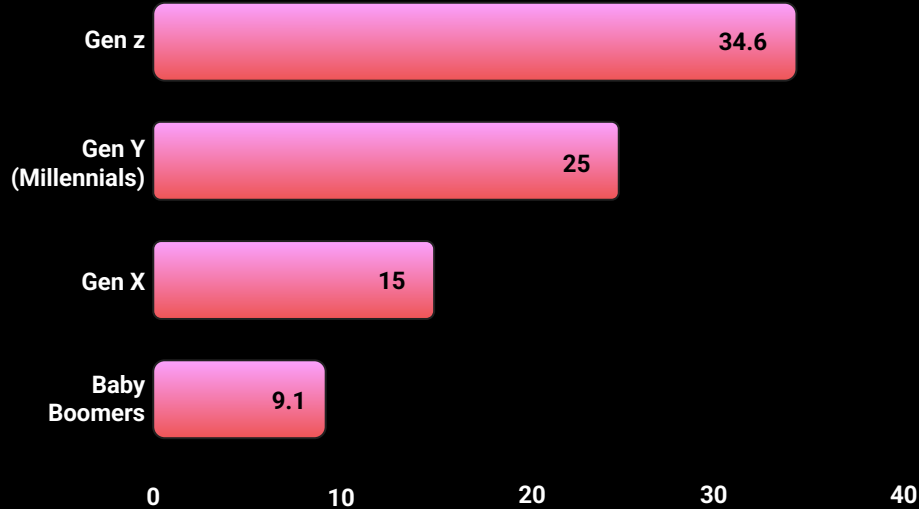


YouTube YoY Share of Total TV Watchtime



YouTube Shorts has added a new dimension

Demo distribution of YouTube Shorts Users





AI-powered ads seamlessly navigate the modern ways we watch

...unlocking a variety of signals to deliver the right ads, to the right people. To more efficiently & effectively deliver on your campaign goals



McKinsey:
70% of companies that adopted AI in marketing saw a revenue increase, **1 in 3** saw cost reductions.



To tell your brand story
across every screen, you
need to **design**
multi-format creative



Variety leads to
better results



Creativity is the last unfair
advantage we have.....and
Google can help you!

Good creative (still) starts with the **ABCD Principles**

Attention

Hook and sustain attention with an immersive story

Branding

Brand early, often and richly

Connection

Help people think or feel something

Direction

Ask them to take action



+30%

lift in **SHORT TERM SALES
LIKELIHOOD™**



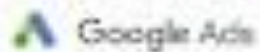
+17%

lift in **LONG TERM BRAND
CONTRIBUTION™**

KANTAR

Creative Works.

**Multiply your
creative
performance
with Google AI**



Google AI can help

[Veo 2](#) is here to animate your display assets & more!



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Long-term growth relies on the right measurement

When mature measurement is in place...



4x

more likely to exceed business
goals & **grow revenue**

Proving the value of media today requires
measuring through objectives

A journey to measurement maturity

Objective

Reach / Media Efficiency

e.g. Reach 90% of the general population

Metrics: CPM, Reach %, CPRP

Foundational

- Use Unique Reach to measure YouTube reach;
- Experiment to identify optimal frequency

Advanced

- Use 1P/3P x-media tool to measure media overlap, and identify untapped audiences across key markets

Best-in-class

- Bring Reach & Frequency into MMM or GeoX and set budget to reach 100% of addressable audience

Brand Impact

e.g. Drive recall of "X brand"

Metrics: Lift %, # of Lifted People, Cost per Lifted Person

- Use Brand Lift (and/ or Search Lift) to measure Recall;
- Experiment to identify optimal frequency

- Use YouTube Analytics or Kantar custom brand lift to identify room for creative optimisations
- Use the YouTube Full Funnel Report to show 360 impact

- Bring brand metrics into MMM to quantify the impact of brand metrics (e.g. +5% lift of recall = +1% of sign-ups)

Business Results

e.g. Purchase of X product

Metrics: Sign-ups, Downloads, Clicks, etc.

- Use website analytics to measure sign-ups, monitor traffic, bounce rates

- Use GeoX or MMM (e.g. Meridian) to quantify the impact of media heavy-up
- Use first-party and the most granular data for MMM

- Do MMM deep-dive to measure impact by formats/ devices, etc
- Bring insights of GeoX and experiments into MMM for the most comprehensive analysis

Measurement is a continuous process

Your checklist for success

- ☐ Create a measurement framework across objectives: Media, Market, Business
- ☐ Identify the right measurement solutions for each objective
- ☐ Create a measurement timeline to gather insights for key planning moments
- ☐ Run measurement studies in partnership with Google
- ☐ Validate learnings across measurement solutions
- ☐ Identify a test & learn plan for new/remaining questions
- ☐ Measure again!

Build meaningful
connections through
culture

Speak to consumers when they are at their most receptive, where viewers find and watch content from the voices that matter

Drive brand visibility
on every screen

The lines are blurred as consumers seamlessly switch between devices, and screens — tell your brand story fluidly across their personal media universe from mobile to TV

Deliver outcomes
that matter

The core tenets of brand building remain true, but an effectiveness roadmap is now needed to navigate the complexities of today, and deliver outcomes that matter to your business



Be a captain.
Not a passenger.

Thank You