

P

# Nacimiento de un fenomeno

~ De 0 a 3.000 millones en 5 años~





**48 horas de video por minuto**  
**~ Ratio de subida de video a YouTube ~**



**En 2 meses, You Tube acumula más contenido que si  
ABC, NBC & CBS hubieran estado emitiendo nuevo  
contenido 24 horas al día desde 1948...**



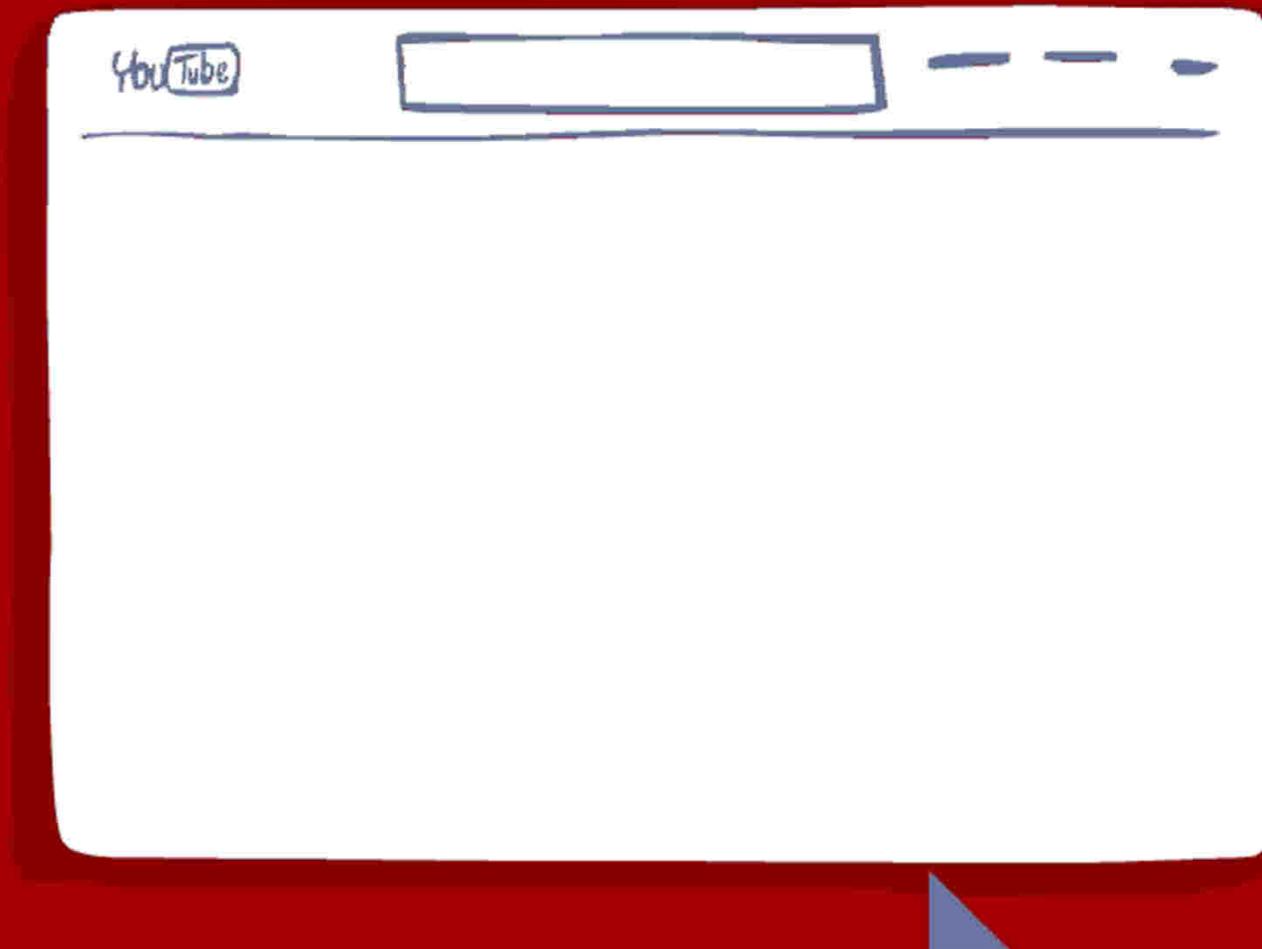
**Mas de 450 millones globalmente**

**~ Ven videos cada dia ~**

**En España, 15 MM al mes usan You Tube**



# La 1ra plataforma de ocio y el 2do mayor Buscador del mundo



# Consumidores de todo tipo

~ Alcanzando a personas muy distintas ~



En España:

55% Hombre ~ 45% Mujer

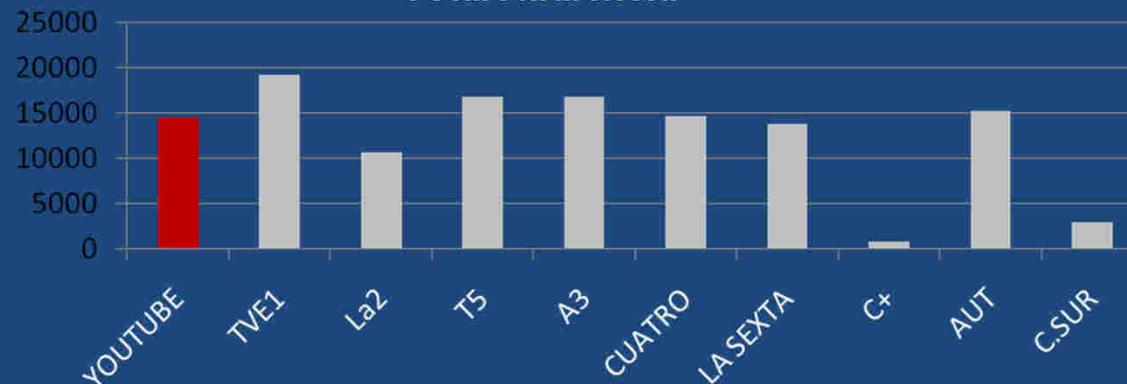
Edades: 30+: 50%

Cobertura mensual en 15-24: 70%

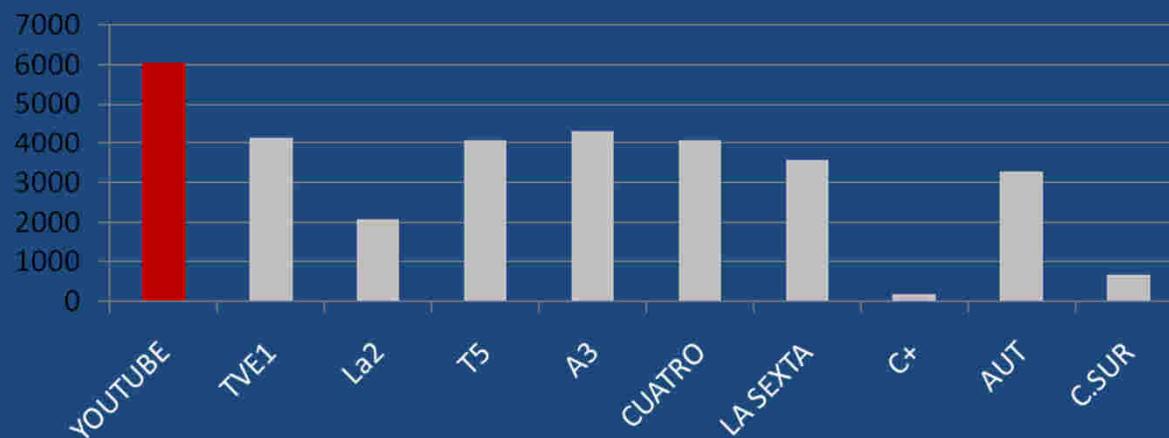
# España: Alta cobertura en todos los targets

Mayor que Tele 5 en 16 34

Total Audiencia



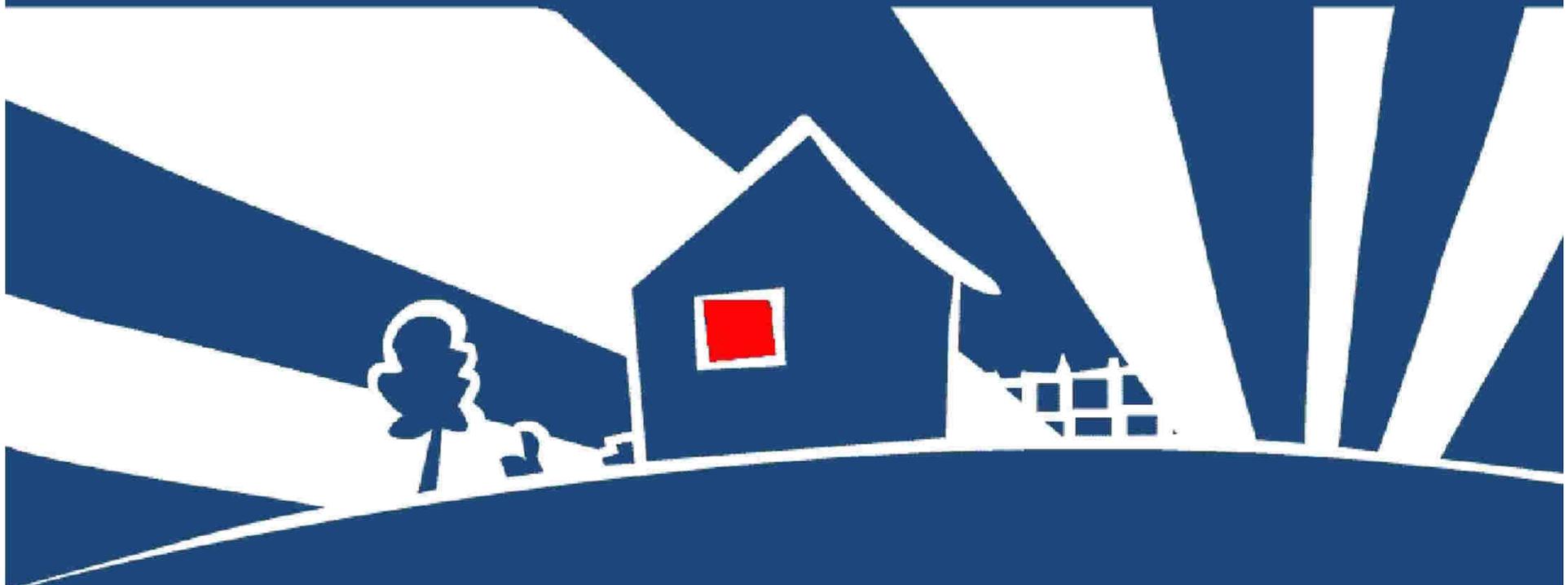
Target 16-34



Fuente: TNS. Audiencia Acumulada TV. Nielsen NetView Usuarios Únicos – Septl 2010

Base YouTube: Total usuarios internet  
Base Canales: TV light users

Video is a third of web traffic



By 2013 it will be 90%

Source: Cisco

# Gente que “emite” contenido cada día

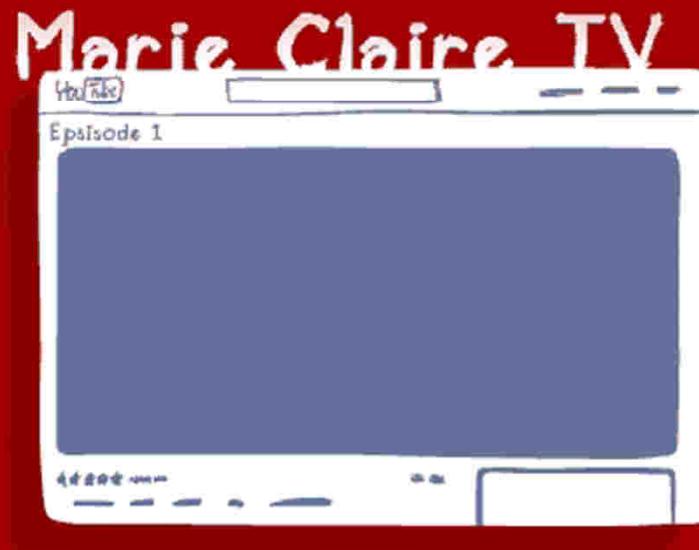
~ Contenido de usuarios y partners  
que ofrece mucha diversidad ~



people



**La gente busca contenido de calidad**  
~ 17 de 20 videos mas visionados son de partners~





**Una audiencia muy exclusiva**  
~ El 40% solo visiona videos de Youtube ~



**Casi un 25% de los videos de YouTube**  
**son visionados fuera del site**

La palabra clave es “compartir”<sup>YouTube</sup>  
“Siembra”, promociona y la comunidad hará el resto



**Por eso los videos de YouTube son ya  
el centro de muchas conversaciones en redes sociales**

**Por ejemplo, mas de 50% de todos los usuarios  
de Facebook tambien visitan YouTube en un mes**





**Un medio que engancha fuerte  
a atención en YouTube es 1.5 veces mas alta que en T**



**De hecho, hemos descubierto que la “conexion”  
con los anuncios puede ser amplificado hasta**



**El consumo de YouTube se distribuye  
de forma mas uniforme a lo largo del dia que la TV**





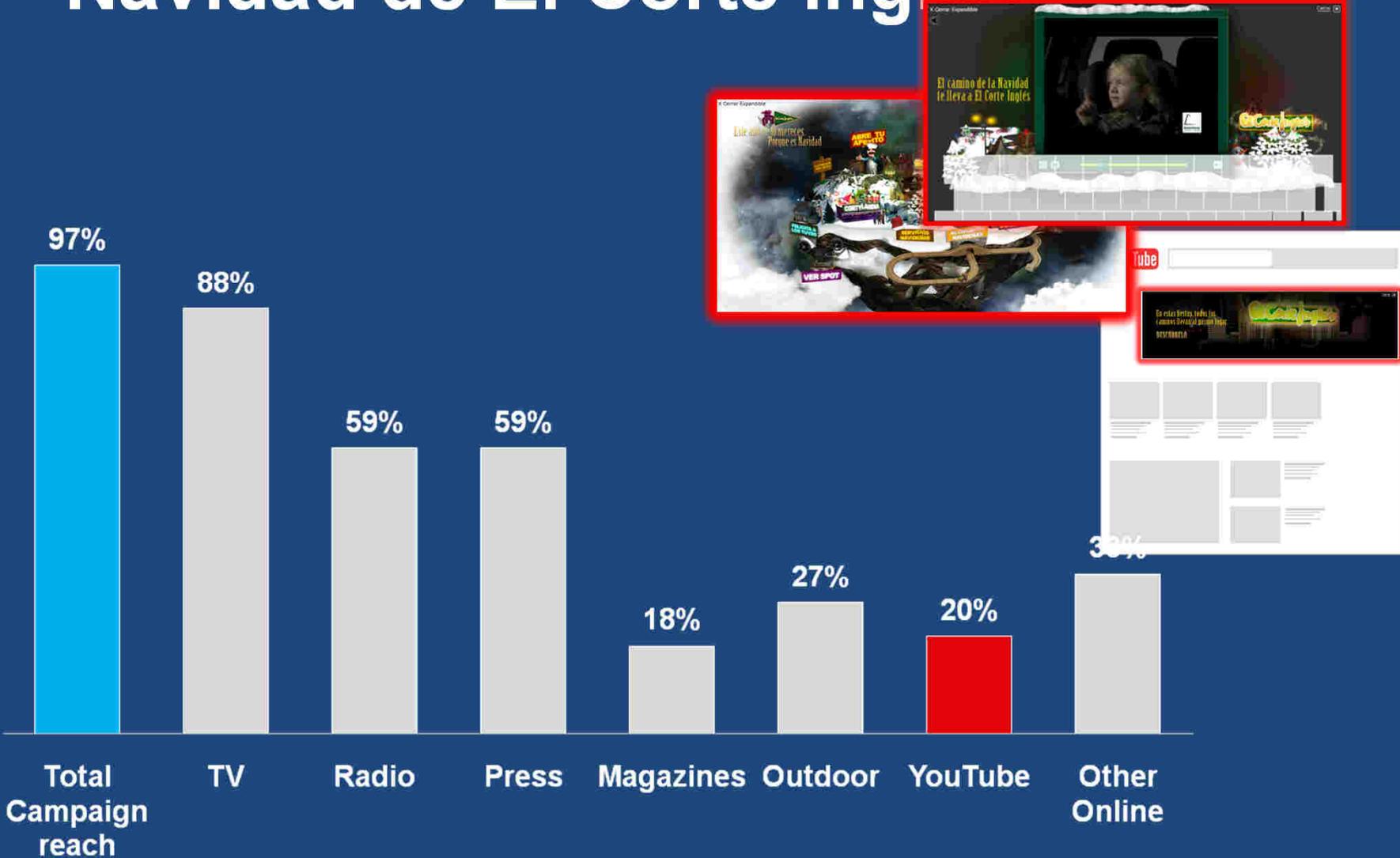
**La palabra clave es “compartir”**

**embra, promociona y deja que la comunidad haga el re**

# Estudios de efectividad Cross- media con:

The logo for El Corte Inglés, featuring the brand name in a green, stylized, cursive font on a white rectangular background.The YouTube logo, featuring the word 'You' in black and 'Tube' in white on a red rounded rectangle.

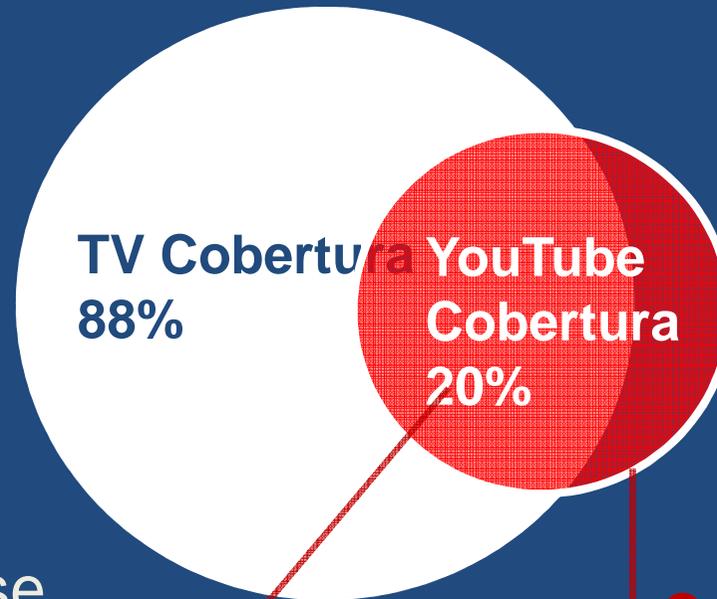
# Una campaña hipermasiva: Navidad de El Corte Inglés



# TV construye cobertura y frecuencia....

## ...incluso en campañas muy masivas

Contactos en TV



Contactos en YouTube

En el grupo que se solapa más del **50%** tuvo **menos de 3 contactos** con la campaña de **TV**.

**2.1%** cobertura incremental via YouTube

# Y si bajamos a targets joven.... ...su cobertura incremental es impresionante

Contactos  
en TV

Contactos en  
You Tube

TV Cobertura  
57%

YouTube  
Cobertura  
21%

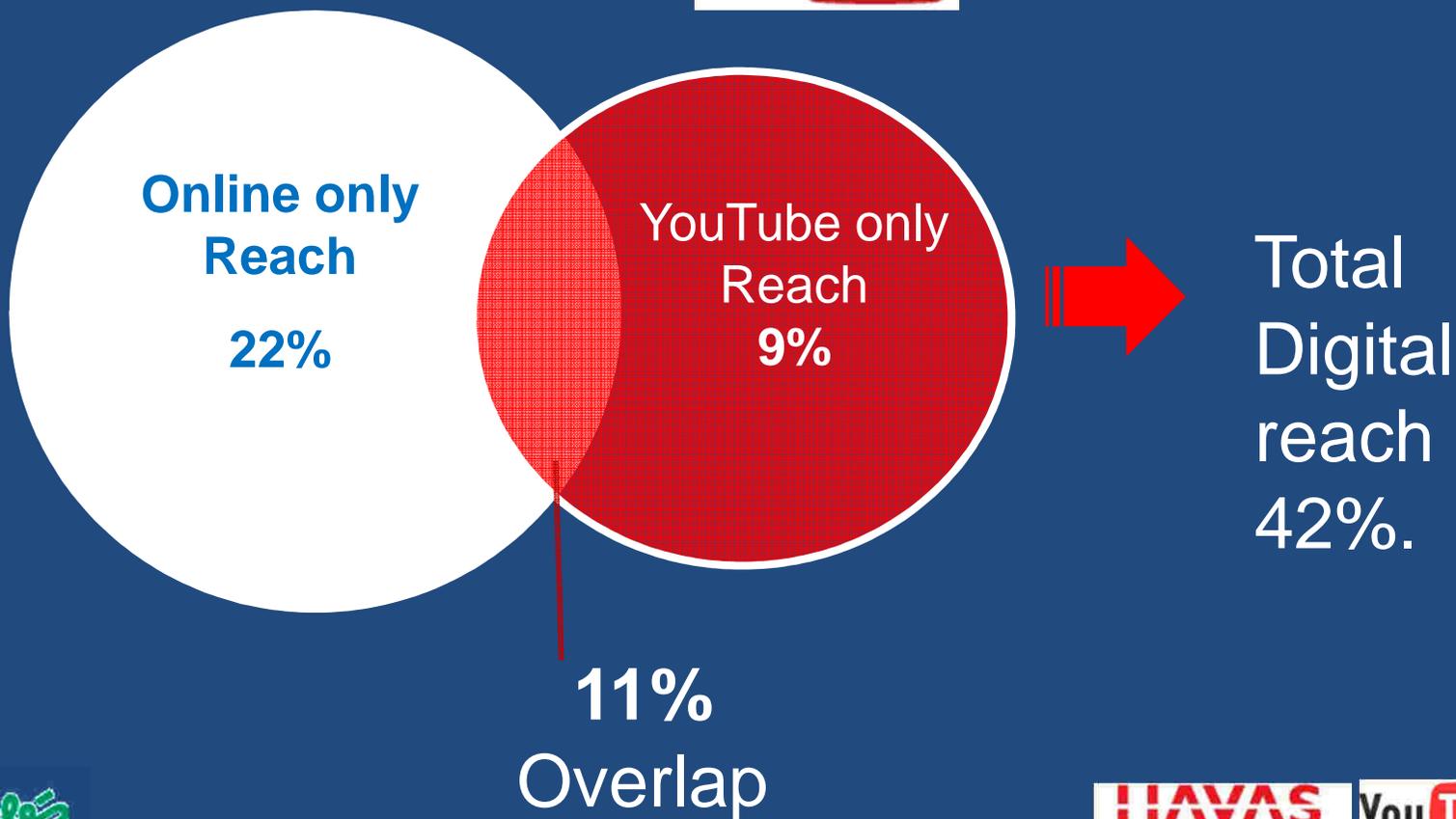
9%  
cobertura  
incremental  
via YouTube



# Ademas un % alto de la audiencia online es exclusiva de YouTube

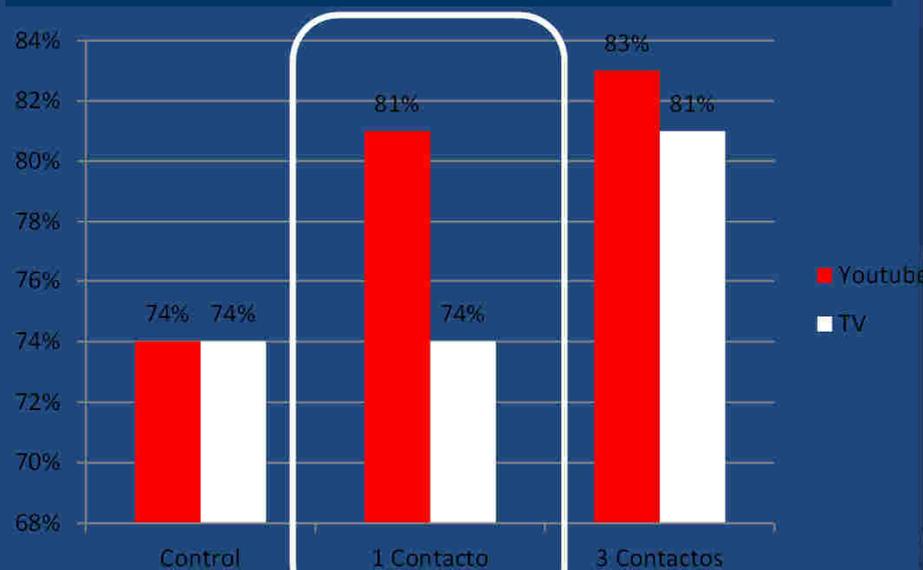
Online contacts

**You Tube** contacts

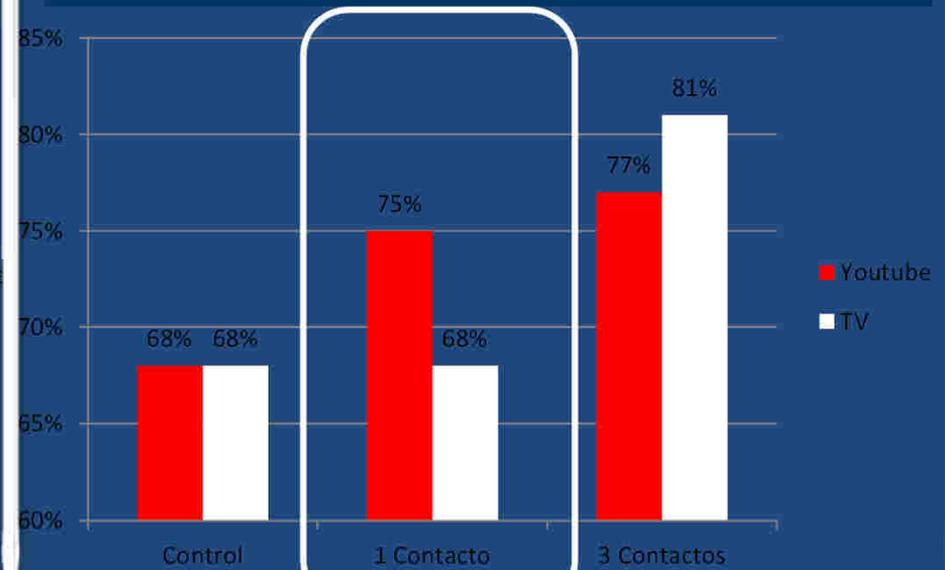


# Como medio activo, 1 contacto en YT es más potente que el de la TV

Notoriedad espontáneo (grupo de control: 74%)

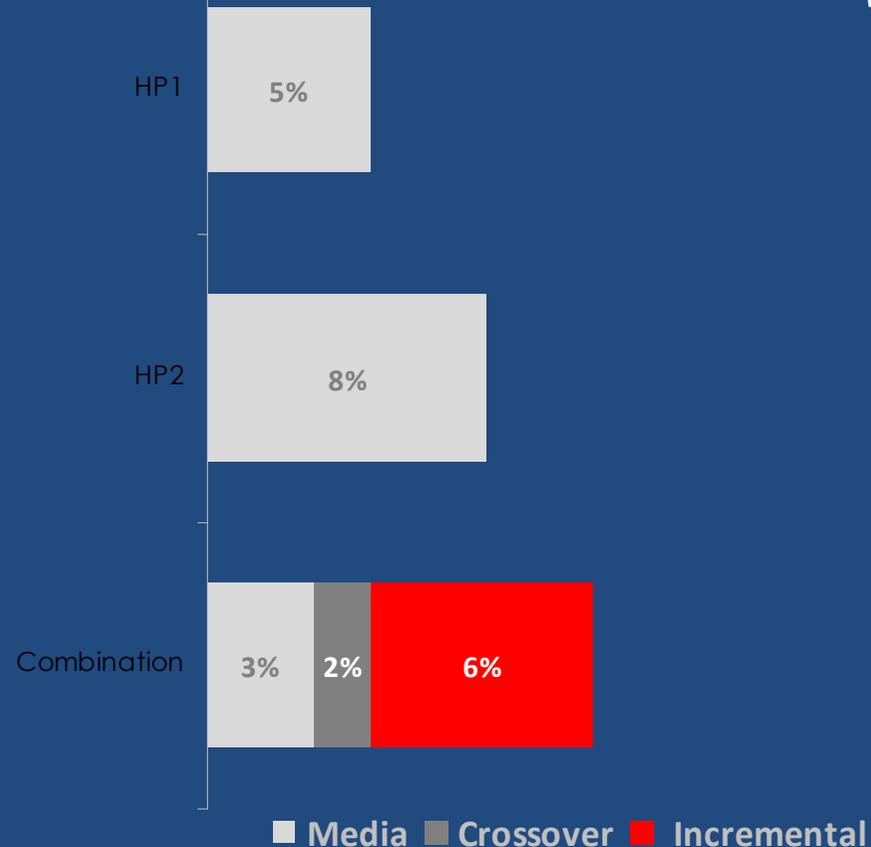


Reuerdo publicitario (grupo de control: 68%)



# Maximizando cobertura con varios HPs

## Cobertura HP 1 y HP 2



Media = HP1 only, Crossover = HP 1 +HP2, Incremental = HP2

# Impacto HP 1 y HP 2

	Homepage 1 (n=575)	Homepage 2 (n=557)
Top of Mind ad recall	55%	60%
Spontaneous ad recall	75%	76%
Total ad recall	91%	94%
Consideration	77%	83%
Preference	42%	45%
El Corte Inglés is the best place for all my christmas shopping	72%	77%



**Significant increase  
(95%)**



**Significant decrease**



Entonces, ¿como conectamos  
con toda esta gente?

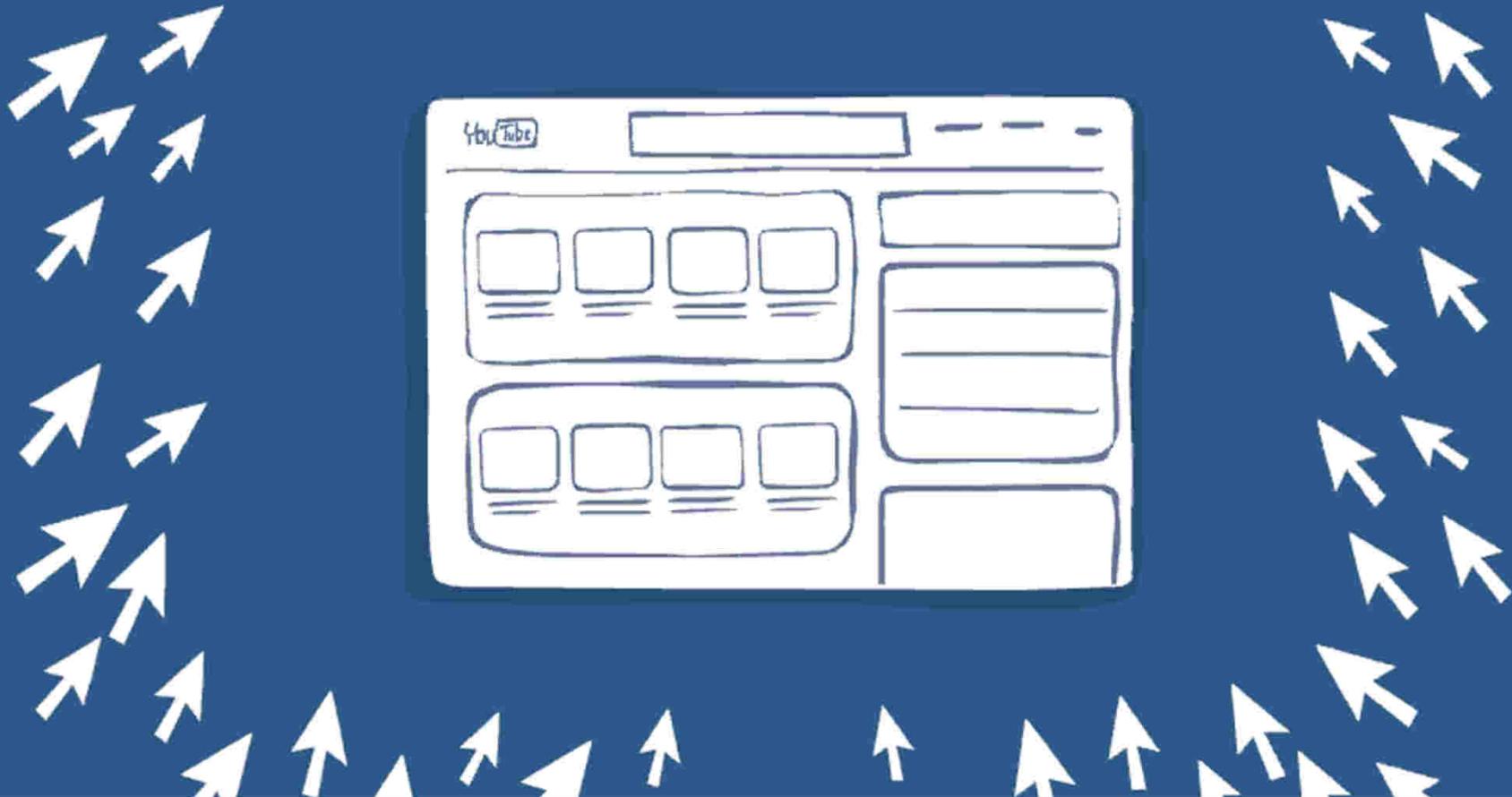




**Tube permite a las empresas  
dirigir sus anuncios o contenidos a la gente adecuada  
en el momento justo**

# 1 ~ La Home

anuncios en la home crean una rica experiencia interactiva  
ofrece una vía impactante para llegar a una audiencia mas



 **Videos Being Watched Now** [\(view all\)](#)



**ford sable smashes aerostar van**

277,641 views  
Davidsfarm  
★★★★★



**Favorite Summer Do + Teasing Tips**

7,972 views  
s2pandapple  
★★★★★



**This Week in Unnecessary Censorship**

52,178 views  
JimmyKimmelLive  
★★★★★



**2 8 ep 164 090801 무한도전 infinity challenge**

26,037 views  
1jennerayy  
★★★★★

Want to customize this homepage?  
[Sign In](#) or [Sign Up](#) now!

 **Featured Videos**



**Movie Trailers**

Get a sneak peek into upcoming movies!

**YouTube News**

See the latest breaking news

**Trend: Alternate Channels for Charity**

Tough economic times haven't stooped some of

# Un spot de TV con mas impacto

The image shows a screenshot of the YouTube homepage. At the top left is the YouTube logo with the tagline "Broadcast Yourself™ Worldwide | English". To the right are links for "Sign Up", "QuickList (0)", "Help", and "Sign In". Below this is a navigation bar with tabs for "Home", "Videos", "Channels", and "Community", followed by a search bar and "Search" and "Upload" buttons. The main video player displays a large, scenic video of a waterfall. Below the player, there are sections for "Videos being watched right now..." (with five small video thumbnails), "Promoted Videos" (with four video thumbnails and their titles: "LIVE 09: The Art of Science", "Why I'm Happy, Why I'm Not Satis...", "Crowds gather for US inauguration", and "Business Update: Banks still hur..."), and a large advertisement for Enel. The Enel ad features the company logo and the text "L'ENERGIA CHE TI ASCOLTA. PASSA AL MERCATO LIBERO CON ENEL ENERGIA." The YouTube logo is visible in the bottom right corner of the page.



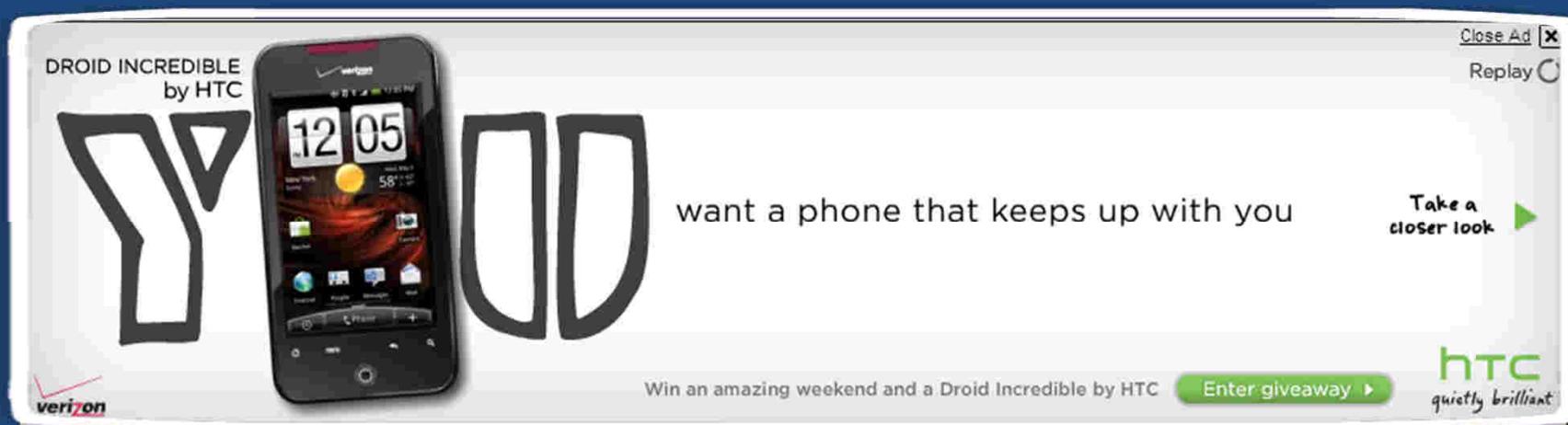
# Aprovechando la funcionalidad de un microsite



RENAULT

**PROVA RENAULT PER UN GIORNO INTERO.**  
SCEGLI FRA 6 NUOVI MODELLI

> CLICCA PER ESPANDERE <



DROID INCREDIBLE  
by HTC

Close Ad X  
Replay C



want a phone that keeps up with you

Take a closer look ▶

Win an amazing weekend and a Droid Incredible by HTC [Enter giveaway ▶](#)

verizon

htc  
quietly brilliant

# Y porque no respuesta directa?

**new** real fruit smoothies from McCafé®  
A beautiful blend of fruit, ice and creamy low-fat yogurt.

strawberry banana  
wild berry

Ready to create your own art?

**\$1 off**  
any frappé  
or real fruit smoothie

enter your name  
click to print

spin something cool

© 2010 McDonald's. At participating McDonald's.

Valid only at participating U.S. McDonald's. Offer expires August 15, 2010.

**\$1 off**

Present this coupon at participating U.S. McDonald's® to receive \$1 off when purchasing any size and flavor McCafé® real fruit smoothie or frappé.

**new** real fruit smoothies

**try** frappé

OR

Expires 8/15/10. Valid only at participating U.S. McDonald's that sell with a coffee offer discount. Coupon is non-transferable. Cash value .001¢. Limit one coupon per visit. Coupon may not be transferred, auctioned, sold, copied or duplicated in any way or transferred via electronic media. Void where prohibited. May not be used for custom orders. ©2010 McDonald's

McDonald's  
I'm lovin' it®

McCafé

00023238873062332



# Integracion redes sociales, mapas y mas...

This is a video player interface for an advertisement. On the left, there is a logo for LG with the slogan "Life's Good" and the text "BROUGHT TO YOU BY newchocolate BL40". The main video area shows a close-up of a blue Na'vi face from the movie Avatar. On the right side of the video, there is text that reads "FROM THE DIRECTOR OF 'TITANIC' AVATAR IN CINEMAS DECEMBER 17". Below this, there is a "LIVE TWITTER FEED" section with two tweets: "XMW2: Heyaaa!! I have just downloaded Avatar movie!!! ..." and "ANJO1987: avatar is a cool...". At the bottom left of the player, there is a "CLICK TO EXPAND" button. At the bottom center, there are standard video control icons (play, pause, stop, volume, and progress bar).

This is an interactive map interface for an advertisement. At the top, it says "BROUGHT TO YOU BY LG newchocolate BL40" and "AVATAR IN CINEMAS DECEMBER 17". Below this, there are navigation options: "HD TRAILER", "BUY TICKETS", and "SHARE:" with icons for Facebook and Twitter. On the right, it says "EXCLUSIVE: GLOB". The main area is a map of London and surrounding areas, with several red location pins placed in the central part of the city. A close-up of a man's face is visible on the left side of the map. At the bottom right of the map, there is a small copyright notice: "Datos de mapa ©2010 Tele Atlas - Términos de us".



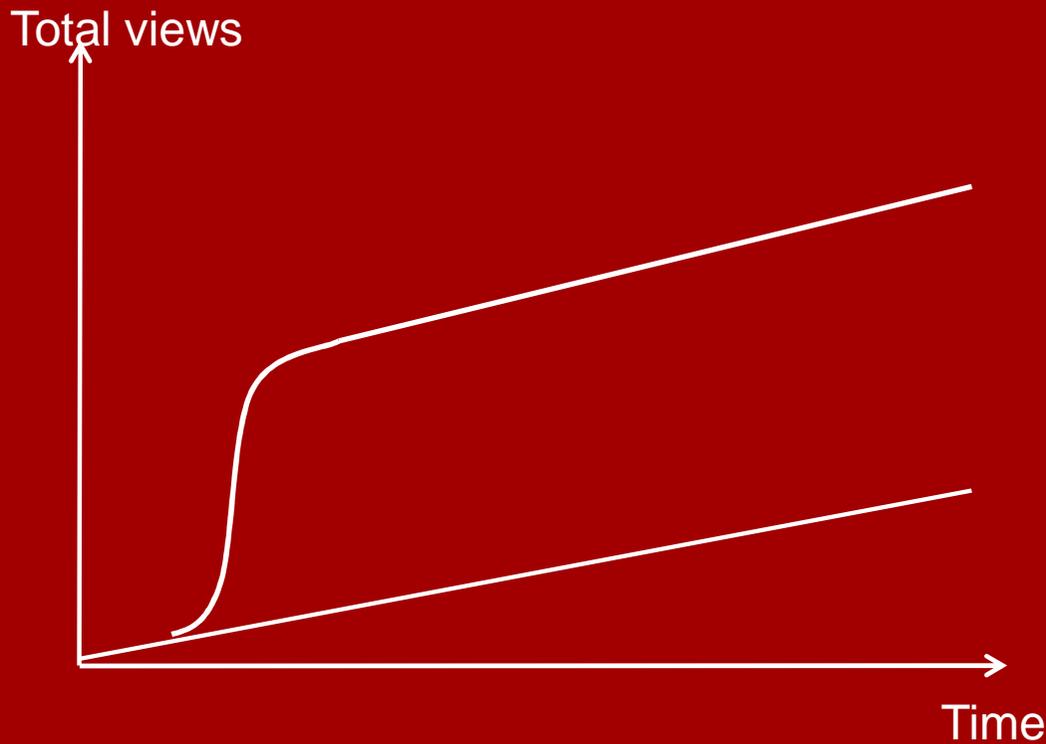
# Integrados con Off...



- Lanzado Sept 2010
- Ya mas de 1.7 millones de vistas
- Mas de 1000 suscriptores



# YouTube homepage. Promocion amplia views 5 veces



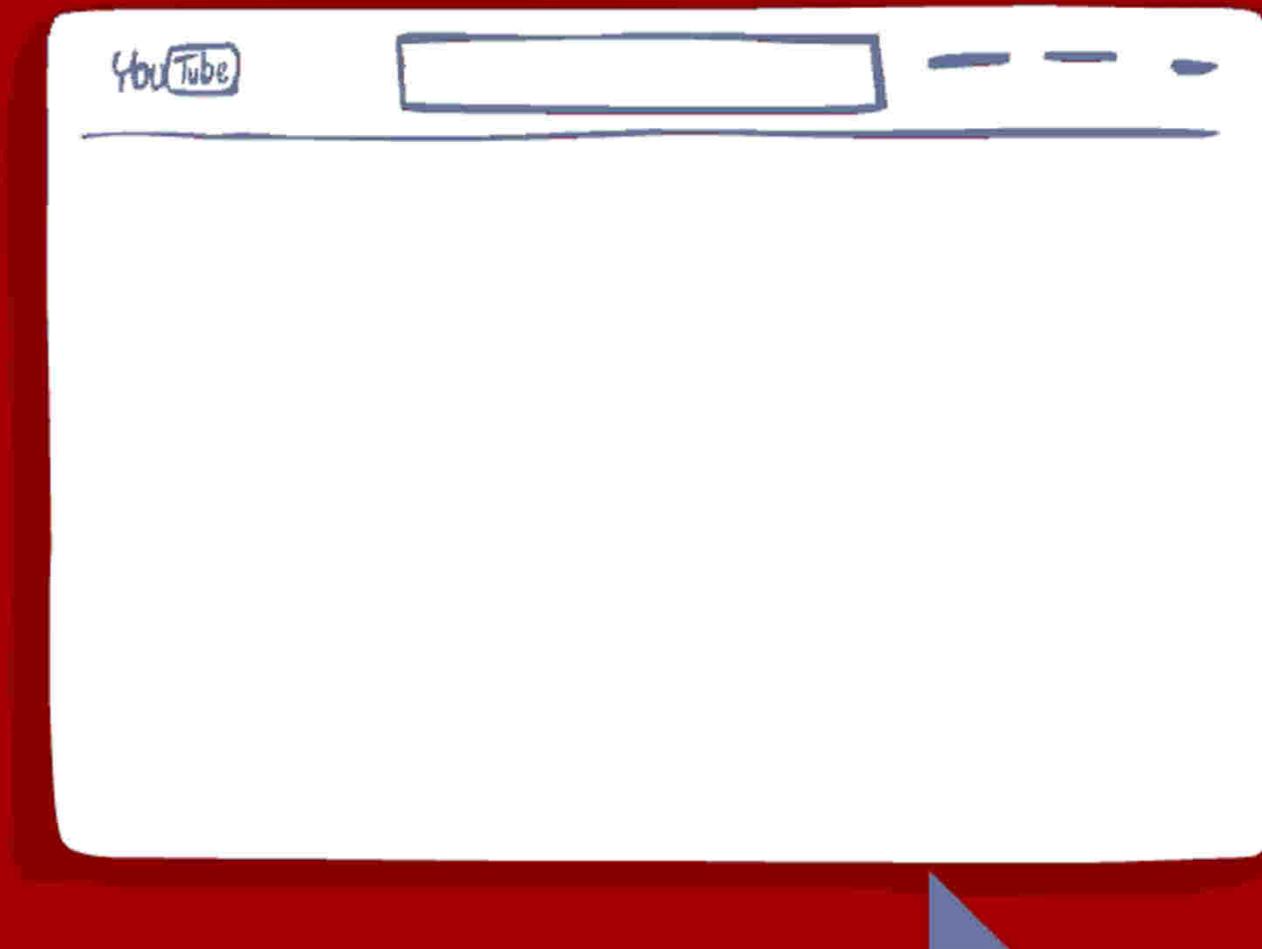
**57%**  
Ad views  
(24 hour  
impact)

**14%**  
Creative-only  
driven views  
("natural viral")



## 2 ~ Descubre

Videos promocionados ayudan a activar tus videos y canal en los usuarios que buscan temas afines o ven videos a



# 2 ~ Descubre

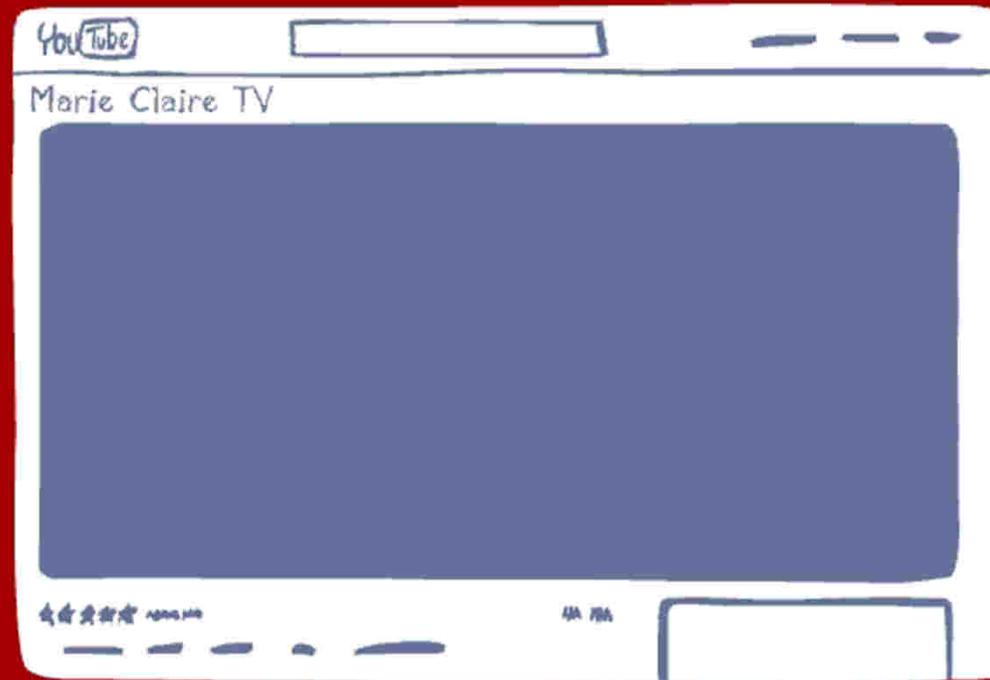
Videos promocionados ayudan a activar tus videos y canal en los usuarios que buscan temas afines o ven videos a

The screenshot shows the YouTube search interface. At the top, the search bar contains the word "coche". To the right of the search bar are buttons for "Buscar", "Explorar", and "Subir". Further right are links for "Crear cuenta" and "Acceder". Below the search bar, there is a section for "Opciones de búsqueda" and a notification that "coche" has approximately 107,000 results. A list of related searches includes "car", "susto", "susto en la carretera", "el coche del miedo", and "carretera". The main content area displays four video results:

- Toyota Auris Híbrido HSD**: A video showing a white Toyota Auris. Description: "El nuevo Híbrido que no consume nada de 0 a 50km. Solo por 19,950€". By [toyotaes](#), posted 1 week ago, with 27 reproducciones.
- ¿Quién es este chico?**: A video featuring William McDyc. Description: "Conoce a William McDyc.". By [channel054](#), posted 1 week ago, with 22,964 reproducciones. This video is marked as "Videos promocionados".
- !coches a lo loco!**: A video showing a car driving on a road. Description: "lo teneis que ver!!!!!!". By [doctordree12](#), posted 4 years ago, with 58,678 reproducciones. The video duration is 4:42.
- el coche nuevo de Mickey**: A video featuring Mickey Mouse. Description: "Mickey se arta de su carro viejo y decide dejar su **coche** viejo y comprarse otro nuevo, pero resulta de que este carro nuevo es peor que el viejo". By [FannyPhantom14](#), posted 3 years ago, with 214,968 reproducciones. The video duration is 7:02.

# 3 ~ Participa en la experiencia

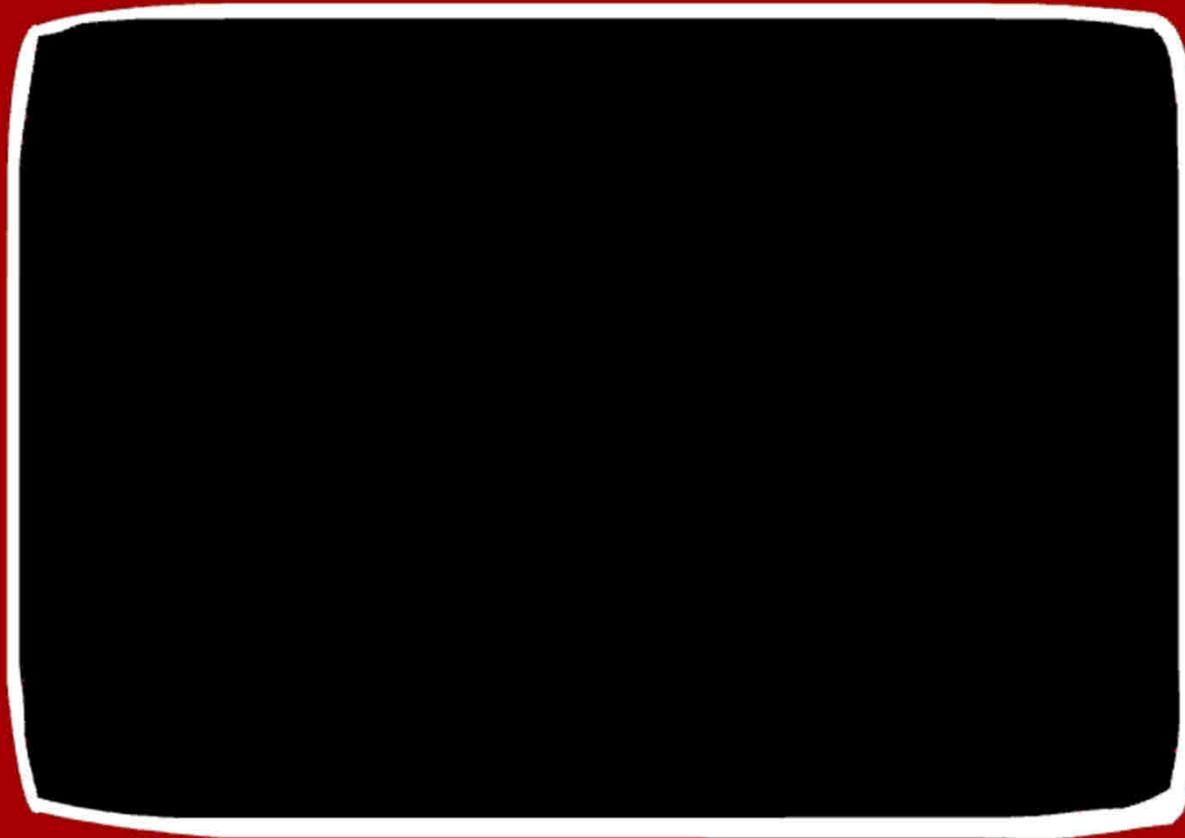
~ Captura el momento con los Pre-rolls ~



Pre-rolls colocan tu mensaje delante del contenido pre  
capturando la atención en un modo receptivo

## 4 ~ Interactua

~ Con tu propio canal en YouTube ~



canales ofrecen un destino en YouTube donde puedes interactuar con tus usuarios para disfrutar de una experiencia rica y interactiva.

# Video es el medio más social y que más engancha

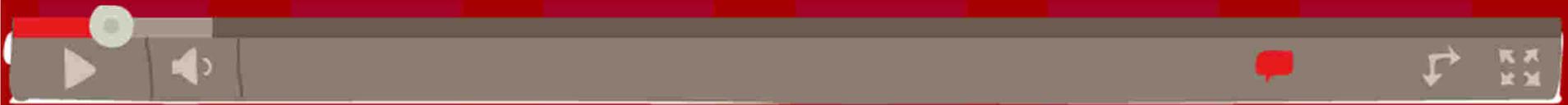
**1** de **3** video viewers comentan

**2** de **5** suben videos

**1** de **2** regularmente comparten videos

You Tube Es la “casa” del video

48 3 ` 100



# YouTube es Social.



# E-On: Canal limpio y organizado

YouTube  Buscar Explorar Subir video Crear cuenta Acceder

**e-on** Talking Energy

Big issues Your Energy Energy explained **Talking points** The future

I WANT RELIABLE ENERGY.  
I WANT AFFORDABLE ENERGY.

I WANT LOW CARBON ENERGY.  
DONT WE WANT ALL THREE?

**Plane Stupid - talking...** From: [talkingenergy](#)  
Dan Glass from Plane Stupid gives his perspective on the talking energy debate.  
★★★★★ Views: 1524

**E.ON Talking Energy** Suscribirse  
Canal de talkingenergy

Todos **Videos subidos** Favoritos Listas de reproducción

# Canal Iberdrola: Integración Twitter



**You Tube**  [Buscar](#) [Explorar](#) [Subir video](#) [Crear cuenta](#) [Acceder](#)

  
**IBERDROLA**

[VÍDEOS](#) [FOTOS](#) [IBERDROLA](#)

**La Torre Iberdrola estren**  
Video que nos acerca a la biografía de Jesús María Lazkano, autor del mural que decora la Torre Iberdrola

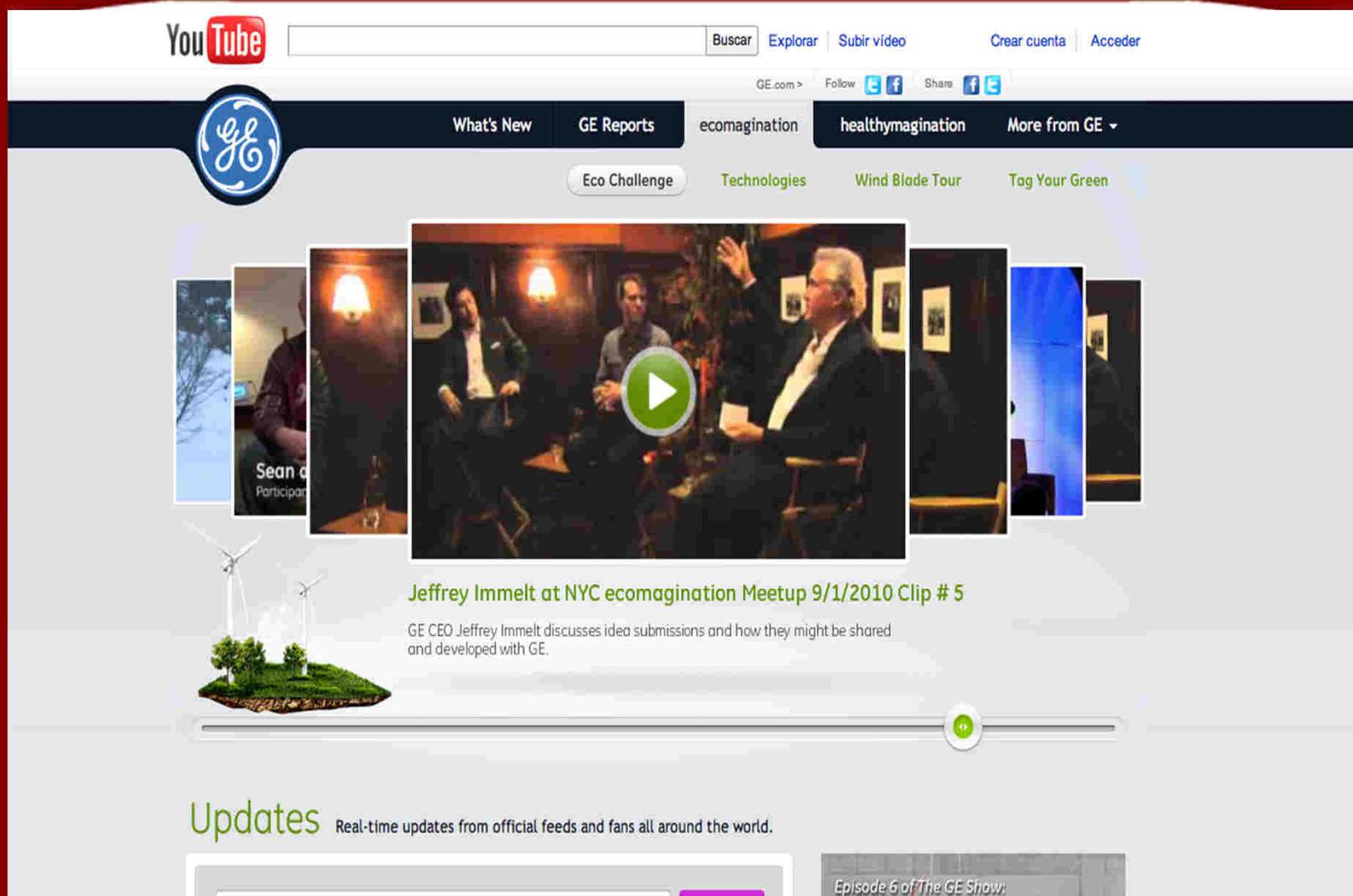
**Visita de Antonio López**  
El pintor Antonio López visita la Torre Iberdrola en Bilbao

**Parque Eólico de Dos Pt**  
Inaugurado en 2008, este parque ha contribuido al desarrollo local y al impulso económico de la zona.

**Iberdrola. Cambio climat**  
Cambio climático

 [SALA DE PRENSA](#)  [ÚLTIMOS TWEETS](#)

# GE Ecomagination: Participacion Usuarios



The screenshot shows a YouTube video player interface. At the top, there is a search bar and navigation links: "Buscar", "Explorar", "Subir video", "Crear cuenta", and "Acceder". Below the search bar, there are social media links for "Follow" (Twitter, Facebook) and "Share" (Facebook, Twitter). The main navigation bar includes the GE logo, "What's New", "GE Reports", "ecomagination", "healthymagination", and "More from GE". Below this, there are category buttons: "Eco Challenge", "Technologies", "Wind Blade Tour", and "Tag Your Green". The video player itself shows a clip of Jeffrey Immelt at a NYC ecomagination Meetup on 9/1/2010. The video title is "Jeffrey Immelt at NYC ecomagination Meetup 9/1/2010 Clip # 5". The description reads: "GE CEO Jeffrey Immelt discusses idea submissions and how they might be shared and developed with GE." Below the video player, there is a progress bar and a play button. At the bottom, there is an "Updates" section with the text "Real-time updates from official feeds and fans all around the world." and a preview for "Episode 6 of The GE Show".

YouTube  Buscar Explorar Subir video Crear cuenta Acceder

GE.com > Follow   Share  

What's New GE Reports ecomagination healthymagination More from GE ▾

Eco Challenge Technologies Wind Blade Tour Tag Your Green

Sean d Participat

**Jeffrey Immelt at NYC ecomagination Meetup 9/1/2010 Clip # 5**

GE CEO Jeffrey Immelt discusses idea submissions and how they might be shared and developed with GE.

Updates Real-time updates from official feeds and fans all around the world.

Episode 6 of The GE Show

# ational Geographic: Concurso Planet Inspire



YouTube  [Buscar](#) [Explorar](#) [Subir](#) [Crear cuenta](#) [Acceder](#)

YouTube & NATIONAL GEOGRAPHIC PRESENT **PLANET INSPIRED** POWERED BY THE NORTH FACE

HOME FINALISTS CONTEST DETAILS VIEW ALL ENTRIES DONATE NOW!

**PLANET INSPIRED**

The winner has been announced!

The YouTube community has cast their votes and chosen "Water Conservation Starts at Home" by stoictales. Stoictales has received a National Geographic Weekend Photography Workshop and a \$1000 gift card from The North Face.

Watch the winning video and don't forget to check out the Finalists and other entries. Thanks to everyone who participated!

[VIEW FINALISTS](#)

[VIEW ALL ENTRIES](#)

**Water Conservation Starts at Home** From: stoictales



0:03 / 0:37 360p



# Volkswagen: Think Blue

Volkswagen España  
Canal oficial de YouTube



VOLKSWAGEN TEST DRIVE CONFIGURADOR FACEBOOK

Spots Conducción Eventos Think Blue Beetle Stories Golf GTI Experiment

**Think Blue**  
Think Blue. Reduce compensa y contribuye.  
<http://www.thinkblue.es/>

From: [volkswagenesp](#)  
★★★★★  
Views: 30

# Hyundai LiveSmart

[Buscar](#) | [Explorar](#) | [Subir video](#)

jaimepele

Este video no está clasificado. Solo pueden verlo los usuarios que conozcan el enlace correspondiente. [Más información](#)

## Live Smart Website Walkthrough

**BrettGunheart98** 7 videos [Suscribirse](#)

360p

### Sugerencias

- Hyundai Live Smart - Tucson**  
de BrettGunheart98  
Visto 67 veces  
0:31
- Flintstones Theme Song - It's quitting time.**  
de BrettGunheart98  
Visto 4595 veces  
0:11
- No sitting on the washing machines.**  
de BrettGunheart98  
Visto 280 veces  
0:16
- The making of a commercial campaign with no car...**  
de BrettGunheart98  
Visto 35 veces  
5:06
- get free xbox live codes online \*\*\*\*\* ...**  
de sarahwells822  
Visto 73 veces  
0:05
- Stuart Smalley's famous quote**  
de sloneramone

Me gusta
Añadir a
Compartir

31 reproducciones

Subido por [BrettGunheart98](#) el 03/12/2010

ninguna descripción disponible

[Mostrar más](#)

# YouTube WorldView

# Que hace Google

# Conclusiones

- YouTube es grande, muy grande
- YouTube tiene una audiencia amplia y variada
- YouTube tiene contenido profesional de alta calidad
- YouTube capta la atención del usuario
- YouTube puede crear comunidades de marca en torno a valores ambientales
- En YouTube se pueden crear estrategias para sensibilizar
- Y por eso pensamos que.....



the shape



of the future