

GOOGLE VIDEO FORMATS OVERVIEW

publicly available in Czech Republic

version 2019-06-05

BRANDING

Masthead

| | |
|-----------|-------------|
| buy | reservation |
| pay | CPD |
| length | 12*-30s |
| sound | ** |
| autoplay | ** |
| skippable | no |



NonSkip

| | |
|-----------|------------------|
| buy | CPM, reservation |
| pay | CPM |
| length | 10-20s |
| sound | yes |
| autoplay | yes |
| skippable | no |

Bumper

| | |
|-----------|-----|
| buy | CPM |
| pay | CPM |
| length | 6s |
| sound | yes |
| autoplay | yes |
| skippable | no |

TrueView for Reach

| | |
|-----------|---------|
| buy | CPM |
| pay | CPM |
| length | 12*-30s |
| sound | yes |
| autoplay | yes |
| skippable | yes |

Out-stream

| | |
|-----------|-------|
| buy | vCPM |
| pay | CPM |
| length | 6-30s |
| sound | no |
| autoplay | yes |
| skippable | no*** |

TrueView In-stream

| | |
|-----------|-------|
| buy | CPV |
| pay | CPV |
| length | 12s*+ |
| sound | yes |
| autoplay | yes |
| skippable | yes |

TrueView Discovery

| | |
|-----------|-------|
| buy | CPV |
| pay | CPV |
| length | 12s*+ |
| sound | yes |
| autoplay | no |
| skippable | no |

TrueView for Action

| | |
|-----------|-----------------------|
| buy | tCPA, Max Conversions |
| pay | CPM |
| length | 12*-30s |
| sound | yes |
| autoplay | yes |
| skippable | yes |

TrueView for Shopping

| | |
|-----------|-------|
| buy | CPV |
| pay | CPV |
| length | 12s*+ |
| sound | yes |
| autoplay | yes |
| skippable | yes |

ACTIVATION

notes

* minimum 12s are recommended to allow retargeting and view count on YouTube

** Masthead has multiple variants

*** Out-Stream can be scrolled away from