

# GOOGLE VIDEO FORMATS OVERVIEW

publicly available in Czech Republic

version 2019-08-18

## BRAND BUILDING

**Masthead**

buy	CPM, reservation
pay	CPD, CPM
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