

Produced in Native

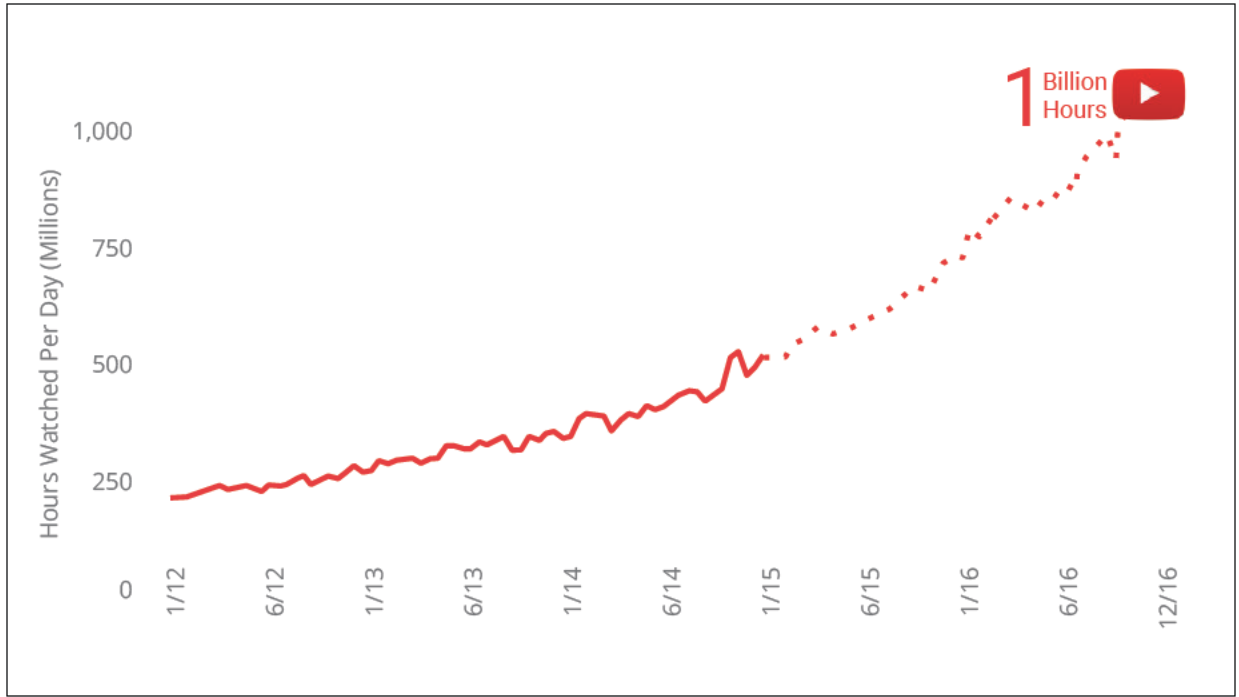




Susan Wojcicki

Eyal [REDACTED]

John Harding



1B hours per day would mean

**10**

PERCENT

Global TV  
viewing per day

**25**

MINUTES/DAY

Viewing per  
internet user

**8**

MINUTES/DAY

Viewing per person  
on the planet

1B hours per day would mean

**\$15**

**BILLION**

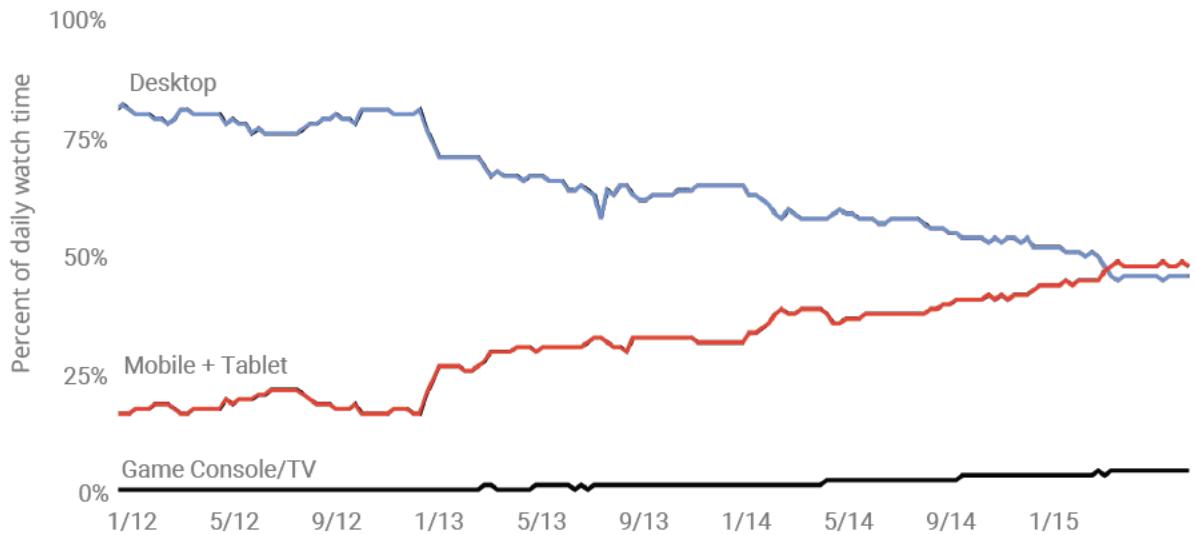
At Current  
Monetization Rates

**\$50**

**BILLION**

At 10% of today's  
video market

## Mobile+Tablet watch time just passed Desktop



Source: YouTube Staff Dash

- Desktop 46%
- Mobile/Tablet 48% (mobile 34%, tablet 14%)
- TV/Game Console 5% (tv 3%, game console 2%)

In Q4 we completed our "superfecta" goal: launching on Xbox One, PS4, Apple TV and Roku.

Only 17% of total watch time comes from U.S.

|        | % OF TOTAL | Y/Y GROWTH |
|--------|------------|------------|
| USA    | 17%        | 65%        |
| LATAM  | 18%        | 86%        |
| NACE   | 11%        | 58%        |
| APAC   | 22%        | 88%        |
| SEEMEA | 29%        | 70%        |



jenna marbles + shane dawson on Variety

bethany mota on Fast Company

rosanna pansino on AdWeek

Daaruum on cover of German WIRED: local beacon partner Daaruum on the cover w/ a 12-page long positive story "Inside YouTube" inside.

FT Weekend Magazine front cover [orange triangle fish] headline "YouTube taking a bite out of TV"

Bloomberg Businessweek cover headline says: Hollywood's New Hit Factory.

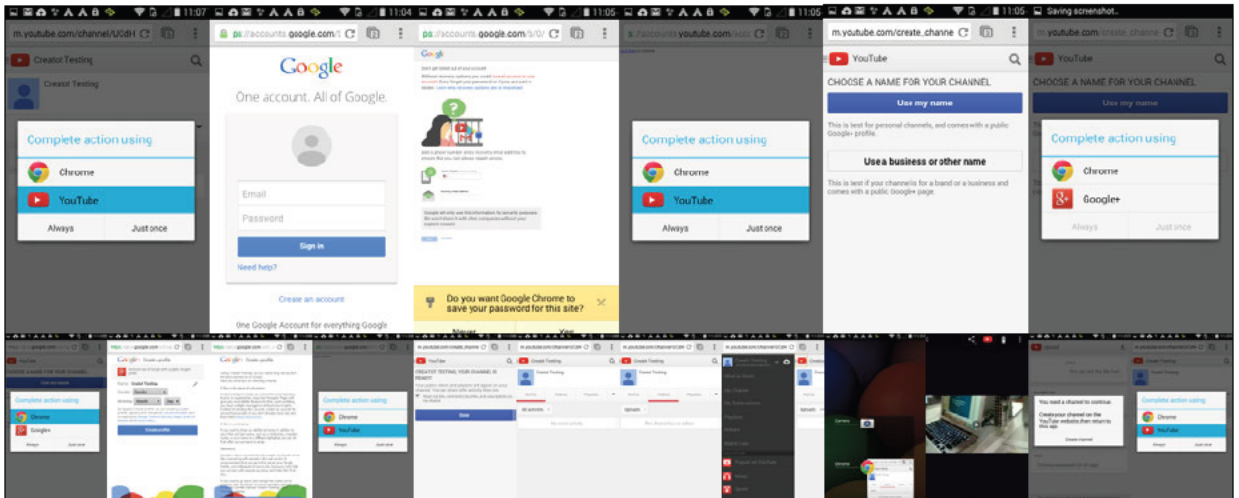
a lot of progress in generating the awareness of the average user



### March 2015 Issue of Variety

In addition to all the attention there has also been a lot of competition... from traditional players bringing their content online like HBO, CBS as well as social networks like FB, Twitter with Vine, to the recently launched Vessel





It takes 52 steps to upload from a "zero state"



Our Food. Your Questions

What are Chicken McNuggets made of?

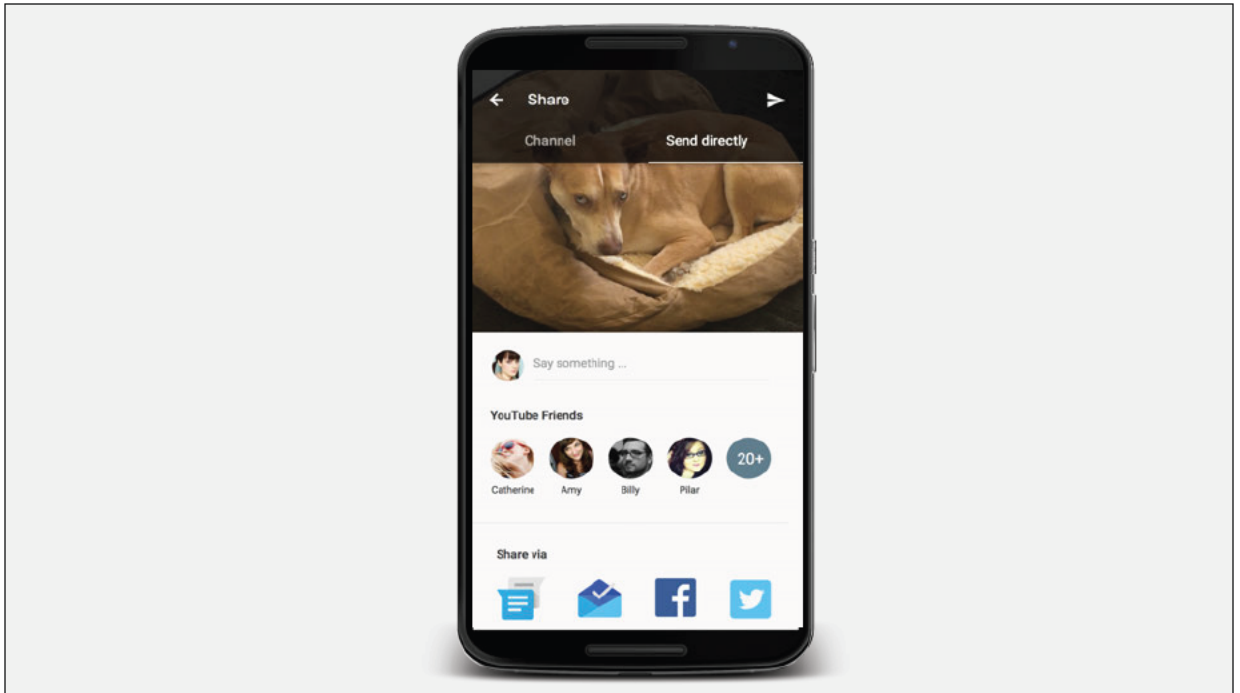


DaftPunk

Popular channels you might like



## Demo of Casual Creator - 4 min



Once my video is uploaded, we wanted it to be super easy to share and start a conversation about it with my friends, on YouTube.

We don't have a demo yet, so back the slide. We are working on a social graph based on my sharing patterns with my friends, and logged-in information. I will be able to share directly with friends, or share via 3rd party apps. We want to close the loop for Creation-Sharing-Viewing.

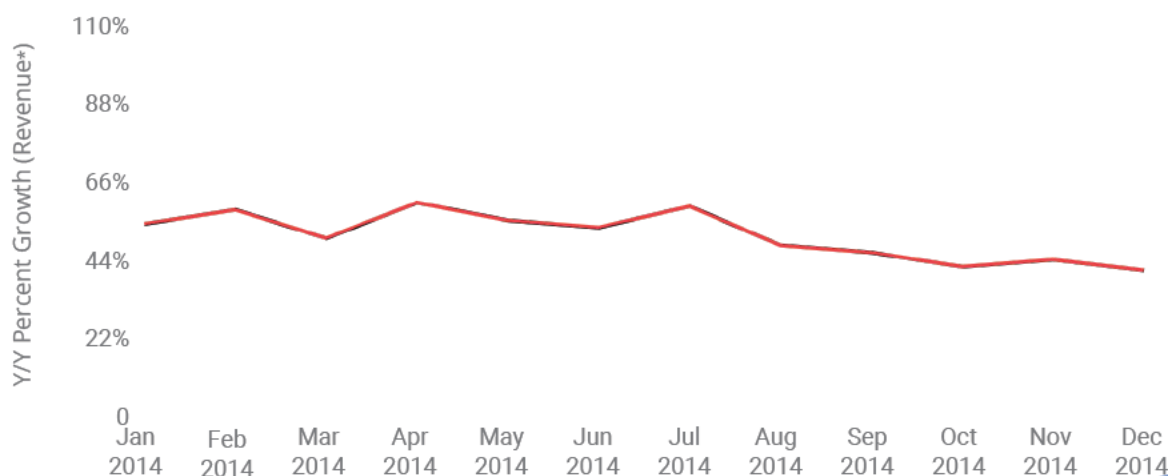
# Monetization



Volvo Ad - The Epic Split featuring Jean Claude Van Damme  
78+ million views

## Strong revenue growth in 2014

2015 outlook is \$5B+, 40% y/y growth



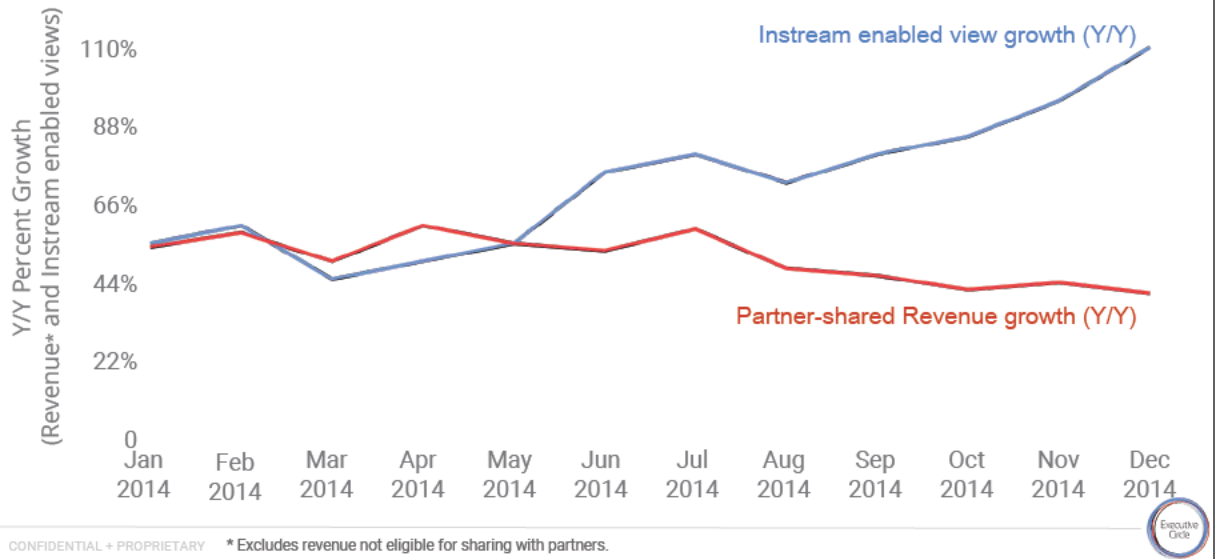
CONFIDENTIAL + PROPRIETARY \* Excludes revenue not eligible for sharing with partners.



Can we add a chart with revenue over the last 8 qtrs? Numbers are:

Q1 '13 -- 471.2M  
Q2 '13 -- 585.6M  
Q3 '13 -- 618.3M  
Q4 '13 -- 826.0M  
Q1 '14 -- 690.5M  
Q2 '14 -- 866.7M  
Q3 '14 -- 883.2M  
Q4 '14 -- 1,174.9M

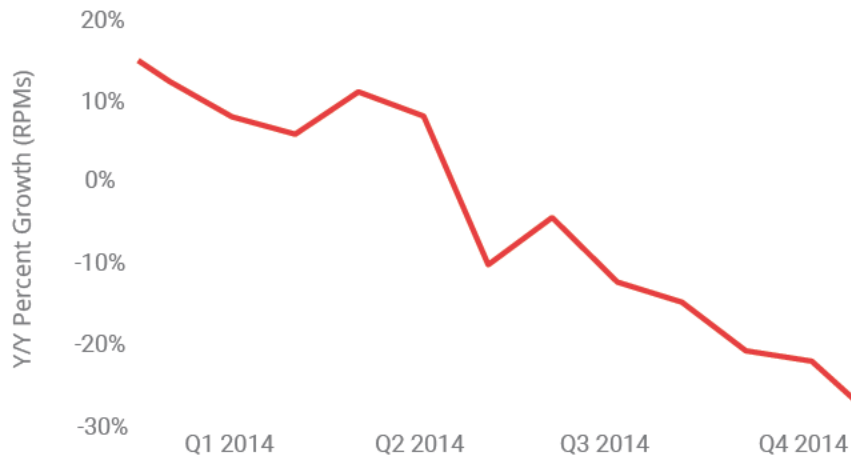
## But monetized viewership grew faster



Can we add a chart with revenue over the last 8 qtrs? Numbers are:

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## As a result... RPM growth fell in 2014



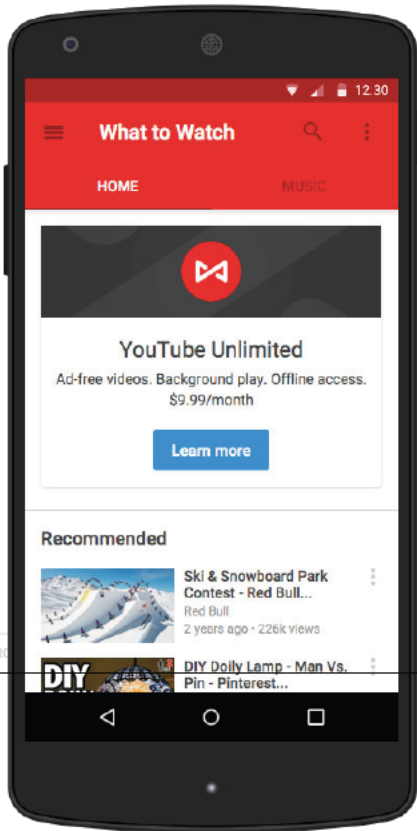
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- 1 Google Preferred
- 2 Ad Load
- 3 Subscriptions

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**You**Tube Unlimited

Ads Free

Background

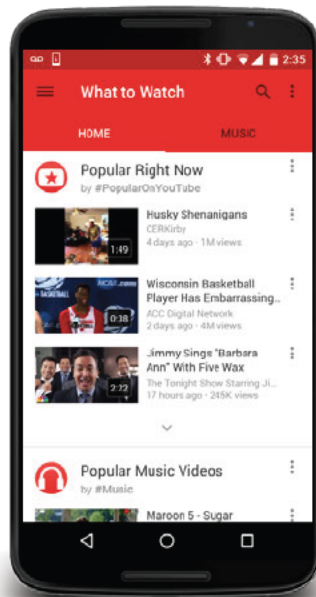
Offline

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# The core YouTube experience





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# Demo Fusion

# YouTube Kids

Launched 02/23/2015

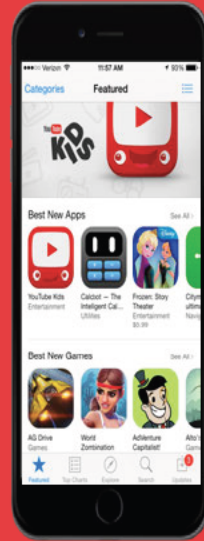
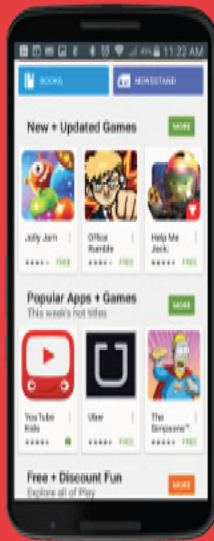
2.7M activations  
500K DAU  
70 mins/DAU

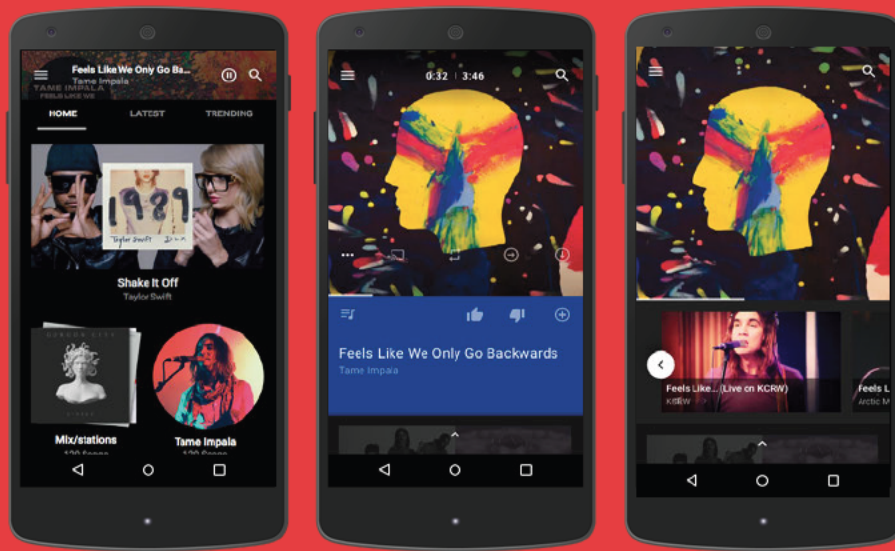


4.1 Stars



4 Stars

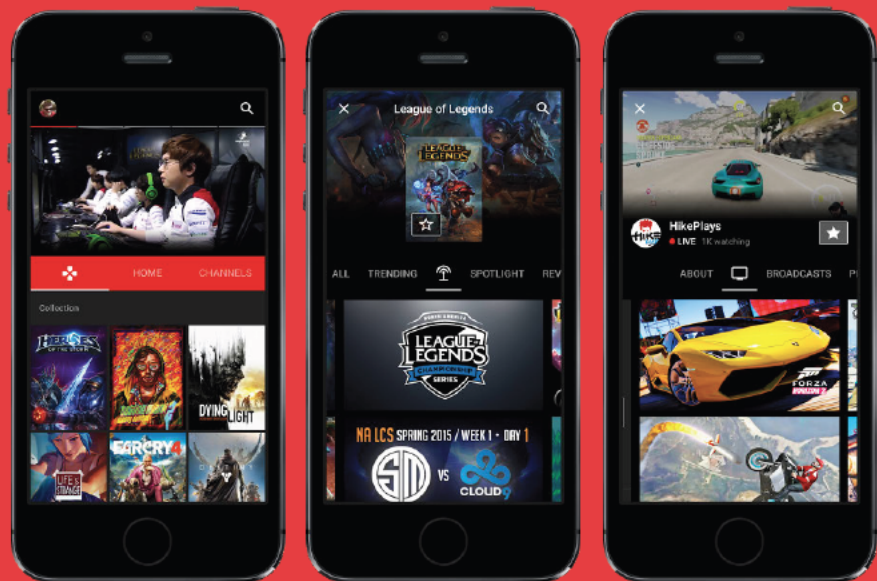




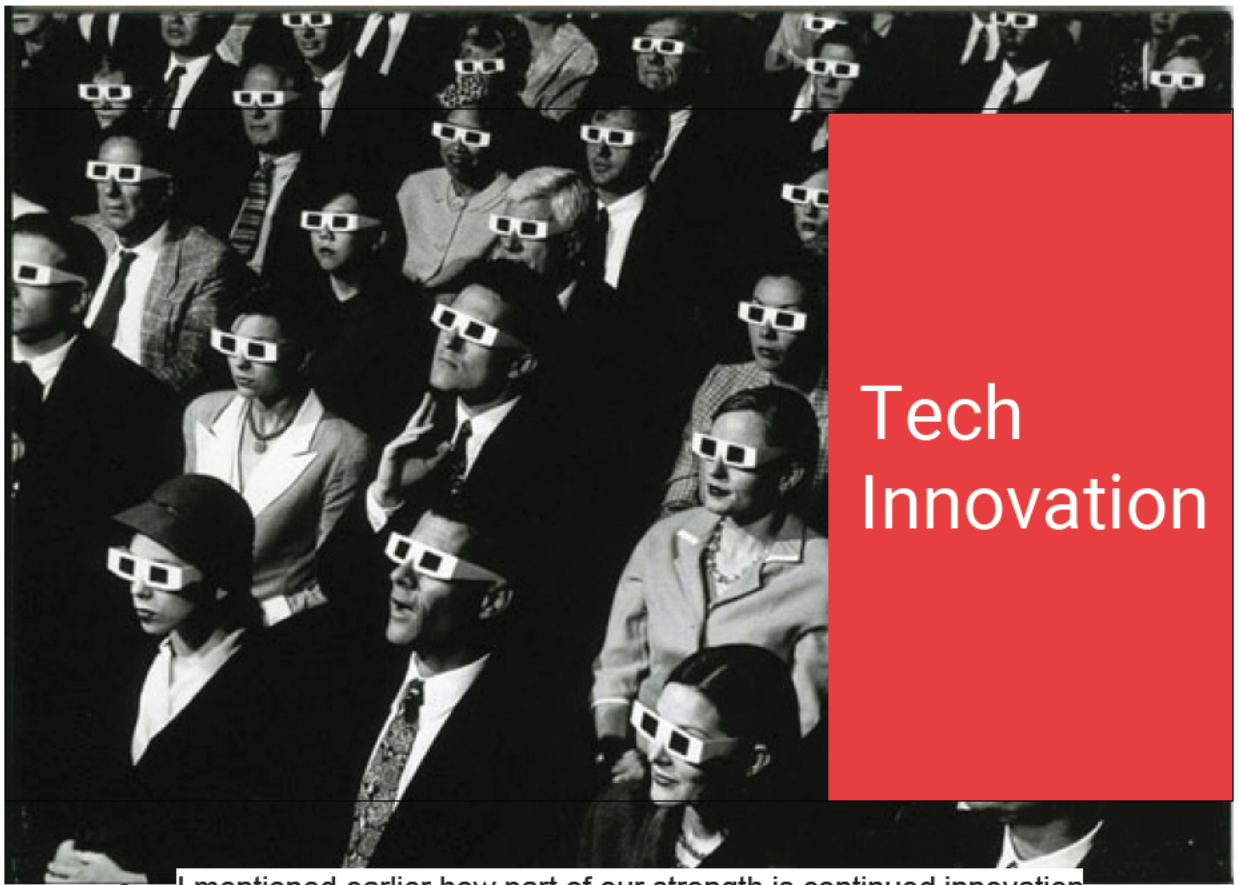
## Music

- Screen 1: Home page experience: focused on recommendations, what's trending, and your favorite songs and artists.
- Screen 2: Music video watch page: Simple and immersive
- Screen 3: While listening to a song, you can browse related versions of the song -- like live performances, covers, or even how-to-play videos.

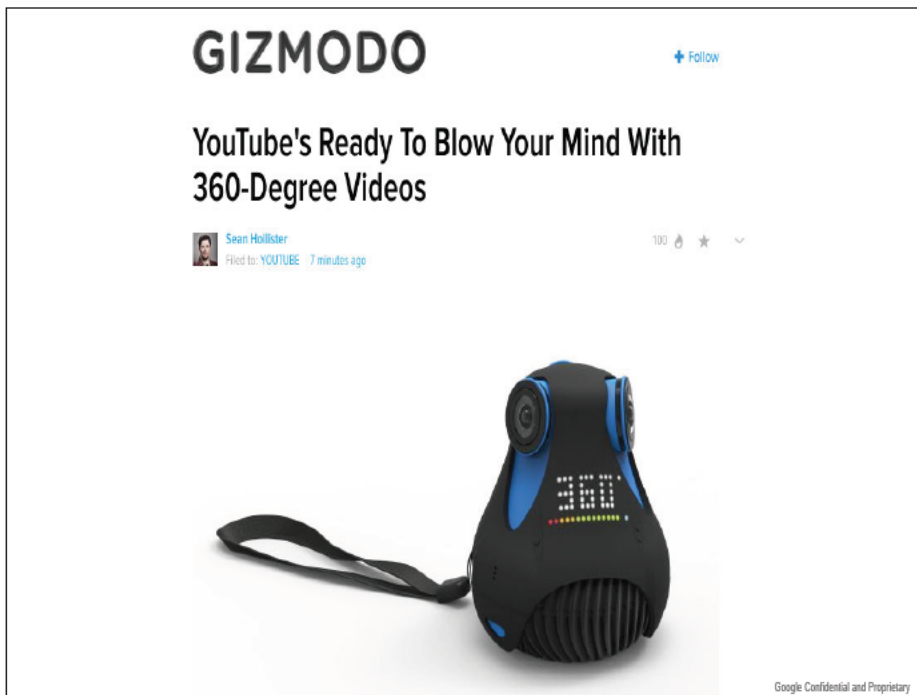
# Gaming



- Screen 1: Home page focused on games.
- Screen 2: Game page for League of Legends -- allows you to pivot through algorithmically-generated facets of a game. For example, a game that's big in eSports will have a "Tournaments" tab, where a game like "Minecraft" won't.
- Screen 3: Channel pages now emphasize live streaming. If you're live, your stream replaces your channel's banner art and plays for all your visitors.



- I mentioned earlier how part of our strength is continued innovation
- We work hard to bring users awesome experiences that have never been done before at scale.
- As an example of that, we have one last demo for you today -- it's of 360 video.



**I'd like to invite up John Harding,  
our VP of Engineering for Core and  
Data at YouTube, to show you 360.**

# Demo 360

By John Harding

