

# Product Placement and Sponsorships

**Product Placement** is featuring or referencing a product, service, or trademark within a program in return for payment or similar consideration.

- All Product Placement must be approved in advance by YouTube Clearance and YouTube Marketing and approved by YouTube Creative as to the nature of its inclusion in the program.
- “Brand integrations” as the term is used in the U.S. fall under the concept of product placement under AVMS rules when the brand/product is incorporated into a program segment or storyline.
- Important note: there need not be a monetary payment exchanged for an arrangement to be considered product placement. Any kind of “quid pro quo” may suffice; e.g., the brand covering certain content production costs or supplying equipment in exchange for exposure of their brand (e.g., showing a character pouring a bowl of Kellogg’s Rice Krispies or wearing an adidas shirt).

A **Sponsorship** is created when a third party other than the Producer or YouTube has met some or all of the costs of the program for the purposes of promoting the name, trademark, image, activities, services or products of the sponsor of another person or entity.

- All sponsorships must be approved in advance by YouTube Clearance and YouTube Marketing, and by YouTube Creative as to the nature of its inclusion in the program, if applicable.
- “Brand integrations” as the term is used in the U.S. fall under the concept of sponsorship under AVMS rules when a program or program segment is introduced (e.g., “brought to you by) by a brand/product.

*For more information on following AVMS rules that apply to Product Placement, Brand Integrations and Sponsorships (including labeling/disclosure requirements and brand/product restrictions), visit the [AVMS & YouTube Originals](#) article.*