

Trade Outs and Brand Integrations

Any formal or informal agreement in exchange for free or discounted services, products, or locations provided to the production for either non-guaranteed or guaranteed in-program exposure (e.g., credit, visual inclusion, or verbal mentions) is subject to YouTube's prior approval and no agreement may be finalized until approved. Before making any commitments of any exposure, please complete the [Trade Out Request](#) form. Trade Out Request forms must be completed for commercial references, sponsorship, props placement, product placement, and brand integration. Do not shoot scenes involving these goods or services until YouTube has approved the Trade Out Request form.

- Please include a document listing all aggregated trade out details in your wrap bible.
- Be aware that YouTube is a global platform and YouTube requires your compliance with the European Audiovisual Media Services Directive (AVMS) rules for all YouTube Originals content. Please review [AVMS and YouTube Originals](#) in Commercial References, Sponsorship, Brand Integration and Product Placement for more information regarding AVMS rules. For further information on AVMS please contact your YouTube Clearance contact.
- YouTube and Google Logos are trademarked and any use, as well as any visual inclusion or verbal mention of Google products, must be approved in advance by YouTube. Please contact your YouTube Clearance contact for approval. For more information on this process, please review [Google/YouTube Brand Use Guidelines](#).

Please review the articles in the “Commercial References, Sponsorship, Brand Integrations, and Product Placement” section of the [YouTube Originals Production Manual](#) for more information on trade outs and integrations.