

Common Show Marketing Assets

Artwork

- YouTube Originals artwork is the primary visual associated with a movie or series' marketing campaign. The artwork serves as the foundation for the campaign and influences all subsequent creative assets.

Trailers

- **Premise Trailer:**
 - Full-length trailer that conveys the premise of the series or film.
 - Generally 90-120 seconds in length.
- In some cases, a show may have additional trailer assets
- **Teasers:**
 - Typically shorter and leveraged as an asset to create early buzz and anticipation for the series or film.
 - A cutdown of the premise trailer in various lengths that are leveraged in different marketing and media channels depending on the campaign strategy
 - Generally 30 - 60 seconds in length

Wildlines

- Wildlines are promotional lines delivered by talent to camera. These wildlines will be used across marketing assets to drive various outcomes:
 - **Awareness** (i.e., "Season 1 of [TITLE] is coming to YouTube [DATE].")
 - **Tune In** (i.e. "Watch [TITLE] now, only on YouTube.")
 - **Subscriptions** (i.e., "Subscribe for the latest on [TITLE], only on YouTube.")
 - **Sign Ups**, if applicable (i.e., "Can't wait for another episode of [TITLE]? Subscribe to YouTube Premium and watch the entire series now.")
 - **Social Actions** (i.e., "Swipe up to watch [TITLE], only on YouTube.")

Paygated Preview (SVOD Content Only)

- A paygated preview is the free preview that non-YouTube Premium subscribers see when they click to watch a paygated series or film. At the end of each preview, a call-to-action encourages users to join YouTube Premium to watch the entire series or film. This preview is usually a 1 - 3 minutes clip from the episode with YTO mnemonics and clickable end card.

Thumbnails

- Custom thumbnails are made for each YTO video that is uploaded to YouTube. These videos include our trailers, movies, episodes, and ancillary content. The thumbnails will appear in search and discovery funnels and on the YouTube channel hosting the content.

Press Clips

- Clips for use in press outreach and publication, generally between 30 - 60 seconds in length.

Ancillary Content

- Companion content created to promote the show or film and typically involves one or more of the talent. These tend to be longer in length and are customized to be created with YouTube best practices in mind to achieve optimum performance on our platform. They can often contain behind-the-scene (BTS) or custom created footage.

Clickable End Screen

- End screens come at the end of all videos. A “clickable” end screen is made up of a background video (static or animated) and clickable elements added on top of the background video. End screen elements are the clickable content (video or playlist, subscribe button, channel avatar or website link) . These elements are added by the YTO Media Operations team and are not burnt into the actual video itself. An element may only be added to the last 20 seconds of any video.