

The **Shorter** side of YouTube

What you need to know as an **advertiser**

A new way to discover, watch, and create on YouTube. Integrated with easy video creation abilities, Shorts are designed for Creators and Brands to update and engage their audiences.

- ✔ YouTube Shorts has reached 15 billion daily views globally.
- ✔ \$100M Shorts Creators fund is rewarded monthly to Creators with top viewership. This is just a first step in our journey to monetize Shorts for creators.
- ✔ Shorts are accelerating, with continued improvements throughout 2022 including ads rollouts and experiments.

01 Shorts: an overview

Shorts is a new mobile-optimized experience on YouTube centered around vertical, full-screen videos, **60 seconds or less**.

Long and short videos serve different purposes for viewers—think of short-form content as complementary to your content strategy.

02 Getting started: Create for Shorts

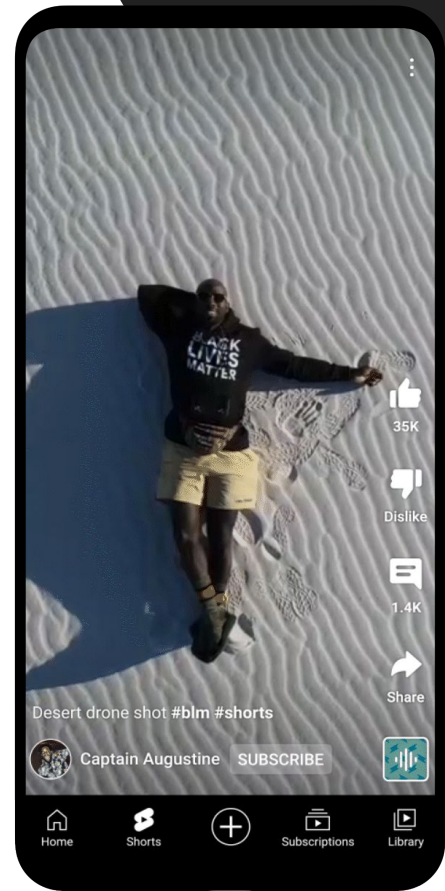
With an easy-to-use camera, remix features, and instant engagement, brands can create organic Shorts and grow audiences through best practices for Shorts creation: a) **Capture attention early**, b) **Feature one message**, c) **Lean into trends**.

03 Up next: Advertise on Shorts

Advertisers are now present on Shorts through our direct response formats, automatically tapping into Shorts inventory.

Shorts support 10-60-second ads with various aspect ratios. Square or vertical ads mirroring the length of organic content are best for user experience and performance on Shorts.

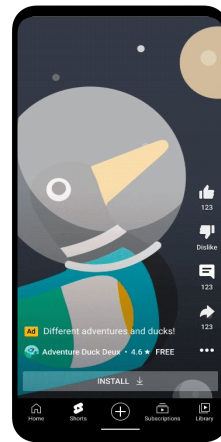
Stay tuned for more updates on ads rollouts and experiments coming in 2022!



Find Shorts directly on the YouTube app

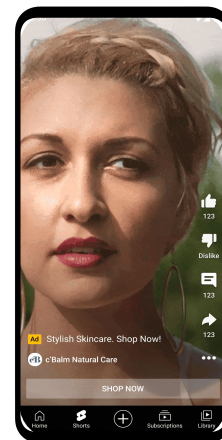


Looking for more tips to get started with Shorts? Download our [Shorts Getting Started Guide](#).



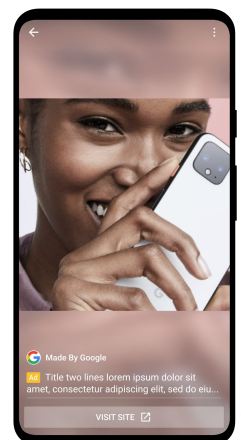
Launched (Android)

App Campaigns for Install (ACi)



Launched (Android)

Video Action Campaigns (VAC)



Testing

Discovery Image ads