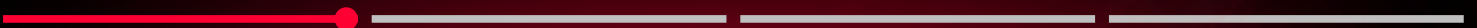




 **Brandcast**

Top Takeaways

Discover a new era of growth for brands





Build your brand and drive performance in the YouTube Era

YouTube is your solution for modern brand building **and** performance powered by the most-trusted creators, high-intent audiences, and the Gemini Advantage to supercharge the customer journey.

Tap into media's most valuable currency: **trust**.

Partner with the 3M+ vetted creators in the YouTube Partner Program¹ to help communities discover your brand in ways that feel authentic.

When a viewer sees an organic video on YouTube about your brand, they are

13X

more likely to search²

5X

more likely to buy²

Try this

Collaborate and associate your brand with the creators who are reinventing entertainment and commerce via creator partnerships, Sponsorships, and creator integrations.

Turn views into value with **YouTube creators**



Sources: ¹ Google/YouTube Internal Data, Global, March 2026. ² YouTube Internal Data, 63 brands, Dec. 2025. Traffic observational data from ~60 brands. *Results do not indicate causal relationship.



Drive performance with Demand Gen

YouTube creators bring together high-intent audiences that social alone can't.

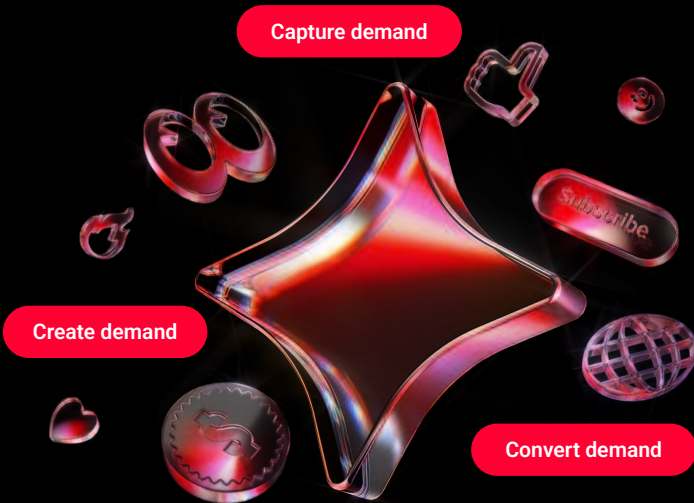
Use deep audience signals to predict intent and find your next customer before they're even ready to search.

Recent improvements to Demand Gen drove a

30% average increase in conversions³

Try this

Create, capture, and convert demand with the new and improved Demand Gen and AI-powered ad solutions.



YouTube drives sales in all the ways audiences watch, with new integrations and ways to buy.

YouTube is the **#1 platform** for helping customers make quick and complex purchase decisions⁴

Try this

Ensure product feeds are powering the shoppability of your ads across all the ways your audiences watch.

Activate every screen as a storefront



Sources: ³ Google Internal Data, Global, Demand Gen Experiment results, H2 2025. ⁴ Google/Kantar, U.S., Future of Video, n=3,224 viewers who prefer to watch award-show or red-carpet event highlights, snippets, or creator recaps, n=7,621 weekly video viewers 18-64, Dec. 10, 2025–Jan. 12, 2026. Competitive set includes nine market competitors: linear TV, Netflix, Disney+, Amazon Prime Video, Max, Facebook, Instagram, TikTok, Snapchat.



YouTube is where your audiences are engaging with the biggest cultural moments **AND** the deeper creator-led conversations around them.

YouTube is
#1 in streaming watch time⁵

and the
#1 CTV platform for reach⁶

Try this

Surround the moments that matter most — in the living room and beyond — with YouTube's premium ad solutions.

**Make YouTube creators
and the Gemini Advantage
your competitive advantage today**

There's only one  YouTube

Sources: ⁵ Nielsen Gauge, U.S., March 2026.. ⁶Comscore VMX, CTV 18+, Dec. 2025.