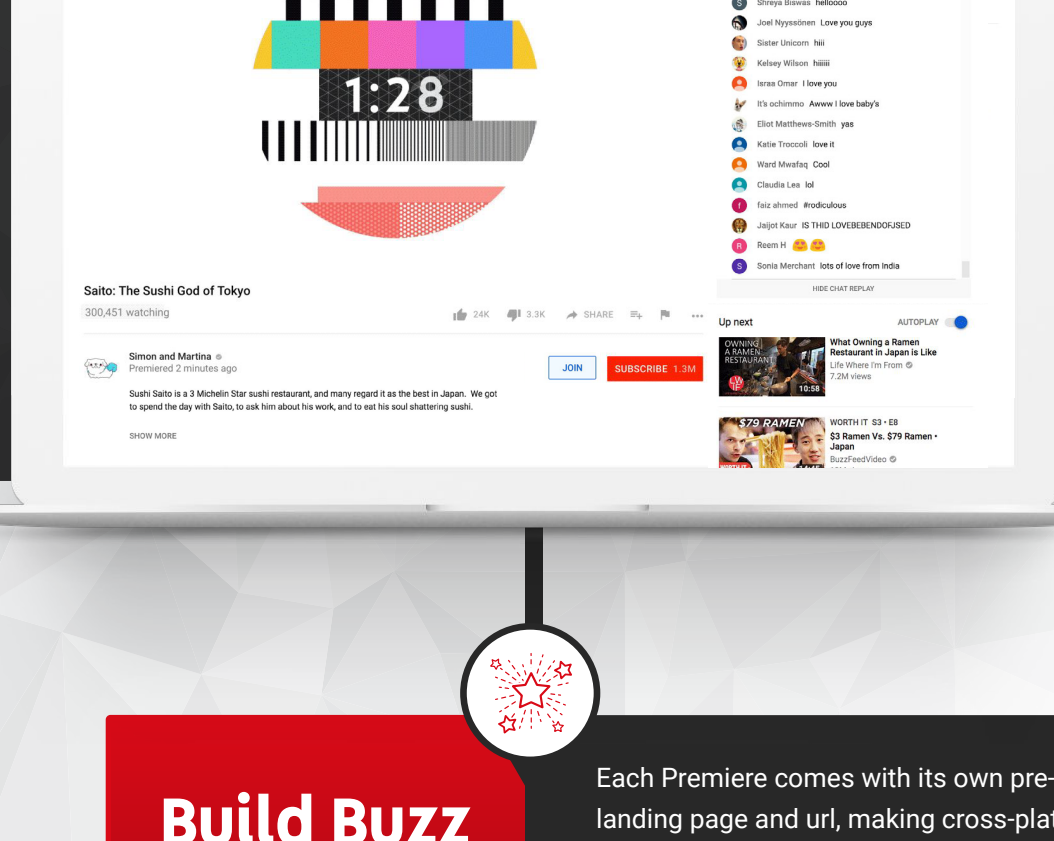


# YouTube Premieres

With Premieres, artists bring their fanbase together to watch and discuss their newest music video in real-time. Discover how this feature can help you build buzz ahead of a release and turn your next video upload into an exciting & interactive launch moment.

Unsure what Premieres is? Get more information and a step-by-step walkthrough on how to enable it!

Learn more



## Build Buzz Ahead

Each Premiere comes with its own pre-release landing page and url, making cross-platform promotion a breeze and giving fans the option to select reminders that activate just before the Premiere!



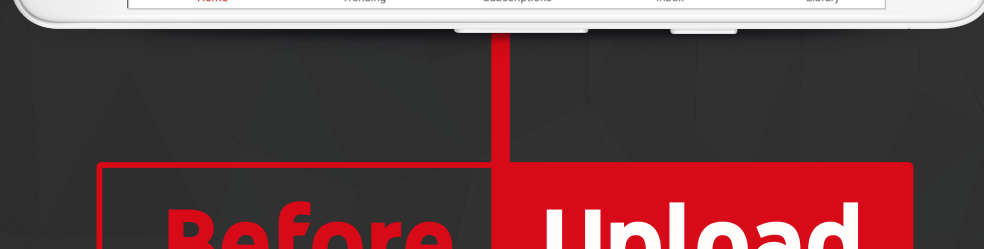
## Connect With Fans

Premieres allow artists and fans to live chat before and during the release. Engage with your audience in real-time and create community conversations as you co-watch your premiere!



## Boost Viewership

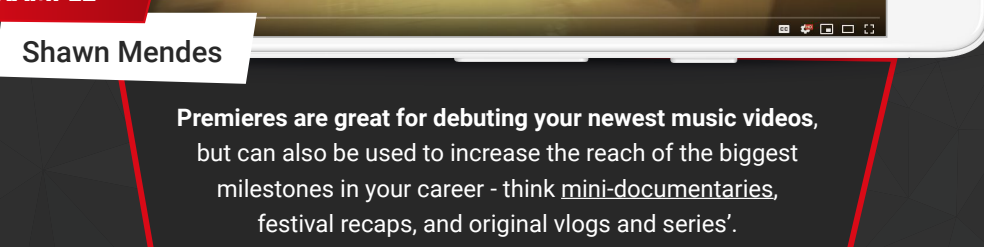
The initial buzz on the landing page, your presence during the video debut and the high community engagement from the live-chat can help drive viewership in the first 24 hours after the Premiere.



## Before Upload

### Program Strategically

Build a Premieres strategy that takes into account how often you release and which of your videos would most benefit from being premiered!



EXAMPLE

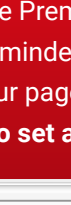
Shawn Mendes

Premieres are great for debuting your newest music videos, but can also be used to increase the reach of the biggest milestones in your career - think mini-documentaries, festival recaps, and original vlogs and series'.



## Uploading Your Premiere

Remember that fans can begin engaging with Premieres as soon as they've been uploaded. It's highly recommended that artists are present in live chat during this release window.

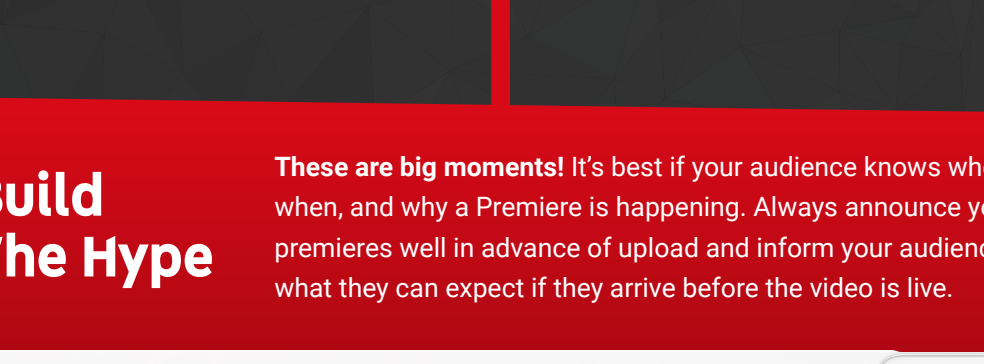


## Keep It Special

While premiering every release may make sense, frequent uploads should consider spacing out their premieres to keep the moments feeling special!

### Prepare Your Fans

Fans who visit the Premieres page before it goes live will have the option to set a reminder when the video is live - even if they're not subscribed to your page. **Let fans know when you plan on premiering and to set a reminder so they don't miss out!**



EXAMPLE

Halsey

Halsey used Community to tease when her music video for 'Without Me' would Premiere - the video hit #1 on trending and was her second best performing video ever!

### Build The Hype

**These are big moments!** It's best if your audience knows where, when, and why a Premiere is happening. Always announce your premieres well in advance of upload and inform your audience what they can expect if they arrive before the video is live.



EXAMPLE

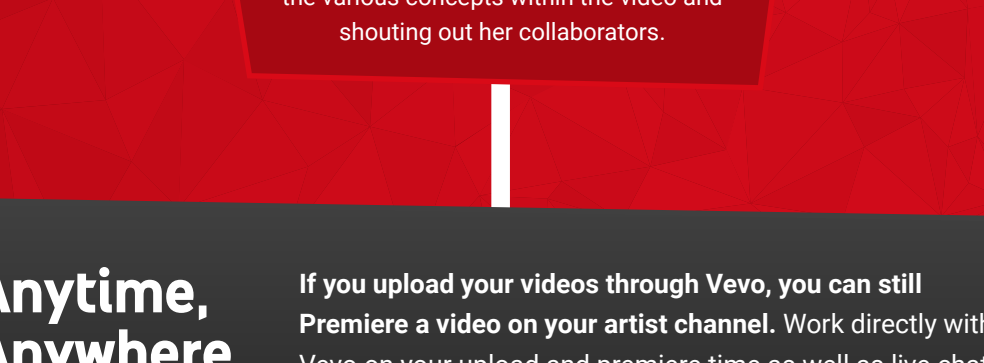
Leroy Sanchez

Leroy Sanchez promoted his premiere of "Preacher" on all his social accounts in the days leading up to release and then went live across all platforms just before to encourage his viewers to jump over to YouTube and tune in!

## During Release

### Be There For Fans

Viewers are coming to share this moment with YOU. Be present for each of your Premieres and give fans the connection they crave by engaging via live chat for the duration.



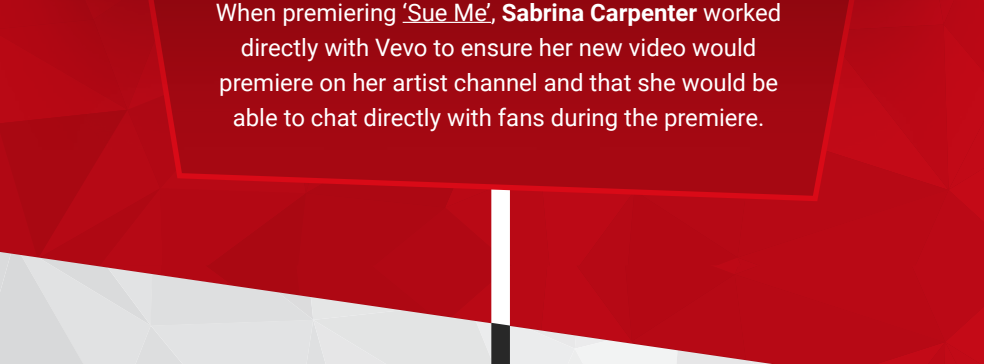
EXAMPLE

Charlie XCX

Charlie XCX live-chatted with her fans during the Premiere of "1999" explaining the various concepts within the video and shouting out her collaborators.

### Anytime, Anywhere

If you upload your videos through Vevo, you can still Premiere a video on your artist channel. Work directly with Vevo on your upload and premiere time as well as live chats.



EXAMPLE

Sabrina Carpenter

When premiering 'Sue Me', Sabrina Carpenter worked directly with Vevo to ensure her new video would premiere on her artist channel and that she would be able to chat directly with fans during the premiere.

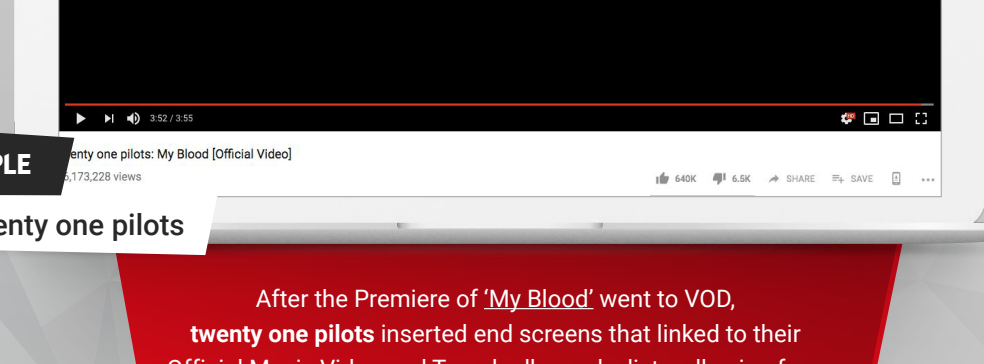
## After Premiere

### It's Not Over Till It's Over

The end of a Premiere shouldn't be the end of the conversation with your audience. Follow up your premieres with supplemental content and encourage viewers to leave any lingering questions in the video comments!

### Continue The Conversation

Artists can use the watch page to live chat with viewers for a short period following the end of a premiere video. This post-show time is an excellent opportunity to answer questions, get feedback on the premiere, and direct viewers to a post-show VOD or livestream. You can also link out to your other videos using end cards once the premiere is up on VOD.



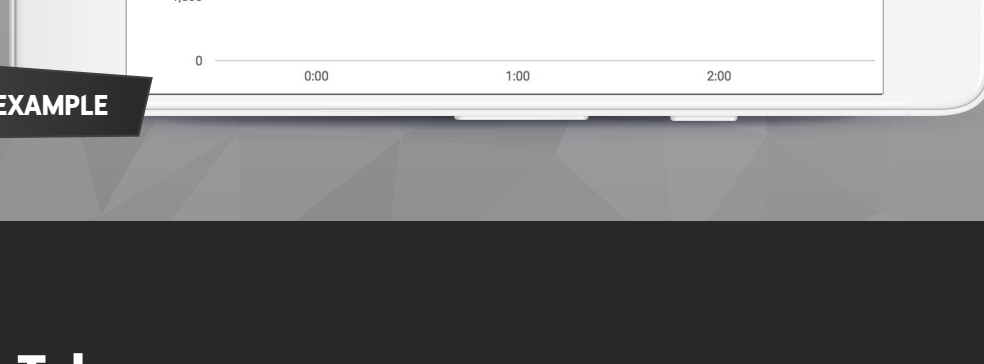
EXAMPLE

twenty one pilots

After the Premiere of 'My Blood' went to VOD, twenty one pilots inserted end screens that linked to their Official Music Video and Trench album playlists, allowing fans who watch this video to continue listening to their music.

### Check Your Performance

Once your premiere ends, you can visit **YouTube Analytics** to see how many fans watched your Premiere live, how many chatted, and more details about your longer term performance.



EXAMPLE



### Need Help Or Have Questions?

To learn more, check out the [Help Center article](#)

Find more resources at the [Creator Hub](#)

Get support to your questions at the [Help Center](#)