



There's only  one  YouTube

September 2025



01

# World's Biggest Creators



# Leverage Creators

**Tap into creators' trust and drive partnerships to connect with your audiences**

## India is called 'Creator Nation'

**Over 100M Indian channels uploaded content on YouTube in 2024<sup>1</sup>** and 15,000 of these channels also surpassed one million subscribers each<sup>2</sup>.

## Unmatched Trust & Influence

**76% of viewers say they can trust product or service reviews from creators on YouTube**, even when they know they're sponsored by brands compared to 53% on Instagram.<sup>3</sup>

Source 1: 1P YT Internal Data, Jan 2025

Source 2: YouTube Internal Data, Dec 2024

Source 3: Google/Kantar, YouTube Narrative - Readiness, IN, 2024, n=1,503, Complete Survey Respondents, Field Dates: 17/05/2024 - 30/05/2024



### Partnership Ads

YouTube creators make videos that people love, with engaged fanbases that brands want to reach. Leverage this reach and trust with Partnership Ads.



### Creator Partnership Hub

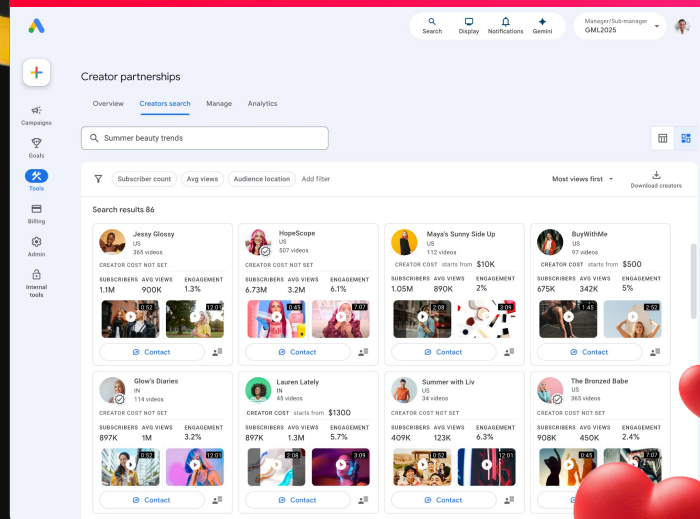
Unlock the power of YouTube Creators; Deepen existing connections or find new ones and integrate authentic creator content into your ad strategies via partnership ads.



# Creator Partnerships Hub

Unlock the power of YouTube Creators via a new creator partnership hub inside Google Ads.

Deepen existing connections, find new ones and integrate authentic creator content via **partnership ads**.





02



# World's Biggest Moments



# Capture key moments

Capture audience's attention in the moments that matter the most and on screens they love the most



## Total Video Leadership

**YouTube is #1 in reach and watchtime** among ad-supported online video platforms in India<sup>1</sup>. As of April 2025, YouTube reached 4 in 5 Internet users in India aged 18+ and the average online adult aged 18+ in India watched over 72 minutes of YouTube per day<sup>2</sup>.

## Audience you cannot miss

As of June 2025, YouTube Shorts has over **650 Million monthly logged-in viewers** in India<sup>3</sup>. Amongst Gen-Z (18-27) in India, 43% of YouTube Shorts users don't use Instagram Reels<sup>4</sup>.

**On average over 65% of the 18+ year old audience reached on YouTube in India was incremental to TV.**<sup>5</sup>

Source 1: Comscore, May 2025, India

Source 2: Comscore, April 2025, India

Source 3: 1P Internal Data, India, June 2025

Source 4: GWI, Gen Z Internet Users Aged 18-27, Feb 2025

Source 5: Google meta-analysis of cross media reach reports from Google's Cross-Media Reach Reporting solution (XMR)



## Peak Points

A new ad format built with Gemini that seamlessly integrates your ad into the viewer experience at contextually relevant peak points within top content across YouTube's vast library to create more meaningful audience connections.



## Immersive Masthead on CTV

Tailored to maximize the viewing experience, expanding cinematic, edge-to-edge creative to give brands more real estate on the YouTube homepage and drive maximum attention in the living room.

# Peak Points

Create more meaningful audience connections with this new ad format built with Gemini



## Precisely timed ad placements

Identifying & matching unique moments



## Strengthens the Impact

Of your Creative via deep contextual relevance



## Drive Brand Association

And emotional alignment



## Improved Contextual Targeting

Across YouTube's unique breadth & depth of content

Streaming

New Ad Format!

# Immersive Design Masthead on CTV

A new design for YouTube's most prominent homepage ad unit to drive maximum attention in the living rooms



## Drive more Attention & Viewership

For your ad on YouTube's most prominent CTV real estate



## Deliver immersive user experience

For your brand with edge-to-edge creative







03

# World's Biggest Impact



# Drive Impact

By reaching untapped audiences and turning living room inspiration into direct action



## Effectiveness & ROI

According to Analytic Edge ROI Benchmarks, for E-Commerce vertical **YouTube ROI is 139% higher than TV and 201% higher than Online Video.**<sup>1</sup>

According to CPG MMM Studies, **YouTube ROI was 2.4x of Linear TV ROI and 3x of OTT Platforms ROI.**<sup>2</sup>

## From Discovery to Decision

**87% of consumers** watch YouTube or YouTube Shorts in their shopping journey.<sup>3</sup>

Source 1: Analytic Edge ROI Benchmarks across 86.28M of total media spend measured including all available results from 2021-2023 in India within the E-Commerce vertical.

Source 2: Google-Analytic Edge MMM Meta Analysis APAC 2025, n=Analysis of 109 MMM Studies across 4 markets( India N=43, Thailand N=22, Vietnam N=20 and Thailand N=20 across CPG and Retail-ECommerce Categories based on studies completed between 2021-2024

Source 3: Google/Ipsos, Shopper Moments Study, Oct-Nov 2023 Wave for Navratri-Diwali Festive India, n=2400. Question Which of the following video formats/types did you watch related to your shopping in the past 48 hours?



## Rural Targeting

With YouTube's rural targeting solution, brands can reach audiences, where TV cannot, using precise rural targeting and localized video ads in rural dialects.



## Shoppable CTV

Immerse your brand in an interactive shopping experience that lets viewers discover and engage with products directly from the big screen.



# Shoppable CTV

Immerse your brand in an interactive shopping experience that lets viewers discover and engage with products directly from the big screen.



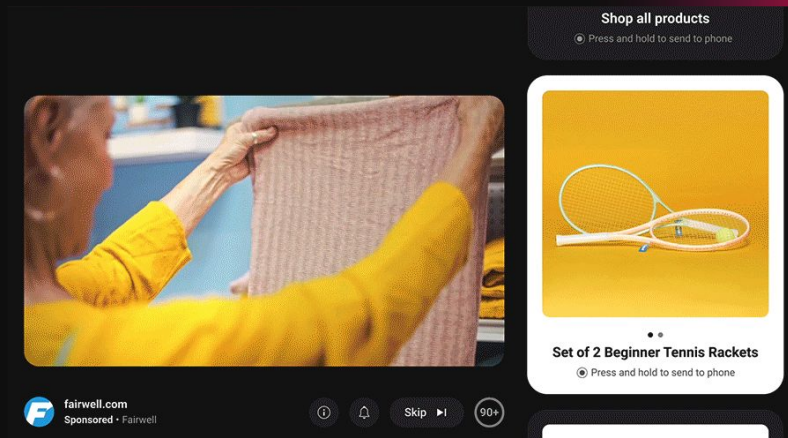
## Big Screen Shopping

Ensure your message reaches your target audience on the biggest screen



## Interactive Experience

Capture attention and motivate viewers to take action via QR codes, sent to phone and GMC feed



\*Will be available across Demand Gen and Performance Max Campaigns on CTV later this year

# Rural Targeting

YouTube Revolutionizes Video Advertising in India with Landmark Urban-Rural Buying, reaching audiences where even TV can't



\*Will be available across Demand Gen and Performance Max Campaigns on CTV later this year

## Localized content

Create video ads in local dialects, featuring relatable scenarios and cultural contexts

## Targeted product promotion

Showcase products/ services, relevant and affordable for rural consumers, optimizing spends

## Data Driven Insights

Platform provides distinct performance metrics for urban & rural campaigns, allowing for better analysis and optimization



There's only  one  YouTube

September 2025