

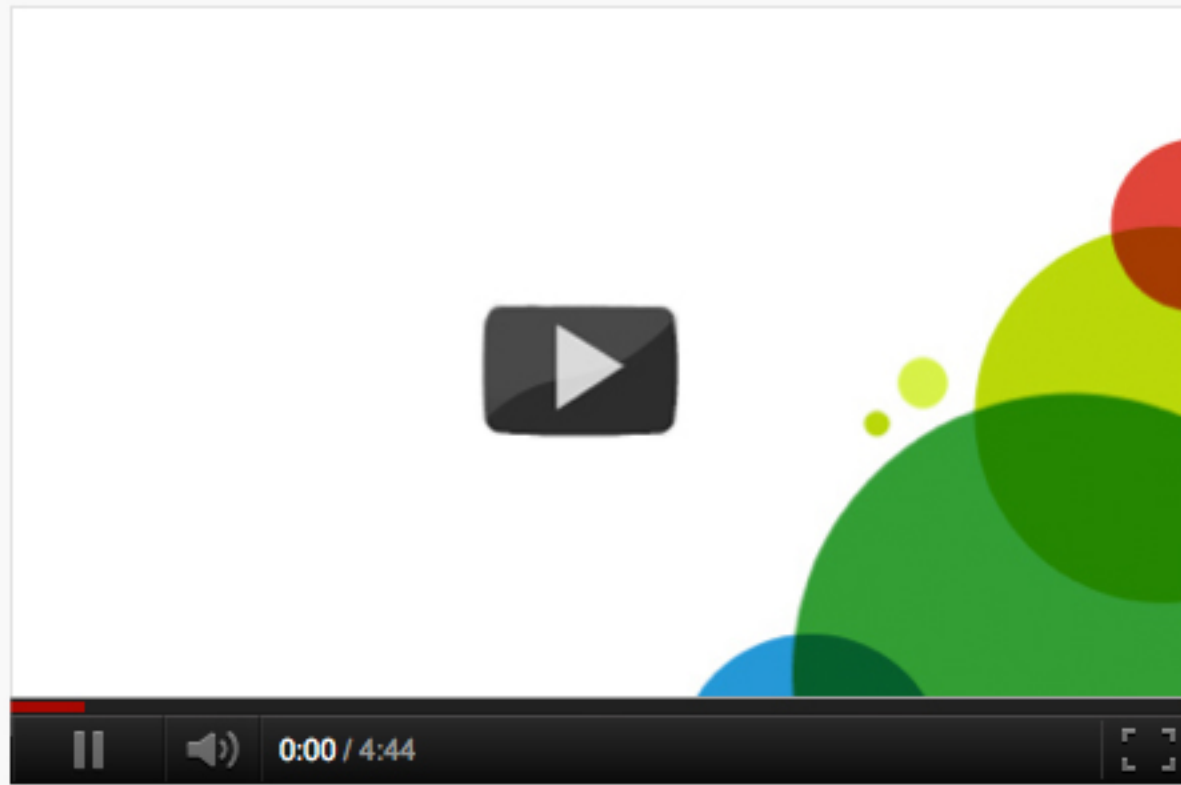


YouTube Player Component

Same YouTube Player within your creatives



Use our YouTube Player Component to pull in that same video into your Rich Media creatives



What is it?

The YouTube Player Component allows you to pull in a duplicate of the YouTube player complete with all of the controls you're used to when viewing any normal YouTube video, such as annotations, full screen and quality setting controls.

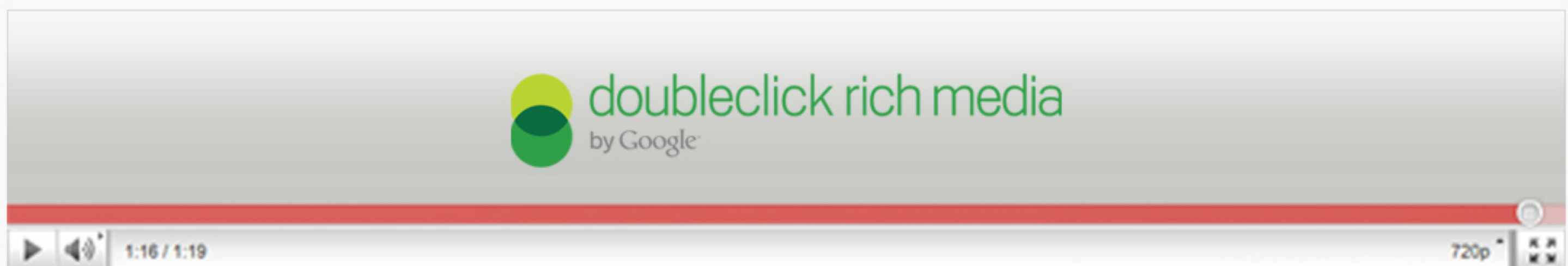
Benefits

Are you already using YouTube for uploading all of your videos? Are you using it to get greater reach and create buzz around the next great blockbuster film trailer? Then why not use our YouTube Player Component to pull in that same video into your Rich Media creatives too?

If you want to create your own custom graphic controls you can do this too, by using the complete YouTube Player API you're able to just pull in the video itself and only include the controls you want and position them wherever you want them.

Our component also allows all of the DoubleClick Rich Media tracking metrics you're used to with normal Rich Media video creatives to carry on being recorded, so full tracking is available for the number of video views, plays, pauses, volume interactions and even the number of views, as well as all of your standard Rich Media metrics.

By using the component, any user initiated view of your video will also cause the video view count of your video within YouTube to be recorded. So allowing for your Rich Media creative to really help drive the potential viral side of your campaign.



YouTube Player Component. On your Rich Media creatives