



Creating and Customizing a Brand Channel

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Overview

A YouTube channel page serves as a profile page for a YouTube user. On your channel page, other YouTube users can see your public videos, favorite videos, bulletins and subscribers. Your channel page also displays several links that let other people connect with you (or your brand) by sending you a message, sharing your channel with friends or adding comments to your channel.

This document explains how to create a YouTube brand channel, a channel page that includes several extra display elements that allow you to customize your channel to reinforce your brand identity. A brand channel creates a destination page for your brand on YouTube, providing an opportunity to connect and create persistent relationships with your consumers.

The screenshot below shows a YouTube brand channel page for the Acme Soda company. The page features several Acme logos as well as video and text content selected to promote the Acme brand:



Brand channels provide a number of features that are not available on standard user channels:

- A **channel page banner image** of your choosing displays at the top of your brand channel. You can provide a link for the banner or an image map that specifies where different areas of the banner should link. Additional images provide additional branding opportunities on the watch page.

- A **branding box** provides additional communication or promotional space as well as an opportunity to embed links on your channel page. This box only contains text.
- The **featured video plays automatically** when users visit your channel page.

Setting up a YouTube brand channel account

This section explains how to sign up for a new YouTube account and the overall process for designing your brand channel once you have signed up for an account. Partners who are converting an existing YouTube account to a brand channel can skip the sign-up instructions.

Go to <http://www.youtube.com/signup> and complete the form to create a new account.

Member Login

Already have a YouTube account? Login here.

YouTube Username:

YouTube Password:

[Forgot Username](#) | [Forgot Password](#)

[Login with your Google account](#)

What Is YouTube?

YouTube is the home for video online:

- **Watch** millions of videos
- **Share favorites** with friends and family
- **Connect with other users** who share your interests
- **Upload your videos** to a worldwide audience

Sign up now to join the YouTube community!

Create Your YouTube Account

It's free and easy. Just fill out the account info below. (All fields required)

Account Type:

Email Address:

YouTube Username: [check](#)

Your username can only contain letters A-Z or numbers 0-9

Password:

Confirm Password:

Password Strength: None

Country:

Postal Code:


Required for US, UK & Canada Only

Gender: Male Female

Date of Birth: - -

Verification:

Enter the text in the image



[Can't read?](#)

The form allows you to specify the following information:

- The **Account Type** field specifies the type of user account that you want to create. YouTube offers several different types of user accounts, including comedian, director, guru, musician and YouTuber, which is the standard account type. The [YouTube Help Center](#) provides additional information about the differences between account types.
- The **Email Address** field specifies the email address associated with your account. This address will not be displayed on your channel page, meaning people will not be able to see your email address. However, YouTube will use this address to notify you of new subscribers, comments or other events, depending on the email options that you set for your account.
- The **YouTube Username** field specifies a value that will serve as the permanent identifier for your account in the YouTube community. Your username will be publicly displayed and will also appear in the URL for your channel page.

Once you have created your account, you cannot change the username associated with that account. As such, please make sure that you are happy with the name that you select and that the name represents your brand well. Usernames can be up to 20 characters long and may only include alphanumeric characters (letters A-Z or a-z and numbers 0-9).

- The **Password** and **Confirm Password** fields specify the password that you will use to log in to your account. To maintain the integrity of your account, we recommend that you choose a password that has strong password strength, which is the highest level.
- The **Country** and **Postal Code** fields are both required. Please enter the values that correspond to the location of your brand headquarters.
- The **Gender** field specifies the gender associated with your account. While this field is required, YouTube does not display the gender associated with an account.
- The **Date of Birth** field lets YouTube calculate the age of a YouTube account's owner. While YouTube does display this age on your channel page, you can hide the value by modifying your account settings. Please note that YouTube does not allow users to modify the age associated with their YouTube accounts. As such, please make sure you set a reasonable age.
- The **Verification** field requires you to enter the text that appears in the CAPTCHA image to complete your account creation.

Moving from setup to launch

After creating your account, send your YouTube username to your salesperson and request to have your account converted to a brand channel two weeks before the launch of your campaign.

At this time, we recommend that you set the email preferences for your account. To do so, log in to your account and navigate to the [Email Options](#) page in your account. Choose the types of events for which you would like to receive email notifications or specify that you do not want to receive any emails for the listed events and then click the button to save your email options.

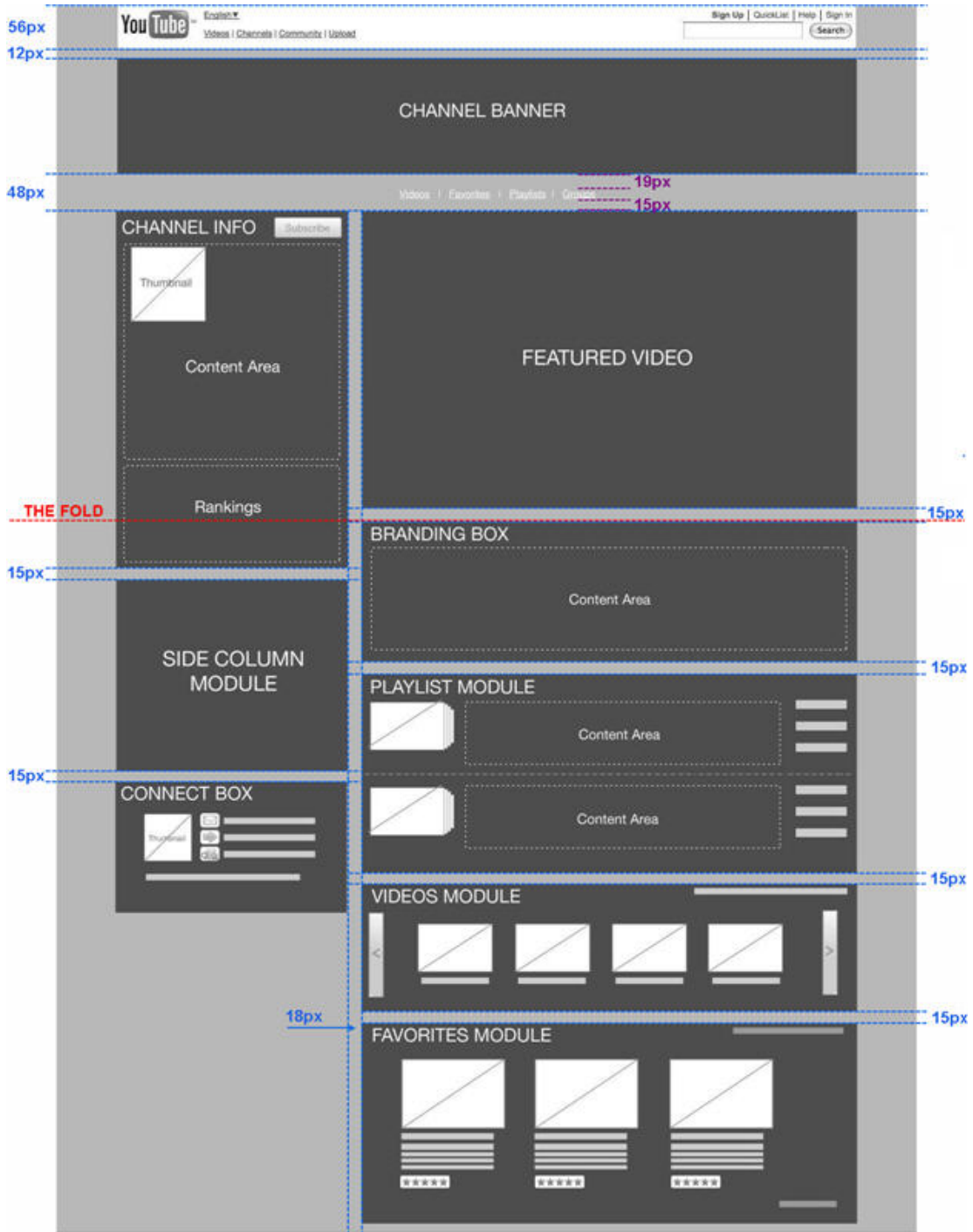
You are now ready to begin uploading dummy video content and customizing your page. However, do not yet upload the videos that you want to appear on your channel page. Once you receive confirmation that your account has been converted to a brand channel, you can complete the additional customizations that are exclusively available to brand channels.

The day before your campaign begins, upload the videos that you want to be visible on your channel page. Only relatively new videos are eligible to be among the "Most Viewed" videos of the day. We also recommend that you remove any dummy videos that you uploaded while designing your channel.

Channel page layout

The wireframe image below illustrates the general layout of a brand channel page. The image shows a two-column display beneath a channel banner. The columns are separated by 23 pixels of space. In addition, 15 pixels of vertical space separate modules within a column. The dotted blue line shows where the fold appears in a typical browser window at 1024x768 resolution.

The numbered modules in the sample display are explained in the list following the image. In addition, the image does not display several additional modules that could be included on a channel page, such as a subscribers box, a friends box or a comments box, since brand advertisers rarely use these modules. The [Selecting your channel page modules](#) section discusses all of the modules that can appear on your channel page.



The numbered modules in the wireframe image contain the following content:

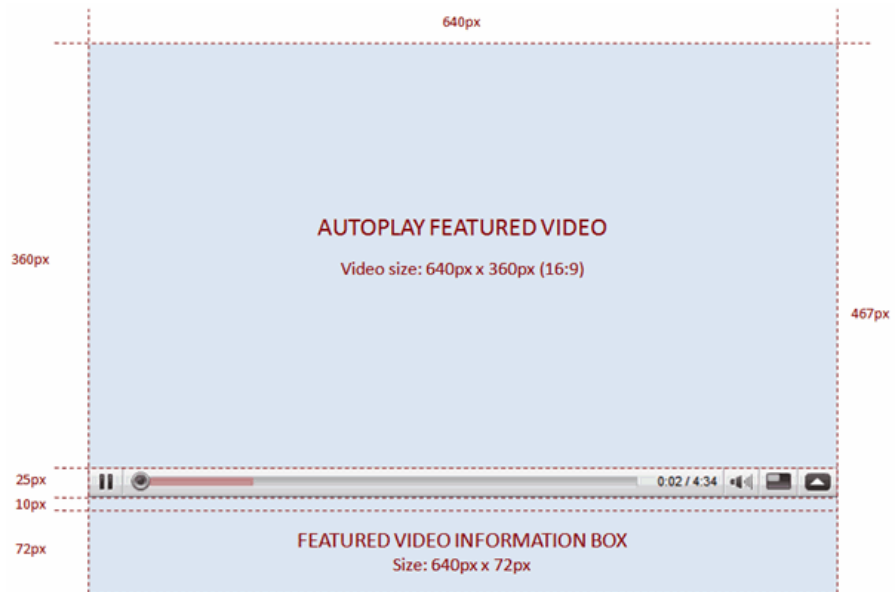
1. The **channel banner** appears at the top of a brand channel page. This header is only available for brand channels. If you are using the widescreen layout, the image can be either 960px by 150px or 875px by 150px. If you are not using the widescreen layout, the image needs to be 875px by 150px. In either case, the banner image should be 20KB or smaller.
2. The **channel info module** contains content that describes your channel. This module appears on all channel pages. The module displays a channel icon, statistics for your channel, and some public information from your YouTube profile, such as your country, website and age. (You can choose to hide the age associated with your brand channel account.)
 - a. The **rankings** section of the channel info module only appears if your channel has achieved a notable ranking, such as being one of the most viewed channels or most subscribed-to channels. The rankings section displays up to three rankings and, if there are more than three rankings, will display a link to view more rankings. YouTube automatically generates the content for this part of the channel info module.
3. The **side column image** is a 300px by 250px graphic that can link to external websites or to YouTube video pages, playlists or brand channels.
4. The **connect box** contains content that allows YouTube users to interact with your channel. This module appears on all channel pages. The module displays links to send a message to the channel owner, share the channel with a friend, and add the channel owner as a friend. The module also displays the [connect box icon](#), a 55px by 55px thumbnail image that you select, and the URL for your channel page.
5. The **channel links** display a standard set of links that appear on all channel pages. The links point to different types of content associated with your channel, including a list of your videos, favorite videos, playlists, groups, friends, subscribers and subscriptions. The link to a list of your favorite videos will only display if your channel page displays the favorite videos module. Similarly, other links only display if your page also displays a module related to that link.
6. The **featured video module** displays the featured video for your channel. You can choose whether to display the video in a widescreen (16:9) or 4:3 format. The video will play automatically when a user visits your brand channel page. (On standard channel pages, users need to click the video or the play control to initiate the playback.)

The wireframe images below illustrate the formats of the widescreen and 4:3 featured video modules. Each wireframe is accompanied by a screenshot that shows a sample featured video module in the corresponding format.

- In the **widescreen format**, the featured video module is 640px by 467px. The video player is 640px by 360px and the player controls are 25 pixels high. The module also displays a 72-pixel-high video information box, which displays the video title and channel as well as the number of views and comments for the video. The video information box appears 10 pixels below the player controls. Note that the height of the video information box and, thus, the entire module

will be slightly less if the video does not have comments, in which case the number of comments will not display.

Wireframe



Example



- In the **4:3 format**, the featured video module is 560px by 467px. The video player is 480px by 360px. As with the widescreen module, the player controls are 25px high, and the 72-pixel-high video information box appears 10 pixels below the controls.

Wireframe



Example



In addition to the **featured video module**, YouTube offers several other options for displaying featured content on your brand channel page:

- Advertising clients can create **gadgets** to customize the content that appears within the video module. Gadgets can, but do not need to show videos. Please contact your account executive for information about creating a custom gadget.
 - Advertising clients can run **contests** to encourage users to interact with their brand. You can find links to YouTube contests at <http://www.youtube.com/community>. Clients that create contests can customize a contest module that can appear instead of or in addition to the featured video module. The contest module can also be customized to include content about the contest. Please contact your account executive for information about running contests on YouTube.
7. The optional **branding box** lets you specify promotional text and links related to your brand. This module is only available for brand channels. The branding box title may be up to 100 characters long, and the branding box text may be up to 4500 characters long. The branding box text may contain HTML markup, and the [Branding box](#) section of this document lists the HTML tags that you can use.
 8. The optional **playlist module** lets you feature one or more playlists that contain content related to your brand. Your featured playlists could contain your own videos or other YouTube videos related to your brand. For each playlist, the module will display a thumbnail image for the first video in the playlist, a link to play the playlist, a link to subscribe to the playlist and a link to share the playlist. The module also displays a link to all of the brand channel's playlists.
 9. The optional **videos module** displays thumbnail images for videos that you have uploaded directly to your account. Each thumbnail links to its associated video, and you can choose whether to display the thumbnails in a scroller or a grid. In a scroller, the box will display four thumbnail images with buttons to scroll to the next (or previous) set of four images. In a grid, the videos box displays up to nine thumbnail images as well as a link to see all of your videos.
 10. The optional **favorites module** displays thumbnail images for your favorite videos. Favorite videos are videos that you have explicitly tagged as favorites, similar to the way that you would bookmark a web page. As with the videos module, each thumbnail links to its associated video and you can choose whether to display thumbnails in a scroller or a grid.

Brand channel examples

The following screenshot shows how the customizable elements for brand channels appear on your channel page. The elements that are called out in the image are the channel banner, profile icon, personal details, side column image, connect box icon, featured video and branding box. Of these elements, the channel banner, side column image and branding box are unique to brand channels. In addition, the featured video on brand channel pages plays automatically, whereas on other channels the user needs to start the video.

The screenshot shows the YouTube channel page for 'Acme Soda'. The page layout includes a top navigation bar with the YouTube logo and user options. The main content area is divided into several sections:

- Channel banner:** A large banner at the top featuring the 'Acme Soda' logo in a stylized font.
- Profile icon:** A circular icon with the 'Acme Soda' logo.
- Personal details:** Text including the channel name 'Acme Soda', creation date 'Joined May 07, 2008', and subscriber count 'Subscribers 26,241'.
- Rankings:** A section with 'Most Subscribed (US)' and 'Most Subscribed (World)' categories.
- Side column image:** A vertical image on the left side of the main content area, featuring 'Acme Soda' cans and a 'S10,000 sweepstakes!' promotion.
- Connect box icon:** A small icon for connecting with the channel, located below the side column image.
- Featured video:** A large video player in the center-right, showing a video titled 'Latin Squares - Dolor amet'.
- Branding box:** A box on the right side of the page, containing a 'Play All' button and a 'Subscribe' button.

Callouts with dashed lines point from the text labels on the left to the corresponding elements on the channel page.

The following screenshot shows how the customizable elements for brand channels appear on your video pages. The video page banner element is unique to brand channels.



Customizing your brand channel

The following subsections explain different options for customizing your channel's content and appearance. Each of these sections corresponds to one of the pages in the channel editing menu.

[Channel_Info](#)

[Channel Design](#)

[Organize Videos](#)

[Branding Options](#)

In addition to these customization options, if your channel type is comedian, director, guru, musician or reporter, you will also see other pages where you can specify information about your channel or brand. For example, comedians can enter information about their comedy style and influences, while musicians can provide information about their band and albums. The information provided on these pages may display in the [channel information box](#), and the discussion of that module includes a screenshot that shows some of the special fields that display for musician channels.

Channel Info

The [Channel Info](#) page contains basic settings for your YouTube channel. The page displays the following fields:

- The **URL** field displays the URL for your YouTube brand channel.
- The **Title** field contains the title of the [channel information box](#).
- The **Description** field lets you provide a description of your channel that will be displayed in the [channel information box](#).
- The **Channel tags** field contains search terms that you want to be associated with your channel.
- The **Channel Comments** field indicates whether you want to let users enter new comments for your channel. You also need to display the [comment box](#) to display comments on your channel.
- The **Who can comment** field lets you control which users can post comments on your channel page and when comments require your approval before becoming visible to other users. Note that this field value is only relevant if you display the [comment box](#) on your channel page.

The following options are available:

- Anyone can post comments on your channel page.
 - YouTube users who you have specifically identified as "Friends" can post comments to your channel page. Other users can post comments, but those comments will only be visible on your channel page if you approve them.
 - Only YouTube users who you have specifically identified as "Friends" can post comments to your channel page.
 - Anyone can post comments on your channel page but comments will only be visible on your channel page if you approve them.
- The **Make Channel Visible** field lets you hide your brand channel while you are still developing it. To hide your brand channel, set the field value to **No**.
 - The **Channel Type** field lets you classify your YouTube channel under a specific account type. In addition to the default setting, **Youtuber**, YouTube offers the following additional channel types:
 - **Comedian** – you can add performer info and event dates to your channel.
 - **Director** – you can add performer info and advanced options to your channel.
 - **Guru** – you can add performer info to your channel.
 - **Musician** – you can add performer info and event dates to your channel.
 - **Reporter** – you can add reporter info to your channel.

Note: The performer info fields or field values may vary for different account types.

Channel Design

The [Channel Design](#) page in the channel editing menu serves several purposes:

- The **Layout Properties** section lets you select different modules that you want your channel to display.
- The **Select a Theme** and **Advanced Design Customization** sections let you select colors and upload a background image to customize the appearance of your channel page.
- The **Advanced Design Customization** section includes a field that lets you upload (or specify the URL for) the background image for your channel. The image serves as a canvas for your other branding content and channel page modules.

The following sections explain these **Channel Design** functions:

[Choosing colors and styles](#)

[Providing a background image](#)

[Selecting your channel page modules](#)

Choosing colors and styles

The **Channel Design** page offers two ways to select colors for your brand channel:

- **Select a Theme**

The basic color themes are palettes that define colors for module backgrounds, headers, and borders as well as for titles, linked text and unlinked text.



By default, your channel will use a the gray/white color theme. However, to ensure that your channel truly reflects your brand identity, we recommend that you modify the colors using the advanced customization options described below.

- **Advanced Design Customizations**

You can modify the colors for the selected theme to match your channel's colors exactly to your brand colors. The following image shows the **Advanced Design Customization** section of the **Channel Design** page.

Advanced Design Customization

Customize your channel further by entering your own colors and styles below.

Background Color: #2c405b [Pick](#)

Background Image: Upload file Input URL

Repeat Background Image: Yes No

Link Color: #6b8ab8 [Pick](#)

Label Color: #ebee00 [Pick](#)

Transparency Level: 95.0 %

Font: --

Basic Box Properties

Border Color: #6b8ab8 [Pick](#)

Background Color: #2c405b [Pick](#)

Text Color: #ffffff [Pick](#)

Highlight Box Properties

Background Color: #ebee00 [Pick](#)

Text Color: #6b8ab8 [Pick](#)

Video Log Properties


Border Color: #2c405b [Pick](#)

Background Color: #2c405b [Pick](#)

Post Title Color: #6b8ab8 [Pick](#)

Text Color: #ffffff [Pick](#)

[Update Channel](#) [Reset Values](#)



The following settings are customizable:

- **General settings**

- Background color – A solid color that will be used as the background color of the page.
- Background Image URL – See the [background image](#) section for detailed information about this feature.
- Repeat Background Image – This feature is also described in the [background image](#) section.
- Link Color – Links appear in the [channel information box](#), connect box (which displays automatically and does not contain customizable fields), [subscriptions box](#), [recent activity box](#), [video log box](#), [comments box](#) and [other channel links module](#). Complete URLs in the [branding box](#) will also appear as links.
- Label Color – Labels appear in the [video log box](#) and [comments box](#).
- Transparency Level – This figure lets you adjust the transparency of the modules on your page.
- Font – You can choose between Arial, Times New Roman, Verdana and Georgia.

- **Basic Box Properties**
 - Border Color – This setting defines the border color for the content modules on your channel page.
 - Background Color – This setting defines the background color for the content modules.
 - Text Color – This setting defines the color for unlinked text in the modules.
- **Highlight Box Properties**
 - Background Color – This setting defines a background color for the [channel information box](#), [branding box](#). This color overrides the background color defined in the **Basic Box Properties** section.
 - Text Color – This setting defines the color for unlinked text in the [channel information box](#) and [branding box](#). This color overrides the background color defined in the **Basic Box Properties** section.
- **Video Log Properties** – This section lets you customize the border color and background color of the [video log box](#). You can also customize the color for the titles of video log posts and the text color in the box.

After setting the colors for your channel, click the **Update Channel** button to save your settings.

Providing a background image

The background image that you select for your channel serves as the canvas for your channel page. The background image will be overlaid with your [channel banner](#) and [channel page modules](#).

The following screenshots demonstrate how a background image appears before and after the brand channel page is customized with content and other branding images. The image on the left shows a sample background image. The background displays a gold frame around a solid background. The image on the right illustrates how the brand channel's content modules overlay the area within the frame. The channel banner image appears above the frame:



We recommend that you select a background image that mirrors the look and feel of your other online branding. For example, your background image can feature unique logos, images and celebrities associated with your brand. Selecting the right background image provides a consistent and seamless branding experience to your brand enthusiasts. The [channel banner](#) section also offers suggestions for integrating your channel page banner into your background image.

Setting your background image

To set a custom background image for your channel page, log in to your account, go to your channel page, and click the **Edit Channel** button. Then click the [Channel Design](#) link in the left menu. The second option in the **Advanced Design Customization** section of the [Channel Design](#) page lets you specify an image that will be used as the background image for your channel page.

YouTube offers two options for providing your background image:

- You can upload an image that will display as the background image for your channel. If you select this option, YouTube will host your uploaded image. You cannot upload a background image that is larger than 512KB, though this size is still larger than the recommended maximum file size of 256KB. If you choose to have YouTube host your background image, upload your image to YouTube via the **Edit Channel** page. Please note that YouTube only supports static images since our research showed that users found animated images distracting. As such, if you upload an animated GIF, the image will be served as a static, not an animated, image.
- You can host your background image on your own server. This option, which is not available for standard user channels, allows you to use [animated background images](#) and also to have a background image larger than 512KB, although we recommend that you select a background image that is 256KB or smaller. If you choose to host your own

image, you enter the URL for the image on the **Edit Channel** page. The URL may not be longer than 64 characters.

Image specifications

Your background image can fill the entire site background. We recommend that you choose an image that is 256KB or smaller.

- If you set the **Repeat Background Image** option to **No**, the image will display in the background of your page. The area of the page that is not covered by the background image will be filled in with the custom colors that you specified for your channel.
- If you set the **Repeat Background Image** option to **Yes**, your background image will be tiled horizontally and vertically to fill the page. If you elect to tile your image, the edges of the graphic should blend off to a solid color to ensure that the tiles blend together nicely.

Using an animated background image

In some cases, an animated background image might help to keep your brand channel looking fresh and engaging. For example, a sports team might use an animated image to feature different players on the team. However, please note that an animated background could also distract users from focusing on the primary content on your channel page.

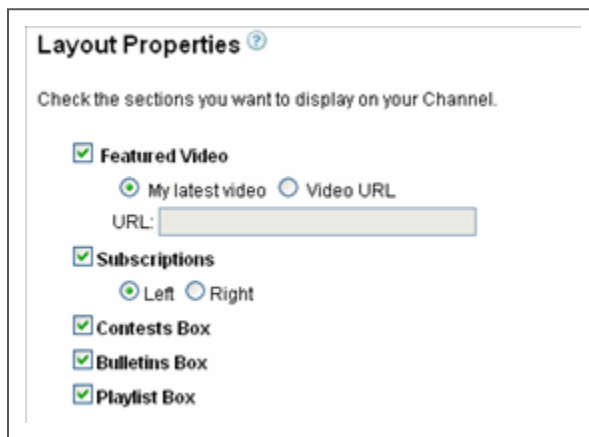
If you choose to use an animated background image, enter the URL for an animated GIF file for your background image. Please note that YouTube image hosting does not support animated GIF files. As such, if you want to use an animated background image, you will need to host the image yourself. If you upload an animated GIF to YouTube, the image will be converted to a static image.

For animated background images, we recommend that the successive images display the same graphics behind the content modules on your channel page and only change the graphics in the channel banner area or the page margins.

Selecting your channel page modules

The **Layout Properties** section of the **Channel Design** page lets you select the different sections that you want your channel to display. For example, you might choose to display the "Subscribers" box but not the "Friends" box. In addition, you can choose whether certain modules will display on the right or left side of the channel page. Finally, you can choose the format – grid or scrolling box – of the "Videos" and "Favorites" sections. After selecting modules for your channel page, click the **Update Channel** button to save your settings.

The image below shows a portion of the **Layout Properties** section of the [Channel Design](#) page. (The list of modules that can be shown is much longer than that shown in the image.)



The following sections explain each module that you can include on your channel page. Modules marked with a single asterisk (*) appear on your channel page automatically. Modules marked with two asterisks (**) are not listed on the **Channel Design** page. Please coordinate with your Technical Producer to enable those modules to display on your channel page. By not displaying some modules, or displaying modules primarily on the right side of the page, you may be able to obtain additional real estate for branding content in your background image.

[Channel information box*](#)

[Connect box*](#)

[Featured video](#)

[Custom brand channel gadget**](#)

[Subscriptions box](#)

[Playlist box](#)

[Recent activity box](#)

[Videos rated box](#)

[Recent comments box](#)

[Videos box](#)

[Video log box](#)

[Favorites box](#)

[Subscribers box](#)

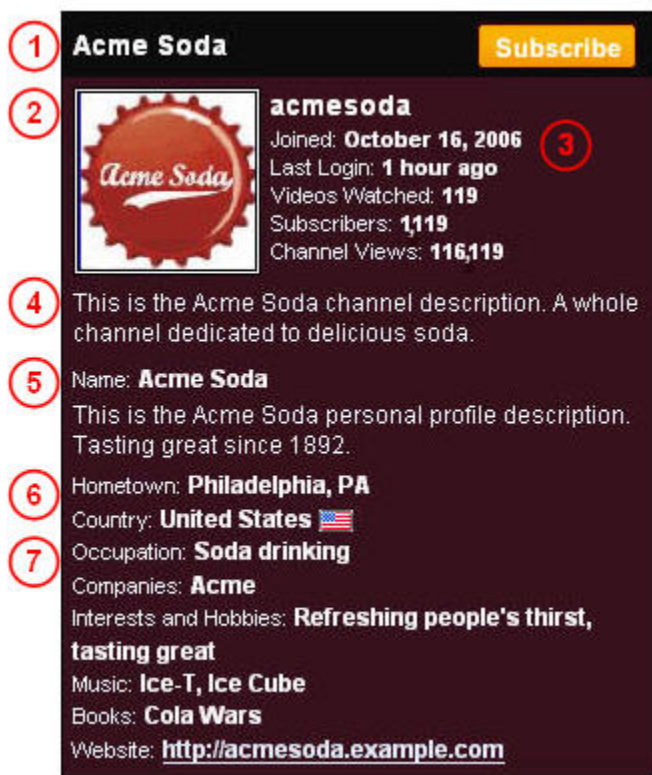
[Friends box](#)

[Comments box](#)

Channel information box

The channel information box appears on the left side of your channel page below the channel banner. If your brand is identified with a specific person or group of people, we recommend that you enter personal profile or location information about the brand. On the other hand, if your brand is associated with an actual product, personal profile information could confuse users who visit your channel page. We recommend that you use the channel information box to highlight key products or personalities associated with your brand.

The image below shows a sample channel information box. This box displays content from several different pages within your account settings.

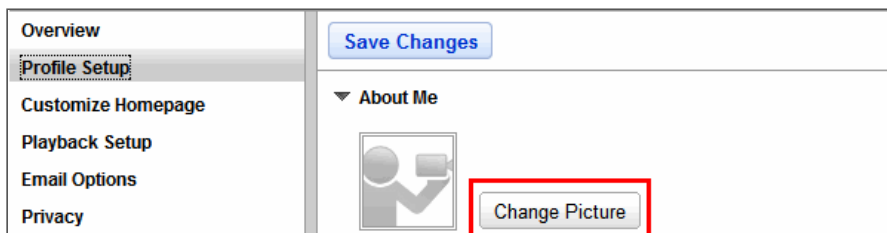


The following list explains where to enter the information corresponding to the numbered items in the image. Note that if your brand channel is not a standard YouTube account – other channel types are director, musician, comedian and guru – some of these fields may not be displayed. To change the channel type for your account, log in to your account and navigate to the [Channel Info](#) page in the **Edit Channel** menu. Then change the channel type for your account.

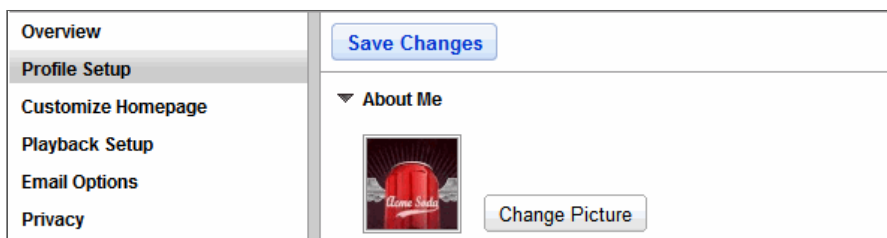
1. To edit the box's title, log in to your account and navigate to the [Channel Info](#) page in the **Edit Channel** menu. Update the **Title** field and then click the **Update Channel** button.
2. The profile icon, which is 88px by 88px, appears in the channel information box and also on the video watch pages for your uploaded videos. We recommend that you upload an image of a product, logo or spokesperson closely associated with your brand.

The following instructions explain how to select the profile icon for your channel:

- a. Log in to your account and navigate to your [Profile Setup](#) page.
- b. Under the "About Me" header, click the **Change Picture** button, which is outlined in red in the image below.



- c. Select one of the options for setting your profile icon. We recommend that you opt to upload an image since that solution provides you with the greatest level of control over your channel's appearance. However, you can also opt to select a still image from one of your videos or to have YouTube automatically change your Browse to the image that you want to use for your profile icon and select it.
- d. After you upload your image (or select a still image), click the **Save Changes** button to update your channel. Your newly selected profile icon will display on your [Profile Setup](#) page and on your channel.



3. This section displays several pieces of information about your YouTube account, including the date your account was created, your last login time, the number of videos that you have watched, the number of people who subscribe to your account, and the number of times your channel page has been viewed. YouTube automatically determines the values of the fields in this section of the module.
4. Your channel description appears below your profile icon. To edit the description title, log in to your account and navigate to the [Channel Info](#) page in the **Edit Channel** menu. Update the **Description** field and then click the **Update Channel** button.
5. Your name, age and personal description appear below your channel description. To update these fields, log in to your account and navigate to the [Personal Profile](#) page in the **Edit Channel** menu. We recommend that you hide the age associated with your account unless the brand is actually associated with a specific person. For example, a brand associated with a particular entertainer or athlete might display that person's age. However, a brand associated with an entertainment company or sports league would not display an age. After updating the appropriate fields, click the **Update Channel** button near the bottom of the page to save your settings.

Note: If your account type is **Musician** or **Comedian**, then the name and age fields do not display in your channel information box. In addition, if your account type is **Comedian**, then the **Influences** and **Similar To** information on your [Performer Info](#) page will display above your personal description.

- The **Name** field displays the first name associated with your account. However, please note that developers who use the YouTube APIs to display videos on their own site could also display the last name associated with your account.

To display a first and last name for your channel, enter both values in the **First Name** field and leave the **Last Name** field blank.

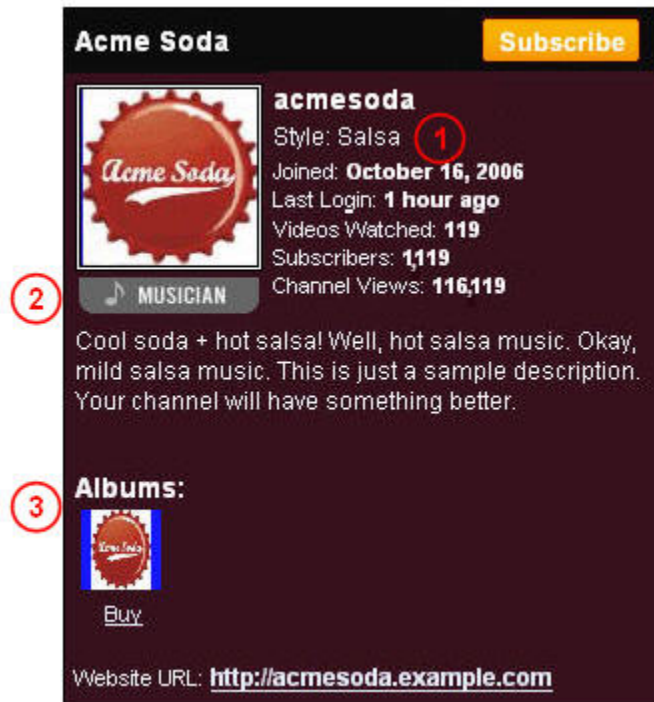
- The **Age** field displays an age that YouTube calculates based on the birth date associated with your account. You cannot change the birth date, but you can opt to not display your age. To do so, select the appropriate option next to the **Display Age** header.
 - The personal description below the **Age** field displays any information you have entered in the **About me** section of your profile.
6. To update these fields, log in to your account and navigate to the [Location Info](#) page in the **Edit Channel** menu. After updating the appropriate fields, click the **Update Location** button near the bottom of the page to save your settings. The channel information box will not display your zip/postal code but does display any other location fields for which you enter information.
 7. To update any of the remaining fields that appear in the channel information box, log in to your account and navigate to the [Personal Profile](#) page in the **Edit Channel** menu.

The channel information box does not currently display the gender, relationship status or student information associated with your account. However, if you enter information for these fields, that information will be accessible to developers who use the YouTube APIs to retrieve your public profile. As such, if your brand does not represent a specific person, we recommend that you leave the gender and relationship status fields blank.

Note: If your channel type is **Musician**, the only one of these fields that displays in your channel information box is your website URL.

Changes to display fields for non-standard channel types

The image below highlights several changes to the fields that display in the channel information box on musician channels. Channels for directors, comedians and gurus may also display different fields as discussed later in this section.



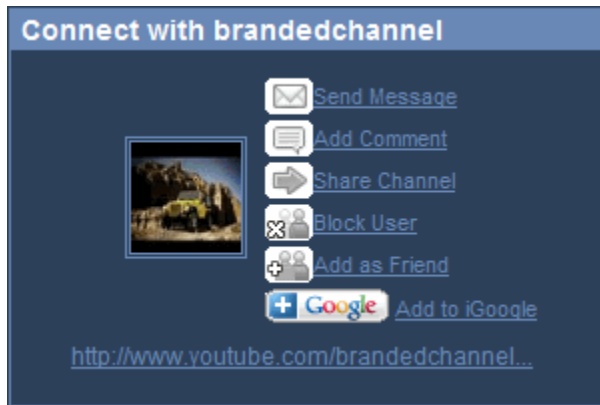
The following list explains where to enter the information corresponding to the numbered items in the image:

1. For all channel types other than **YouTuber**, the **Style** field appears directly below your account name. To set the value for this field, log in to your account and navigate to the [Performer Info](#) page (or Reporter Info for reporter channels) in the **Edit Channel** menu. Select a value in the pulldown menu next to the **Style** header and click the **Update Channel** button to save your preferences.
2. YouTube displays a badge below your channel icon if your channel type is not **YouTuber**.
3. Musicians can display images for up to three album covers and links where visitors can purchase those albums. To enter album information, log in to your account and navigate to the [Performer Info](#) page in the **Edit Channel** menu. Enter the URLs for your album graphics and purchasing links and the click the **Update Channel** button to save your information.

Note: In addition to these changes, the image above also shows that that location information and personal details (occupation, interests, etc.) do not show up for musician channels. The fields that display vary by channel type. The best way to ensure that information will appear in your channel information box is to include the information in your channel description or personal description.

Connect box

The connect box appears below the [channel information box](#) on the left side of your channel page. The image below shows a sample connect box.



The connect box displays the following links:

- The **Send Message** link lets a user send a message to your [account inbox](#).
- The **Add Comment** link lets a user add a comment to your channel page. This link only displays if your channel page shows the [comments box](#).
- The **Share Channel** link lets a user send other people a link to your channel page.
- The **Block User** link lets a user prevent you from contacting her. This link only displays for logged-in users.
- The **Add User as Friend** link lets a user add you as a friend. When this happens, you will receive a friend invitation in your inbox, which you can approve or ignore.

Featured video

The first option in the **Layout Properties** section lets you choose whether to display a featured video on your channel page. Typically, brand channel partners opt to show a featured video unless they are displaying a custom gadget or contest module that also plays video.

If you display a featured video, you have the option of either automatically setting that video to your most recently updated video or specifying the video that will be featured. For brand channels, the featured video plays automatically when users visit your channel page. On standard channels, users must click the video or play button to start the video. We recommend that you update your featured video frequently to keep fresh content on your channel page.

The **Autoplay featured video** checkbox lets you choose whether your featured video will automatically play when a user visits your channel page. The default behavior is to play the video automatically, which corresponds to this box being checked. If you uncheck the box, users will need to click the player to start your featured video.

Since your featured video is the first thing that users will see when they visit your channel page, it is important to engage users with videos that capture your brand image. The following list offers several recommendations on how you can use your featured video to directly engage users:

- Talk directly to users about your brand.
- Provide information that will help users to navigate through your channel's content.

- Encourage users to share their experiences with your brand by posting comments on your channel page.
- Highlight news, brand or product updates, and other information that your brand enthusiasts value.
- Promote your brand and encourage visits to other brand properties, including your website.
- Update users about new products or contests.
- Music, movie and TV brands can feature previews, trailers, music videos and behind-the-scenes footage.

Custom brand channel gadget

A brand channel gadget is a 560px by 465px module that displays videos or other content related to your brand. Gadgets can show videos but are not required to show them. In addition to appearing on your brand channel page, gadgets can also be embedded on other websites.

The example below shows a sample brand channel gadget:



The following list provides guidelines for creating a brand channel gadget:

- **Video content**

- Any videos that the gadget plays must be available on YouTube.
- If your gadget enables users to upload video content, the uploaded videos must be stored on YouTube and must be publicly available to the YouTube community.

- **Other content-related requirements and restrictions**

- You may develop gadgets using either HTML/Ajax or Flash.
- Gadgets may not implement a contest framework with voting. Any contests that run on YouTube must use YouTube's existing contest framework and adhere to our Contests Terms of Service.
- Gadgets may use [YouTube APIs](#) but should not duplicate core YouTube community features such as video ratings, comments, favorite videos or video responses.
- If your gadget does not play video, you can display the gadget as well as the [featured video module](#). In this case, the gadget will display above the featured video.

- **Video players**

- Your gadget may only play videos using either the [YouTube embedded player](#) or the [YouTube Chromeless Player](#). The embedded player provides the standard YouTube viewing experience, though you can customize some aspects of the player's appearance as well as enable or disable certain features, such as the autoplay feature or keyboard controls. The chromeless player lets you customize the embedded player with your own controls, player 'chrome', and custom playlists and menus.

Please note that neither video players from other services nor proprietary players may be used even if they show videos that are available on YouTube.

- **Interaction with channel page**

- Gadgets may not modify the channel page by changing the data on the page or cookies belonging to the page.
- Gadgets may not modify the page that the user is viewing. As a result, a gadget may not expand on the channel page beyond the 560px by 465px area allocated to the gadget. Similarly, the gadget may not modify the dimensions of the browser window.
- Gadgets may link to other web pages, and buttons and links on the gadget may popup additional browser windows.

- **Personal user data**

- If your gadget collects user information, the gadget must clearly specify that the third party is collecting the data. The gadget also needs to explain what the data will be used for and provide a link to the third party's privacy policy.
- Your gadget should send any user information that it collects to your servers. YouTube will not store user data collected by your gadget.
- YouTube will only share usernames with the third party. YouTube will not share email addresses or other identifying information from user profiles.

- **Google Analytics and tracking technology**

- We strongly recommend that you integrate [Google Analytics](#) with any custom gadget that you develop. YouTube-supplied gadgets automatically provide Google Analytics tracking data tied to the client's Google ID.
- You can also use other third-party tracking solutions, subject to prior review, to track user actions in your gadgets.

After creating your gadget, please contact your account administrator so that YouTube can review the gadget and embed it on your brand channel.

Subscriptions box

The subscriptions box identifies other channels to which your brand channel account has subscribed. The module displays the profile icon for each channel. By displaying the subscriptions box, you can promote a family of associated brands. For example, a TV station might maintain brand channels for several programs. The station could use the subscriptions module to let users easily navigate from one program's brand channel to another.

You could also use the subscriptions module to highlight other channels that are related to your brand but that you do not maintain. For example, a snowboarding equipment company might have a brand channel that links to channels maintained by popular snowboarders who use that company's equipment.

To display the subscriptions module, opt to display the **Subscriptions Box** and choose whether it will display on the right or left side of your channel page.

Playlist box

The playlist box provides a way to highlight sets of related videos that users can view serially. Playlists can help users to navigate your channel by grouping similar videos together. Users can also subscribe to your playlists to be automatically notified when you add new videos to those playlists. The playlist box can link to up to three playlists, which you select on the [Channel Design](#) page.

The following list identifies several best practices for creating and selecting playlists for your channel page:

- Create playlists that contain multiple videos related to specific aspects of your brand. For example, a sports team might create one playlist for videos that showing game highlights and another playlist for videos showing post-game interviews.
- Encourage users to share their experiences with your brand. By creating playlists of user-submitted videos that promote your brand image, you can engage users with fresh content while also building a community around your brand channel.
- Keep your channel page content fresh by periodically creating new playlists and displaying them in the playlists box.

Recent activity box

The recent activity box highlights your latest actions on the YouTube website. For example, the box could identify videos that you recently uploaded, channels that you recently subscribed to, or comments that you recently added to other videos. You can customize the types of actions that display in the box in your [Privacy settings](#).

Please see the YouTube Help Center for more information about the [recent activity box](#) and [privacy settings](#) for that box.

Videos rated box

The recent ratings box displays a list of the five videos that you rated most recently. For each video, the box displays a thumbnail image, the video title and your rating.

Typically, brand channel partners opt to hide this module on their channel pages. However, if you do opt to show this module, we recommend that you use it to encourage user interaction with your brand by rating user-submitted videos related to your brand. In this case, however, you may decide to only rate videos that positively represent your brand image so as to avoid having negatively rated videos appear on your channel page.

Recent comments box

The recent comments box displays a list of the five videos for which you most recently added text comments. For each video, the box displays a thumbnail image, the video title and your comment.

Typically, brand channel partners opt to hide this module on their channel pages. If you decide to hide this box, please skip ahead to the discussion of the **Friends box**.

If you do opt to show this module, we recommend that you use it to encourage user interaction with your brand by posting positive comments on videos that positively represent your brand. In addition, you may decide to only post comments on videos that do positively represent your brands so that negative comments do not appear on your channel page.

Even though the box displays five videos, it may display more than five comments if you submit multiple comments on one video before submitting comments on any other videos. In addition, the box may display the same video multiple times if you submit multiple comments on that video but also comment on other videos in between. The following sequence explains illustrates both of these behaviors:

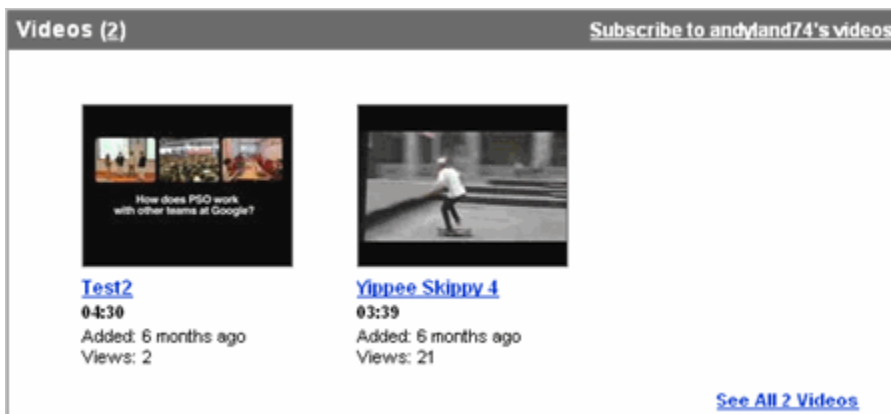
1. You submit a comment on video ABC.
2. You submit a comment on video XYZ.
3. You submit a second comment on video XYZ.

4. You submit a second comment on video ABC.

In the scenario described above, the recent comments box would display three thumbnail images. The first thumbnail would be of video ABC and the second comment that you submitted on that video would appear next to the image. The second thumbnail would be of video XYZ and both of your comments on that video would appear next to the image, with the most recent comment appearing first. The third thumbnail would be of video ABC and the first comment you posted on that video would appear next to the image.

Videos box

The videos box, which is shown below, displays thumbnail images and information for videos that you uploaded to your YouTube account and that you would like to feature on your channel page. The box links to each video but does not play videos directly. By default, the videos box displays your most recent videos.



To display the videos box, verify that the **Videos Box** option is checked and also select whether the box should display a grid or a scroller. If the box displays a grid, it will show up to three rows of three videos. If the box displays as a scroller, it will show one row of up to four videos as well as arrows to scroll to additional featured videos.

To select the videos that appear in the videos box, navigate to the [Organize Videos](#) page in the channel editing menu. The [Organize Videos](#) section of this document includes detailed instructions for selecting your videos.

Video log box

Video logs represent a form of blogging in which the medium is video. The video log box gives you an opportunity to put more videos on your channel page that will engage visitors to that page. The box displays up to two entries from a playlist that you have designated as your video log. Each video log entry that appears on your channel page can be played directly on the page by clicking on the video. The video log box displays some details about the video as well as a link to view all posts to the video log.

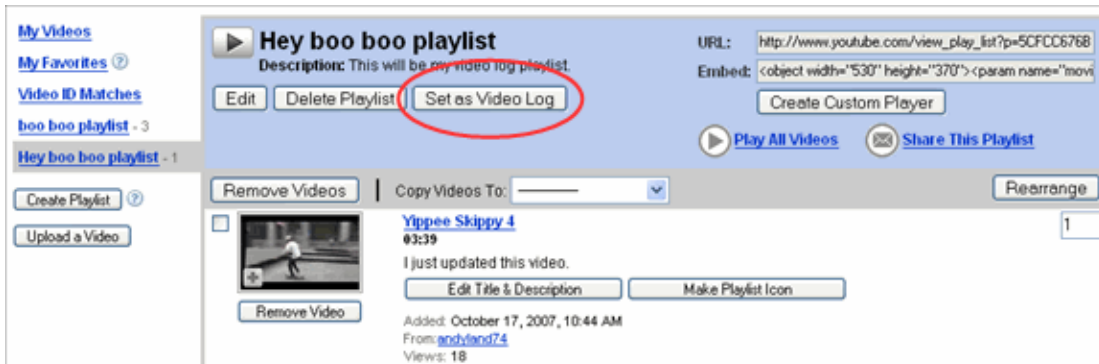
The screenshot below shows a video log box:



We recommend that you only use the video log box if your video content actually lends itself to a blogging format. For example, a sports team could use a video log to track the exploits of a fan who follows the team on a road trip. However, the team would not use a video log to display normal game highlights. Similarly, a music artist might use a video log to showcase videos from a concert tour, including behind-the-scenes videos from concerts or tour buses. However, the artist would not use a video log for music videos.

Note: After a video log entry plays, the video player displays links to related videos within the player itself. The list of related videos, which YouTube generates algorithmically, could include content that is not part of your channel. As such, please be aware that the video log box may display links that direct users away from your channel.

To select a playlist to use for your video log, go to your [Playlists](#) page and, on the left side of the page, click the name of the playlist that you want to use. Then click the **Set as Video Log** button, which is circled in the image below, that appears beneath the playlist description.



Favorites box

Like the videos box, the favorites box displays thumbnail images and information for videos that you want to feature on your channel page. However, whereas the videos box can only contain your videos, the favorites box can contain other people's videos that you have designated as favorite videos.

We recommend that you use the favorites box to build a sense of community by featuring videos that show people sharing their experiences with your brand. This approach encourages users to interact with your brand and also enables your brand enthusiasts to interact with each other. While you can mark your own videos as favorites, we recommend that you avoid doing this to send a clear message that the favorites box real estate on your channel page is intended for videos that your brand enthusiasts submit.

To display the favorites box, verify that the **Favorites Box** option is checked and also select whether the box should display a grid or a scroller. To select the content for the favorites box, follow the instructions in the [Organize Videos](#) section of this document.

Subscribers box

The subscribers box identifies YouTube users who have subscribed to your brand channel. The module displays the profile icon for each subscribed user. By displaying the subscribers module, you can showcase your channel's popularity.

To display the favorites box, verify that the **Subscribers Box** option is checked and also select whether the box should display on the left or right side of the page.

Friends box

The friends box displays the [profile icons](#) of users who you have added as friends or from whom you accepted invitations to be friends.

Typically, brand channel partners choose to hide this module on their channel pages to prevent their channels from displaying any inappropriate images in their "friends" profile icons. Some brand channel partners that display the module choose to only add associated brand channels as friends.

Comments box

Enabling users to post comments on your channel and video pages encourages people to interact with your brand and fosters a sense of community. By empowering users to share opinions and feedback about your brand or products, you can obtain valuable, direct insight into your brand that can improve your programming and marketing decisions.

To specify whether users can post comments on your channel page, log in to your channel and click the **Edit Channel** button. Then click the [Channel Design](#) link on the left side of the page. If users can post comments, then under the **Layout Properties** header, opt to display the **Comments Box** and choose whether it will display on the right or left side of your channel page. Then click the **Update Channel** button to save your settings. If users cannot post comments, make sure that the comments box option is not displayed.

After indicating whether you want the comments box to display, click the [Channel Info](#) link on the left side of the page. If you opted to display the comments box, then make sure that the option to

"Display comments on your channel" is checked beneath the **Channel Comments** header. (This option will eventually be removed as it duplicates the functionality on the [Channel Design](#) page.)

However, please be aware that enabling users to post comments also bears a certain degree of risk since comments might contain inappropriate language or display inappropriate profile icons. As such, YouTube provides an additional setting that lets you control which users can post comments on your channel page and when comments require your approval before becoming visible to other users. The options for this setting appear on the [Channel Info](#) page beneath the **Who can comment** setting. The following options are available:

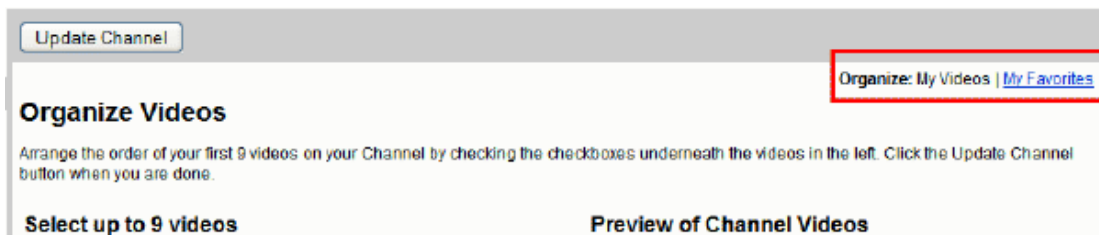
- Anyone can post comments on your channel page.
- YouTube users who you have specifically identified as "Friends" can post comments to your channel page. Other users can post comments, but those comments will only be visible on your channel page if you approve them.
- Only YouTube users who you have specifically identified as "Friends" can post comments to your channel page.
- Anyone can post comments on your channel page but comments will only be visible on your channel page if you approve them.

Organize Videos

The **Organize Videos** page in the channel editing menu lets you select the videos that appear in the [Videos box](#) and the [Favorites box](#) on your channel page.

- The [Videos box](#) displays thumbnail images and information for videos that you uploaded to your YouTube account.
- The [Favorites box](#) displays thumbnail images and information for videos that you have designated as favorite videos. The videos can be your own videos or videos owned by another YouTube user.

To choose the module for which you are selecting videos, click on either the **My Videos** or the **My Favorites** link in the top-right corner of the module.

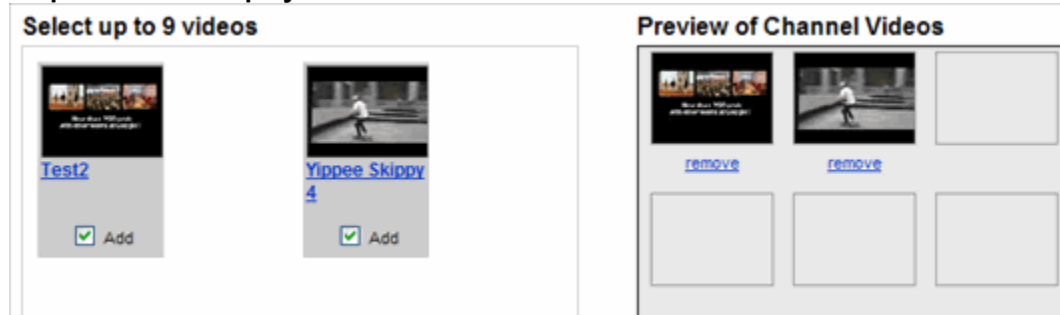


To set the order in which videos will display in the selected module, click the **remove** link below any video that appears in the preview pane. Then, in the select pane, check the **Add** checkbox below each video that will display in the module. Begin by checking the first video that should be displayed, then the second video, and so forth. If you do not select enough videos to fill the box, YouTube will display other videos that you have uploaded (or marked as a favorite) after the videos you have explicitly selected.

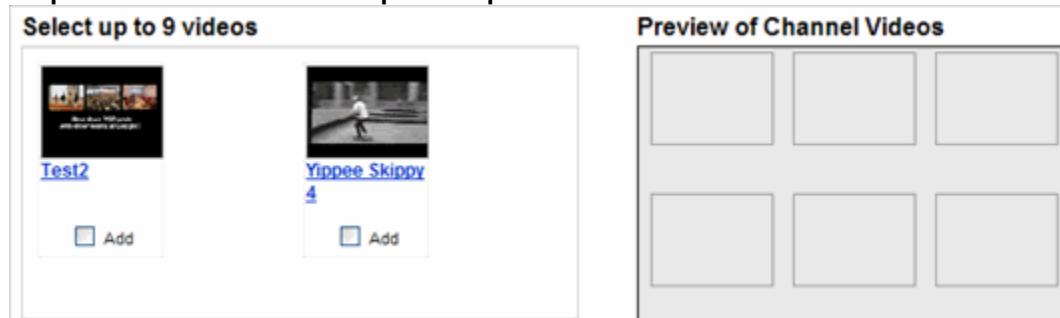
The images below depict the process of organizing videos to display in a particular order in the videos box. Specifically, the example demonstrates how to reverse the display order of the two videos appearing in the videos box screenshot above. The first image shows how the videos will

appear to be organized when you first navigate to the [Organize Videos](#) page. The second image indicates that each video has been removed from the preview pane. Finally, the third image indicates that the first video to display has been selected.

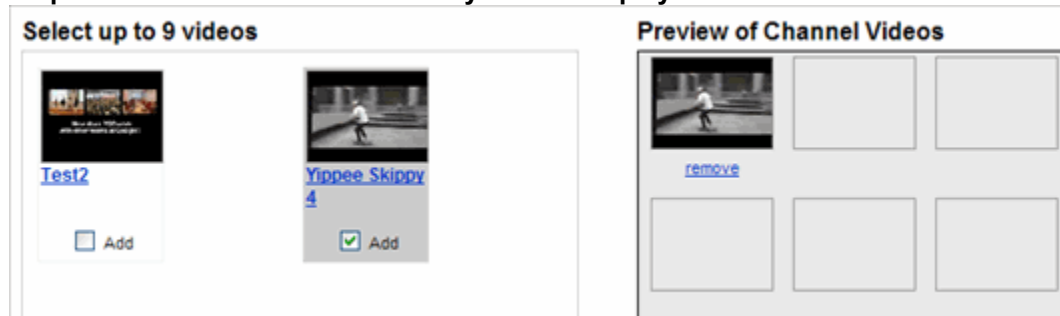
Step 1 - Videos display in default order



Step 2 - Remove videos from preview pane



Step 3 - Add videos in order that they should display

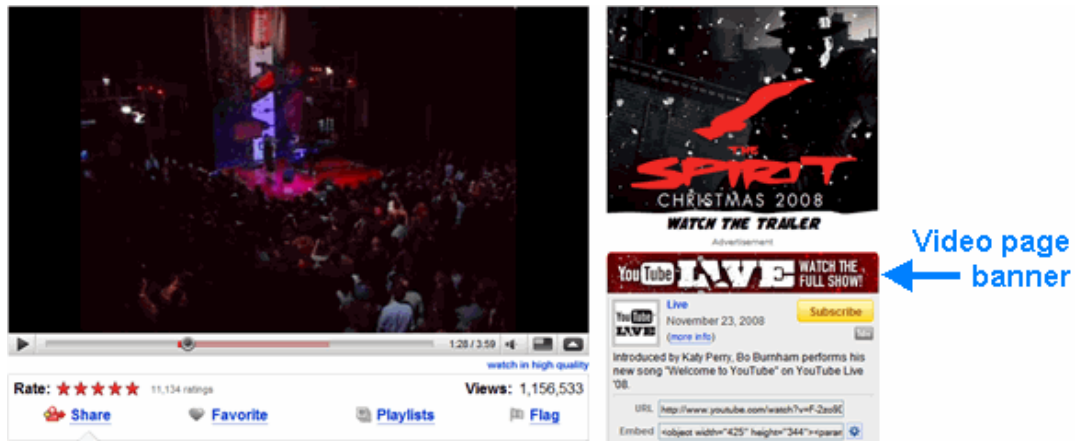


Branding Options

Video page banner

The video page banner is a 300px by 45px image that appears on the pages where users watch your channel's videos. The video page banner is only available for brand channel partners. The banner presents an additional opportunity to promote your brand and lets you provide a more consistent branding experience for your channel and video pages. When displayed on your video pages, the banner will link to your channel page.

The image below shows a sample video page banner:



To set the video page banner for your channel, log in to your account and navigate to the [Branding Options](#) page in the **Edit Channel** menu. In the **Video Page Banner** field, select the locally saved image that you would like to use for your video page banner and then click the **Save Branding Options** button at the bottom of the page to upload the image to YouTube.

Channel layout

Brand channels can display either a widescreen (16:9) player or a 4:3 player, and the **Channel Layout** field lets you choose whether you want to display the widescreen player for your channel page.

- If you select the **Yes** option, then your channel page will display a 640px by 360px video player, and the channel page will use a 960-pixel-wide layout.
- If you select the **No** option, then your channel page will display a 480px by 360px video player, and the channel page will use an 875-pixel-wide layout.

Please see the discussion of the [featured video module layouts](#) earlier in this document for additional details.

Channel banner

The channel banner is an image that appears at the top of your channel page. The option to upload a channel banner is only available to brand channels.

- If your channel uses the widescreen layout, then your channel banner can be either 960px by 150px or 875px by 150px.
- If your channel does not use the widescreen layout, then your channel banner must be 875px by 150px.

All channel banners must be JPG images, and we recommend that you choose an image that is 20KB or smaller. You can choose to link the channel banner to a specific location or you can provide an image map so that different areas of the banner will link to different locations. These links can point to different areas of your YouTube channel or to external sites.

The image below shows the channel banner that appears in the examples used throughout this document. Since the banner is a transparent image, it can be overlaid on any background. It is displayed below atop a dark grey background.



The following list identifies several best practices for your channel banner:

- Use the channel banner to feature unique branding, images and celebrities. Including images of logos, products or celebrity spokespeople helps visitors to your channel page to quickly associate the channel with your brand.
- Integrate your YouTube brand channel with your other online properties to create a seamless brand experience. For example, you could link the whole channel banner area to your website or use an image map to link to different areas of your website. (To really make the user experience seamless, remember to also link your website to your brand channel.)
- Incorporate the channel banner graphic in your custom background image and then upload a transparent GIF image for your channel banner. The transparent GIF should be either 960px by 150px or 875px by 150px, depending on whether your page uses the widescreen layout. You can still use the image map to link different parts of the channel banner area to different URLs. Since YouTube displays a search box and several other links at the top of the page, the space allocated to the channel banner is centered 60 pixels below the top of the page.

Note: Since channel banners must be JPG images, if you upload a transparent GIF, you need to rename the file with a .jpg extension before uploading it. If your channel banner graphics are included in your custom background image, then you need to either upload a transparent GIF image for your channel banner or set the **Channel Banner Visible** field, which is described below, to **No**.

To upload your channel banner, click the **Browse** button next to the **Channel Banner** field and select the locally saved image that you want to use for your banner. When you have finished updating the other settings on the page, click the **Save Branding Options** button.

Additional channel banner options

The page displays two additional channel banner options:

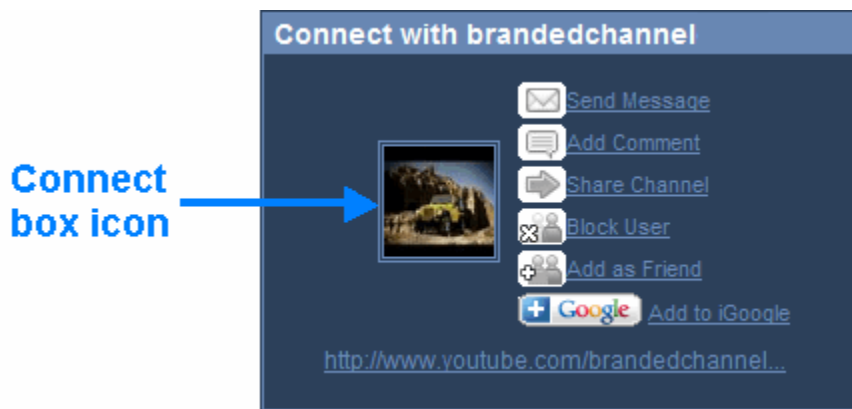
- The **Channel Banner Visible** setting indicates whether you want your channel banner to be visible.
 - If you set this field to **Yes**, then your channel banner will display in the 150-pixel-high area at the top of your channel page.
 - If you set this field to **No**, then your channel page will not display a channel banner, and the other content on the channel page will move up to fill the space normally occupied by the banner.

- The **Channel Banner Link** field lets you link your channel banner to one or more other websites.
 - If you want your entire channel banner to link to the same URL, enter that URL in the **URL** field.
 - If your channel banner links to multiple locations, enter your image map code in the **Image Map Code** field.

Connect box icon

The connect box icon is a 55px by 55px image that appears on your channel page in the **Connect with CHANNEL_NAME** box. We recommend that you use this image to reinforce your brand image by displaying a secondary logo or personality associated with your brand. For example, a sports team might use the [profile icon](#) to display the team logo and the connect box icon to display the team mascot. Since the icon appears next to links related to user interaction, an icon that features a celebrity or personality associated with your brand may be preferable if that fits within the context of your brand image.

The image below shows a sample connect box icon:



To set the connect box icon for your channel, select the locally saved image that you would like to use in the **Connect Box Icon** field. Then click the **Save Branding Options** button at the bottom of the page to upload the image to YouTube. We recommend that you choose an image that is 10KB or smaller.

Side column image

The side column image is a 300px by 250px image that is only available for brand channels. (The image must be exactly 300 pixels wide. It also has a maximum height of 250px, though your image may be smaller than that.) It appears on the left side of your channel page between the [channel information box](#) and the **Connect with CHANNEL_NAME** box. The image can link to external websites or to YouTube video pages, playlists or brand channels. As with the channel banner, you can link the image to a specific location or you can provide an image map so that different areas of the image link to different locations.

To set the side column image for your channel, select the locally saved image that you would like to use by entering it in the **Side Column Image** field. Click the **Save Branding Options** button at

the bottom of the page to upload the image to YouTube. Please note that YouTube does not support animated images.

Branding box

The branding box, which is only available for brand channel partners, provides an opportunity to communicate information about your brand, products or services to people who visit your channel page. This module is optional and will only appear if you set enter a branding box title and branding box text on the **Branding Options** page. If you opt to display this module, it will appear on the right side of your channel page below your featured video.

To set your branding box content, click the **Edit Channel** button on your channel page and then click the **Branding Options** link on the left side of the page. After modifying your branding box content, click the **Save Branding Options** button to save your settings.

- The **Branding Box Title** may be up to 100 characters long.
- The **Branding Box Text** may be up to 4500 characters long. Your branding box text can use the following HTML tags:
 - Bold text: `Bold text between tags`
 - Link tags: `YouTube` – YouTube supports the **target**, **href** and **alt** attributes for `<a>` tags. The branding box may not contain ad redirects.
 - Italicized text: `<i>Italicized text between tags</i>`
 - Underlined text: `<i>Underlined text between tags</u>`
 - Font colors: `Colored text appears here. Font colors can be specified as supported color name (navy, red, etc.) or hexadecimal color.`
 - Font sizes: `Resized text appears here.` – e.g. `bigger text`. The default size is "2".
 - Break tags: `
`
 - Conditional break tags: `<wbr/>` – This tag identifies a location in text where a line break is allowed if needed.
 - Paragraph tags: `<p/>` – YouTube also supports the **align** property for this tag and the .

If you try to include other XML tags in the branding box text – e.g. ``, ``, `` etc. – YouTube will XML encode the "<" and ">" characters so that the tags are displayed directly in the branding box text. In addition, if you use any HTML tags to alter the way text displays, you must use break tags (`
`) to explicitly identify any paragraph breaks that you want to appear in the text. If you do not use other HTML tags, you can use line breaks to create paragraphs of text.

If you do not include any HTML in the branding box text, then YouTube will automatically convert any URLs in the text to links. YouTube will not convert email addresses to links. In addition, if your text contains any URLs that are longer than 60 characters, the URLs will link to the correct locations, but the displayed URLs will be truncated after the fifty-seventh character and appended with ellipses (...). Note that if the branding box text includes any HTML, then YouTube will render any URLs in that text as unlinked text.

We recommend that you use the branding box to convey a message that explains the purpose of your brand, channel or content. The branding box can also include links to online fan forums and communities. We recommend that you encourage users to share their own videos and use comments to relay their own experiences with your brand. Finally, we recommend that you update the branding box content periodically to keep your channel page content fresh.

The following list contains branding box suggestions for partners in specific industries:

- Music, movie or TV partners might use this area or the [channel information box](#) to highlight event dates, such as tour dates and locations, premiere dates or showtimes for important episodes.
- Consumer products companies might use the branding box can promote new products or can encourage users to provide feedback about existing or potential products.
- Automobile companies might use the branding box to feature news about popular vehicles, auto shows, press conferences and vehicle premieres.

Other branding options

- The **Video Playback Location** feature lets brand channel owners choose to show their videos on their channel page rather than on the video watch page. To use this feature, your brand channel page must display the [featured video](#) module. This feature lists two options:
 - "Redirect users to the watch page when they click on one of my uploaded or claimed videos."

If you select this option, which is the default behavior, then when a user clicks a video link in the **Videos** module on your channel page, the user will be redirected to the watch page for that video.
 - "When users click on one of my uploaded or claimed videos in my channel, show the video in the Featured Video module. **Do NOT choose this option if you monetize your uploaded or claimed videos.**"

If you select this option, then when a user clicks a video link in the **Videos** module on your channel page, your channel page will reload and play that video in the "Featured Video" module. Since the channel page does not display ads, you should not choose this option if you monetize video content. Even if you select this option, users will still be able to navigate to the video watch pages for your videos by linking to those videos from other locations, such as playlists, favorite videos lists or the search box.
- The **Tracking Image URL** field lets you specify the URL for a 1px by 1px tracking pixel that you use to collect statistics for views of your channel or video pages.
- The **Redirect URL** field is no longer used even though it still displays on the **Branding Options** page.
- The **Other Channel Links** field lets you identify up to 16 channels that you would like to link to from your channel page. Links to the channels will display in a new module that





can appear on the left or right side of your channel page. For example, a record label might want its brand channel page to link to the YouTube channels of specific artists that the label represents. Similarly, a television station might want its brand channel page to link to the YouTube channels for specific TV shows.

To specify other channel links, enter YouTube channel names that you want to in the text field, specifying one channel name per line. For example, Google's brand channel might use the following list to link to other Google-related channels:





```
GoogleEspana  
GoogleFrance  
GoogleItalia  
GoogleDeutschland
```

You can also specify a custom title for the module and indicate whether the module will display on the left or right side of your channel page. The images below show the different layouts for this module, depending on whether it displays on the left or right side of your channel page.

Left:

Awesome brand channels	
BBC  Videos: 3,523 Channel Views: 3,261,911 Subscribers: 43,727	hotforwords  Videos: 351 Channel Views: 8,647,547 Subscribers: 157,225
LeBron  Videos: 32 Channel Views: 24,682 Subscribers: 1,051	blamesocietyfilms  Videos: 110 Channel Views: 1,969,573 Subscribers: 77,318

Right:

Awesome brand channels		
	BBC Christmas Day on BBC One.....	Videos: 3,523 Channel Views: 3,261,916 Subscribers: 43,727
	Where detention is fun! My name is Marina and I am a philologist (one who studies linguistics and etymology). I... Recent Video: Crack a joke	Videos: 351 Channel Views: 8,647,616 Subscribers: 157,225
	LeBron - Channel Six Welcome to Nike's Official LeBron James Channel, kiddies.... Recent Video: LeBron James - Business LeB...	Videos: 32 Channel Views: 24,682 Subscribers: 1,051
	SUBSCRIBE HERE. Recent Video: Chad Vader Greeting Card #1...	Videos: 110 Channel Views: 1,969,574 Subscribers: 77,318

- The **IP/Locale GEO redirect** field lets you specify locales for which you want to redirect users from one brand channel to another channel. This functionality also enables you to block users in a particular country from seeing your brand channel.

You can enter one or more redirects in the text area for this field. Enter one redirect per line in the format **LOCALE,REDIRECT_LOCATION**. The list below defines these two components:

- A **locale** identifies the users that you want to redirect. A locale can specify the language that the user speaks or the country where the user is located. YouTube identifies the user's language preference from the browser settings specified in the user's HTTP request and the user's geographic location from the user's IP address.

Locales have the format **LANGUAGE_COUNTRY**, where the language is a two-letter [ISO 639-1 language code](#) and the country is a two-letter [ISO 3166-1 country code](#). Since the language and the country are both optional, all of the redirects in the following example are valid:

```
fr_CA, frenchcanadians
_CA, englishcanadians
fr_, otherfrenchspeakers
, alltheotherfolks
```

These redirects perform the following actions:

- The first redirect sends users in Canada whose browser language preference is French to **<http://www.youtube.com/frenchcanadians>**.
- The second redirect sends all other users in Canada to **<http://www.youtube.com/englishcanadians>**.

- The third redirect sends all other users whose browser language preference is French to **<http://www.youtube.com/otherfrenchspeakers>**.
 - The fourth redirect sends everybody else to **<http://www.youtube.com/alltheotherfolks>**.
- A **redirect location** identifies the target location for the redirect. The redirect location can either be either the username of another YouTube user or the term "_block".
 - If the redirect location value is another YouTube username, then users who match the locale criteria will be redirected to that user's YouTube channel. For example, in the locale explanation above, the redirect location for the locale **fr_CA** is the username **frenchcanadians**, which means that users in Canada who have a browser-language preference of French will be redirected to **<http://www.youtube.com/frenchcanadians>**.
 - If the redirect location is **_block**, then users who match the locale criteria will be redirected to **<http://www.youtube.com/members>**. This type of redirect lets you block users who match the locale criteria from visiting your brand channel and also indicates that you do not have another channel page to which you want to direct those users.

User tracking and metrics

The following sections discuss different types of metrics and user tracking options available for your channel and your videos:

[Standard channel metrics](#)

[Standard video metrics](#)

[Viewership data](#)

[Additional tracking options](#)

Standard channel metrics

YouTube automatically collects the following statistics for your channel:

- Number of channel page views, which is visible in the [channel information box](#) on your channel page and on your [account dashboard](#).
- Number of subscribers, which is visible in the [channel information box](#) and [subscribers box](#) on your channel page as well as on your [account dashboard](#).
- Number of friends, which is displayed in the [friends box](#) on your channel page and in your [address book](#).
- Number of channel comments, which is displayed in the [comments box](#) on your channel page.

Standard video metrics

YouTube collects the following statistics for each video uploaded to your channel:

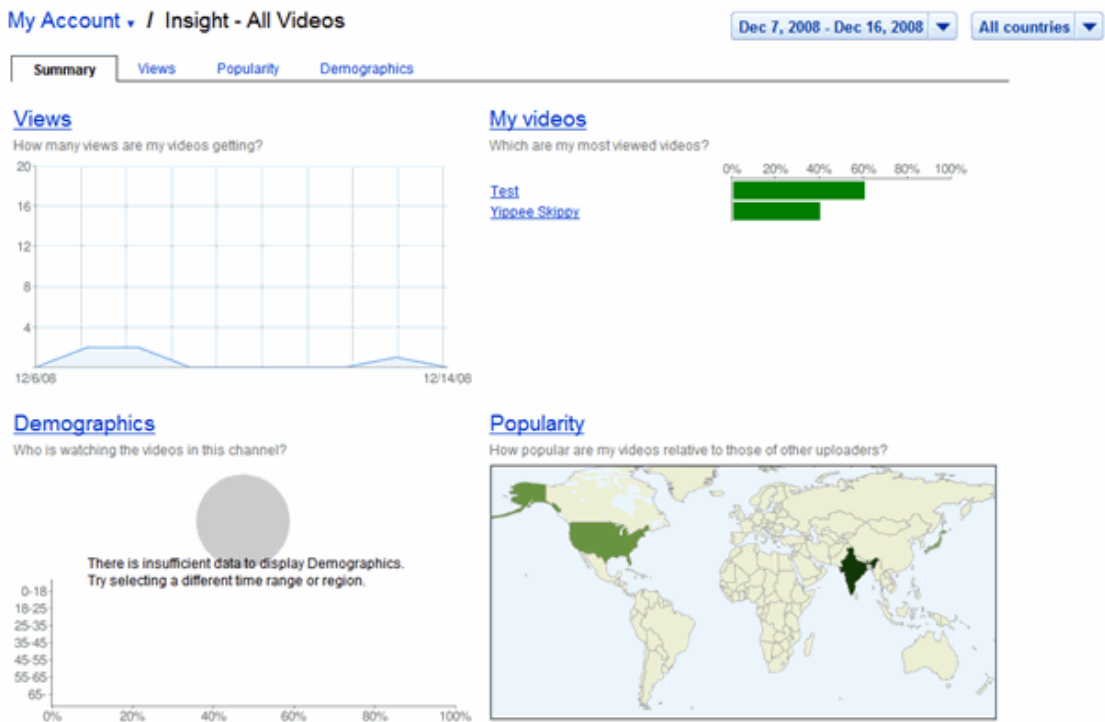
- Views, which includes all views on the watch page as well as other views using YouTube's embedded player.
- Number of comments
- Number of video responses
- Number of ratings
- Number of times the video was marked as a favorite video
- Average rating

These statistics are publicly visible on the watch page for each video, though counts may be delayed up to 24 hours. You can monitor this data in any of the following ways:

- Check the individual watch pages for your videos to collect the statistics.
- Write a script that uses the [YouTube Data API](#) to retrieve statistics for your videos.
- At the end of your campaign, request a report from your Technical Producer to see daily data on your videos.

Viewership data

YouTube's [Insight](#) tool lets you analyze viewership data, based on registered users, for your videos.



Insight lets you view the following information. Unless noted otherwise, you can view each type of data for all of your videos combined or for each individual video.

- Views for your videos over time, worldwide or by geographic region.
- Popularity of your videos over time relative to other YouTube videos. Popularity figures are available based on global or regional viewing trends.
- Gender and age demographics for your viewers.
- Discovery sources, which identify the ways that other YouTube users find your videos. Discovery data is only available at the individual video level.
- Hot spots viewing information, which identifies viewing trends for each moment in a video. Hot spots information is also only available at the individual video level.

Additional tracking options

YouTube supports the following additional tracking options for brand channels, and we encourage you to use these features to track additional metrics for your channel. These options are not available on standard channels:

- **Tracking Ad Unit** – Brand channel owners can provide exactly one 1px by 1px third-party tracking tag, which lets the channel owner use view-through tracking to better understand a user's behavior after the user leaves the channel page. This tag runs for the length of your media campaign. Note that third-party tracking tags cannot record page interaction data or calculate the time that the user spends on your channel page.

You will need to coordinate with the third-party vendor to ensure that the tag collects the desired information. YouTube will not be able to run serving reports on the tag, which will be served on the page as an ad unit and not embedded into the page code. YouTube supports tags for the following vendors: Atlas, Bluestreak, Coremetrics (mobile ad tracking only), DoubleClick, Eyeblaster, EyeReturn, EyeWonder, Mediaplex, PointRoll, Predicta, SMART AdServer and TruEffect.

YouTube brand channel partners commonly use one of the following types of tracking tags:

- A standard **ad tag**, or impression counter, tracks the number of views on your channel page and drops a cookie to enable further user tracking. We recommend this approach if you want to see how users engage with your website after viewing your brand channel. The cookie lets you track unique views as well as view-through conversions as long as you set up the appropriate conversion tracking tag on your website.

For example, when a user visits your YouTube channel, the ad tag will count a single view and drop a cookie on the user's browser. If the user then purchases an item on your website, the conversion tracking tag on your site will read the cookie dropped by your ad tag and assign credit for the conversion to your YouTube campaign.

To include the tracking tag on your channel page, email the tag to your Technical Producer in a .txt file at least five days before your channel launches.

- A **conversion tracking tag** reads cookies that users received when viewing your third-party served ads on other websites or other areas of the YouTube site. We recommend this approach if you want to test media placements or creatives to determine the most effective ways to drive traffic to your YouTube channel.

The conversion tracking tag assigns credit to an ad if the user saw the ad even if the user did not click the ad. To use this tag effectively, you will need to set up your conversion tracking tag to correspond to creatives that you use to promote your YouTube campaign. Commonly used conversion tracking tags include DART Spotlight tags and Atlas universal action tags.

- **Survey tags** are 1px by 1px tags that track control and test groups. YouTube has certified the following vendors for research: Comscore, FactorTG, Insight Express, Nielsen, Nielsen IAG Research, Safecount/Dynamic Logic.
- **Click-Command tags** let you track users who click from your brand channel to other websites as well as any post-click data associated with those users. You can implement click tags on any links in the [channel banner](#), [channel side column image](#) and [branding box](#). You can also use a click tag in the website address shown in your [channel information box](#), but please note that that link will be publicly visible.

If you are using a standard ad tag, we recommend that you set up click-command tags in the same campaign as your 1px by 1px ad tag so that you can properly track conversions.

- **Tracking Image URL** – The [Branding Options](#) page lets you specify the URL for a 1px by 1px tracking pixel that you use to collect statistics for views of your channel or video pages. While tracking tags can drop cookies to track behavior, this simple pixel can only count impressions.

Best practices for brand channels

This section lists additional best practices that can maximize the impact of your brand channel:

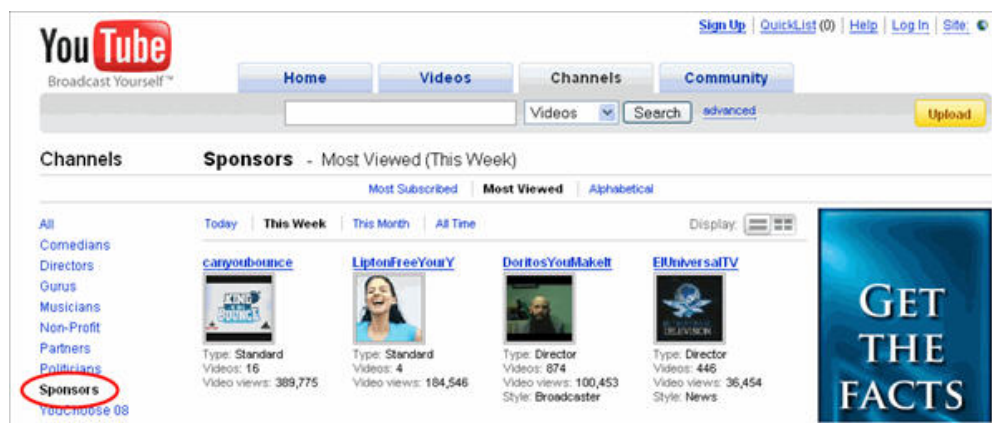
- **Design** – The design of your channel page should reflect your brand identity.
 - Select compelling channel and video page icons that display your branding.
 - Customize your channel theme and design to reflect your brand.
 - Use the video page banner graphic for branding.
- **Content** – The success of your channel is largely dependent on the content that you upload.
 - Make sure you have a devoted liaison developing your YouTube channel.
 - Emphasize the quality of your videos over the quantity of videos that you upload.
 - Update your content frequently, uploading at least one to two videos each week to keep fresh content on your channel.
 - Update content on a regular schedule to help users anticipate when you will have new content at your channel.
 - Upload your video library over time to encourage repeat visitors and viewership over time.
 - Update the video featured on your channel page frequently.
 - Explain what types of content are available on your channel.

- Upload at least three videos to ensure that your channel appears in natural search results on YouTube.
- Engage your audience.
 - Encourage visitors to add comments and video responses to your videos.
 - Encourage visitors to rate, share and subscribe to your videos.
 - Mark other users' videos as favorite videos if they have great content that is relevant to your channel.
 - Send messages to other YouTube users who subscribe to your channel, add comments or video responses to your videos, or post other videos with content relevant to your channel.
 - Explain how users can add their own videos that might appear on your brand channel.
- Promote your brand channel on your other online properties and use your brand channel to link to those properties.
- Add in-depth brand/company profile information.
 - Provide your brand or company name.
 - Describe your brand or company.
 - Provide a website URL.

Finding your brand channel on YouTube

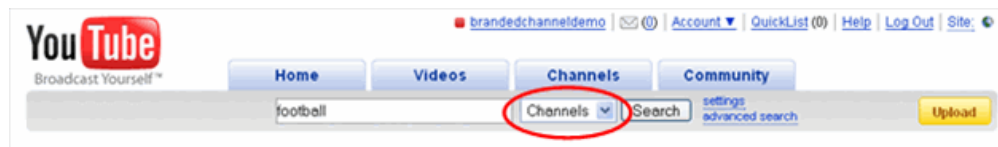
You can find your brand channel on YouTube using either of the following methods:

- Go to [YouTube](#). Link to the [Channels](#) tab and then click on the **Sponsors** link in the menu on the left side of the page. If you do not see your channel in the list, click the **Alphabetical** link above the list to see an alphabetical listing of sponsor channels.



- Go to [YouTube](#) and enter the name of your channel or keywords related to your channel in the search box. Select **Channels** from the pulldown menu and then click the **Search** button. YouTube will match the search query against your channel title and description to

determine whether your channel matches the search term. Please note that your channel must have at least three videos to be listed in search results.



Frequently asked questions

[Can we change our user name once we create an account?](#)

[We just submitted some changes to our brand channel. How long will it take before those changes are visible on our channel page?](#)

[Can we change the age associated with our YouTube account?](#)

[Can I use HTML to format the text in the Branding box?](#)

[I don't want to receive email each time a user subscribes to my channel or posts a comment on my videos. Is there a way to disable these emails?](#)

[Does YouTube control the look or content of my brand channel?](#)

[Who controls the comments on our brand channel? Can we remove individual comments?](#)

[Is there a way to hide our brand channel while we are still working on it?](#)

Q: Can we change our user name once we create an account?

Your user name serves as your permanent identity in the YouTube community. As such, once you have created a YouTube account, you cannot change the user name associated with that account.

Q: We just submitted some changes to our brand channel. How long will it take before those changes are visible on our channel page?

Brand channel pages typically show up within 15 minutes. However, during high traffic periods, updates may not appear for several hours.

Q: Can we change the age associated with our YouTube account?

For internal policy reasons, YouTube does not allow users to modify the age associated with their YouTube accounts. When you set up an account, please make sure you set a reasonable age. You can also choose to hide the age associated with your account. To hide the age, go to your channel and click the **Edit Channel** button. Then click the **Personal Profile** link and choose the appropriate option next to the **Display Age** header.

Q: Can I use HTML to format the text in the Branding box?

Yes. The [Branding box](#) section of this document lists the HTML tags that you can use to format the text that displays in the box.

Q: I don't want to receive email each time a user subscribes to my channel or posts a comment on my videos. Is there a way to disable these emails?

To manage your email settings, log in to your account and click the **Account** link near the top of the page. On the following page, click the **Email Options** link beneath the **Account** header. Choose the types of events for which you would like to receive email notification or specify that you do not want to receive any emails for the listed events and then click the button to save your email options.

Q: Does YouTube control the look or content of my brand channel?

No. You control all content posted to the page and reserve the right to approve or remove message board comments.

Q: Who controls the comments on our brand channel? Can we remove individual comments?

You have full control over the comments that display on your channel page. To remove individual comments, click the **Manage Comments** link or the linked number that shows how many comments have been added to your channel. (For example, if the comments box header is "Comments (10)", you can click the number **10** to see a list of individual comments.) On the following page, you can check the box next to each comment that you want to remove.

Q: Is there a way to hide our brand channel while we are still working on it?

Yes. Log in to your account and click the **Edit Channel** button on your channel page. On the **Channel Information** page, click the appropriate option next to the **Make Channel Visible** header.

Revision History

January 14, 2009

This update contains the following changes:

- The document has been updated to reflect the launch of a new channel page layout with a widescreen video player. Throughout the document, images and discussions of module dimensions have been updated to describe the widescreen layout. The [Channel layout](#) section explains how to choose the layout that your channel page will use.
- The [Customizing your brand channel](#) section has been restructured so that it is organized in the same manner as the channel editing menu. The [Channel Info](#), [Channel Design](#), [Organize Videos](#) and [Branding Options](#) sections have the same names as the pages in the [channel editing menu](#) in your YouTube account. Within this reorganized section, the following information has been added or updated:

- The **Channel information box** section includes updated instructions for selecting the [profile icon](#) for your channel.
- The list of [channel page modules](#) now includes sections describing the [connect box](#) and the [recent activity box](#).
- The new [Channel layout](#) field in the **Branding Options** section lets you choose whether your brand channel page will use the new widescreen layout.
- The new [Channel Banner Visible](#) setting in the **Branding Options** section lets you opt to not display a [channel banner](#) on your page. If you do not display a channel banner, the other content on your channel page will move up to fill the space normally occupied by the banner.
- The new [Other branding options](#) section describes several new features that appear on the **Branding Options** page:
 - The **Video Playback Location** feature lets you choose whether to show videos on your channel page rather than on the video watch page. If you enable this feature, then when a user clicks a video link in the [videos box](#) on your channel page, your channel page will reload and play that video in the [featured video module](#).
 - The **Other Channel Links** feature lets you identify channels that you would like to link to from your channel page. Links to the channels will display in a new module that can appear on the left or right side of your channel page.
 - The **IP/locale GEO redirect** field lets you specify locales for which you want to redirect users from one brand channel to another channel. This functionality enables you to block users in a particular country from seeing your brand channel.
- The [User tracking and metrics](#) section, formerly named **User tracking**, has been updated with the following changes:
 - The section now includes a complete list of the statistics that YouTube automatically collects for your [channel](#) and your [videos](#).
 - The new [Viewership data](#) section explains how you can use YouTube's [Insight](#) tool to analyze viewership data, including popularity trends, demographic information and more, for your videos.
 - The [Additional tracking options](#) section explains several tracking options that are only available for brand channels. This section now lists all of the vendors that YouTube supports for tracking tags and survey (research) tags. This section also explains how you can use click-command tags to track users who click from your brand channel to other websites.

September 25, 2008

This update contains the following changes:

- The new [Custom brand channel gadget](#) section provides guidelines for creating a brand channel gadget, a 560px by 465px module that displays videos or other content related to your brand. Gadgets can show videos but are not required to show them. In addition to appearing on your brand channel page, gadgets can also be embedded on other websites.
- The [Providing a background image](#) section has been updated with a new subsection that explains how to set your background image. This update explains a newly available option to have YouTube host your brand channel image.
- The [Providing a background image](#) section has also been updated to note that if you host your own background image, the image URL may not be longer than 64 characters.
- The new [Side column image](#) section explains a newly introduced feature for customizing your brand channel layout. The side column image, which is optional, is a 300px by 250px image that appears on the left side of the brand channel page. The image can link to a specific location or you can provide an image map so that different areas of the image link to different locations.
- YouTube now offers brand channels the option of providing a 1x1 pixel tracking tag that lets the channel owner use view-through tracking to better understand a user's behavior after the user leaves the channel page. The [User Tracking](#) section explains this feature in detail.
- The discussion of the **Redirect URL** and **Google Analytics account id** fields has been removed from the document. The former option is no longer used, although the field still displays on the **Branding Options** page. The Analytics feature is also no longer offered.
- You can now use several HTML tags, including link tags, in your [branding box](#) text. Link tags allow you to insert short, relevant linked text in the branding box. The description of the branding box has been updated to identify supported HTML tags and to explain how YouTube will handle branding box text that contains unsupported tags.
- The description of the [comment box](#) has been updated to explain a new setting that lets you control which users can post comments on your channel page and when comments require your approval before becoming visible to other users.
- The [Finding your brand channel on YouTube](#) section now notes that your channel must have at least three videos to be listed in search results.
- The [Providing a background image](#) section has been updated to no longer specify that the total image size should be 1200px by 1200px. Regardless of the image size, it will appear centered on the page and the area of the page that is not covered by the background image will be filled in with the custom colors that you specified for your channel.

June 27, 2008

This update contains the following changes:

- YouTube has modified the process for uploading [profile icons](#). The profile icon is an 88px by 88px image that appears on your channel page in the [channel information box](#) and in the video details box on the video watch page for your uploaded content.

Prior to this update, when uploading your profile icon, you needed to select an image that was actually 122 pixels wide and 88 pixels high. YouTube would then have cropped 17 pixels from the left and right sides of the uploaded image to yield an image that was 88 pixels square.

This cropping step has now been removed, and you should now upload an image that is 88 pixels square for your profile icon. As such, this document no longer contains instructions for converting an 88px by 88px image to be 122px by 88px without affecting the image's aspect ratio.