



Creating and Customizing a Brand Channel

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Overview

A YouTube channel page shows a user's profile information, uploaded videos, favorite videos, subscribers and more. 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 sample YouTube brand channel page. You can see this sample channel, which was used for examples throughout this document, at <http://www.youtube.com/>

[user/brandedchanneldemo](#). It features graphics and other branding modules that are only available on brand channels.



Special features for brand channels

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

- **Custom images**
 - The [channel banner image](#) is a 960px by 150px image that appears at the top of your channel page.
 - The [side column image](#) is a 300px by 250px image that appears on the left side of your channel page below the [channel information module](#).
 - The [video page banner](#) is a 25-pixel high image that has a flexible width, with a maximum width of 170 pixels. This image appears on the YouTube video watch page above the top-left corner of the video player.

- Brand channel owners can upload one custom thumbnail image for each uploaded video. The custom thumbnail will be the default image for the video in search results and channel page modules.
- **Content playback and accessibility**
 - The [featured content](#) can play automatically when a user visits your channel page. On standard channels, users need to initiate playback by clicking on the video or play button.
 - Brand channel owners can specify [demographic filters](#) that restrict access to a brand channel (or redirect users to a different channel) based on a user's language, geographic location, age or gender.
- **Tracking capabilities**
 - **Google Analytics** lets you track user actions on your channel page, traffic referral data and much more.
 - A **tracking ad unit**, a 1px by 1px third-party tracking tag, lets channel owners use view-through tracking to better understand a user's behavior after the user leaves the channel page.
 - A **survey tag** tracks control and test groups.
 - **Click-command links** let you track users who click from your brand channel to other websites. You can also track post-click data associated with those users.
 - A **tracking image url** lets you collect statistics for views of your channel page or video pages.

See the [Additional tracking options](#) section for more information about these features.

Setting up a YouTube brand channel account

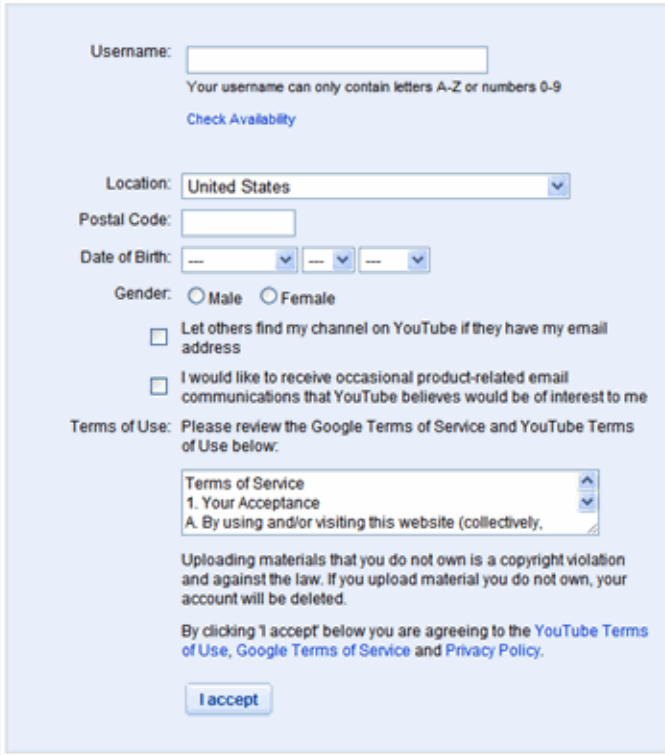
This section explains how to sign up for a new YouTube account. It then provides a high-level overview of the process for designing your brand channel once you have signed up for an account. Partners who are converting an existing YouTube account to a brand channel can skip the sign-up instructions.

Go to http://www.youtube.com/create_account and complete the form to begin creating a new account:

Get started with your account

Join the largest worldwide video-sharing community!

- Search and browse millions of community and partner videos
- Comment, rate, and make video responses to your favorite videos
- Upload and share your videos with millions of other users
- Save your favorite videos to watch and share later



The screenshot shows the YouTube account creation form. It includes a 'Username' field with a note that usernames can only contain letters A-Z or numbers 0-9, and a 'Check Availability' link. Below this is a 'Location' dropdown menu set to 'United States', a 'Postal Code' field, and a 'Date of Birth' field with three dropdown menus for day, month, and year. The 'Gender' section has radio buttons for 'Male' and 'Female'. There are two checkboxes: 'Let others find my channel on YouTube if they have my email address' and 'I would like to receive occasional product-related email communications that YouTube believes would be of interest to me'. A 'Terms of Use' section follows, with a link to 'Please review the Google Terms of Service and YouTube Terms of Use below:'. A scrollable box shows the 'Terms of Service' starting with '1. Your Acceptance' and 'A. By using and/or visiting this website (collectively,'. Below this is a warning: 'Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted.' and a statement: 'By clicking I accept below you are agreeing to the YouTube Terms of Use, Google Terms of Service and Privacy Policy.' At the bottom is an 'I accept' button.

The form allows you to specify the following information:

- The **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.

Username can be up to 20 characters long and may only include alphanumeric characters (letters A-Z or a-z and numbers 0-9). Usernames can contain capital and lowercase letters, so enter your username in the form exactly as you want it to display. 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.

- The **Location** and **Postal Code** fields are both required. Please enter the values that correspond to the location of your brand headquarters.
- 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.
- 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 form also displays an option to let people find your brand channel if they know the email address associated with the channel. (You will link the brand channel to an email address in the next step of the signup process. We recommend that you associate the channel with an email alias or mailing list rather than directly to someone's personal email address.)

To proceed to the next step in the signup process, you need to accept the Google Terms of Service and YouTube Terms of Use, both of which appear at the bottom of the form. After submitting the form, you will proceed to the following page, which lets you either associate your channel with an existing Google Account or create a new Google Account and link your channel to that.

Do you already have a Google Account? [\(Why are we asking?\)](#)

Yes. Add YouTube to my Google Account.

Enter your Google Account email and password to add YouTube to your Google Account.

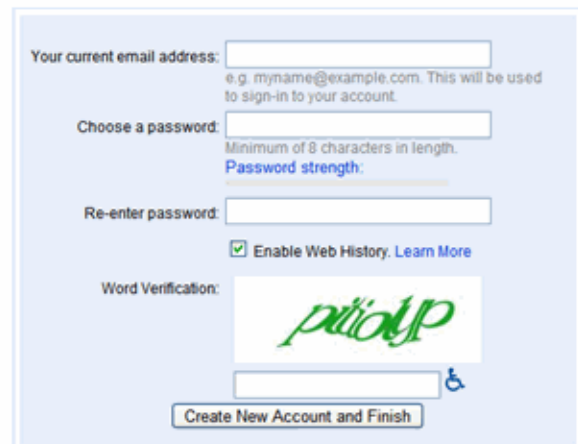


The form is titled "Google Account" and contains the following fields and options:


- Email:
- Password:
- Stay signed in
-
- [Can't access your account?](#)

No. I need a new YouTube | Google™ Account.

Enter your current email address and create a password.



The form contains the following fields and options:

- Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.
- Choose a password:
Minimum of 8 characters in length.
Password strength: ■■■■■■■■
- Re-enter password:
- Enable Web History. [Learn More](#)
- Word Verification: 
-

This page offers two options:

- **Link your channel to an existing Google account**

If the email address for your channel is already associated with a [Google Account](#), then you can enter the email address and password for the Google Account in the fields on the left side of the page. In most cases, brand channel partners choose to create a new email address for their channels and therefore need to create a new Google Account.

- **Create a new Google account and link it to your channel**

To create a new Google account, complete the form on the right side of the page:

- The **Your current email address** field specifies the email address associated with your account. The address will not be displayed on your channel page, meaning people will not be able to see it. However, YouTube will use the address to notify you of new subscribers, comments or other events, depending on the email options that you set for your account. We recommend that you use a mailing list rather than someone's personal email address.

- The **Choose a password** and **Re-enter 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 **Word Verification** field requires you to enter the text that appears in the CAPTCHA image to complete your account creation.

After submitting the form, you will receive a verification email. You need to click the link in the email to verify your email address and activate your new account.

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.

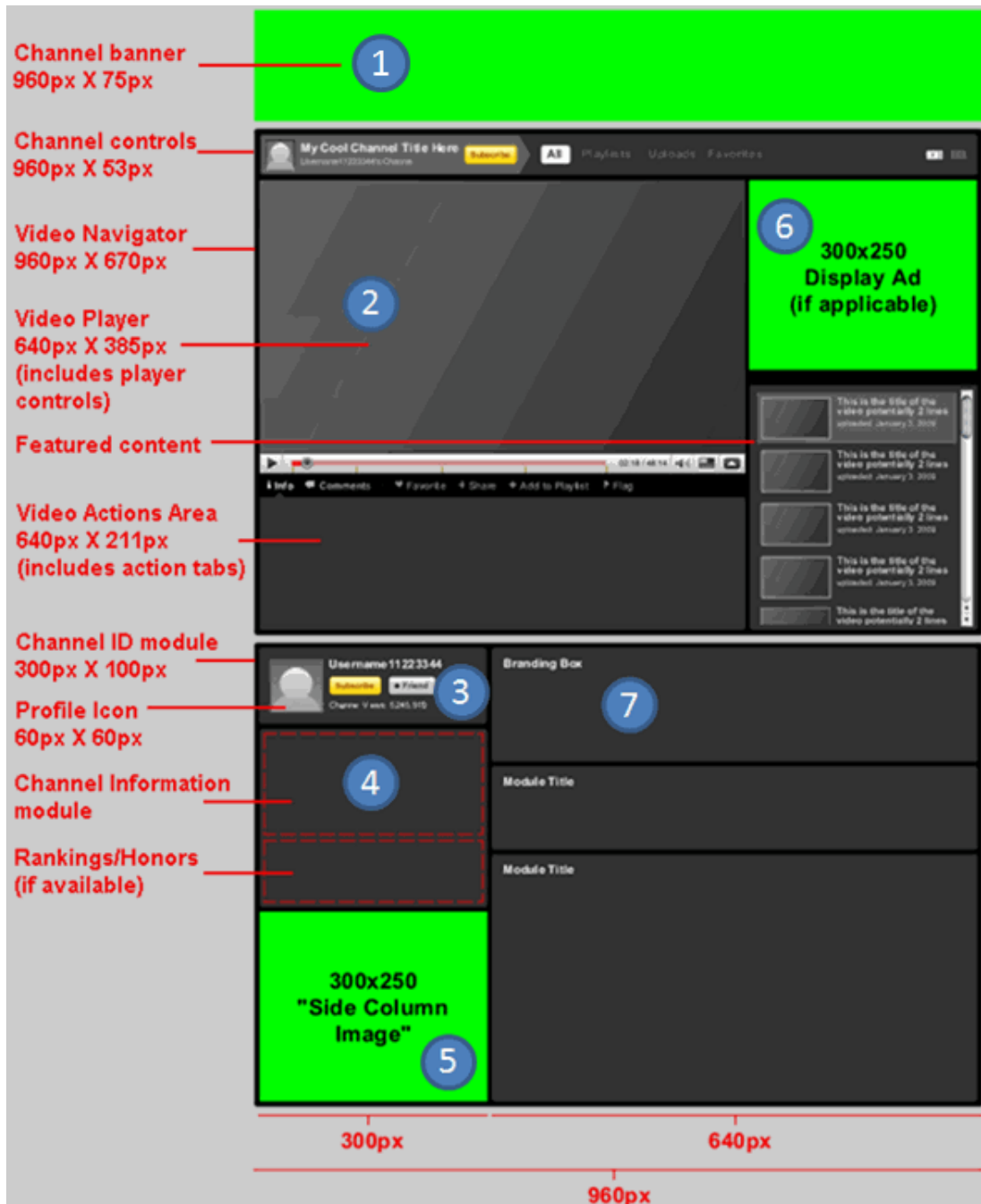
The day before your campaign begins, upload the videos that you want to be visible on your channel page. Only relatively new videos are eligible to be among the "Most Viewed" videos of the day. We also recommend that you remove any dummy videos that you uploaded while designing your channel.

Channel page layout

The wireframe image below illustrates the general layout of a brand channel page. The image shows a channel banner image, which supports an image map, above the [video navigator](#) module, a 960px by 670px module that contains a video player and that can be used to play your uploaded videos, favorite videos or playlists.

A 10-pixel space separates the video navigator from the modules below, and your background image will be visible in that space. Below that, the page uses a two-column display. The modules in the left column are 300 pixels wide, and the modules in the right column are 640 pixels wide.

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**, which measures 960px by 150px, appears at the top of a brand channel page. It is only available for brand channels. The banner image should be 20KB or smaller.
2. The **video navigator**, which measures 960px by 670px, lets users locate and watch your uploaded videos, favorite videos and playlists. The module also contains a video actions

area, where users can view information about a video, read or add comments, mark a video as a favorite and more.

This module features a 640px by 360px (16:9) video player (with 640px by 25px player controls) that can automatically play your channel's featured video when a user visits your channel page. On standard channel pages, users always need to click the video or play control to initiate the playback.

In addition to the **video navigator**, 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 around the video player. Gadgets can display above or below the video navigator. In addition, while gadgets can show videos, they 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 video navigator. 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.
3. The **channel ID module** helps YouTube users to interact with a channel. This module appears on all channel pages. It displays the channel name as well as buttons for subscribing (or unsubscribing) to the channel and for adding (or removing) the channel owner as a friend. It also displays links to block the user or to send a message to the channel owner. The module also displays a 60px by 60px version of your [profile icon](#).
 4. The **channel information module** contains content that describes a channel and appears on all channel pages. The module has two components:
 - The **profile** section displays statistics for your channel, such as the number of times your channel has been viewed. It can also display some public information from your YouTube profile, such as your country and website. (You can decide which fields to display.)
 - The **honors** section appears if your channel has achieved a notable ranking, such as being one of the most viewed channels or most subscribed-to channels. The section displays up to three honors and, if there are more than three rankings, also shows a link to view more rankings. YouTube automatically generates the content for this part of the module. [Learn more about honors](#).
 5. 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.
 6. The **video display ad** displays in the video navigator if someone is watching a monetized video that you have either marked as a favorite video or included in a playlist. You can disable the video display ad from appearing when your own uploaded videos are playing in the video player. However, if you want to ensure that this ad module does not display on your channel, avoid adding monetized videos owned by other YouTube

partners to your playlists or favorite videos. You can determine that a video is monetized if YouTube displays an ad unit on that video's watch page.

7. The rest of the page real estate displays content modules that you select for your channel. The [Selecting your channel page modules](#) section provides complete details about all of the available modules, including those described above.

Many brand channel owners place the optional **channel branding box** in a prominent location. This module, which is only available for brand channels, lets you feature promotional text and links related to your brand. The text can contain HTML markup, and the [Channel branding box](#) section lists the HTML tags that you can use.

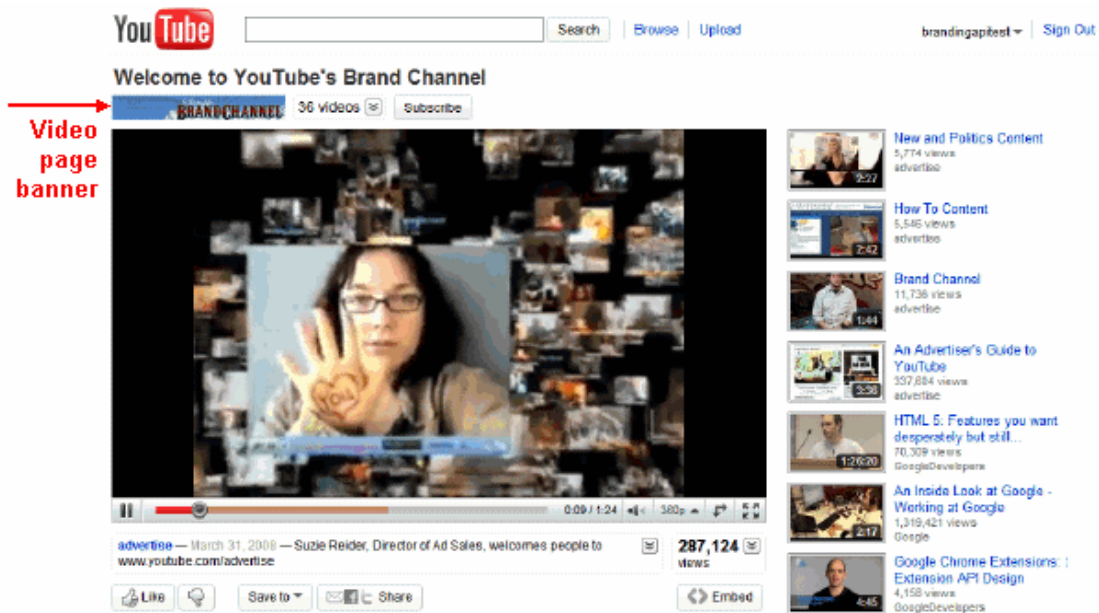
In addition, brand channel owners frequently use the [other channel links](#) module to feature associated brand channels or other channels that might appeal to brand enthusiasts.

Brand channel examples

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



In addition, the following screenshot shows how the customizable video page banner, which is unique to brand channels, appears on video pages.



Customizing your brand channel

The following subsections explain different options for customizing your channel's content and appearance.

[Selecting your profile icon](#)

[Designing your channel](#)

[Selecting videos for your channel page](#)

[Setting 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 module](#), and the discussion of that module includes a screenshot that shows some of the special fields that display for musician channels.

Setting your profile icon

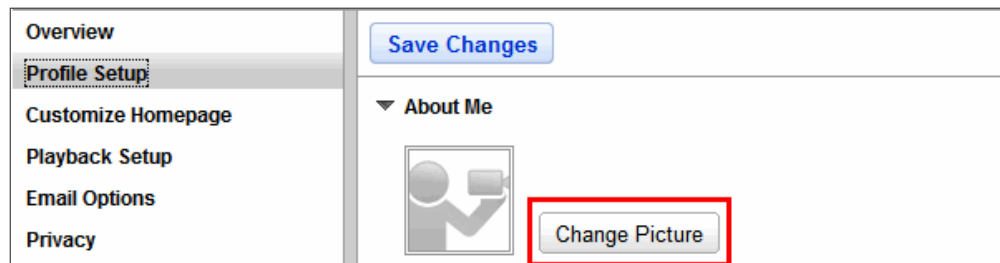
Your channel's profile icon is a square image that appears in the following locations:

- A 36px-by-36px icon appears next to the channel controls at the top of the [video navigator](#) on your brand channel page.
- A 60px-by-60px icon appears in the [channel ID module](#) on your brand channel page.
- A 46px-by-46px icon appears on the video watch pages for your uploaded videos.
- A 60px-by-60px icon appears in channel search results.
- An 88px-by-88px icon appears on your account overview page.

We recommend that you upload an image of a product, logo or spokesperson closely associated with your brand. Your original image should be at least 88 pixels square, though it can be larger than that as long as it is a square image. Since the image will display in the video navigator at the top of your channel page, we recommend that you verify that the image is recognizable when it is resized to be 36 pixels square.

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

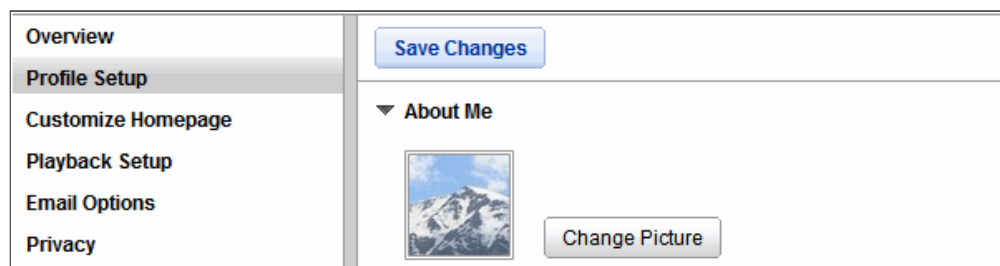
- a. Log in to your account and navigate to your [Profile Setup](#) page.
- b. Under the "About Me" header, click the **Change Picture** button, which is outlined in red in the image below.



- 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. Browse to the image that you want to use for your profile icon and select it.

You can also opt to select a still image from one of your videos or to have YouTube automatically change your profile icon to be a still image from your most recently uploaded video.

- d. After you upload your image (or select a still image), click the **Save Changes** button to update your channel. Your newly selected icon will display on your [Profile Setup](#) page and on your channel.



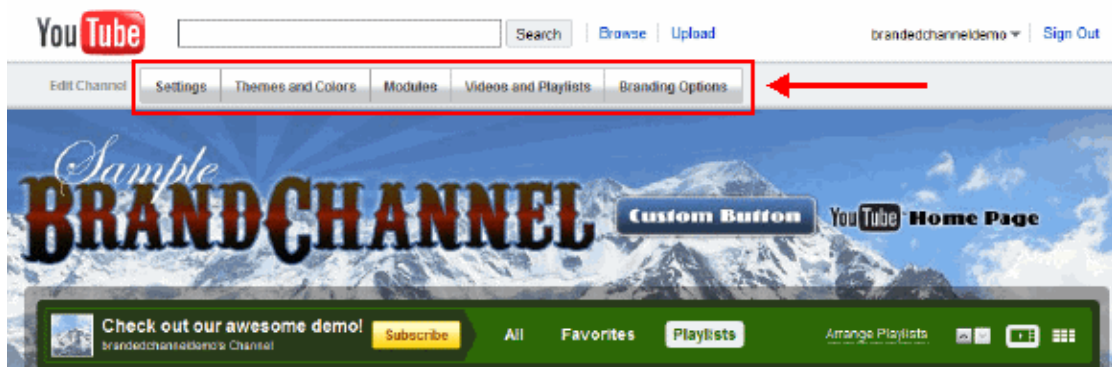
Designing your channel

When you are logged in to your brand channel account, several channel editing options display between the YouTube page header and your actual channel content:

- The **Settings** tab lets you specify basic information about your channel.

- The **Themes and Colors** tab lets you select colors and upload a background image to customize the appearance of your channel page. The image serves as a canvas for your other branding content and channel page modules.
- The **Modules** tab lets you select the different types of content that you want to display on your channel page.
- The **Videos and Playlists** tab provides several options to let you customize the content and layout of the [video navigator](#) module.
- The **Branding Options** tab provides access to several channel features that are only available for brand channels.

The screenshot below highlights the area where these options appear:



The following sections explain the channel editing interface in more detail:

- [Setting basic channel information](#)
- [Choosing color schemes](#)
- [Providing a background image](#)
- [Selecting your channel page modules](#)
- [Selecting videos for your channel page](#)
- [Setting branding options](#)

Setting basic channel information

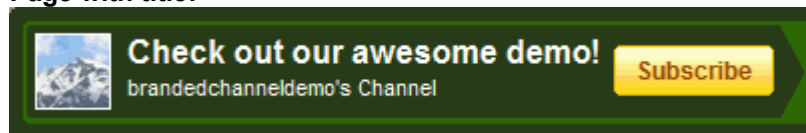
The **Settings** tab displays the URL for your channel and also lets you set the following values:

- The **Title** field value displays above your channel name, next to the button for subscribing to your channel. It has a maximum length of 30 characters. The title is outlined in red in the screenshot below:

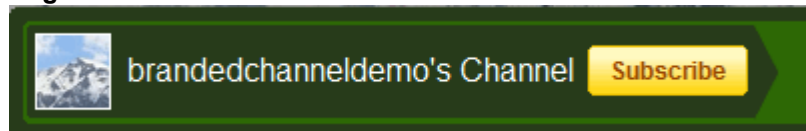


If you do not enter a title, your brand channel name will appear in a larger font as shown below:

Page with title:



Page without title:



- 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 information to your channel.
 - **Director** – you can add performer information and advanced options to your channel.
 - **Guru** – you can add performer information to your channel.
 - **Musician** – you can add performer information to your channel.
 - **Reporter** – you can add reporter information to your channel.

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

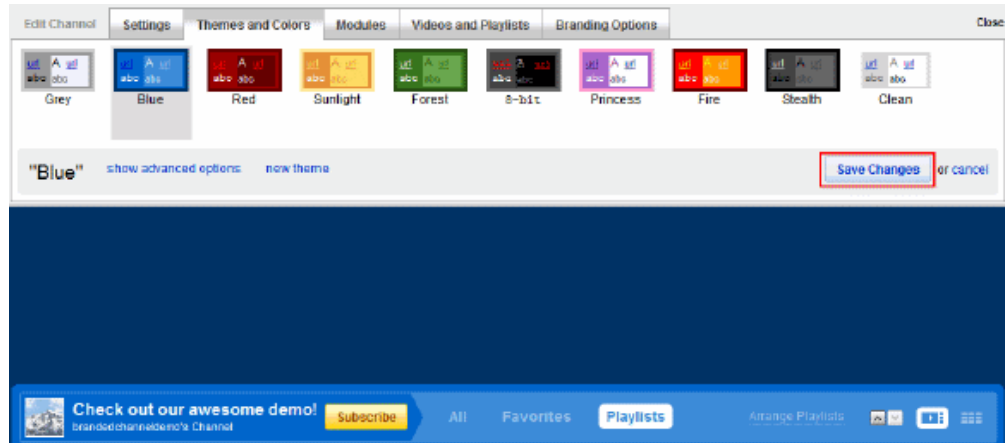
- The **Make Channel Visible** setting lets you hide your brand channel while you are still developing it. To hide your brand channel, set the field value to **No**.
- The **Channel Tags** field lists keywords associated with your channel. The keywords will help users find your channel via YouTube search results.

Choosing a color scheme

The **Themes and Colors** tab lets you customize the colors used in your channel page. It 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. When you change the selected theme, your channel page will update dynamically to let you preview the new color settings. However, other users will not see the changed settings unless you click the **Save Changes** button, which is outlined in red in the screenshot below.



By default, your channel will use the "Grey" theme. However, to ensure that your channel truly reflects your brand identity, we recommend that you modify the colors by creating a custom theme as described below.

- **Create a custom theme**

You can create a custom theme to ensure that your channel's colors precisely match your brand colors. To create a custom theme, click the **new theme** link. YouTube will copy the selected theme's settings into a new customizable theme. Your channel page will dynamically update as you change settings to let you preview the channel display. As with the basic color settings, your changes will not take effect unless you click the **Save Changes** button.

Note: When you click the **Save Changes** button, YouTube will store any changes you have made to the color settings or background images for any themes that you edited. YouTube will also update your channel to use the theme that is selected at the time that you click the **Save Changes** button. Follow these steps if you want to save changes to a theme other than the theme that you want users to see on your channel page:

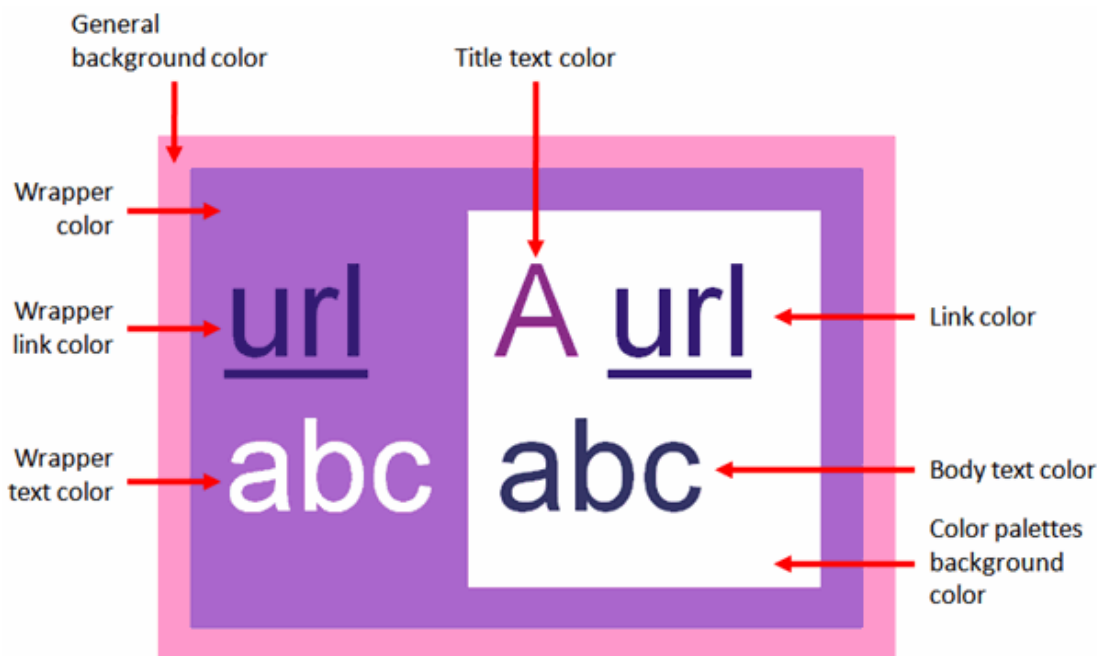
1. Select the theme that you want to edit.
2. Edit the theme's color settings and/or background images.
3. Select the theme that you want to be visible on your channel page.
4. Click the **Save Changes** button.

You can also create a custom theme by changing a color or font setting for a standard theme. To change a setting, click the **show advanced options** link next to the theme

name. When you change the setting, YouTube will copy the selected theme's settings to a new theme that also uses your customized setting.

Understanding color settings

The image below shows how the customizable color settings for a theme appear in its thumbnail-sized settings preview:



The following color settings are customizable:

- **General settings**

- **Background color** – This color is the background color of the page. It may be obscured by a [background image](#).
- **Wrapper color** – This color surrounds the individual modules that appear on your page. It surrounds your video player and also serves as the color of the title bar, which displays your channel title, channel name and **Subscribe** button.
- **Wrapper text color** – This color is used for unlinked text that appears in an area that uses the wrapper color.
- **Wrapper link color** – This color is used for linked text that appears in an area that uses the wrapper color. Notably, this color is used for links that appear below your player to comment on the video, mark it as a favorite, add it to a playlist and so forth.
- **Wrapper transparency** – This setting adjusts the transparency of the page background. The transparency level specifies the degree to which your background image will be visible through the page background. A transparency level of 0% indicates that the background color is opaque, and your background image will not be visible behind the background color. A transparency level of 100% indicates that the background color is not visible.

- **Color palettes**

- **Background color** – This color is the background color for [modules](#) that appear on your page, such as the channel information module or the subscriptions module. This color is also used as the background for displaying information below the video player and for listing uploaded videos, favorite videos and playlists to the right of the video player.
- **Title text color** – This color is used to display module name titles as well as your channel name in the channel information module. It is also used to highlight selected display options for the video navigator, such as whether the module is in player or grid view.
- **Link color** – This color is used for linked text that appears in a module. If your branding box contains links, they will appear in this color. Since links do not appear as underlined text, you should make sure this color is visually distinct from the body text color to ensure that users can easily identify links.
- **Body text color** – This color is used for unlinked text that appears in a module.
- **Transparency** – This setting adjusts the transparency of the module background color. The transparency level specifies the degree to which the page background color is visible through the module background color. A transparency level of 0% indicates that the module background color is opaque, and your page background color will not be visible behind the module background color. A transparency level of 100% indicates that the module background color is not visible. If you set the transparency for both the wrapper (page background) and the color palettes (module background) to 100%, then module content will appear to be overlaid directly on your background image.

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 first image shows a sample background image. The image features a landscape photo with text and buttons centered at the top of the image as well as a transparent shade below the text and buttons. The second image illustrates how the brand channel's content appears when overlaid on the background image.

Note that when the page displays, the channel page uses a transparent, [channel page banner](#) image to ensure that the content on the page appears below the text and buttons on the background image. The banner uses an image map to make the buttons in the image appear to be clickable. In addition, the transparent shade is slightly wider than 960 pixels so that on the channel page, it appears to frame the video navigator at the top of the page.

Image 1: Sample channel background image:



Image 2: Background image with overlaid content:

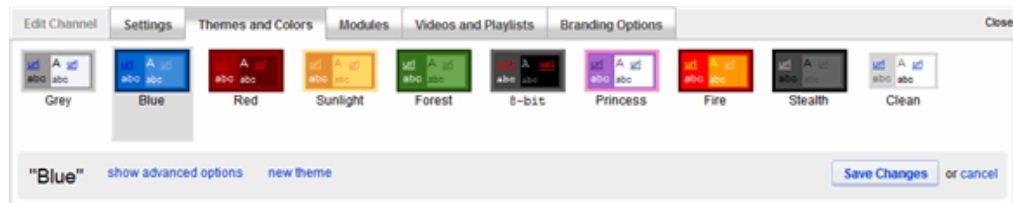


We recommend that you select a background image that mirrors the look and feel of your other online branding. For example, your background image can feature unique logos, images and celebrities associated with your brand. Selecting the right background image provides a consistent and seamless branding 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

YouTube hosts all channel background images, so you will need to upload any background images that you want to use. The following steps explain how to upload a custom background image and assign it to a theme:

1. Select the theme in the **Themes and Colors** tab.
2. Click the **show advanced options** link next to the theme's name.



3. Click the **Choose File** button that displays in the **Background Image** field.
4. Select the image that you want to use from your local file system.

After your image uploads, it will automatically display on the page so that you can preview it. (It will not be visible to your YouTube audience unless you save your changes and you have selected the theme associated with the image as the display theme.)

Image specifications

Brand channels have the option of uploading background images up to 1MB. However, we recommend that you choose a background image that is 256KB or smaller, which is the maximum background image size for standard user channels. Larger background images correlate to higher page latency, so if you upload a 1MB image, users visiting your page will have to wait longer for your page to load.

The dimensions of your background image should depend on the number of modules on your channel. Though the widest point of the channel modules will always be 960px, the total page height will vary depending on the number of modules that your channel displays and the content in those modules.

While there is no minimum or maximum value for the height and width of the background image, backgrounds are usually between 1500px and 2000px wide and 1200px and 2500px tall. We recommend looking at your background image in several different screen resolutions to ensure that it looks good for users who have different display settings.

When you upload a background image, YouTube affixes it to the top and center of the page. The **Repeat Background** feature then provides the option to tile your background image to fill the entire page background.

- If you check the **Repeat Background** option, your image will tile horizontally and vertically to fill the page background. If you do tile your image, we recommend that you blend the edges of the image to a solid color so that the tiles fuse together smoothly.
- If you do not check the **Repeat Background** option, the image will be centered at the top of your page. The remaining background area will be filled in with the background color for your selected theme.

Migrating a background image to YouTube's new channel page design

This section explains how to convert a background image so that it can be used in the channel page design introduced in June 2009.

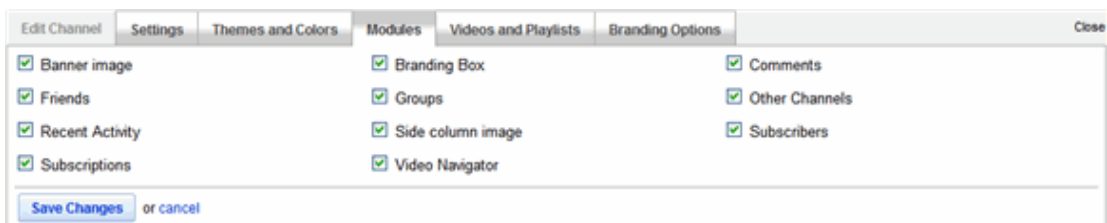
1. Open your existing background image in an image-editing application, such as Photoshop or Fireworks.
2. Crop 65 pixels from the top of the image only and save the image.

3. Upload the cropped image to your channel by following the instructions in the [Setting your background image](#) section.

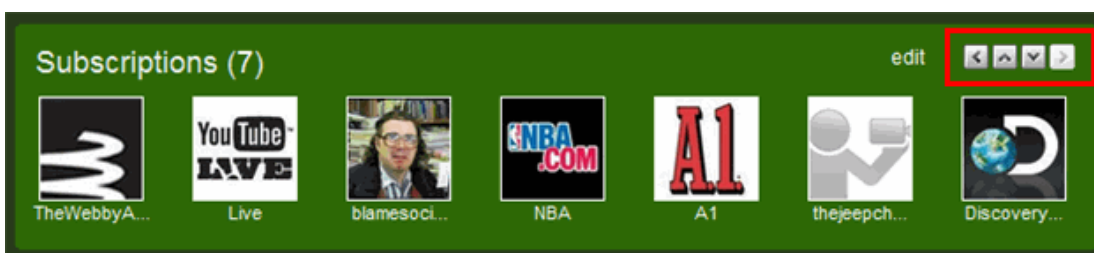
Note that while these instructions offer the simplest way to migrate a background image to be used in the new channel design, you may also decide that your channel will look best if you create a new background image. For example, if your original brand channel image contained important visuals in the top 65 pixels, then the cropped image may not look quite right on the redesigned channel page. Ultimately, we recommend that you download the [PSD template for brand channels](#), which includes a placement for a 960px by 150px banner, and use it to design a new background image or, at least, to confirm that your existing image fits in the template.

Selecting your channel page modules

The **Modules** tab lets you select the different content modules that you want your channel to display. For example, you might choose to display the "Subscribers" box but not the "Friends" box. After choosing your modules, click the **Save Changes** button to save your settings.



After selecting the modules that you want to display on your channel page, you can decide whether each module will display on the left or right side of the page as well as the order in which modules appear. To move a module, click on the small arrow to the right of the module title and "edit" link. A grayed-out arrow indicates that a module cannot be moved in a particular direction. For example, the "Subscriptions" module in the image below can be moved up, down or to the left. However, since it is already on the right side of the page, it cannot be moved to the right.



In addition, please note the following rules for displaying modules:

- The [video navigator](#) is always 960 pixels wide and appears either just below the channel banner or below a custom gadget that appears below the channel banner.
- Custom gadgets can be either 960 pixels wide or 640 pixels wide.
 - A 960-pixel gadget can appear above or below the [video navigator](#) but cannot appear further down the page than that.
 - A 640-pixel gadget can appear above or below the [video navigator](#). If it appears above the [video navigator](#), then it will appear on the right side of the page next to the [channel ID](#) and [channel information](#) modules, which will appear on the left side of the page.

- The [channel ID module](#) and the [channel information module](#) are always the first two modules in the left column of the page.

The following sections describe the modules that can appear on your channel page. Modules marked with a single asterisk (*) appear on your channel page automatically and are not listed in the **Modules** tab. Modules marked with two asterisks (**) are also not listed in the **Modules** tab and you will need to coordinate with your Technical Producer to enable those modules to display. 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.

[Banner image](#)

[Video navigator](#)

[Branding box](#)

[Channel ID*](#)

[Channel information*](#)

[Comments](#)

[Custom brand channel gadget**](#)

[Events](#)

[Friends](#)

[Other channel links](#)

[Recent Activity](#)

[Side column image](#)

[Subscribers](#)

[Subscriptions](#)

Banner image

The **banner image** lets you show or hide your channel's [channel banner](#), a 960px by 150px image that is only available for brand channels. The channel banner displays at the top of your channel page.

Video navigator

The **video navigator** module can play your uploaded videos, favorite videos and playlists. The module, which is 960px by 670px, spans the full width of the page. It typically appears near the top of a channel, just below the channel banner. However, channels that have a custom gadget may also display the video navigator below the gadget.

The annotated image below highlights different functions of the video navigator module. The numbered elements are explained in the list below the image.



The numbered elements in the image provide the following functionality:

1. The **channel controls** display your [channel title](#), if you have set one, and your channel name. This module also displays a 36px by 36px version of your profile icon and a button to subscribe to (or unsubscribe from) your channel.
2. The **content category** tabs let users navigate to your uploaded videos, favorite videos and playlists. You can determine which types of content the navigator displays for your channel, and the module will only display content category tabs for those types of content.
3. The **viewer controls** let users decide whether the navigator displays content in a player view or a grid view.
 - In the player view, the module displays a video player as shown in the image above, as well as a single column that lists uploaded videos, favorite videos and/or playlists.
 - In the grid view, the module does not display a video player (#5) or a video actions area (#6). Instead, the module displays one of two layouts:
 - If the user has selected the **All** tab, the module displays columns of thumbnail icons, with each column linking to either uploaded videos, favorite videos or playlists.
 - If the user is on the **Uploads**, **Favorites**, or **Playlists** tab, the module displays rows of thumbnail icons, with the arranged videos or playlists appearing on the top row(s) and the remaining videos (or playlists) appearing below.

When the user clicks on a link for a video, the module switches from the grid view to the player view and plays that video in the player.

4. The **video player** shows the featured content for your channel, but it can also play your uploaded videos, favorite videos and/or playlists if you configure the navigator to let users browse through that content. In that case, then when the user clicks on a video, the player will dynamically load the video, enabling a user to watch your content without having to leave your channel page.

The player is 640px by 385px, which includes a 640x360 (16:9) video window as well as 640x25 player controls.

5. The **video actions area** lets users view information or comments about a video. Users can also perform any of the following actions:
 - Rate the video.
 - Add a comment about the video.
 - Mark the video as a favorite video.
 - Share the video with others.
 - Add the video to a playlist or create a new playlist containing the video.
 - Flag the video for containing inappropriate material.
6. The **featured content set** displays a thumbnail image and title for uploaded videos, favorite videos and playlists. Other information, such as the viewcount for a video or the number of videos in a playlist, may also display. Users can click on a video to watch it in the navigator's video player. In addition, users can click on the content category tabs (#2) to change the listed content.

Selecting featured content

Since your featured content 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.
- We recommend that you update your featured video frequently to keep fresh content on your channel page.
- Use a playlist for your featured content so that users who visit your channel do not have to do any navigation to see multiple videos that you have selected to showcase 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.

Ads in the video navigator

Several types of ads can display in the video navigator. In all cases, ads would only show up on a channel page if the page is showing a video and ads would normally show up on the watch page for that video. This section explains the types of ads that could display as well as your options for hiding ads on your channel page.

- A video could show pre-roll, mid-roll or post-roll ads. These ads would appear before, during or after the video in the video player.
- A video can show an InVideo Flash overlay ad, which displays in the video player during playback.
- A video can show an AdSense for Video overlay ad, which displays in the video player during playback.
- The video navigator can show a 300px by 250px video display ad, which appears above the featured content on the right side of the navigator. Please work with your account team to enable ads to display in your video navigator and on your video watch pages. (The ad location is shown in the [wireframe image](#) in the [Channel page layout](#) section.)

YouTube will provide a switch that lets you prevent ads from displaying on the channel page when the user is watching one of your uploaded videos. However, the switch will not prevent ads from displaying on your channel page if the user is watching a monetized video that you did not upload.

If you do not want ads to display on your channel page, you should avoid adding monetized partner videos to your favorite videos or playlists. You can determine that a video is monetized if it displays an ad unit on its video watch page.

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 check the **Branding Box** option in the **Modules** list or if you enter a branding box title and branding box text on the **Branding Options** page.

To set your branding box content, enable the module to display and then edit the module content in the editing interface.



Note: If you save branding box content on the **Branding Options** page, then the branding box module will display on your channel page even if you have not explicitly selected that module in the **Modules** list in the channel editing interface.

The formatting guidelines below may help you to compose your branding box content:

- 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. Note that the branding box text field does not provide a rich text editor, so you will need to enter the actual HTML code that you want the box to contain.
 - Bold text: `Bold text between tags`
 - Link tags: `YouTube` – YouTube supports the **target**, **href** and **alt** attributes for `<a>` tags.
 - 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.

If you try to include other HTML 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.

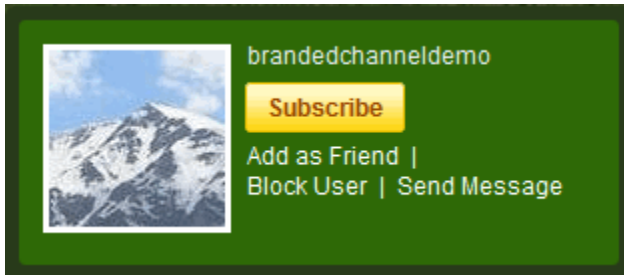
We recommend that you use the branding box to convey a message that explains the purpose of your brand, channel or content. The branding box can also link to online fan forums and communities. We recommend that you encourage users to share their own videos and use comments to relay their own experiences 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 module](#) 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.

Channel ID

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



The connect box displays the following links:

- The **Subscribe** button lets a user subscribe to your channel. Users who have already subscribed see an **Unsubscribe** button.
- The **+ Friend** button 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. Users who are already your friends see a **Remove Friend** button.
- The **Block User** link lets a user prevent you from contacting her. This link only displays for logged-in users.
- The **Send Message** link lets a user send a message to your [account inbox](#).

Channel information

The channel information module appears on the left side of a channel page below the channel ID module. The module can display several types of information, and you can decide which specific fields you want to display in the module.

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 module to highlight key products or personalities associated with your brand.

The first image below (on the left) shows a sample channel information module. The second image shows the interface for editing the module content, which can be accessed by clicking the **edit** link in the module's upper-right corner. (The link only appears to the logged-in channel owner.)

Channel information module:

The screenshot shows a channel information module with a green background. At the top right is an 'edit' link. The profile name is 'Mountains'. Below are statistics: Channel Views (208), Age (26), Joined (April 10, 2008), Last Sign In (1 second ago), Videos Watched (514), and Subscribers (11). A website URL is provided: http://mountains.example.com. A channel description follows: 'We are mountains. We have been rising above the Earth since the Paleozoic era.' At the bottom, the country is listed as 'United States' and hobbies as 'Outdoor sports'.

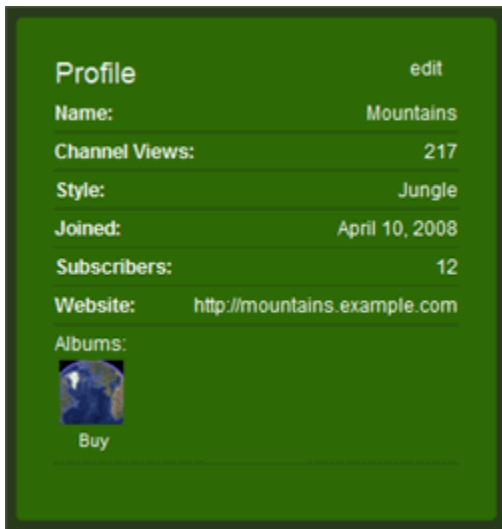
Editing the channel information module:

The screenshot shows the editing interface for the channel information module. At the top right is an 'edit' link. Below it is a 'Save Changes' button and an 'or cancel' link. The form contains several fields, each with a checkbox to indicate visibility. The 'Name' field is checked and contains 'Mountains'. The 'Age' field is checked and contains '26'. The 'Last Sign In' field is checked and contains '1 hour ago'. The 'Videos Watched' field is checked and contains '531'. The 'Subscribers' field is checked and contains '12'. The 'Website' field is checked and contains 'http://mountains.example.com'. The 'Channel Description' field is checked and contains 'We are mountains. We have been rising above the Earth since the Paleozoic era.' Below this are several unchecked fields: 'About Me' (containing 'I am a mountain.'), 'Hometown', 'Country' (a dropdown menu set to 'United States'), 'Occupation', 'Companies', 'Schools', 'Hobbies' (checked, containing 'Outdoor sports'), 'Movies', 'Music' (containing '"Ain't no Mountain High Enough", "Mountains of Burma"'), and 'Books' (containing 'Into Thin Air'). At the bottom is another 'Save Changes' button and an 'or cancel' link.

In the editing interface, the checkboxes indicate whether a field should be visible. You can also edit the values of text fields or pulldown menus. (Note that YouTube calculates statistics like the number of times your channel has been viewed or the number of subscribers to your channel, so those values are not editable.)

Note that the fields that display vary for different channel types – YouTuber, musician, director, etc. If your channel type is not **YouTuber**, then some of the values in the channel information module can be edited directly on your channel page or via the [Performer Info](#) or [Reporter Info](#) pages in your account. (The links in the previous sentence will not work unless you are logged in to a YouTube channel with a channel type other than **YouTuber**.)

Finally, if your channel type is **Musician**, you have the option of entering album information, including images and links, on the [Performer Info](#) page. Any album information that you enter will show up in the channel information module, which does not provide a control for hiding album data. The image below shows a sample channel information module with album information.



Comments

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.

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. Other users cannot post comments.
- Anyone can post comments on your channel page but comments will only be visible on your channel page if you approve them.

The comments module displays up to 10 comments and links to more comments if they exist. When you are logged in to your brand channel, you will also see the following links next to each comment, enabling you to moderate comments and identify users who post inappropriate comments:

- **Remove** – Delete the comment.
- **Block User** – Prevent the user from posting additional comments on your channel.
- **Spam** – Flag the comment as spam, which may prevent the user who posted the comment from posting additional comments elsewhere on the site.

Finally, please note that channel comments are different than video comments. You can set different comment settings for your channel and for each video that you upload. To edit the

comment settings for a video, go to the "Edit Video" page for the video and update the settings under the **Broadcasting and Sharing Options** header.

Custom brand channel gadget

A brand channel gadget displays video or other content related to your brand. Gadgets can show videos but are not required to show them, and they can be displayed in addition to or instead of the [video navigator](#) module. Gadgets can also be embedded on other websites.

YouTube supports two different sizes of brand channel gadgets. Brand channels that do show gadgets typically show one gadget. However, a channel could have one gadget of each size.

- A 960px by 465px gadget can appear above or below the [video navigator](#) module.
- A 640px by 465px gadget can appear in the column of modules that appears on the right side of the channel page, below the video navigator and/or a full-width gadget.

The example below shows a sample brand channel gadget as it might appear on a channel page. The gadget, which is outlined in red, uses the same background image as the channel page in an effort to blend into the page.



Planning ahead to have your gadget reviewed

Gadgets cannot appear on your channel page until they have been reviewed by YouTube's engineering and legal teams. We recommend that you initiate the review process before starting development to ensure that your planned implementation will pass the final review process before your gadget launches.

Hosting requirements

All custom gadget content must be hosted on a third-party server, meaning YouTube does not host any of the graphics or code for your gadget. If you do use a custom gadget, you will ultimately deliver to your account team a single URL that YouTube can use to embed the custom gadget on your channel page.

Guidelines for brand channel gadgets

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

- **Video content**
 - Any videos that the gadget plays must be available on YouTube. This rule also applies to user-uploaded content. As such, 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.
 - All content that displays in your gadget is subject to and must comply with YouTube's [Terms of Service](#) and [Community Guidelines](#). You are liable for user-uploaded content that appears anywhere on your brand channel, including in your brand channel gadget.
 - If your gadget accepts direct submissions of user content, you must post a clear Terms of Use that explains how you will use that content. In addition, you cannot claim ownership of that content, which means that users reserve the right to remove their content from your gadget.
- **Other content-related requirements and restrictions**
 - Gadgets may use [YouTube APIs](#) but should not duplicate core YouTube community features such as video ratings, comments, favorite videos or video responses.
 - 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.
 - If your gadget plays video and your channel displays the video navigator, then one of those two modules should not automatically play video when the channel page loads.
- **Placement on the channel page**
 - As noted above, a 960px by 465px gadget can appear above or below the [video navigator](#) module. A 640px by 465px gadget can appear in the column of modules on the right side of the channel page, below the video navigator and/or a full-width gadget.
 - Unlike other modules, a custom gadget does not display buttons to adjust the placement of the gadget on the page. However, you can adjust the placement of a custom gadget by modifying the placement of the modules around it. For example, if the custom gadget displays below the video navigator, you can

switch the placement of those two modules by moving the video navigator down.

- **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.

- If, upon initially loading, your gadget automatically plays a video, then it should also provide an option to pause and/or stop the video.

- **Hosting, language and interaction with the channel page**

- You may develop gadgets using either HTML/Ajax or Flash.
- Your gadget should be hosted by you or by the gadget developer.
- Gadgets may not modify your brand channel page by dynamically changing HTML or modifying cookies belonging to the page.
- Your gadget may not expand beyond the 960px 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.

- **Cookies, privacy and security**

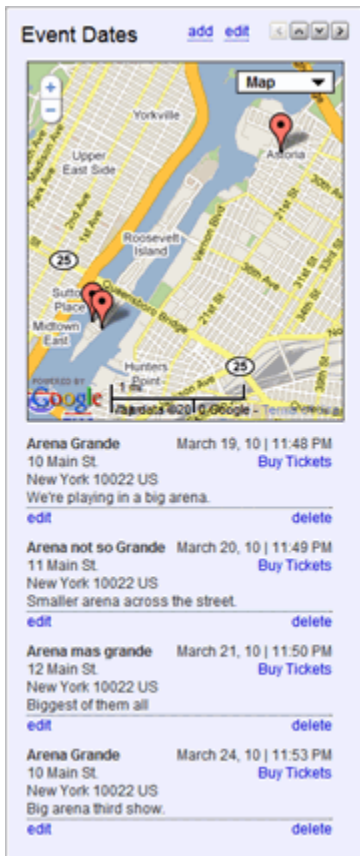
- We strongly recommend that you integrate [Google Analytics](#) with any custom gadget that you develop. YouTube-supplied gadgets automatically provide Google Analytics tracking data tied to the client's Google ID.

- You can use other third-party tracking solutions, subject to prior review, to track user actions in your gadgets. You can create and/or read cookies on ad impressions or other user actions. YouTube will only approve a gadget that uses a third-party tracking solution if you use a [certified vendor](#).
 - You must not ask users to enter login information for other websites.
 - Your gadget may not promote the installation of client software, malware or other deceptive Internet applications.
- **Plug-ins**
 - We do not allow gadgets to use any plug-ins other than Flash and the Google Earth Plug-in.
 - You can use the Google Earth Plug-in inside your gadget as long as your gadget follows these additional guidelines:
 - Due to legal concerns, your brand channel cannot show the Google Earth Plug-in in the following countries: India, Israel, Russia, South Korea. Use the **IP/locale GEO redirect** field, which appears under the **Tracking and Redirects** features in the **Branding Options** tab, to set up these restrictions.
 - Your gadget may not require users to download the Google Earth Plug-in, though you can display a call-to-action to download the plug-in.

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

Events

The events module displays up to four events and a link to all events if you have entered more than four events. The module provides the date, time and location of each event as well as an event description and a link to buy tickets if you provided one. You also have the option of displaying a map showing event locations. The image below shows a sample events box:



If your channel page displays the events module, we recommend that you delete events after they occur to ensure that your page displays an up-to-date event list.

Friends

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. (The issue of displaying other channels' profile icons may also arise if you show several other modules, including the subscribers, subscriptions and comments modules.) In addition, if you do display this channel, you may be creating an administrative requirement for reviewing and accepting or rejecting friend requests.

Some brand channel partners that display this module choose to only add associated brand channels as friends. In this sense, the friends module can function similarly to the [subscriptions module](#) or even the [other channels](#) module.

The **Friends** module has the same display characteristics as the [Subscriptions](#) and [Subscribers](#) modules.

- **Display Elements**

- 60px by 60px profile icon

- Channel/user name (may be truncated)
- **Layout**
 - Left side: 1 to 3 rows of profile icons with three icons per row
 - Right side: 1 to 3 rows of profile icons with seven icons per row
- **Customization options**
 - Number of rows of profile icons displayed in module.
- **Maximum of friends displayed**
 - 9 if module displays on left side of page
 - 21 if module displays on right side of page

The module displays a link to "see all" if the number of friends exceeds the number displayed on the page.

Other channel links

The **Other Channels** module lets you identify up to 16 channels that you would like to link to from your channel page. You can also specify a custom title for the module. The module will display links to all of the channels that you identify. 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.

We recommend displaying the **Other Channels** module for one of the following purposes:

- 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.
- 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.

When specifying other channel links, enter YouTube channel names, 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
```

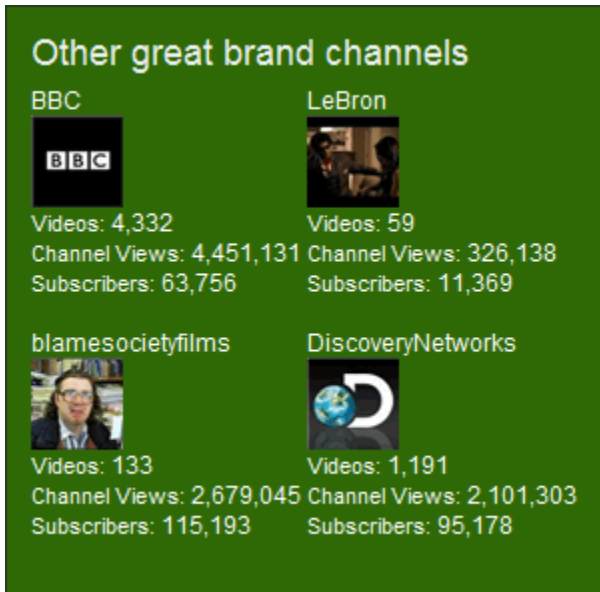
To set the other channel links that will display on your page, enable the module to display and then edit the module content in the editing interface.



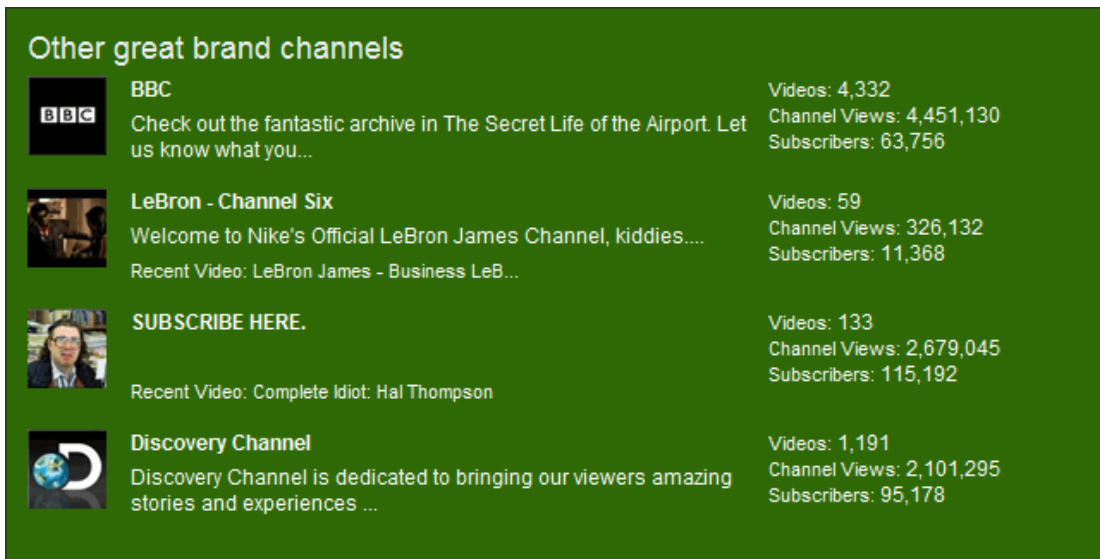
Note: If there are channels listed for this module and you save your branding options on the **Branding Options** page, then this module will display on your channel page even if you have not explicitly selected it in the **Modules** list in the channel editing interface.

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:



Right:

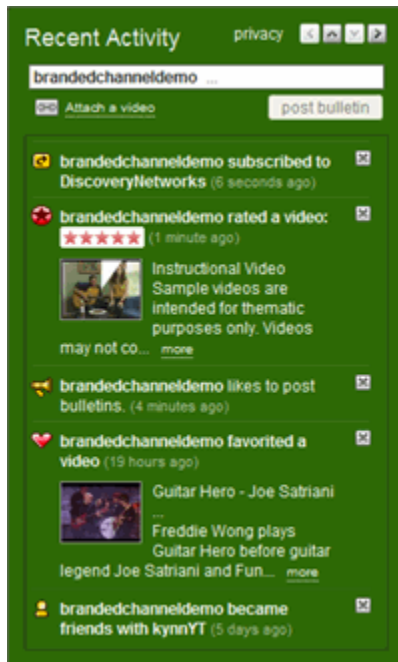


Recent Activity

The recent activity box highlights your five most recent 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. The **privacy** link at the top of

the module links to the [Privacy settings](#) page for your account, where you can customize the types of actions that display in the module.

In addition to the privacy settings, you can also use the text box in the module to post a short message to people visiting your channel. The message will then display among your other recent actions.



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

Side column image

The **side column image** option lets you show or hide your channel's [side column image](#), a 300px by 250px image that is only available for brand channels. It appears on the left side of your channel page between the [channel ID module](#) and the [channel information module](#).

Subscribers

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

You can choose to display one, two or three rows of profile icons in the module. If the module displays on the left side of the page, it shows three icons per row. On the right side, it shows seven icons per row. If the module cannot display all of your subscribers, it will also display a **see all** link that points to a page that lists all of your subscribers.

The **Subscribers** module has the same display characteristics as the [Subscriptions](#) and [Friends](#) modules.

- **Display Elements**
 - 60px by 60px profile icon
 - Channel/user name (may be truncated)
- **Layout**
 - Left side: 1 to 3 rows of profile icons with three icons per row
 - Right side: 1 to 3 rows of profile icons with seven icons per row
- **Customization options**
 - Number of rows of profile icons displayed in module.
- **Maximum of subscribers displayed**
 - 9 if module displays on left side of page
 - 21 if module displays on right side of page

The module displays a link to "see all" if the number of subscribers exceeds the number displayed on the page.

Subscriptions

The subscriptions module identifies other channels to which your brand channel account has subscribed. The module displays the profile icon for each channel.

Brand channels frequently prefer to display the [Other Channels](#) module instead of the **Subscriptions** module even though both could be used for the same purposes. You could also display both modules on your channel, possibly using one module to highlight associated brands and the other to highlight other channels that would appeal to brand enthusiasts.

The table below identifies differences between the two modules:

	Subscriptions Module	Other Channels Module
Display Elements	<ul style="list-style-type: none"> • 60px by 60px profile icon • Channel name (may be truncated) 	<ul style="list-style-type: none"> • 46px by 46px profile icon • Channel name displays when module is on left side of page. Channel title displays when module is on right side. Channel name displays on right side if channel does not have a title. • Channel description (when module displays on right side of page) • Number of videos • Number of channel views • Number of subscribers
Layout	<ul style="list-style-type: none"> • Left side: 1 to 3 rows of profile icons with three icons per row • Right side: 1 to 3 rows of profile icons with seven icons per row 	<ul style="list-style-type: none"> • Left side: Rows of channel links with two icons per row • Right side: One channel per row (since description takes up more space)
Customization options	Number of rows of profile icons displayed in module.	<ul style="list-style-type: none"> • Module title • Order in which module displays channel icons
Maximum number of channels listed	9 on left side of page, 21 on right side of page	16
Module displays link to "see all"*	Yes	No

* The "see all" link lets a user see all subscriptions but does not grant omniscience.

Selecting videos for your channel page

The **Videos and Playlists** tab provides several options to let you customize the content and layout of the [video navigator](#) module:

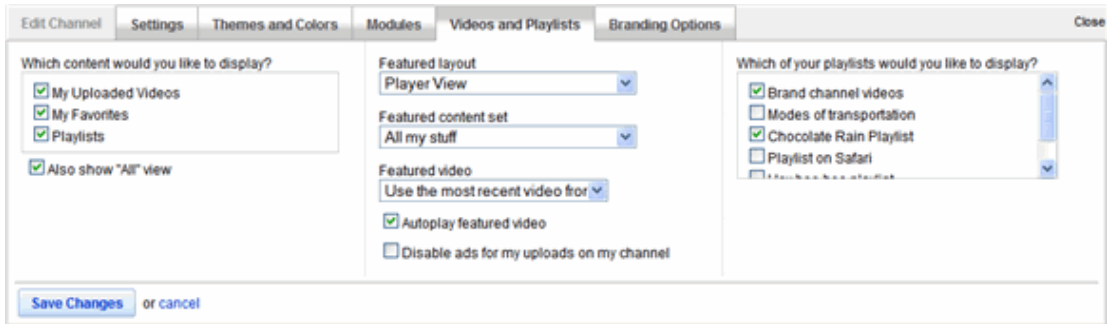
[Selecting module content](#)

[Setting the display order for videos or playlists](#)

[Setting the default module layout](#)

[Selecting featured content](#)

The image below shows the interface for selecting the videos and playlists that will appear in your video navigator:



Selecting module content

The first option under the **Videos and Playlists** tab lets you specify the types of content that you want to display in the [video navigator](#) module. You can choose to display your uploaded videos, favorite videos, or playlists. You can also opt to display an "All" view that will display all of the content types that you have checked.

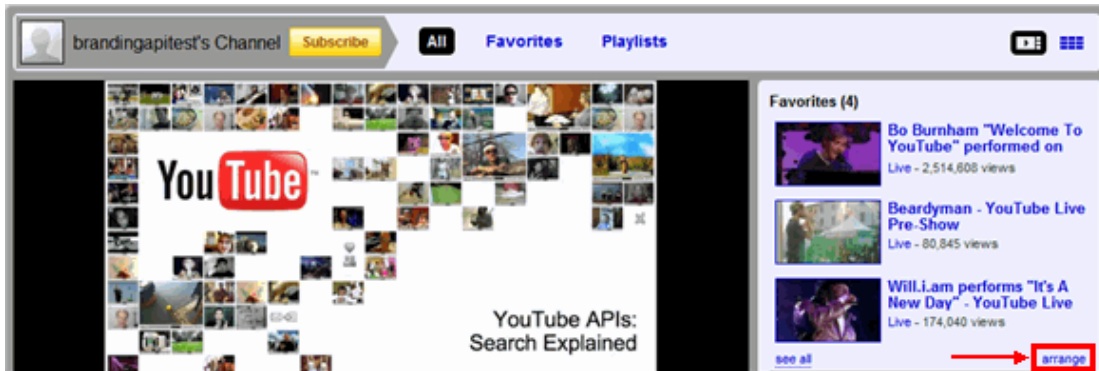
Each option that you select will display as a tab at the top of the [video navigator](#) module. The pane on the right side of the module also displays a list of other uploaded videos, favorite videos, or playlists, depending on which tab is selected. If the "All" tab is selected, then the pane on the right side of the module displays up to three of each type of selected video. For example, the channel shown below displays favorite videos and playlists as well as an "All" view.



Setting the display order for videos or playlists

After selecting the types of content that you want to display, you can set the display order for your uploaded videos, favorite videos, or playlists. To do so, click one of the links to arrange videos for a specific content type. If the "All" tab is selected, you should see links to arrange videos in the pane to the right of the video player. If another tab is selected, a link to arrange videos will appear to the left of the layout icons. The images below show the locations of both links:

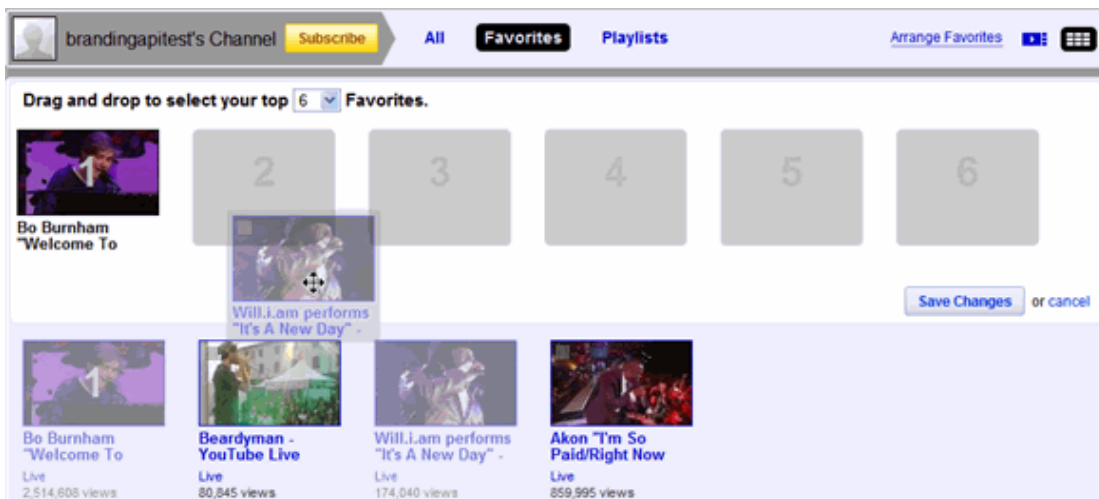
Links to arrange videos in "All" tab



Links to arrange videos in other tab



After you click the link to arrange videos, the module will display icons showing that type of video as well as six slots – you can adjust the module to display 12 slots – where you can drag and drop your videos or playlists. After selecting the display order, click the **Save Changes** button to make the changes visible in the [video navigator](#) module.



Your arranged videos, favorite videos, and playlists display on a shaded background when a user clicks the corresponding video navigator tab. Your arranged choices appear first in the right-hand

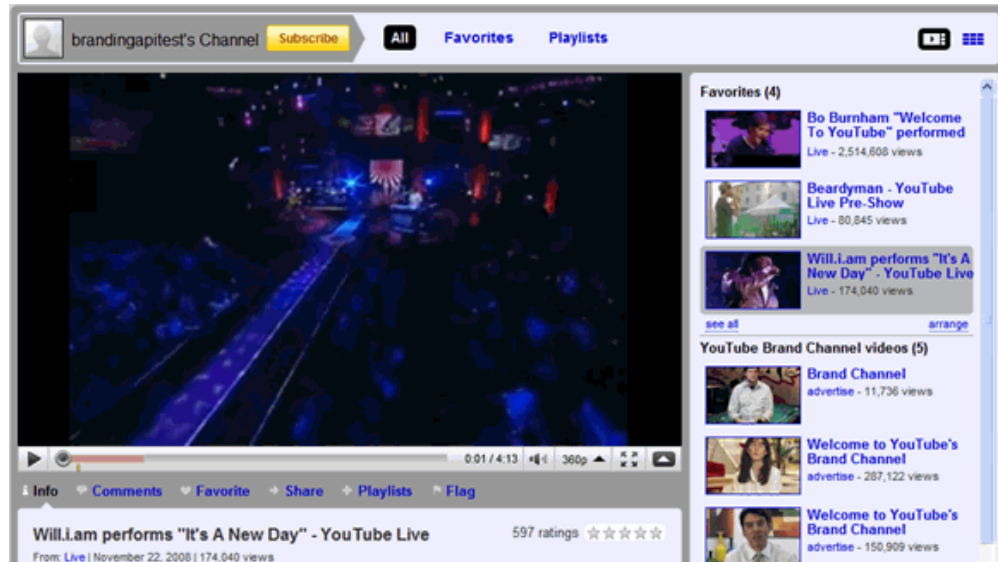
panel, and then all of your uploaded videos (or favorites or playlists) appear below the list of arranged choices. The screenshot below shows a video navigator module in which the channel owner arranged the top three favorite videos. Note that the arranged favorite videos appear in the shaded background at the top of the list and then again in the list below the shaded area.



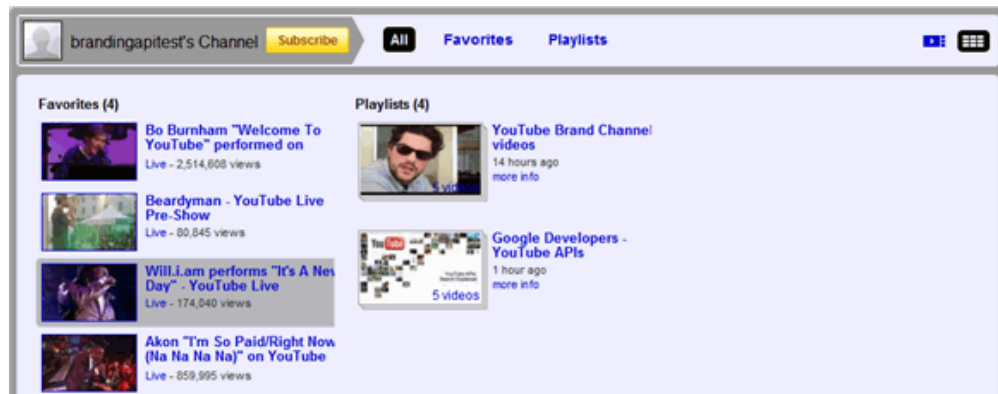
Setting the default module layout

The **featured layout** pulldown menu lets you select the default layout for your [video navigator](#) module. The module supports two different layouts:

- The **player view** shows a video player as well as a pane that lists your uploaded videos, favorite videos, and playlists, depending on the types of content that you have chosen to display.



- The **grid view** lists your uploaded videos, favorite videos, and playlists, but it does not show a video player. When a user clicks on a video or playlist, the module will switch to the player view to show the selected content.



Selecting featured content

The tab displays several other options to let you choose which content is featured in your video navigator module:

- The **Featured content set** pulldown menu lets you choose which video navigator tab ("All", "Uploads", "Favorites" or "Playlists") will be selected by default when a user visits your channel page.
- The **Featured video** pulldown menu lets you select the video that will play, by default, in the video navigator's video player. You menu lists your uploaded and favorite videos, or you can select **Other** to enter the URL of any other YouTube video.
- The **Autoplay featured video** checkbox indicates whether your featured video should begin playing automatically when a user visits your channel page.

- The **Disable ads for my uploads on my channel** option lets you prevent ads from showing when users watch your uploaded videos on your channel page.
- The **playlist selection box** lets you choose which of your playlists will be visible in the video navigator. You can then [set the display order](#) for visible playlists.

Setting branding options

The **Branding Options** tab provides access to several features that are only available for brand channels. These options let you customize the user's experience on your channel. Branding options include special images and modules as well as user tracking options and filters to restrict access to your channel or redirect users to other channels based on their language preference, location, age or gender.

In addition to setting these options in the **Branding Options** tab, you can also set branding options on the [Branding Options](#) page, a link to which can be found on your account page.

The following sections describe the branding options in more detail:

[Banners and image maps](#)

[Tracking and redirects](#)

[Video page branding](#)

Banners and image maps

You can add the following images to your brand channel:

- The **channel banner** is a 960px by 150px image that appears at the top of your channel page. The option to upload a channel banner is only available to brand channels.

Channel banners can be JPG, GIF or PNG images. If you are uploading a transparent image, you should use a JPG or GIF image since the IE6 browser does not render transparent PNG images properly.

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 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 upload a transparent image for your channel banner. You can still use the image map to link different parts of the channel banner area to different URLs.

In this case, you must upload a transparent image for your channel banner and set the **Channel Banner Visible** field, which is described below, to **Yes**. Otherwise, YouTube will not allocate space for the channel banner, and the modules on your channel page will obscure the banner graphic.

- If you are uploading a transparent channel banner, use a JPG or GIF image since the IE6 browser does not render transparent PNG images properly.

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 Changes** button.

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. The code sample below shows the image map for the [sample brand channel](#) used for examples throughout this document. Note that your code sample only needs to include the <area> tags for the image map, though your code can wrap the tags in a <map> tag as shown below:

```
<map name="brand_channel_banner_image_map">
<!-- this tag is optional -->
  <area shape="rect" alt="Custom button in
banner" coords="523,68,705,104"
  href="http://www.google.com">
  <area shape="rect" alt="YouTube home page"
coords="717,74,907,100"
  href="http://www.youtube.com">
</map> <!-- Only include the closing tag if you
include a <map> tag -->
```

- 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 ID module](#) and the [channel information module](#). 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.

Tracking and redirects

- 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** tab.
- The **IP/Locale GEO redirect** field lets you specify filters that restrict access to your brand channel or that redirect users from one brand channel to another channel. This feature also enables you to block users in a particular country from seeing your brand channel.

YouTube lets you configure access to your brand channel(s) based on the following user attributes:

- Language
- Geographic location
- Age
- Gender

You can enter one or more rules in the text area for this field. Enter one rule per line in the format **LOCALE,AGE,GENDER,REDIRECT_LOCATION**. Each rule specifies a set of user attributes and values as well as the YouTube channel to which YouTube should redirect a user who matches the rule. (Instead of redirecting the user, a rule can also just block the user from reaching your channel.) When a user tries to reach your channel, YouTube will apply the first rule in the list that matches the user's attributes.

The list below defines the components of a rule:

- The **locale** specifies the user's language and geographic location. YouTube identifies the user's language preference from the browser settings specified in the user's HTTP request and the 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](#). Both values are optional. If you enter a partial locale, include the underscore in the locale value so that YouTube can determine whether the two-letter code identifies a language or a country. The list below shows several locales and channel redirects:

- fr_CA – Users in Canada whose browser language is French.
- _CA – Users in Canada, regardless of browser language.
- fr_ – Users whose browser language is French, regardless of location.
- The **age** attribute specifies that the user must be a certain age to match a specific rule. A user must be logged in for YouTube to apply a rule that specifies an age requirement, and YouTube calculates the user's age based on

the date of birth associated with the user's account. (A user must enter a date of birth to set up a YouTube account and cannot change that date after creating the account.)

To specify an age value in a rule, use a comparison operator (<, <=, >, >=) and a number. For example, the value "<21" matches all users who are younger than 21 years old, while the value ">=21" matches all users who are at least that old.

- The **gender** attribute specifies that the user must be a certain gender to match a specific rule. As with the age attribute, a user must be logged in for YouTube to apply a rule that specifies a gender. However, please note that users do not need to specify their gender.
- A **redirect location** identifies the target location for the redirect. The redirect location can either be either the name of another YouTube channel or the term "_block".
 - If the redirect location value is another YouTube channel, then users who match the rule's user criteria – locale, age and gender – will be redirected to that channel.
 - If the redirect location is **_block**, then users who match the rule's criteria will be redirected to **<http://www.youtube.com/members>**. This type of redirect lets you prevent certain users from visiting your brand channel and also indicates that you do not have another channel page to which you want to direct those users.

The list below shows some sample list of redirects:

```
_us,>=18,f,thissamplechannel  
<18,_block  
fr_CA,frenchcanadians  
f,alltheotherladies  
,alltheotherfolks
```

These redirects perform the following actions:

- **_us,>=18,f,thissamplechannel** – Send all women who are at least 21 years old to <http://www.youtube.com/thissamplechannel>.
- **<18,_block** – Block users who are younger than 18 years old and redirect them to <http://www.youtube.com/members>. (Note that this rule only applies to logged-in users.)
- **fr_CA,frenchcanadians** – Send users in Canada whose browser language is French to <http://www.youtube.com/frenchcanadians>.
- **f,alltheotherladies** – Send all other women to <http://www.youtube.com/alltheotherladies>.

- **,alltheotherfolks** – Send everybody else to <http://www.youtube.com/alltheotherfolks>. Based on the previous rules, this rule would apply to logged-out users who are not in Canada with a browser language of French as well as to logged-in users who are male, at least 18 years old, and not in Canada with a browser language of French.
- The **Google Analytics account id** field lets you enter the ID for a [Google Analytics](#) account that you want to use to track and measure traffic to your channels. Google Analytics provides a comprehensive view of how visitors access and interact with channels. Analytics reports provide data such as traffic referral patterns, repeat visitation, user demographics, and much, much more. Please see the [Tracking with Google Analytics](#) section for more information about this feature.

Video page branding

- The **video page banner** is a 25-pixel high image that has a flexible width, with a maximum width of 170 pixels. This image appears on the YouTube video watch page above the video player's top-left corner and links to your channel page. The banner replaces the username link that would otherwise appear in the same location. Note that your username also appears in the video description area directly beneath the video.

The video page banner is only available for brand channel partners. It presents an additional opportunity to promote your brand and lets you provide a more consistent branding experience for your channel and video pages.

The image below shows a sample video page banner:



To update your video page banner, click the **Branding Options** tab in the channel editing interface and then click the **Video Page Branding** button. Click the **Browse** button to select the locally saved image that you want to use for your banner. Then click the **Save Changes** button to upload your image.

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](#)

[Tracking with Google Analytics](#)

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

Standard video metrics

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

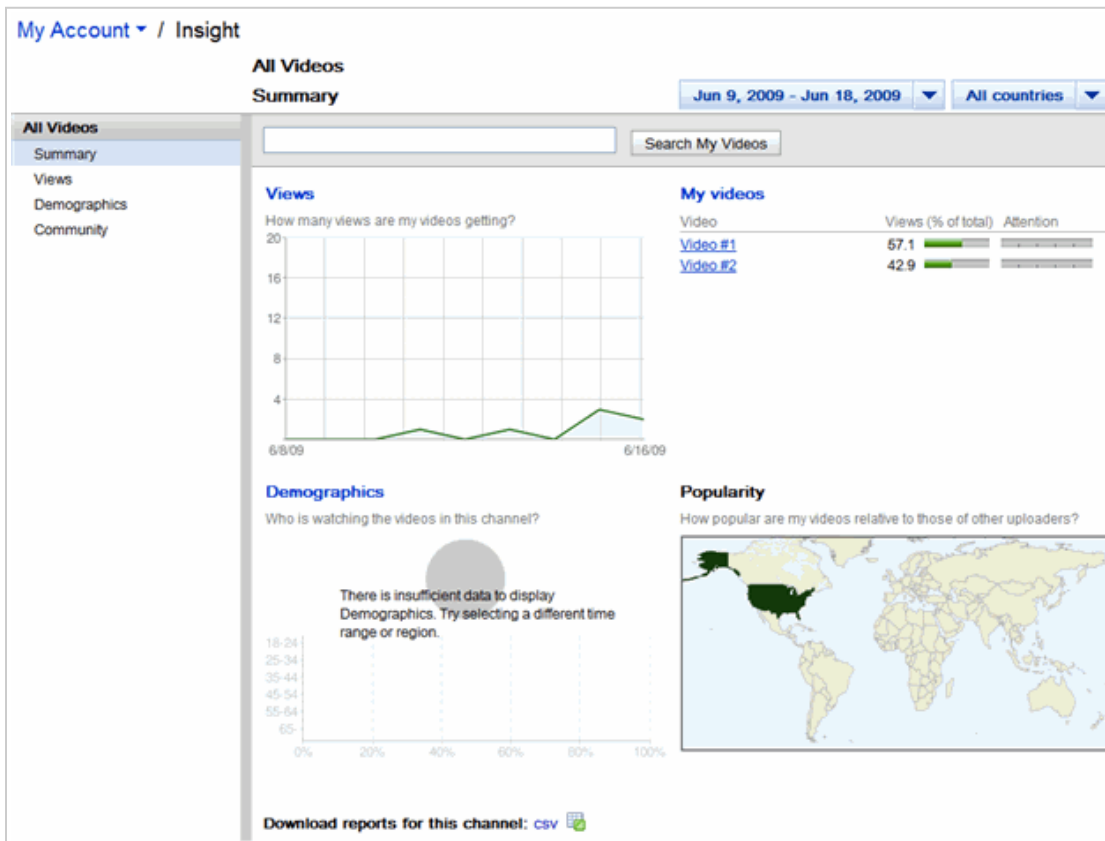
- Views, which includes all views on the watch page as well as other views using YouTube's embedded player.
- Number of comments
- Number of video responses
- Number of ratings
- Number of times the video was marked as a favorite video
- Average rating

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.

Tracking with Google Analytics

[Google Analytics](#) enables YouTube brand channel owners to track and measure traffic to their channels. Google Analytics provides a comprehensive view of how visitors access and interact with channels. Analytics reports provide data such as traffic referral patterns, repeat visitation, user demographics, and much, much more.

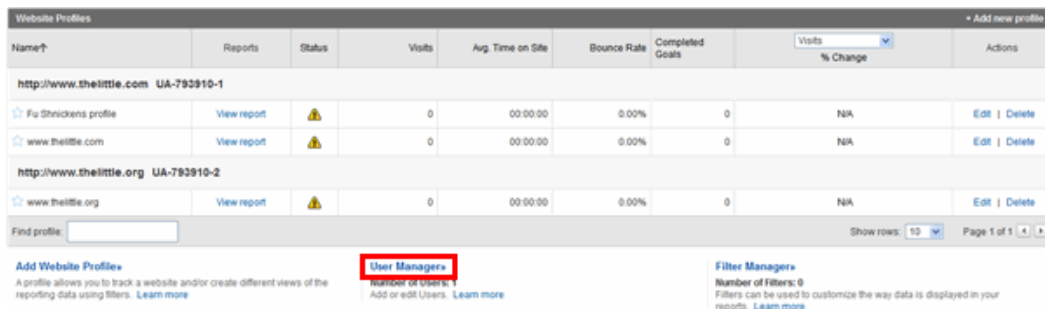
Google Analytics integration on YouTube is only available for brand channels.

Setting up Google Analytics for your brand channel

1. [Sign up](#) for a Google Analytics account.

If you have an existing Google Analytics login, we recommend that you create a new account by logging in and then selecting **Create New Account** in the dropdown menu on the top right side of the page. Although you could create a new profile within an existing account, creating a new account ensures that the data from your YouTube channel does not impact the data summaries from your other websites.

2. Fill in the required fields for your account. We recommend that you enter your YouTube brand channel URL as the website URL for the Analytics account. After you complete the set-up process, Analytics will display code that includes a profile ID in the format **UA-#####-#**. You will need this value in step 5.
3. On your Google Analytics account settings page, click the **User Manager** link shown in the image below:



4. Click the **Add User** link shown in the image below and add **brandchanneltracking@gmail.com** as a user for your account. This step enables allow your YouTube team to view your account throughout your program to help troubleshoot any issues. (Please see the [Google Analytics Help Center](#) or more information about adding users to your account.)



5. Log into your YouTube account and go to your channel page. Click the **Branding Options** tab in the channel editing menu and then locate the **Google Analytics account id** field in the **Tracking and Redirects** options. Enter your Google Analytics profile ID in the field and click the **Save Changes** button. Data about your brand channel will begin populating your Analytics reports as soon as you save your profile ID.

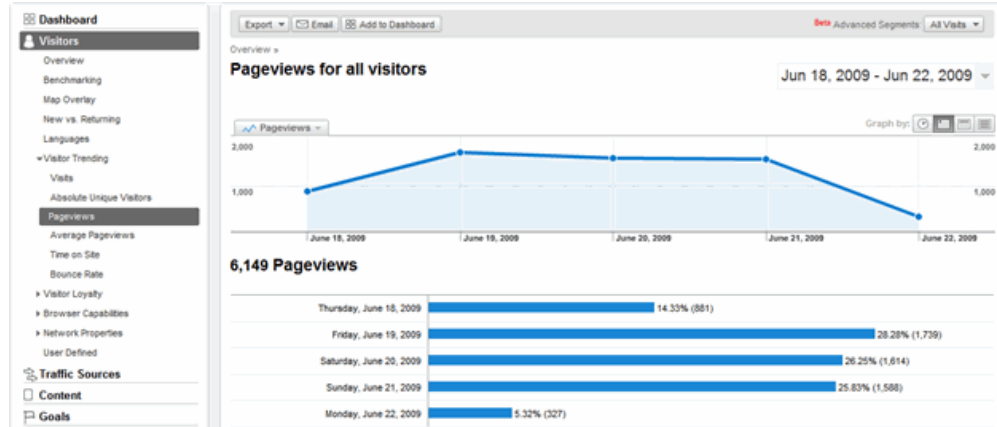
Accessing Analytics reports

The following steps explain how to access Analytics reports for your brand channel:

1. Log into Google Analytics at <http://www.google.com/analytics>.
2. Click the name of the Google Analytics account for your channel.
3. Click the **View Report** link to select the appropriate Google Analytics profile.

Name	Reports	Status	Visits	Avg Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
http://www.youtube.com/theLittle UA-793910-1								
www.youtube.com/theLittle	View report		1,802	00:00:00	6.77%	0	N/A	Edit Delete

- Use the navigation links in the left dashboard or in the different page sections ("Site Usage", "Content Overview", etc.) to access reports for your channel. For example, the "Pageviews" report shown below is accessible via either the left dashboard ("Visitors > Visitor Trending > Pageviews") or the **Pageviews** link in the **Site Usage** section.



We think you may find the following reports useful:

- **Map Overlay** report ("Visitors > Map Overlay") explains where your viewers are located geographically.
- The **Languages** ("Visitors > Languages") identifies your users language preferences.
- **Visitor Trending** reports ("Visitors > Visitor Trending") explain the size of your audience over time.
- **Visitor Loyalty** reports ("Visitors > Visitor Loyalty") identify the number and percentage of repeat visitors to your channel.
- **Traffic Sources** reports explain how users navigate to your channel, including search engine keywords, statistics about clicks from referring sites, and campaigns. By digging deeper into **Traffic Sources** reports, you can determine how users interact with your channel after reaching it from a link on a particular site or a search for a particular keyword.

Please see the [Google Analytics Help Center](#) for more information about the types of Google Analytics reports that are available.

Understanding Analytics reports for brand channels

The following information may help you to interpret data in Analytics reports for your channel:

- Google Analytics tracks your brand channel as well as child pages within the channel, such as the pages that show all of your subscribers or favorite videos. However, Google Analytics does not track activity on video watch pages associated with your account.

Google Analytics also does not track activity that takes place within [gadgets](#) on your channel. As described earlier, YouTube's [Insight](#) tool provides viewing metrics and user information for your video watch pages.

- Since YouTube and Google Analytics use different reporting methodologies, they may provide different numbers for the same statistic. YouTube tracks channel views from the time that you create your account, whereas Google Analytics only tracks views after you have added your Google Analytics account ID.
- The **Traffic Sources** reports identify referral information. In those reports, any reports that result from clicks within the **www.youtube.com** domain are reported under **direct/none**. This classification also includes visits resulting from the user typing your channel URL directly into the browser. It also includes visits for which referring information was blocked or not detected.
- The **Traffic Sources** reports provide data about keywords used to reach your channel page via external search engines, such as Google, Yahoo, Ask, etc. The keywords do not include data from searches on YouTube.
- Clicks on Promoted Videos ads do not appear as a campaign in the AdWords traffic reports, but you can track them via the **Top Content** report as long as the ads drive traffic directly to your brand channel. To do so, use the search field at the bottom of the report to filter for URLs containing the string "pyv". In each of those URLs, the **kw** parameter contains the keyword that led to the visit.

The number of pageviews that Google Analytics provides for Promoted Video URLs may differ from the number of clicks in your campaign reports. For common causes of this discrepancy, please see this [AdWords help article](#).

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** – You can 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. Please see the discussion of branding options for [tracking and redirects](#) for more information

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.
- **Administration** – You are responsible for managing the content, graphics and branding on your brand channel.
 - YouTube does not prescreen the content that you add to your brand channel, though that content is still subject to [YouTube's Community Guidelines](#).
 - YouTube publishes an XML content feed specification that explains how to provide metadata about your content to YouTube. You can also upload videos

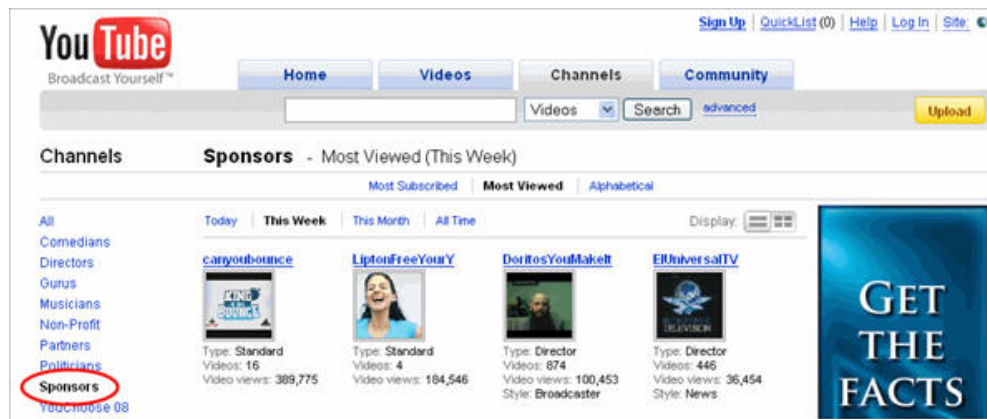
and enter video metadata manually. In both cases, YouTube provides content management tools to help you administer the availability of your content and other policies regarding the way your content is displayed. The following features are among those that these tools currently provide:

- You can restrict access to your brand channel so that it can only be viewed in specific territories. (YouTube will determine whether a user can view your brand channel based on the user's IP address.)
 - You decide if other websites can embed your content.
 - You decide if your content will be accessible on non-web platforms – e.g. YouTube's mobile website, TV, etc.
 - You can change the settings for individual videos at any time.
 - You can also remove your content from YouTube, and you can turn off embedding at any time.
- YouTube will display content on your brand channel in accordance with the instructions that you provide via the content management tools described above.
 - You may not brand your channel using the word "YouTube", the YouTube logo, or any other similar text or logo that might confuse users without explicit written permission from Google. For more information, please see [Google's brand guidelines](#).

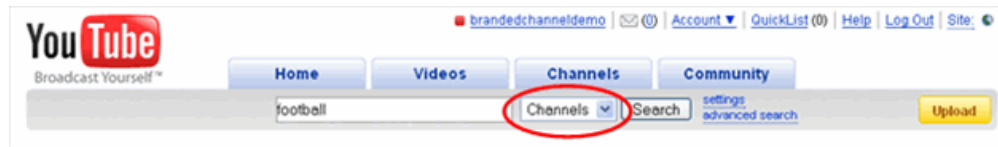
Finding your brand channel on YouTube

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. To prevent the age from displaying on your channel page, complete the account signup process and then go to your [Account Settings](#) page. Click the [Profile Setup](#) link on the left side of the page. In the **Personal Details** section, click the **Do not display my age** option and save your preferences.

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

March 22, 2010

This update contains the following changes:

- The new [Selecting videos for your channel page](#) section explains how to customize which content displays in your [video navigator](#) module. This new section explains the options shown in the **Videos and Playlists** tab of the channel editing interface. The customization options include:
 - Specifying whether the video navigator will display your uploaded videos, favorite videos, and/or playlists
 - Setting the display order for videos or playlists
 - Setting the default module layout
 - Selecting the featured content for the module
- The [video page banner](#) section has been updated to reflect the fact that the banner's dimensions and placement are different in the new YouTube video watch page design. In the new watch page, the banner is a 25-pixel high image with a flexible width that cannot exceed 170 pixels. It appears above the top-left corner of the video player.

The [Brand channel examples](#) section has also been updated to show an image of the new video watch page design, which reflects the new video page banner placement.

- The [Setting basic channel information](#) section explains two options that now appear in the **Settings** tab of the channel editing interface:
 - The **Channel Type** field lets you classify your YouTube channel as a particular type of channel. The section lists the different channel types and explains how their differences.
 - The **Make Channel Visible** setting lets you hide your brand channel while you are still developing it.

October 14, 2009

This update contains the following changes:

- The [Setting up a YouTube brand channel account](#) section reflects changes to the process of creating a new YouTube channel. These changes do not have any impact on channels that have already been created.

July 22, 2009

This update includes an exhaustive set of changes associated with the new layout for YouTube channel pages. As a result, all of the channel page screenshots in the document have been updated, and the following sections have been completely rewritten:

- [Channel page layout](#)
- [Setting your profile icon](#)
- Setting basic configuration options
- [Designing your channel](#)

Among the new features for channel pages is the [video navigator](#), a new module that combines (and enhances) the functionality previously offered in the featured video module, videos module, favorites module and playlists module.

In addition, the following features have been deprecated with this release:

- The connect box icon is no longer used.
- The **video playback location** field on the **Branding Options** page is no longer used. When a user who is visiting your channel page clicks on a video or playlist shown in the [video navigator](#), that content will play in the video navigator's video player.

The following changes are also included in this release:

- The [Tracking with Google Analytics](#) section explains how to enable your brand channel to use [Google Analytics](#) to track user activity on your brand channel. It also identifies some of the different types of reports that Google Analytics provides as well as guidelines for understanding those reports.
- The [Ads in the video navigator](#) section is a new section that explains the types of ads that could be displayed on your channel page and the circumstances under which those ads would display.

- The [IP/Locale GEO redirect](#) field on the **Branding Options** page now also lets you set rules to restrict access to your brand channel based on a user's age or gender. A user must be logged in for YouTube to apply a rule that restricts access based on either of these criteria.
- The [Best practices for brand channels](#) section includes a new set of guidelines for managing the content, graphics and branding on your channel.