



YouTube

Advertising Guidelines

Background

All content which is on standard YouTube now also appears on YouTube Red behind a paywall. YouTube Red is a subscription service. It launched in Australia on Wednesday 18 May 2016.

YouTube Red subscribers may also download this content for 30 days and view offline during that time. YouTube Red will also offer pay-to-view content. At present it is ad free.

In order for ABC content to remain on standard YouTube, the rights of content being posted to YouTube standard need to be cleared for commercial exploitation as all standard content is automatically put behind the paywall and onto YouTube Red, which is a commercial service.

The ABC, as with other content rights holders, will receive a revenue share from the subscription fee charged on YouTube Red if it has turned on advertising on its content on YouTube standard.

If the ABC does not accept advertising on YouTube standard, the ABC's share of the subscription revenue from YouTube Red would be forfeited into a pool and shared among the remaining publishers who are monetising their content. This would not be acceptable to underlying rights holders who would expect a share of the revenue from both iterations of YouTube standard and Red. Furthermore, YouTube Red will be deriving brand value and revenue from the ABC content appearing behind the paywall, and it makes sense that the ABC captures the revenue owing to it to re-invest in content making.

There are no prohibitions within the *ABC Act* or the *Editorial Policies* on collecting advertising revenue from a third party digital media service. YouTube is not an ABC digital media service for the purposes of the *Act* or the *Editorial Policies*.

Collection of revenues from advertising on YouTube is in keeping with the ABC's position regarding third party sites as outlined in the position statement [The ABC on Third Party Sites](#), attached at A.

When advertising is turned on, the ABC's Commercial division will be responsible for collecting the revenue share from the ads and the ABC's revenue share from YouTube Red. ABC Commercial provides a buffer on the risk that decisions around editorial content are influenced by commercial interests.

The Guidelines

These guidelines have been developed in keeping with the Internal Working Protocols section of The ABC on Third Party Sites statement which states at point 4:

There are strict guidelines in relation to the placement and nature of any advertising around ABC content on third-party sites to the extent that the ABC has the ability to exercise such control. Where it does not, no ABC content will be placed on sites where ABC integrity would be undermined.

Acceptable Advertising Formats

Advertising formats available on YouTube as at July 2016 are outlined in Attachment B.

For ABC content division channels, ABC Commercial will turn on:

- 1) *display ads*
- 2) *skippable video ads inserted before the main video.*

The ABC will not be accepting other advertising categories including overlay ads and non skippable video ads for ABC content division channels. However, ABC Commercial's own channels may take other forms of advertising.

ABC Commercial will take direct sold advertising for all ABC YouTube channels where possible.

Advertising Categories – Prohibited Categories

YouTube do not accept advertising in the categories of: pornography or adult services or products; firearms; or tobacco.

YouTube runs two categories of advertising on the platform – auctioned and reserved. “Auctioned” advertisements comprise the bulk of advertising served on the platform. Within the “Auctioned” category, the ABC has the ability to set back end controls to prohibit categories of ads. Given this ability, ABC Commercial will block the following categories of ads from appearing within the ABC's channels: Sports Betting; State Lottery; Other Games – Simulated Casino; Political. Blocking these categories will be consistent with the standard policy adopted in the practices of ABC Commercial and ABC International.

Within the second less frequent “Reserved” category, YouTube do not offer the functionality to enable the blocking of categories. However, channel owners are able to block up to 25 advertisers. Given this, Divisions can inform ABC Commercial (see ABC Commercial contacts at the conclusion of this document) if there are brands or companies that they judge should be blocked. A clear rationale will need to be provided to Commercial for blocking certain brands or companies.

This approach regarding the “Reserved” category is in keeping with the Internal Working Protocol established under the ABC's statement on The ABC on Third Party sites noted above.

Responsibilities

ABC Commercial will work with the channel owners in each channel prior to turning the advertising on.

Divisions remain responsible for the uploading of appropriate content, noting that following the launch of YouTube Red any content uploaded onto a channel in which advertising has been turned on must be cleared for commercial exploitation as it will appear behind the subscription paywall. However, once a Division has agreed to the advertising turn on in YouTube standards, ABC Commercial team will work with the Divisional representatives responsible for the rights clearances associated with the content's commercial use and for the costs of the rights clearances.

ABC Commercial is responsible for turning advertising on around each ABC channel.

Any issues or concerns around advertising placements or types of advertising should be reported to Jessica Ellis, Head Video Entertainment and Distribution.

Quarterly reports to Divisions

Once advertising has been turned on, ABC Commercial will submit quarterly reports to the Divisions providing relevant user metrics as per the sample below:

Division	Channel	# of videos uploaded	# of views
i.e ABC TV	Good Game	XX	XX
i.e ABC News	ABC News		

ABC Commercial contacts

ABC Commercial Management	Head Video Entertainment and Distribution	Jessica Ellis	s 22
Rights clearances	Business Affairs Manager	David Carr	
ABC Commercial Administrators	Digital Account Manager	Harry Thompson	
	Digital Marketing	James Limon	

ABC Commercial 06/09/2016.

Attachment A

THE ABC ON THIRD PARTY SITES

Since its establishment the ABC has been committed to providing high quality independent content free of charge to the Australian community.

That commitment is as strong today as it ever was and it now extends far beyond radio and television broadcasts into a wide range of ABC platforms and services including online and mobile. In accordance with the ABC Act, all content on our domestic platforms and services is also free of advertising.

At the same time, the ABC also consistently looks for ways to extend the life of its content, repackaging it and making it available in new ways to find new audiences and deliver new revenue. That's why you'll see ABC content available for sale as DVDs, CDs and in other forms.

In recent times, the way Australians have engaged with the media has been changing. People no longer rely solely on free-to-air broadcasters and established publishers to provide content that entertains, informs and reflects the cultural diversity of the community they live in.

More and more Australians are turning to new platforms and new services, including a wide range of social media platforms, for their news, information, entertainment and engagement.

To ensure the ABC remains relevant to the Australian community, we have moved beyond our own taxpayer-funded platforms and found new audiences and new communities in the places where people have been turning for their information.

That's why you can find ABC content on a wide range of third party platforms and services. These can range from social media platforms like Facebook, Twitter or YouTube to streaming or on demand platforms like Foxtel or Fetch or to a wide range of websites where ABC News and other content can now be found. Many of these platforms and services are supported by advertising or funded via paywalls or subscriptions. These are not platforms the ABC owns or controls.

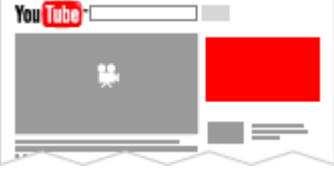



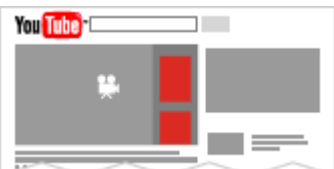
In each case, these new platforms and services provide the ABC with an opportunity to reach out and engage with new audiences and maintain our relevance in a changing world, while introducing more people to the wonderful content we have on offer. In many cases, they also deliver cost savings or revenue to the ABC, revenue which we feed back into the organisation to make more and better content.

ABC content will often be repackaged or presented in new ways to suit these third party sites. An issue or an idea covered on the ABC as an interview or a program might wind up as a meme or a gif on social media or lead to a specially created infographic on a third party site. But our primary commitment to the Australian public is unchanged. No matter how far we expand into new ways of engaging with audiences in new places and forms, our taxpayer-funded content will continue to be delivered free on our own platforms to the people who pay for us. 2

INTERNAL WORKING PROTOCOLS

1. ABC taxpayer funds should not be used to create content unless that content is available free of charge and advertising-free to the Australian public.
2. Provided that is met, it is good practice to seek all appropriate opportunities to gain revenue from other uses for ABC content, so that the revenue can be fed back into content creation.
3. No decisions to initially commission or create taxpayer-funded content should be made for commercial reasons.
4. There are strict guidelines in relation to the placement and nature of any advertising around ABC content on third-party sites to the extent that the ABC has the ability to exercise such control. Where it does not, no ABC content will be placed on sites where ABC integrity would be undermined.
5. The ABC will retain ultimate editorial control over its content at all times.
6. All decisions to place ABC content on any third party site (whether a commercial site or not) will be guided by consideration of three factors:
 - a. The opportunity to extend reach and find new audiences.
 - b. The opportunity to gain revenue, defray costs or gather data.
 - c. The opportunity to enhance the public good.
7. These protocols are not intended to affect commercial aspects of international services permitted to be provided under the ABC Act.

Attachment B - YouTube Advertising Formats

Ad format	Placement	Platform	Specs
Display ads 	Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.	Desktop	300x250 or 300x60
Overlay ads 	Semi-transparent overlay ads that appear on the lower 20% portion of your video.	Desktop	468x60 or 728x90 image ads or text
Skippable video ads 	Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video.	Desktop, mobile devices, TV, and game consoles	Plays in video player.
Non-skippable video ads and long, non-skippable video ads 	<p>Non-skippable video ads must be watched before your video can be viewed.</p> <p>Long non-skippable video ads may be up to 30 seconds long.</p> <p>These ads can appear before, during, or after the main video.</p>	Desktop and mobile devices	<p>Plays in video player.</p> <p>15 or 20 seconds in length, depending on regional standards.</p> <p>Long, non-skippable ads can be up to 30 seconds in length.</p>
Sponsored cards 	Sponsored cards display content that may be relevant to your video, such as products featured in the video. Viewers will see a teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.	Desktop and mobile devices	Card sizes vary