



+



Local News on YouTube

With so many platforms, why go local on YouTube?



We provide a multi-faceted approach for local news

Extend Reach



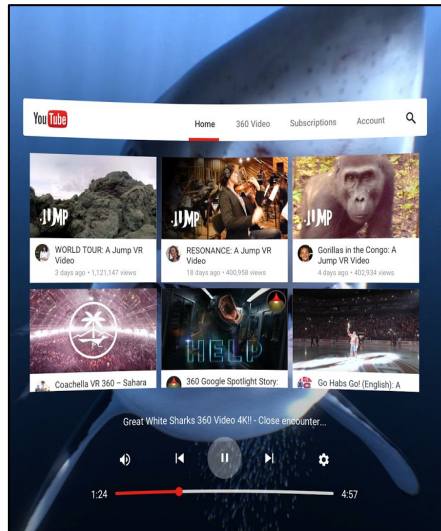
With YouTube, you're not only able to reach the people in your local communities, but the reach spans the country and the globe.

Engage Community



YouTube's unique ability to engage fans in the creation, curation and distribution of video allows you to unlock and enhance viewership loyalty.

Be Innovative



YouTube's platform encompasses over a decade of engineering and creator insights that have allowed it to be at the forefront of video programming and technology.

Drive Revenue

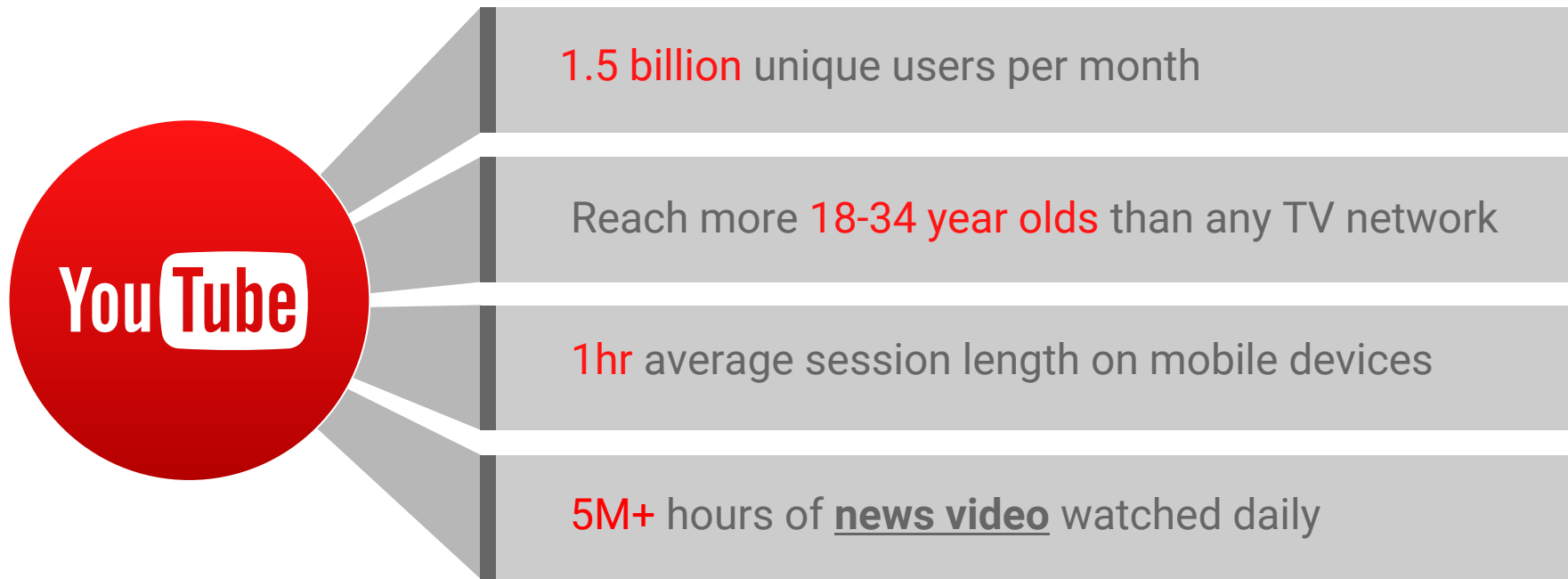


There's no guessing when it comes to driving revenue on YouTube, and the opportunities to drive revenue off-platform are tried and true, as well.



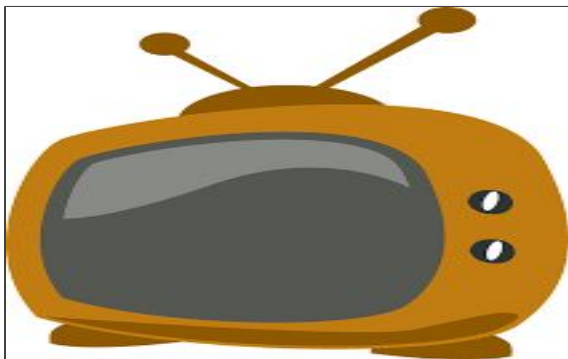
Extend Your Reach

YouTube's reach, by the numbers...



How do you extend your reach on YouTube?

Identify Programming

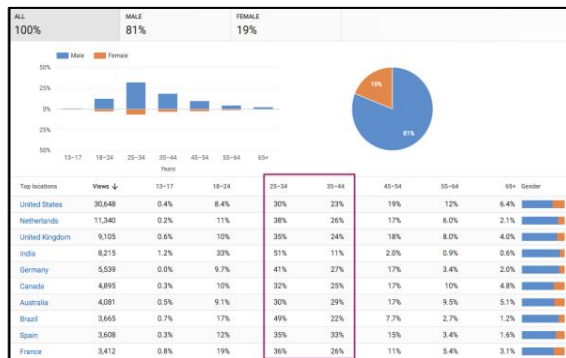


Identify content that is working on similar YouTube channels.

What **content** do you already have that can be clipped into this format?

Easiest

Analyze Content



Use **YouTube Analytics** to see what's working and understand who and where your content is reaching. Use that data to improve existing content.

Medium

Digitally Endemic Content



As research establishes holes in your content strategy, look for areas to create **content specifically for YouTube**.

Example for broadcast: Breaking news content when off-air.

Harder



Engage Your Community

YouTube has several tools to engage your viewers...

Subscribers

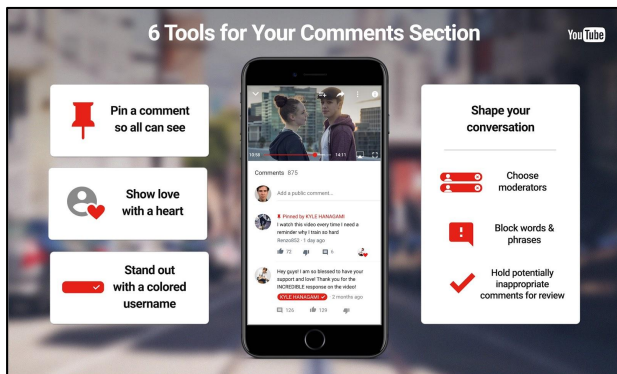


Subscribe

Subscriptions help make it easy for your viewers to discover your content.

By developing a subscriber base, you increase the discoverability of newly launched videos for those who express interest in your channels!

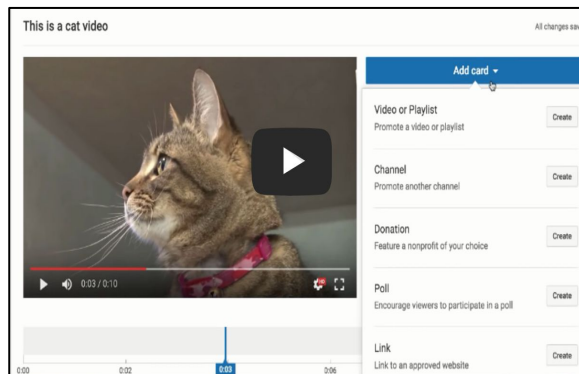
Commenting



YouTube comments have long been a place for interacting with your viewers.

However, **6 new enhancements** like **pinning comments**, **auto-moderation**, and **personalized usernames** help you engage your community even more.

Like, Dislike, Share & Cards



Users have the ability to **like**, **share**, and **click** on YouTube videos.

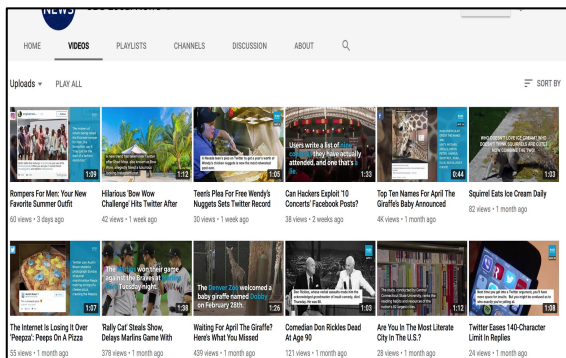
An added differentiator is the ability to add the same **cards** to your videos that advertisers use to **drive users to their own branded sites**.



Innovate on YouTube

Innovate with content and formats...

Video on Demand



Viewers want to watch what they want, when they want to watch it.

Use YouTube as your **VOD library** for all **of your social video** and viewers can then watch your content on their terms...our recommendation engine helps your videos garner views long after uploading them.



Live Stream Your Broadcast



For broadcasters, **YouTube Live** lets you bring content to your viewers even when you're off-air.

Subscribers receive app and email alerts once you start streaming to help garner immediate viewership, which can lead to more *recommended* views.

Camera Loan/Training Program



For those looking to publish awesome and innovative content, YouTube offers a **camera loaner program**, complete with **training**, to help you go after those innovative format ideas you've always wanted to pursue.

YouTube Livestreaming Updates

Introducing 4K live stream

- 4K live streaming available for both 360-degree videos and standard videos.
- Live streams look more detailed and crisper, especially during fast action scenes.



Creative strategies for going live

With the launch of “mobile live”, go beyond Q&A and create a hit live streaming format

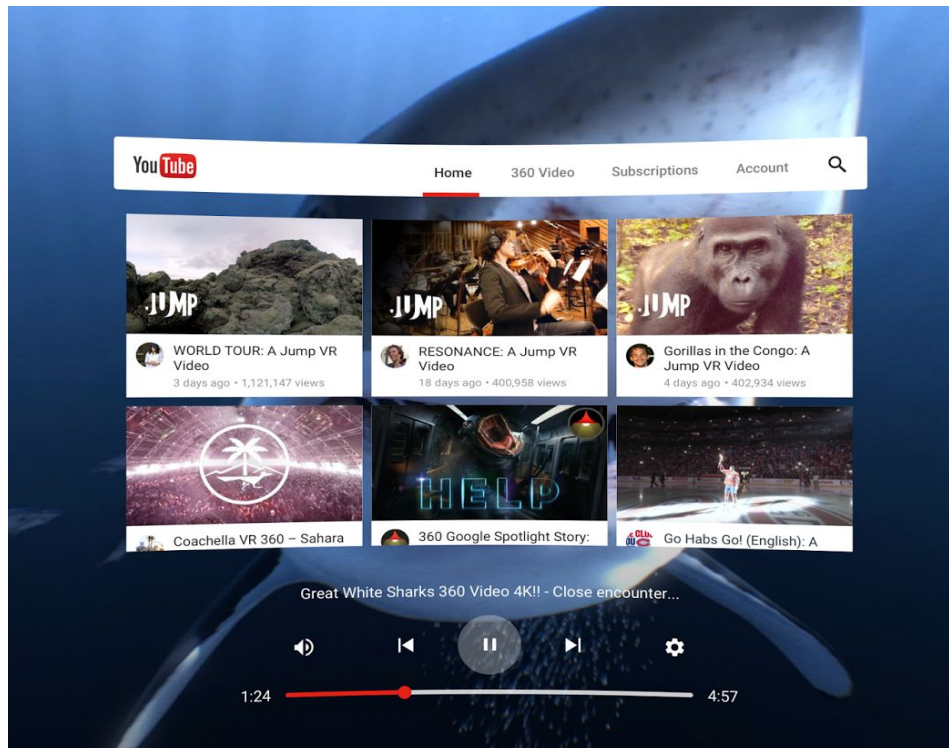


- Audiences love to watch live streams that are suspenseful, interactive, dynamic, never before seen and create a shared experience.
- With **Mobile Live** your **reporters** can deliver such content directly to viewers from wherever they are.
- This [deck](#) highlights **3 best in class examples** from each of those categories, with behind the scenes knowledge that are worth considering as you build your own live formats.

YouTube VR App & Google Daydream

Introducing a new VR experience for Google Daydream

- VR content front and center, optimized for VR headsets.
- This app allows users to view all existing YouTube content, including 360, VR and regular videos in virtual reality.
- We also offer **promotion** of your content if it's newsworthy and something we think a wider audience should see!
- Available on [Google Play](#).





Drive Revenue

Drive revenue

Enable Monetization



Enable monetization with your **AdSense account** to start collecting ad revenue.

If you have multiple channels, we can centralize all monetization into one CMS.

Easiest

Partner Sales



Once your channel(s) generates enough monetizable views, you can begin **selling your own YouTube inventory** as part of, or in addition to, your own O&O inventory.

Medium

Content ID



Content ID helps you block, track, or **monetize** user-generated-content.

Use this to capitalize off UGC that stems from your content library.

Harder

Drive even more revenue...

Branded Content



Branded content has long been a part of how YouTube content providers generate revenue off-platform.

Increasingly, we've seen our local partners use their YouTube reach as content marketing engines for local businesses.

Leverage Archived & Evergreen Content



Archival footage is an easy way to turn old footage into monetizable content.

Also, having an **evergreen content strategy** can build **sustainable viewership** over time, as each video uploaded can garner views weeks, months and years after its original publishing date

Be Universally Accessible



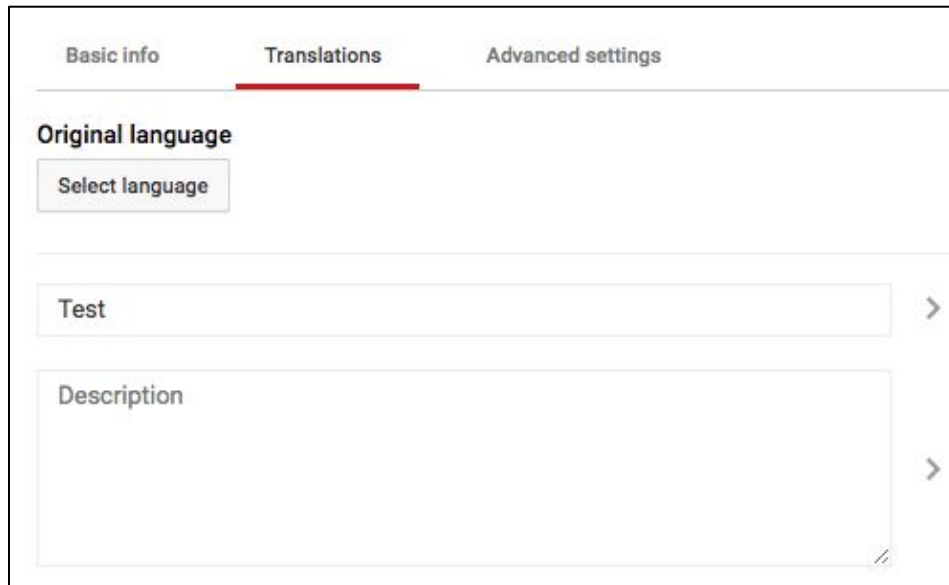
For many of our successful channels, more than half of their viewership comes from outside their local region.

Leverage YouTube's worldwide audience by **translating & subtitling** your videos for accessibility across the globe.

Use translations to drive reach and revenue globally

New ways for creators and viewers across the globe to break language barriers

- In addition to adding subtitles/CC on videos, contributors can now also translate titles and descriptions.
- The feature is now called “**community contributions**” and creators can opt in (or out) with one single click. Learn more at our [Help Center](#).
- Additionally, we also offer a [Translation Marketplace](#) for professional subtitling and translation services.



The screenshot displays the YouTube video settings interface, specifically the 'Translations' tab. At the top, there are three tabs: 'Basic info', 'Translations' (which is selected and highlighted with a red underline), and 'Advanced settings'. Below the tabs, the 'Original language' section is visible, featuring a 'Select language' button. Further down, there are two text input fields: 'Test' and 'Description'. Each field has a right-pointing chevron icon next to it, indicating that more options or settings are available for each field.

Drive viewers to your site for O&O monetization...

Links on Video Page

Published on 10 Apr 2017
Lake County Sheriff released a really creepy video. Ana Kasparian and John Iadarola discuss the video and the reasons why it's so disturbing. Tell us what you think in the comments section below. <https://www.thetnetwork.com/go>

"Well, here's one way to tackle America's heroin epidemic.

A Florida sheriff put out a tough-talking public service announcement warning about his crackdown on heroin abuse as he stands surrounded by four masked men – a viral video many viewers either took as a good joke, or a joke gone wrong.

"To the dealers that are pushing this poison, I have a message for you: We're coming for you," Lake County Sheriff Peyton Grinnell says in the clip, with the menacing men at his sides and battle-ready music in the background.

"To the dealers I say: Enjoy looking over your shoulder constantly wondering if today's the day we come for you. Enjoy trying to sleep tonight wondering if tonight's the night we show up. We're coming for you. Run!"

Read more here: <http://www.nydailynews.com/news/ratio...>

Hosts: Ana Kasparian, John Iadarola

Cast: Ana Kasparian, John Iadarola

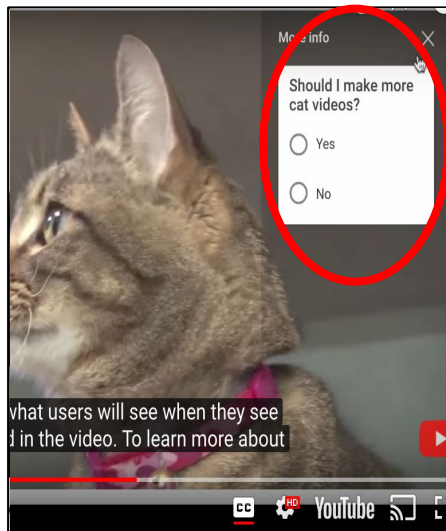
The Largest Online News Show in the World. Hosted by Cenk Uygur and Ana Kasparian. LIVE STREAMING weekdays 6-8pm ET. <http://www.thetnetwork.com/live>

Young Turk (n). 1. Young progressive or insurgent member of an institution, movement, or political party. 2. A young person who rebels against authority or societal expectations. (American Heritage Dictionary)

Download audio and video of the full show on-demand + the members-only post game show by becoming a member at <http://www.thetnetwork.com/join/>. Your membership supports the day-to-day operations and is vital for our continued success and growth.

Ensure you **use this space to link back to the full story**, as well as any other related topics on your website.

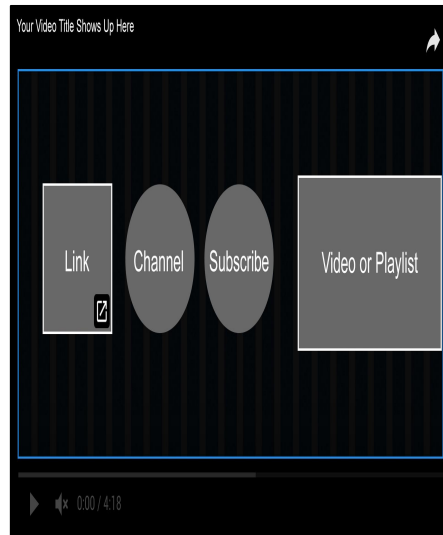
Link & Poll Cards



what users will see when they see it in the video. To learn more about

Link cards can be used to drive users back to your O&O site, complete with images & “timing” that allows you to link out at just the right point in the video.

End Screens



Your Video Title Shows Up Here

End screens are **clickable elements which appear in the last 5-20 seconds of a video** and help viewers decide where to go next after watching a video.

In-Video CTAs



Learn more about cards

Click on the card in the corner of this video to learn more.

Using a **broadcast, host or journalist talent to speak directly to a viewer** can be the most compelling way to get viewers to act.

In Conclusion

...and three keys to getting started right away!

YouTube offers local news the ability to:

- Extend its reach within AND beyond one's DMA
- Engage with its audience through several features
- Innovate with formats and technology, like VR & 4K
- Monetize content easily on and off platform

Three keys to get your local news company up and running on YouTube:

1. Setup your centralized CMS through your YouTube Strategic Partner Manager
2. Begin posting on a regular basis
3. Schedule a training with the YouTube team to save time by learning content strategy best practices directly from YouTube





Questions?