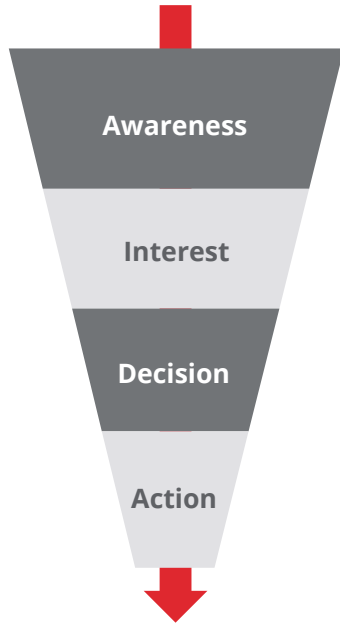




**Travelers use online video throughout the purchase funnel.**

Of business travelers who watched, uploaded or commented on online video...



**67%**  
...did so when thinking about taking a trip.

**70%**  
...did so when choosing a destination.

**55%**  
...did so when deciding on accommodations.

**40%**  
...did so when deciding which site to use for booking.

**72%**  
of business travelers were prompted to book by online video.



**Consumers access YouTube in a four-screen world.**

Cross-channel campaigns are necessary in the 4-screen digital landscape.

**TV Only**

**TV, Mobile & Tablet**

Brand Recall

55%

93%

Likely to Recommend

10%

26%

Purchase Intent

18%

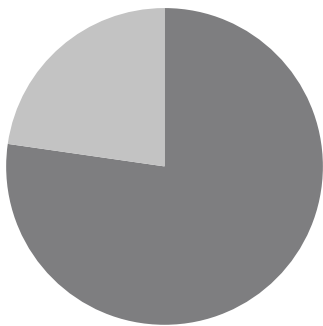
31%

**47%**

of mobile YouTube users don't visit YouTube on desktop.

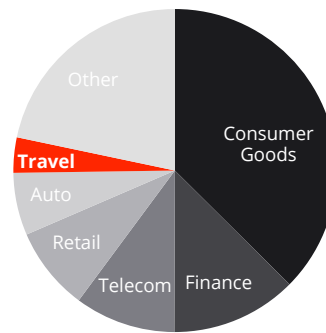


**A main media channel, Online Video remains untapped by travel advertisers.**



Online Video Viewers, US Population, 2012

**85%**  
of the U.S. population watches online video



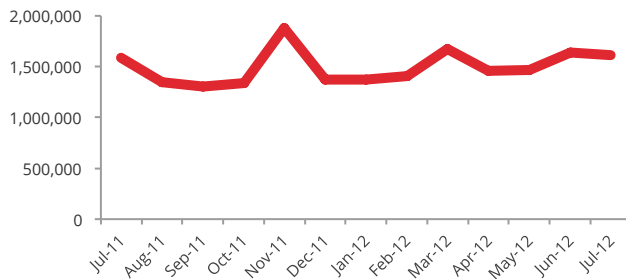
US Digital Video Advertiser Share, Q1 2012

**3.5%**  
travel advertisers only capture of that available audience



**YouTube drives referrals for travel sites.**

Visit-Based Referrals from YouTube  
(Aggregate of hotel, flight, cruise, car and OTAs) \*\*



OTAs experiencing 15% growth in YT referral traffic.

**32,000**

Visit-based conversions from YouTube.com in July 2012.



**YouTube offers unrivaled reach and access to sharing & virility.**



**#1**  
Online Video site



**#2**  
Largest search engine



**#3**  
Largest website



**#72**  
Hours of video loaded per minute



**YouTube & Video are inherently social.**

**700**  
YT videos shared on Twitter per minute

**30%**  
of viewers share with a friend after watching a YT video

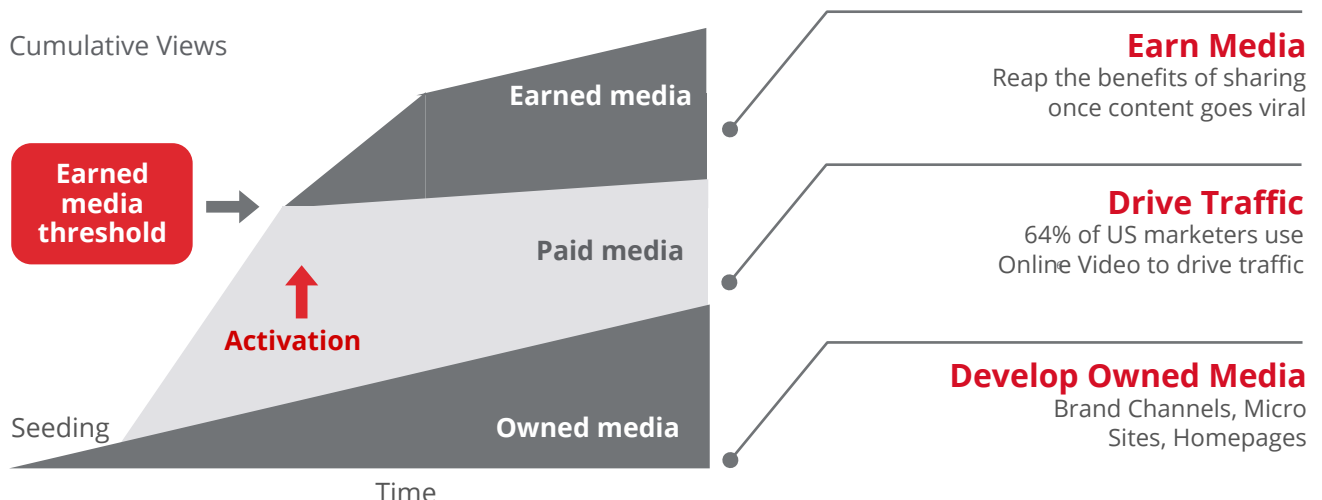
**500**  
years of YT videos are shared everyday on Facebook

**100MM**  
viewers comment, share or "like" a YT video each week



**Earned media requires initial investment, but returns highest value.<sup>3</sup>**

Earned media is comprised of contextually relevant & socially recommended videos, which drive 4-6 times the brand lift of other<sup>4</sup> videos.



Sources: (1) Complete Referral Dashboard, July 2012, (2) Internal Google + Nielsen Video Census 2011 & 2012, US Only, (3) YouTube Blog (<http://youtube-global.blogspot.com>), January, 2011, (4) Visible Measures Brand Study, AdAge August 2012, (5) Chart - Visible Measures, "Top 10 Viral Video Ads" 2011, AdAge, (6) ValueClick Media, Feb 2012, as published in eMarketer