



## **Designing and Running a Contest**

**Revised: June 06, 2008**



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## Overview

Contests are a core method of engaging YouTube community members and encouraging them to interact with your brand. Contests create unique opportunities to blend your own content with user-generated assets on your brand channel page. Contests encourage multiple levels of participation:

- Brand enthusiasts, motivated by loyalty and affinity for your product, create unique content that showcases your brand image.
- Budding video directors, encouraged by the visibility that your contest affords their videos and by the prizes for winning videos, channel their creative energies toward creating new videos that communicate your brand identity.
- YouTube community members are drawn to your brand channel, which becomes a source of interesting, new, and often professional-quality video content.

Information about your contest appears on your brand channel page, creating an integrated brand experience for YouTube users and allowing you to provide a single destination for your brand on YouTube. Brand channel pages that showcase contests still have access to all standard brand channel features, including custom graphics, a branding box and automatic featured video playback. Please refer to the **Creating and Customizing a Brand Channel** document for information about designing your brand channel and selecting content for your channel page.

## About this document

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This document is an addendum to the **Creating and Customizing a Brand Channel** document, which explains unique features available to brand channels and discusses the process of designing and customizing a brand channel.

This document supplements the standard brand channel information by explaining how to set up and run a contest on your brand channel. This document is divided into the following sections:

- The [Creating a YouTube contest](#) section describes the steps you are likely to follow when creating your brand channel. This section intends to give a high-level overview of the actions you will need to complete to set up your contest. The remaining sections contain general information about contests as well as detailed instructions for using YouTube's contest interface to help you to complete these tasks.
- The [Contest phases](#) section outlines the typical stages of a YouTube contest and suggests best practices for each contest stage. This section contains background information that will help you to set up your contest. This section also provides a sample timeline for running a contest.
- The [Understanding the contest module and Gadget Ad](#) section shows a wireframe image of the contest module and describes the different visual elements that make up that module. This section, which also contains background information to help you to set up your contest later on, includes numerous images of a sample contest module to help you visualize the design decisions that you will need to make when setting up your own contest.
- The [Administration and reporting](#) section explains how to actually set up, review and manage your contest.
  - The [Setting up your contest](#) section outlines the steps that you will follow to set up your own contest. This section explains how to use YouTube's contest administration tool to define various settings and the schedule for your contest. It also explains how to customize the visual elements of both your contest module and a Gadget Ad for your contest.
  - The [Reviewing contest entries](#) section explains how to review and either accept or reject contest entries.
  - The [Reports](#) section describes the statistics and reports available to contest administrators.
- The [Best practices for contests](#) section summarizes ways that you can maximize the impact of your contest. The guidelines provided in this section should be used in conjunction with the best practices for brand channels outlined in the **Creating and Customizing a Brand Channel** document.
- The [media summary](#) in Appendix A lists the graphics that you will need for your contest.

## Creating a YouTube contest

The following list summarizes the overall process that you will follow to set up your contest:

1. Sign up for a user account on <http://www.youtube.com>. The account's channel page will be the brand channel page for your contest, and the YouTube username will appear in your channel URL. The sign-up process is described in the **Creating and Customizing a Brand Channel** document.
2. Provide the YouTube username from step 1 and a Gmail account name to your YouTube media coordinator. The Gmail account will serve as the administrator account for your contest, and the account name will not be displayed to YouTube users.

Two weeks prior to your contest launch, your media coordinator will upgrade your channel to a brand channel with contest capabilities. Your media coordinator will then send you the URL for the contest administration tool.

3. Create a Google Analytics account (<http://analytics.google.com>). (You can use the same Gmail account that you used in step 2 to set up your Analytics account. In Google Analytics, add **contesttracking@gmail.com** as an admin account for your Analytics ID.
4. Log in to the contest administration tool to enter general contest settings such as your contest's terms and conditions and the Google Analytics ID that you created for your contest. The [Setting up your contest](#) section explains how to use the contest administration tool.
5. In the contest administration tool, define the phases of your contest. The [Adding contest phases](#) section explains how to add a phase to your contest.
6. Customize the contest module for the first phase of your contest. At this time, also customize the Gadget Ad for the first contest phase. Typically, a contest partner will customize these modules for each subsequent contest phase two to three weeks before that phase begins. However, once your account is created, you can set up contest phases and customize the modules for those phases at any time.

The [Customizing the contest module and Gadget Ad](#) section of this document explains how to customize the contest module and Gadget Ad.

## Contest phases

The following sections describe the phases of a typical YouTube contest, though you can customize your contest to have a different number of phases. Each section shows a sample image that demonstrates how the contest module might appear on the brand channel page. In addition, each section describes the elements that contribute to successful execution of the contest phase.

[Phase I - Announcement and submission](#)

[Phase II - Viewing](#)

[Phase III - Voting](#)

[Phase IV - Results](#)

[Sample media execution](#)

### Phase I - Announcement and submission

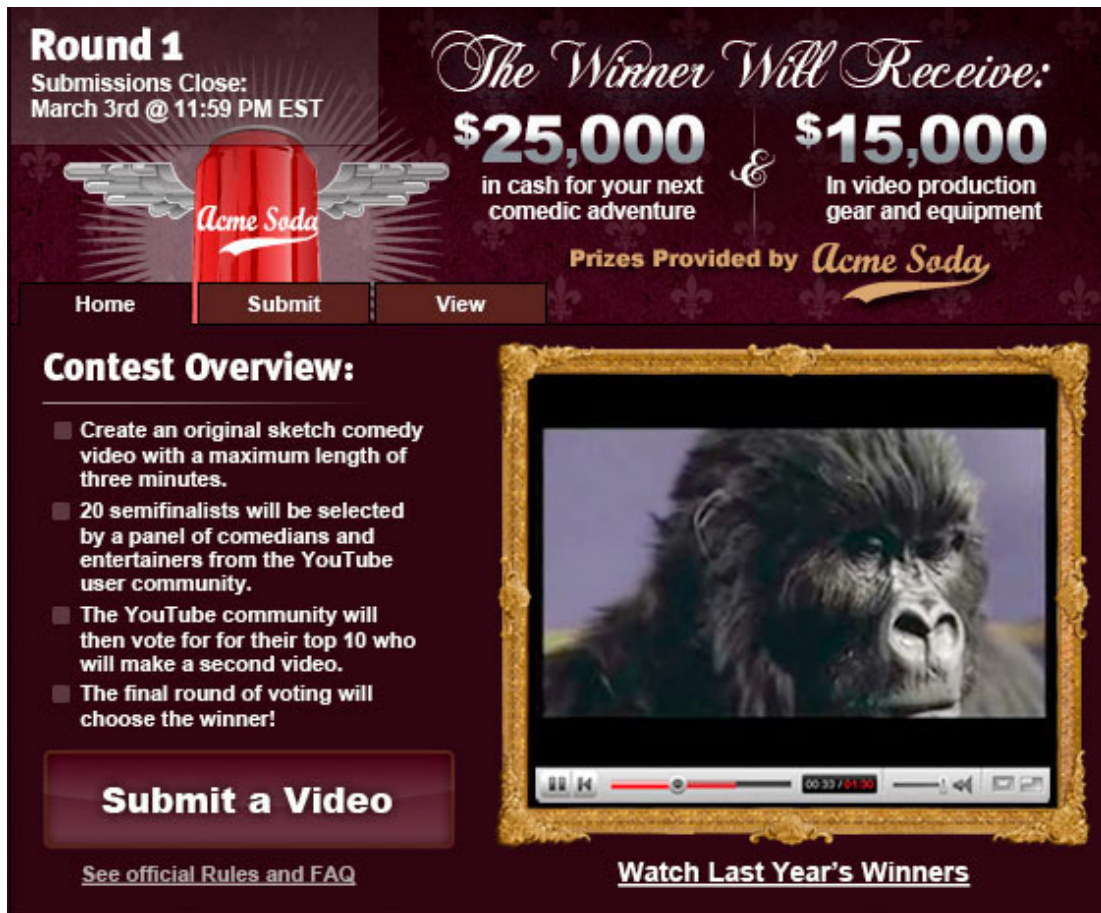
During the first phase of a contest, a contest owner typically announces the rules, submission dates, voting process and prizes for the contest. Generally, contest owners choose to also let users submit video entries during this phase. (An alternate contest scheduling option is to announce the contest in advance of its start date, thereby defining distinct time periods for the announcement and submission.)

The following list identifies the key focus areas for this contest phase:

- Build awareness of your contest and brand.
- Clearly define all contest rules and regulations at the moment you announce your contest.
- Use call-to-action videos to engage users and encourage them to participate in your contest.

In this initial stage, contest owners display at least the **Home** and **Submit** tabs. Contest owners also frequently display the **View** or **Vote** tab, enabling users to view or vote for approved contest entries. Contest owners may also choose to display the **Map** tab or a **Custom** tab. Note that contest owners who choose to define separate phases for announcement and submission would not show the **Submit**, **View** or **Map** tabs in the first contest phase.

The screenshot below shows a sample contests module for the first phase of a contest:



The following guidelines describe best practices for designing your contest module and running your contest during this phase:

- **Videos**

- Create a featured video that provides a call to action encouraging users to participate in the contest. The featured video might also include a sample contest entry.
- Periodically update your call-to-action video to keep the content on your brand channel page fresh and interesting to return users.
- If you plan to display the **View** or **Vote** tab during this phase, upload and approve several sample contest entries to ensure that that tab always has content to display.

- **Contest information**

- Include links to rules, external registration and information about your brand. The contest rules should precisely describe the voting process for your contest.

- Clearly identify the date and time when the submission period will end.
- Update the **branding box**, which is described in the **Creating and Customizing a Brand Channel** document, to provide more information about your contest directly on your brand channel page. The branding box could include information that you would like to convey to users but that you may not want to prominently highlight (or that may not fit) in the contest module's content area.
- **Visual elements**
  - Use vibrant, engaging graphics in the contest module's banner and content area to announce your contest.
  - Update your brand channel images – including the background graphic, the channel page banner, the video page banner and so forth – to match the background graphics that you select for your contest module.
  - If you plan to embed your contest module on websites other than YouTube, avoid selecting graphics that blend directly into your brand channel's background image since these graphics may look strange when the contest module appears on another website.
- **Distribution**
  - Embed your contest module on third-party websites to raise awareness of your contest and to drive traffic to your YouTube brand channel page.
  - Distribute your Gadget Ad via the Google Content Network. Your Gadget Ad can be displayed on any website that displays 300px by 250px Google Gadget ads. It can also be distributed to websites that use DoubleClick's DART ad-serving platform to display 300px by 250px ads.
- **Community-building**
  - Create playlists that feature the top entrants for specific time periods. For example, if your contest runs for eight weeks, you might create one playlist each week to showcase the top submissions for that week. Use the **Playlists** box on your brand channel page to feature this content.
  - Use the **Favorites Box** on your brand channel page to highlight great user-submitted videos. You could also mix in your own sample entries with top user submissions.
  - Encourage users to subscribe to your contest entries. **Where does the subscription link appear? Subscription is to all contest entries?**
- **Additional best practices**
  - Consider displaying a custom tab in the contest module to provide or link to product logos, images and audio clips that you would want users to incorporate into their contest entries.

- If you have run the contest before, include footage from previous winners or finalists. Entries from previous contests could also be featured in the **Favorites** module or the **Playlists** module.

## Phase II - Viewing

After the submission phase ends, a contest owner proceeds to identify the finalists and winners of its contest. Although contest owners typically involve the YouTube user community in selecting the contest winners, you can choose whether to allow user voting in selecting between several different voting processes:

- The contest owner can select the finalists and then let the YouTube user community vote to select the winner.
- The contest owner can let the YouTube user community vote to select the contest winners from the entire pool of entries.
- The contest owner can define multiple rounds of voting. At the beginning of each round, the owner can opt to reset vote counts.
- The contest owner can choose the contest winners without soliciting votes from the YouTube user community.

This document describes the first voting process in the list above since that is the one that contest owners most frequently choose. In that scenario, the contest owner defines a viewing period that runs from the end of the submission phase until the announcement of finalists, which the contest owner selects. After finalists are announced, the contest proceeds to its third phase, a [voting period](#) when YouTube users vote to select the contest winners.

During the viewing period, contest owners usually display the **Home** tab and the **View** tab. However, some contest owners still display the **Vote** tab (instead of the **View** tab) during this period to encourage user interaction with their brands. If you do allow voting during this stage, you can choose whether votes submitted for eventual finalists will count toward the final selection of winners or whether vote counts will reset prior to the voting phase.

The following list identifies the key focus areas for this contest phase:

- Identify contest entries that embody your brand image while adhering to the rules of the contest.
- Build enthusiasm for the voting round.
- Showcase contest entries that project your brand image in the playlists box and favorites box on your brand channel page.
- Select contest finalists.

The following guidelines describe best practices for designing your contest module and running your contest during this phase:

- **Videos**
  - Create a call to action video encouraging users to view contest entries and select their favorites in preparation for the voting round(s). In the video, remind



users of the voting process. Many contest owners also choose to highlight key statistics such as the total number of votes received and the entry pool size.

- Update your call-to-action video as the end of the voting phase nears. Use the video to excite users about the pending announcement of the finalists and the start of the voting phase.

- **Contest Information**

- Remind users of the process used to select finalists.
- Remind users of the date(s) when finalists will be announced and user voting will begin.

- **Distribution**

- Update your Gadget Ad to reflect the change in your contest's status. Use the Gadget Ad to drive traffic to your brand channel.

- **Community-building**

- Use the playlists box and favorite videos box to highlight contest entries that project your brand image.
- Use the branding box to thank all of the people who entered your contest and to encourage all users to prepare for the announcement of finalists.

## Phase III - Voting

Generally, after the contest owner announces the finalists, the contest's voting phase begins. The following list identifies the key focus areas for this contest phase:

- Encourage users to interact with your brand by voting for contest entries.
- Explain how user votes will impact your marketing strategy and/or the lives of potential winners.
- Highlight contest entries that project your brand image on your brand channel page.
- Engage users with fresh content related to your brand and contest while rewarding brand loyalists by publicizing their contest entries.
- Based on viewing statistics and votes, identify contest entries with messages that resonate with brand enthusiasts.
- Select contest winners.

During the voting period, contest owners usually display the **Home** tab and the **Vote** tab. The following guidelines describe best practices for designing your contest module and running your contest during this phase:

- **Videos**

- Create a call to action video encouraging users to vote for contest entries. In the video, remind users of the voting process. As in the voting period, you can highlight key statistics such as the total number of votes received and the entry pool size.

- Update your call-to-action video as the end of the voting phase nears. Use the video to highlight the impact their votes will have on the pending announcement of the contest winners.
- **Contest Information**
  - Remind users of the voting process used to select contest winners.
  - Remind users of the date(s) when winners will be announced.
  - If your contest has multiple rounds of voting, identify the dates when the current voting round ends, the finalists for the next round are announced, and the next voting phase begins.
- **Distribution**
  - Update your Gadget Ad to reflect the change in your contest's status. Use the Gadget Ad to drive traffic to your brand channel.
- **Community-building**
  - Use the playlists box and favorite videos box to highlight contest entries that project your brand image.
  - Use the branding box to reinforce the importance of voting for contest entries.

## Phase IV - Results

In the last contest phase, the contest owner announces the winners. The following list identifies the key focus areas for this contest phase:

- Foster user retention by publicizing winning entries and encouraging visitors to your brand channel to watch winning and other highly rated entries.
- Engage users with unique, user-submitted videos that project your brand image.

During this stage, contest owners that display the contest module typically show the **Home** tab and the **Results** tab. Generally, owners make the **Home** tab the default view and show the winning video as the call-to-action video.

The following guidelines describe best practices for designing your contest module and running your contest during the results phase:

- **Videos**
  - Use the winning video entry as the featured video on the **Home** tab of your contest module.
  - Select and rank other finalists to ensure that more than one video appears in the scroller on the **Results** tab. Placing additional videos in the results tab makes it easy for visitors to your brand channel page to locate and watch high-quality content that projects your brand image.

- **Contest Information**

- Review the contest dates and prizes.
- Provide a link to the official contest rules.

- **Distribution**

- Update your Gadget Ad to identify the contest winner and display the winning video. Use the Gadget Ad to highlight the availability of other similar content on your brand channel page.

- **Community-building**

- Use the contest module to identify and congratulate the winning entrant.
- Use the **Branding Box** to congratulate the contest winner and runner-ups. Also use this area to thank users for their participation in the contest and to convey a message about how their involvement in the contest affects your brand.
- Use the **Playlists Box** and **Favorite Videos** box to highlight contest entries that project your brand image.

### Sample media execution

The table below describes a sample contest as it progresses through the four contest phases:

	<b>Phase I – Announcement and Submission</b>	<b>Phase II – Viewing/ Voting</b>	<b>Phase III – Results</b>
<b>Focus</b>	Awareness and active participation	Engagement	Retention
<b>Timing</b>	4-8 weeks	2 weeks	2 weeks +
<b>Media</b>	YouTube Display: Upload path Premium watch Homepage roadblock Google Network: Search Blogs/feeds Targeted display Contest gadget	YouTube Display: Upload path Categories/search InVideo overlay Homepage roadblock Google Network: Targeted display Contest gadget	YouTube Display: Promoted videos Categories/search InVideo overlay Homepage roadblock Google Network: Targeted display Click-to-play video
<b>Creative</b>	Awareness: Contest launch, prizes and teaser messaging; user interaction: voting launch, deadlines, call-to-action and contest gadget syndication	Call-to-action for voting, total entry pool size, countdown creative and contest gadget syndication	See winning videos, click-to-play formats
<b>Tips for Success</b>	Exact submission deadlines, terms and conditions, clearly defined voting process, confirmation email offers additional marketing message opportunity.	Highlight total votes received, pool size, confirm method of selecting finalists and/or winners	Extend awareness for winning videos via homepage and network exposure

## Understanding the contest module and Gadget Ad

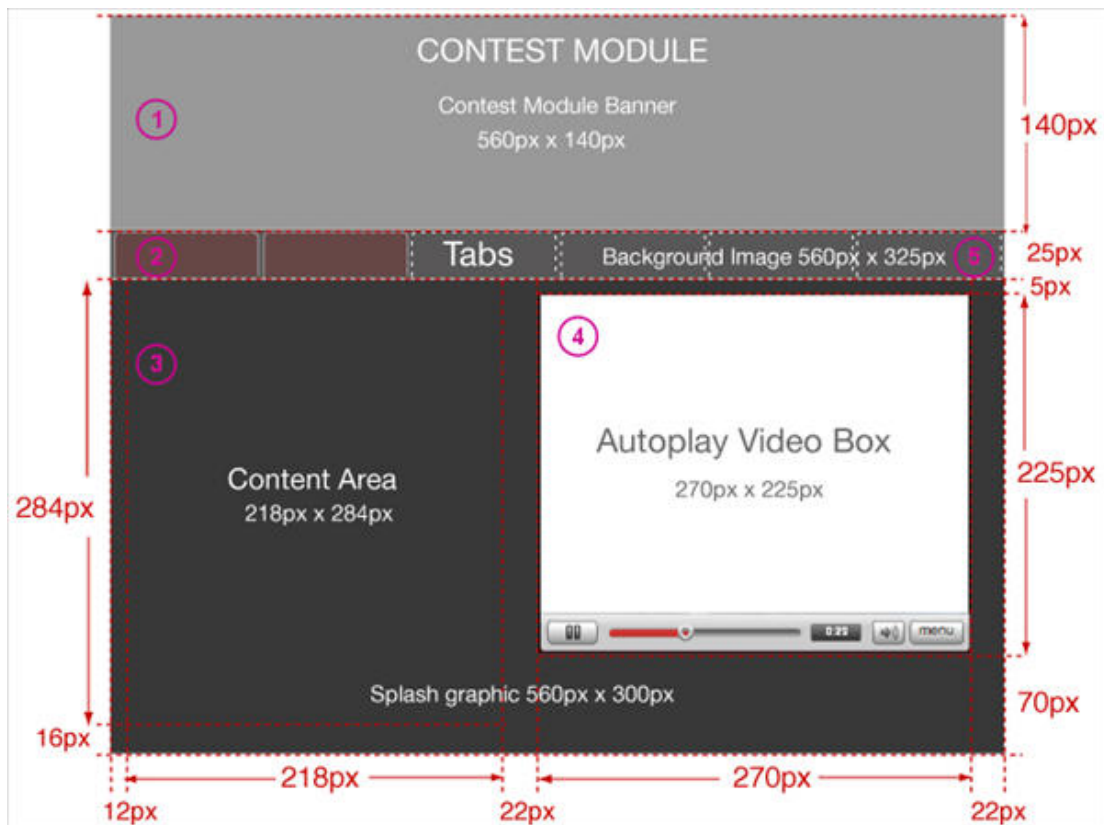
This section describes the graphic elements that you will use to showcase your contest on your brand channel page and on third-party websites.

- The **contest module**, which is only available to contest owners, is a 560px by 465px module that typically replaces the **Featured Video** module on a brand channel page. You can also design your brand channel page so that a featured video appears below the contest module.

The contest module can also be embedded on third-party websites.

- The **YouTube Gadget Ad** is a 300px by 250px module designed to advertise your contest on third-party websites. The ad can be syndicated to websites that use Doubleclick's DART ad-serving platform that displays 300px-by-250px ads. The ad can also be shown on any Google Content Network site that displays 300px-by-250px Google Gadget Ads.

The wireframe image below illustrates the layout of the contest module when the **Home** tab is selected. The Gadget Ad is comprised of the same elements as the contest module, albeit at a smaller scale. The [Customizing the contest module and Gadget Ad](#) section, which appears later in this document, summarizes the specifications for all of the graphics that appear in these two modules.



The numbered elements in the sample display are explained in the following sections:

[1. Contest module banner](#)

[2. Contest tabs](#)

[3. Splash graphic](#)

[4. Autoplay video box](#)

[5. Background graphic](#)

## 1. Contest module banner

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The **contest module banner** is a 560px by 140px image that appears at the top of the contest module. You can provide an image map so that different areas of the banner will link to different locations, including external websites. We recommend that you choose an image that is 20KB or smaller for the contest module banner. The contest module banner displays regardless of which tab is selected.

### Specifications

- 560px by 140px image
- .jpg, .gif and .png formats allowed
- Recommended maximum size of 20kb
- Transparency allowed

## 2. Contest tabs

The **contest tabs** that appear at the top of the module link to different phases of the contest. The contest module displays additional tabs as your contest progresses through the various contest phases. YouTube offers the following tabs:

- The **Home** tab is the default tab selected for your contest. This tab typically displays a content area and call-to-action video as shown in the wireframe image above.

The wireframe image shows a contest landing page for Acme Soda. At the top, it says "Round 1" and "Submissions Close: March 3rd @ 11:59 PM EST". To the right, it says "The Winner Will Receive: \$25,000 in cash for your next comedic adventure & \$15,000 in video production gear and equipment". Below this, it says "Prizes Provided by Acme Soda". There are three tabs: "Home", "Submit", and "View". The "Home" tab is selected. Below the tabs, there is a "Contest Overview:" section with four bullet points: "Create an original sketch comedy video with a maximum length of three minutes.", "20 semifinalists will be selected by a panel of comedians and entertainers from the YouTube user community.", "The YouTube community will then vote for their top 10 who will make a second video.", and "The final round of voting will choose the winner!". Below the overview, there is a "Submit a Video" button. At the bottom left, there is a link "See official Rules and FAQ". At the bottom right, there is a video player showing a gorilla's face, with a "Watch Last Year's Winners" link below it.

**Round 1**  
Submissions Close:  
March 3rd @ 11:59 PM EST

*The Winner Will Receive:*  
**\$25,000**  
in cash for your next  
comedic adventure  
&  
**\$15,000**  
in video production  
gear and equipment  
Prizes Provided by *Acme Soda*

Home Submit View

**Contest Overview:**

- Create an original sketch comedy video with a maximum length of three minutes.
- 20 semifinalists will be selected by a panel of comedians and entertainers from the YouTube user community.
- The YouTube community will then vote for their top 10 who will make a second video.
- The final round of voting will choose the winner!

**Submit a Video**

[See official Rules and FAQ](#)

[Watch Last Year's Winners](#)

- The **Submit** tab displays a multi-step form that lets the user upload a contest entry. The images below illustrate the four steps in the contest entry process that take place within the **Submit** tab interface:

Step 1:

Step 2:

Step 3:

Step 4:

The following steps describe the process by which a user submits a contest entry after clicking on the **Submit** tab. The first four steps review the portion of the submit process that takes place in the **Submit** tab interface.

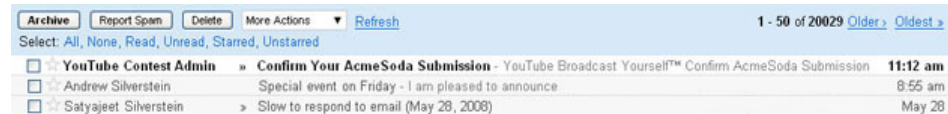
1. The user clicks the **Upload** button to upload the contest entry to YouTube. After uploading the video, or if the video has already been uploaded, the user clicks the **Continue** button to proceed to the next step.
2. The user enters his or her YouTube username in the contest module and clicks the **Continue** button to proceed to the next step. If the user is nominating another person's video for the contest, then the user would enter the YouTube username of that video's owner in this step. When the four steps in the **Submit** tab have been completed, YouTube will send a confirmation email to the video owner to ensure that the owner wants to enter the video in the contest.
3. The user selects the appropriate video to enter in the contest from all of his or her uploaded videos. The user can preview any video by clicking the video thumbnail image on the left side of the module. Before submitting the entry, the



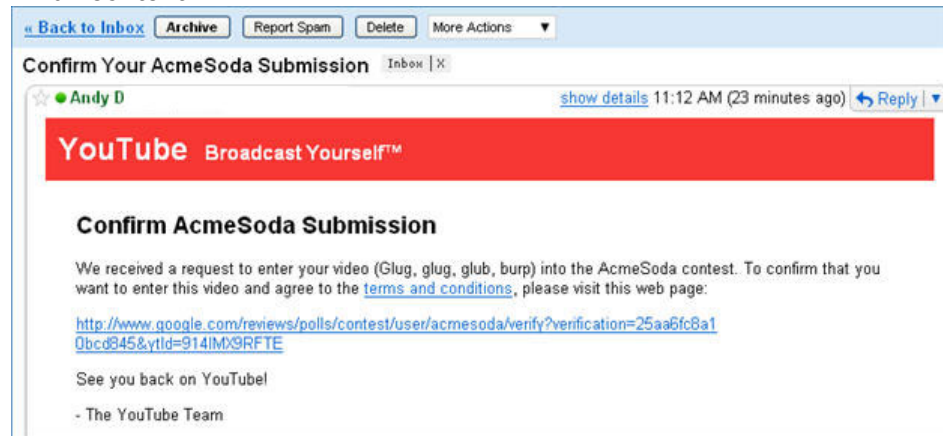
user must agree to the contest terms and conditions by checking the checkbox below the video player.

4. The **Submit** tab displays a confirmation that the video was submitted to the contest. This confirmation is the last content that appears in the **Submit** tab.
5. YouTube sends a confirmation email to the video owner's email address. The images below display a sample confirmation email:

#### Inbox view:



#### Email content:



6. The user clicks the URL in the confirmation email and verifies that he or she submitted the contest entry.
7. YouTube redirects the user to the **Verification email redirect URL** defined in the YouTube contest administration tool.

#### Specifications

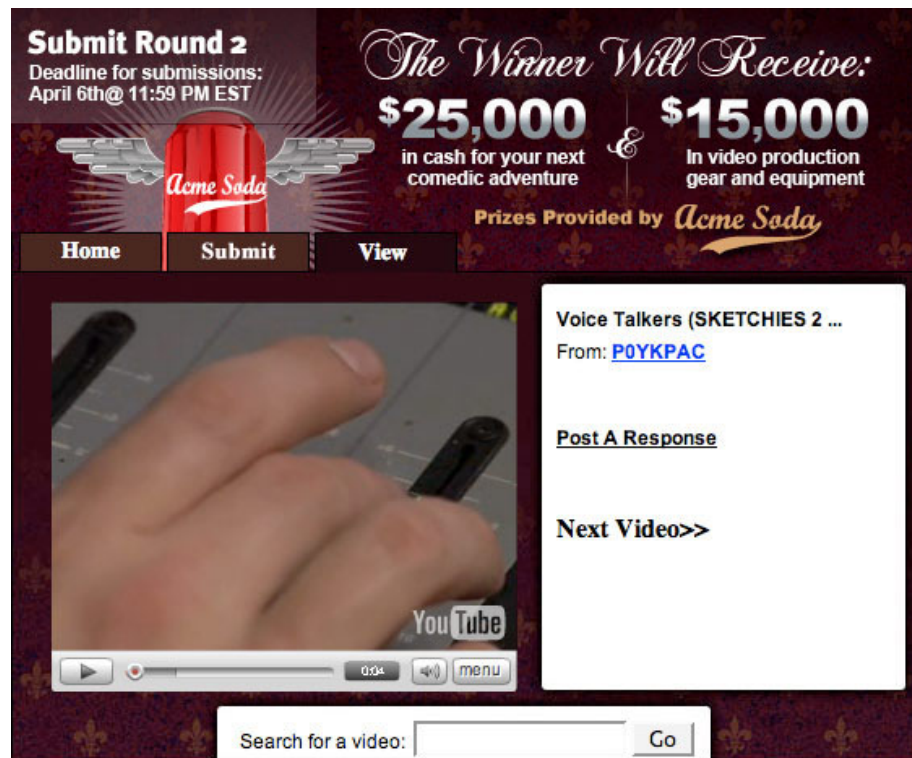
- The text font color is a global setting.
- **Upload** and **Continue** buttons cannot be customized.
- The contest owner can specify the maximum number of entries per user. The default setting is one entry per user, and you can allow an unlimited number of entries per user.
- The contest owner can provide a URL for a custom thank-you page, which will be the target of the email confirmation link.



- The **Vote** or **View** tab plays approved videos for the contest. When the user links to this tab, an approved video will be randomly selected and played. At any time, the user can choose to link to the next video, which will also be selected randomly.
  - If you do let YouTube users give a thumbs-up or thumbs-down rating for contest entries, then your contest module will display the **Vote** tab. The tab will display "thumbs-up" and "thumbs-down" images so that the user can give a positive or negative rating to the video. Users are allowed to submit one vote per video per day.

The screenshot shows a contest voting page for Acme Soda. At the top left, under the "Vote" tab, it says "Voting ends: April 15th @ 11:59 PM EST". To the right, a banner reads "The Winner Will Receive: \$25,000 in cash for your next comedic adventure & \$15,000 in video production gear and equipment". Below this, it says "Prizes Provided by Acme Soda". The main content area features a video player showing a man with a mustache. To the right of the video, there is a "Post A Response" section with thumbs-up and thumbs-down icons, and a "Next Video>>" link. At the bottom, there is a search bar with the text "Search for a video:" and a "Go" button.

- If you do not allow users to give a thumbs-up or thumbs-down rating for video entries, then your contest module will display a **View** tab.



Typically, contest owners choose to display a vote tab during all contest phases until the winners are announced. We recommend that you structure your contest rules to clearly define whether votes registered while you are still accepting contest submissions will count toward the overall results. For example, if you plan to select a small number of finalists before the voting stage, then votes registered before finalists are announced may not count toward the overall total or may be weighted less heavily than votes submitted after the voting stage officially begins.

In addition, contest owners who do not rely on user votes to select a winner might still choose to display a **Vote** tab if the user votes will affect the selection of runners-up or other prizes.

- The **Map** tab displays a Google Local map that identifies the approximate location (city and state) of 50 users who submitted approved video entries. The map displays a pin graphic for each video. When a user clicks the pin graphic, a callout window expands to play the video.

Users can use standard Google Maps controls to recenter the map and to zoom in or out on the map.



- The **Results** tab displays a scroller that shows the list of contest winners. The scroller displays thumbnail images of the images above a video player. Users can click the thumbnails to play each video and can scroll to see additional winners. The contest owner can choose how many videos to feature in the results window, and YouTube does not limit the number of selected videos.





- A **custom tab** can display an image of your choosing. You can also provide an image map to create links from the image to one or more external websites. Please note that the custom tab can only contain a graphic and image map; it cannot contain forms or other HTML content.



### Specifications

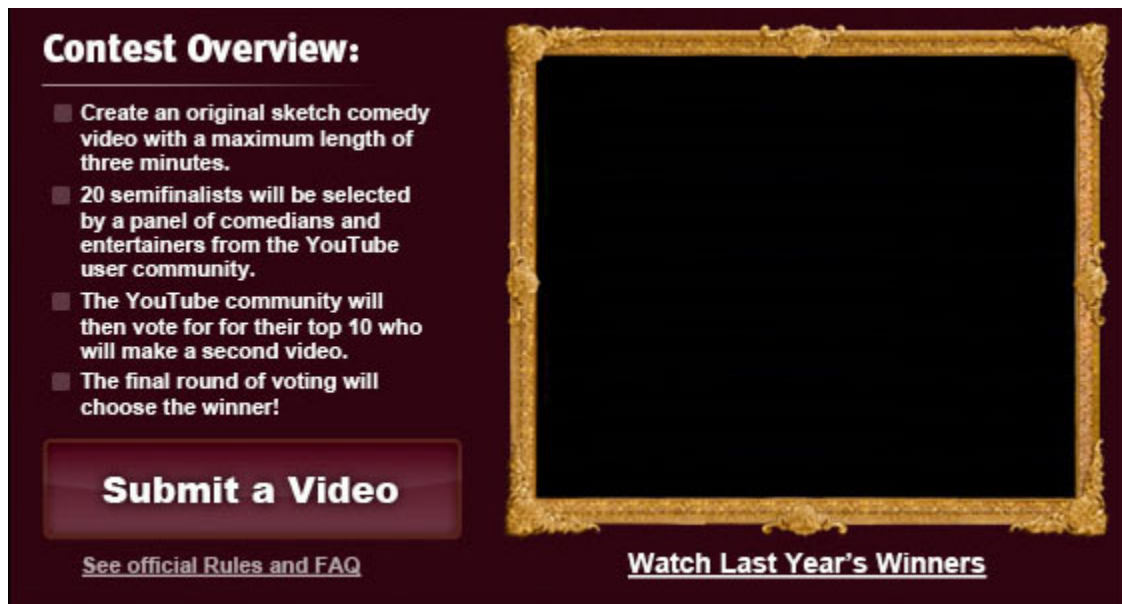
- 560px by 300px image
- .jpg, .gif and .png formats allowed
- Recommended maximum size of 20kb
- Transparency not allowed
- Custom text label for tab. The maximum appropriate length for the tab label will depend on the number of other tabs displayed in the module.

### 3. Splash graphic

The **splash graphic and image map** cover the 560px by 300px area beneath the **tabs**. Note that the splash graphic only appears on the **Home** tab. On all other tabs except the custom tab, the background graphic displays in this space.

The **content area** is the area of the splash graphic that is not allocated to the video player module. As shown in the graphic below, the content area includes the large area on the left side of the splash graphic as well as the area below the video player. (In the sample below, the splash graphic uses the gold frame to outline the video player space.) You can also provide an image

map for the splash graphic so that the content area links to one or more different external websites, pages on YouTube or other contest tabs.



## Specifications

- 560px by 300px image
- .jpg, .gif and .png formats allowed
- Recommended maximum size of 30kb
- Transparency not allowed

### 4. Autoplay video box

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The **autoplay video box** displays a 269px by 225px video player. (The video player controls display in the bottom 25 pixels of that space, so that actual video area is 269px by 200px.)

Typically, contest owners run a call-to-action video in the autoplay box during the [announcement and submission](#) phase of their contests. During the viewing and voting and [results](#) phases, owners typically choose to show highly rated video entries or contest winners. Contest owners can change the call-to-action video throughout the contest.

The call-to-action video plays automatically when your channel page loads. However, the video in the **Featured Video** module also plays automatically when the brand channel page loads. For that reason, contest owners typically choose to hide the **Featured Video** module if their contest module displays a video. If your contest module does not display video, then you might choose to display both modules.

To hide the **Featured Video** module, log in to your YouTube account and navigate to the [Channel Design](#) page in the **Edit Channel** menu. Confirm that the checkbox for the **Featured Video** is unchecked and update your channel settings.

## Specifications

- 269px by 225px video player; video is 269px by 200px and video player controls are 269px by 25px
- Video player is offset 270 pixels from the left side of the splash page graphic and 5 pixels from the top of that graphic.
- Any call-to-action video that you display must be uploaded to YouTube.

### 5. Background graphic

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The **background graphic and image map** cover the 560px by 325px area beneath the contest module banner. However, the background graphic functions differently on the **Home** tab and custom tab than it does on the remaining tabs:

- On the **Home** tab and custom tab, the top 25 pixels of the background graphic appear in the area to the right of the tabs, beneath the contest module banner and above the content area and video player. The **splash graphic**, described below, functions as the background for the remainder of the **Home** tab. Similarly, the image map for the background graphic only operates in that 25-pixel high space.
- On all other tabs, the background graphic functions as the background image for the entire area beneath the contest module banner. On these tabs, the image map is active for the entire background image unless other content, layered above the background image, supersedes links in the background image. For example, on the view page, clicking on the video player will not trigger a link in the image map.

## Specifications

- 560px by 325px image
- .jpg, .gif and .png formats allowed
- Recommended maximum size of 20kb
- Transparency not allowed

## Using image maps in the contest module

You can provide an image map for the contest module banner, splash graphic and custom tab graphic, enabling these images to link to other contest module tabs or to external sites. The following list explains how to define links in an image map. Note that the coordinates, as specified in the **<area>** tag's **coords** attribute, will vary depending on the size of the image and the size of the area within the image that you want to be an active link.

- The link target in the following example will open in a new window.

```
<area shape="rect" coords="0,75,300,150" href="http://www.google.com">
```

- The link target in this example will open in the area allocated to the contest module, thereby replacing the contest module on the page. The rest of the page will not reload when the user clicks the link. If the user clicks the link and then clicks the **Back** button in the browser, the contest module will reappear in the contest module area. Note that in the **href** parameter value, the text **self:** is prepended to the link target.

```
<area shape="rect" coords="0,150,300,225" href="self:http://www.google.com">
```

- The link target in the following example will be another tab in the contest module.

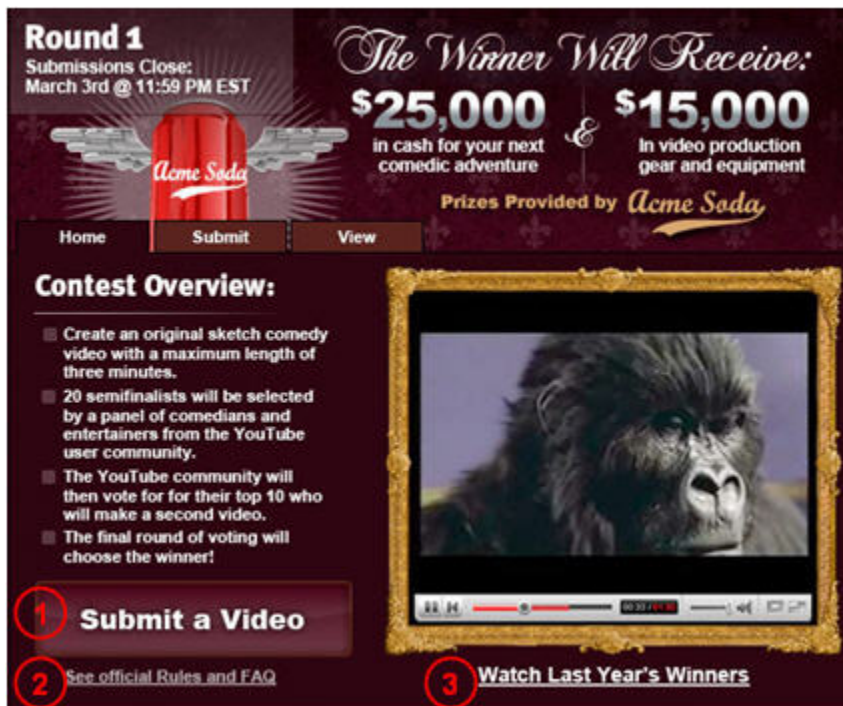
```
<area shape="rect" coords="0,225,300,300"
href="javascript:ytcp.contest.setSelectedTab(1);">
```

In the example above, the number **1**, which is shown in bold text, identifies the tab to which the link points. The number **0** identifies the first tab, **1** identifies the second tab and so forth.

Please note that since the contest module displays different tabs during different contest phases, the number associated with a particular tab may change when you transition from one phase to the next. For example, while you are still accepting new contest entries, the **Home** tab will be tab 0, the **Submit** tab will be tab 1, and the **Vote** tab will be tab 2. However, since the **Submit** tab does not display during the **Voting** phase, during that time, the **Home** tab will still be tab 0, but the **Vote** tab will be tab 1.

In the following sample image, the splash graphic, which occupies the lower 300 pixels of the image, contains three areas that are linked using an image map.





The numbers in the image correspond to the numbers in the following list:

1. The **Submit a Video** box that appears beneath the contest overview links to the **Submit** tab in the contest module.
2. The **See official Rules and FAQ** text, which appears beneath the "Submit a Video" box, links to a page on the contest owner's website. The link is configured so that the rules page opens in a new browser window when the link is clicked.
3. The **Watch Last Year's Winners** text, which appears below the video player, links to a YouTube video player featuring videos from a previous contest. The link is configured so that when it is clicked, the video player will open in the contest module area.

The HTML code below shows the image map that links to these three areas.

```
<!-- This link opens in the same browser window. -->
<map name="youtube_contest_home_tab_Map">
  <area shape="rect" alt="" coords="309,266,491,284"
    href="self:http://example.youtube.com/acme_soda_last_year">
<!-- This link opens in a new browser window. -->
<area shape="rect" alt="" coords="38,275,177,285"
  href="http://acmesoda.example.com/rules">
<!-- This link opens the Submit tab, which is the second tab. -->
<area shape="rect" alt="Submit a video" coords="18,216,227,266"
  href="javascript:ytcp.contest.setSelectedTab(1);">
</map>
```

## Administration and Reporting

YouTube's contest administration tool enables you to enter and modify your contest settings, to review contest entries, and to view and export contest statistics and submission data. The contest administration tool is divided into three sections:

[Setting up your contest](#)

[General contest settings](#)

[Adding contest phases](#)

[Customizing the contest module and Gadget Ad](#)

[Sample contest module and Gadget Ad](#)

[Reviewing contest entries](#)

[Viewing reports](#)

## Setting up your contest

The **Contest schedule** tab enables you to define the contest settings for different phases of your contest. You have the option of deciding how many phases your contest will have. For example, you could choose the finalists for your contest and then add another round of user voting. You could also have finalists compete in head-to-head voting, where winners advance to subsequent voting rounds.

Please note that any time you click the **Publish Edits** button, your changes will become publicly visible. You can also click the **Edit This Phase** button to save changes for a contest phase without publishing those changes. (Note that changes will only become publicly visible if the first phase of your contest has started.) For example, if your contest has started and you change the call-to-action video, your brand channel page will begin showing the newly selected video within an hour.

### General contest settings

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- The **Contest Ends** field identifies the date at which the contest will no longer be visible on YouTube. This field does not specify the date that the winners of your contest will be announced. As of this date – that is, at 12:00:00 a.m. on this date – the contest will no longer be listed on the **Community** tab of YouTube's website. In addition, after this date, the contest module will return an error if it still displays on your brand channel. As such, we recommend that you set this field to a date long after your contest ends – e.g. at least eight to 12 months after the end of your contest. If you would like users to be able to see the contest results for longer than that, the date can be set even further out.
- The **Terms and Conditions URL** field identifies the URL where your official contest terms and conditions are located. Your terms and conditions can be hosted on your servers or using a service like Google Pages (<http://pages.google.com>). A link to the

terms will appear in the **Submit** tab and users must check a box indicating agreement to those terms to submit contest entries.

- The **Verification email redirect URL** field specifies the URL to which users will be directed after confirming submission of a contest entry.
- The **Analytics Account** field specifies the Google Analytics ID that you want to use to track activity in the contest module and the YouTube Gadget Ad. To use this feature, you must create an Analytics account at <http://analytics.google.com> and then copy your Analytics ID – e.g. UA-#####-# – to this field.
- The **Max submissions per user** field identifies the maximum number of contest entries that each YouTube user can submit. The default setting is one entry per user. You can set the value to another number or leave the field blank to indicate that you do not limit the number of entries per user.
- The **Submission requires email confirmation** lets you specify whether users will receive an email asking them to confirm contest entries. We suggest that you always leave this box checked.

After defining your general contest settings, click the **Publish Edits** button to save your changes.

### **Adding contest phases**

---

To add a phase to your contest, click the **Add a Phase** button on the **Contest schedule** page. Provide the following information for each contest phase:

- The **Start Date** and **Start Time** fields specify the date and time when a contest phase begins. All times are for the Eastern time zone.
- The **Home**, **Submit**, **Results** and **Custom Tab** checkboxes let you specify which tabs will appear in your contest module during a contest phase. For example, contest owners typically would not display the **Results** tab until the last phase of a contest.

In addition, the **View/Vote** select menu lets you choose any of the following options for that tab:

- **No Vote Tab** – The contest module will not display a **View** or **Vote** tab.
  - **View without voting** – Users can view contest entries but cannot vote on those entries.
  - **Up/Down** – Users can give each video a positive, thumbs-up rating or a negative, thumbs-down rating.
  - **Scaled** – This option is currently not available.
- The **Head to head** checkbox is not currently in use.
  - The **New Round** checkbox indicates whether vote counts should be reset when the corresponding phase begins. Check the box to reset vote counts at the beginning of a round. This option is only relevant for contests that have multiple phases of user voting.

- The **Default Tab** select menu lets you choose the default active tab in your contest module for a given contest phase. By default, the menu lets you choose either the **Home** tab or the **Submit** tab.

To select another tab as the default tab, select all of the tabs that should appear for the phase and then save the tab settings for that phase. After you save the tab settings, the select menu will update to list all of the tabs that you have selected to display for the phase. The **view** option in the menu identifies the **View** or **Vote** tab, and the **winners** option in the menu identifies the **Results** tab.

After entering information for your contest phase, click the **Edit This Phase** button for the new phase to save your settings.

### Customizing the contest module and Gadget Ad

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To customize the contest module or the YouTube Gadget Ad, click the **Edit This Phase** button next to the phase that you want to edit. The following page lets you edit the graphics and color settings for the contest module or the YouTube Gadget Ad.

**Note:** You can only save changes to one of the two modules at a time. To modify both modules, make changes to the first module and then click the **Save** button for that module, which will redirect you back to the **Contest Schedule** page. Then, click the **Edit this Phase** button for the phase again and proceed to edit the second module and then save changes for that module.

The following lists explain the settings for each module:

- **Large gadget (Contest Module)** – This module is 560 pixels wide and 465 pixels high. It can appear on your brand channel page and can also be embedded on third-party websites.
  - **Media Summary:**
    - Banner graphic – 560px by 140px image in .jpg, .gif or .png format. Maximum recommended size of 20kb.
    - Splash graphic – 560px by 300px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.
    - Custom tab graphic – 560px by 300px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.
    - Background image – 560px by 325px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.

**Note:** These graphics are also described in the [Understanding the contest module and Gadget Ad](#) section of this document.

- The **banner graphic** appears at the top of the contest module. You can specify a URL to which the entire image should link or you can enter code for an image map.

**Upload Banner Graphic:** (560 x 140)

☒ URL:

☐ Imagemap tags:

- The **tab color settings** specify the hexadecimal color codes that you want to use for the tabs in the module.
  - The **Main HEX** fields specify the background color for active and inactive tabs.
  - The **Border HEX** fields specify the border color for active and inactive tabs.
  - The **Font HEX** fields specify the color of the tab names for active and inactive tabs.
- The **text color settings** specify the hexadecimal color code that you want to use for text in the module, including text in the **Submit**, **View** and **Vote** tabs.
- The **splash graphic** appears below the tabs if the **Home** tab is active. You can specify a URL to which the entire image should link or you can enter code for an image map.
- The **custom tab graphic** appears below the tabs if the custom tab is active. You can specify a URL to which the entire image should link or you can enter code for an image map. Note that the custom tab graphic fields
- The **background image** appears below the banner graphic on all tabs. However, on the **Home** tab and custom tab, the background image only displays in the 25-pixel-high tab area. That is, the image appears behind the tabs and to the right of the tabs.
- The **Call to Action** video checkbox lets you indicate whether the contest module will display a video. If you opt to show a video, enter the video ID for that video in the **Video ID** field. The video ID is an 11-character string that appears in the URL for the video:

`http://www.youtube.com/watch?v=v5NYRGepdaQ`

- **Small gadget (YouTube Gadget Ad)** – This module is 300 pixels wide and 250 pixels high. It can be embedded on third-party websites and syndicated to Google's AdSense for Content publisher network.

- **Media Summary:**

- Banner graphic – 300px by 35px image in .jpg, .gif or .png format. Maximum recommended size of 20kb.
- Splash graphic – 300px by 190px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.
- Custom tab graphic – 300px by 190px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.
- Background image – 300px by 215px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.

### **Sample contest module and Gadget Ad**

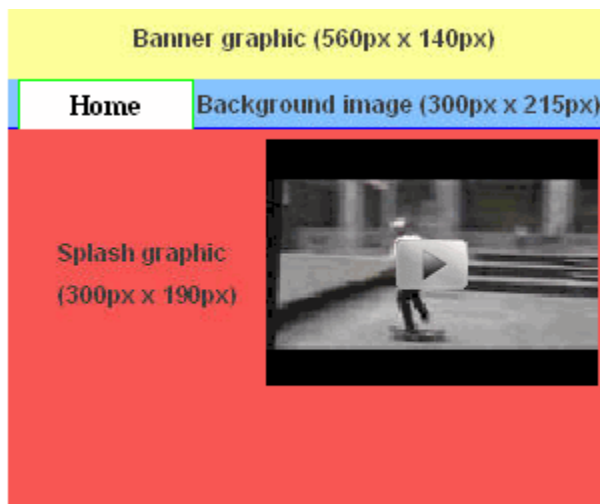
---

The image below shows a sample large gadget in which the **Home** tab is active. The three graphic elements – banner graphic, splash graphic and background image – are all solid color images with labels identifying the image size. Note that the splash graphic covers the bottom 300 pixels of the background image. In addition, the module has the following tab color settings:

- **Main HEX (Active):** #FFFFFF (white) - Color for active tab (Home).
- **Main HEX (Inactive):** #FF00FF (fuchsia) - Color for inactive tabs. Inactive tabs are not shown in the small gadget image to ensure that the background image is clearly labeled. However, in practice, the small gadget displays the same tabs as the large gadget.
- **Border HEX (Active):** #00FF00 (lime) - Outline active tab.
- **Border HEX (Inactive):** #0000FF (blue) - Outline inactive tabs.
- **Font HEX (Active):** #000000 (black) - Font color for active tab.
- **Font HEX (Inactive):** #FF00FF (white) - Font color for inactive tab.



The image below shows a sample small gadget with the same color settings as the large gadget shown above. In this module, the only tab shown is the **Home** tab. The other tabs are not displayed to ensure that the label on the background image is visible. In actuality, during any contest phase, the large and small gadgets will show the same tabs.

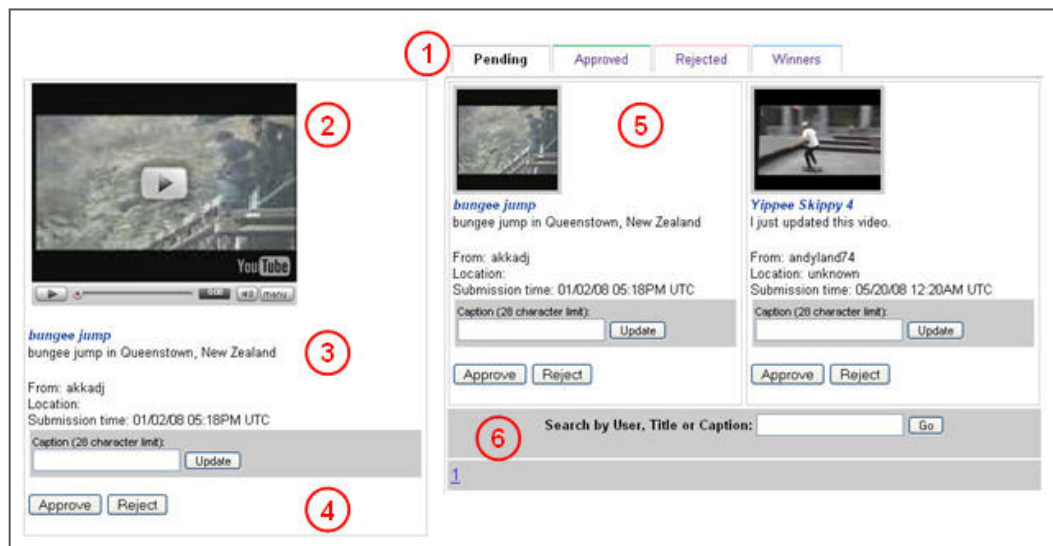


## Reviewing contest entries

Contests owners have complete control over the videos that are actually approved as legitimate contest entries. When a user submits a video to your contest and confirms the entry, the video will appear in the list of pending videos on the contest administration tool's **Contest Management** page. You can watch each video and then approve or reject it as a contest entry. Only approved videos will appear in the **View** or **Vote** tab of your contest module or Gadget Ad.

The **Contest Management** tab offers the following views of contest entries:

- **Pending** entries are videos that have been submitted to your contest but have not yet been approved or rejected. The tab displays a list of videos waiting to be reviewed.



The following list describes the numbered elements in the image:

1. The tabs at the top of the page let you switch to view lists of approved videos, rejected videos or winners.
2. The video player lets you watch any pending video in the list. Click on the thumbnail image of a pending entry to change the video displayed in this area.
3. The video details display the title, description, owner, location and submission time for the entry. You can also use the field provided to enter a caption for the video. Captions will display on the **View** and **Results** tabs.
4. The **Approve** and **Reject** buttons allow you to moderate each video. Clicking one of these buttons will move the corresponding entry from the **Pending** tab to the **Approved** or **Rejected** tab as appropriate.
5. This area shows a thumbnail image and video details for a pending entry. Click on any thumbnail image to view the entry in the video player.
6. The search box and pagination links help you to locate more pending entries.



- **Approved** entries are videos that you have reviewed and accepted as valid contest entries. Like the view of pending entries, the view of approved entries shows a list of entries accompanied by a video player.

The following list summarizes the ways that the information and options available in this view differ from the information and options in the pending view.

- The details for each video display the number of views for each video, the number of votes for each video and a score based on the viewing and voting statistics.
- Instead of a button to approve each video, this view displays buttons to help you select the contest winners. The **Winners** tab lets you rank winning entries for the **Results** tab.

**Note:** You can change the status of a video from approved to rejected.

- **Rejected** entries are videos that you have reviewed and declined to accept as valid contest entries. Like the other views, the view of rejected entries shows a list of entries accompanied by a video player.

The functionality for rejected videos is virtually identical to that for approved videos except that you cannot mark a rejected video as a winner. You can change the status of a video from rejected to approved.

**Note:** To select finalists for a contest, you need to reject all non-finalist entries.

- **Winners** are entries you have reviewed, approved and subsequently designated as winners in the view of approved entries. The list of winners will appear in the **Results** tab of your contest module. The view of winning entries lets you rank the winners as they should appear in your contest module. You can also remove an entry from the list of winners or even reject it from this tab.

## Viewing reports

The **Contest Report** tab in the contest administration tool lets you access statistics, daily reports, and detailed entry submission data. The reporting interface provides the following information:

- **Contest statistics**
  - Total number of users who have viewed videos submitted to your contest.
  - Total number of votes cast for videos in your contest.
  - Total number of videos submitted in your contest.
  - Total number of submitted videos that you approved.
- **Export submission data**
  - Reports are available in XML or CSV format.
  - Reports can be downloaded for all contest entries, all pending entries, all approved entries or all rejected entries.

- Reports include the following fields:
  - video\_id - A unique ID that YouTube uses to identify a video.
  - title - The title of the video.
  - url - The URL for the video on YouTube.
  - user\_name - The YouTube user who submitted the video.
  - views - The number of times the video has been viewed on YouTube.
  - votes - The number of votes that the video received.
  - scores - A weighted score that accounts for viewing and voting statistics.
  - submit\_time - The date and time when the video was submitted.
  - last\_moderation\_time - The date and time when you last modified the video's status.
  - status - The video's status in your contest. Possible values are **pending**, **approved** and **rejected**.
  - geo\_location - The location of the user who submitted the video.
  - category - The YouTube category used to classify the video.
- **Per-day reports** include the following information for each day during the submission and viewing/voting phases of your contest:
  - Total number of times videos in your contest were viewed.
  - Total number of votes cast for videos in your contest.
  - Total number of votes that users attempted to submit for videos in your contest.
  - Total number of videos submitted in your contest.

## Best practices for contests

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

### Administration

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- Create compelling call-to-action videos for each contest phase.
- Assign resources to manage your contest and respond to customer inquiries. By clearly defining the contest rules, prizes, deadlines and entry requirements, you will be able to reduce the need for resources.
- Review all contest entries to manage brand acceptability.

### Selecting prizes

---

Frequently, publicity and recognition can be as valuable or more valuable than financial prizes. The following list identifies several different types of prizes that have been awarded to previous YouTube contest winners.

- Winning videos have been broadcast on network television as ads for the brand running the contest.
- Contest winners receive experiences, such as the opportunity to meet or perform with a celebrity or band.
- Winners receive a prize package featuring the sponsor's products, such as a vacation package, musical equipment or an automobile.

Frequently, contest sponsors will combine a financial prize with another prize that provides some type of public recognition for the winners or winning videos.

## **Scheduling**

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The following list identifies additional best practices associated with particular contest phases:

- **Phase I: Announcement and Submission**

- Define clear and finite rules to inform users about your contest and aid in the vetting of user submissions.
  - Announce submission deadlines.
  - Announce prizes.
  - Publish terms and conditions of contest.
  - Explain voting method.
- Provide users with sufficient time to prepare their contest entries before the submission phase begins. We recommend that you announce your contest three to five weeks before you will begin accepting submissions. Shorter time horizons may not provide sufficient time to build awareness about your contest, while longer time horizons may cause users to lose interest in the contest before it actually begins.
- Encourage contest participation by highlighting recent submissions in the Videos box on your brand channel page.
- Create playlists that feature the top entrants for specific time periods. For example, if your submission period is four weeks long, you might create one playlist each week to showcase the top submissions for that week. Use the Playlists box on your brand channel to feature this content.

- **Phase II: Voting**

- Restate the process for selecting the contest winner(s). Confirm important dates during the process, such as the time when finalists and/or winners will be announced.
- Use call-to-action videos to encourage user interaction with your brand during the voting period.
  - Let users vote to select the eventual contest winners. Users can vote on the entire set of entries or you can choose a set of finalists and let users vote on those.
  - Even if user votes do not influence results, you can still encourage users to watch and submit comments about the contest entries. Comments and viewing statistics may help you to identify the contest entries that best resonate with your audience.

- **Phase III: Results**

- Extend awareness for winning videos through your brand channel page, website and other media outlets.
- Feature additional content related to contest winners, such as behind-the-scenes interviews, footage of the winners learning the contest results, or other videos about your brand that the winners may have made.

## Appendixes

### Appendix A - Media Summary

The following list provides a media summary for the contest module (large gadget) and the Gadget Ad (small gadget):

- **Contest module**

- Banner graphic - 560px by 140px image in .jpg, .gif or .png format. Maximum recommended size of 20kb.
- Splash graphic - 560px by 300px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.
- Custom tab graphic - 560px by 300px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.
- Background image - 560px by 325px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.

- **Gadget Ad**

- Banner graphic - 300px by 35px image in .jpg, .gif or .png format. Maximum recommended size of 20kb.
- Splash graphic - 300px by 190px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.
- Custom tab graphic - 300px by 190px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.
- Background image - 300px by 215px image in .jpg, .gif or .png format. Maximum recommended size of 30kb.