



Creating and Customizing a Brand Channel

Revised: May 30, 2008



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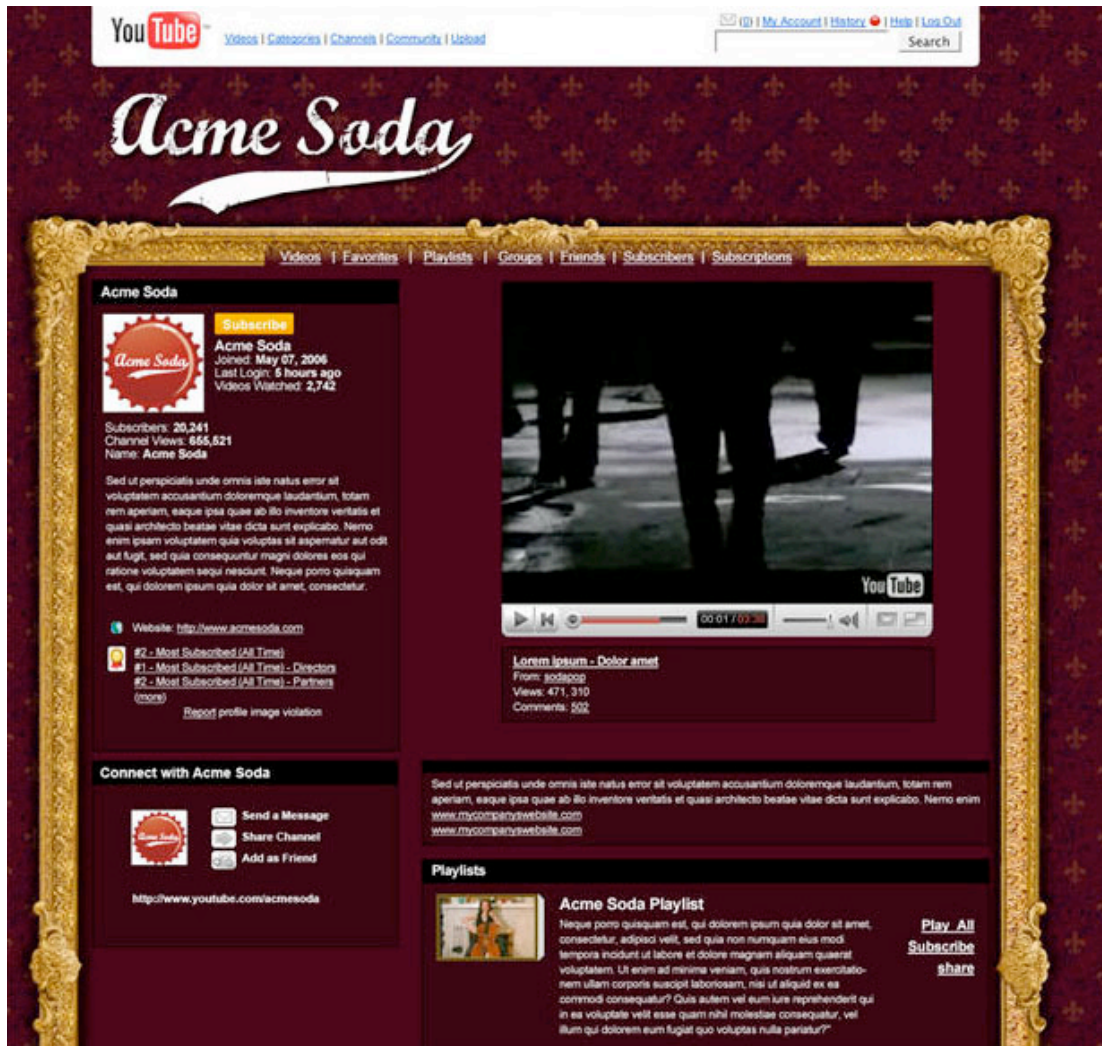
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Overview

A YouTube channel page serves as a profile page for a YouTube user. On your channel page, other YouTube users can see your public videos, favorite videos, bulletins and subscribers. 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 YouTube brand channel page for the Acme Soda company. The page features several Acme logos as well as video and text content selected to promote the Acme brand:



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

- A **channel page banner image** of your choosing displays at the top of your brand channel. You can provide a link for the banner or an image map that specifies where different areas of the banner should link. Additional images provide additional branding opportunities on the watch page.
- A **branding box** provides additional communication or promotional space as well as an opportunity to embed links on your channel page. This box only contains text.
- The **featured video plays automatically** when users visit your channel page.
- The **More from this User** module on the watch page is customized to drive additional traffic to your other brand channel content.

Setting up a YouTube brand channel account

This section explains how to sign up for a new YouTube account and the overall 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/signup> and complete the form to create a new account.

The screenshot displays the YouTube sign-up interface. On the left, the 'Member Login' section includes fields for 'YouTube Username' and 'YouTube Password', a 'Log In' button, and links for 'Forgot Username', 'Forgot Password', and 'Login with your Google account'. Below this is a 'What Is YouTube?' section with a list of features: 'Watch millions of videos', 'Share favorites with friends and family', 'Connect with other users who share your interests', and 'Upload your videos to a worldwide audience'. On the right, the 'Create Your YouTube Account' section contains a form with the following fields: 'Account Type' (a dropdown menu set to 'Standard'), 'Email Address' (a text field), 'YouTube Username' (a text field with a 'check' link and a note: 'Your username can only contain letters A-Z or numbers 0-9'), 'Password' and 'Confirm Password' (text fields with a 'Password Strength: None' indicator), 'Country' (a dropdown menu set to 'United States'), 'Postal Code' (a text field with a note: 'Required for US, UK & Canada Only'), 'Gender' (radio buttons for 'Male' and 'Female'), 'Date of Birth' (three dropdown menus), and 'Verification' (a text field with a CAPTCHA image showing the word 'plaid' and a 'Can't read?' link).

The form allows you to specify the following information:

- The **Account Type** field specifies the type of user account that you want to create. YouTube offers several different types of user accounts, including comedian, director, guru, musician and YouTuber, which is the standard account type. The [YouTube Help Center](#) provides additional information about the differences between account types.
- The **Email Address** field specifies the email address associated with your account. This address will not be displayed on your channel page, meaning people will not be able to see your email address. However, YouTube will use this address to notify you of new subscribers, comments or other events, depending on the email options that you set for your account.
- The **YouTube 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.

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. Usernames can be up to 20 characters long and may only include alphanumeric characters (letters A-Z or a-z and numbers 0-9).

- The **Password** and **Confirm 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 **Country** and **Postal Code** fields are both required. Please enter the values that correspond to the location of your brand headquarters.
- 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 **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. As such, please make sure you set a reasonable age.
- The **Verification** field requires you to enter the text that appears in the CAPTCHA image to complete your account creation.

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.

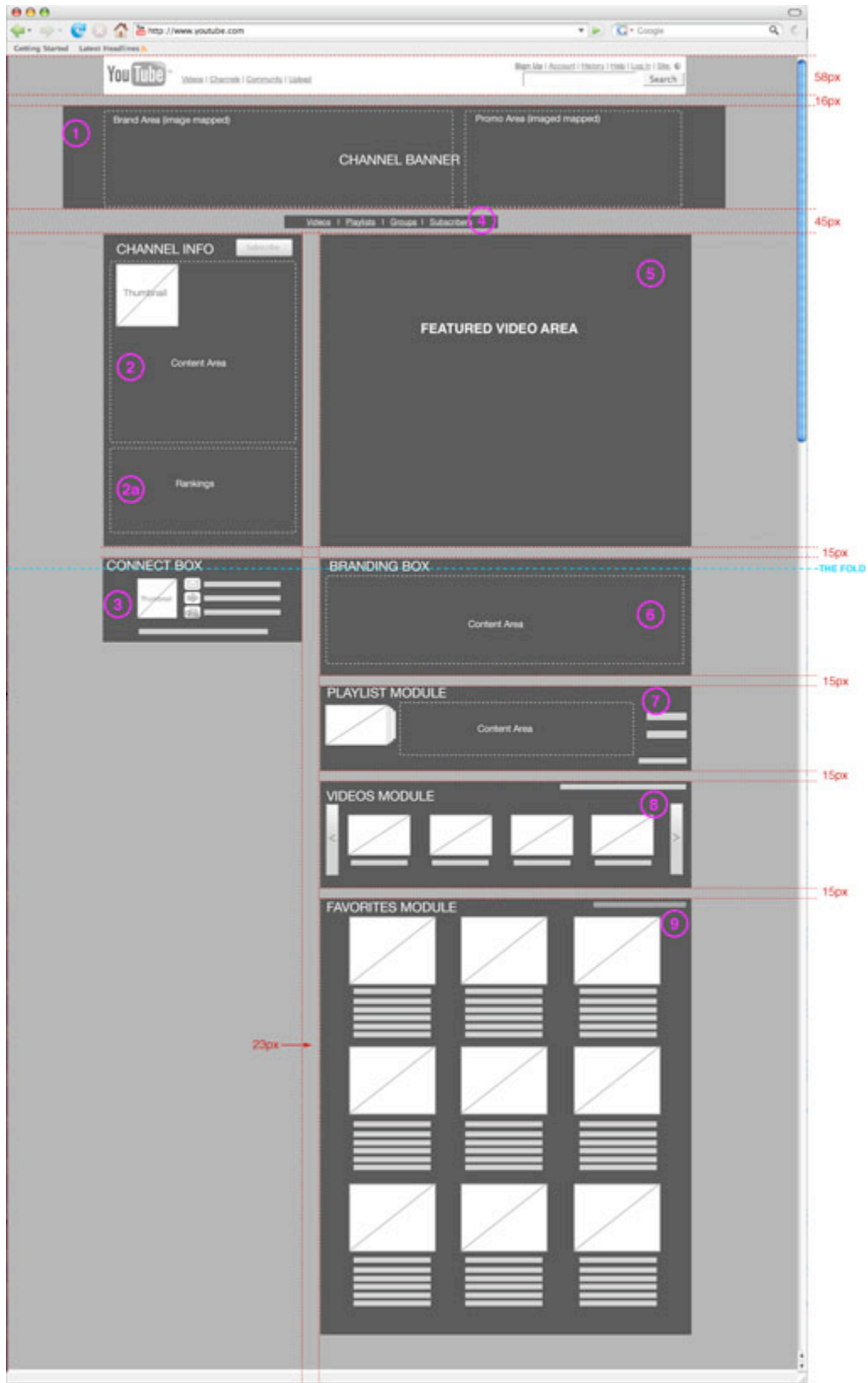
You are now ready to begin uploading dummy video content and customizing your page. However, do not yet upload the videos that you want to appear on your channel page. Once you receive confirmation that your account has been converted to a brand channel, you can complete the additional customizations 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 two-column display beneath a channel banner. The columns are separated by 23 pixels of space. In addition, 15 pixels of vertical space separate modules within a column. The dotted blue line indicates where the fold would appear in a typical browser window at 1024x768 resolution.

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.

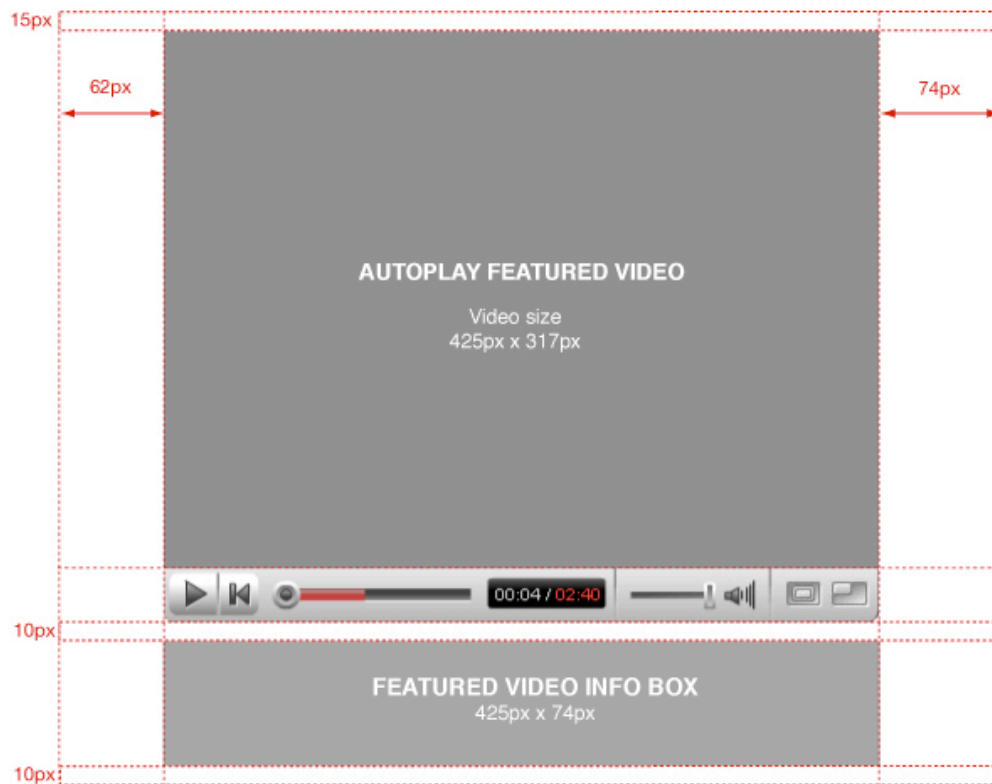


The numbered modules in the wireframe image contain the following content:

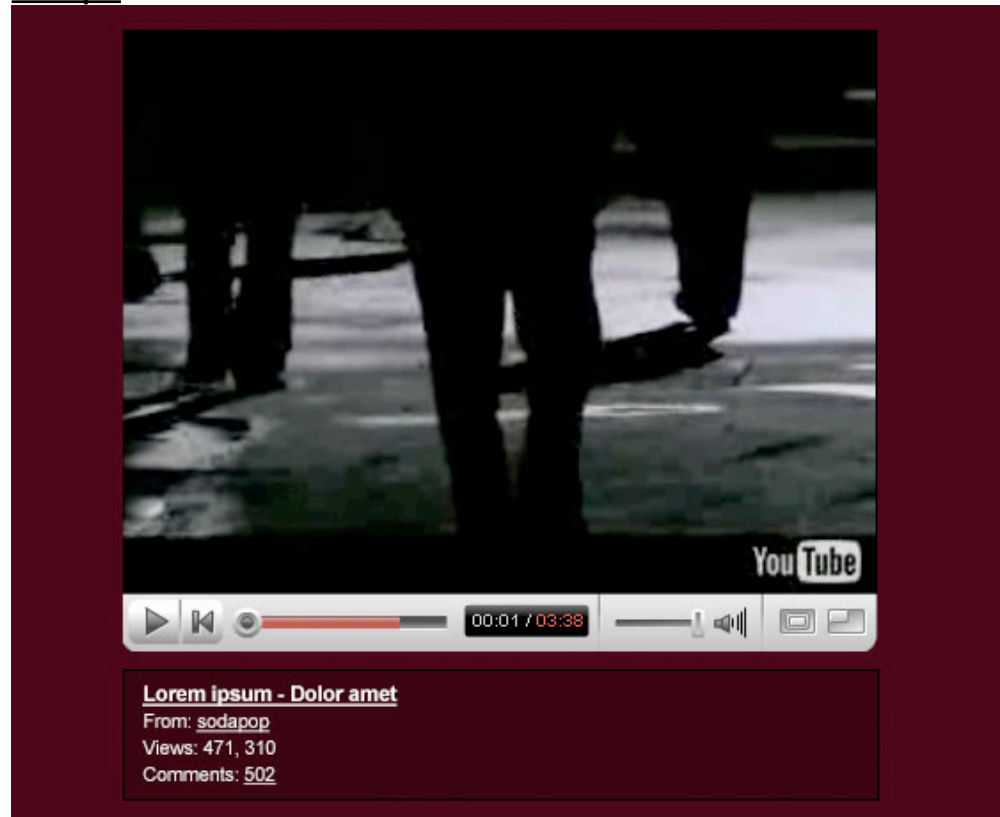
1. The **channel banner** appears at the top of a brand channel page. This header is only available for brand channels. Upload an 875px by 150px image that is 20KB or smaller for the banner.
2. The **channel info module** contains content that describes your channel. This module appears on all channel pages. The module displays a channel icon, statistics for your channel, and some public information from your YouTube profile, such as your country, website and age. (You can choose to hide the age associated with your brand channel account.)
 - a. The **rankings** section of the channel info module only appears if your channel has achieved a notable ranking, such as being one of the most viewed channels or most subscribed-to channels. The rankings section displays up to three rankings and, if there are more than three rankings, will display a link to view more rankings. YouTube automatically generates the content for this part of the channel info module.
3. The **connect box** contains content that allows YouTube users to interact with your channel. This module appears on all channel pages. The module displays links to send a message to the channel owner, share the channel with a friend, and add the channel owner as a friend. The module also displays your [video page icon](#), a 55px by 55px thumbnail image that you select, and the URL for your channel page.
4. The **channel links** display a standard set of links that appear on all channel pages. The links point to different types of content associated with your channel, including a list of your videos, favorite videos, playlists, groups, friends, subscribers and subscriptions. The link to a list of your favorite videos will only display if your channel page displays the favorite videos module. Similarly, other links only display if your page also displays a module related to that link.
5. The **featured video module** is a 560px by 465px area that displays the featured video for your channel. The video will play automatically when a user visits your brand channel page. (On standard channel pages, users need to click the video or the play control to initiate the playback.) The featured video information box below the video displays the video title, the channel name, the number of views for the video and the number of comments on the video.

The wireframe image below illustrates the format of the featured video module. The image below the wireframe shows a sample featured video module.

Wireframe



Example



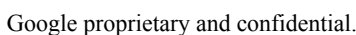
In addition to the **featured video module**, YouTube offers several other options for displaying featured content on your brand channel page:

- Partners can create **gadgets** to customize the content that appears within the video module. Gadgets can, but do not need to show videos. Please contact your account executive for information about creating a custom gadget.
- Partners can run **contests** to encourage users to interact with their brand. You can find links to YouTube contests at <http://www.youtube.com/community>. Partners that create contests can customize a contest module that can appear instead of or in addition to the featured video module. 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.
- The optional **branding box** lets you specify promotional text and links related to your brand. This module is only available for brand channels. The branding box title may be up to 100 characters long, and the branding box text may be up to 4500 characters long. The branding box text may not contain HTML markup, though you can use line breaks to create paragraphs of text. Even though you cannot insert HTML hyperlinks in the branding box text, YouTube will also automatically convert any URLs in your text to links.
- The optional **playlist module** lets you feature one or more playlists that contain content related to your brand. Your featured playlists could contain your own videos or other YouTube videos related to your brand. For each playlist, the module will display a thumbnail image for the first

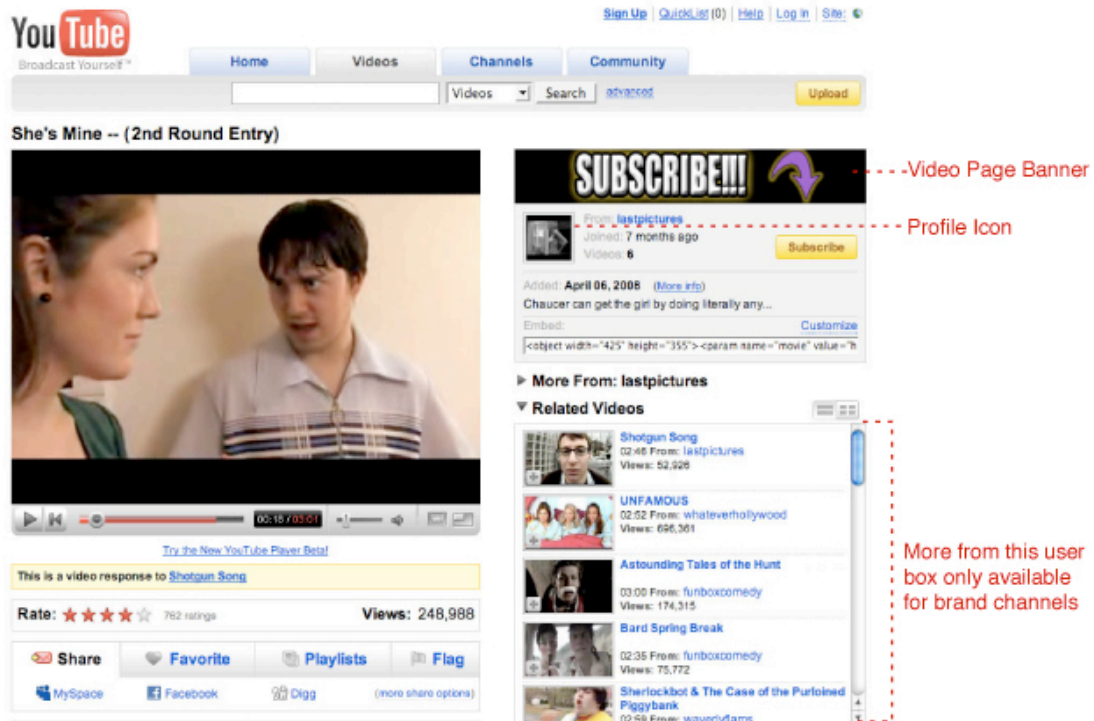
The optional **videos module** displays thumbnail images for videos that you have uploaded directly to your account. Each thumbnail links to its associated video, and you can choose whether to display the thumbnails in a scroller or a grid. In a scroller, the box will display four thumbnail images with buttons to scroll to the next (or previous) set of four images. In a grid, the videos box displays up to nine thumbnail images as well as a link to see all of your videos.

The optional **favorites module** displays thumbnail images for your favorite videos. Favorite videos are videos that you have explicitly tagged as favorites, similar to the way that you would bookmark a web page. As with the videos module, each thumbnail links to its associated video and you can choose whether to display thumbnails in a scroller or a grid.

The following screenshot shows how the customizable elements for brand channels appear on your channel page. The elements that are called out in the image are the channel banner, branding box (title and text), channel icon, personal details, video page icon, featured video and branding box. Of these elements, the channel banner and branding box are unique to brand channels. In addition, the featured video on brand channel pages plays automatically, whereas on other channels the user needs to start the video.



The following screenshot shows how the customizable elements for brand channels appear on your video pages. The video page banner element is unique to brand channels. In addition, the **More From** module only appears on brand channel pages, highlighting other videos submitted by the user.



Customizing your brand channel

The following subsections explain the different ways that you can customize your channel.

- The [Customizing your channel page layout](#) section explains how to design your channel page. This section explains how to upload images and select page colors that match your brand. This section also suggests some best practices for designing your channel page.
- The [Selecting your channel page modules](#) section explains how to choose the content that will appear on your channel pages.

Customizing your channel page layout

The following sections explain how to modify the design and content of your brand channel and also discusses best practices for your design:

[Background image](#)

[Channel banner](#)

[Profile icon](#)

[Video page banner](#)

[Video page icon](#)

[Channel colors](#)

Background image

To set a custom background image for your channel page, log in to your account, go to your channel page, and click the **Edit Channel** button. Then click the [Channel Design](#) link in the left menu.

The second option in the **Advanced Design Customization** section of the [Channel Design](#) page lets you specify an image that will be used as the background image for your channel page.

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.

Image Specifications

Your background image can fill the entire site background. The image should have a maximum size of 200KB.

- If you set the **Repeat Background Image** option to **No**, the image will in the background of your page directly below the YouTube header. The area of the page that is not covered by the background image will be filled in with the custom colors that you specified for your channel. The total size of the image should be 1200px by 1200px.
- If you set the **Repeat Background Image** option to **Yes**, your background image will be tiled horizontally and vertically to fill the page. If you elect to tile your image, the edges of the graphic should blend off to a solid color to ensure that the tiles blend together nicely.

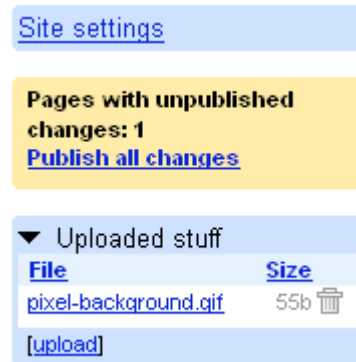
Hosting your background image

Please note that YouTube does not host your background image. As such, you will need to host the image on your own server or you can upload the image to [Google Pages](#). To upload an image

to Google Pages, you must have a [Gmail](#) account. We recommend that you create a separate Gmail account rather than using a personal account.

The following steps explain how to upload an image to Google Pages:

1. Log in to your account at <http://pages.google.com>.
2. The **Uploaded stuff** module displays on the right side of the Google Page Creator page. Click the **upload** link in that module, which is shown below.



3. Browse to the image that you want to upload.
4. After you upload your image, it will appear in your list of uploaded stuff. For example, in the image above, the user has already uploaded an image named **pixel-background.gif**.

After you complete these steps, the URL for your image will be:

`http://gmodules.com/ig/
proxy/http://GMAIL_ACCOUNT_NAME.googlepages.com/IMAGE_NAME`

For example, if your Gmail account is *youtube.test@gmail.com* and you upload the image *test.jpg* to Google Pages, the URL for your background image will be:

`http://gmodules.com/ig/proxy/http://youtube.test.googlepages.com/test.jpg`

Note: If you choose to host your image on Google Pages, please verify that the image URL that you provide to YouTube for your background image begins with *http://gmodules.com/ig/proxy//*. This proxy URL uses Google caching to ensure optimized performance for your channel page.

Using an animated background image

An animated background image can help keep your brand channel looking fresh and engaging. For example, a sports team might use an animated image to feature different players on the team.

To use an animated background image, submit an animated GIF file for your background image. We recommend that if you use an animated image, that the successive images display the same graphics behind the content modules on your channel page and only change the graphics in the channel banner area or the page margins.

Sample background image

The images below demonstrate how a background image appears before and after the brand channel page is customized with content and other branding images. The image on the left shows a sample background image. The background displays a gold frame around a solid background. The image on the right illustrates how the brand channel's content modules overlay the area within the frame. The 875px by 150px channel banner image appears centered above the frame:



Channel banner

The channel banner is an 875px by 150px JPG image that appears at the top of your channel page. We recommend that you choose an image that is 20KB or smaller. The option to upload a channel banner is only available to brand channels.

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 image below shows the channel banner that appears in the examples used throughout this document. Since the banner is a transparent image, it can be overlaid on any background. It is displayed below atop a dark grey background.



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 then upload an 875px by 150px transparent GIF image for your channel banner. You can still use the image map to link different parts of the channel banner area to different URLs. Since YouTube displays a search box and several other links at the top of the page, the space allocated to the channel banner is centered 60 pixels below the top of the page.

Note: If your channel banner graphics are already included in your custom background image, then you need to upload a transparent GIF image for your channel banner. The image must be 875 pixels wide and 150 pixels high, equaling the dimensions of the channel banner. In addition, since channel banners must be JPG images, however, you need to rename your transparent GIF with a .jpg extension before uploading it.

To upload your channel banner, log in to your account and navigate to the [Branding Options](#) page in the **Edit Channel** menu. In the **Channel Banner** field, select the locally saved image that you would like to use for your banner.

If you want your entire channel banner to link to the same URL, enter that URL in the **Channel Banner Link** field. If your channel banner links to multiple locations, enter your image map code in the **Image Map Code** field.

Profile icon

The profile icon is an 88px by 88px image that appears on your channel page in the [channel information box](#) and in the video details box on the video watch page for your uploaded content. We recommend that you upload an image of a product, logo or spokesperson closely associated with your brand.

Note: Even though the image that appears on YouTube is 88 pixels square, you must upload an image that is 122 pixels wide and 88 pixels high for your profile icon. YouTube will then crop 17 pixels off of the left and right sides of the image to leave an image that is 88 pixels square. If you upload an image that is not 122px by 88px, your profile icon may be cropped and resized to the wrong aspect ratio.

The images below show a profile icon before and after it is cropped to be 88 pixels square. Note that the first image has 17 extra pixels on either side of the desired profile icon.

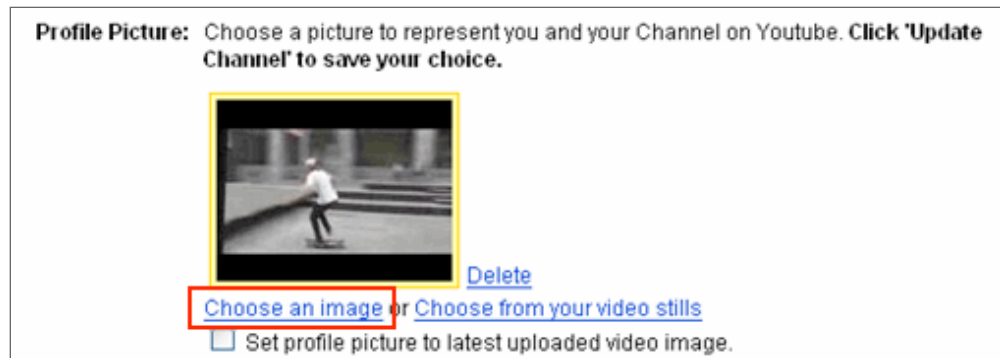


The following instructions explain how to properly size your image using Adobe Photoshop:

1. Create the 88px by 88px image that you would like to use as your profile icon.
2. Open the image in Photoshop.
3. From the **Image** menu, select the **Canvas size ...** option, which will open a window showing the current size of the canvas as well as options for resizing the canvas. (The current canvas size should be 88px by 88px, matching the size of the image.)
4. Modify the canvas width to 122 pixels but do not change the canvas height.
5. Set the anchor in the center square. This setting ensures that your existing graphic is placed in the center of the enlarged canvas.
6. Save the image as a JPEG and upload it to YouTube.

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

1. Log in to your account and navigate to the [Personal Profile](#) page in the **Edit Channel** menu.
2. Click the **Choose an image** link, outlined in red in the image below, next to the **Profile Picture** header. (If you have already selected an image, it will display above the link as shown below.)

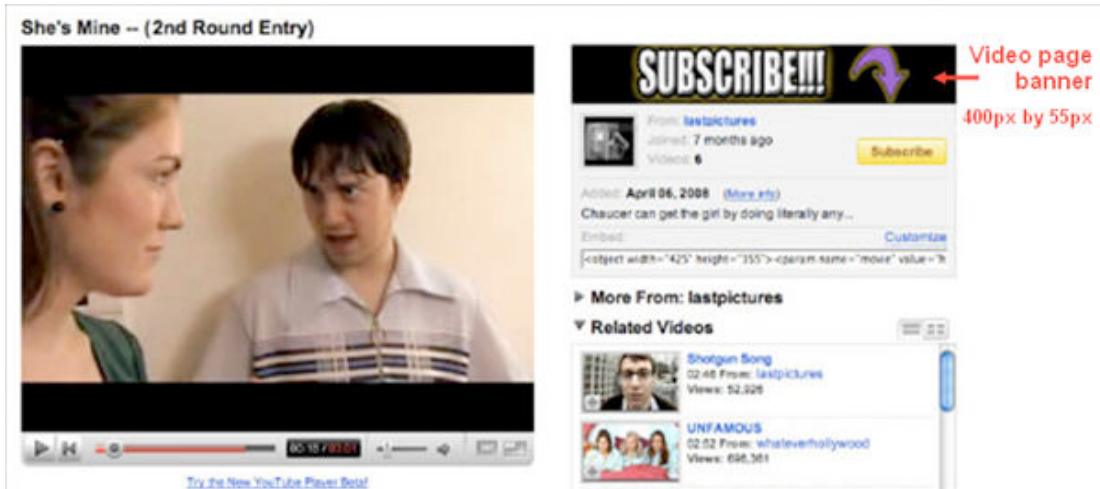


3. Browse to the image that you want to use for your profile icon and select it.
4. Click the **Update Channel** button to upload your image.

Video page banner

The video page banner is a 400px by 55px image that appears on the pages where users watch your channel's videos. The video page banner is only available for brand channel partners. The banner presents an additional opportunity to promote your brand and lets you provide a more consistent branding experience for your channel and video pages. When displayed on your video pages, the banner will link to your channel page.

The image below shows a sample video page banner:



To set the video page banner for your channel, log in to your account and navigate to the [Branding Options](#) page in the **Edit Channel** menu. In the **Video Page Banner** field, select the locally saved image that you would like to use for your video page banner and then click the **Save Branding Options** button at the bottom of the page to upload the image to YouTube.

Video page icon

The video page icon is a 55px by 55px image that appears on your channel page in the **Connect with CHANNEL_NAME** box. We recommend that you use this image to reinforce your brand image by displaying a secondary logo or personality associated with your brand. For example, a sports team might use the [profile icon](#) to display the team logo and the video icon to display the team mascot. Since the icon appears next to links related to user interaction, an icon that features a celebrity or personality associated with your brand may be preferable if that fits within the context of your brand image.

The image below shows a sample video page icon:



To set the video page icon for your channel, log in to your account and navigate to the [Branding Options](#) page in the **Edit Channel** menu. In the **Video Page Icon** field, select the locally saved image that you would like to use for your video page icon and then click the **Save Branding Options** button at the bottom of the page to upload the image to YouTube. We recommend that you choose an image that is 10KB or smaller.

Channel colors

As you did for the background image, navigate to the [Channel Design](#) page in your profile.

YouTube offers several basic color schemes, which are displayed near the top of the [Channel Design](#) page. However, to ensure that your channel truly reflects your brand identity, we recommend that you modify the colors in the **Advanced Design Customization** section of the page. That section allows you to match the colors on your channel page exactly to your brand colors. After setting the colors for your channel, click the **Update Channel** button to save your settings.

The image below shows the **Advanced Design Customization** section of the [Channel Design](#) page.

Advanced Design Customization

Customize your channel further by entering your own colors and styles below.

Background Color: [Pick](#)

Background Image (URL): [?](#)

Repeat Background Image: ☐ Yes ☐ No

Link Color: [Pick](#)

Label Color: [Pick](#)

Transparency Level: %

Font:

Basic Box Properties

Border Color [Pick](#)

Background Color [Pick](#)

Text Color [Pick](#)

Highlight Box Properties

Background Color [Pick](#)

Text Color [Pick](#)

Video Log Properties

Border Color [Pick](#)

Background Color [Pick](#)

Post Title Color [Pick](#)

Text Color [Pick](#)

☒ Grid ☐ Scroller

☐ Video Log Box

☐ Favorites Box

☐ Grid ☐ Scroller

☐ Subscribers Box

☐ Left ☒ Right

☐ Friends Box

☐ Left ☒ Right

☐ Comments Box

☐ Left ☒ Right

Channel Preview

The following settings are customizable:

- **General settings**
 - Background color – A solid color that will be used as the background color of the page.

- Background Image URL – See the [background image](#) section for detailed information about this feature.
- Repeat Background Image – This feature is also described in the [background image](#) section.
- Link Color – Links appear in the [channel information box](#), connect box (which displays automatically and does not contain customizable fields), [subscriptions box](#), [video log box](#) and [comments box](#). Complete URLs in the [branding box](#) will also appear as links.
- Label Color – Labels appear in the [video log box](#) and [comments box](#).
- Transparency Level – This figure lets you adjust the transparency of the modules on your page.
- Font – You can choose between Arial, Times New Roman, Verdana and Georgia.

- **Basic Box Properties**

- Border Color – This setting defines the border color for all content modules except for the [video log box](#).
- Background Color – This setting defines the background color for all content modules except for the [channel information box](#), [branding box](#), [contests box](#) and [bulletins box](#).
- Text Color – This setting defines the color for text (not including links) in all modules except the [channel information box](#), [branding box](#), [contests box](#) and [bulletins box](#).

- **Highlight Box Properties**

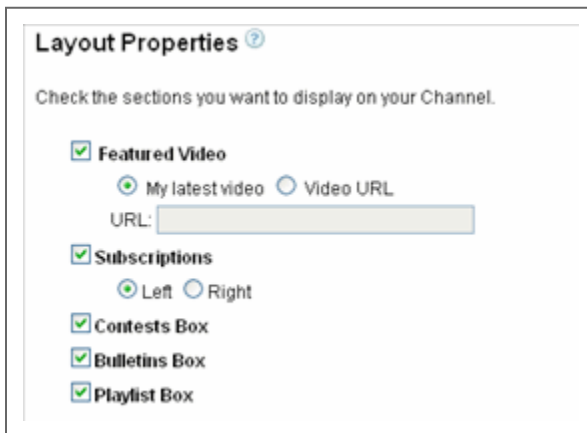
- Background Color – This setting defines the background color for the [channel information box](#), [branding box](#), [contests box](#) and [bulletins box](#).
- Text Color – This setting defines the color for text (not including links) in the [channel information box](#), [branding box](#), [contests box](#) and [bulletins box](#).

- **Video Log Properties** – This section lets you customize the border color and background color of the [video log box](#). You can also customize the color for the titles of video log posts and the text color in the box.

Selecting your channel page modules

The **Layout Properties** section of the **Channel Design** page lets you select the different sections that you want your channel to display. For example, you might choose to display the "Subscribers" box but not the "Friends" box. In addition, you can choose whether certain modules will display on the right or left side of the channel page. Finally, you can choose the format – grid or scrolling box – of the "Videos" and "Favorites" sections.

The image below shows a portion of the **Layout Properties** section of the [Channel Design](#) page. (The list of modules that can be shown is much longer than that shown in the image.)



The following sections explain each module that you can include on your channel page. Please note that if you choose not to display some modules, or to display modules primarily on the right side of the page, you can obtain additional real estate for the branding in your background image.

[Featured video](#)

[Channel information box](#)

[Branding box](#)

[Playlist box](#)

[Videos box](#)

[Video log box](#)

[Favorites box](#)

[Subscriptions box](#)

[Subscribers box](#)

[Comment box](#)

[Additional content modules](#)

Featured video

The first option in the **Layout Properties** section lets you choose whether to display a featured video on your channel page. Typically, brand channel partners opt to show a featured video unless they are displaying a custom gadget or contest module that also plays video.

If you display a featured video, you have the option of either automatically setting that video to your most recently updated video or specifying the video that will be featured. For brand channels, the featured video plays automatically when users visit your channel page. On standard channels,

users must click the video or play button to start the video. We recommend that you update your featured video frequently to keep fresh content on your channel page.

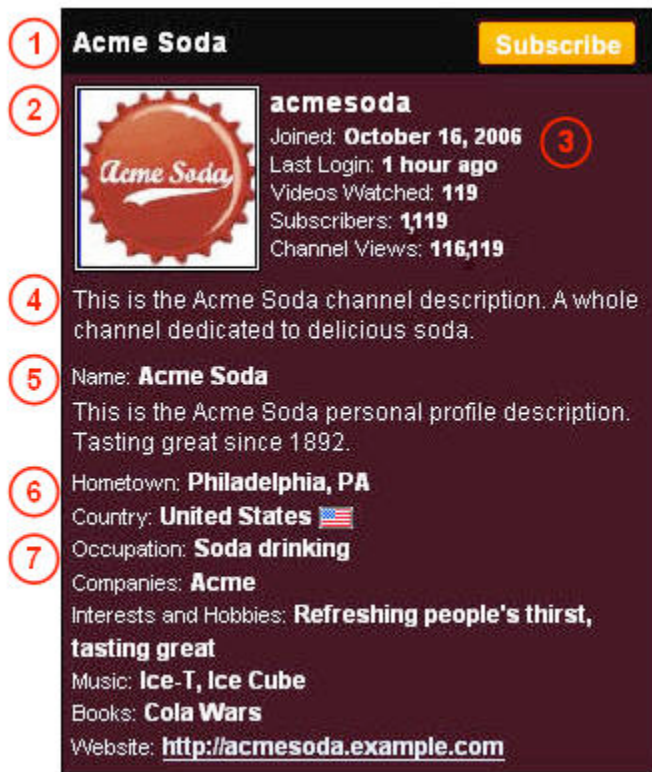
Since your featured video is the first thing that users will see when they visit your channel page, it is important to engage users with videos that capture your brand image. The following list offers several recommendations on how you can use your featured video to directly engage users:

- Talk directly to users about your brand.
- 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.

Channel information box

The channel information box appears on the left side of your channel page below the channel banner. 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 box to highlight key products or personalities associated with your brand.

The image below shows a sample channel information box. This box displays content from several different pages within your account settings.



The following list explains where to enter the information corresponding to the numbered items in the image. Note that if your brand channel is not a standard YouTube account – other channel types are director, musician, comedian and guru – some of these fields may not be displayed. To change the channel type for your account, log in to your account and navigate to the [Channel Info](#) page in the **Edit Channel** menu. Then change the channel type for your account.

1. To edit the box's title, log in to your account and navigate to the [Channel Info](#) page in the **Edit Channel** menu. Update the **Title** field and then click the **Update Channel** button.
2. The icon that appears in the module displays a frame from one of your videos. To select your channel icon, log in to your account and navigate to your [My Videos](#) page, which lists all of your videos. Click the **Make Profile Icon** button next to the video still that you want to use for your channel icon. Please note that your video must be publicly visible to use a still from that video as your channel icon.

We recommend that you upload a video of your logo or another still image closely associated with your brand, such as a picture of a product or spokesperson, and then use that video for your profile icon.

3. This section displays several pieces of information about your YouTube account, including the date your account was created, your last login time, the number of videos that you have watched, the number of people who subscribe to your account, and the number of times your channel page has been viewed. YouTube automatically determines the values of the fields in this section of the module.

4. Your channel description appears below your profile icon. To edit the description title, log in to your account and navigate to the [Channel Info](#) page in the **Edit Channel** menu. Update the **Description** field and then click the **Update Channel** button.
5. Your name, age and personal description appear below your channel description. To update these fields, log in to your account and navigate to the [Personal Profile](#) page in the **Edit Channel** menu. We recommend that you hide the age associated with your account unless the brand is actually associated with a specific person. For example, a brand associated with a particular entertainer or athlete might display that person's age. However, a brand associated with an entertainment company or sports league would not display an age. After updating the appropriate fields, click the **Update Channel** button near the bottom of the page to save your settings.

Note: If your account type is **Musician** or **Comedian**, then the name and age fields do not display in your channel information box. In addition, if your account type is **Comedian**, then the **Influences** and **Similar To** information on your [Performer Info](#) page will display above your personal description.

- The **Name** field displays the first name associated with your account. However, please note that developers who use the YouTube APIs to display videos on their own site could also display the last name associated with your account.

To display a first and last name for your channel, enter both values in the **First Name** field and leave the **Last Name** field blank.

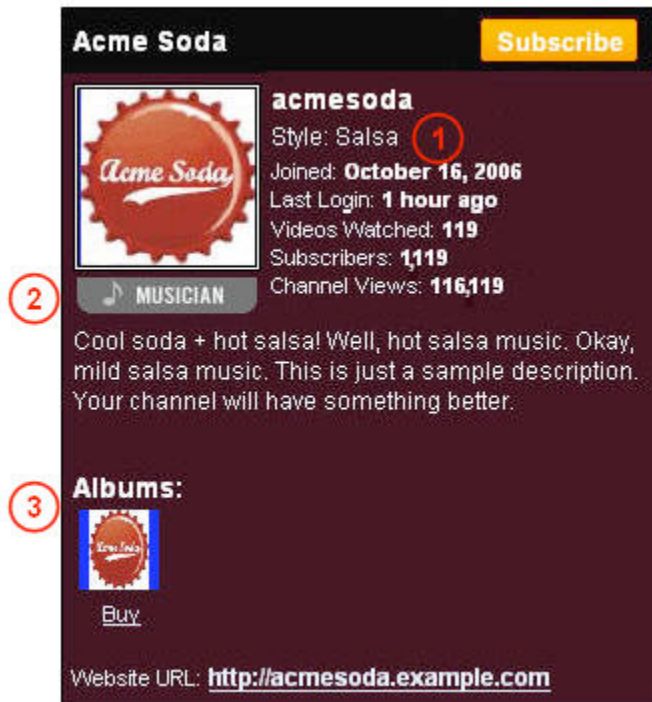
- The **Age** field displays an age that YouTube calculates based on the birth date associated with your account. You cannot change the birth date, but you can opt to not display your age. To do so, select the appropriate option next to the **Display Age** header.
 - The personal description below the **Age** field displays any information you have entered in the **About me** section of your profile.
6. To update these fields, log in to your account and navigate to the [Location Info](#) page in the **Edit Channel** menu. After updating the appropriate fields, click the **Update Location** button near the bottom of the page to save your settings. The channel information box will not display your zip/postal code but does display any other location fields for which you enter information.
 7. To update any of the remaining fields that appear in the channel information box, log in to your account and navigate to the [Personal Profile](#) page in the **Edit Channel** menu.

The channel information box does not currently display the gender, relationship status or student information associated with your account. However, if you enter information for these fields, that information will be accessible to developers who use the YouTube APIs to retrieve your public profile. As such, if your brand does not represent a specific person, we recommend that you leave the gender and relationship status fields blank.

Note: If your channel type is **Musician**, the only one of these fields that displays in your channel information box is your website URL.

Changes to display fields for non-standard channel types

The image below highlights several changes to the fields that display in the channel information box on musician channels. Channels for directors, comedians and gurus may also display different fields as discussed later in this section.



The following list explains where to enter the information corresponding to the numbered items in the image:

1. For all channel types other than **YouTuber**, the **Style** field appears directly below your account name. To set the value for this field, log in to your account and navigate to the [Performer Info](#) page in the **Edit Channel** menu. Select a value in the pulldown menu next to the **Style** header and click the **Update Channel** button to save your preferences.
2. YouTube displays a badge below your channel icon if your channel type is not **YouTuber**.
3. Musicians can display images for up to three album covers and links where visitors can purchase those albums. To enter album information, log in to your account and navigate to the [Performer Info](#) page in the **Edit Channel** menu. Enter the URLs for your album graphics and purchasing links and click the **Update Channel** button to save your information.

Note: In addition to these changes, the image above also shows that that location information and personal details (occupation, interests, etc.) do not show up for musician channels. The fields that display do vary by channel type. The best way to ensure that information will appear in your channel information box is to include the information in your channel description or personal description.

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 set enter a branding box title and branding box text on the **Branding Options** page. If you opt to display this module, it will appear on the right side of your channel page below your featured video.

To set your branding box content, click the **Edit Channel** button on your channel page and then click the **Branding Options** link on the left side of the page. After modifying your branding box content, click the **Save Branding Options** button to save your settings.

- The **Branding Box Title** may be up to 100 characters long.
- The **Branding Box Text** may be up to 4500 characters long. Please note that YouTube will display an error message if you try to submit branding box text that contains HTML. However, you can use line breaks to create paragraphs of text. In addition, YouTube will automatically convert any URLs in your text to links but will not convert email addresses to links. 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 (...).

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 include links 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 box](#) 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.

Playlist box

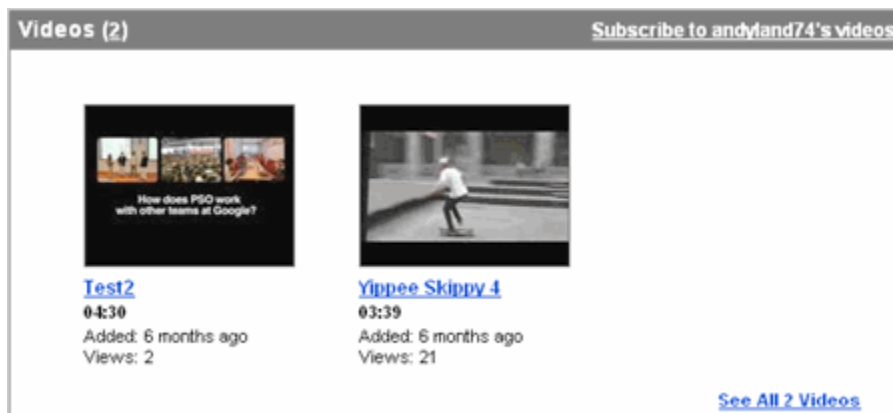
The playlist box provides a way to highlight sets of related videos that users can view serially. Playlists can help users to navigate your channel by grouping similar videos together. Users can also subscribe to your playlists to be automatically notified when you add new videos to those playlists. The playlist box can link to up to three playlists, which you select on the [Channel Design](#) page in the **Edit Channel** menu.

The following list identifies several best practices for creating and selecting playlists for your channel page:

- Create playlists that contain multiple videos related to specific aspects of your brand. For example, a sports team might create one playlist for videos that showing game highlights and another playlist for videos showing post-game interviews.
- Encourage users to share their experiences with your brand. By creating playlists of user-submitted videos that promote your brand image, you can engage users with fresh content while also building a community around your brand channel.
- Keep your channel page content fresh by periodically creating new playlists and displaying them in the playlists box.

Videos box

The videos box, which is shown below, displays thumbnail images and information for videos that you uploaded to your YouTube account and that you would like to feature on your channel page. The box links to each video but does not play videos directly. By default, the videos box displays your most recent videos.

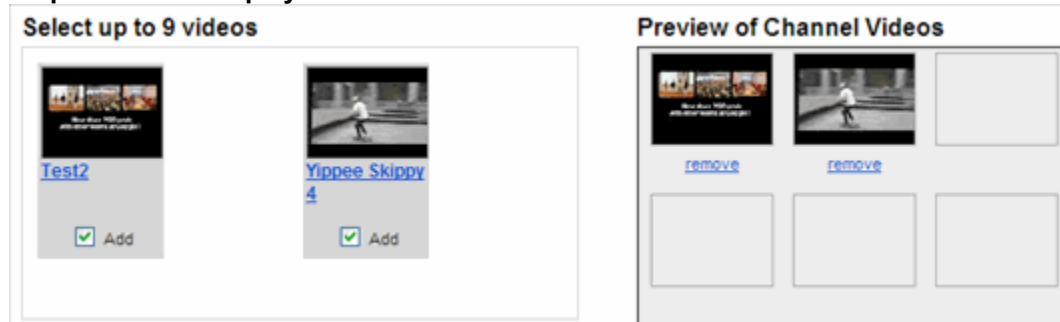


To display the videos box, log in to your account and navigate to the [Channel Design](#) page in the **Edit Channel** menu. Verify that the **Videos Box** option is checked and also select whether the box should display a grid or a scroller. If the box displays a grid, it will show up to three rows of three videos. If the box displays as a scroller, it will show one row of up to four videos as well as arrows to scroll to additional featured videos.

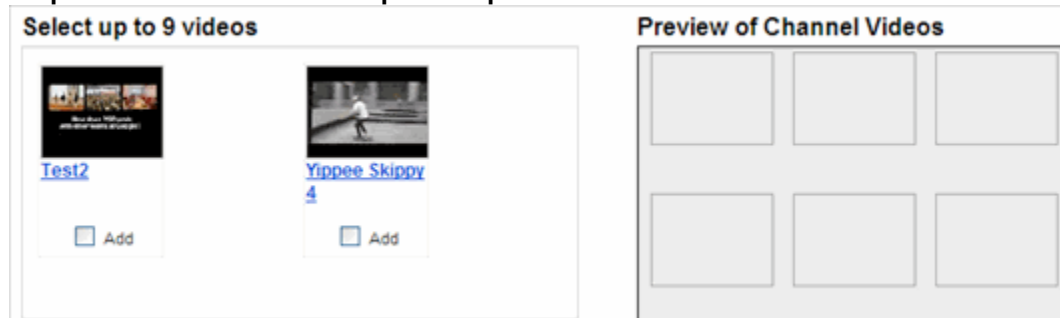
To select the videos that appear in the videos box, navigate to the [Organize Videos](#) page in the **Edit Channel** menu. To set the order in which your videos will display in the videos box, click the **remove** link below any video that appears in the preview pane. Then, in the select pane, check the **Add** checkbox below each video that will display in the videos box. Begin by checking the first video that should be displayed, then the second video, and so forth. If you do not select enough videos to fill the box, YouTube will display your most recently submitted videos after the videos you explicitly select.

The images below depict the process of organizing videos to display in a particular order in the videos box. Specifically, the example demonstrates how to reverse the display order of the two videos appearing in the videos box screenshot above. The first image shows how the videos will appear to be organized when you first navigate to the [Organize Videos](#) page. The second image indicates that each video has been removed from the preview pane. Finally, the third image indicates that the first video to display has been selected.

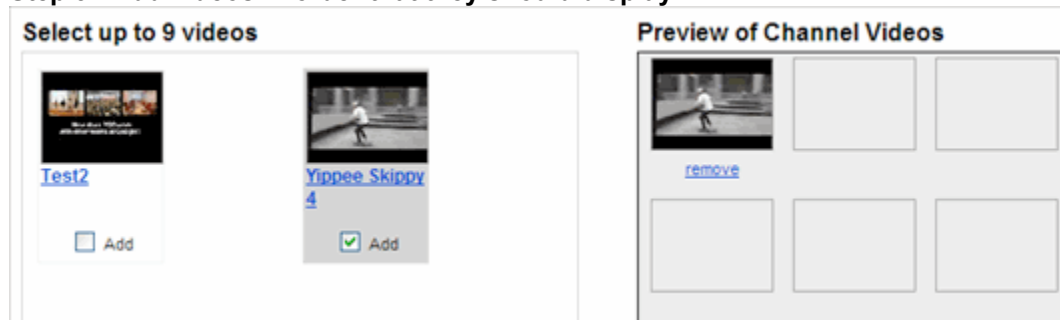
Step 1 - Videos display in default order



Step 2 - Remove videos from preview pane



Step 3 - Add videos in order that they should display



Video log box

Video logs represent a form of blogging in which the medium is video. The video log box gives you an opportunity to put more videos on your channel page that will engage visitors to that page. The box displays up to two entries from a playlist that you have designated as your video log. Each video log entry that appears on your channel page can be played directly on the page by clicking on the video. The video log box displays some details about the video as well as a link to view all posts to the video log.

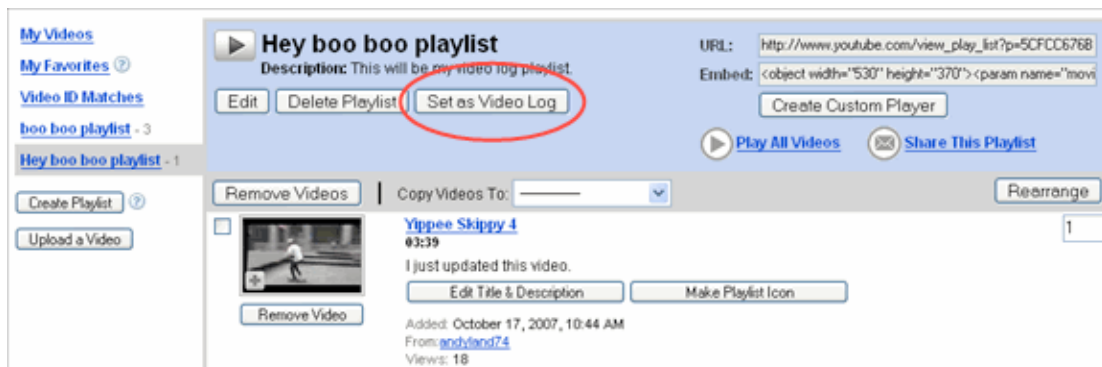
The screenshot below shows a video log box:



We recommend that you only use the video log box if your video content actually lends itself to a blogging format. For example, a sports team could use a video log to track the exploits of a fan who follows the team on a road trip. However, the team would not use a video log to display normal game highlights. Similarly, a music artist might use a video log to showcase videos from a concert tour, including behind-the-scenes videos from concerts or tour buses. However, the artist would not use a video log for music videos.

Note: After a video log entry plays, the video player displays links to related videos within the player itself. The list of related videos, which YouTube generates algorithmically, could include content that is not part of your channel. As such, please be aware that the video log box may display links that direct users away from your channel.

To select a playlist to use for your video log, go to your [Playlists](#) page and, on the left side of the page, click the name of the playlist that you want to use. Then click the **Set as Video Log** button, which is circled in the image below, that appears beneath the playlist description.



Favorites box

Like the videos box, the favorites box displays thumbnail images and information for videos that you want to feature on your channel page. However, whereas the videos box can only contain your videos, the favorites box can contain other people's videos that you have designated as favorite videos.

We recommend that you use the favorites box to build a sense of community by featuring videos that show people sharing their experiences with your brand. This approach encourages users to interact with your brand and also enables your brand enthusiasts to interact with each other. While you can mark your own videos as favorites, we recommend that you avoid doing this to send a clear message that the favorites box real estate on your channel page is intended for videos that your brand enthusiasts submit.

To display the favorites box, log in to your account and navigate to the [Channel Design](#) page in the **Edit Channel** menu. Verify that the **Favorites Box** option is checked and also select whether the box should display a grid or a scroller. To select the content for the favorites box, follow the instructions for selecting content for the videos box. However, after linking to the [Organize Videos](#) page, click on the **My Favorites** link above the preview pane.



Subscriptions box

The subscriptions box identifies other channels to which your brand channel account has subscribed. The module displays the profile icon for each channel. By displaying the subscriptions box, you can 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.

You could also use the subscriptions module to 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.

To display the subscriptions module, opt to display the **Subscriptions Box** and choose whether it will display on the right or left side of your channel page. When you are finished, click the **Update Channel** button near the bottom of the page to save your settings.

Subscribers box

The subscribers box identifies YouTube users who have subscribed to your brand channel. The module displays the profile icon for each subscribed user. By displaying the subscribers module,

you can showcase your channel's popularity. To specify whether your channel page will display the subscribers module, follow the instructions for the subscriptions module but choose whether your channel page will display the **Subscribers** box.

Comment box

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. For this reason, most advertiser brand channels choose to hide comments. If you do choose to display comments, we recommend that you mitigate the associated risk by assigning a dedicated liaison to review and remove inappropriate comments promptly.

To specify whether users can post comments on your channel page, log in to your channel and click the **Edit Channel** button. Then click the [Channel Design](#) link on the left side of the page. If users can post comments, then under the **Layout Properties** header, opt to display the **Comments Box** and choose whether it will display on the right or left side of your channel page. Then click the **Update Channel** button to save your settings. If users cannot post comments, make sure that the comments box option is not displayed.

After indicating whether you want the comments box to display, click the [Channel Info](#) link on the left side of the page. If you opted to display the comments box, then make sure that the option to "Display comments on your channel" is checked beneath the **Channel Comments** header. (This option will eventually be removed as it duplicates the functionality on the [Channel Design](#) page.)

Additional content modules

Contests box

We recommend that you hide the contests box on your brand channel page.

Contest module

You should display the contest module on your site if you are running a YouTube contest or if you have developed a custom gadget to display featured content. Otherwise, you should hide this module on your brand channel page.

Please contact your account executive if you would like more information about contests and gadgets.

Bulletins box

The bulletins box, which is shown in the image below, shows a list of messages that you have broadcast to all of your YouTube friends. However, the box could also show bulletins that your YouTube friends have broadcast to you.

Bulletins (2)	
From	Bulletin
andyland74 May 01, 2008	My bulletin on your channel
brandedchanneldemo May 01, 2008	 That's bulletin!
See all bulletins	
Broadcast a message to all your friends!	

For this reason, many brand channel partners opt to hide the bulletins box on their channel pages. If you do show the bulletins box, we recommend that you be very cautious about which YouTube users you allow to designate you as a friend since bulletins from those users could appear on your channel page.

Videos rated box

The **Videos Rated Box** displays a list of the five videos that you rated most recently. For each video, the box displays a thumbnail image, the video title and your rating.

Typically, brand channel partners opt to hide this module on their channel pages. However, if you do opt to show this module, we recommend that you use it to encourage user interaction with your brand by rating user-submitted videos related to your brand. In this case, however, you may decide to only rate videos that positively represent your brand image so as to avoid having negatively rated videos appear on your channel page.

My recent comments box

The recent comments box displays a list of the five videos for which you most recently added text comments. For each video, the box displays a thumbnail image, the video title and your comment.

Typically, brand channel partners opt to hide this module on their channel pages. If you decide to hide this box, please skip ahead to the discussion of the **Friends box**.

If you do opt to show this module, we recommend that you use it to encourage user interaction with your brand by posting positive comments on videos that positively represent your brand. In addition, you may decide to only post comments on videos that do positively represent your brands so that negative comments do not appear on your channel page.

Even though the box displays five videos, it may display more than five comments if you submit multiple comments on one video before submitting comments on any other videos. In addition, the box may display the same video multiple times if you submit multiple comments on that video but also comment on other videos in between. The following sequence explains illustrates both of these behaviors:

1. You submit a comment on video ABC.
2. You submit a comment on video XYZ.
3. You submit a second comment on video XYZ.
4. You submit a second comment on video ABC.

In the scenario described above, the recent comments box would display three thumbnail images. The first thumbnail would be of video ABC and the second comment that you submitted on that video would appear next to the image. The second thumbnail would be of video XYZ and both of

your comments on that video would appear next to the image, with the most recent comment appearing first. The third thumbnail would be of video ABC and the first comment you posted on that video would appear next to the image.

Friends box

The friends box displays the [profile icons](#) of users who you have added as friends or from whom you accepted invitations to be friends.

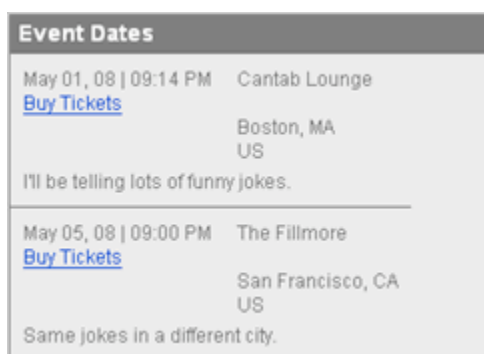
Typically, brand channel partners choose to hide this module on their channel pages to prevent their channels from displaying any inappropriate images in their "friends" profile icons. Some brand channel partners that display the module choose to only add associated brand channels as friends.

Events box

The events box only displays on your channel page if both of the following conditions are met:

1. Your channel type is **Comedian** or **Musician**.
2. You have added [event dates](#) to your channel.

The events box displays up to five events and a link to all events if you have entered more than five 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. The image below shows a sample events box:



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

Additional customization options for brand channels

The [Branding Options](#) page in the **Edit Channel** menu displays several other options for customizing your brand channel:

- The **Tracking Image URL** 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** was originally designed to let you redirect your channel page traffic to another page on YouTube's site. However, this option is no longer used and will be removed from the page in the near future.

- The **Google Analytics account id** field lets you specify a Google Analytics account that you want to use to track usage and performance of your brand channel account.

Best practices for brand channels

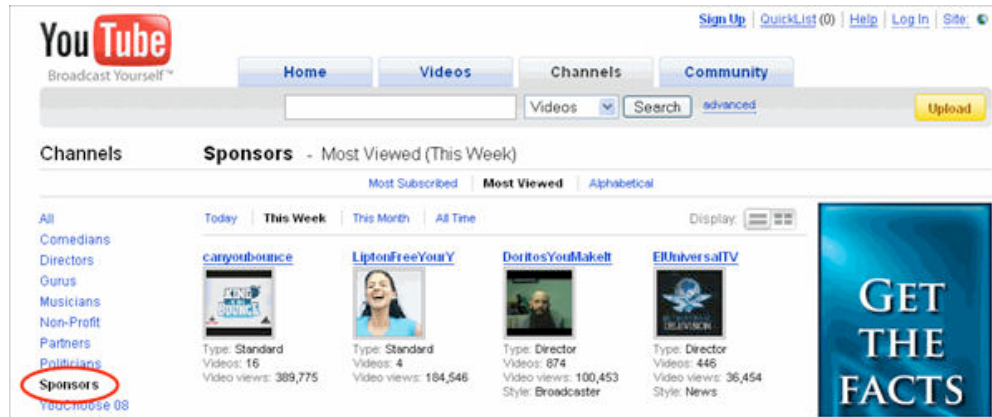
This section lists additional best practices that can maximize the impact of your brand channel:

- **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.
 - 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.

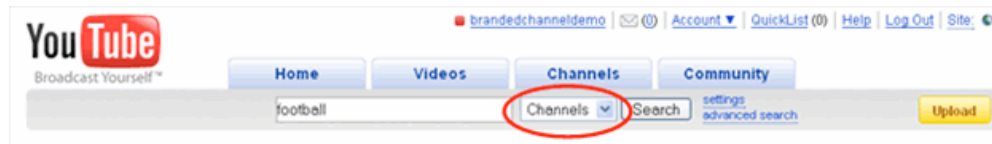
Finding your brand channel on YouTube

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.



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. When you set up an account, please make sure you set a reasonable age. You can also choose to hide the age associated with your account. To hide the age, go to your channel and click the **Edit Channel** button. Then click the **Personal Profile** link and choose the appropriate option next to the **Display Age** header.

Q: Can I use HTML to format the text in the Branding box?

No. YouTube will display an error message if you try to submit branding box text that contains HTML. However, you can use line breaks to create paragraphs of text. YouTube will also automatically convert any URLs in your text to links.

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.