

Google updates YouTube brand channels

Customize your new brand channel with Clipster for YouTube

On March 7th 2013 Google officially launched the new YouTube brand channels: YouTube One Channel. After all, video determines the market. As a member of the Google Engagement Solutions Developer Program, Clipster has now made available the advanced app, Clipster for YouTube, which gives companies a YouTube brand channel with their own brand identity quickly and at relatively low cost.

International market studies show that the reach of corporate videos is growing explosively. This is not surprising, since 4,000,000,000 social videos are already being viewed daily (comScore). With the updated YouTube brand channels, Google offers you a professional platform. And with **Clipster for YouTube**, you can enjoy a permanent presence with all of your campaigns, product information, promotions, live product launches and more. And all of this is already possible for less than 2,000 euros.

Clipster for YouTube automatically adapts the layout of your brand channel to the format of the device used to display the video content: tablet, PC or smartphone*. It's extremely easy to add Clipster components that will benefit your brand or company, from social channels and teasers to categories and more. Does your business market involve different languages and cultures? With **Clipster for YouTube**, a beer brand is automatically shown in its non-alcoholic version in Arabic countries. Campaign management with regional targeting, it's all possible.

Clipster for YouTube offers you:

- Total creative freedom
- A permanent 'branded' YouTube presence
- Change your content as often as you like
- Complete Social integration (including social feeds and social buttons)
- Compatible with mobile devices (responsive design)
- Localized content & multi-language support
- Easy content management
- Campaign management
- The possibility to broadcast live video (YouTube Live Video)
- Full statistics
- Cloud-based platform hosted on Microsoft Windows Azure
- Attractive pricing structure

Clipster launched the free **Clipster for Facebook** in 2012. This social video app has a total reach of millions on this platform.

About Clipster

Clipster, a developer of Social Video Engagement solutions, is based in the Netherlands. Clipster is a division of Outpost11 Ventures, whose other divisions include the Internet agency [Outpost11](http://www.outpost11.com).

Clipster website: www.clipster-video.com

* Approval by YouTube necessary for the time being.

More information:

T +31 76 565 12 24

E press@clipster-video.com

W www.clipster-video.com

Visuals and translations

High-resolution visuals and this press release in Dutch, German and French can be found on our press page at www.clipster-video.com/press.

