

advertorials # part1



DID YOU KNOW?
Over 300 hours of video are uploaded to YouTube every minute!

Of course you already know that YouTube has advertisements: ads pop up while you are watching a video. But how about the advertisement in the actual videos you are watching? To be able to spend all their time on YouTube, YouTubers need to make money. One way of doing so is by sponsorships. They might receive free products or payment from companies to talk about their products or services. Do you think that you always recognize ads?

EXERCISE 1

1 Who is your favourite YouTuber?

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2 How much time do you spend on YouTube?

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3 Do you create any videos yourself?

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4 How can you make money from YouTube? Write down your ideas.

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DID YOU KNOW?
Being a YouTuber can be a serious career and fulltime job.

EXERCISE 2

As a general rule, if you are making money from partnerships on your YouTube channel, you should make this clear to your viewers. There are different ways to make money though, and different ways in which YouTubers inform their viewers. Look at the examples on the slides and discuss what you think the following disclaimers mean.

1. #ad
2. affiliate links
3. "This video contains a paid for promotion"
4. "Sponsored by"

EXERCISE 3

Work in groups of three. Together, watch videos of your favorite (English-speaking) YouTubers. Find one example of each of the following:

1. Affiliate links
2. Sponsorship
3. Merchandise

Write down for each video:

URL	
YouTube channel	
<input type="checkbox"/> affiliate link <input type="checkbox"/> sponsorship <input type="checkbox"/> merchandise	
What product is being advertised?	
Does the YouTuber say anything about the video being sponsored?	
What information can you find in the description about affiliate links / sponsorship / merchandise?	