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For Immediate Release

## Long-form content deal between YouTube and Five to expand reach of broadcaster's programmes

**YouTube** and **Five** have signed a major content deal which will make the broadcaster's original full-length programmes available on-demand and free-of-charge via **YouTube** in the UK from today. Programming from **Five** can be found within **YouTube**'s recently announced UK Shows section, which brings together more than 3,000 hours of full-length programming and clips from its professional content partners at [youtube.com/shows](http://youtube.com/shows).

Under the terms of the deal, **Five** will make its **Demand Five** video-on-demand catch-up service of new programmes available via **YouTube** shortly after television transmission, including popular series such as **Neighbours**, **Home And Away**, **The Hotel Inspector** and **The Gadget Show**. **YouTube** users will also be able to access around 250 hours of **Five**'s archive content.

The strategic partnership marks the second time a broadcaster anywhere in the world has made a comprehensive catch-up schedule available on **YouTube**. The first such deal, with Britain's Channel 4, was announced in October.

The deal will expand the availability of **Five**'s content to **YouTube**'s 20 million UK users and provide the broadcaster with additional advertising inventory and reach, tapping into growing consumer demand to watch **Five**'s programming online. For example, in 2009 searches on Google for "neighbours on demand" were up 600 per cent.

All programmes will be available only in the UK, free-of-charge and supported by advertising. **Five** will have a branded presence on **YouTube** and its sales team will be able to sell both display and video advertising (typically pre-roll and mid-roll advertisements and sponsorship bumpers) around the content available on the site.

As well as making its content available, **Five** will use **YouTube** as a platform to engage with fans of some of its biggest shows. For instance, in the New Year UK residents will be able to audition via **YouTube** for a guest role on the popular Australian daily drama **Neighbours**.

**Five** will also use **YouTube**'s industry-leading Content ID copyright system, allowing the broadcaster to automatically detect unauthorised user uploads that contain **Five** content and block or monetise these as it chooses.

The deal is non-exclusive, allowing **Five** to continue to distribute **Demand Five** content via its own websites including [www.five.tv/demandfive](http://www.five.tv/demandfive) and other third party sites and services.

YouTube this week launched its first ever offline advertising campaign to promote its new UK Shows section of the site. The campaign is centred on the message "**YouTube's got TV**" and includes bus sides, tube panels and full-page print ads, as well as online video pre-roll and display ads. In mid-December, YouTube will have an interactive installation in a shop front near Carnaby Street where passers-by will be able to choose content to watch.

**Nikesh Arora**, President, Global Sales Operations and Business Development for Google, YouTube's owner, said:

"The past few weeks have been exciting for all of us who love British TV, and we're delighted that our users can now find even more of their favourite programmes in YouTube's new Shows section. This landmark partnership with Five places them at the forefront of the new opportunities around full-length content online, and their shows will see increased reach and revenues. This kind of agreement is great for consumers, who now have new safe and legal ways to watch the shows they love whenever they want."

**Dawn Airey**, Chairman and Chief Executive of Five, said:

"This is a tremendously important deal for **Five** because in one fell swoop it extends the reach of our content beyond linear TV and our own existing websites to a new audience of younger, upwardly mobile and web-savvy individuals – an audience that advertisers are equally desirous of attracting. Importantly it extends the availability of legally available long-form content online thereby dealing a blow to web piracy.

"The partnership we are announcing today with **YouTube** is also a great example of how broadcasters can leverage the expertise of companies outside the field of TV in order to

work together to take advantage of exciting new markets. Legitimate internet video operators are far from the 'parasites' that some have sought to portray them as in the past; on the contrary, they can be an important partner in helping modern day broadcasters reach new audiences and continue to fund high quality original content."

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### **About Demand Five**

- Five launched its catch-up TV service, Demand Five ([www.five.tv/demandfive](http://www.five.tv/demandfive)), in June 2008. It is available online as well as on TV via BT Vision, the UK IPTV service.
- In September 2009 Demand Five had more than 3 million views of long-form content and the service has grown in popularity throughout the year with a 110% increase in visitors since January.
- It forms part of Five's Digital Media Group platform alongside websites such as Holy Soap ([www.five.tv/holysoap](http://www.five.tv/holysoap)) , FiveFwd ([www.five.tv/fwd](http://www.five.tv/fwd)) and Five Casino ([www.fivecasino.tv/](http://www.fivecasino.tv/)), vertical portals aimed at soap opera aficionados, young male fans of cars and gadgets and gaming enthusiasts respectively. Combined, they form the fastest growing group of websites among all major UK broadcasters: up 85% in September year-on-year (Source: Nielsen Online Research).
- Five (Channel 5 Broadcasting Ltd.) is a commercially-funded UK public service television broadcaster. It began operating in 1997. It is owned by RTL Group, the leading European entertainment network with 46 television stations, 30 radio stations in 11 countries and worldwide production.

### **About YouTube**

YouTube is the world's most popular online video community allowing millions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube, LLC is based in San Bruno, CA and is a subsidiary of Google Inc.