

YOUTUBE UPDATE FOR CREATORS:

**MID-ROLL ADS ARE
GETTING SMARTER**



GEORGI ZAYAKOV

MID-ROLL ADS UPDATE

WHAT'S CHANGING?

- Mid-roll ads will now appear at natural breakpoints like pauses and transitions
- Fewer ads that interrupt dialogue or action
- Older videos uploaded before February 24, 2025, with manual mid-rolls will receive additional automatic ad slots



MID-ROLL ADS UPDATE

WHAT THIS MEANS FOR YOU?

- If you use automatic mid-rolls, nothing changes
- If you manually place mid-rolls, review your placements as interruptive ads may no longer perform well



MID-ROLL ADS UPDATE

NEW FEATURE: FEEDBACK TOOL

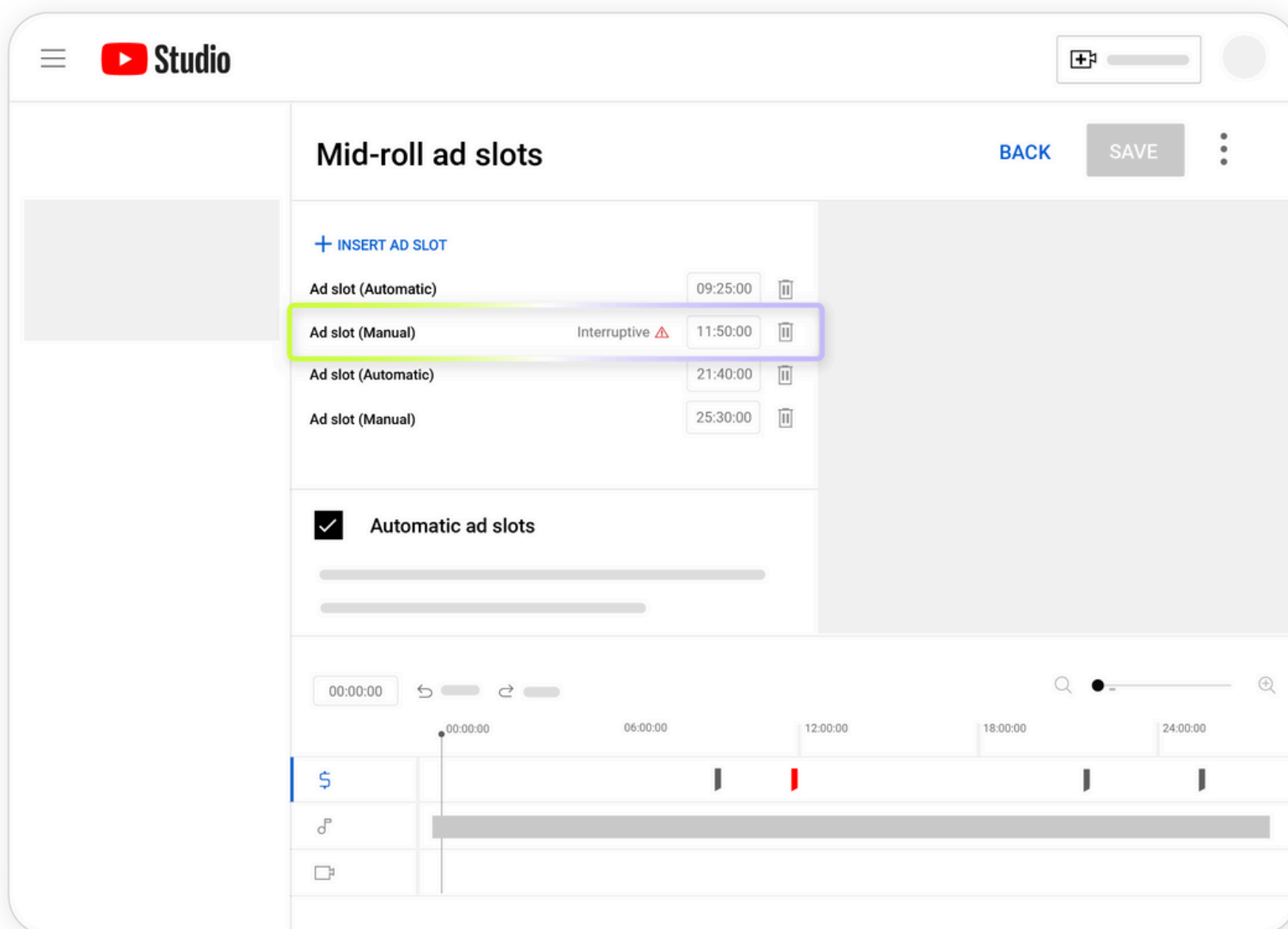
Feedback in YouTube Studio:

This new feature will show you if your mid-roll ad slots are considered interruptive so you can make changes as needed to place them somewhere with a natural break instead.



MID-ROLL ADS UPDATE

NEW FEATURE: FEEDBACK TOOL



SOURCE:

<https://support.google.com/youtube/thread/320350373/updates-to-mid-roll-ads-for-creators-on-youtube?hl=en&sjid=9334863129399900159-NC>



MID-ROLL ADS UPDATE

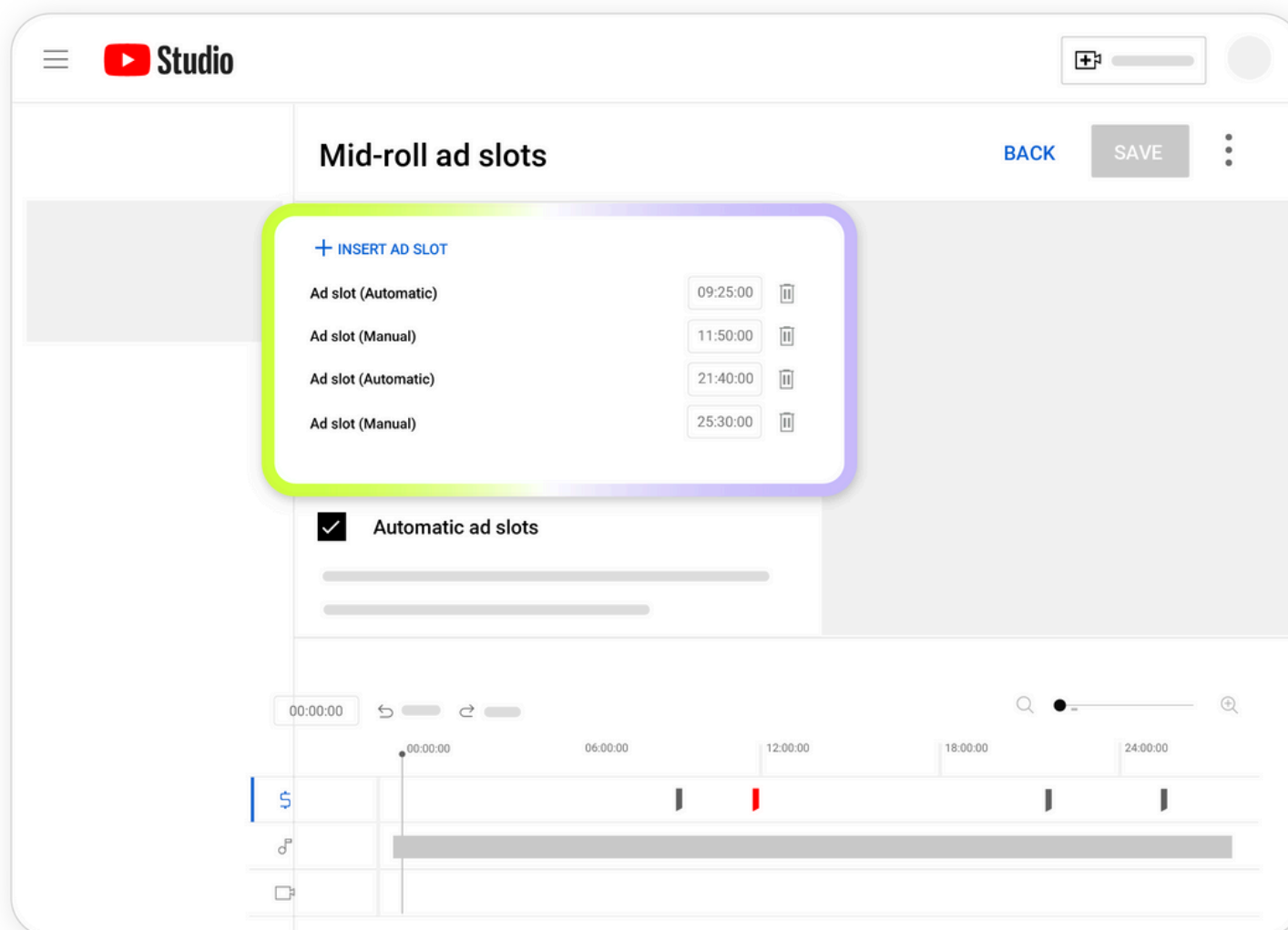
NEW FEATURE: AUTOMATIC AD SLOTS

YouTube's automatic ad slots enhance manual placements by finding natural breakpoints, improving viewer experience. A July 2024 experiment showed a 5% revenue increase for channels using both. You can opt out of the feature in YouTube Studio.



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MID-ROLL ADS UPDATE

REVENUE AND VIEWER EXPERIENCE

- Improved viewer retention can lead to higher overall revenue
- More natural ad placements reduce disruptive interruptions
- Interruptive manual ads may earn less after May 12



MID-ROLL ADS UPDATE

ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your
Google Ads questions? Simply
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



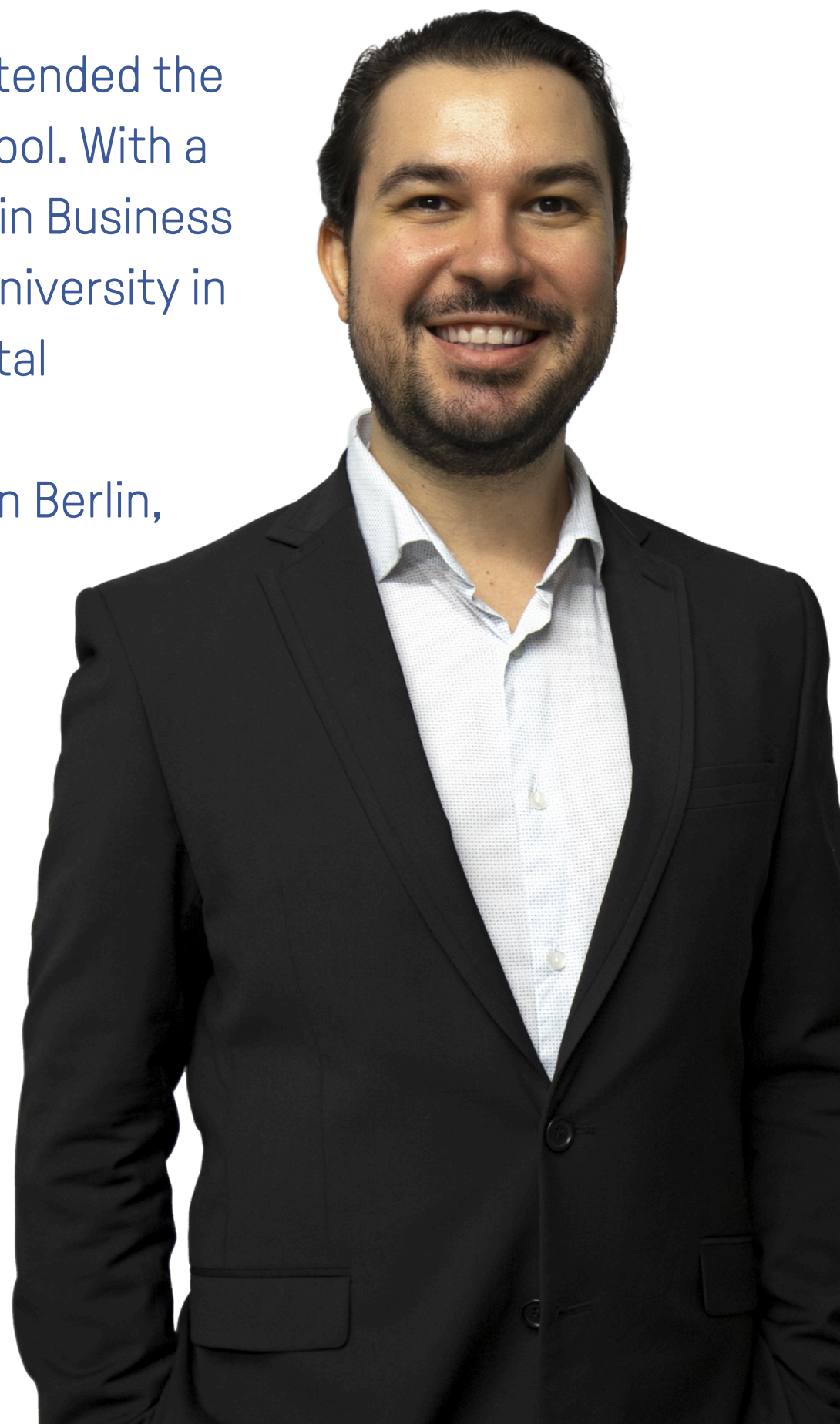
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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