

Broadcast News Quickstart Guide

Audience interest in timely, informative content continues to grow on YouTube. This resource shares best practices for news organizations uploading to YouTube, and provides updates on news-specific products developed to help audiences find the information they seek.

Growth of news on YouTube

2x +75%

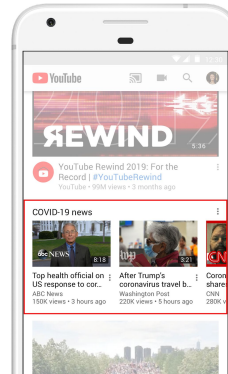
Audience growth for authoritative news channels over the last year*

Growth of global watchtime on authoritative news content in the first three months of 2020**

*Google data, Global, Jan 2020 v. Apr 2019. Includes only viewers of news content on channels in the authoritative news corpus.

**Google data, Global, Jan-March 2020

How YouTube is supporting COVID-19 news coverage



COVID-19 news shelf on YouTube's homepage features the latest authoritative news content related to COVID-19.

This shelf has prominent placement on YouTube's homepage, helping to make COVID-19 news content available to all users in your country at all times. Learn more [here](#).

Programming best practices

- **Think sustainably:** consider your existing content and available resources when planning your YouTube channel strategy. Then develop a plan that takes these factors into account and allows for sustainability and long-term success.
- **Program to be discovered:** structure your titles and [descriptions](#) with the most important information first, and clearly convey what the video covers. Use bright, high-contrast images for your video [thumbnails](#) to help catch viewer attention. **TIP:** When developing your content, titles, and descriptions, use [Google Trends](#) to help you understand what audiences are searching for and curate your content around those topics.
- **Uploading early and often can be beneficial:** quick uploading of content around events and breaking news can help you become established in search and reach audiences via a [news shelf](#) on YouTube's homepage.
- **Consistency and audience expectations are key:** find a consistent schedule that works for you and communicate it to your audience so that they know when & what content to expect. **Remember:** Consistency doesn't always mean that your upload volume is the same everyday, but rather than audiences know they can rely on you for timely updates on recent news - even if you're publishing more frequently than normal.

Need Support?
Contact us via [this form](#).

Lean into existing news formats

Creating clip content from broadcast news: when repurposing content from broadcast news consider how you will package the content for audiences who will be viewing it on its own. **Remember:** be mindful of your audio ins and outs, so that you give audiences the best experience possible.

- **Breaking News:** content that updates viewers and keeps them apprised of information and events that may affect their lives.
- **Live Coverage:** provides viewers with an immediate, real-time stream of ongoing events and developing news; click [here](#) for set up instructions!
- **Explainers:** break complex topics into layman's terms, providing a bite-sized, easily understood narrative for viewers.
- **Expert Interviews:** are centered around a 1:1 experience wherein a Subject Matter Expert uses their skillset to respond to FAQs or review existing media / topics.

TIP

It's often best to focus your clip content around singular topics to start, as this will help you package more effectively for discovery.