

## YouTube appoints eType in sales role

Video website YouTube has appointed ad sales house eType to carry out its third-party sales in the UK and Ireland. Previously, advertising for the increasingly popular internet video site was sold in-house. Unsold inventory was handed on to a range of UK sales houses.

YouTube is the third most popular social networking site in the UK, according to Hitwise. For the week ending 19 August, YouTube was the 26th most visited website in the UK, with 0.33% of visits.

The site recently announced two new ad formats. The Participatory Video Ad is a user-initiated video advertisement where consumers can rate, share, make comments about, and pick, favourite advertising.

Brand Channels allow advertisers to “own” an area of YouTube where they can show video content with a look and feel consistent with their own brand values.