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## **AdSense Announces Video Ads**

### *New ad test to expand Google's advertising in offline area*

Google's AdSense is currently the most popular advertising solution in the entire internet world because many webmasters registered for the service to earn money by placing simple ads on their websites. The product can easily bring you money because every time a visitor clicks on an ad placed on your website, AdSense transfers a new amount of money into your account so, more visitors, more money. Although some of you may think that managing an AdSense account is very easy, Google currently has a lot of policies that impose the configuration of your settings in a certain way so as not to infringe the company's terms of service. So, it's obvious that Google AdSense is a popular service among all the internet users, but it seems like this is not enough for the search giant. Some time ago, the company announced that they are looking to expand their advertising platform into the offline area by placing numerous ads into multiple US newspapers. At that time, some of the AdSense users were selected, the company sending their ads to the US publications. Then, Google confirmed the rumors that sustained that they want to advertise on radio stations, adding that multiple audio ads were already sent to several radios. Recently, the search giant revealed the company's plans to produce a YouTube television that will also display ads, as well as a new advertising campaign to include adverts on streets and shops. Today, Google employees posted a message on the official blog of the company to confirm a new test that will start in the next weeks and that is meant to test more video advertising features developed by Google. "Over the next few weeks we'll be testing AdSense video distribution and sponsorship with a small group of publishers. You may remember us doing a similar trial last year with MTV Networks, where we distributed ad-supported MTV video content to publishers who displayed the content on their sites. This time, we'll be working with a larger set of content providers, grouping together video content from providers such as Warner Music Group and Sony BMG Music Entertainment together with quality ads and offering them as playlists which publishers can select from and display on their AdSense sites. Participating publishers range from small to large, and cut across many different types of content," Christian Oestlien, Product Manager, said on the official blog.