

YOUTUBE ONE CHANNEL

What is Happening?

YouTube has upgraded their site design on an **opt-in** basis to provide consistent branding, encourage channel subscriptions, and show video activity. The benefit of the upgrade is that your channel will look good regardless of the type of screen the viewer uses. The changes include a new right-hand panel on all pages, new channel art, and flexible width and height canvases.

The new design will be applied to all pages in June 2013:

- **June 5th** - All channels except for those that have gadgets and those owned by pharmaceutical clients will auto-migrate. Channels can be reverted to the old design at: <http://www.youtube.com/onechannel>.
- **June 19th** - All channels will be migrated to the new design without the option to revert.

Does the Marketing Cloud support flexible widths?

Salesforce Marketing Cloud is in the process of supporting flexible width canvases for summer 2013. If you choose to adopt the One Channel design it will work using fixed width canvases until December 2013.

How do I make use of flexible widths once Marketing Cloud supports it?

When you decide to use a flexible width design, you should:

- Upgrade to a Version 2 YouTube sapphire (available summer 2013).
- Verify your CSS does not require absolute positioning or that it does not size items in pixel measurements.

If you are an existing client, you should contact your Sales Representative to enable the flexible width design. The design will initially default to a fixed width. Also, there will be new settings to enable flexible width on the image sapphire, product gallery, and photo gallery sapphires.

Do I have to support a flexible width?

If you choose not to adopt a flexible width in the One Channel design by the end of 2013 your gadget **will still work**, however, viewers using a smaller browser may have to use a horizontal scroll bar to view the full gadget.



How do I opt-in to the upgrade before June?





To upgrade you just need to opt-in at: <http://www.youtube.com/onechannel>.

What do I need to prepare to upgrade?

To prepare your channel art assets for the upgrade, learn more here: <http://goo.gl/p7rsb>.

Interested in learning more about how Salesforce Marketing Cloud can help grow your social presence and build your business? Contact us to get started today.

Have questions? Contact us:

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