**Ads Set to Come to YouTube TV**

YouTube is going to start selling ads during its live TV streaming via its Google Preferred advertising program. The ads will be available as part of a content package put together by the platform for advertisers based on their affinity or demographic advertising buys.

***Variety 4/29/18***

<http://variety.com/2018/tv/news/youtube-tv-advertising-spending-cord-cutters-1202791293/>