**Univision Plans to Bring In Younger Viewers**

Univision has launched two original programs for YouTube and plans to release more in a bid to reach younger audiences. In addition to cashing in on the traditional YouTube monetization model, the company is also building a strategy around product placement and branded content, says Univision Interactive Media's Sameer Deen.

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<https://digiday.com/media/univision-making-original-shows-youtube/>