**YouTube Launches Connected TV Ad Format**

YouTube is launching large home page masthead ads for its connected TV app globally that autoplay on all compatible devices, according to company officials. Marketers can purchase the ads with reserved placement on a cost-per-impression basis across platforms or for one connected TV system for targeted audiences and have been beta-tested by a variety of brands, including Ford.

***The Verge 9/18/19***

[***https://www.theverge.com/2019/9/18/20872009/youtube-tv-masthead-advertising-block-layout-homepage-web-browser***](https://www.theverge.com/2019/9/18/20872009/youtube-tv-masthead-advertising-block-layout-homepage-web-browser)