

YouTube rolls out more non-skippable ads, making viewers wait even longer to enjoy videos

Soon YouTube ads won't leave you alone even when you pause the video.

Google-owned YouTube has been beefing up its advertising for years now, introducing screen-pausing ads, disabling ad blockers, and even using AI to show ads when viewers are most engaged.

Now, the video platform is once again finding another way to deploy ads by beta testing 30-second non-skippable ads in regular campaigns.

In other words, YouTube is giving advertisers another way to show ads to users.

1. YouTube tests playing 5 ads at a time, won't let you turn them off

YouTube Tests New 30-Second Non-skippable Ad Format

As Search Engine Land reports, 30-second ads were previously reserved through YouTube Reservation deals, but now Google Ads is allowing more advertisers to include 30-second ads in regular campaigns.

According to Swipe Insight, the format will allow advertisers to display 16- to 30-second video ads exclusively on TV screens, including Smart TVs and Chromecast devices .

Additionally, these 30-second non-skippable ads are being rolled out alongside 6-second bumper ads and 15-second non-skippable ads.



The test was well received by Anthony Higman, CEO of ADSQUIRE, who claimed that users would 'probably' watch 30-second ads: *'...the 15-second non-skippable YouTube ad format is my all-time favorite,'* he said. *'These formats can target keywords and audiences, and users have to watch the ad to get to the content they want to enjoy.'*

Search Engine Land also warns that viewers will need to get used to waiting longer to watch videos than they do now, or opt to bite the bullet and subscribe to Premium .

However, if you watch a lot of Shorts, you may want to avoid Premium Lite , as YouTube recently announced that ads will start appearing on that content, even for paid users.

However, for those looking to save money, the platform is rolling out a new Spotify-style subscription plan that gives two people access to Premium for a slightly lower price than buying two packages individually.

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