

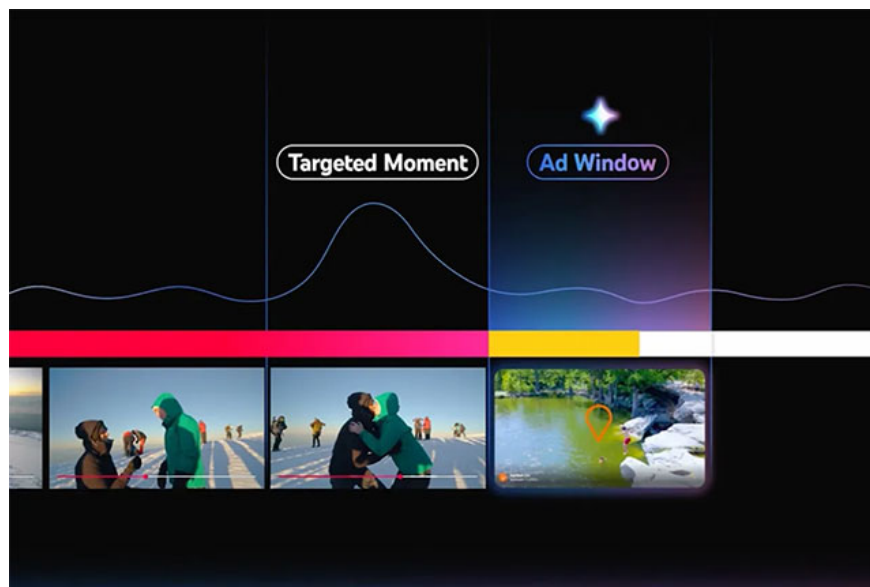
YouTube starts using AI to turn ads into an unavoidable 'trap'

In an effort to boost ad revenue, YouTube has just announced plans to deploy AI to optimize ad placement, making it difficult for viewers to ignore.

In an effort to boost ad revenue, YouTube has announced plans to deploy AI to optimize ad placements so viewers can't skip them. At the Brandcast 2025 event in New York, the platform revealed that it will use Gemini AI to analyze videos and identify 'Peak Points' – when viewers are most engaged – to insert ads.

The AI's ad "trapping" mechanism will basically be based on the following aspects:

1. **Climax Detection** : AI analyzes video content to find the most engaging moments (e.g. movie climax, song climax) where viewers are less likely to skip despite ads.
2. **In-depth analysis** : Not just relying on the playback graph on the rewind bar, AI will evaluate multiple factors such as facial expressions, audio, and user behavior to determine the optimal position.
3. **"No escape" strategy** : YouTube did not reveal whether the ad is skippable or the specific length, but analysts predict it will be a long, non-skippable ad placed at a key time.



For viewers, this is clearly an annoying change that will force them to consider upgrading to YouTube Premium (no ads). YouTube has been experimenting with new ways to entice users lately, such as airing NFL Week One in Brazil (September 5) for free without a subscription, or launching a cheaper Premium plan with fewer ads.

At the same time, for creators and advertising companies, creator content can increase revenue thanks to well-placed ads, but advertising effectiveness (CTR) still depends on the relevance of the product to the viewer.

YouTube is also continuing to crack down on ad blockers, especially on the Chrome browser. At the same time, the platform is testing a limited ad-free preview as a "bait" for users to experience before paying.

With AI taking control of ad length and placement, YouTube is turning ads into mandatory 'barriers' rather than skippable distractions. This move may have users reacting negatively, but it also opens up greater monetization opportunities for creators — as long as they're willing to compromise the viewer experience.

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