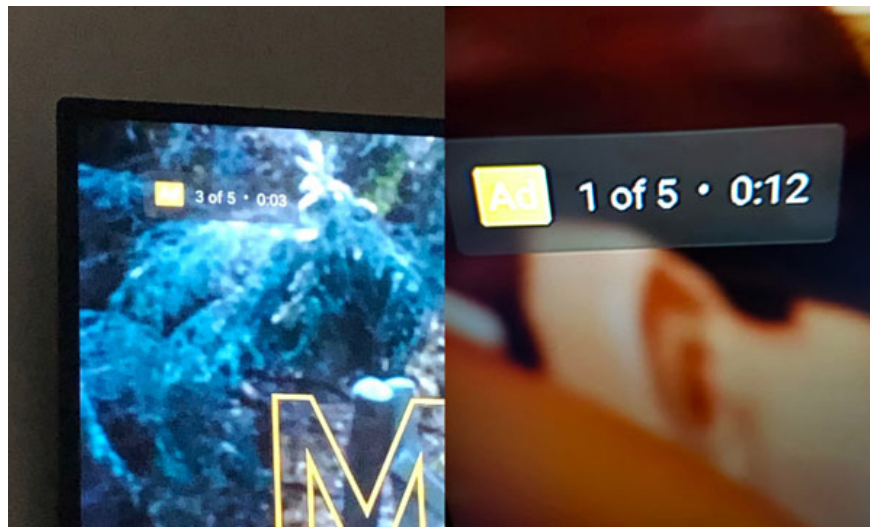


YouTube tests playing 5 ads at a time, won't let you turn them off

It looks like YouTube is testing a new way of advertising, showing up to 5 ads in a row at the beginning with no skip option.

On Reddit and Twitter, many people have complained about having to watch several ads continuously when watching YouTube videos with free accounts. In particular, they are forced to watch all of these ads before being able to continue watching the main content of the video, without the option to skip.

It seems that YouTube is testing a new way of advertising, showing up to 5 ads in a row at the beginning with no skip option. This test is only happening with a small group of users and has not appeared in Vietnam yet.



However, this experiment by YouTube is making users angry. Many users say this makes them not want to watch videos on this platform anymore.

VeeVee account said 'With so many ads, I no longer want to watch videos on it. Is YouTube trying to force users to buy Premium?'

Currently, YouTube shows about two ads per video but there is a skip option from the sixth second onwards.

In response to user feedback, a YouTube representative admitted that the platform is testing a new feature called "bumper ads". This person emphasized that the total duration of these 5 ads will not exceed 30 seconds, each ad will only last 5 seconds.

According to this representative, users can send feedback or personal opinions via Twitter or the note feature on the YouTube app.

It seems like this is a move by YouTube to show that they want more ads to appear.

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