

What's next for YouTube, from Advertising Week New York

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VP, Agency and Brand Solutions at Google

We recently partnered with several top YouTube creators to test our new live shopping features, including Simply Nailogical, who launched her new nail polish collection to 2.8 million fans on her Simply Not Logical channel, and Hiram, who dropped his new 'Selfless' skincare line to 4.5 million fans.

We've also tested shoppable livestreams with leading retailers on their channels. Raven Elyse went live to sell her favorite home workout gear and morning routine essentials from Walmart, Sephora beauty directors hosted a live Q&A about makeup foundations, and Target performed a live style haul celebrating fall style.

"We think about YouTube as a connector to our customers – reaching people through inspiration, entertainment, and creativity," says William White, Chief Marketing Officer, Walmart. "At Walmart, we continue to innovate on behalf of the customer, and we are excited about our work together. Through our partnership with YouTube, we will continue to evolve how we link inspiration and commerce."

Building on the success of these pilots, the YouTube Holiday Stream and Shop will kick off on November 15 with a week of

shoppable livestreams. Fans tuning in will be able to score new products, unlock limited time offers, and get their product questions answered through live Q&A and polls with creators and other viewers. To start the week, the Merrell Twins will share their holiday wish list featuring products from Walmart, Samsung and Verizon. Stay tuned for more details as the holidays approach!