



Introducing: Shows



Take your episodic content to the next level

YouTube offers features that will help you to transform your episodic content into polished experiences that encourage continued engagement. These tools elevate your shows and podcasts with dedicated artwork, defined genres, and organised seasons and episodes. These elements signal the high quality of your work and provide a richer, more engaging and structured viewing experience for your audience.

What makes something a show?

A show is a curated collection of videos that share a consistent theme and format, and are intended to be enjoyed in a particular order or as a related set. The collection can be structured around an overarching narrative, consistent characters or hosts, a common theme or recurring segments.

Whether your show unfolds as a serial story that requires sequential viewing, or features self-contained, non-serialised episodes, each video within the show should represent a full episode.

TAKE NOTE THAT...

A show is not just a group of videos loosely related by topic alone, such as a playlist of ski videos, or DIY tutorials that don't share a premise, or a playlist of beauty videos that don't reference each other or aren't directly connected.

Instead, a show offers a cohesive and predictable experience for viewers – beyond just shared topics or formats.

Examples



Biography delivers full-length documentaries exploring the stories of historical figures. **The show's consistent format and length provide a familiar and reliable viewing experience. The audience can dive into full episodes across a multitude of biographies.**



Business Insider's 'So Expensive' explores the world's most costly items. The show offers a look at the materials and craftsmanship that contribute to their value. **Each episode can be enjoyed independently, making it easy to jump in and uncover the stories behind each item.**



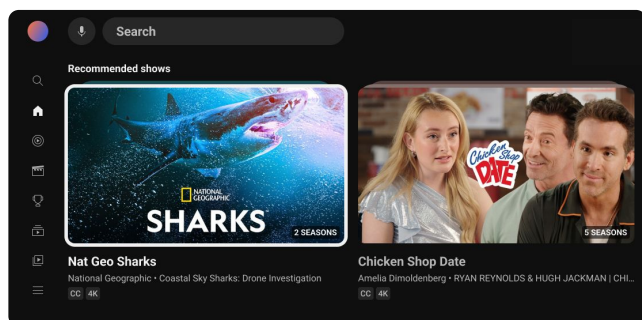
A NOTE FOR PODCAST CREATORS: Podcasts will automatically be eligible for the same new features as shows. You don't have to do a thing.

Unlock new potential for audience engagement and discovery

Shows and podcasts are eligible for inclusion on the 'Recommended shows' and 'Continue watching' shelves. This visibility upgrade improves discoverability for your episodic content.

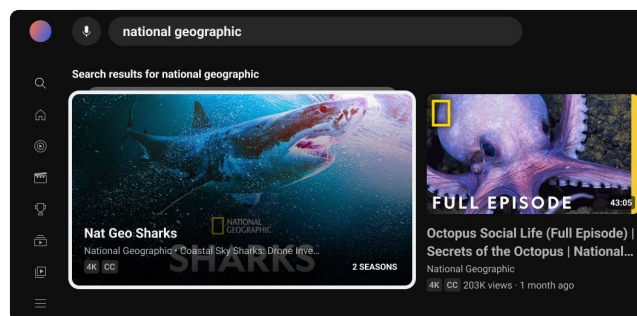
Important! Monetisation of shows works the same way as it does for your usual uploads.

Where do shows appear on YouTube?



On the Home feed

The Home feed and 'Recommended shows' shelf provide prime real estate for improved discovery of shows. With features like 'Continue watching', viewers can pick up where they left off, fostering habitual viewing and transforming your series into a more discoverable and binge-worthy experience.



On Search

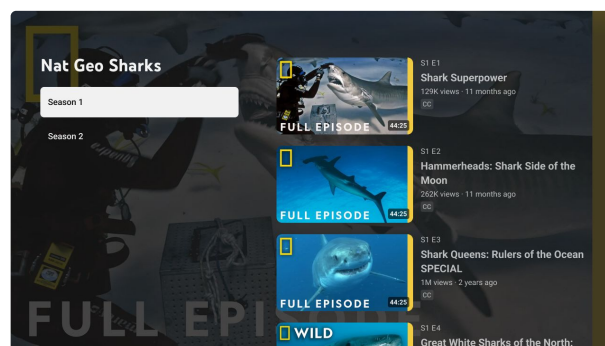
Shows are eligible to appear prominently in search results when viewers search for the show's name (or enter other relevant queries), making it easy for interested people to discover and access them.

The user experience: What does a show look like?



A page optimised for TV

This dedicated page delivers a familiar streaming TV feel, offering a premium presentation of your episodic content. Engage viewers with automatic previews that lead directly to episodes. Plus, a personalised 'Top episodes for you' section recommends episodes that a viewer is most likely to enjoy.



Easy navigation across seasons

To view all seasons of a show, viewers will have access to a dedicated page where they can search across seasons and episodes. A list of available seasons is presented on the left-hand side. Once a season is chosen, the corresponding episodes within that season are displayed on the right.

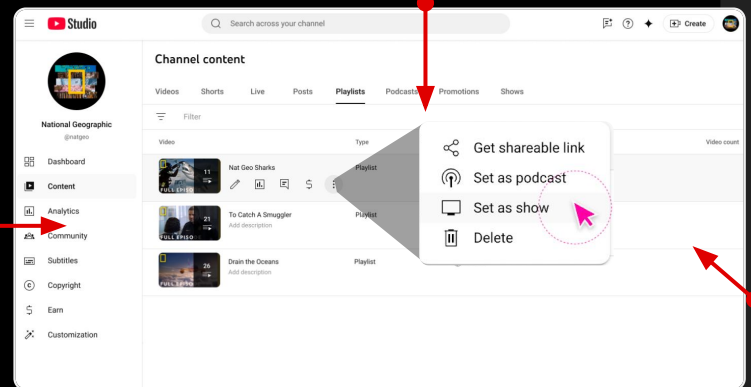
Getting started

Unlock the power of shows

Turn an existing playlist into a show

1. **Navigate to your 'Playlists' tab:** In YouTube Studio, go to the 'Content' section, then click on the 'Playlists' tab at the top.
2. **Open the playlist's options:** Hover over the playlist that you want to turn into a show. Click the three-dot menu next to the playlist title. In the drop-down menu, select 'Set as show'.
3. **Set your show's details:** A 'Create new show' window will appear. Populate your show details and metadata.
4. **Confirm and create:** Once you've reviewed and configured your show settings, click 'Done'. Your playlist is now designated as a show!

Remember To help viewers stay engaged with the show, limit these playlists to full episodes only. Don't add any clips, compilations or extra content.



Set your show's details:

Create new show

Create a show, then add existing videos or playlists or upload new videos. [Learn more about shows](#)

Title (required) [ⓘ]
Add title

Description
Add description

Visibility
Public

Artwork
Max file size is 10 mb. [Learn more about artwork](#)

Upload banner (recommended) Upload thumbnail Upload title art

Structure
You can change this setting later. [Learn more](#)

☒ **Non-serial (most common)**
Episodes can be watched in any order and are listed newest to oldest

☐ **Serial**
Episodes are intended to be watched in sequential order and are listed oldest to newest

Done

Give your show a **title and description** – these details will appear on the show page

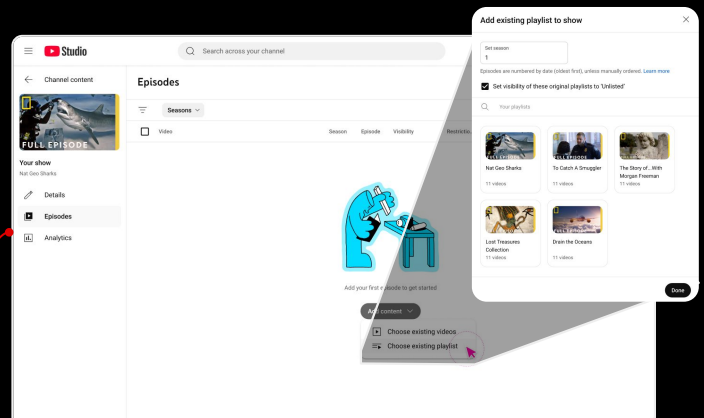
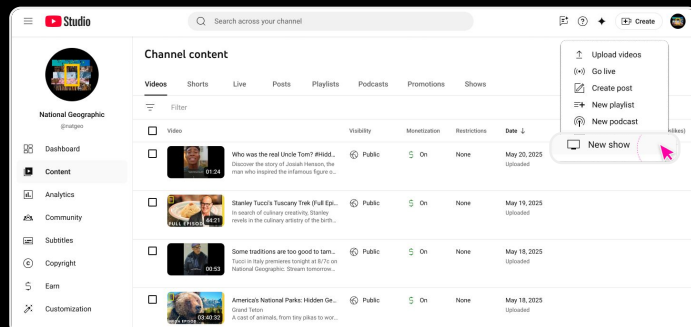
Update your show's privacy settings

Upload artwork for the entire show

Indicate how you intend the show to be watched – choose 'Serial' if the episodes tell a continuous story or 'Non-serial' if episodes can be watched independently

Create a new show from scratch

1. **Create a new show:** In YouTube Studio, click 'Create' in the top-right corner, then click 'New show'.
2. **Set your show's details:** A 'Create new show' window will appear. Populate your show details and metadata.
3. **Upload or select the episodes:** Add videos or playlists from your channel, or use the upload flow to add newly uploaded videos.
4. **Confirm and create:** When you've finished choosing your show settings, click 'Done'. You've created a show!

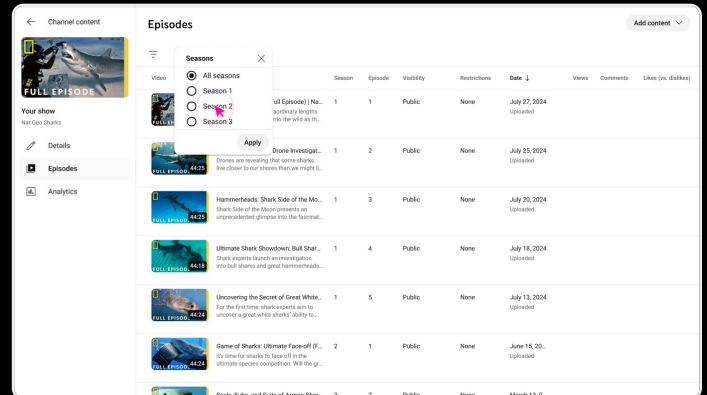


Unlock the power of shows – continued

Manage and edit a show

In YouTube Studio, go to the 'Content' section, then click on the 'Playlists' tab at the top.

1. **Manage your shows:** Modify metadata and artwork for a show, add or delete an entire show.
2. **Manage episodes:** Filter and browse episodes by season, update season and episode numbers, remove specific videos from the show.
3. **Measure performance:** Understand your show's performance with insights on viewership, audience and revenue.



Best practices

Maintain a consistent visual brand

Apply a uniform look and feel to each episode's visuals, including thumbnails, intros/outros and on-screen graphics. **This enables viewers to quickly identify episodes as part of your show at a glance**, even before reading the title. It builds familiarity and encourages engagement with the entire series. Think of it as your show's visual signature for recognition and trust.

Full shows, not episode compilations

Give your viewer a seamless viewing experience. Present complete shows, organised into seasons with all relevant episodes. **Avoid episode compilations, trailers or clips as these can confuse viewers and hinder their ability to watch your entire series.** Remember that you can add multiple seasons under one show, but **don't repeat episodes across different shows.**

Add featured sections on your channel

Make it easy for your audience to find your shows. Add them as a featured section on your channel page. [Learn more here.](#)

Title episodes clearly and briefly

Prioritise clarity and conciseness when naming your episodes. The show name, episode number and creator details are automatically included as separate metadata. **Focus your episode title solely on the unique content or name of that specific episode.** This avoids unnecessary repetition and presents viewers with clean, informative titles.

Order episodes appropriately

Episode numbering is determined by the playlist order. **If you create serial content, it's especially important to arrange the episodes in the correct order to ensure that viewers have the intended experience.**

Sharp visuals, clear audio

Strong visual and sound quality reflect the premium nature of the content. Well-produced episodes signal to viewers that your series is worth watching and invite viewers in, promising a rewarding viewing experience from the outset.