

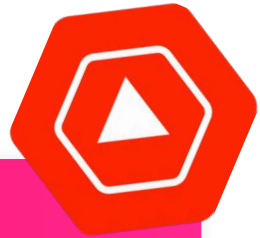
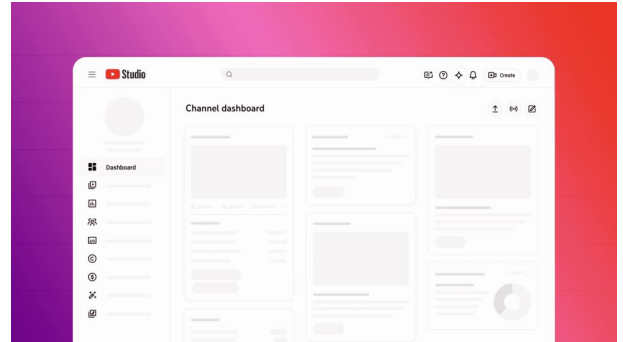
Planning

What is Ask Studio?

Ask Studio is an AI-powered partner operating within YouTube Studio that empowers you with quick, helpful information about your channel.

You can use Ask Studio to:

- **Brainstorm and ideate:** Suggest video concepts and hooks tailored to your audience and channel voice.
- **Analyse performance:** See which topics drive retention and growth without digging through complex charts.
- **Summarise sentiment:** Turn unanswered questions in comments into your next video topics.
- **Generate thumbnails:** Create and edit thumbnails directly from your video in your unique channel style.



Ask Studio best practices

Specificity is key

Avoid broad questions. Instead, use precise prompts to uncover actionable insights.

Treat it as a conversation

Treat the AI as a strategist by using follow-up questions to drill down into high-level answers.

Analyse content with '+'

Type the '+' symbol within Ask Studio to select a specific video for a deep-dive analysis.

Kick-start your channel analysis with these Ask Studio prompts

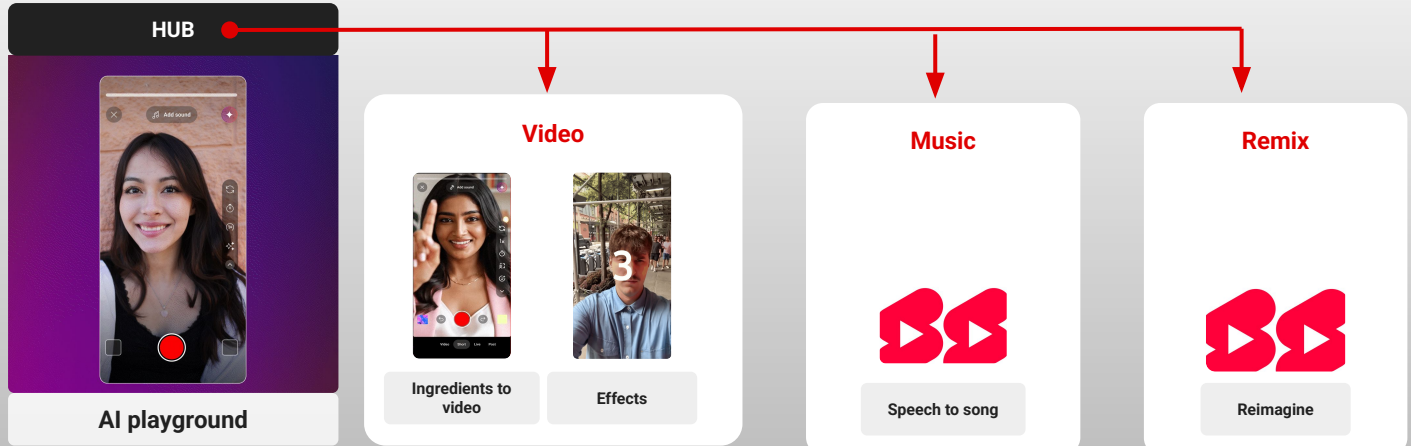
Understanding performance	Catch me up on the performance of [Video Title].
Audience sentiment	Summarise the top five recurring themes or questions found in the comments of my recent uploads.
Growth diagnostics	Summarise my total channel growth over the last 90 days. What are the three biggest growth drivers?
Retention deep dive	Identify the spikes and the primary drop-off points in [Video Title].
Format strategy	Compare the average views of my Shorts versus my long-form videos.
Thumbnail generation	Create a high-energy thumbnail concept for my latest video.

DID YOU KNOW: Conversations are saved for up to **30 days** in Ask Studio, letting you manage multiple threads and resume past work.



Creating

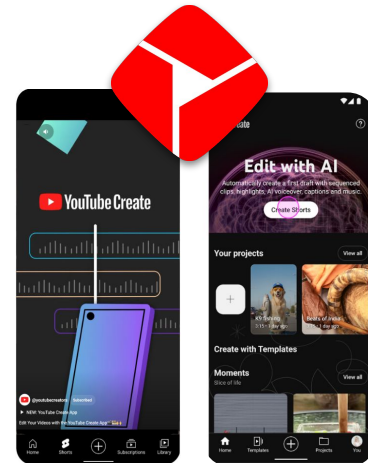
Mobile creation suite: Lightweight tools for casual expression



YouTube Create: All-in-one powerhouse

YouTube Create is your all-in-one mobile app for producing polished videos and Shorts – from editing raw camera-roll footage to generating fully synthetic content instantly with AI (available on iOS and Android).

- Edit with AI
- Audio cleanup
- Auto-captions
- Filters and effects
- Sticker library
- Editing essentials
- Shorts Audio Library
- GenAI creation
- Multi-track editing
- Project management

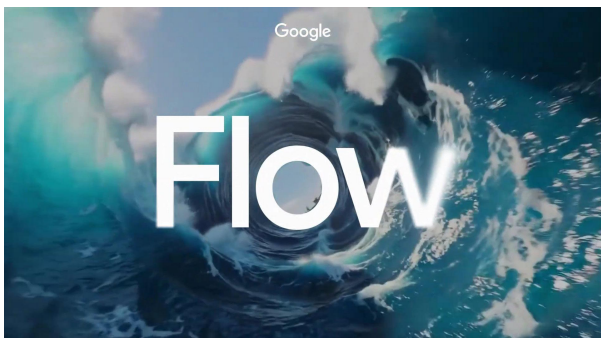


Flow: The most sophisticated tool

Flow is your AI creative studio – the central powerhouse where you keep characters and settings consistent across every shot. It's the only filmmaking environment that's custom-designed to harness Google's most advanced generative engines, allowing you to pair high-fidelity visual design with cinematic motion and sound.

You can use **Flow** to:

- **Generate** quick visual mockups to storyboard your videos
- **Edit and extend** your existing shots
- **Transition** to what happens next with continuous motion and consistent characters



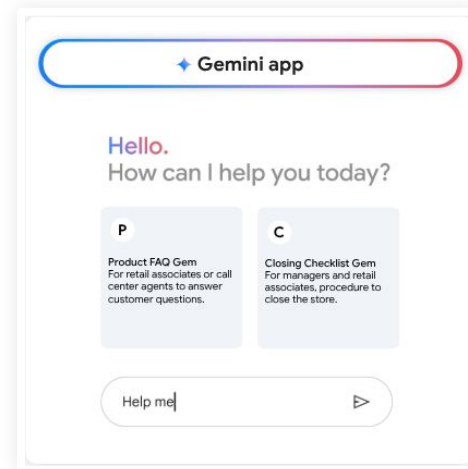
Publishing

What is Gemini?

Gemini is Google's most capable and flexible AI model. It helps you break out of your usual routine to identify packaging angles with high viral potential, transforming a finished video into a 'must-click' event.

You can use Gemini to:

- Generate 'must-click' title variations
- Brainstorm high-contrast thumbnail concepts
- A/B test and refine hook ideas



Quick tips for high-quality Gemini prompts

Use natural language

Speak to Gemini like a creative partner with clear instructions to help it grasp your unique tone.

Be specific and iterate

Provide clear details, then refine the results. Think of the first draft as a starting point for coaching the AI.

Avoid complexity

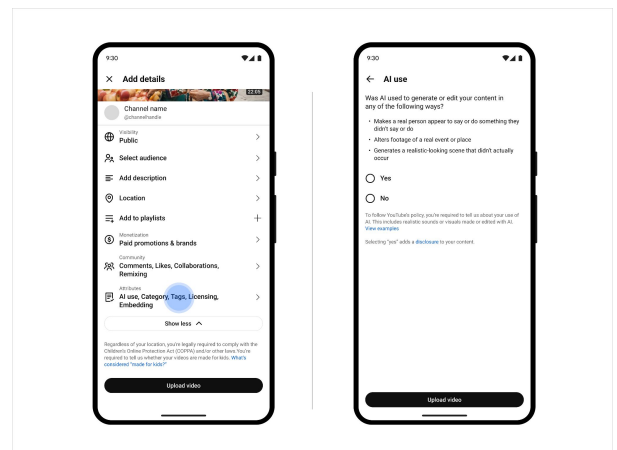
Break down large, complex requests into smaller, manageable steps to ensure that each part of your script or storyboard is handled with precision.

What is AI labelling?

AI labelling is a disclosure system used when content has been meaningfully altered or synthetically generated by AI. It is designed to strengthen transparency with viewers, and build trust between creators and their audience.

Examples of content that requires disclosure include:

- Using the likeness of a real person
- Altering footage of real events or places
- Generating realistic scenes



Creative growth starts with consistency



Three paths to creative consistency

	THE VISUAL FORMULA	THE AUDIO FORMULA
Text to video	[Shot Type] + [Subject] + [Action] + [Scene] + [Style]	[Dialogue] + [Background Music/SFX]
Image to video	[Source Image] + [Camera Motion] + [Subject Animation] + [Environmental Change]	[Dialogue] + [Action-Based Sound]
	THE LOGIC	LAYERING DETAILS
Reference to video	Combine distinct visual elements such as [Subject from Image 1] + [Environment from Image 2] to create a unified scene	Use the text prompt to introduce elements not present in your images such as [Weather Effects], [Camera Motion] or [Audio]

GenAI best practices

Keep one foot grounded in reality

AI thrives on high fidelity, but your audience thrives on connection. To keep viewers immersed, use GenAI to elevate your production without losing the 'real-world' anchors that make you relatable.

You don't need a full 'AI stack' to start winning

Don't try to build a full 'AI stack' overnight. Start small: focus on one friction point in your current workflow. Start with what feels intuitive and let the tools grow with you.

Augment your authenticity

AI builds the house, but only your judgement makes it a home. You are the ultimate decision-maker, so maintaining audience trust means being the final judge of what is good, what is true and what is uniquely you.

Be willing to try multiple iterations

Think of AI as a talented intern, not a mind-reader. Refine your prompt by adding a specific persona until you find the perfect 'must-click' hook. AI gets better as you coach it!

Want to learn more? Take a look at these articles on...

- [Disclosing use of altered or synthetic content](#)
- [YouTube Create](#)
- [Ask Studio in YouTube Studio](#)

