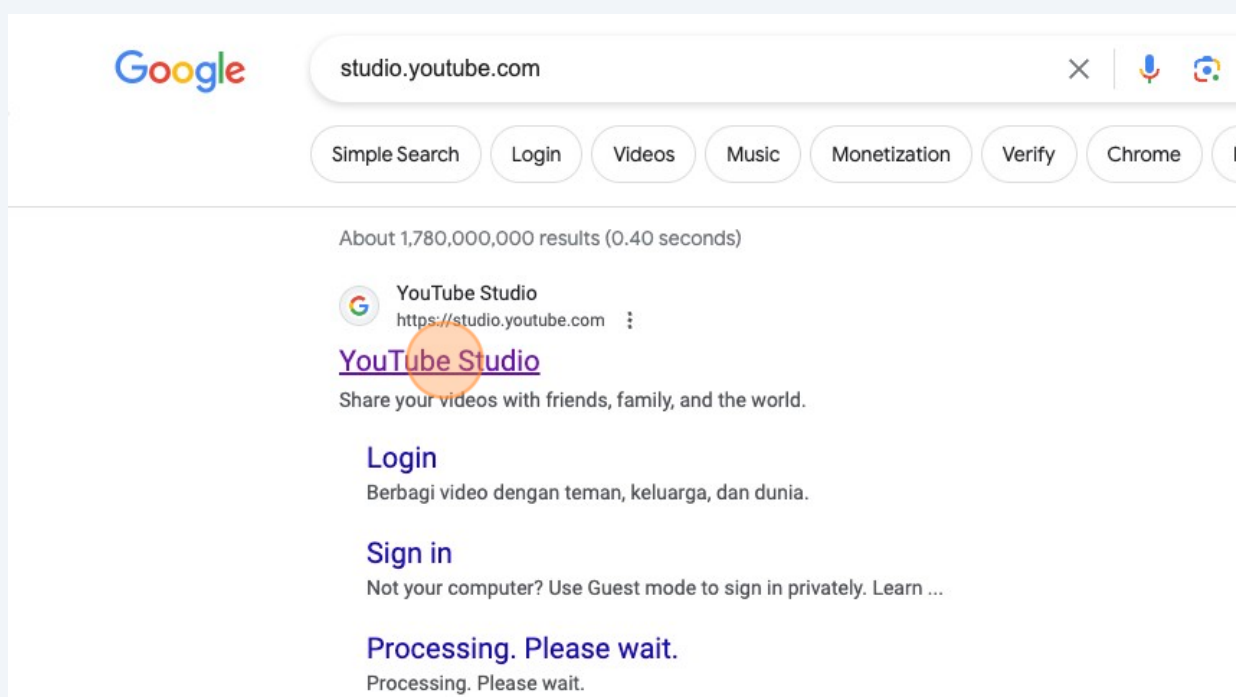


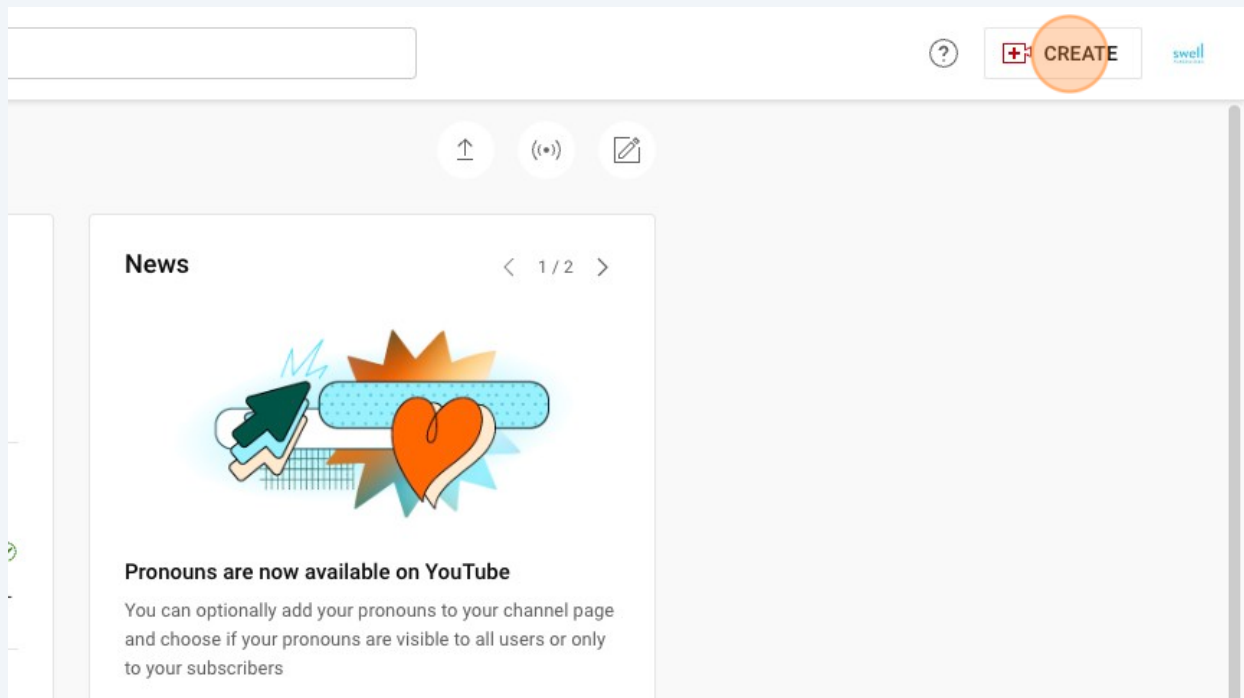
# Creating and Scheduling a Premiere on YouTube Studio

1 Navigate to [studio.youtube.com](https://studio.youtube.com)

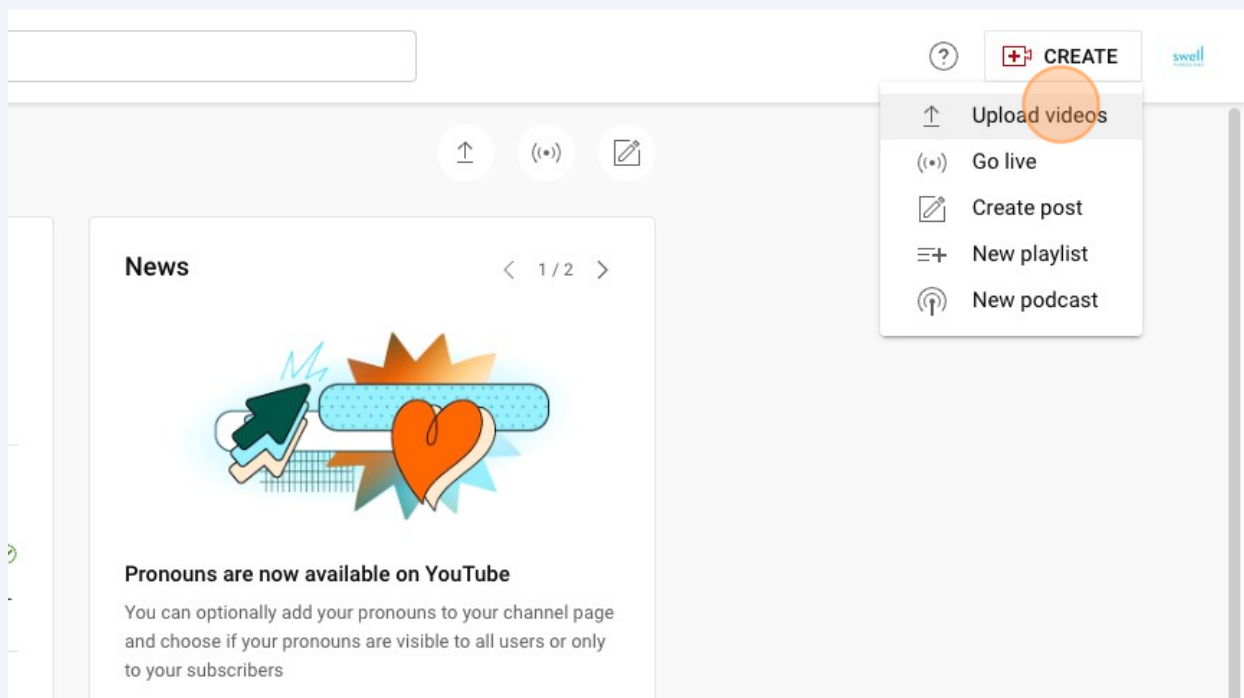
2 Click "YouTube Studio"



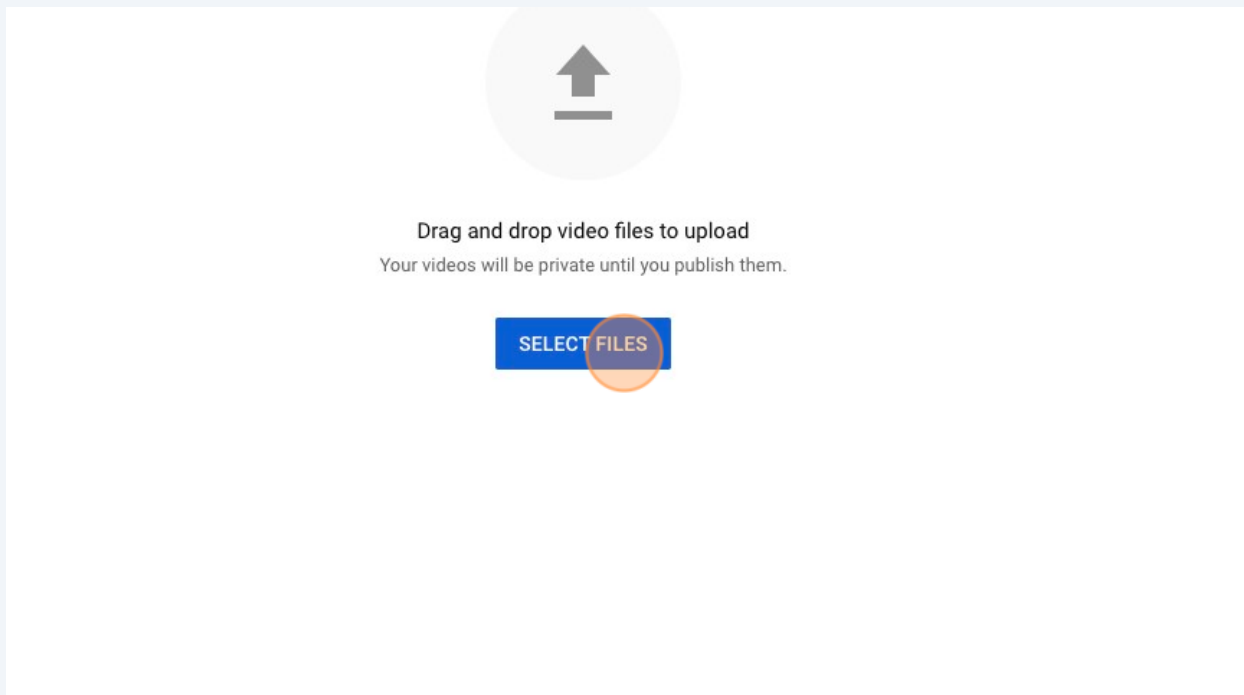
### 3 Click "CREATE"



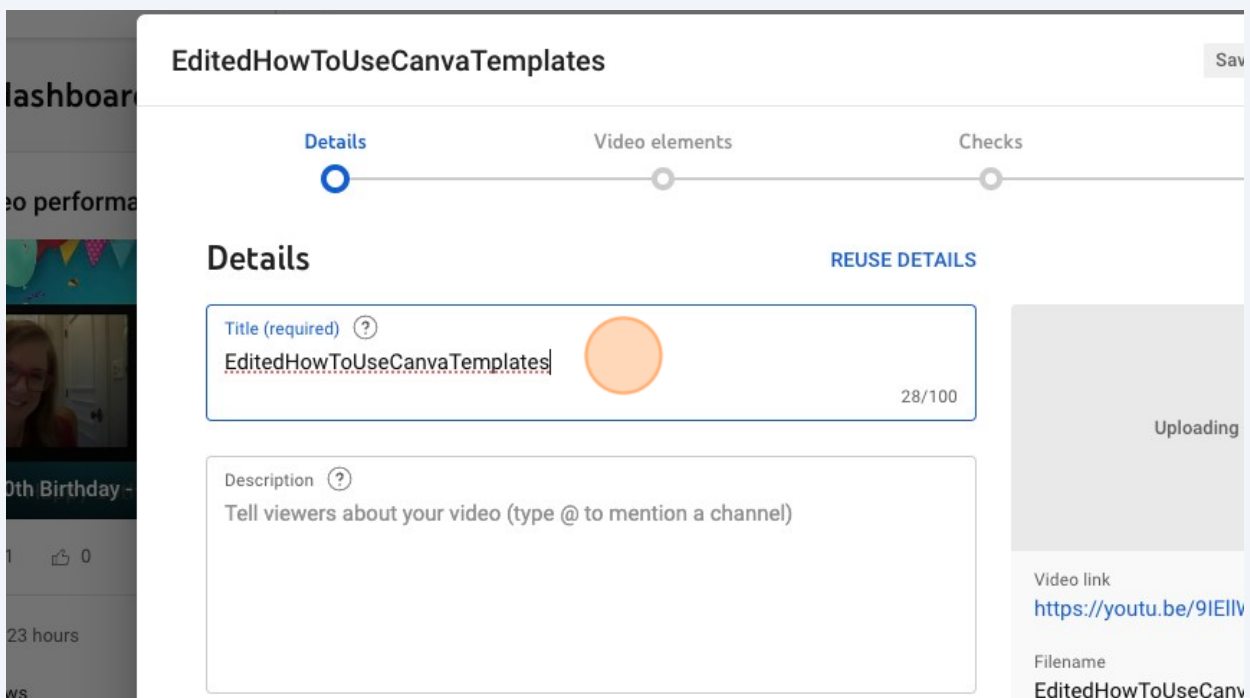
### 4 Click "Upload videos"



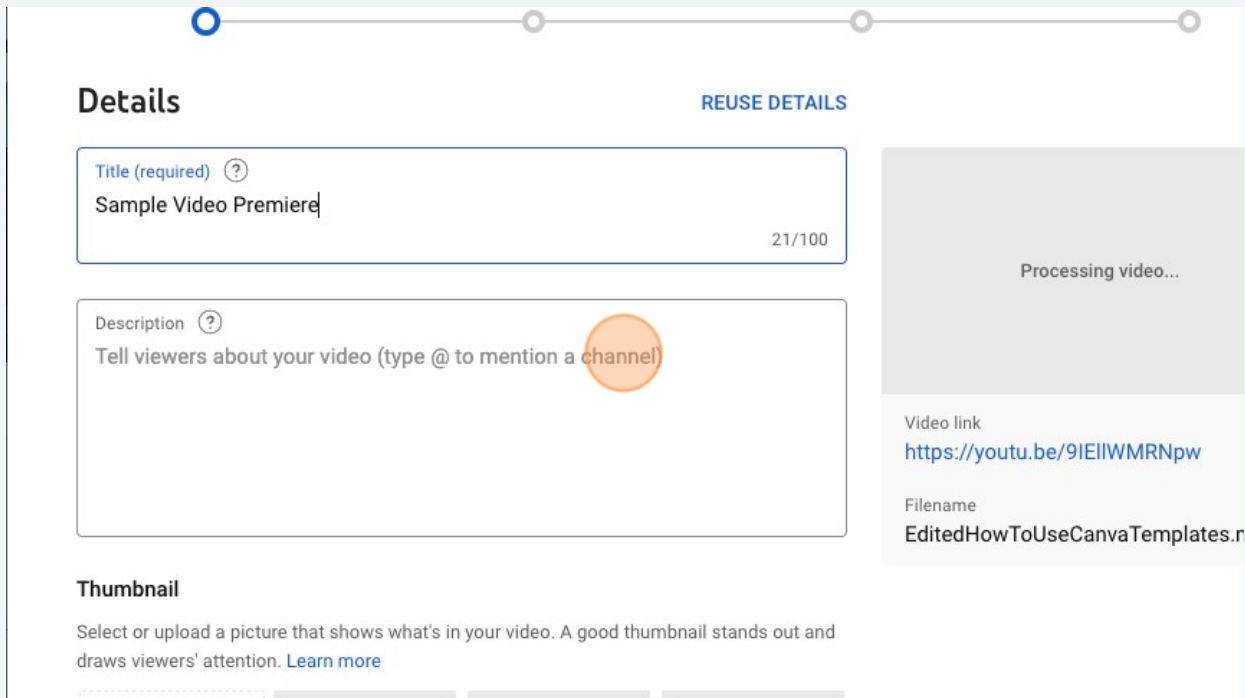
5 Click "SELECT FILES". You'll be able to select from files on your computer.



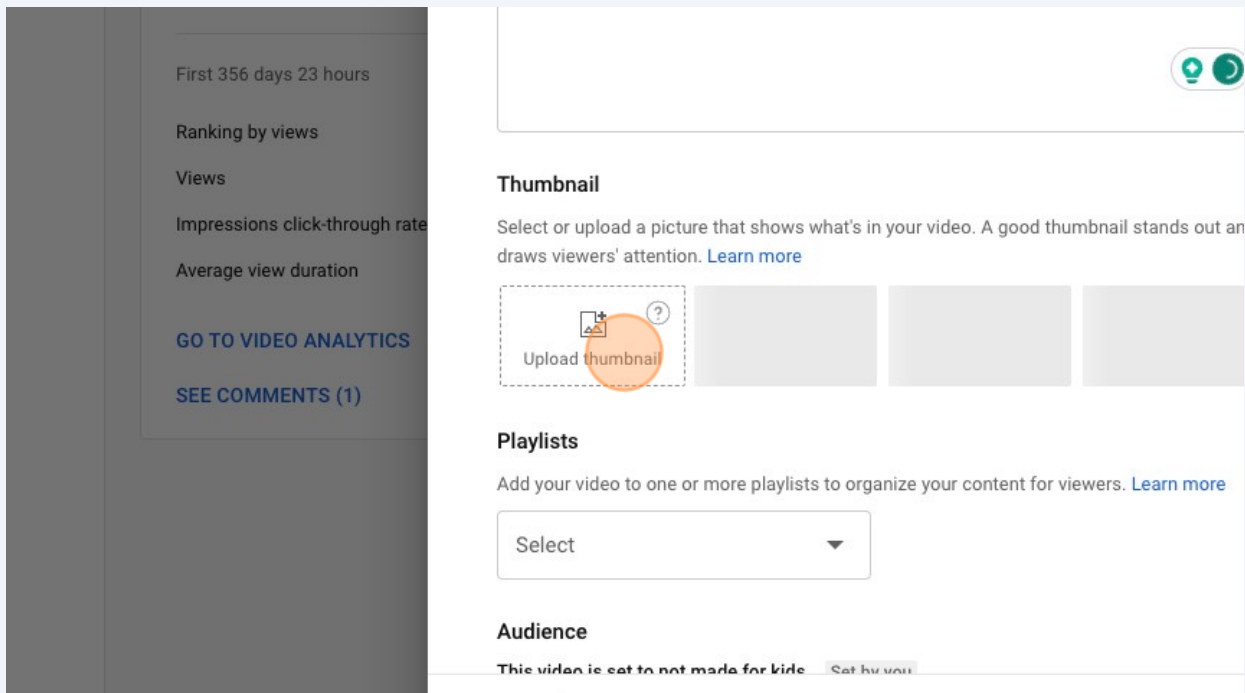
6 Give your video a title



7 Type a description of your video.



8 Click "Upload thumbnail". You'll be able to choose a file from your computer to upload here.



9

Optional: Choose a playlist or create a new playlist if you want to save the video in a specific list.

The screenshot shows the YouTube video editor interface. On the left is a dark sidebar with navigation options like 'First 356 days 23 hours', 'Ranking by views', 'Views', 'Impressions click-through rate', and 'Average view duration'. The main area is divided into sections: 'Thumbnail' with a 'Select or upload a picture that shows what's in your video...' instruction and a 'Learn more' link; 'Playlists' with an instruction to 'Add your video to one or more playlists...' and a 'Select' dropdown menu; and 'Audience' with the setting 'This video is set to not made for kids' and a 'Set by you' button. A warning box at the bottom states: 'Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. Learn more'.

10

Indicate whether the video is made for kids or not.

This screenshot focuses on the 'Audience' section of the YouTube video editor. It shows the 'This video is set to not made for kids' setting with a 'Set by you' button. Below this is a warning box: 'Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. Learn more'. The 'Audience' section includes two radio button options: 'Yes, it's made for kids' (which is highlighted with an orange circle) and 'No, it's not made for kids' (which is selected). Below these are the 'Age restriction (advanced)' dropdown and a 'SHOW MORE' link. At the bottom, it says 'Paid promotion, tags, subtitles, and more'.

## 11 Click "NEXT"

Whether your

Options made for  
Recommended

NEXT

## 12 Select Unlisted

ing

Swell's 10th Birthday -

11, 35 1 0

First 356 days 23 hours

Ranking by views

Views

Impressions click-through rate

Average view duration

[GO TO VIDEO ANALYTICS](#)

[SEE COMMENTS \(1\)](#)

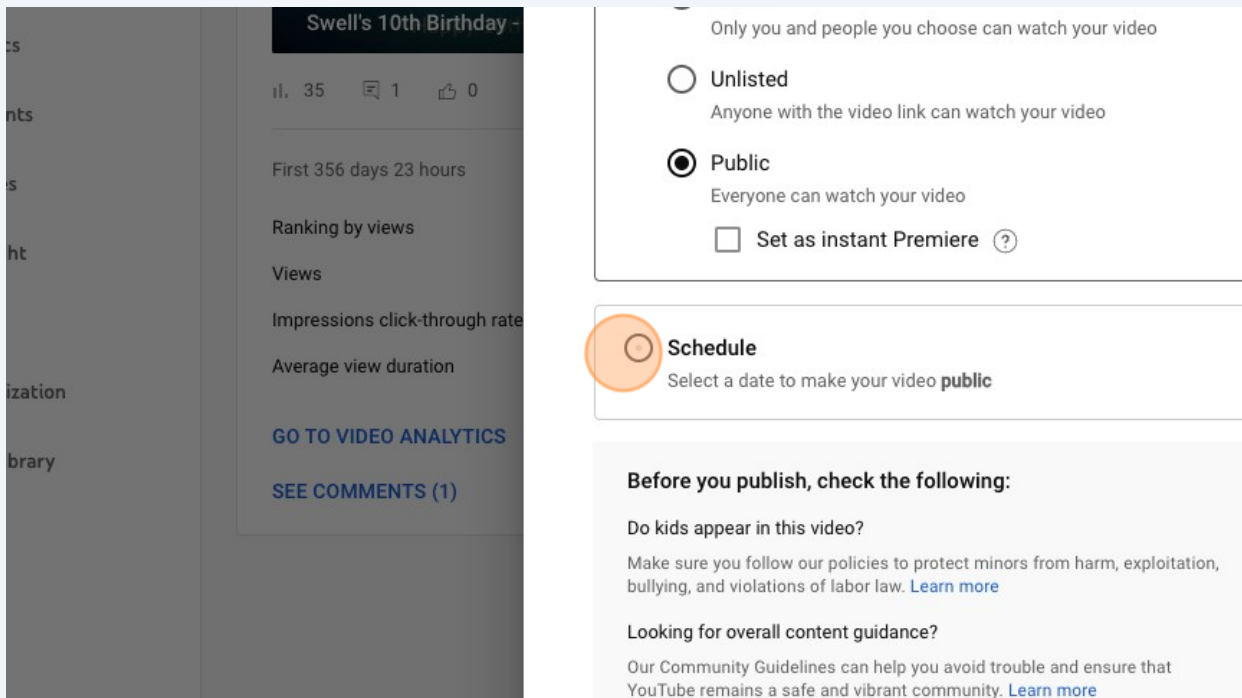
Choose when to publish and who can see your video

- Save or publish**  
Make your video **public, unlisted, or private**
- Private**  
Only you and people you choose can watch your video
- Unlisted**  
Anyone with the video link can watch your video
- Public**  
Everyone can watch your video
- Set as instant Premiere [?](#)

- Schedule**  
Select a date to make your video **public**

Before you publish, check the following:

### 13 Select schedule.



The screenshot shows the YouTube video settings interface for a video titled "Swell's 10th Birthday". On the left, there is a sidebar with various analytics and engagement options like "Views", "Impressions click-through rate", and "Average view duration". The main content area displays the "Schedule" option, which is highlighted with an orange circle. Below the "Schedule" option, there is a section titled "Before you publish, check the following:" with a question "Do kids appear in this video?".

Only you and people you choose can watch your video

Unlisted  
Anyone with the video link can watch your video

Public  
Everyone can watch your video

Set as instant Premiere [?](#)

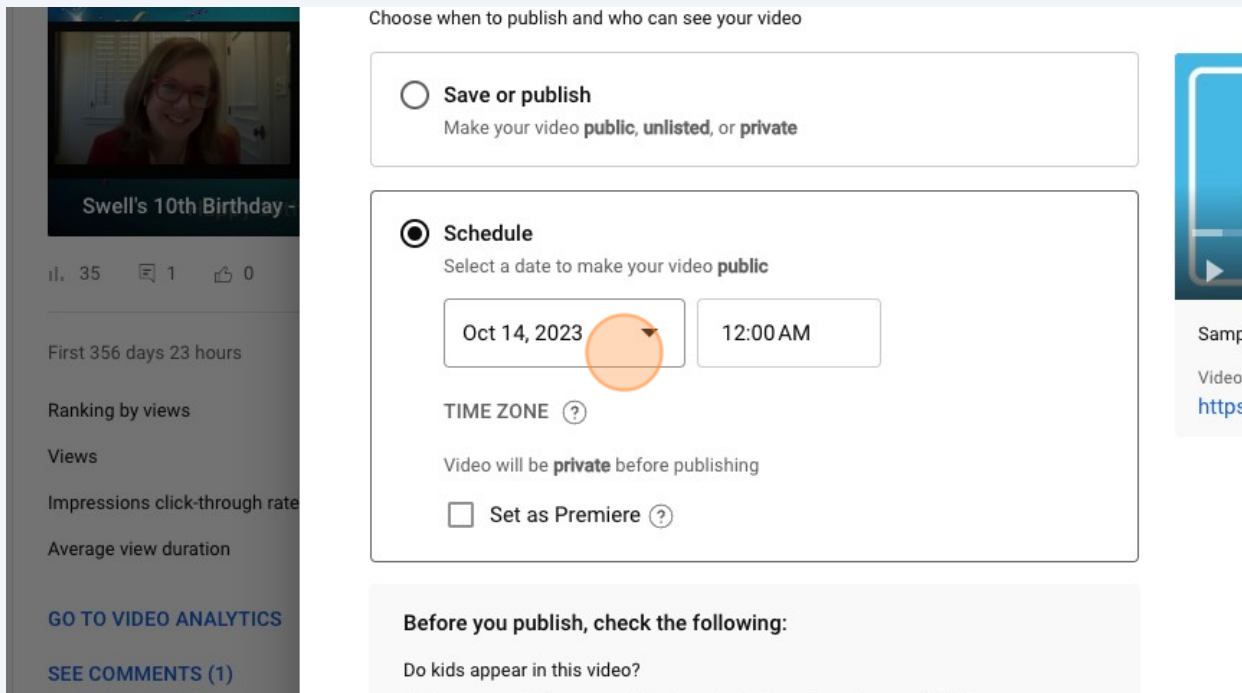
Schedule  
Select a date to make your video **public**

**Before you publish, check the following:**

Do kids appear in this video?  
Make sure you follow our policies to protect minors from harm, exploitation, bullying, and violations of labor law. [Learn more](#)

Looking for overall content guidance?  
Our Community Guidelines can help you avoid trouble and ensure that YouTube remains a safe and vibrant community. [Learn more](#)

### 14 Choose the date and time you want your video to be available.



The screenshot shows the YouTube video settings interface for a video titled "Swell's 10th Birthday". The "Schedule" option is selected and highlighted with an orange circle. Below the "Schedule" option, there is a section titled "Choose when to publish and who can see your video" with a question "Do kids appear in this video?".

Choose when to publish and who can see your video

Save or publish  
Make your video **public, unlisted, or private**

Schedule  
Select a date to make your video **public**

Oct 14, 2023

TIME ZONE [?](#)

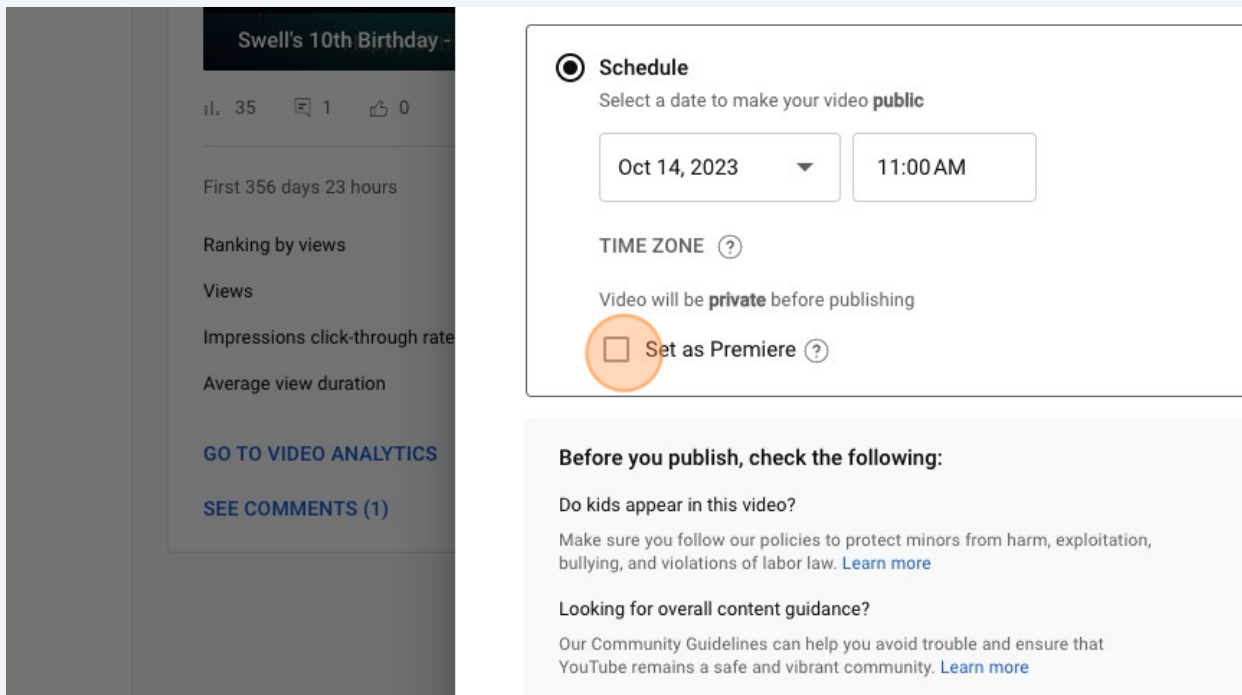
Video will be **private** before publishing

Set as Premiere [?](#)

**Before you publish, check the following:**

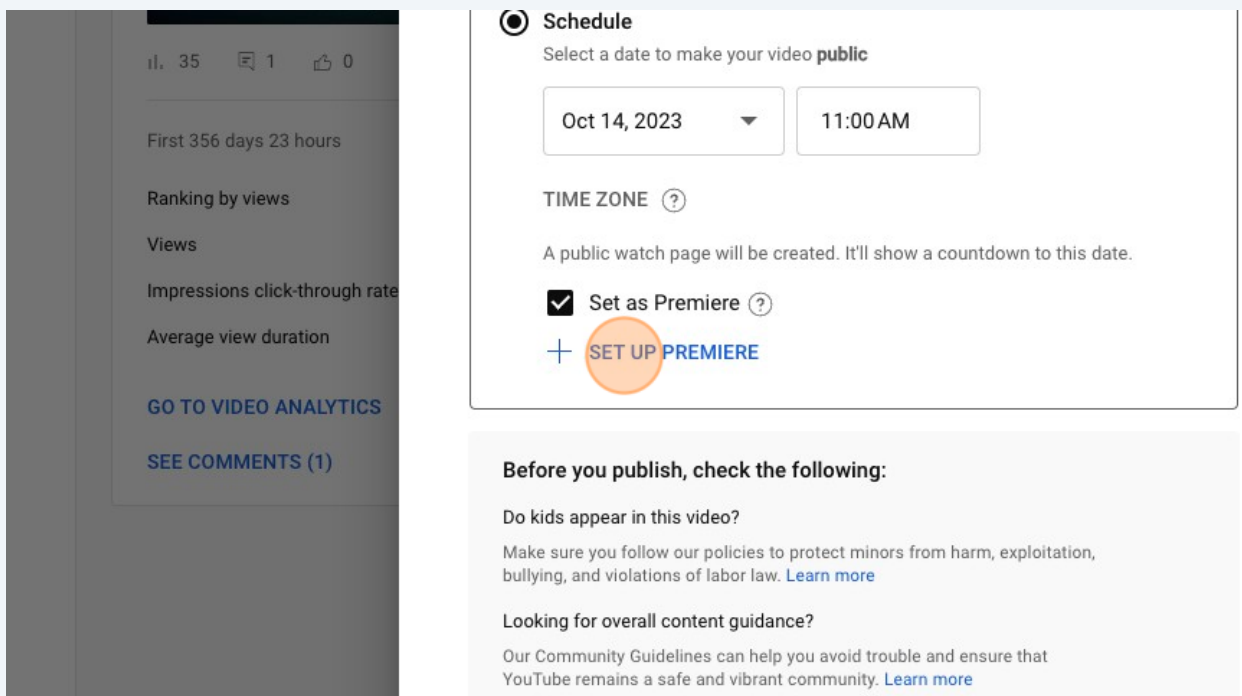
Do kids appear in this video?

## 15 Select "Set as Premiere."



The screenshot shows the YouTube video settings interface for a video titled "Swell's 10th Birthday". On the left, there is a sidebar with analytics and engagement options: "35" views, "1" comment, "0" likes, "First 356 days 23 hours", "Ranking by views", "Views", "Impressions click-through rate", "Average view duration", "GO TO VIDEO ANALYTICS", and "SEE COMMENTS (1)". The main content area is the "Schedule" tab, which is selected. It includes a date and time selector set to "Oct 14, 2023" and "11:00 AM", a "TIME ZONE" dropdown with a help icon, and a note "Video will be private before publishing". The "Set as Premiere" checkbox is highlighted with an orange circle. Below the schedule section, there is a "Before you publish, check the following:" section with two questions: "Do kids appear in this video?" and "Looking for overall content guidance?", each with a "Learn more" link.

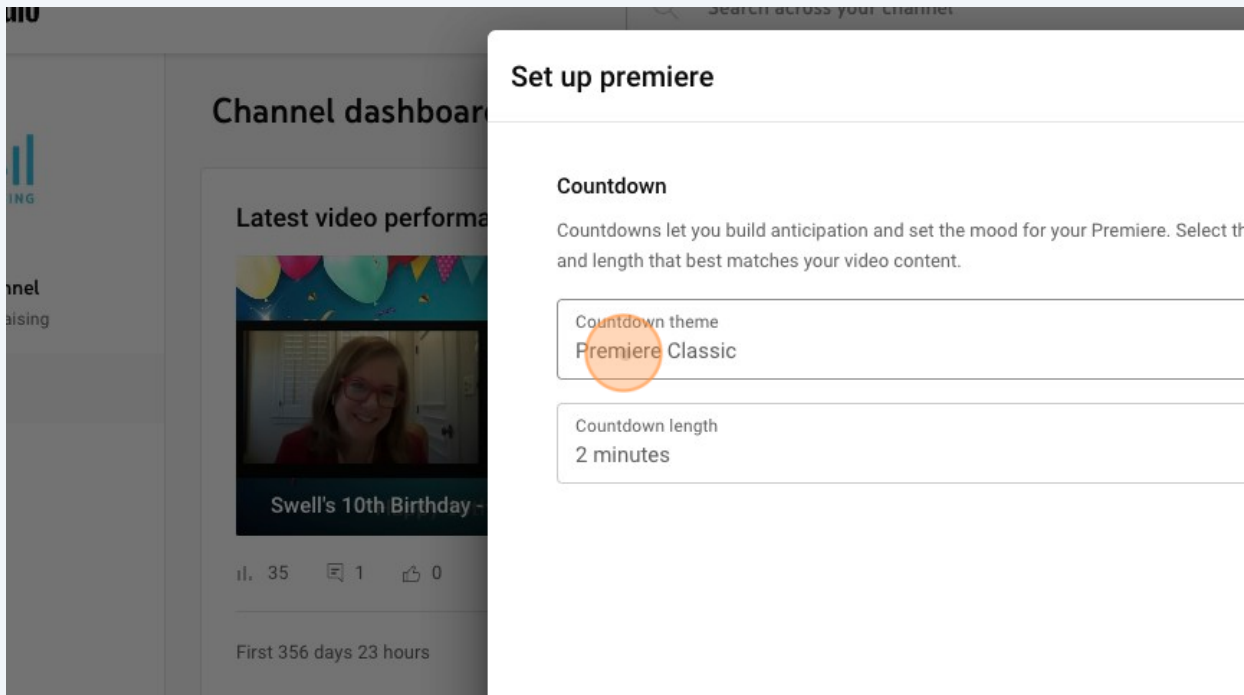
## 16 Click "SET UP PREMIERE" if you want to set a countdown timer.



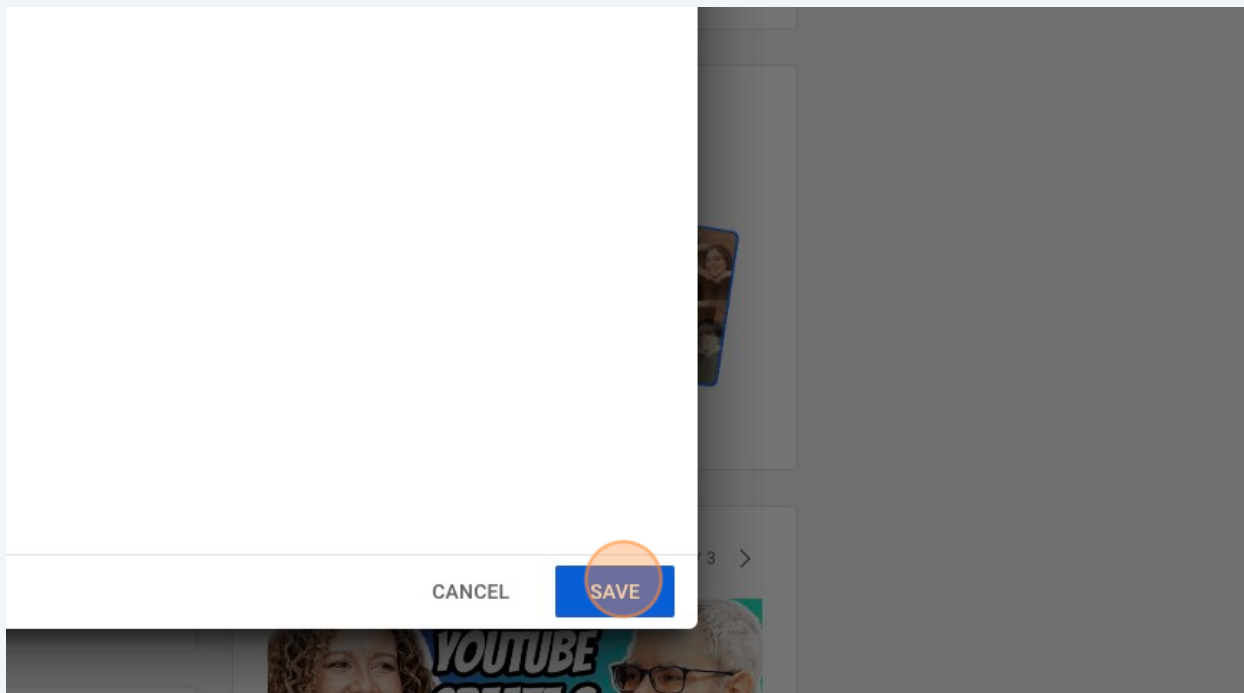
The screenshot shows the YouTube video settings interface for a video titled "Swell's 10th Birthday". On the left, there is a sidebar with analytics and engagement options: "35" views, "1" comment, "0" likes, "First 356 days 23 hours", "Ranking by views", "Views", "Impressions click-through rate", "Average view duration", "GO TO VIDEO ANALYTICS", and "SEE COMMENTS (1)". The main content area is the "Schedule" tab, which is selected. It includes a date and time selector set to "Oct 14, 2023" and "11:00 AM", a "TIME ZONE" dropdown with a help icon, and a note "A public watch page will be created. It'll show a countdown to this date." The "Set as Premiere" checkbox is checked, and the "SET UP PREMIERE" button is highlighted with an orange circle. Below the schedule section, there is a "Before you publish, check the following:" section with two questions: "Do kids appear in this video?" and "Looking for overall content guidance?", each with a "Learn more" link.



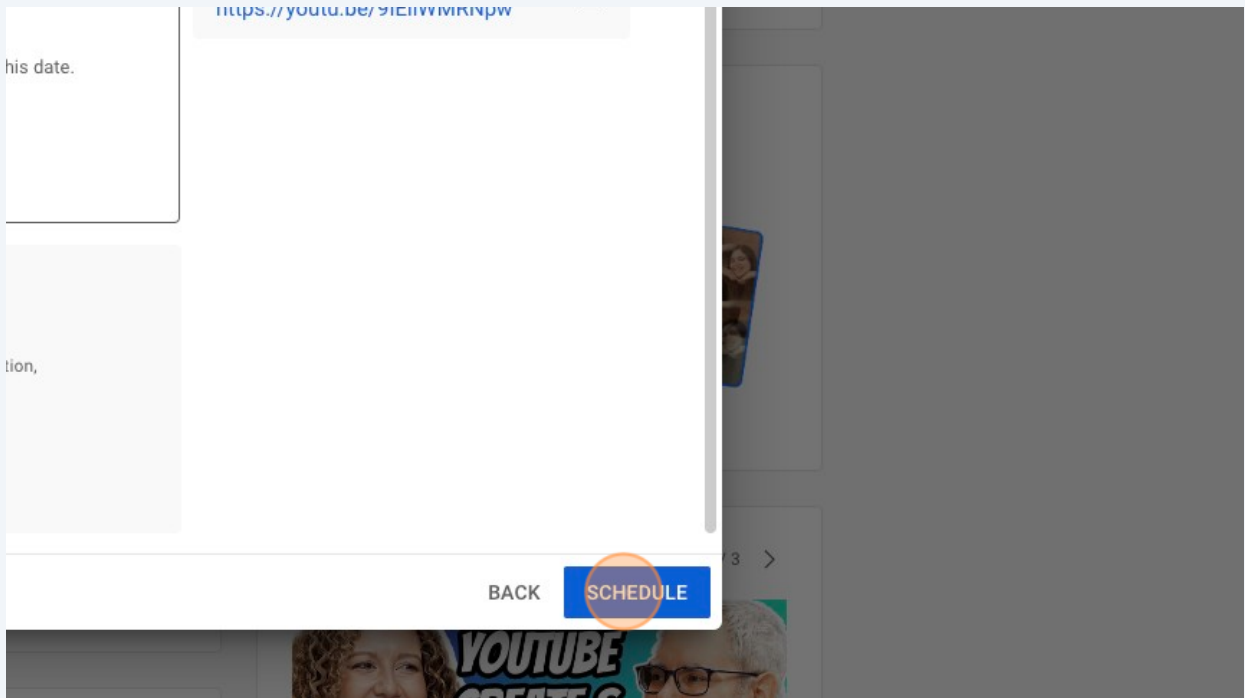
17 Optional: Choose a countdown timer theme and duration.



18 Once you've selected your theme and set your countdown timer, click Save.



19 Click "SCHEDULE"



20 Copy your video's link. You'll need this for your Swell dashboard.

