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**You Tube**

**Post-Modern Information Technology**

# About YouTube

- Founders<sup>1</sup>: Steve Chen, Chad Hurley & Jawed Karim
- Founded<sup>1</sup>: February 14, 2005 (11 years ago)
- Headquarters<sup>4</sup>: San Bruno, California
- Core business<sup>1</sup>: Online Video Sharing & Distribution
- Corporate mission<sup>2</sup>: "To provide fast and easy video access and the ability to share videos frequently."
- Current revenue<sup>3</sup>: \$9 Billion (2015)

# Creation & Evolution<sup>1</sup>

- Catalyst behind Launch: pop culture, current events
- Impact on markets:
  - 7 months after launch, Nike's video is the first to reach 1 million views (major companies start embracing the site as a promo tool)
  - TV & cable channels attracted to advertise online (2006)
  - Paid content creation/branding now made possible (2007)
- Key to success: partnering with various markets to diversify, provide, and expand on program offerings
- YouTube's uniqueness<sup>5</sup>: owned & funded by Google – users and creators helped by SEO → linked to search, ads, directs traffic

# What are YouTube's Technologies<sup>6</sup>

Among them are:

- Video conversion - before uploading, YouTube will make video compatible with Adobe Flash (.flv file format)
- Video embedding - allows for anyone to copy + paste html code of video onto a website
- Metadata - title, description, thumbnail and tags of a video (customization of how video will appear in a search)
- Storage - kept on a sever (these number in the thousands and are kept in 14 data centers owned by Google)

# YouTube: Staying with the Present, Planning for the Future

- Key reasons why YouTube is still relevant<sup>1</sup>:
  - Very mainstream: began with Congress and VEVO launching their channels (high profile content still follows to this day)
  - YouTube allows streaming services for live events (sports, politics, business press events) (since 2011)
- YouTube in 5 years (2021):
  - Greater leniency on fair use practices
  - Organized library of channels & content
  - Emphasis on archival media

# Sources

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image 2: <http://imgur.com/0OEs6Kn>

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