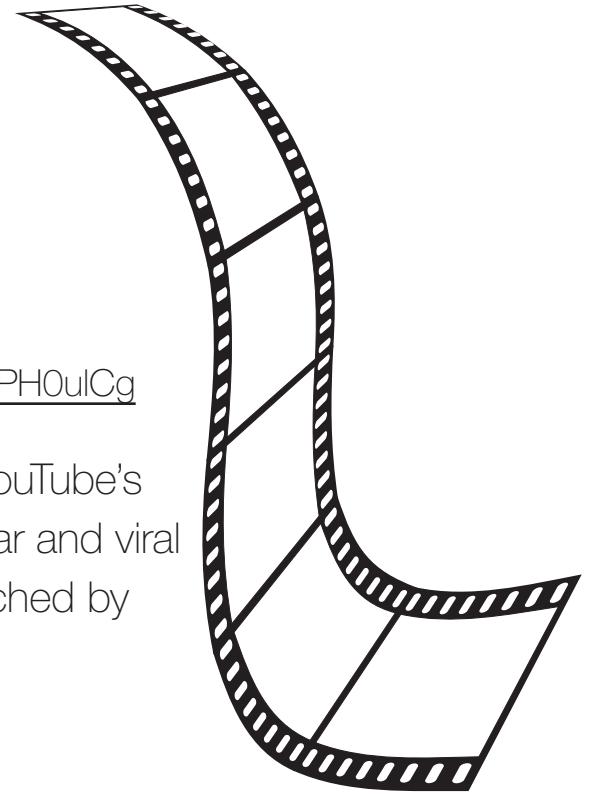




video case



chapter 9 Online Media

case 1 YouTube's 7th Birthday

**watch the
video at**

<http://www.youtube.com/watch?v=GLQDPH0uICg>

summary

This video highlights milestones in YouTube's history and some of the most popular and viral YouTube videos that have been watched by millions of users. L=2:15.

case

As discussed in Chapter 10, YouTube is one of the top Internet destinations for online content, with more than 1 billion monthly unique visitors, who watch over 6 billion hours of video each month. The company was founded in 2005, grew quickly, and was bought by Google the next year.

As discussed in Chapter 10, YouTube has initiated several projects with the goal of improving the quality and advertising potential of its videos and competing with Amazon streaming videos and Netflix. These ventures include developing original, professional quality content and renting mainstream films and television, both distributed through new YouTube "Channels."

Along with the new Channels interface, in 2012, YouTube redesigned its home page to highlight these channels, removing the immediate access to top-rated and viewed YouTube videos. The new design makes finding popular user videos harder and steers the user towards subscribing to channels, but also brings in Amazon and Netflix-like recommender systems based on a user's already viewed videos. In 2013, YouTube announced it would begin experimenting with charging monthly fees for some channels.

In May 2012, in the midst of these new efforts, YouTube posted a short video celebrating its 7th birthday. The video presents a timeline of YouTube's milestones ("May 2005—First Public Beta; October 2009—1 billion views per day) along with dates popular videos were uploaded (July 2009, JK Wedding). The sample videos range from home user to news clips to professionally shot clips of rock concerts.

Along with the continuing timeline, the video clips and statistics illustrate the following series of statements: "Everyone Has a Voice," "Every Moment has a Place," "Every Creator Has a Stage," "Every Citizen Can Be Heard," "We Provide the Platform," "You Provide the Inspiration." As you watch the video, note the types of video clips included.

video case questions

1. Although the video mentions new technology updates (YouTube HD, YouTube 3D, YouTube Mobile), it doesn't mention YouTube Channels, a fairly major change. Why do you think this is?
2. While YouTube has been known for user-generated content, it is now clearly in competition with Amazon and Netflix in online movie and television distribution. Does the video reflect this, and how?
3. If this video is seen as a branding message, what is being said about the YouTube brand?

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