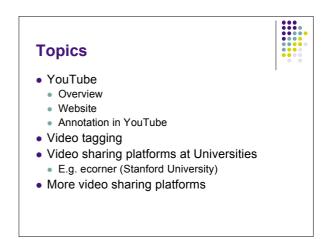
	YouTube and other video sharing platforms
	Computer Literacy 1 Lecture 21 06/11/2008



## YouTube in numbers

- Created in February 2005
- In July 2006 YouTube revealed that more the a million videos are watched in one day → 2.5 billion videos watched in June 06
  - User views of January 2008 → 3 billion
- April 2008 → an estimated 83 million videos can be found on YouTube (compared to 6 million in 2006)

#### **More numbers**

- In 2007 YouTube consumed as much bandwidth as the entire Internet in 2000
- 13 hours of video are uploaded every minute
- YouTubes market share in video sector is 73.18%
  - Compared to this: Google's all time market share high amongst search engines is 67%
  - (all numbers refer to USA)

Top 5 Online Video Websites ranked by Market Share of U.S. Visits							
Rank	Name	Domain	Mar-08	Mar-07	Percent Change		
1	YouTube	www.voutube.com	73.18%	55.28%	32%		
2	MySpaceTV	www.myspacety.com	9.21%	17.73%	-48%		
3	Google Video	video.google.com	4.06%	8.42%	-52%		
4	Yahoo! Video	video.search.vahoo.com	2.16%	2.63%	-18%		
5	Break.com	www.break.com	1.82%	1.57%	16%		
vebsite ercent I.S. In ncludir asis o he ma	es ranked by U.S. tage of online traff ternet users. Hitw ing sub-domains of f subject matter a inket share of visit	based on a custom category i market share of visits as defin ic to the domain or category, iss measures more than 1 mill larger websites. Hitwise categ nd content, as well as market s percentage does not include reported on separately.	ed by the IAB rom the Hitw ion unique we orizes websit prientation ar	i, which is the ise sample of ebsites on a of res into indus nd competitive	e f 10 million daily basis, tries on the re context.		

#### YouTube history

- YouTube was not funded by some genius student
- It was funded by a designer and a computer scientist who both worked for PayPal before
- Also YouTube was created in February it took until November 2005 to launch it

#### YouTube's impact

- Before YouTube there weren't many possibilities to upload video and share it
  - Usually computer users would create their own website to upload their videos
  - → YouTube made this process dispensable and made it easy even for novices to upload video
- Another point is that when YouTube was created, memory was still relatively expensive compared to today

### YouTube easy cult

- YouTube made it easy for anybody to upload a video and share it within minutes with everybody who has a computer
- Many videos posted on video gained some popularity → Weezer included some YouTube "personalities" in their video Pork and Beans

http://www.youtube.com/watch?v=muP9eH2p 2PI

## YouTube tech specs

- YouTube is playing uploaded video in a Macromedia Flashplayer
- They do this since Adobe considers that the Flash (7) plug-in is present on at least 90% of all computers → no plug-in download required
- Video can be uploaded in most formats (e.g. .wmv, .mov, .avi, .mp4, etc...)
  - another supported format is GP3 which means you can upload video directly from your mobile phone

#### YouTube movie specs

- Videos limited to 10 minutes or 1GB
- One video at a time can be uploaded
- YouTube uses .flv as container format
  - Video is H.263 codec
  - Audio is MP3
- They decided against the use of HD since this is taking too long to start the video

#### YouTube

- Help from YouTube or Community
- Handbook
- Devloper APIs
  - Bottom of page

http://www.youtube.com/watch?v=StM9FVdlgig &feature=channel

# YouTube: Caption and Annotation

• Caption and Subtitels

http://www.youtube.com/t/captions\_about

• Annotations http://www.youtube.com/t/annotations\_about



# Tag your video

- Tag your video and upload it
- There are websites that allow you to tag your videos and even sub-tag your tags

http://www.veotag.com/browse/

• Other samples can even include transcript of what is spoken

http://ecorner.stanford.edu/authorMaterialInfo.h tml?mid=1719

# University video sharing websites



- For example Yale University
- http://oyc.yale.edu/philosophy/death/content/se ssions/lecture01.html
- Kind of University video sharing website
- http://professorsstrikeback.mtvu.com/professorandrew-tomasello-baruch-college/

#### Veoh

- Is an Internet Television service
- It's somehwat like YouTube but compared to YouTube it offers it users to view full episodes of shows up to 30 minutes
- Another option in Veoh is the lean back viewing mode
- Users can use a media centre remote control with the player and connect it (through a PC) to their TV

## Veoh

- Veoh let's you upload all possible video formats
- Veoh also has its Veoh lab where it introduces and tests new developments made by its team

http://www.veoh.com/

## Key points

 YouTube's achievements in video sharing online

- It technical aspects
- Caption and Annotation of video
- Video tagging
- Veoh, an Internet Television service
- Veoh lab