

YouTube and other video sharing platforms

Computer Literacy 1 Lecture 21
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Topics

- YouTube
 - Overview
 - Website
 - Annotation in YouTube
- Video tagging
- Video sharing platforms at Universities
 - E.g. ecorner (Stanford University)
- More video sharing platforms



YouTube in numbers


- Created in February 2005
- In July 2006 YouTube revealed that more than 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
 - YouTube's 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.youtube.com	73.18%	55.28%	32%
2	MySpaceTV	www.myspace.com	9.21%	17.73%	-48%
3	Google Video	video.google.com	4.06%	8.42%	-52%
4	Yahoo! Video	video.search.yahoo.com	2.16%	2.63%	-18%
5	Break.com	www.break.com	1.82%	1.57%	16%


Note - the Hitwise data is based on a custom category of 68 of the leading online video websites ranked by U.S. market share of visits as defined by the IAB, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million U.S. Internet users. Hitwise measures more than 1 million unique websites on a daily basis, including sub-domains of larger websites. Hitwise categorizes websites into industries on the basis of subject matter and content, as well as market orientation and competitive context. The market share of visits percentage does not include traffic for all sub-domains of certain websites which could be reported on separately.

Source: Hitwise




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=muP9eH2p2PI>

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
- Developer APIs
 - Bottom of page

<http://www.youtube.com/watch?v=StM9FVdIqig&feature=channel>

YouTube: Caption and Annotation



- Caption and Subtitles
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://ecomer.stanford.edu/authorMaterialInfo.html?mid=1719>

University video sharing websites



- For example Yale University
<http://oyc.yale.edu/philosophy/death/content/sections/lecture01.html>
- Kind of University video sharing website
<http://professorsstrikeback.mtvu.com/professor-andrew-tomasello-baruch-college/>

Veoh



- Is an Internet Television service
- It's somewhat 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