

You Tube

Broadcast Yourself.

Company Purpose

— [To become the primary outlet of user-generated video content on the Internet, and to allow anyone to upload, share, and browse this content.

Problem

- [Video files are too large to e-mail.
- [Video files are too large to host.
- [No standardization of video file formats.
- [Videos exist as isolated files.

Solution

— Consumers upload their videos to YouTube. YouTube takes care of serving the content to millions of viewers.

— YouTube's video encoding back-end converts uploaded videos to Flash Video.

— YouTube provides a community that connects users to videos, users to users, and videos to videos.

Market Size

— Digital video recording technology is for the first time cheap enough to mass-produce and integrate into existing consumer products.

— Broadband Internet in the home has finally reached critical mass, making the Internet a viable alternative delivery mechanism for videos.

Competition

— [OurMedia.org, Open Media Network, Google Video

— [PutFile, DailyMotion, Vimeo

Product Development

- [Community
- [Open architecture
- [Target vertical markets with a need for video content
- [Features currently in development

Sales & Distribution

- Advertising

- Act as a for-pay distribution channel for promotional videos

- Charge members for premium features

- Charge viewers for premium content

Team

— [Steve Chen: Recruited by Max Levchin as one of PayPal's first engineers; University of Illinois, Computer Science

— [Chad Hurley: PayPal's first designer, responsible for PayPal logo, main features, and design

— [Jawed Karim: CS Graduate student at Stanford University; Recruited by Max Levchin as one of PayPal's first engineers; University of Illinois, Computer Science

Metrics

— [Launched June 11th. Has already overtaken all previously existing competitors and is now the dominant player in this space.]

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