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
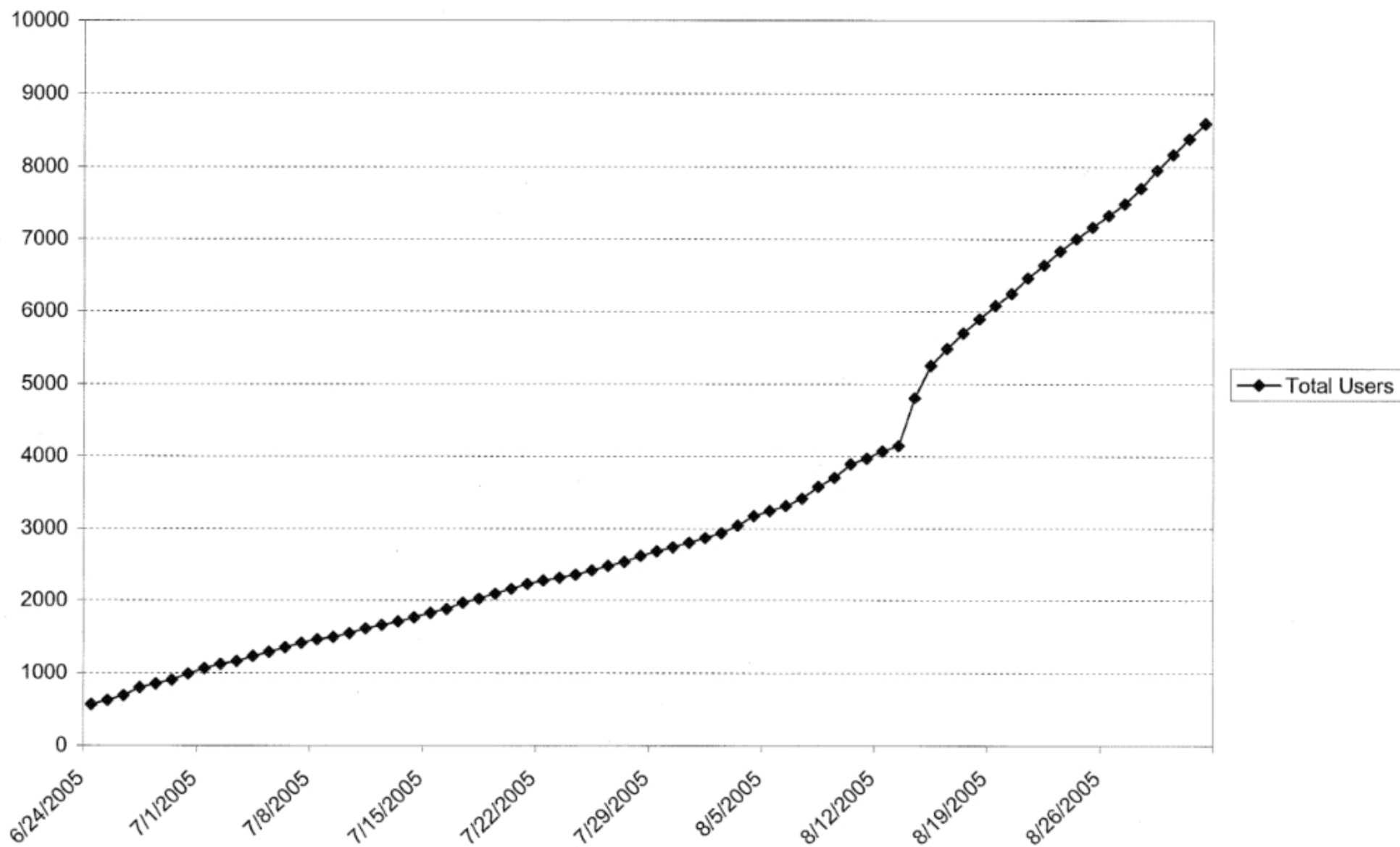
Metrics

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

Video Views Per Day
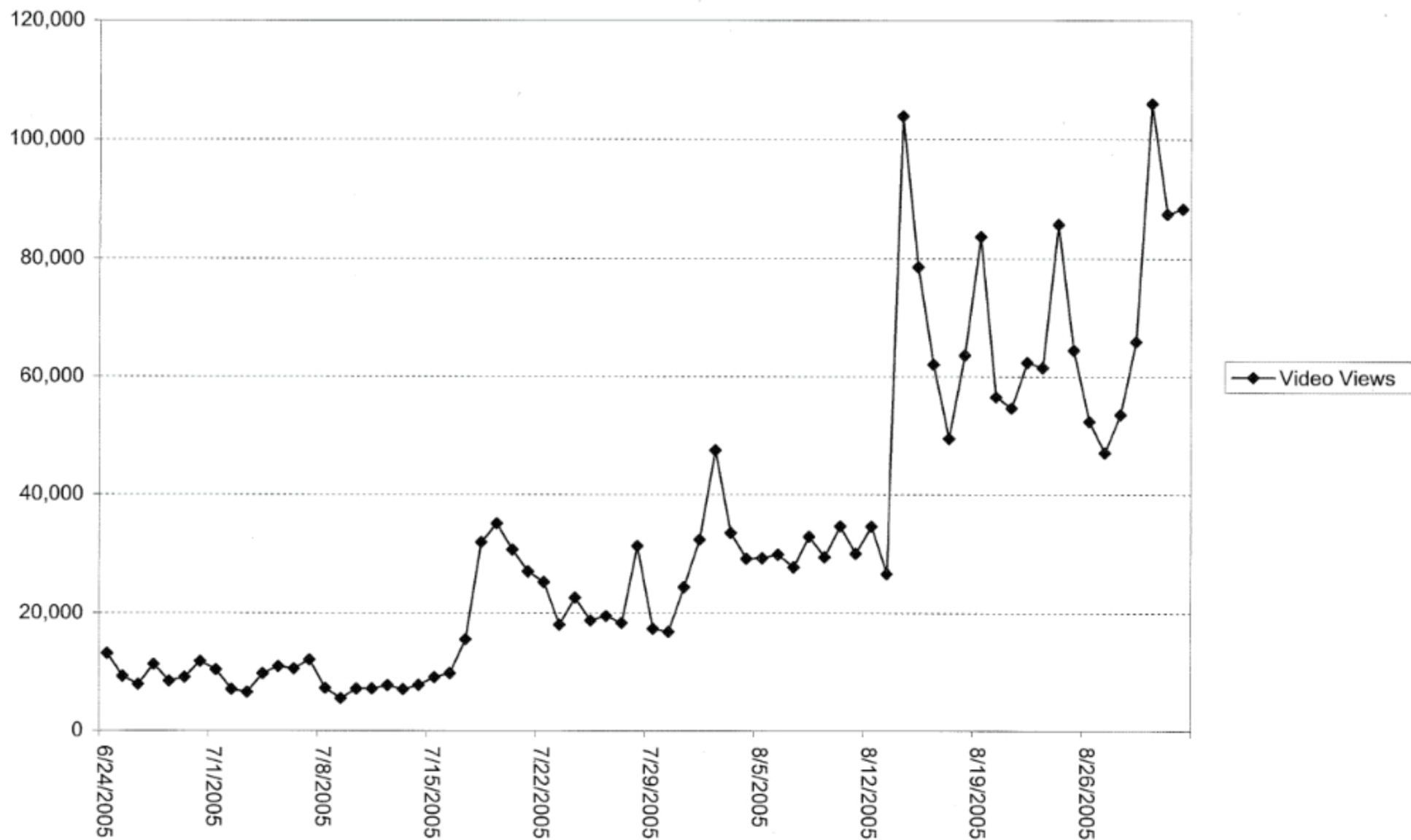
Total Users

Total Videos Submitted (cumulative)