

Case study on YouTube Entrepreneurship course

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Introduction

- Created by three former Paypal employees in Feb. 2005
- Acquired by Google since late 2006
- The dominant online video provider, 1.2 Billion/Day

Service	Launched	Ads	Viewers per day	Ad Revenue Sharing	Video download
Tudou	Apr. 2005	Yes	55,000,000	No	Yes
Dailymotion	Mar. 2005	Yes	~60,000,000	Yes	No
Youku	2006	Yes	150,000,000	No	Yes
YouTube	Feb. 2005	Yes	1,200,000,000	Yes	Officially "Selected Videos Only"





Why it is successful

1.It is obvious

What, what, why, and how

2. User friendly

- Put and get video, skip ads
- Wonderful recommendation system

3. Easy idea but brilliant marketing concept

Difficult to easy

4. Simplicity is beautiful

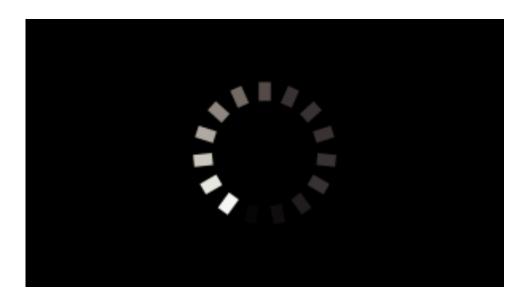
Easy ideas are the hardest to get





Without buffering

Hey, check out this video!.... buffering....buffering.... 1 sec, 2 sec, buffering...







Without buffering







Technical factors

- Decline storage cost detecting identical clips sha1(video1) == sha1(video2)
- Bandwidth— Adobe Flash Video (FLV)
- Uploading and streaming video format
- Recommendation list

Contribute up to 75% viewing time



Growth factors

- Sharing via email or external websites
 Better than ads
- Interaction between users
 Comments, groups, subscription
- Instant satisfaction
 No technical knowledge needed





Disadvantages

- Without parental control
- Copyright issue and restriction on comments
- Inaccurate video labels
- At least watching ads for 5 seconds
- Skills used for bad ends

