



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

P(X)

- [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

3HPh

- 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

A/B/C

- 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

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- [OurMedia.org, Open Media Network, Google Video]
- [PutFile, DailyMotion, Vimeo]

Product Development

A25

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

Sales & Distribution

터미널 판권

- Advertising

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

- Charge members for premium features

- Charge viewers for premium content

Team

团队

- 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

H/T -

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