



TEAM - MATRIX

YouTube is an American online video-sharing platform. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries. YouTube is available on desktop, android and IOS platforms. The function of YouTube is similar on all platforms.

The user can perform various functions on YouTube like –

1. **Create a channel** – A user can create a channel on YouTube, with the help of channel user can able to comment on YouTube videos as well as upload his videos on YouTube.
2. **Upload Videos** – YouTube is a great platform for content creators. User can upload his videos on YouTube and can grow his channel over YouTube.
3. **Subscription** – User can subscribe a channel so that he will be notified when the subscribed YouTuber uploads his video.
4. **Trending** – The trending section of YouTube shows the trending (views/hour increasing rapidly) videos in the country.
5. **Like** – With the help of this feature you can like the video and show the YouTuber that you liked his video content.
6. **Share** – With the help of this feature user can share the YouTube videos over Facebook, twitter, reddit, tumblr, WhatsApp etc.
7. **Ads** – Ads helps the YouTuber to earn money. YouTuber can insert ads on his videos to earn money.
8. **Comments** - Comment feature enable a user to have a conversation with fellow viewers and YouTuber.
9. **Report** – A user can report the video over a set of guidelines if he/she finds the video overruling the guidelines.
10. **Playlist** - A user can create a playlist and add his favorite video in the playlist so that he can be view the video whenever he wants with ease.
11. **Library** - In the library tab a user can see his watch history, playlists and liked videos.
12. **YouTube Gaming** – YouTube gaming is only created for gamers, here all the content available is related to gaming.
13. **Live** - With the help of this feature a YouTuber can go live and have a conversation with his viewers.
14. **YouTube Movies** – In YouTube movies, a user can access most of the movies on YouTube by buying the subscription.
15. **YouTube Learning** – YouTube learning is created for learners, here all the content available is related to knowledge and learning.

- 16. Fashion and Beauty** – Fashion and beauty is created for fashion lovers and influencers, here all the content available is related to fashion and beauty lifestyles.
- 17. Send Feedback** – With the help of this feature, a user can send feedback to YouTube about his/her experience while using YouTube.
- 18. Creator Studio** – This feature is only available for YouTube creator so that he can perform various actions on his videos.
- 19. YouTube Kids** - In YouTube kids all the featured videos are only made for kids.
- 20. YouTube Music** - This is a music platform created by YouTube, a user can listen the music and explore his favorite music.