

Video Entertainment on the Web:  
Comparison of Youtube, EBaum's World and Myspacetv

TEAM XSTREAM:

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The internet has become more and more universally a part of culture all over the world in the last decade. Some of the most popular and fastest growing sites have been video streaming sites. Video streaming sites allow users to view posted videos from website members. The vast and growing membership to video streaming websites allows for viewing and sharing of videos with users around the world. Such video streaming sites, Youtube.com, myspacetv.com, and ebaumsworld.com are just a few popular sites that allow the free exchange of information via video. Although these sites are similar, they all have their differences that make them unique to their web audiences. Our group has taken the task of researching these websites (youtube.com, myspacetv.com, ebaumsworld.com) and figuring out the different features that they offer. These websites will be dissected in certain areas such as ease of use, features, availability, help services, speed, and usability. By comparing the three video streaming sites, Youtube has the best of all aforementioned qualities, and because of this excels in popularity.

One renown video streaming sights created in 2005, Youtube, allows users of all ages to access vast databases of videos from anything about playing video games to learning how to break dance at your own leisure. Youtube, unlike its predecessor EBaum's World, is probably one of the largest, if not the largest streaming video site on the web today.

Youtube's web page is fairly simple to use. Upon arriving on the home page, the user can see a number of possible options to find what he or she desires to see. Everything important is located on the top one-third of the page: a search bar, account login/creation, and videos others are watching. The home page is colored with a white background so the user can see all of the brightly colored blue links with ease. All of the necessary contact information such as how to contact the company, terms of use, privacy, etc., is located at the bottom of the page in a gray box for users to find with ease.

After clicking on Youtube's link "Contact us," the viewer is taken to another page with Youtube's address to that one may send a letter for whatever. The user can also click on the link "Help center" to find multiple links that will guide one through the use of the website, or if the

person chooses to specify what he or she wants, there is a search bar located up top. There is a phone and fax number located under the "Contact us" link as well.

The availability of the site is pretty consistent. Youtube is available twenty-four hours a day seven days a week. With that said Youtube has rarely seen a day where it was down for maintenance or other reasons. Normally, Youtube may shut down sections of their site as to not hinder complete usage of it from avid users. The speed of Youtube all depends on the user's connection and the user's computer. The faster the connection and the better the computer, the faster the load times on the site when you click on a link to navigate among Youtube's many pages or to sit back and enjoy a video.

On a final note, Youtube enables the user to create an account for free on their site. After doing so, a user can save videos under any self-created play list he or she desires (it should also be noted that one can search videos by creator as well if there is something particularly liked). Also, the user can post videos, rank other videos, and post comments about other videos or to other video creators. A user can easily manage his or her saved videos; it allows you to move around videos or delete them any time you chose (Cheng et al).

EBaum's World, like other popular video streaming websites such as Youtube and Myspacetv.com, features a wide variety of streaming videos available to anyone who goes to their site. What makes this site unique compared to its competitors is that not only does eBaum's World offer videos, but it has pictures, games, audio, and live chat. Also, unlike Youtube and Myspacetv, EBaum's World is very controversial because the content of the website is taken without permission and then branded with the eBaum's World logo. The content tends to be more "for adult viewers only" than for younger viewers. The website was created and co-owned by Eric "eBaum" Bauman and his father, Neil Bauman from Rochester, New York. The website was sold for \$15 million in cash and a stock deal to HandHeld Entertainment on August 2, 2007. Now, eBaum's World is one of the top ranked video streaming website.

EBaum's world is pretty easy to use. It has links to all the sections of the website clearly displayed on the left hand side. It also has featured videos centered on the homepage so anyone

can click one and go straight to watching a video. If the user scrolls down to the bottom of the webpage, there are links to every part of the website as well.

EBaum's world lacks visible "help services." They have a place where you can email EBaum's world, so it is conceivable that one could ask for help via email. There is not a link that is designated just to help the user from first glance of the homepage.

The website moves fairly fast after clicking on a link. Even to view a video, it takes little time to get to the specific location on the website and load the video. Speed would differ from user to user depending on the type of internet connection being utilized and how fast a modem. Overall, eBaum's world would not keep you waiting.

EBaum's World is available to anyone and everyone who has a computer that is hooked up to the internet. With that in mind, some of the content on this site is not appropriate for all viewers. So even though eBaum's World is available to just about anyone, it probably shouldn't be open to younger audiences due to some graphic material.

EBaum's World is fairly user friendly. If one wants to watch videos, there are links right on the homepage that will take you right to watch a video. To find specific things, one might have to explore the page and click on buttons to find what he or she wants. EBaum's world does provide a handy search engine box where users can type in what they are looking for and the search engine will find key words on that site.

EBaum's world features funny pictures, videos, audio, web games, and online chat. In the audio section there is a soundboard feature where users can click buttons to hear quotes or phrases spoken by celebrities. Some users use these celebrity voices to make prank phone calls, record them, and send them to the website allowing everyone to hear the phone call. EBaum's World also has millions of members who post millions of blogs on the forum as well as chat in the chat rooms. For the fan of eBaum's world, there is even an eBaum merchandise store (Crane).

Some suggestions for improvement of EBaum's World would be to have an easily visible and accessible "help services" of some sort. This will allow the website to be more user friendly and

available for all levels of users. Another suggestion would be to have a warning that tells the potential user the rating of website content, what audiences it is most appropriate for.

Along with the video streaming sites like Youtube and eBaum's World, within the year 2007, Myspacetv.com was made as a response to the market share held by Youtube.com. Youtube.com has not had to deal with any competitors since its inception and Myspacetv made a last ditch effort to gain some of the market share that its competitor, Youtube, enjoys. Myspacetv.com has its own channels which viewers can join and subscribe to. These channels range from user made to the National Geographic channel. Myspacetv.com also has "content like the 'Minisodes' or television shows and movies from NBC Universal and Fox, which is part of News Corporation. The two studios are working on a joint Internet video effort, and will distribute their programs on the video sites of Myspace, Microsoft, Yahoo and AOL" (Stone).

Myspacetv.com allows the users to post videos just like youtube.com but it also heavily involves the corporations. Myspacetv.com is combining the user led Youtube's lead but also has some shows that are made especially for the Myspace audience. One of the shows made by Myspacetv.com, "Quarter Life", is now a television show that has been picked up by NBC. The idea of Myspacetv.com is to have an internet site that can compete with youtube.com by actually having it resemble a television site. All myspace.com users are automatically signed up which brings them millions of users already. Myspace.com is one of the largest websites on the internet and they have the luxury of having those viewers right from the start.

Myspacetv.com is really easy to navigate. They have categories that you can choose from that are very user friendly and it would be tough to get lost on the page because of the easy layout. Since it is a relatively new site, they have a great help page and staff. They warn that it may take a little while to get back to you because they are trying to make the site the best it can be. There is a very useful "Frequently Asked Questions" page that pretty much covers any question you could have with the site but if your inquiry is not found there, you can write to their staff. The files are managed in a very neat fashion and their categories range from music and sports to comedy and animals. The file management is also different from youtube.com in the

sense that “It adds features like categories — groupings like animals and politics where similar topics can be collected for easier navigating” (Stone). The file management is very neat and again, is very easy to use.

The site serves such a large audience that the availability is high. The Myspacetv website managers did a really nice job of making the site very fast and easily managed. Navigating the site is for all computer skill levels and everything is pretty self explanatory. The main part of the site is its features. Whereas youtube.com only has videos that are produced by users, myspacetv.com gives you the option to subscribe to professionally done work. They have ongoing shows that are only available through Myspacetv.com. They seem to think that the computer and the television will soon merge and they hope to be the pioneers of this motion (Stone).

Some suggestions for Myspacetv would be that they show more than five minutes in the mini-episodes. You can view many shows from the 80’s and 90’s but they are all only five minutes long. Another suggestion would be to separate myspace.com from Myspacetv for new users. Our profile was set up for the video streaming website, but we were also thrown into the social networking site of Myspace.com even though we did not request it.

The new generation of video streaming websites has created a way for internet users to connect, share and view videos quickly and easily. Although sites such as Youtube, eBaum’s World, and Myspacetv all function to as a video streaming site, but there are some differences. EBaum’s World is a lot different from Youtube and Myspacetv in that most of its content is adult themed. Aside from this, EBaum’s World also features games and photo galleries of all sorts. The games often tend to be violent and/or sexually oriented and the photo galleries can be just as vulgar, which is not appropriate for younger viewers. With that said, Youtube’s and Myspacetv’s main purpose still remains the sharing and viewing of videos and is appropriate for most anyone. The advantage that Youtube and Myspacetv have over EBaum’s World is their convenient and visible help center/contact information. Overall, as video streaming websites go, Youtube and

Myspacetv are the best to use just for that purpose. Youtube currently is most popular and well known, but Myspace is right behind them in the rankings.

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