

Andrew Koski- lab 9

One such standardized platform of communication is YouTube. YouTube was the first platform to monetize its users for their content provided to the internet and for the world to see. The job itself of YouTube can be broken down into three different structures. Coders for the backend of the website, marketers promoting the users of paid advertisements on the platform, and the legal team to make sure that all monetized video that pass YouTube's standardized agreement for monetization are met. YouTube agrees to pay the users based on the watch time and the cpm (content per minute) of a video. The users also agree to abide by the standards set by YouTube in making content. Such as nudity, profanity, racism, etc.; arguments and opinions that you can rant on Twitter for without too many consequences. This standardized agreement is why YouTube is the leading company for entertainment on the internet.