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 You tube 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 You tube’s standardized agreement for monetization are meet. You tube 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 to many consequences. This standardized agreement is why You tube is the leading company for entertainment on the internet.