

Tech Talk

The King of Video Sharing Celebrates 8th Anniversary

By Christopher J. Ryan

YouTube, the No. 3 most popular Web site in the world according to alexa.com, celebrates its eighth birthday this month, on Feb. 14. The two sites ranked above YouTube are Facebook and Google, respectively. Remember, YouTube is a subsidiary of Google.

The second largest search engine (YouTube) changed hands, from three former PayPal employees, to Google in 2006, and the popular video-sharing Web site never looked back. YouTube is stronger than ever. Google Sites attracted nearly 153 million Internet users who watched 13.2 billion videos in December 2012, according to the latest comScore Video Metrix release of Top 10 U.S. Online Video Rankings. Each Internet user averaged 388.3 minutes of Google hosted video in the same comScore rankings.

It's no secret that YouTube is the primary driving force behind these numbers. The second place trophy goes to www.facebook.com, with 58 million U.S. Internet users, 420 million videos watched and 16 minutes of video watched per viewer.

U.S. Internet users are searching the Web differently than they were even a year ago. Video is increasingly becoming the desired medium of choice when seeking information and enter-

tainment. According to comScore, 84.9 percent of the U.S. Internet audience viewed online video in the same month. It seems where there is video, there is value. Need to know how to tie a tie or file your taxes? (YouTube) Why is all the rum gone? (YouTube) You get the idea ...

YouTube is also discussing an "experiment" with paid subscriptions for some channels, either individually or as a package similar to television. According to Brian Stelter, a reporter at the New York Times, "The interest in paid subscriptions comes as YouTube continues to invest heavily in original programming." Don't worry though, the ad model isn't going anywhere soon you guys.

Tell us your favorite YouTube video on facebook.com/longislandtrends.

