



Highlands Regional Library Cooperative

400 Morris Avenue, Suite 202
Denville, NJ 07834

TEL: 973-664-1776 or 800-NET-HRLC (*Members Only*)
FAX: 973-664-1780

www.hrlc.org

HRLC Technology Committee Open House • October 17, 2006 • Parsippany-Troy Hills Public Library

YOUTUBE – Broadcast Yourself <http://www.youtube.com/>

What You Need to Know

- Founded in February 2005. YouTube is a consumer media company for people to watch and share original videos worldwide through a Web experience. Recently bought by Google for \$1.65 Billion in Stock
http://www.youtube.com/press_room_entry?entry=HvfQ0AKougw
- Includes movie, tv and music video clips
- Similar sites: Google Video <http://video.google.com/> and Yahoo! Video
- People watch more than 70 million videos on the site daily, and 65,000 new videos are uploaded every 24 hours
- Videos can be public or private
- Free and Easy to use!
- User base is 18-49, spanning all geographies
- Does not allow videos with nudity, graphic violence or hate
- Has community guidelines, see: http://www.youtube.com/t/community_guidelines

Cons/Pros

CONS: Possible copyright, privacy and inappropriate content issues.

PROS: Fun and exciting! Easy and free to share personal videos with family/friends.

Resources for More Information

Raw and Random

<http://www.forbes.com/business/global/2006/0313/027.html>

YouTube Serves Up 100 Million Videos a Day Online

http://www.usatoday.com/tech/news/2006-07-16-youtube-views_x.htm?

Created by: Amy J. Kearns, MLIS * Paterson Free Public Library * kearns@patersonpl.org * 973-321-1223

*Serving the Counties of
Bergen, Hudson, Morris, Passaic,
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