

**What is Youtube?**

**YouTube** is a [video-sharing](http://en.wikipedia.org/wiki/Video_hosting_service) [website](http://en.wikipedia.org/wiki/Website) on which users can upload, share, and view videos, created by three former [PayPal](http://en.wikipedia.org/wiki/PayPal) employees in February 2005.

The company is based in [San Bruno, California](http://en.wikipedia.org/wiki/San_Bruno,_California), and uses [Adobe Flash Video](http://en.wikipedia.org/wiki/Flash_Video) technology to display a wide variety of [user-generated](http://en.wikipedia.org/wiki/User-generated_content) video content, including movie [clips](http://en.wikipedia.org/wiki/Video_clip), TV clips, and music videos, as well as amateur content such as [video blogging](http://en.wikipedia.org/wiki/Video_blogging) and short original videos. Most of the content on YouTube has been uploaded by individuals, although media corporations including [CBS](http://en.wikipedia.org/wiki/CBS), [BBC](http://en.wikipedia.org/wiki/BBC), [Vevo](http://en.wikipedia.org/wiki/Vevo) and other organizations offer some of their material via the site, as part of the YouTube partnership program.

Unregistered users may watch videos, and registered users may upload an unlimited number of videos. Videos that are considered to contain potentially offensive content are available only to registered users 18 and older. In November 2006, YouTube, LLC was bought by [Google Inc.](http://en.wikipedia.org/wiki/Google) for $1.65 billion, and now operates as a [subsidiary](http://en.wikipedia.org/wiki/Subsidiary) of Google.

[**History of YouTube**](http://en.wikipedia.org/wiki/History_of_YouTube)

[](http://en.wikipedia.org/wiki/File:Youtube_founders.jpg)

[http://bits.wikimedia.org/skins-1.17/common/images/magnify-clip.png](http://en.wikipedia.org/wiki/File:Youtube_founders.jpg)

From left to right: [Chad Hurley](http://en.wikipedia.org/wiki/Chad_Hurley), [Steve Chen](http://en.wikipedia.org/wiki/Steve_Chen_(YouTube)), and [Jawed Karim](http://en.wikipedia.org/wiki/Jawed_Karim)

YouTube was founded by [Chad Hurley](http://en.wikipedia.org/wiki/Chad_Hurley), [Steve Chen](http://en.wikipedia.org/wiki/Steve_Chen_(YouTube)), and [Jawed Karim](http://en.wikipedia.org/wiki/Jawed_Karim), who were all early employees of [PayPal](http://en.wikipedia.org/wiki/PayPal). Hurley had studied design at [Indiana University of Pennsylvania](http://en.wikipedia.org/wiki/Indiana_University_of_Pennsylvania), while Chen and Karim studied [computer science](http://en.wikipedia.org/wiki/Computer_science) together at the [University of Illinois at Urbana-Champaign](http://en.wikipedia.org/wiki/University_of_Illinois_at_Urbana-Champaign).[[6]](http://en.wikipedia.org/wiki/YouTube#cite_note-5)

According to a story that has often been repeated in the media, Hurley and Chen developed the idea for YouTube during the early months of 2005, after they had experienced difficulty sharing videos that had been shot at a dinner party at Chen's apartment in [San Francisco](http://en.wikipedia.org/wiki/San_Francisco). Karim did not attend the party and denied that it had occurred, while Hurley commented that the idea that YouTube was founded after a dinner party "was probably very strengthened by marketing ideas around creating a story that was very digestible."

YouTube began as a venture-funded technology startup, primarily from a US$11.5 million investment by [Sequoia Capital](http://en.wikipedia.org/wiki/Sequoia_Capital) between November 2005 and April 2006. YouTube's early headquarters were situated above a pizzeria and Japanese restaurant in [San Mateo, California](http://en.wikipedia.org/wiki/San_Mateo,_California). The [domain name](http://en.wikipedia.org/wiki/Domain_name) www.youtube.com was activated on February 14, 2005, and the website was developed over the subsequent months.

The first YouTube video was entitled [*Me at the zoo*](http://en.wikipedia.org/wiki/Me_at_the_zoo), and shows founder Karim at the [San Diego Zoo](http://en.wikipedia.org/wiki/San_Diego_Zoo). The video was uploaded on April 23, 2005, and can still be viewed on the site.

YouTube offered the public a [beta test](http://en.wikipedia.org/wiki/Beta_test) of the site in May 2005, six months before the official launch in November 2005. The site grew rapidly, and in July 2006 the company announced that more than 65,000 new videos were being uploaded every day, and that the site was receiving 100 million video views per day. According to data published by [market research](http://en.wikipedia.org/wiki/Market_research) company [comScore](http://en.wikipedia.org/wiki/ComScore), YouTube is the dominant provider of online video in the United States, with a [market share](http://en.wikipedia.org/wiki/Market_share) of around 43 percent and more than 14 billion videos viewed in May 2010. YouTube says that 35 hours of new videos are uploaded to the site every minute, and that around three quarters of the material comes from outside the US. It is estimated that in 2007 YouTube consumed as much [bandwidth](http://en.wikipedia.org/wiki/Bandwidth_(computing)) as the entire Internet in 2000. [Alexa](http://en.wikipedia.org/wiki/Alexa_Internet) ranks YouTube as the third most visited website on the Internet, behind [Google](http://en.wikipedia.org/wiki/Google) and [Facebook](http://en.wikipedia.org/wiki/Facebook).

The choice of the name www.youtube.com led to problems for a similarly named website, www.utube.com. The owner of the site, [Universal Tube & Rollform Equipment](http://en.wikipedia.org/wiki/Universal_Tube_%26_Rollform_Equipment), filed a lawsuit against YouTube in November 2006 after being overloaded on a regular basis by people looking for YouTube. Universal Tube has since changed the name of its website to www.utubeonline.com. In October 2006, [Google Inc.](http://en.wikipedia.org/wiki/Google) announced that it had acquired YouTube for $1.65 billion in Google [stock](http://en.wikipedia.org/wiki/Stock), and the deal was finalized on November 13, 2006. Google does not provide detailed figures for YouTube's running costs, and YouTube's revenues in 2007 were noted as "[not material](http://en.wikipedia.org/wiki/Materiality_(auditing))" in a regulatory filing. In June 2008, a [*Forbes*](http://en.wikipedia.org/wiki/Forbes) magazine article projected the 2008 revenue at $200 million, noting progress in advertising sales.

In November 2008, YouTube reached an agreement with [MGM](http://en.wikipedia.org/wiki/MGM), [Lions Gate Entertainment](http://en.wikipedia.org/wiki/Lions_Gate_Entertainment), and [CBS](http://en.wikipedia.org/wiki/CBS), allowing the companies to post full-length films and television episodes on the site, accompanied by advertisements in a section for US viewers called "Shows". The move was intended to create competition with websites such as [Hulu](http://en.wikipedia.org/wiki/Hulu), which features material from [NBC](http://en.wikipedia.org/wiki/NBC), [Fox](http://en.wikipedia.org/wiki/Fox_Broadcasting_Company), and [Disney](http://en.wikipedia.org/wiki/Walt_Disney_Studios_Motion_Pictures). In November 2009, YouTube launched a version of "Shows" available to UK viewers, offering around 4,000 full-length shows from more than 60 partners. In January 2010, YouTube introduced an online film rentals service, which is currently available only to users in the US.

[](http://en.wikipedia.org/wiki/File:901cherryave.jpg)

[http://bits.wikimedia.org/skins-1.17/common/images/magnify-clip.png](http://en.wikipedia.org/wiki/File:901cherryave.jpg)

YouTube's current headquarters in [San Bruno, California](http://en.wikipedia.org/wiki/San_Bruno,_California)

In March 2010, YouTube began free streaming of certain content, including 60 cricket matches of the [Indian Premier League](http://en.wikipedia.org/wiki/Indian_Premier_League). According to YouTube, this was the first worldwide free online broadcast of a major sporting event.

On March 31, 2010, the YouTube website launched a new design, with the aim of simplifying the interface and increasing the time users spend on the site. Google product manager Shiva Rajaraman commented: "We really felt like we needed to step back and remove the clutter." In May 2010, it was reported that YouTube was serving more than two billion videos a day, which it described as "nearly double the prime-time audience of all three major US television networks combined." In October 2010, Google published its third quarter financial results for the year, which stated that YouTube was serving two billion videos a week accompanied by advertising.

In October 2010, Hurley announced that he would be stepping down as chief executive officer of YouTube to take an advisory role, and that [Salar Kamangar](http://en.wikipedia.org/wiki/Salar_Kamangar) would take over as head of the company.

[***Features of YouTube***](http://en.wikipedia.org/wiki/Features_of_YouTube)

**Video technology**

**Playback**

Viewing YouTube videos on a personal computer requires the [Adobe Flash Player](http://en.wikipedia.org/wiki/Adobe_Flash_Player) [plug-in](http://en.wikipedia.org/wiki/Plug-in_(computing)) to be installed in the [browser](http://en.wikipedia.org/wiki/Web_browser). The Adobe Flash Player plug-in is one of the most common pieces of software installed on personal computers and accounts for almost 75% of online video material.

In January 2010, YouTube launched an experimental version of the site that uses the built-in multimedia capabilities of web browsers supporting the [HTML5](http://en.wikipedia.org/wiki/HTML5) standard. This allows videos to be viewed without requiring [Adobe Flash Player](http://en.wikipedia.org/wiki/Adobe_Flash_Player) or any other [plug-in](http://en.wikipedia.org/wiki/Plug-in_(computing)) to be installed. The YouTube site has a page that allows supported browsers to opt in to the HTML5 trial. Only browsers that support HTML5 Video using the [H.264](http://en.wikipedia.org/wiki/H.264/MPEG-4_AVC) or [WebM](http://en.wikipedia.org/wiki/WebM) formats can play the videos, and not all videos on the site are available.

**Uploading**

Videos uploaded to YouTube by standard account holders are limited to 15 minutes in duration. When YouTube was launched in 2005, it was possible to upload longer videos, but a ten-minute limit was introduced in March 2006 after YouTube found that the majority of videos exceeding this length were unauthorized uploads of television shows and films. The 10-minute limit was increased to 15 minutes in July 2010. Partner accounts are permitted to upload longer videos, subject to acceptance by YouTube. File size is limited to 2 [GB](http://en.wikipedia.org/wiki/Gigabyte) for uploads from YouTube web page, and to 20 GB if [Java](http://en.wikipedia.org/wiki/Java_(programming_language))-based Advanced Uploader is used. In December 2010, YouTube announced that holders of standard accounts would be allowed to upload videos of unlimited length, provided that they have a good history of following the site's Community Guidelines and policy on copyright. YouTube accepts videos uploaded in most [container formats](http://en.wikipedia.org/wiki/Container_format_(digital)), including [.AVI](http://en.wikipedia.org/wiki/Audio_Video_Interleave), [.MKV](http://en.wikipedia.org/wiki/Matroska), [.MOV](http://en.wikipedia.org/wiki/QuickTime), [.MP4](http://en.wikipedia.org/wiki/MPEG-4_Part_14), [DivX](http://en.wikipedia.org/wiki/DivX), [.FLV](http://en.wikipedia.org/wiki/Flash_Video), and [.ogg and .ogv](http://en.wikipedia.org/wiki/Theora). These include video formats such as [MPEG-4](http://en.wikipedia.org/wiki/MPEG-4), [MPEG](http://en.wikipedia.org/wiki/Moving_Picture_Experts_Group), and [.WMV](http://en.wikipedia.org/wiki/Windows_Media_Video). It also supports [3GP](http://en.wikipedia.org/wiki/3GP), allowing videos to be uploaded from [mobile phones](http://en.wikipedia.org/wiki/Mobile_phone). Videos with [progressive scanning](http://en.wikipedia.org/wiki/Progressive_scan) or interlaced scanning can be uploaded, but for the best video quality, YouTube prefers interlaced videos to be [deinterlaced](http://en.wikipedia.org/wiki/Deinterlacing) prior to uploading. All the video formats on YouTube use progressive scanning.

**Quality and codecs**

YouTube originally offered videos at only one quality level, displayed at a resolution of 320x240 [pixels](http://en.wikipedia.org/wiki/Pixel) using the [Sorenson Spark](http://en.wikipedia.org/wiki/Sorenson_codec) codec (a variant of [H.263](http://en.wikipedia.org/wiki/H.263)), with [mono](http://en.wikipedia.org/wiki/Monaural) [MP3](http://en.wikipedia.org/wiki/MP3) audio. In June 2007, YouTube added an option to watch videos in [3GP](http://en.wikipedia.org/wiki/3GP_and_3G2) format on mobile phones. In March 2008, a high quality mode was added, which increased the resolution to 480x360 pixels In November 2008 [720p](http://en.wikipedia.org/wiki/720p) [HD](http://en.wikipedia.org/wiki/High-definition_video) support was added so the YouTube player was changed from a [4:3](http://en.wikipedia.org/wiki/4:3) [aspect ratio](http://en.wikipedia.org/wiki/Aspect_ratio) to a [widescreen](http://en.wikipedia.org/wiki/Widescreen) [16:9](http://en.wikipedia.org/wiki/16:9). . With this new feature, YouTube began a switchover to [H.264/MPEG-4 AVC](http://en.wikipedia.org/wiki/H.264/MPEG-4_AVC) as its default video compression format. In November 2009, [1080p](http://en.wikipedia.org/wiki/1080p) HD support was added. In July 2010, YouTube announced that it had launched a range of videos in [4k](http://en.wikipedia.org/wiki/4K_resolution) format, which allows a resolution of up to 4096x3072 pixels.

YouTube videos are available in a range of quality levels. The former names of standard quality (SQ), high quality (HQ) and high definition (HD) have been replaced by numerical values representing the vertical resolution of the video. The default video stream is encoded in [H.264/MPEG-4 AVC](http://en.wikipedia.org/wiki/H.264/MPEG-4_AVC) format, with stereo [AAC](http://en.wikipedia.org/wiki/Advanced_Audio_Coding) audio.

YouTube for mobile

### [Mobile YouTube](http://googlesystem.blogspot.com/2007/06/mobile-youtube.html)

YouTube launched a mobile interface available at [m.youtube.com](http://m.youtube.com). To use it, you need a mobile phone that plays streaming videos (RTSP/3GP with H263/AMR) and an unlimited data plan because "YouTube Mobile is a data intensive application". Most 3G phones support 3GP, but you can also play these files on your computer if you have a player like [MPlayer](http://www.mplayerhq.hu), [VLC](http://www.videolan.org/vlc/), RealPlayer or Quicktime.  
Only a small part of YouTube's videos are available in the mobile version and that includes short videos that were recently uploaded or popular. There are also three special categories: people, entertainment and "grab bag" and a search box that lets you find videos.

**Statistic on Youtube**

A few notable statistics on YouTube at the time of the acquisition:

• Fastest growing website in Internet history  
• On average 100 million videos streamed per day  
• 65,000 new video clips are uploaded every day  
• More than 13 million unique visitors per month. An average user spends 30 minutes on YouTube and most uploaders are repeat visitors themselves.  
• 58% of Internet videos are watched on Youtube  
• 20% to 30% of traffic volume is from the US  
• Wide range of user demographics, however the largest segment of users is the 18 to 35 year-olds.  
• 30% to 40% of the content is copyrighted. There is a clear correlation between eyeballs and copyrighted content.

**Key success factors**

*Created a better user experience around sharing video clips online*

Online video definitely existed before YouTube came into vogue. However, uploading videos, sharing and watching them was quite cumbersome. The primary issues were:

• Lack of a viable storage platform: Video files were too large to be e-mailed. One of the alternatives was to upload them to a generic file-hosting service. This option was fraught with several issues including restrictions on file sizes imposed by storage providers (unless the user had a premium, paid account) and a poor to non-existent interface to share videos with friends and family. The other option was to share videos via peer-to-peer file-sharing software like BitTorrent, which unfortunately shared similar limitations.

• Mediocre watching experience - Viewers would typically need to wait for the entire video to download before they could start watching it. This was a problem not limited to just peer-to-peer video sharing. Most professional websites with video content had the same issue. Downloading the video was just half the battle. Users needed to install the appropriate video player, the free versions of which often behaved like ’spyware’. Even with the right video players and ‘codecs’, there was a fair chance that downloaded video would not play.

• Fragmented viewing experience - Assuming that the user managed to download and play one of these videos, the experience did not go much farther. A video shared on BitTorrent was a standalone unit of content, i.e. there was nothing to connect it to related video clips, say other episodes of a show that the user had just watched. Clearly, any mechanism to group similar content or organize content into catalogs was missing. Also, there was very little by way of content reviews or rating.

YouTube essentially took a problem with a few pre-existing, albeit clumsy solutions, added some engineering ingenuity and lots of creativity to come up with the best working solution. Content suppliers, i.e. those uploading videos could now upload video effortlessly. They could tag uploaded videos with keywords. On the consumption side, by adopting a Macromedia Flash-based video player embedded on a web-page, which played the video almost instantaneously, YouTube eliminated the need for downloads and local media players. Users could now search for videos by keywords, share them by mailing links to the videos, and also rate and comment on these videos. Consequently, popular videos bubbled up to the top in an organic fashion. Notice how, besides the player, other features were essentially attributes of sites sharing pictures, Flicker for example. YouTube was able to adopt what worked in the world of picture-sharing to the world of video-sharing.

*Distribution of popular content (often copyrighted) drove adoption*

Distributing popular and hard-to-find video clips was clearly a success factor. Clips of the popular, long-running television show, Saturday Night Live was a particularly significant example. A free-form platform that allowed users to upload content had to contend with copyright violations. While this is one of the oft-repeated complaints about YouTube, it should be remembered that the founders decided to go ahead with the idea despite the eventual failures of the likes of Napster and Kaaza. While the ethics of such a strategy would require a lengthier discussion in an of itself, the founders clearly took a chance with something that other entrepreneurs might have balked at.

*Viral customer growth due to widget marketing*

YouTube allowed users to easily embed any hosted videos on web pages or blogs. This turned out to be particularly popular with social-networking websites, especially MySpace. The inbound links from these ‘widgets’ also helped YouTube increase its page rank on Google, thereby driving traffic via natural search..

*Chose the right technology platform for the desired user experience*

While the technology platform used by YouTube was not particularly remarkable, it was designed to solve the problem at hand. The technology concept was to encode videos in the Macromedia Flash format and take advantage of the millions of computers which already had the Flash player installed on it. When Macromedia launched Flash 7 with video playback capability, YouTube was among the first to exploit this feature. Further, based on the team’s past experience working for PayPal, they were able to develop a platform that scaled quickly to handle the viral growth in content and traffic.

*Exceptional market timing due to the perfect storm of environmental factors*

Several environmental factors converged leading to YouTube’s success:

• Bandwidth became cheaper, faster and ubiquitous. It would have been impossible to gain an audience the size of YouTube’s as recent as five years ago due to the lack of broadband penetration.

• Online social networks had attained critical mass. YouTube took off in a big way when MySpace.com users started embedding YouTube content on their pages. Members of these users’ networks in turn started adopting YouTube. YouTube was able to leverage an existing social network rather than build one ground up.

• Producer-side technology became more accessible: cheap digital video cameras could now be connected to computers thanks to USB 2.0/Firewire becoming available on most personal computers. Also, use of cell-phones with video cameras became more prevalent.

• A shift in demographics helped: a post dot-com generation was seeking an online experience that placed a lot of emphasis on entertainment.

• Platform-side technology had become cheaper: it became possible to store, manage and serve large repositories of content at a fraction of dot-com era prices.

# Five Trends in Learning Delivery in 2011

This is a year of opportunity for chief learning officers to assess their learning strategy in the context of a constantly evolving and changing business environment. The challenges for today’s CLOs are more complex than ever: They are required not only to demonstrate clear value and business relevance for their learning strategy on a global stage, but also their ability to link learning and performance programs directly to the goals of their organization, despite constraints in time, budget and talent. Extraordinary times call for extraordinary skills on the part of our CLOs as they creatively balance the demand for knowledge and information against the realities of changing content and instructional design, disappearing content expertise, disruptive technologies, demand for on-the-job proficiency and an increasingly dispersed workforce with less tolerance for off-the-job formal learning.

Last year saw the introduction of new technologies that could increase access to information but blurred the lines between learning content, learners and expertise. Organizations embraced experimentation with mobile or tablet devices for learning, immersive 3-D or collaborative environments, and the incorporation of wikis, micro-blogging or podcasts as learning tools. So what is on the horizon for 2011? Let’s take a look.

**Increased Fidelity of Experience**

As access to learners becomes increasingly precious, managers are demanding that learning be as relevant to the job as possible. This means an increased demand for highly relevant experience, immediate transfer of content to on-the-job proficiency, and the ability to provide a holistic learning experience that models job requirements, such as the ability to demonstrate multiple skills and decision-making in a robust learning exercise. The ability for learning to apply to real life is termed “fidelity” by the industry. We’ve seen an increase in complex gaming, immersive simulations and the use of technology as a business modeling engine. Examples of complex gaming include a group of engineers who compete in an online game to design the best solution or a group of sales executives who participate in a sales conference game to test and challenge their ability to gather information about a prospective client in order to present a proposal. While most organizations have courseware to support competencies for particular roles, some are looking at learning activities that challenge cross-functional groups of learners to work together for an improved business result. Fidelity can be a highly desirable design element where online learning looks exactly like the Web page of the firm or dynamically renders images of a tool for technology training.

Business modeling is another tool that can be used to create a high fidelity experience for the learner. Unlike branched solutions — where a learner selects from a given set of options and then continues on that path, choosing from a fixed set of options — business modeling allows the learner to make multiple discreet decisions. The modeling engine provides each learner with unique feedback and allows the learner to see both the relationship and the magnitude of decisions. An example is financial training for managers of a business unit. The learner is challenged to respond to the loss of a major customer, in which he or she looks at aspects of the business and decides whether to increase, decrease or not change new sales efforts. Similar decisions are made for managing inventory, employee morale, etc. The model then shows the impact of the multiple decisions.

**Kiosk Learning**

Retail and customer service counter industries are moving into using devices, such as the iPod Touch — and, more recently, the iPad — as tools to access learning. Many organizations have groups of employees who are remote from computers, or their computers may be point-of-sale devices or call center workstations that have limited capacity to run engaging learning that includes multimedia. An iPad allows multiple users to learn on a single device, so iPads posted at remote locations become digital learning kiosks. Additionally, iPads allow for multiple user log-ons, so that learning can be tracked by user through distance-learning applications.

Such learning kiosks enhance on-the-job accessibility to learning: The learner avoids travel to a learning location and can make use of any downtime. A key advantage of the learning kiosk concept is putting the learning at the point of need – not only for traditional courseware, but also on-the-job support. Examples of the use of kiosk learning in retail range from skills enhancement training for customer serving counter agents at an international airline to new product training for retail store counter clerks that can be updated as customer sales and data evolve.

**Crowdsourcing for Learning Assignments**

Web 2.0 tools and platforms continue to provide a collaborative environment for knowledge workers and learners. Although the most popular tools in use are still simple solutions, such as e-mail, instant messaging, Web conferencing and file sharing, users are becoming more sophisticated in combining various tools to meet their particular need. Skype is making inroads in the corporate world for connecting learners to tutors or subject matter experts. There’s also a trend toward embedding wikis and blogs into learning programs or instant messaging into other collaboration events in an effort to improve e-learning effectiveness. Organizations are investing in external tools, such as NewsGator or Q2 Learning to provide robust collaboration environments, whereas lighter tools such as Ning and Moodle are still popular for blogging and discussions. Google is focusing on collaboration tools, and Google Apps are being used in education and are crossing over to the corporate sector for document creation with real-time editing, sharing controls and seamless compatibility for learners.

Examples of crowdsourcing as a learning strategy range from the capture of best practices during planning process training for a military group to capturing cadres of learners’ assignments posted for technical training on SharePoint for an energy company.

**Data Mining**

Micro-learning and user-generated content in blogs, wikis and YouTube-like video servers can become information overload to learners. While access to thousands of knowledge objects may initially be appealing to learners, they can quickly become discouraged and disinterested if their search results are not relevant. The key for learners is to access knowledge sites and get exactly what they need and only what they need. First and foremost, knowledge systems must have robust search and tagging systems to accommodate data inquiry. Additionally, users must either be trained to use the system or, more preferably, the system should be a highly intuitive one that guides the user and recognizes his or her preferences. Intelligent systems search for relevant words, such as the Google search engine does; these systems look at the affinity of a learner’s search pattern and then make intelligent recommendations. While CLOs may or may not manage knowledge management systems, it will be important to contribute input into how these systems will support access for learners.

**The LMS Adds Informal Learning**

Learning encompasses both performance readiness through formal learning and performance proficiency as well as support through informal learning and social networking. The traditional LMS hosting a catalog of courseware may not be robust enough to support a learner’s need to search for specific formal learning support objects and provide ready access to knowledge objects and collaboration sites. Many of the LMS providers are responding by adding their version of wikis, blogs and communities of interest.

There is strong interest in overlaying the traditional LMS interface with a “front door” portal that not only provides links to traditional courseware on the LMS, but also provides access to informal learning, such as wikis and blogs. This type of portal is more demand-ready so that the user can easily browse for topics or take an assessment to identify a gap in knowledge, with the gap report providing links to both formal courseware and informal learning content that addresses the identified need.

**So What Does The Future Hold?**

Technology will continue to push our comfort zone, with avatar experiences in 3-D on mobile devices; use of cloud computing to enable access to software; holographic imaging to increase the fidelity of a learning environment; personal LMS sites for users to track firm, academic and other professional experiences; and increased capability for augmented reality solutions with cheaper broadband access through a wide range of devices.

What about traditional instructor-led courseware? It won’t go away, but firms will continue to be more selective on when to use traditional face-to-face group learning. The experiences will be richer, simulating on-the-job experiences for immediate job transfer. Firms will look to tools and templates for rapid authoring of instructor-led courseware.

The Google-owned video sharing site YouTube is one of the most popular online domains out there, which means million of people from all over the world access the site each and every day. No matter what Hollywood would have you think, everyone doesn’t speak and understand English. Since YouTube caters to an international audience, and since Google wants to offer users a pleasurable user experience, YouTube has to offer language support for as many languages as possible.  
  
[**Back in August**](http://www.findmysoft.com/news/YouTube-By-the-End-of-the-Year-we-ll-Support-40-Languages/) the development team behind YouTube announced that it added support for Croatian, Filipino, Serbian and Slovak, thus boosting the number of languages YouTube supports up to 28.

A few days ago the development team behind the popular video sharing site [announced](http://youtube-global.blogspot.com/2010/09/release-notes-seven-new-languages-five.html) that it added support for 7 new languages, which means the grand total of languages YouTube supports has jumped to 35. The 7 new languages YouTube now supports are as follows: **Arabic, Bulgarian, Lithuanian, Romanian, Slovenian, Ukrainian and Vietnamese.**

Back in August, YouTube said it plans to provide support for a grand total of 40 languages by the end of 2010. “By the end of this year, our goal is to offer the YouTube experience in 40 languages, doubling the number we started with at the top of 2010. With each new rollout, we hope to make YouTube a bit more accessible to more people, regardless of where in the world they might live,” [said](http://youtube-global.blogspot.com/2010/08/enjoy-youtube-in-croatian-filipino.html) Product Manager Brian Truong back in August.

The fact that the number of supported languages is up to 35 is proof that things are going the right way. Actually, if you take the time to count the number of languages YouTube provides support for at this time, you’ll be surprised when you get to 36. That’s only because you counted English (US) and English (UK). If you only count English, it amounts to 35 supported languages.

**How to upload a video?**

**Instructions for uploading a video to YouTube**

To get started, the first thing you should do is click on the "Upload Videos" icon in the upper right corner of the YouTube home page:

|  |  |
| --- | --- |
| Click on 'Upload Videos' **Click on 'Upload Videos'** | http://www.webvideozone.com/public/images/space.gif |

Login if you already have an account. If you don't, you'll need to complete and submit the sign-up form to create one:

|  |  |
| --- | --- |
| Create your YouTube account **Create your YouTube account** | http://www.webvideozone.com/public/images/space.gif |

**Describe your video**

Once you've registered, you'll be able to begin the two-step video upload process. First, you'll need to provide some information about the video you're uploading:

|  |  |
| --- | --- |
| Provide information about your video **Provide information about your video** | http://www.webvideozone.com/public/images/space.gif |

You'll want to include relevant keywords in your title, description and "tags" that people will use when searching YouTube for video content. For example, if you're uploading a video snare drum lesson, be sure to include potential search words such as "drums, lessons, snare, music," etc.

Keep in mind, that YouTube video pages appear in Google's search results. So it's possible that someone searching for "drum lessons" on Google will stumble upon your video drum lesson on YouTube without actually searching YouTube directly.

Select the appropriate category and language for your video, and press the "Go upload a file" button. The alternative "Use Quick Capture" button would allow you to record a YouTube video instantly via a camera connected to your computer. (We'll go over this option in a future tutorial.)

**Public or Private?**

On the next page, you'll be able to upload your video file and specify the privacy settings (public or private):

|  |  |
| --- | --- |
| Make your videos private or availabe to the public **Make your videos private or availabe to the public** | http://www.webvideozone.com/public/images/space.gif |

If you'd like to only select people you invite to be able to view your videos, choose "Private." Otherwise, if you'd like anyone in the world to be able to view your videos, you should select the "Public" option.

**YouTube video requirements and recommendations**

YouTube accepts video files from most newer digital cameras, camcorders, and cell phones in either an .AVI, .MOV, or .MPG file format. According to their site, videos saved with the following settings convert and display the best:

* MPEG4 (Divx, Xvid) format
* 320x240 resolution
* MP3 audio
* 30 [FPS](http://www.webvideozone.com/public/112.cfm)

(Note to [WVZ Members](http://www.webvideozone.com/public/department65.cfm): Be sure to review the tutorial on [how to get the best results when uploading videos to YouTube](http://www.webvideozone.com/members/305.cfm).)

There is no limit to the number of videos you can upload, but there is a file size limit of 100MB for "Standard" account members.

Videos can be up to 10 minutes long. If you have a [Director's Account](http://www.youtube.com/blog?entry=4KWKYZN7znU), you can upload longer videos. The YouTube Director program is especially for musicians, amateur filmmakers, videobloggers, or professional content producers.

YouTube asks that you not upload "copyrighted, obscene or any other material which violates [YouTube's Terms of Use](http://www.youtube.com/t/terms)."

Upload your video

To upload your video, press the "Browse" button to locate the video file on your computer and then press the "Upload Video" button:

|  |  |
| --- | --- |
| Uploading your video to YouTube **Uploading your video to YouTube** | http://www.webvideozone.com/public/images/space.gif |

The amount of time required to upload a video depends upon your internet connection speed and the size of the video you're uploading. It can take anywhere from a few minutes to several hours.

According to YouTube, for users with a high-speed broadband internet connection, the upload time is usually in the range of 1-5 minutes per MB (e.g., a 10MB file would take 10-50 minutes to upload).

Once you're video has been uploaded, YouTube will automatically convert it to the [Flash video FLV format](http://www.webvideozone.com/public/106.cfm) for use in the YouTube [FLV player](http://www.webvideozone.com/public/department35.cfm). This usually takes just a few minutes. Your video should be live shortly thereafter.

**Uploading to YouTube - Summary**

Here are a few things to keep in mind when before you go YouTubing:

* Remember to include your web site address in all videos you upload so it's easy for people to remember and find you.
* To save time and leverage your efforts, [submit your videos to several video sharing sites at the same time](http://www.webvideozone.com/members/304.cfm).
* Increase your chances of being found by uploading as many videos as possible.
* Get a [Director's Account](http://www.youtube.com/blog?entry=4KWKYZN7znU) to take advantage of additional benefits.
* Remember, your file must be under 100MB in size and no longer than 10 minutes in length (most are under 5 minutes).
* Longer videos require more compression, which means the quality goes down as the length of your video goes up.

YouTube makes it easy for you to quickly get your videos in front of a worldwide audience who's looking for the content, products and services you offer. Just [create an account](http://www.youtube.com/signup?next=my_account), upload your videos, and join the party!

How to upload music on youtube?

## Instructions

## Things You'll Need:

* Video editing software

1. 1

Open Windows Live Movie Maker or the video editing software of your choosing. Add a picture to your film reel by clicking the "Add Photos and Video" option. Browse for a picture on your computer that is relevant to the song you are uploading. For instance, if uploading one of your band's songs, it would be a good idea to use a photo of your band performing.

1. 2

Click on the "Add Music" tab on the task bar. Browse for the song that you intend to upload and import it. Select the "Fit to Music" option to ensure that your video will run for the duration of the audio file that you chose. Choose the bitrate that you feel is needed for the file, and export the video as a .wmv (Windows Media Video) file using your program's built-in encoder. Keep in mind that the higher the quality of a file is, the longer it will take to upload to YouTube's servers.

1. 3

Open your web browser and navigate to YouTube. From the home page, click on the "Upload Video" link. In the pop-up window, browse to the video that you have just created and upload it. The uploading process will begin automatically.

1. 4

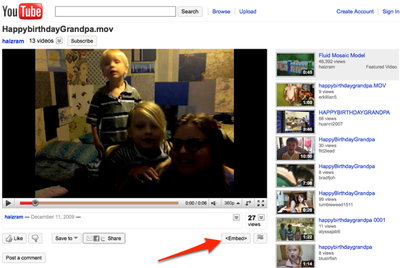
Tag your songs by entering keywords in the blank field that appears after your upload completes. Choose words that pertain to the song, such as the name of the artist and the title of the song. This will make it easier for others to find your music. Share your music with your friends and [family](http://www.ehow.com/relationships-and-family/)by clicking the "Share" button underneath your video. You will be given a URL link to your video, which you can copy and paste into emails or Facebook profiles.

Tips and warning:

When uploading music onto YouTube, ensure that you own the rights to the song or have written permission from the owner to upload it.

Read more: [How to Upload Music to YouTube | eHow.com](http://www.ehow.com/how_6318315_upload-music-youtube.html#ixzz1F5vwcHB7) <http://www.ehow.com/how_6318315_upload-music-youtube.html#ixzz1F5vwcHB7>

**Find the Embed Button**

[](http://0.tqn.com/d/google/1/0/K/8/-/-/embed1A.png)*Screen Capture*

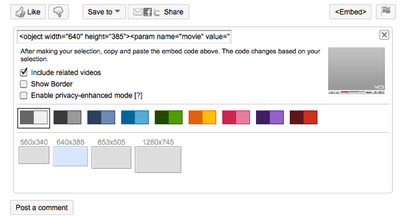
Sometimes you may want to embed a video, and sometimes you may want to link to it or share it in another way. We'll explore the options, and you'll be sharing YouTube videos in no time.

Do you want to embed a video? Embedded videos can be played on any Web page or site that supports embedding content. Google will give you the code, and you just need to copy and paste.

The first step is to press the **<Embed>** button. Now, this is only visible on the YouTube [watch page](http://google.about.com/od/k/g/youtubewatchpag.htm) for that video, not on the [channel page](http://google.about.com/od/k/g/YouTube_channel_Def.htm). That's an important distinction. If you see a link that says "*View comments, related videos, and more*" below the video, click on it, and that will take you to the watch page.

Next, you're going to click on the embed link. It used to be located on the right side on the watch page, but it has been moved below the video.

Choose you color, then copy and paste

[](http://0.tqn.com/d/google/1/0/E/8/-/-/embed2.png)

Once you've pressed the embed button, it will reveal all your embedding options. You can choose from several options for your custom embedded YouTube video. The first choice is whether to include related videos. Related videos will ordinarily show up in little boxes on the bottom third of your video player. I find them distracting, so I usually disable related videos by unchecking the box.

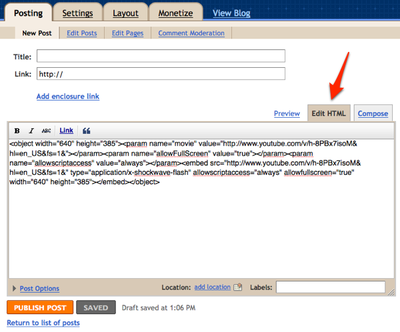
The "privacy enhanced" mode has to do with whether or not Google sets a browser cookie for videos when the page has loaded, but nobody has clicked to start playing the video.

You also have the option to include a border to distinguish your video from the surrounding content. If you do not create a border around your video, your color choices will only show up on the bottom player bar. You should see a thumbnail preview to show how your video player will look.

Next you choose from the available color palates, and then choose a size. Choose a size that is large enough to show the video but not too large for the bandwidth of your audience. If you're embedding videos in your blog, often the smallest option is the best. If your video exceeds your blog's column width, it will mess with your blog's page layout.

YouTube automatically updates the embed code as you make choices, so you don't need to close the customize area or press any save buttons. Just copy the embed code from the top of the options box you opened when you pressed the embed button.

Paste the code on the social network (blogger)

[](http://0.tqn.com/d/google/1/0/H/8/-/-/embedBlog.png)

Screen Capture

Now that you've got your code, you need to paste it somewhere. For this example we'll use Blogger, but you can use any blog or Web page that permits you to paste HTML and supports embedding.You just need to make sure you're posting this into *source* code. If you're using a WYSIWYG editor and paste in code, most tools think you want everything to be reformatted around showing code. You want to use the code to show your video. If you see easy buttons that make things bold or change the font colors, it's probably not the place to paste it.

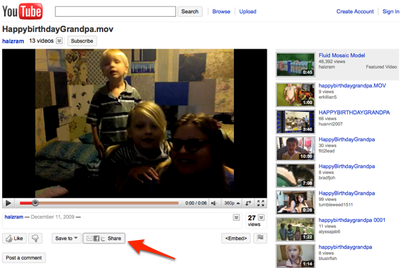
When you use Blogger, you can paste source code by using the **Edit HTML** tab.

With the Edit HTML tab pressed, paste in your code. It doesn't look like anything other than text in the code view. If you press the **Compose** tab, you'll see an odd box. This is normal. You can write someting above or below that box to add comments or introduce your video.

If you press the **Preview** link, you'll see the embedded video.  If you don't see a video when you preview, go back and copy and paste your code again. It could be that you were missing a snippet of code.

How to share?

**When to Embed - When to Share**

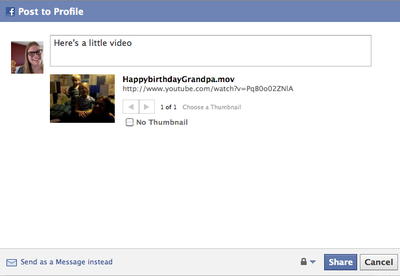
[](http://0.tqn.com/d/google/1/0/L/8/-/-/embed1B.png)*Screen Capture*

What if you're using a social networking site where you can't post a standard, embedded video? Don't worry, you can still share your video. That's why there is a **Share** button. The Share button is also only visible on a video's watch page. If you see a link that says " *View comments, related videos, and more* " below that video, click on it, and that will take you to the watch page.

When do you use Share instead of <Embed>? If you have no access to pasting source code, such as social networking sites, discussion boards, and microblogging services like Twitter, using the Embed button will be worthless. You should press the Share button instead.

As soon as you press the Share button, you'll have the exact URL of the YouTube video. If that's all you need, just copy and paste it. Otherwise, let's go to the next step and share.

**Sharing Videos to Facebook, Twitter, MySpace, Orkut, and Bebo, and Hi5**

[](http://0.tqn.com/d/google/1/0/M/8/-/-/FacebookEmbed.png)*Screen Capture*

Make sure you're logged into your favorite social networking service, first. Once you're logged in, and you've pressed the Share button, pick your favorite social networking or microblogging service from the available options. YouTube will automatically create a post for you that lets you share your video with your favorite service, including Facebook, Twitter, MySpace, Orkut, and Bebo, and Hi5.

Your post will open in a new window, so you can share with more than one site if you'd like.  You can customize your link with a caption or introduction. The preview and appearance will depend on the service you use and how they handle YouTube videos.