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YouTube







From a Zoo Video to the World's Classroom

learn · sports · music · community

GOOGLE BOUGHT IT · 2006

A MYWEBUNIVERSITY STORY

YouTube

From a Zoo Video to the World's Classroom



Chad Hurley

Steve Chen

Jawed Karim

Photo: via Wikimedia Commons

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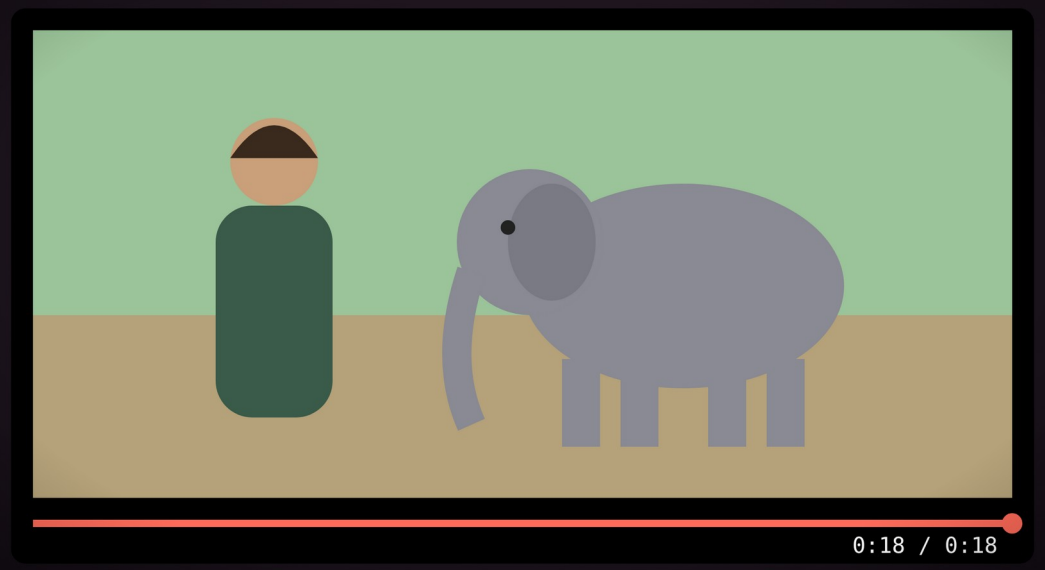
Three Friends from PayPal



- Chad Hurley, Steve Chen, Jawed Karim
- Former PayPal employees
- February 14, 2005: domain registered

01

Me at the Zoo



"Me at the zoo" · April 23, 2005

- April 23, 2005: "Me at the zoo"
- 18 seconds at the San Diego Zoo
- Anyone can broadcast themselves

02

Google Buys YouTube, 2006



- October 2006: Google agrees to buy YouTube
- ~$1.65 billion in stock
- Only 20 months after starting

03

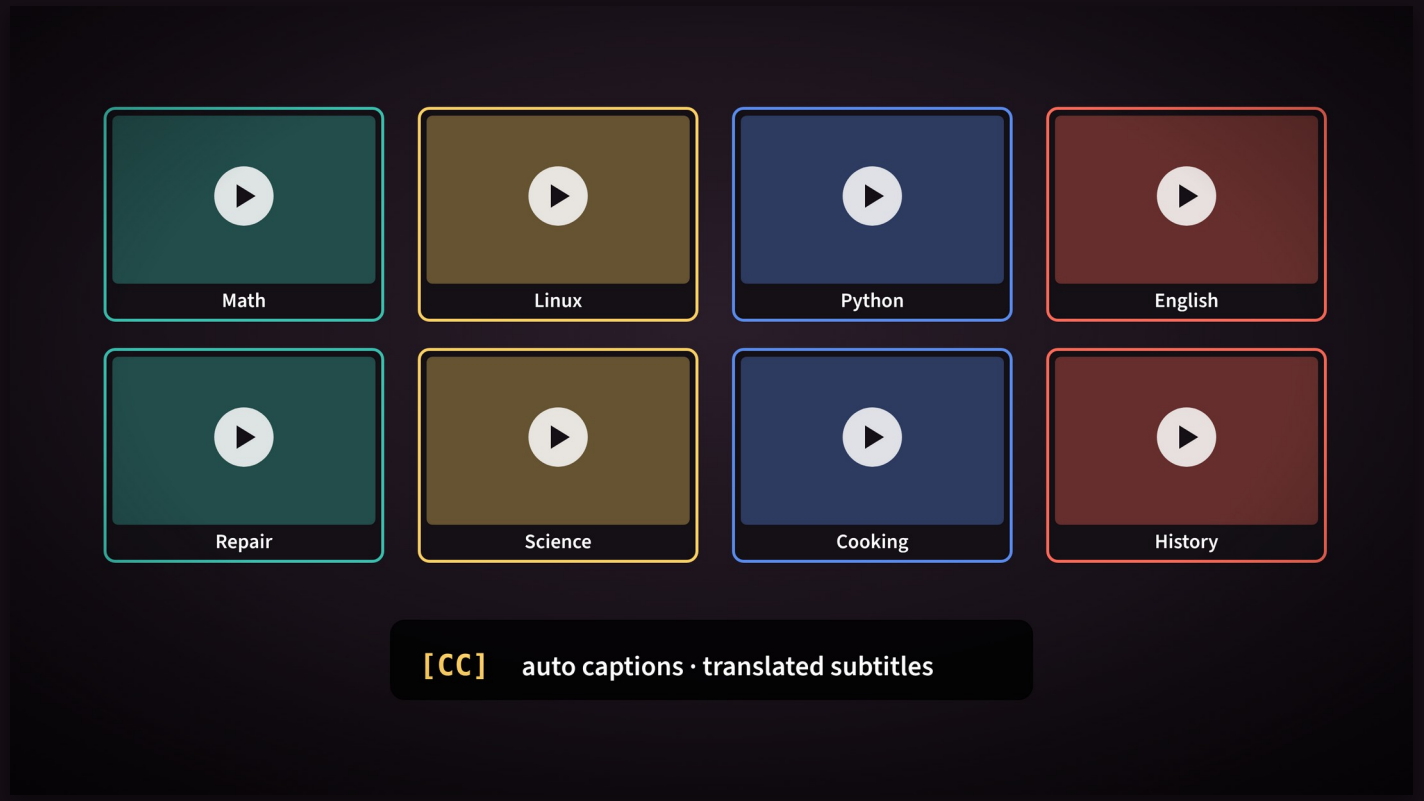
Creators Earn a Living



- 2007: YouTube Partner Program
- Ad revenue shared with creators
- Teachers, cooks, musicians, engineers

04

The World's Classroom



- Math, programming, Linux, languages, repair
- Often free
- Auto captions · translated subtitles

05

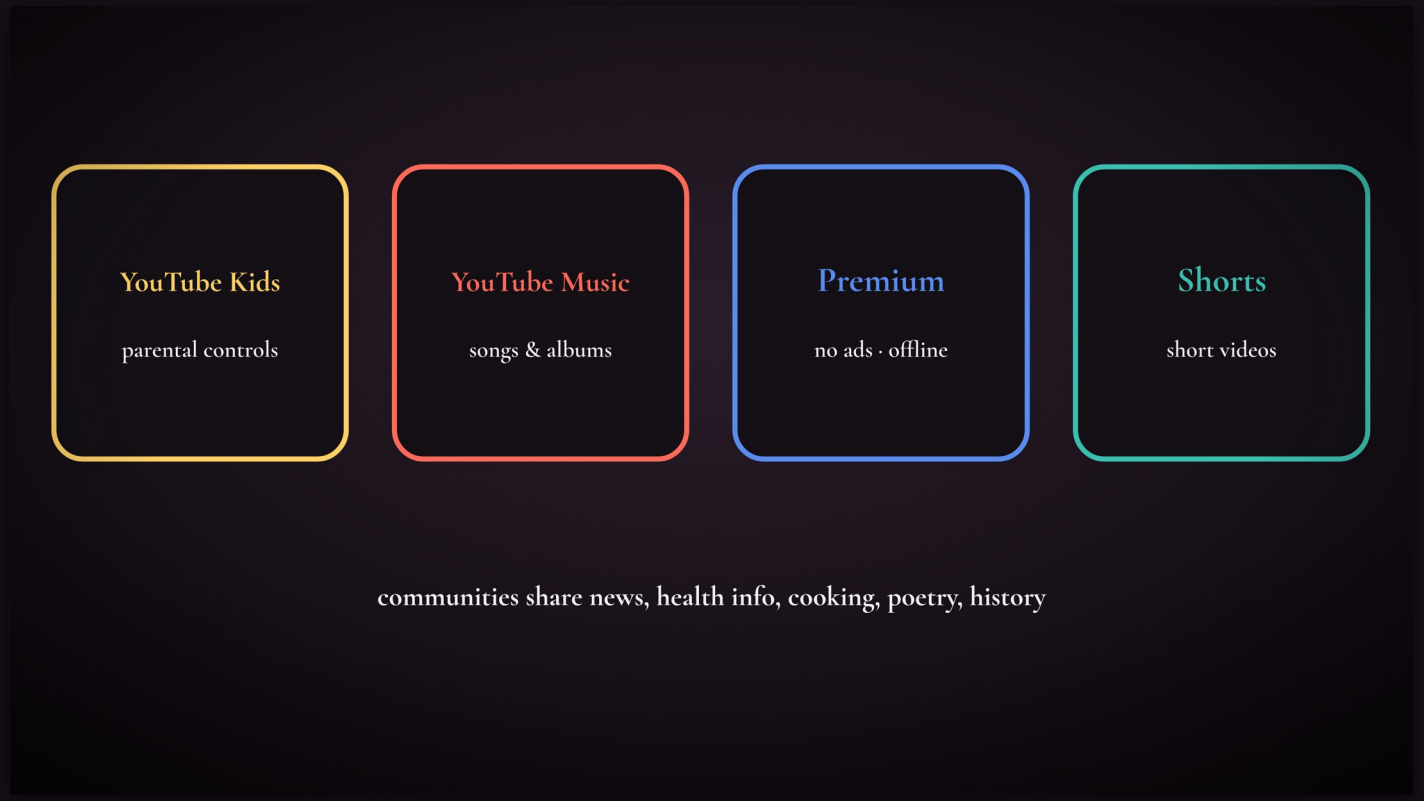
Sports and Entertainment



- Sports highlights, music, movies, live events
- YouTube TV (United States)
- NFL Sunday Ticket since 2023

06

Services for Everyone



- YouTube Kids with parental controls
- YouTube Music · Premium · Shorts
- Communities share news, health, culture

07

Watch Smart



- Check sources (health, news)
- Report harmful content · set time limits
- Trusted teachers · playlists

08

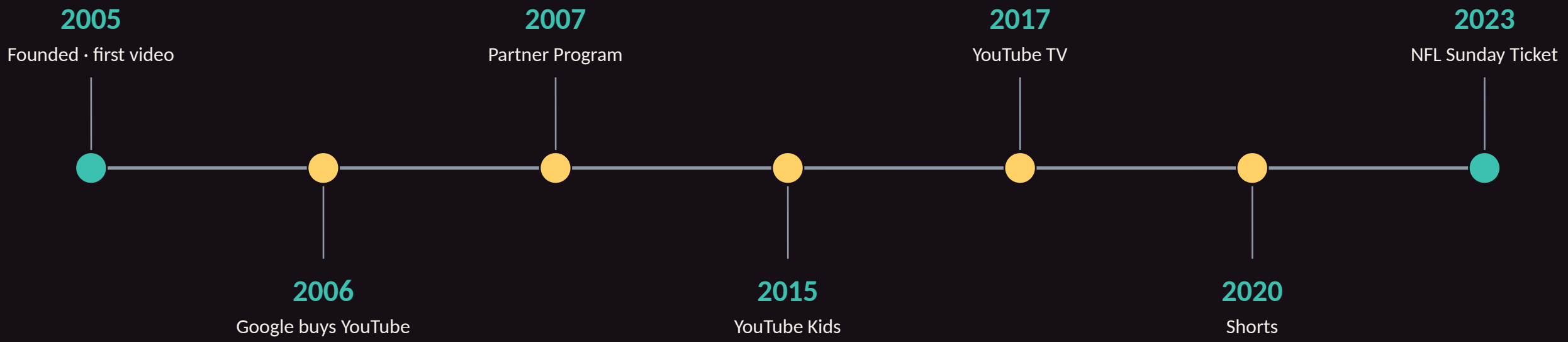
Broadcast Yourself



- From 18 seconds to billions of viewers
- Anyone can share what they know
- Your knowledge, in your language

09

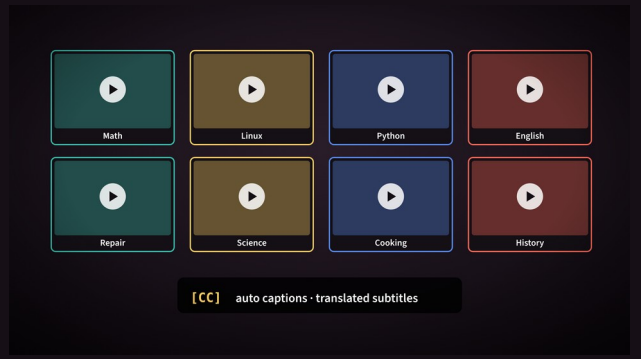
Timeline: 2005 to 2023



Sources and Further Reading

1. Google press release, “Google To Acquire YouTube for $1.65 Billion in Stock,” October 9, 2006
2. YouTube, “Me at the zoo,” April 23, 2005 — youtube.com
3. YouTube official blog and “About YouTube” — blog.youtube
4. YouTube Help: automatic captions and YouTube Kids parental controls — support.google.com/youtube
5. Photos: Chad Hurley, Steve Chen, Jawed Karim — via Wikimedia Commons (original authors and licenses listed there).





Thank you for watching

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