



Republic of Iraq

Ministry of Higher Education and Scientific
Research

University of Tikrit

College of Education for Human Sciences

Department of English

second year / select readings

History of YouTube

By Asst. lec Sara M. Abdullah

History of YouTube – How it All Began & Its Rise

YouTube is undoubtedly the biggest video platform out there. There are about 2.1 billion YouTube users worldwide, out of 5 billion people who access the internet. So, in short, it's a pretty big deal. For most of us, it's our daily source of entertainment, and for some their source of income. It has truly become a big part of our life, recent years has seen a rise in the number of millionaires only due to the platform. So, stay tuned for this brief history of YouTube. In this article, I'll explore how it all began for YouTube and how it ultimately rose to the behemoth it is now

What was the Original Use Case of YouTube?

On February 14, 2005, Chad Hurley, Steve Chen, and Jawed Karim founded YouTube as an online video-sharing platform. YouTube's creators aimed to make it simple for individuals to publish and distribute videos globally. Before the introduction of YouTube, there were no viable online video-sharing platforms. Therefore, Chad Hurley, Steve Chen, and Jawed Karim devised a plan to create a website where individuals could share online recordings of their lovely experiences.

Despite its humble beginnings, YouTube has become the most popular website for uploading videos and the second most viewed website after Google. On April 23, 2005, they launched the first video, "Me at the Zoo," with Jawed Karim. However, these services needed several steps before video posting and were pricey for users, who had to pay to share films.

The three founders began their work in Mellon Park, California, with a vision of creating a platform that would enable users to share videos easily online. This website allows users to publish, view, comment, like, and share videos with fewer restrictions than its predecessors. Unlike prior video-uploading platforms, YouTube eventually became an excellent video-sharing website in the world.

Who Founded YouTube & How Was It Created?

It all started when Steve Chen's flat hosted the other YouTube founders for supper. Chen and his buddy Chad Hurley spent the party taking photographs and videos of each other. All of them were ex-workers of the American e-commerce firm PayPal- Steve Chen, Chad Hurley, and Jawed Karim.

The pals created a video-sharing service after seeing a desire to distribute videos online. They realized that new websites like Flickr made sharing digital photos simpler, thus, a platform for sharing videos was viable. Chen was a great coder, while

1

Hurley's design skills could make a new Web site appealing.

First, the three creators resolved to create simple software for everyone, including non-technical people. They also intended to create a video upload and viewing app that didn't need any special software. They also sought to avoid requiring site users to register to see shared footage. Finally, the creators needed a fast search capability to discover video archives.

To start planning, the crew moved to a larger workspace above a pizza and Japanese restaurant in San Mateo, California. Their first video – Me at the zoo was published on April 23, 2005; they shared most of the site's activity in May 2005. YouTube began six months later, in November 2005. YouTube received US\$11.5 million in the same month.

Around 65000 new videos were posted on a daily basis and had 100 million views, dazzling the digital industry. Google bought YouTube for US\$1.65 billion the same year. YouTube added video adverts. In August 2007, YouTube introduced pre-roll ads after Chad Hurley first rejected them because they would be bothersome to users. In January 2009, it had a 43% market share and 6 billion video views. Since then, YouTube has become the ideal cinematic platform for artists to show their talents.

First YouTube Video

One of the three co-founders of YouTube, Jawed Karim, uploaded the first video to YouTube, an 18-second movie taken in the San Diego Zoo and named “Me at the Zoo.” The video, uploaded on April 24, 2005, has over 240 million views.

First Million Views Video

The viral video that contributed to YouTube breaking this record was a Nike advertisement depicting Brazilian soccer star Ronaldinho collecting his Golden Boots. In September 2005, the video received its first million views. This attracted not just many views but also Nike’s understanding of YouTube’s advertising potential.

Major Issues YouTube Faced

Although YouTube popularized the concept of online video, most of its videos are of “user-generated material” that does not earn income from users or advertising. People visit Netflix, Hulu, or iTunes to watch premium material such as

2

movies and television shows. YouTube needs help to identify its primary business. The great majority of its material cannot be monetized.

Future of YouTube

Therefore, YouTube has yet to learn from its past errors since it continues to fall short in several areas. It is simple to foresee YouTube in the future, including low-quality content, since this will be the only material that fits inside their rigorous criteria. Consider YouTube an artist who creates a sculpture by removing the elements they dislike. YouTube continues to ‘chip away’ at its platform by demonetizing channels that do not share the company’s ideals or produce ‘inappropriate’ material.

We hope this YouTube downturn slows and the firm returns to a more ‘common sense’ platform strategy. Hence, we are still waiting for a well-funded alternative to generate advertising

money for producers who prioritize free expression on their platforms.

As technology progresses, it will be intriguing to see how YouTube interfaces with the metaverse and if more VR content will become accessible. YouTube's future is still unknown, and the next several years will be crucial for the company.

I hope you enjoyed this brief history of YouTube, do let us know what's your view on it

When was YouTube released to the public and when did YouTube get popular?

YouTube was officially launched to the public on December 15, 2005. It quickly gained traction and became popular over the next year. In November 2006, just a year after its public debut, YouTube was acquired by Google for \$1.65 billion in stock, which was a testament to its rapid rise in popularity.

Is YouTube an American company and who is the founder of YouTube?

Yes, YouTube is an American company. It was founded by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim. They registered the domain name on February 14, 2005.

Conclusion

The history of YouTube is a fascinating tale that traces back to February 14, 2005, when three former PayPal employees, Chad Hurley, Steve Chen, and Jawed Karim, launched the platform. The concept was simple yet revolutionary: a website where people could easily upload, share, and view videos. The first video ever uploaded to the site, titled "Me at the zoo," featured co-founder Jawed Karim at the San Diego Zoo and marked the beginning of what would become a cultural phenomenon.

In its early days, YouTube quickly gained popularity due to its user-friendly interface and the growing accessibility of digital cameras and high-speed internet. It provided a platform for individuals and organizations to share a wide range of content, from personal vlogs to music videos to educational tutorials.

Google recognized the potential of YouTube and swiftly acquired it in November 2006 for \$1.65 billion. Under Google's ownership, YouTube continued to expand its features and user base, introducing innovations such as high-definition video, live streaming, and monetization options for content creators.

Over the years, YouTube has evolved into much more than just a video-sharing platform. It has become a cornerstone of modern internet culture, influencing trends, shaping public discourse, and providing a platform for individuals to express themselves and build communities around shared interests.

Today, YouTube boasts billions of users worldwide and serves as a powerful tool for entertainment, education, and communication. Its impact on society and the media landscape is undeniable, and its story serves as a testament to the transformative power of technology and innovation. As YouTube continues to evolve, its history will undoubtedly continue to unfold, shaping the future of online content creation and consumption.