Click Here

Unblock unblock youtube

CroxyProxy is an advanced, free web proxy. Utilize it to easily reach your favorite websites and web applications. Enjoy watching videos, listening to music, and staying updated with news and social media posts from friends. Enter your search query in the form below for secure access to any website you desire, hassle-free and fast. Install CroxyProxy browser extension for your browser from Chrome web store or manually. Access websites with just one click! CroxyProxy employs advanced technology to seamlessly support modern web applications. Unlike other online proxies, it doesn't disrupt websites and supports video and audio streaming, access to various platforms like Google and YouTube, and communication on social media. That's why it stands out as the best free proxy on the market. CroxyProxy, a free proxy, prioritizes your privacy. It changes your virtual location, rendering you invisible while surfing the internet. All data is encrypted before transfer, ensuring a secure connection, even for older non-secure websites. Our servers are strategically located in the USA and different countries of Europe, offering broad access to websites. Key features of the web proxy Privacy protection: CroxyProxy shields your real network identity, ensuring your privacy remains intact. Shareable links: easily share links with friends for convenient access. Compatibility: it supports any operating system and device, with compatibility across major web browsers like Chrome, Firefox, and Safari. Secure access to old websites: safely open non-secure websites without compromising your privacy. Free basic version: enjoy the essential features of CroxyProxy with no cost. The best privacy protection CroxyProxy is a good alternative to a VPN. Unlike VPNs, web proxy traffic remains hidden. You can even open one web page through the proxy and keep other traffic direct, and it's all part of the free service, saving you money. CroxyProxy is user-friendly; no downloads or browser configurations are needed. It supports various devices and operating systems, including Windows desktops, Android devices, Chromebooks, and more. By Roger Montti Why relying on referral traffic may create an SEO weakness that can undermine long-term growth. By Dan Taylor Users are rethinking their search habits in response to rising privacy concerns and the growing influence of AI in mainstream search engines. By Roger Montti Why relying on referral traffic may create an SEO weakness that can undermine long-term growth. By Roger Montti Why relying on referral traffic may create an SEO weakness that can undermine long-term growth. By Dan Taylor Users are rethinking their search habits in response to rising privacy concerns and the growing influence of AI in mainstream search engines. By RollerAds Maximize your chances of being featured in Google Discover. Discover how algorithmic signals can impact your content visibility. By CallRail Discover 6 new ways to scale and optimize PPC campaigns across multiple sectors using AI tools, automation, and client-specific strategies, without sacrificing performance. By Lisa Raehsler Understand how Google Ads automation works and how to shape your ad copy for better performance. By Brooke Osmundson Google introduces AI Max for Search, expanding query reach, adaptive creative, and better controls to boost performance while maintaining transparency for advertisers. By Mark Sansum PPC helps brands expand into new markets, but real success depends on everything around it, from measurement and localization to trust, cultural differences, and more. By Brooke Osmundson Google introduces new channel-level, search term, and asset reporting for Performance Max. The updates give advertisers greater transparency into campaign performance across all Google surfaces. By Brooke Osmundson Google now allows top-performing ads to appear at the bottom of search results, offering more visibility while reinforcing the importance of ad quality. By RollerAds Maximize your chances of being featured in Google Discover. Discover how algorithmic signals can impact your content visibility. By Jessica Foster Messaging makes or breaks content marketing. Build a voice that resonates, write with purpose, and turn casual readers into loyal customers. By Romain Blanc Delve into AI overviews that help connect your SEO initiatives to tangible revenue impacts and enhance your marketing strategies. By Matt G. Southern TikTok Footnotes lets users add fact-checking context to videos. This move is part of a broader shift in social media content moderation. By Matt G. Southern New LinkedIn study finds posts with links boost engagement by 13%, contradicting common advice. Learn which content formats perform best. By Matt G. Southern LinkedIn’s new creator hub offers tools for optimizing your content strategy. It includes best practices, analytics tips, and format guides. Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. BlockAway is an advanced proxy service that allows you to access any website and safeguard your privacy. It's a free service available to everyone, designed for easy use at school, university, or work without much effort. Enter the address you want and access the internet without any limitations. Hide yourself with BlockAway! BlockAway is a free proxy service that lets you access any website and keep your personal information anonymous. It overcomes various network restrictions, allowing you to watch YouTube videos and use social networks. Our goal is to make information more accessible for everyone. Why you need a proxy server A proxy service acts as a mediator between your device and the Internet. It's straightforward to use – just enter the web address you want to visit. Your request passes through the proxy to the website, and the web content will return to you through the same proxy. This is beneficial if you want to: Hide your network identity. Keep your browsing history private. Open inaccessible websites. However, it's crucial to choose a reliable proxy service. Many on the internet are extremely slow, may disrupt websites and lack video streaming support. BlockAway eliminates these limitations. It's a free and highly advanced proxy solution that can replace other web proxies or VPN services. What makes a good proxy browser? When selecting the best proxy browser, consider the following criteria: High-speed data transfer. Anonymity and the ability to visit blocked websites. Support for different types of websites without breaking or modifying content. Additional advantages, such as faster processing due to proper caching and data compression. This is a basic list of essential features to help you make the right proxy browser choice. Of course, you can also opt for a VPN service as an alternative to a proxy site. However, many VPN services are paid and designed for professional usage. In comparison, BlockAway is free and doesn't require any configuration. Key features of the web proxy BlockAway provides everything you need for a safe and secure internet presence, addressing typical issues associated with proxy services. Key features of the proxy browser include: Advanced technology for compatibility with popular websites. High security and privacy. Unlimited video access on YouTube and other video websites and social networks. Europe and USA proxy server options for connection. No browser or operating system configuration required. Ability to share a proxy link with friends. The basic version is free of charge. Video-sharing and social media platform For the company's channel on YouTube, see YouTube (YouTube channel). YouTubeShow dark mode version of logoShow light mode version of logoLogo used since October 2024.YouTube search results, November 2024Type of businessSubsidiaryType of siteOnline video platform, social media platformFoundedFebruary 14, 2005; 20 years ago (2005-02-14)Headquarters901 Cherry AvenueSan Bruno, California, United StatesArea servedWorldwide (except blocked countries)OwnerAlphabet Inc.Founder(s)Steve ChenChad HurleyJawed KarimKey peopleNeal Mohan (CEO)Chad Hurley (advisor)IndustryInternetVideo hosting serviceProductsYouTube KidsYouTube MusicYouTube PremiumYouTube ShortsYouTube TVRevenue US$31.5 billion (2023)[1]ParentGoogle LLC (2006–present)URLyoutube.comIPv6 supportYesAdvertisingGoogle AdSenseRegistration Optional Not required to watch most videos; required for certain tasks such as uploading videos, viewing flagged (18+) videos, creating playlists, liking or disliking videos, and posting comments Users 2.7 billion MAU (January 2024)[2]LaunchedApril 23, 2005; 20 years ago (2005-04-23)Current statusActiveContent licenseUploader holds copyright (standard license); Creative Commons can be selected.Written inPython (core/API),[3] C (through CPython), C++, Java (through Guice platform),[4][5] Go,[6] JavaScript (UI) YouTube is an American social media and online video sharing platform owned by Google. YouTube was founded on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of PayPal. Headquartered in San Bruno, California, it is the second-most-visited website in the world, after Google Search. In January 2024, YouTube had more than 2.7 billion monthly active users, who collectively watched more than one billion hours of videos every day.[7] As of May 2019[update], videos were being uploaded to the platform at a rate of more than 500 hours of content per minute,[8][9] and as of mid-2024[update], there were approximately 14.8 billion videos in total.[10] On November 13, 2006, YouTube was purchased by Google for $1.65 billion (equivalent to $2.39 billion in 2024).[11] Google expanded YouTube's business model of generating revenue from advertisements alone, to offering paid content such as movies and exclusive content produced by and for YouTube. It also offers YouTube Premium, a paid subscription option for watching content without ads. YouTube incorporated Google's AdSense program, generating more revenue for both YouTube and approved content creators. In 2023, YouTube's advertising revenue totaled $31.7 billion, a 2% increase from the $31.1 billion reported in 2022.[12] From Q4 2023 to Q3 2024, YouTube's combined revenue from advertising and subscriptions exceeded $50 billion.[13] Since its purchase by Google, YouTube has expanded beyond the core website into mobile apps, network television, and the ability to link with other platforms. Video categories on YouTube include music videos, video clips, news, short and feature films, songs, documentaries, movie trailers, teasers, TV spots, live streams, vlogs, and more. Most content is generated by individuals, including collaborations between "YouTubers" and corporate sponsors. Established media, news, and entertainment corporations have also created and expanded their visibility to YouTube channels to reach greater audiences. YouTube has had unprecedented social impact, influencing popular culture, internet trends, and creating multimillionaire celebrities. Despite its growth and success, the platform has been criticized for its facilitation of the spread of misinformation and copyrighted content, routinely violating its users' privacy, excessive censorship, endangering the safety of children and their well-being, and for its inconsistent implementation of platform guidelines. Main article: History of YouTubeSee also: Timeline of online video From left to right: Chad Hurley, Steve Chen, and Jawed Karim, the founders of YouTube YouTube was founded by Steve Chen, Chad Hurley, and Jawed Karim. The trio were early employees of PayPal, which left them enriched after the company was bought by eBay.[14] Hurley had studied design at the Indiana University of Pennsylvania, and Chen and Karim studied computer science together at the University of Illinois Urbana-Champaign.[15] 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. Karim did not attend the party and denied that it had occurred, but Chen remarked 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".[16] Karim said the inspiration for YouTube came from the Super Bowl XXXVIII halftime show controversy when Janet Jackson's breast was briefly exposed by Justin Timberlake during the halftime show. Karim could not easily find video clips of the incident and the 2004 Indian Ocean tsunami online, which led to the idea of a video-sharing site.[17][18] Hurley and Chen said that the original idea for YouTube was a video version of an online dating service and had been influenced by the website Hot or Not.[16][19] They created posts on Craigslist asking attractive women to upload videos of themselves to YouTube in exchange for a $100 reward.[20] Difficulty in finding enough dating videos led to a change of plans, with the site's founders deciding to accept uploads of any video.[21] The YouTube logo used from its launch until 2007;[citation needed] it returned in 2008 before being removed again in 2010[citation needed] Another version of this logo without the "Broadcast Yourself" slogan was used until 2011. YouTube began as a venture capital–funded technology startup. Between November 2005 and April 2006, the company raised money from various investors, with Sequoia Capital and Artis Capital Management being the largest two.[14][22] YouTube's early headquarters were situated above a pizzeria and a Japanese restaurant in San Mateo, California.[23] In February 2005, the company activated www.youtube.com.[24] The first video was uploaded on April 23, 2005. Titled "Me at the zoo", it shows co-founder Jawed Karim at the San Diego Zoo and can still be viewed on the site.[25][26] The same day, the company launched a public beta and by November, a Nike ad featuring Ronaldinho became the first video to reach one million total views.[27][28] The site exit out of beta in December 2005, by which time the site was receiving 8 million views a day.[29][30] Clips at the time were limited to 100 megabytes, as little as 30 seconds of footage.[31] YouTube was not the first video-sharing site on the Internet; Vimeo was founded in November 2004, though that site remained a side project of its developers from CollegeHumor.[32] The week of YouTube's launch, NBCUniversal Saturday Night Live ran a skit "Lazy Sunday" by The Lonely Island. Besides helping to bolster ratings and long-term viewership for Saturday Night Live, "Lazy Sunday"'s status as an early viral video helped establish YouTube as an important website.[33] Unofficial uploads of the skit to YouTube drew in more than five million collective views by February 2006 before they were removed when NBCUniversal requested it two months later based on copyright concerns.[34] Despite eventually being taken down, these duplicate uploads of the skit helped popularize YouTube's reach and led to the upload of more third-party content.[35][36] The site grew rapidly; 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.[37] The choice of the name youtube.com led to problems for a similarly named website, utube.com. That site's owner, Universal Tube & Rollform Equipment, filed a lawsuit against YouTube in November 2006, after being regularly overloaded by people looking for YouTube. Universal Tube subsequently changed its website to www.utubeonline.com.[38][39] On October 9, 2006, Google announced that they had acquired YouTube for $1.65 billion in Google stock.[40][41] The deal was finalized on November 13, 2006.[42][43] Google's acquisition launched newfound interest in video-sharing sites; IAC, which now owned Vimeo, focused on supporting the content creators to distinguish itself from YouTube.[32] It is at this time YouTube issued the slogan "Broadcast Yourself". The company experienced rapid growth. The Daily Telegraph wrote that in 2007, YouTube consumed as much bandwidth as the entire Internet in 2000.[44] By 2010, the company had reached a market share of around 43% and more than 14 billion views of videos, according to comScore.[45] That year, the company simplified its interface to increase the time users would spend on the site.[46] In 2011, more than three billion videos were being watched each day with 48 hours of new videos uploaded every minute.[47][48][49] However, most of these views came from a relatively small number of videos; according to a software engineer at that time, 30% of videos accounted for 99% of views on the site.[50] That year, the company again changed its interface and at the same time, introduced a new logo with a darker shade of red.[51][52] A subsequent interface change, designed to unify the experience across desktop, TV, and mobile, was rolled out in 2013.[53] By that point, more than 100 hours were being uploaded every minute, increasing to 300 hours by November 2014.[54][55] YouTube's headquarters in San Bruno, California, April 2017 During that time, the company also went through some organizational changes. In October 2006, YouTube moved to a new office in San Bruno, California.[56] Hurley announced that he would be stepping down as chief executive officer of YouTube to take an advisory role and that Salar Kamangar would take over as head of the company in October 2010.[57] In December 2009, YouTube partnered with Vevo.[58] In April 2010, Lady Gaga's "Bad Romance" became the most-viewed video, becoming the first video to reach 200 million views on May 9, 2010.[59] YouTube faced a major lawsuit by Viacom International in 2011 that nearly resulted in the discontinuation of the website. The lawsuit was filed due to alleged copyright infringement of Viacom's material by YouTube. However, the United States Court of Appeals for the Second Circuit ruled that YouTube was not liable, and thus YouTube won the case in 2012.[60] YouTube logo from 2015 until 2017 Susan Wojcicki was appointed CEO of YouTube in February 2014.[61] In January 2016, YouTube expanded its headquarters in San Bruno by purchasing an office park for $215 million. The complex has 51,468 square metres (554,000 square feet) of space and can house up to 2,800 employees.[62] YouTube officially launched the "polymer" redesign of its user interfaces based on Material Design language as its default, as well as a redesigned logo that is built around the service's play button emblem in August 2017.[63] Through this period, YouTube tried several new ways to generate revenue beyond advertisements. In 2013, YouTube launched a pilot program for content providers to offer premium, subscription-based channels.[64][65] This effort was discontinued in January 2018 and relaunched in June, with US$4.99 channel subscriptions.[66][67] These channel subscriptions complemented the existing Super Chat ability, launched in 2017, which allows viewers to donate between $1 and $500 to have their comment highlighted.[68] In 2014, YouTube announced a subscription service known as "Music Key", which bundled ad-free streaming of music content on YouTube with the existing Google Play Music service.[69] The service continued to evolve in 2015 when YouTube announced YouTube Red, a new premium service that would offer ad-free access to all content on the platform (succeeding the Music Key service released the previous year), premium original series, and films produced by YouTube personalities, as well as background playback of content on mobile devices. YouTube also released YouTube Music, a third app oriented towards streaming and discovering the music content hosted on the YouTube platform.[70][71][72] The company also attempted to create products appealing to specific viewers. YouTube released a mobile app known as YouTube Kids in 2015, which was designed to provide an experience optimized for children. It features a simplified user interface, curated selections of channels featuring age-appropriate content, and parental control features.[73] Also in 2015, YouTube launched YouTube Gaming—a video gaming-oriented vertical and app for videos and live streaming, intended to compete with the Amazon.com-owned Twitch.[74] The company was attacked on April 3, 2018, when a shooting occurred at YouTube's headquarters in San Bruno, California, which wounded four and resulted in the death of the shooter.[75] By February 2017, one billion hours of YouTube videos were being watched every day, and 400 hours worth of videos were uploaded every minute.[7][76] Two years later, the uploads had risen to more than 500 hours per minute.[8] During the COVID-19 pandemic, when most of the world was under stay-at-home orders, usage of services like YouTube significantly increased. One data firm[which?] estimated that YouTube was accounting for 15% of all internet traffic, twice its pre-pandemic level.[77] In response to EU officials requesting that such services reduce bandwidth as to make sure medical entities had sufficient bandwidth to share information, YouTube and Netflix said they would reduce streaming quality for at least thirty days as to cut bandwidth use of their services by 25% to comply with the EU's request.[78] YouTube later announced that they would continue with this move worldwide: "We continue to work closely with governments and network operators around the globe to do our part to minimize stress on the system during this unprecedented situation."[79] After a 2018 complaint alleging violations of the Children's Online Privacy Protection Act (COPPA),[80] the company was fined $170 million by the FTC for collecting personal information from minors under the age of 13.[81] YouTube was also ordered to create systems to increase children's privacy.[82][83] Following criticisms of its implementation of those systems, YouTube started treating all videos designated as "made for kids" as liable under COPPA on January 6, 2020.[84][85] Joining the YouTube Kids app, the company created a supervised mode, designed more for tweens, in 2021.[86] Additionally, to compete with TikTok and Instagram Reels, YouTube released YouTube Shorts, a short-form video platform.[87] During that period, YouTube entered disputes with other tech companies. For over a year, in 2018 and 2019, no YouTube app was available for Amazon Fire products.[88] In 2020, Roku removed the YouTube TV app from its streaming store after the two companies were unable to reach an agreement.[89] After testing earlier in 2021, YouTube removed public display of dislike counts on videos in November 2021, claiming the reason for the removal was, based on its internal research, that users often used the dislike feature as a form of cyberbullying and brigading.[90] While some users praised the move as a way to discourage trolls, others felt that hiding dislikes would make it harder for viewers to recognize clickbait or unhelpful videos and that other features already existed for creators to limit bullying. YouTube co-founder Jawed Karim referred to the update as "a stupid idea", and that the real reason behind the change was "not a good one, and not one that will be publicly disclosed." He felt that users' ability on a social platform to identify harmful content was essential, saying, "The process works, and there's a name for it: the wisdom of the crowds. The process breaks when the platform interferes with it. Then, the platform invariably declines."[91][92][93] Shortly after the announcement, software developer Dmitry Selivanov created Return YouTube Dislike, an open-source, third-party browser extension for Chrome and Firefox that allows users to see a video's number of dislikes.[94] In a letter published on January 25, 2022, by then YouTube CEO Susan Wojcicki, acknowledged that removing public dislike counts was a controversial decision, but reiterated that she stands by this decision, claiming that "it reduced dislike attacks."[95] In 2022, YouTube launched an experiment where the company would show users who watched longer videos on TVs a long chain of short unskippable adverts, intending to consolidate all ads into the beginning of a video. Following public outrage over the unprecedented amount of unskippable ads, YouTube "ended" the experiment on September 19 of that year.[96] In October, YouTube announced that they would be rolling out customizable user handles in addition to channel names, which would also become channel URLs.[97] YouTube logo from August 2017 until February 5th, 2025 On February 16, 2023, Wojcicki announced that she would step down as CEO, with Neal Mohan named as her successor. Wojcicki took on an advisory role for Google and parent company Alphabet.[98] Wojcicki died a year and a half later from non-small-cell lung cancer, on August 9, 2024.[99] In late October 2023, YouTube began cracking down on the use of ad blockers on the platform. Users of ad blockers may be given a pop-up warning saying "Video player will be blocked after 3 videos". Users of ad blockers are shown a message asking them to allow ads or inviting them to subscribe to the ad-free YouTube Premium subscription plan. YouTube says that the use of ad blockers violates its terms of service.[100][101] In April 2024, YouTube announced it would be "strengthening our enforcement on third-party apps that violate YouTube's Terms of Service, specifically ad-blocking apps".[102] Starting in June 2024, Google Chrome announced that it would be replacing Manifest V2 in favor of Manifest V3, effectively killing support for most ad-blockers.[103] Around the same time, YouTube started using server-side ad injection, which allows the platform to inject the ads directly into the video, instead of having the ad as a separate file which can be blocked.[104] In September 2023, YouTube announced an in-app gaming platform called Playables. It was made accessible to all users in May 2024, expanding from an initial offering limited to premium subscribers. In December 2024, YouTube began testing a new multiplayer feature for that service, supporting multiplayer functionality across desktop and mobile devices. As of December 2024[update] the Playables catalog has over 130 games in various genres including trivia, action and sports.[105][106] In December 2024, YouTube introduced new guidelines prohibiting videos with clickbait titles to enhance content quality and combat misinformation. The platform aims to penalize creators using misleading or sensationalized titles, with potential actions including video removal or channel suspension.[107] According to YouTube, this guideline will gradually roll out in India first, but will expand to more countries in the coming months.[108] On February 14, 2025, YouTube celebrated 20 years since its founding. In April 2025, YouTube announced an expansion of its efforts to identify and manage AI-generated content that mimics the likeness of creators, artists, and influential figures. This includes detecting AI-generated faces and voices that could be used to deceive viewers. The company is also backing the NO FAKES Act, legislation aimed at addressing the misuse of AI replicas that simulate individuals' images or voices to create harmful content.[109] YouTube has been led by a CEO since its founding in 2005, beginning with Chad Hurley, who led the company until 2010. After Google's acquisition of YouTube, the CEO role was retained. Salar Kamangar took over Hurley's position and kept the job until 2014. He was replaced by Susan Wojcicki, who later resigned in 2023.[98] The current CEO is Neal Mohan, who was appointed on February 16, 2023.[98] Main article: List of YouTube features YouTube offers different features based on user verification, such as standard or basic features like uploading videos, creating playlists, and using YouTube Music, with limits based on daily activity (verification via phone number or channel history increases feature availability and daily usage limits); intermediate or additional features like longer videos (over 15 minutes), live streaming, custom thumbnails, and creating podcasts; advanced features like content ID appeals, embedding live streams, applying for monetization, clickable links, adding chapters, and pinning comments on videos or posts.[110] In January 2012, it was estimated that visitors to YouTube spent an average of 15 minutes a day on the site, in contrast to the four or five hours a day spent by a typical US citizen watching television.[111] In 2017, viewers on average watched YouTube on mobile devices for more than an hour every day.[112] In December 2012, two billion views were removed from the view counts of Universal and Sony music videos on YouTube, prompting a claim by The Daily Dot that the views had been deleted due to a violation of the site's terms of service, which ban the use of automated processes to inflate view counts. That was disputed by Billboard, which said that the two billion views had been moved to Vevo, since the videos were no longer active on YouTube.[113][114] On August 5, 2015, YouTube patched the formerly notorious behavior which caused a video's view count to freeze at "301" (later "301+") until the actual count was verified to prevent view count fraud.[115] YouTube view counts once again updated in real time.[116] Since September 2019, subscriber counts are abbreviated. Only three leading digits of channels' subscriber counts are indicated publicly, compromising the function of third-party real-time indicators such as that of Social Blade. Exact counts remain available to channel operators inside YouTube Studio.[117] On November 11, 2021, after testing out this change in March of the same year, YouTube announced it would start hiding dislike counts on videos, making them invisible to viewers. The company stated the decision was in response to experiments which confirmed that smaller YouTube creators were more likely to be targeted in dislike brigading and harassment. Creators will still be able to see the number of likes and dislikes in the YouTube Studio dashboard tool, according to YouTube.[118][119][120] YouTube has an estimated 14.8 billion videos with about 4% of those never having a view.[10] Just over 85% have fewer than 1,000 views.[121] Main article: YouTube copyright issues Further information: § Revenue to copyright holders YouTube has faced numerous challenges and criticisms in its attempts to deal with copyright, including the site's first viral video, Lazy Sunday, which had to be taken down, due to copyright concerns.[33] At the time of uploading a video, YouTube users are shown a message asking them not to violate copyright laws.[122] Despite this advice, many unauthorized clips of copyrighted material remain on YouTube. YouTube does not view videos before they are posted online, and it is left to copyright holders to issue a DMCA takedown notice pursuant to the terms of the Online Copyright Infringement Liability Limitation Act. Any successful complaint about copyright infringement results in a YouTube copyright strike. Three successful complaints for copyright infringement against a user account will result in the account and all of its uploaded videos being deleted.[123][124] From 2007 to 2009 organizations including Viacom, Mediaset, and the English Premier League have filed lawsuits against YouTube, claiming that it has done too little to prevent the uploading of copyrighted material.[125][126][127] In August 2008, a US court ruled in Lenz v. Universal Music Corp. that copyright holders cannot order the removal of an online file without first determining whether the posting reflected fair use of the material.[128] YouTube's owner Google announced in November 2015 that they would help cover the legal cost in select cases where they believe fair use defenses apply.[129] In the 2011 case of Smith v. Summit Entertainment LLC, professional singer Matt Smith sued Summit Entertainment for the wrongful use of copyright takedown notices on YouTube.[130] He asserted seven causes of action, and four were ruled in Smith's favor.[131] In April 2012, a court in Hamburg ruled that YouTube could be held responsible for copyrighted material posted by its users.[132] On November 1, 2016, the dispute with GEMA was resolved, with Google content ID being used to allow advertisements to be added to videos with content protected by GEMA.[133] In April 2013, it was reported that Universal Music Group and YouTube have a contractual agreement that prevents content blocked on YouTube by a request from UMG from being restored, even if the uploader of the video files a DMCA counter-notice.[134][135] As part of YouTube Music, Universal and YouTube signed an agreement in 2017, which was followed by separate agreements other major labels, which gave the company the right to advertising revenue when its music was played on YouTube.[136] By 2019, creators were having videos taken down or demonetized when Content ID identified even short segments of copyrighted music within a much longer video, with different levels of enforcement depending on the record label.[137] Experts noted that some of these clips said qualified for fair use.[137] Main article: Content ID In June 2007, YouTube began trials of a system for automatic detection of uploaded videos that infringe copyright. Google CEO Eric Schmidt regarded this system as necessary for resolving lawsuits such as the one from Viacom, which alleged that YouTube profited from content that it did not have the right to distribute.[138] The system, which was initially called "Video Identification"[139][140] and later became known as Content ID,[141] creates an ID File for copyrighted audio and video material, and stores it in a database. When a video is uploaded, it is checked against the database, and flags the video as a copyright violation if a match is found.[142] When this occurs, the content owner has the choice of blocking the video to make it unviewable, tracking the viewing statistics of the video, or adding advertisements to the video. An independent test in 2009 uploaded multiple versions of the same song to YouTube and concluded that while the system was "surprisingly resilient" in finding copyright violations in the audio tracks of videos, it was not infallible.[143] The use of Content ID to remove material automatically has led to controversy in some cases, as the videos have not been checked by a human for fair use.[144] If a YouTube user disagrees with a decision by Content ID, it is possible to fill in a form disputing the decision.[145] Before 2016, videos were not monetized until the dispute was resolved. Since April 2016, videos continue to be monetized while the dispute is in progress, and the money goes to whoever won the dispute.[146] Should the uploader want to monetize the video again, they may remove the disputed audio in the "Video Manager".[147] YouTube has cited the effectiveness of Content ID as one of the reasons why the site's rules were modified in December 2010 to allow some users to upload videos of unlimited length.[148] In 2021, two accounts linked to RT DE, the German channel of the Russian state-owned RT network, were removed for breaching YouTube's policies relating to COVID-19.[149] Russia threatened to ban YouTube after the platform deleted two German RT channels in September 2021.[150] Shortly after the Russian invasion of Ukraine in 2022, YouTube removed all channels funded by the Russian state.[151] YouTube expanded the removal of Russian content from its site to include channels described as 'pro-Russian'. In June 2022, the War Gonzo channel run by Russian military blogger and journalist Semyon Pegov was deleted.[152] In July 2023, YouTube removed the channel of British journalist Graham Phillips, active in covering the war in Donbas from 2014.[153] In August 2023, a Moscow court fined Google 3 million rubles, around $35,000, for not deleting what it said was "fake news about the war in Ukraine".[154] In October 2024, a Russian court fined Google 2 undecillion rubles (equivalent to US$20 decillion) for restricting Russian state media channels on YouTube.[155] The fine imposed by Russia is far greater than the world's total GDP, estimated at US$110 trillion by the International Monetary Fund.[156] State news agency TASS reported that Google is allowed to return to the Russian market only if it complies with the court's decision.[157] Kremlin spokesperson Dmitry Peskov labeled the court decision as "symbolic" and warned Google that it "should not be restricting the actions of our broadcasters on its platform."[158] See also: List of Google April Fools' Day jokes YouTube featured an April Fools prank on the site on April 1 of every year from 2008 to 2016. In 2008, all links to videos on the main page were redirected to Rick Astley's music video "Never Gonna Give You Up", a prank known as "rickrolling".[159][160] The next year, when clicking on a video on the main page, the whole page turned upside down, which YouTube claimed was a "new layout".[161] In 2010, YouTube temporarily released a "TEXTp" mode which rendered video imagery into ASCII art letters "in order to reduce bandwidth costs by $1 per second."[162] The next year, the site celebrated its "100th anniversary" with a range of sepia-toned silent, early 1900s-style films, including a parody of Keyboard Cat.[163] In 2012, clicking on the image of a DVD next to the site logo led to a video about a purported option to order every YouTube video for home delivery on DVD.[164] In 2013, YouTube teamed up with satirical newspaper company The Onion to claim in an uploaded video that the video-sharing website was launched as a contest which had finally come to an end, and would shut down for ten years before being re-launched in 2023, featuring only the winning video. The video starred several YouTube celebrities, including Antoine Dodson. A video of two presenters announcing the nominated videos streamed live for 12 hours.[165][166] In 2014, YouTube announced that it was responsible for the creation of all viral video trends, and revealed previews of upcoming trends, such as "Clocking", "Kissing Dad", and "Glub Glub Water Dance".[167] The next year, YouTube added a music button to the video bar that played samples from "Sandstorm" by Darude.[168] In 2016, YouTube introduced an option to watch every video on the platform in 360-degree mode with Snoop Dogg.[169] Main article: YouTube PremiumLogo of YouTube Premium YouTube Premium (formerly Music Key and YouTube Red) is YouTube's premium subscription service. It offers advertising-free streaming, access to original programming, and background and offline video playback on mobile devices.[170] YouTube Premium was originally announced on November 12, 2014, as "Music Key", a subscription music streaming service, and was intended to integrate with and replace the existing Google Play Music "All Access" service.[171][172][173] On October 28, 2015, the service was relaunched as YouTube Red, offering ad-free streaming of all videos and access to exclusive original content.[174][175][176] As of November 2016[update], the service has 1.5 million subscribers, with a further million on a free-trial basis.[177] As of June 2017[update], the first season of YouTube Originals had received 250 million views in total.[178] Main article: YouTube Kids Logo of YouTube Kids YouTube Kids is an American children's video app developed by YouTube, a subsidiary of Google. The app was developed in response to parental and government scrutiny on the content available to children. The app provides a version of the service-oriented towards children, with curated selections of content, parental control features, and filtering of videos deemed inappropriate viewing for children aged under 13, 8 or 5 depending on the age grouping chosen. First released on February 15, 2015, as an Android and iOS mobile app, the app has since been released for LG, Samsung, and Sony smart TVs, as well as for Android TV. On May 27, 2020, it became available on Apple TV. As of September 2019, the app is available in 69 countries, including Hong Kong and Macau, and one province. YouTube launched a web-based version of YouTube Kids on August 30, 2019. Main article: YouTube Music Logo of YouTube Music On September 28, 2016, YouTube named Lyor Cohen, the co-founder of 300 Entertainment and former Warner Music Group executive, the Global Head of Music.[179] In early 2018, Cohen began hinting at the possible launch of YouTube's new subscription music streaming service, a platform that would compete with other services such as Spotify and Apple Music.[180] On May 22, 2018, the music streaming platform named "YouTube Music" was launched.[181][182] YouTube Movies & TV is a video on demand (VOD) service that offers movies and television shows for purchase or rental, depending on availability, along with a selection of movies (encompassing between 100 and 500 titles overall) that are free to stream, with interspersed ad breaks. YouTube began offering free-to-view movie titles to its users in November 2018; selections of new movies are added and others removed, unannounced each month.[183] In March 2021, Google announced plans to gradually deprecate the Google Play Movies & TV app, and eventually migrate all users to the YouTube app's Movies & TV store to view, rent and purchase movies and TV shows (first affecting Roku, Samsung, LG, and Vizio smart TV users on July 15).[184][185] Google Play Movies & TV formally shut down on January 17, 2024, with the web version of that platform migrated to YouTube as an expansion of the Movies & TV store to desktop users. (Other functions of Google Play Movies & TV were integrated into the Google TV service.)[186] On November 1, 2022, YouTube launched Primetime Channels, a channel store platform offering third-party subscription streaming add-ons sold a la carte through the YouTube website and app, competing with similar subscription add-on stores operated by Apple, Prime Video and Roku. The add-ons can be purchased through the YouTube Movies & TV hub or through the official YouTube channels of the available services; subscribers of YouTube TV add-ons that are sold through Primetime Channels can also access their content via the YouTube app and website. A total of 34 streaming services (including Paramount+, Showtime, Starz, MGM+, AMC+ and ViX+) were initially available for purchase.[187][188] NFL Sunday Ticket, as part of a broader residential distribution deal with Google signed in December 2022 that also made it available to YouTube TV subscribers, was added to Primetime Channels as a standalone add-on on August 16, 2023.[189][190] The ad-free tier of Max was added to Primetime Channels on December 12, 2023, coinciding with YouTube TV converting its separate HBO (for base plan subscribers) and HBO Max (for all subscribers) linear/VOD add-ons into a single combined Max offering.[191][192][note 1] Main article: YouTube TV Logo of YouTube TV On February 28, 2017, in a press announcement held at YouTube Space Los Angeles, YouTube announced YouTube TV, an over-the-top MVPD-style subscription service that would be available for United States customers at a price of US$65 per month. Initially launching in five major markets (New York City, Los Angeles, Chicago, Philadelphia and San Francisco) on April 5, 2017,[193][194] the service offers live streams of programming from the five major broadcast networks (ABC, CBS, The CW, Fox and NBC, along with selected MyNetworkTV affiliates and independent stations in certain markets), as well as approximately 60 cable channels owned by companies such as The Walt Disney Company, Paramount Global, Fox Corporation, NBCUniversal, Allen Media Group and Warner Bros. Discovery (including among others Bravo, USA Network, Syfy, Disney Channel, CNN, Cartoon Network, E!, Fox Sports 1, Freeform, FX and ESPN).[195][196] Subscribers can also receive premium cable channels (including HBO (via a combined Max add-on that includes in-app and log-in access to the service), Cinemax, Showtime, Starz and MGM+) and other subscription services (such as NFL Sunday Ticket, MLB.tv, NBA League Pass, Curiosity Stream and Fox Nation) as optional add-ons for an extra fee, and can access YouTube Premium original content.[195][196] In September 2022, YouTube TV began allowing customers to purchase most of its premium add-ons (excluding certain services such as NBA League Pass and AMC+) without an existing subscription to its base package.[197] Logo of YouTube Go In September 2016, YouTube Go was announced,[198] as an Android app created for making YouTube easier to access on mobile devices in emerging markets. It was distinct from the company's main Android app and allowed videos to be downloaded and shared with other users. It also allowed users to preview videos, share downloaded videos through Bluetooth, and offered more options for mobile data control and video resolution.[199] In February 2017, YouTube Go was launched in India, and expanded in November 2017 to 14 other countries, including Nigeria, Indonesia, Thailand, Malaysia, Vietnam, the Philippines, Kenya, and South Africa.[200][201] On February 1, 2018, it was rolled out in 130 countries worldwide, including Brazil, Mexico, Turkey, and Iraq. Before it shut down, the app was available to around 60% of the world's population.[202][203] In May 2022, Google announced that they would be shutting down YouTube Go in August 2022.[204] Main article: YouTube Shorts An example video which is suitable for YouTube Shorts, showing Crew Dragon Endeavour docking at the International Space Station In September 2020, YouTube announced that it would be launching a beta version of a new platform of 15-second videos, similar to TikTok, called YouTube Shorts.[205][206] The platform was first tested in India but as of March 2021 has expanded to other countries including the United States with videos now able to be up to 1 minute long.[207] The platform is not a standalone app, but is integrated into the main YouTube app. Like TikTok, it gives users access to built-in creative tools, including the possibility of adding licensed music to their videos.[208] The platform had its global beta launch in July 2021.[209] In 2018, YouTube started testing a new feature initially called "YouTube Reels".[210] The feature was nearly identical to Instagram Stories and Snapchat Stories. YouTube later renamed the feature "YouTube Stories". It was only available to creators who had more than 10,000 subscribers and could only be posted/seen in the YouTube mobile app.[211] On May 25, 2023, YouTube announced that they would be shutting down this feature on June 26, 2023.[212][213] Main article: YouTube VR In November 2016, YouTube released YouTube VR, a dedicated version with an interface for VR devices, for Google's Daydream mobile VR platform on Android.[214] In November 2018, YouTube VR was released on the Oculus Store for the Oculus Go headset.[214] YouTube VR was updated since for compatibility with successive Quest devices, and was ported to Pico 4.[215] YouTube VR allows for access to all YouTube-hosted videos, but particularly supports headset access for 360° and 180°-degree video (both in 2D and stereoscopic 3D). Starting with the Oculus Quest, the app was updated for compatibility with mixed-reality passthrough modes on VR headsets. In April 2

Program (YPP), a system based on AdSense which allows the uploader of the video to share the revenue produced by advertising on the site.[336] YouTube typically takes 45 percent of the advertising revenue from videos in the Partner Program, with 55 percent going to the uploader.[337][338] There are over two million members of the YouTube Partner Program.[339] According to TubeMogul, in 2013 a pre-roll advertisement on YouTube (one that is shown before the video starts) cost advertisers on average $7.60 per 1000 views. Usually, no more than half of the eligible videos have a pre-roll advertisement, due to a lack of interested advertisers.[340] YouTube's policies restrict certain forms of content from being included in videos being monetized with advertising, including videos containing violence, strong language, sexual content, "controversial or sensitive subjects and events, including subjects related to war, political conflicts, natural disasters and tragedies, even if graphic imagery is not shown" (unless the content is "usually newsworthy or comedic and the creator's intent is to inform or entertain"),[341] and videos whose user comments contain "inappropriate" content.[342] In 2013, YouTube introduced an option for channels with at least a thousand subscribers to require a paid subscription for viewers to watch videos.[343][344] In April 2017, YouTube set an eligibility requirement of 10,000 lifetime views for a paid subscription.[345] On January 16, 2018, the eligibility requirement for monetization was changed to 4,000 hours of watch-time within the past 12 months and 1,000 subscribers.[345] The move was seen as an attempt to ensure that videos being monetized did not lead to controversy, but was criticized for penalizing smaller YouTube channels.[346] YouTube Play Buttons, a part of the YouTube Creator Rewards, are a recognition by YouTube of its most popular channels.[347] The trophies made of nickel plated copper-nickel alloy, golden plated brass, silver plated metal, ruby, and red tinted crystal glass are given to channels with at least one hundred thousand, a million, ten million, fifty million subscribers, and one hundred million subscribers, respectively.[348][349] YouTube's policies on "advertiser-friendly content" restrict what may be incorporated into videos being monetized; this includes strong violence, language,[350] sexual content, and "controversial or sensitive subjects and events, including subjects related to war, political conflicts, natural disasters and tragedies, even if graphic imagery is not shown", unless the content is "usually newsworthy or comedic and the creator's intent is to inform or entertain".[351] In September 2016, after introducing an enhanced notification system to inform users of these violations, YouTube's policies were criticized by prominent users, including Philip DeFranco and Vlogbrothers. DeFranco argued that not being able to earn advertising revenue on such videos was "censorship by a different name". A YouTube spokesperson stated that while the policy itself was not new, the service had "improved the notification and appeal process to ensure better communication to our creators".[352][353][354] Boing Boing reported in 2019 that LGBT keywords resulted in demonetization.[355] In the United States as of November 2020, and June 2021 worldwide,[356] YouTube reserves the right to monetize any video on the platform, even if their uploader is not a member of the YouTube Partner Program. This will occur on channels whose content is deemed "advertiser-friendly", and all revenue will go directly to Google without any share given to the uploader.[357] The majority of YouTube's advertising revenue goes to the publishers and video producers who hold the rights to their videos; the company retains 45% of the ad revenue.[358] In 2010, it was reported that nearly a third of the videos with advertisements were uploaded without permission of the copyright holders. YouTube gives an option for copyright holders to locate and remove their videos or to have them continue running for revenue.[359] In May 2013, Nintendo began enforcing its copyright ownership and claiming the advertising revenue from video creators who posted screenshots of its games.[360] In February 2015, Nintendo agreed to share the revenue with the video creators through the Nintendo Creators Program.[361][362][363] On March 20, 2019, Nintendo announced on Twitter that the company will end the Creators program. Operations for the program ceased on March 20, 2019.[364][365] Companies portalInternet portalSan Francisco Bay Area portalUnited States portal Lists Comparison of video hosting services List of Google Easter eggs#YouTube List of Internet phenomena List of most-disliked YouTube videos List of most-liked YouTube videos List of most-viewed YouTube videos List of most-subscribed YouTube channels List of online video platforms List of YouTubers Lawsuits Viacom International Inc. v. YouTube, Inc. Garcia v. Google, Inc. Ouellette v. Viacom International Inc. Criticism of Google#Algorithms iFilm Google Video Metacafe Revver vMix blip.tv VideoSift Invidious, a free and open-source alternative frontend to YouTube Alternative media BookTube BreadTube CNN/YouTube presidential debates YouTube copyright issues Reply girl YouTube Awards YouTube Creator Awards YouTube Instant YouTube Live Multi-channel network YouTube Music Awards YouTube Rewind YouTube Theater YouTube Poop ^ Max's Primetime Channels and YouTube TV add-ons both offer in-app access to the streaming service's full content library (as well as provider login access to the standalone Max app and website), and live feeds of HBO's linear channels (limited to the primary East Coast feed on the Primetime Channels version) and the Max-exclusive CNN Max and Bleacher Report streaming channels. ^ Weprin, Alex (February 1, 2022). "YouTube Ad Revenue Tops $8.6B, Beating Netflix in the Quarter". The Hollywood Reporter. Archived from the original on June 8, 2023. Retrieved June 11, 2022. ^ Wong, Belle (May 18, 2023). "Top Social Media Statistics And Trends Of 2023 – Forbes Advisor". Forbes. Archived from the original on June 14, 2023. Retrieved June 15, 2023. ^ Claburn, Thomas (January 5, 2017). "Google's Grumpy code makes Python Go". The Register. Archived from the original on December 14, 2019. Retrieved September 16, 2017. ^ Wilson, Jesse (May 19, 2009). "Guice Deuce". Official Google Code Blog. Archived from the original on March 26, 2017. Retrieved March 25, 2017. ^ "YouTube Architecture". High Scalability. Archived from the original on October 4, 2014. Retrieved October 13, 2014. ^ "Golang Vitess: a database wrapper written in Go as used by Youtube". GitHub. October 23, 2018. Archived from the original on January 30, 2018. Retrieved September 16, 2017. ^ a b Goodrow, Cristos (February 27, 2017). "You know what's cool? A billion hours". Archived from the original on August 6, 2020. Retrieved April 19, 2021 – via YouTube. ^ a b Loke Hale, James (May 7, 2019). "More Than 500 Hours Of Content Are Now Being Uploaded To YouTube Every Minute". TubeFilter. Los Angeles, CA. Archived from the original on January 5, 2023. Retrieved June 10, 2019. ^ Neufeld, Dorothy (January 27, 2021). "The 50 Most Visited Websites in the World". Visual Capitalist. Archived from the original on December 10, 2021. Retrieved December 6, 2021. ^ a b Germain, Thomas (February 13, 2025). "How a computer that 'drunk dials' videos is exposing YouTube's secrets". BBC. Retrieved February 13, 2025. ^ Hooker, Lucy (February 1, 2016). "How did Google become the world's most valuable company?". BBC News. Archived from the original on May 26, 2021. Retrieved May 26, 2021. ^ "Alphabet Q1 2024 Earnings Release" (PDF). Alphabet Investor Relations. Retrieved November 1, 2024. ^ "Google CFO Discusses YouTube's Advertising and Subscription Revenue". Business Insider. Retrieved November 1, 2024. ^ a b Helft, Miguel; Richtel, Matt (October 10, 2006). "Venture Firm Shares a YouTube Jackpot". The New York Times. ProQuest 433418867. Archived from the original on March 11, 2021. Retrieved March 26, 2017. ^ "YouTube founders now superstars". The Sydney Morning Herald. October 11, 2006. Archived from the original on April 13, 2021. Retrieved March 18, 2021. ^ a b Cloud, John (December 25, 2006). "The YouTube Gurus". Time. Archived from the original on May 16, 2017. Retrieved March 26, 2017. ^ Hopkins, Jim (October 11, 2006). "Surprise! There's a third YouTube co-founder". USA Today. Archived from the original on October 4, 2012. Retrieved March 26, 2017. ^ McAlone, Nathan (October 2, 2015). "Here's how Janet Jackson's infamous 'nipplegate' inspired the creation of YouTube". Business Insider. Archived from the original on April 18, 2024. Retrieved April 13, 2024. ^ Earliest surviving version of the YouTube website Wayback Machine, April 28, 2005. Retrieved June 19, 2013. ^ "r p 2006: YouTube: From Concept to Hypergrowth – Jawed Karim". April 22, 2013. Archived from the original on December 21, 2021 – via YouTube. ^ Dredge, Stuart (March 16, 2016). "YouTube was meant to be a video-dating website". The Guardian. Archived from the original on January 28, 2021. Retrieved March 15, 2019. ^ Helft, Miguel (October 12, 2006). "San Francisco Hedge Fund Invested in YouTube". The New York Times. Vol. 156, no. 53, 730. ProQuest 433422252. Archived from the original on November 9, 2020. Retrieved September 8, 2018. ^ Kehaulani Goo, Sara (October 7, 2006). "Ready for Its Close-Up". The Washington Post. Archived from the original on April 2, 2019. Retrieved March 26, 2017. ^ "Whois Record for www.youtube.com". DomainTools. Archived from the original on April 2, 2019. Retrieved April 1, 2009. ^ Alleyne, Richard (July 31, 2008). "YouTube: Overnight success has sparked a backlash". The Daily Telegraph. Archived from the original on January 10, 2022. Retrieved March 26, 2017. ^ jawed (April 23, 2005). "Me at the zoo". YouTube. Archived from the original on December 21, 2021. Retrieved August 3, 2009. ^ "Hurley Declaration" (PDF). p. 2. Retrieved October 13, 2024. ^ "Cross Bar". Wayback Machine. October 21, 2005. Archived from the original on November 26, 2005. Retrieved January 31, 2025. ^ "YouTube: a history". The Daily Telegraph. April 17, 2010. Archived from the original on January 10, 2022. Retrieved March 26, 2017. ^ Dickey, Megan Rose (February 15, 2013). "The 22 Key Turning Points in the History of YouTube". Business Insider. Archived from the original on May 12, 2017. Retrieved March 25, 2017. ^ Graham, Jefferson (November 21, 2005). "Video websites pop up, invite postings". USA Today. Archived from the original on April 12, 2022. Retrieved March 26, 2017. ^ a b Pullen, John Patrick (February 23, 2011). "How Vimeo became hipster YouTube". Fortune. Archived from the original on November 8, 2020. Retrieved May 8, 2020. ^ a b Novak, Matt (February 14, 2020). "Here's What People Thought of YouTube When It First Launched in the Mid-2000s". Gizmodo. Archived from the original on January 26, 2021. Retrieved February 14, 2020. ^ Biggs, John (February 20, 2006). "A Video Clip Goes Viral, and a TV Network Wants to Control It". The New York Times. Archived from the original on March 8, 2021. Retrieved February 14, 2020. ^ Wallenstein, Andrew; Spangler, Todd (December 18, 2015). "'Lazy Sunday' Turns 10: 'SNL' Stars Recall How TV Invaded the Internet". Variety. Archived from the original on December 14, 2020. Retrieved April 27, 2019. ^ Higgens, Bill (October 5, 2017). "Hollywood Flashback: 'SNL's' 'Lazy Sunday' Put YouTube on the Map in 2005". The Hollywood Reporter. Archived from the original on November 17, 2020. Retrieved April 27, 2019. ^ "YouTube serves up 100 million videos a day online". USA Today. July 16, 2006. Archived from the original on December 31, 2018. Retrieved March 26, 2017. ^ Zappone, Christian (October 12, 2006). "Help! YouTube is killing my business!". CNN. Archived from the original on January 9, 2021. Retrieved November 29, 2008. ^ Blakely, Rhys (November 2, 2006). "Utube sues YouTube". The Times. London. Archived from the original on April 3, 2007. Retrieved November 29, 2008. ^ La Monica, Paul R. (October 9, 2006). "Google to buy YouTube for $1.65 billion". CNNMoney. CNN. Archived from the original on March 5, 2021. Retrieved March 26, 2017. ^ Arrington, Michael (October 9, 2006). "Google Has Acquired YouTube". TechCrunch. AOL. Archived from the original on March 16, 2017. Retrieved March 26, 2017. ^ Arrington, Michael (November 13, 2006). "Google Closes YouTube Acquisition". TechCrunch. AOL. Archived from the original on March 16, 2017. Retrieved March 26, 2017. ^ "Google closes $A2b YouTube deal". The Age. November 14, 2006. Archived from the original on December 20, 2007. Retrieved March 26, 2017. ^ Carter, Lewis (April 7, 2008). "Web could collapse as video demand soars". The Daily Telegraph. Archived from the original on January 10, 2022. Retrieved March 26, 2017. ^ "comScore Releases May 2010 U.S. Online Video Rankings". comScore. Archived from the original on June 26, 2010. Retrieved June 27, 2010. ^ "YouTube redesigns website to keep viewers captivated". Agence France-Presse. Archived from the original on February 26, 2014. Retrieved April 1, 2010. ^ "YouTube moves past 3 billion views a day". CNET. May 25, 2011. Archived from the original on December 6, 2018. Retrieved March 26, 2017. ^ Bryant, Martin (May 25, 2011). "YouTube hits 3 Billion views per day, 2 DAYS worth of video uploaded every minute". The Next Web. Archived from the original on February 25, 2021. Retrieved March 26, 2017. ^ Oreskovic, Alexei (January 23, 2012). "Exclusive: YouTube hits 4 billion daily video views". Reuters. Archived from the original on March 8, 2021. Retrieved March 26, 2017. ^ Whitelaw, Ben (April 20, 2011). "Almost all YouTube views come from just 30% of films". The Daily Telegraph. Archived from the original on January 10, 2022. Retrieved March 26, 2017. ^ "YouTube's website redesign puts the focus on channels". BBC. December 2, 2011. Archived from the original on April 16, 2019. Retrieved December 2, 2011. ^ Cashmore, Pete (October 26, 2006). "YouTube Gets New Logo, Facelift and Trackbacks – Growing Fast!". Mashable. Archived from the original on April 3, 2019. Retrieved December 2, 2011. ^ Protalinski, Emil (June 5, 2013). "Google Rolls Out Redesigned YouTube 'One Channel' Layout to All". The Next Web. Archived from the original on May 23, 2023. Retrieved July 20, 2023. ^ Welch, Chris (May 19, 2013). "YouTube users now upload 100 hours of video every minute". The Verge. Archived from the original on March 8, 2021. Retrieved March 26, 2017. ^ E. Solsman, Joan (November 12, 2014). "YouTube's Music Key: Can paid streaming finally hook the masses?". CNET. Archived from the original on March 8, 2021. Retrieved March 25, 2017. ^ Wasserman, Todd (February 15, 2015). "The revolution wasn't televised: The early days of YouTube". Mashable. Archived from the original on February 13, 2021. Retrieved July 4, 2018. ^ "Hurley stepping down as YouTube chief executive". Agence France-Presse. October 29, 2010. Archived from the original on February 26, 2014. Retrieved October 30, 2010. ^ Stelter, Brian (December 7, 2009). "Music Industry Companies Opening Video Site". The New York Times. ProQuest 1029889187. Archived from the original on August 20, 2017. Retrieved February 9, 2022. ^ "Bad Romance By Lady Gaga Becomes First YouTube Video To Hit 200 Million Views". May 9, 2010. Archived from the original on January 1, 2019. Retrieved February 9, 2022. ^ McSherry, Corynne (April 5, 2012). "Viacom v. Google: A Decision at Last, and It's Mostly Good (for the Internet and Innovation)". Electronic Frontier Foundation. Archived from the original on May 5, 2024. Retrieved May 5, 2024. ^ Oreskovic, Alexei (February 5, 2014). "Google taps longtime executive Wojcicki to head YouTube". Reuters. Archived from the original on September 16, 2017. Retrieved September 16, 2017. ^ Avalos, George (January 20, 2016). "YouTube expansion in San Bruno signals big push by video site". Mercury News. Archived from the original on January 22, 2016. Retrieved February 3, 2016. ^ Popper, Ben (August 29, 2017). "YouTube has a new look and, for the first time, a new logo". The Verge. Archived from the original on January 6, 2021. Retrieved May 7, 2018. ^ a b c "YouTube launches pay-to-watch subscription channels". BBC News. May 9, 2013. Archived from the original on April 10, 2019. Retrieved May 11, 2013. ^ Nakaso, Dan (May 7, 2013). "YouTube providers could begin charging fees this week". Mercury News. Archived from the original on March 12, 2014. Retrieved May 10, 2013. ^ "Paid content discontinued January 1, 2018 – YouTube Help". Google Inc. Archived from the original on April 19, 2021. Retrieved April 19, 2021. ^ Browne, Ryan (June 22, 2018). "YouTube introduces paid subscriptions and merchandise selling in bid to help creators monetize the platform". CNBC. Archived from the original on March 7, 2023. Retrieved April 19, 2021. ^ Parker, Laura (April 12, 2017). "A Chat With a Live Streamer Is Yours, for a Price". The New York Times. Archived from the original on November 12, 2020. Retrieved April 21, 2018. ^ Newton, Casey (November 12, 2014). "YouTube announces plans for a subscription music service". The Verge. Archived from the original on March 8, 2021. Retrieved May 17, 2018. ^ Reader, Ruth (October 21, 2015). "Google wants you to pay $9.99 per month for ad-free YouTube". Venturebeat. Archived from the original on March 8, 2021. Retrieved October 22, 2015. ^ Popper, Ben (October 21, 2015). "Exclusive: An inside look at the new ad-free YouTube Red". The Verge. Archived from the original on April 4, 2019. Retrieved May 17, 2018. ^ Ingraham, Nathan (November 12, 2015). "YouTube Music isn't perfect, but it's still heaven for music nerds". Engadget.com. Archived from the original on November 12, 2020. Retrieved November 7, 2016. ^ Perez, Sarah (February 23, 2015). "Hands on With "YouTube Kids," Google's Newly Launched, Child-Friendly YouTube App". TechCrunch. AOL. Archived from the original on June 26, 2019. Retrieved March 26, 2017. ^ Dredge, Stuart (August 26, 2015). "Google launches YouTube Gaming to challenge Amazon-owned Twitch". The Guardian. Archived from the original on September 6, 2015. Retrieved September 5, 2015. ^ "YouTube shooting: Suspect visited shooting range before attack". BBC News. April 4, 2018. Archived from the original on March 8, 2021. Retrieved April 9, 2018. ^ Lumb, David (February 27, 2017). "One billion hours of YouTube are watched every day". Engadget. AOL. Archived from the original on May 25, 2019. Retrieved March 26, 2017. ^ Rouse, Kevin (June 4, 2020). "Rabbit Hole, episode Eight: 'We Go All'". The New York Times. ISSN 0362-4331. Archived from the original on May 12, 2021. Retrieved May 10, 2021. ^ Gold, Hadas (March 19, 2020). "Netflix and YouTube are slowing down in Europe to keep the internet from breaking". CNN. Archived from the original on January 28, 2021. Retrieved March 20, 2020. ^ "YouTube is reducing the quality of videos for the next month — and it's because increased traffic amid the coronavirus outbreak is straining internet bandwidth". Business Insider. Archived from the original on June 15, 2020. Retrieved March 24, 2020. ^ Spangler, Todd (April 9, 2018). "YouTube Illegally Tracks Data on Kids, Groups Claim in FTC Complaint". Variety. Archived from the original on June 8, 2019. Retrieved April 27, 2018. ^ Mike, Masnick (September 6, 2019). "FTC's Latest Fine Of YouTube Over COPPA Violations Shows That COPPA And Section 230 Are On A Collision Course". Techdirt. Archived from the original on September 6, 2019. Retrieved September 7, 2019. ^ Kelly, Makena (September 4, 2019). "Google will pay $170 million for YouTube's child privacy violations". The Verge. Archived from the original on March 7, 2023. Retrieved September 4, 2019. ^ Fung, Brian (September 4, 2019). "Google and FTC reach $170 million settlement over alleged YouTube violations of kids' privacy". CNN Business. Archived from the original on November 11, 2022. Retrieved September 4, 2019. ^ Matthews, David (January 6, 2020). "YouTube rolls out new controls aimed at controlling children's content". TechSpot. Archived from the original on April 5, 2023. Retrieved January 9, 2020. ^ Kelly, Makena (December 11, 2019). "YouTube calls for 'more clarity' on the FTC's child privacy rules". The Verge. Archived from the original on March 7, 2023. Retrieved December 11, 2019. ^ Spangler, Todd (February 24, 2021). "YouTube New 'Supervised' Mode Will Let Parents Restrict Older Kids' Video Viewing". Variety. Archived from the original on March 16, 2023. Retrieved April 19, 2021. ^ Sato, Mia (August 2023). "YouTube is adding a slew of new TikTok-like features to Shorts". The Verge. Retrieved August 14, 2024. ^ Welch, Chris (April 18, 2019). "YouTube is finally coming back to Amazon's Fire TV devices". The Verge. Archived from the original on April 18, 2019. Retrieved May 5, 2021. ^ Solsman, Joan E. (April 30, 2021). "Roku: YouTube TV app removed from channel store as deal with Google ends". CNET. Archived from the original on May 3, 2021. Retrieved May 5, 2021. ^ "YouTube removing dislike 'discourages trolls' but 'unhelpful for users'". BBC News. November 12, 2021. Archived from the original on November 30, 2021. Retrieved November 30, 2021. ^ Vincent, James (November 17, 2021). "YouTube co-founder predicts 'decline' of the platform following removal of dislikes". The Verge. Archived from the original on November 17, 2021. Retrieved November 18, 2021. ^ Binder, Matt (November 17, 2021). "YouTube cofounder protests decision to remove 'dislikes' with an edit to first-ever YouTube upload". Mashable. Archived from the original on November 18, 2021. Retrieved November 18, 2021. ^ Kan, Michael (November 17, 2021). "YouTube Co-Founder Says Removing Dislike Counts Is a 'Stupid Idea'". PC Magazine. Archived from the original on May 29, 2023. Retrieved November 30, 2021. ^ Kan, Michael (November 29, 2021). "Browser Extension Brings Back Dislike Count to YouTube Videos". PC Magazine. Archived from the original on November 30, 2021. Retrieved January 20, 2022. ^ Wojcicki, Susan (January 25, 2022). "Letter from Susan: Our 2022 Priorities". YouTube Official Blog. Archived from the original on October 6, 2023. Retrieved March 8, 2022. ^ Livemint (September 19, 2022). "YouTube ends experiment that forced users to watch large unskippable ads". mint. Archived from the original on September 21, 2022. Retrieved September 21, 2022. ^ Krasnoff, Barbara (October 15, 2022). "How to choose your YouTube handle". The Verge. Archived from the original on December 14, 2022. Retrieved December 15, 2022. ^ a b c Peters, Jay; Roth, Emma (January 16, 2023). "YouTube CEO Susan Wojcicki steps down after nine years at the helm". The Verge. Archived from the original on February 16, 2023. Retrieved February 16, 2023. ^ Afshar, Paradise (August 10, 2024). "Susan Wojcicki, former YouTube CEO, dies at 56". CNN. Archived from the original on August 10, 2024. Retrieved October 19, 2024. ^ "Allow ads on videos that you watch – YouTube Help". Google News. Archived from the original on November 9, 2023. Retrieved November 9, 2023. ^ Dave, Paresh. "YouTube's Crackdown Spurs Record Uninstalls of Ad Blockers". Wired. ISSN 1059-1028. Archived from the original on November 9, 2023. Retrieved November 9, 2023. ^ Amadeo, Ron (April 16, 2024). "YouTube puts third-party clients on notice: Show ads or get blocked". Ars Technica. Archived from the original on April 17, 2024. Retrieved April 17, 2024. ^ Amadeo, Ron (November 21, 2023). "Google Chrome will limit ad blockers starting June 2024". Ars Technica. Retrieved December 1, 2024. ^ Peterson, Jake (July 26, 2024). "YouTube Has Launched Another Half-Baked Strategy to Kill Ad Blockers". Lifehacker. Retrieved December 1, 2024. ^ Mehta, Ivan (December 10, 2024). "YouTube is testing multiplayer mini-games". TechCrunch. Retrieved December 10, 2024. ^ "YouTube introduces multiplayer mini-games on Playables". Engadget. December 10, 2024. Retrieved December 10, 2024. ^ Roth, Emma (December 20, 2024). "YouTube is cracking down on clickbait". The Verge. Retrieved January 26, 2025. ^ "New YouTube rules in India as platform bans videos with clickbait titles". India Today. December 20, 2024. Retrieved December 20, 2024. ^ Perez, Sarah (April 9, 2025). "YouTube expands its 'likeness' detection technology, which detects AI fakes, to a handful of top creators". TechCrunch. Retrieved April 9, 2025. ^ "Access to YouTube tools & features". YouTube Help. Retrieved October 21, 2024 – via Google Support. ^ Seabrook, John (January 16, 2012). "Streaming Dreams". The New Yorker. Archived from the original on July 2, 2014. Retrieved January 6, 2012. ^ "Updates from VidCon: more users, more products, more shows and much more". Official YouTube Blog. Archived from the original on September 17, 2017. Retrieved September 16, 2017. ^ Hoffberger, Chase (December 21, 2012). "YouTube strips Universal and Sony of 2 billion fake views". The Daily Dot. Complex Media, Inc. Archived from the original on January 11, 2014. Retrieved January 10, 2014. ^ Sabbagh, Dan (December 28, 2012). "Two billion YouTube music video views disappear ... or just migrate?". The Guardian. Archived from the original on March 7, 2023. Retrieved January 10, 2014. ^ Haran, Brady (June 22, 2012). Why do YouTube views freeze at 301?. Numberphile. Archived from the original on December 21, 2021. Retrieved August 30, 2018 – via YouTube. ^ Snyder, Benjamin (August 6, 2015). "YouTube Finally Fixed This Annoying Feature". Time. Archived from the original on February 12, 2017. Retrieved March 26, 2017. ^ "Abbreviated public-facing subscriber counts". YouTube Engineering and Developers Blog. 2019. Archived from the original on April 13, 2021. Retrieved April 9, 2021. ^ Spangler, Todd (March 30, 2021). "YouTube Launches Test to Hide Video 'Dislike' Counts". Variety. Archived from the original on March 30, 2021. Retrieved March 30, 2021. ^ Perez, Sarah (March 30, 2021). "YouTube tests hiding dislike counts on videos". TechCrunch. Archived from the original on March 30, 2021. Retrieved March 30, 2021. ^ "YouTube to hide dislike counts for all videos on the platform: Here's all you need to know". MSN. November 11, 2021. Archived from the original on November 11, 2021. Retrieved November 11, 2021. ^ McGrady, Ryan; Zheng, Kevin; Curran, Rebecca; Baumgartner, Jason; Zuckerman, Ethan (December 20, 2023). "Dialing for Videos: A Random Sample of YouTube". Journal of Quantitative Description: Digital Media. 3. doi:10.51685/jqd.2023.022. ISSN 2673-8813. ^ Marsden, Rhodri (August 12, 2009). "Why did my YouTube account get closed down?". The Independent. London. Archived from the original on May 7, 2022. Retrieved August 12, 2009. ^ Why do I have a sanction on my account? Archived January 20, 2013, at the Wayback Machine YouTube. Retrieved February 5, 2012. ^ "Is YouTube's three-strike rule fair to users?". BBC News. London. May 21, 2010. Archived from the original on July 4, 2018. Retrieved February 5, 2012. ^ "Viacom will sue YouTube for $1bn". BBC News. March 13, 2007. Archived from the original on January 15, 2009. Retrieved May 26, 2008. ^ "Mediaset Files EUR500 Million Suit Vs Google's YouTube". CNNMoney.com. July 30, 2008. Archived from the original on September 8, 2008. Retrieved August 19, 2009. ^ "Premier League to take action against YouTube". The Daily Telegraph. May 5, 2007. Archived from the original on January 10, 2022. Retrieved March 26, 2017. ^ Egelko, Bob (August 20, 2008). "Woman can sue over YouTube clip de-posting". San Francisco Chronicle. Archived from the original on August 25, 2008. Retrieved August 25, 2008. ^ Finley, Klint (November 19, 2015). "Google Pledges to Help Fight Bogus YouTube Copyright Claims—for a Few". Wired. Archived from the original on March 20, 2017. Retrieved March 25, 2017. ^ "Smith v. Summit Entertainment LLC". Docket Alarm, Inc. Ohio Northern District Court. July 18, 2013. Archived from the original on June 19, 2024. Retrieved October 21, 2014. ^ District Judge James G. Carr (June 6, 2011). "Order". Smith v. Summit Entertainment LLC. United States District Court, N.D. Ohio, Western Division. Archived from the original on January 30, 2016. Retrieved November 7, 2011. ^ "YouTube loses court battle over music clips". BBC News. London. April 20, 2012. Archived from the original on October 16, 2012. Retrieved April 20, 2012. ^ "YouTube's seven-year stand-off ends". BBC News. London. November 1, 2016. Archived from the original on November 3, 2016. Retrieved November 2, 2016. ^ "YouTube's Deal With Universal Blocks DMCA Counter Notices". TorrentFreak. April 5, 2013. Archived from the original on April 7, 2013. Retrieved April 5, 2013. ^ "Videos removed or blocked due to YouTube's contractual obligations". Archived from the original on May 14, 2013. Retrieved April 5, 2013. ^ Aswad, Jem (December 19, 2017). "YouTube Strikes New Deals With Universal and Sony Music". Variety. Archived from the original on April 22, 2021. Retrieved April 22, 2021. ^ a b Alexander, Julia (May 24, 2019). "YouTubers and record labels are fighting, and record labels keep winning". The Verge. Archived from the original on April 22, 2021. Retrieved April 22, 2021. ^ Delaney, Kevin J. (June 12, 2007). "YouTube to Test Software To Ease Licensing Fights". The Wall Street Journal. Archived from the original on February 20, 2012. Retrieved December 4, 2011. ^ YouTube Advertisers (February 4, 2008), Video Identification, retrieved August 29, 2018[dead YouTube link] ^ King, David (December 2, 2010). "Content ID turns three". Official YouTube Blog. Retrieved August 29, 2018. ^ "YouTube Content ID". September 28, 2010. Archived from the original on December 21, 2021. Retrieved May 25, 2015 – via YouTube. ^ More about Content ID YouTube. Retrieved December 4, 2011. ^ Von Lohmann, Fred (April 23, 2009). "Testing YouTube's Audio Content ID System". Electronic Frontier Foundation. Retrieved December 4, 2011. ^ Von Lohmann, Fred (February 3, 2009). "YouTube's January Fair Use Massacre". Electronic Frontier Foundation. Retrieved December 4, 2011. ^ Content ID disputes YouTube. Retrieved December 4, 2011. ^ Hernandez, Patricia (April 28, 2016). "YouTube's Content ID System Gets One Much-Needed Fix". Kotaku. Retrieved September 16, 2017. ^ "Remove Content ID claimed songs from my videos – YouTube Help". Google Inc. Retrieved September 17, 2017. ^ Siegel, Joshua; Mayle, Doug (December 9, 2010). "Up, Up and Away – Long videos for more users". Official YouTube Blog. Retrieved March 25, 2017. ^ Pannett, Rachel (January 29, 2021). "Russia threatens to block YouTube after German channels are deleted over coronavirus misinformation". The Washington Post. Retrieved September 30, 2021. ^ "Russia threatens YouTube ban for deleting RT channels". BBC News. September 29, 2021. Retrieved February 27, 2022. ^ "YouTube blocks Russian state-funded media channels globally". Reuters. March 3, 2022. Retrieved December 5, 2023. ^ "Youtube deletes Wargonzo channel". June 21, 2022. Retrieved December 5, 2023. ^ "British Pro-Russian YouTuber vows his assets shouldn't be frozen for promoting invasion". The Mirror. November 16, 2023. Retrieved December 5, 2023. ^ "Russia fines Google for failing to delete 'false content' about Ukraine war". Politico. August 17, 2023. Retrieved December 10, 2023. ^ Fraser, Graham (October 31, 2024). "Russia fines Google more money than there is in entire world". BBC. Retrieved November 8, 2024. ^ Cairns, Dan (October 31, 2024). "Russia fines Google more than world's entire GDP for blocking YouTube accounts". Sky News. Retrieved November 8, 2024. ^ "Google's fines in Russia reach stratospheric levels — lawyer". TASS. October 29, 2024. ^ "Russia says $20 decillion fine against Google is 'symbolic'". The Guardian. Agence France-Presse. October 31, 2024. Retrieved November 8, 2024. ^ Arrington, Michael (March 31, 2008). "YouTube RickRolls Users". TechCrunch. AOL. Retrieved March 26, 2017. ^ Wortham, Jenna (April 1, 2008). "YouTube 'Rickrolls' Everyone". Wired. Retrieved March 26, 2017. ^ Bas van den Beld (April 1, 2009). "April fools: YouTube turns the world up-side-down". searchcowboys.com. Archived from the original on April 3, 2009. Retrieved April 2, 2010. ^ Pichette, Patrick (March 31, 2010). "TEXTp saves YouTube bandwidth, money". Official YouTube Blog. Retrieved March 25, 2017. ^ Richmond, Shane (April 1, 2011). "YouTube goes back to 1911 for April Fools' Day". The Daily Telegraph. Archived from the original on January 10, 2022. Retrieved March 26, 2017. ^ Carbone, Nick (April 1, 2012). "April Fools' Day 2012: The Best Pranks from Around the Web". Time. Retrieved March 26, 2017. ^ Quan, Kristene (April 1, 2013). "WATCH: YouTube Announces It Will Shut Down". Time. Retrieved March 26, 2017. ^ Murphy, Samantha (March 31, 2013). "YouTube Says It's Shutting Down in April Fools' Day Prank". Mashable. Retrieved November 8, 2019. ^ Kleinman, Alexis (April 1, 2014). "YouTube Reveals Its Viral Secrets in April Fools' Day Video". HuffPost. Retrieved April 1, 2014. ^ Alba, Alejandro (April 1, 2015). "17 April Fools' pranks from tech brands, tech giants today". Daily News. New York. Retrieved June 12, 2016. ^ Sini, Rozina (April 1, 2016). "Snoopavision and other April Fools jokes going viral". BBC News. Retrieved April 1, 2016. ^ "YouTube Premium" – via YouTube. ^ Trew, James (November 12, 2014). "YouTube unveils Music Key subscription service, here's what you need to know". Engadget. AOL. Retrieved March 25, 2017. ^ Newton, Casey (November 12, 2014). "YouTube announces plans for a subscription music service". The Verge. Retrieved March 25, 2017. ^ Spangler, Todd (November 12, 2014). "YouTube Launches 'Music Key' Subscription Service with More Than 30 Million Songs". Variety. Retrieved March 25, 2017. ^ Spangler, Todd (October 21, 2015). "YouTube Red Unveiled: Ad-Free Streaming Service Priced Same as Netflix". Variety. Retrieved March 25, 2017. ^ Amadeo, Ron (October 21, 2015). ""YouTube Red" offers premium YouTube for $9.99 a month, $12.99 for iOS users". Ars Technica. Retrieved March 25, 2017. ^ Popper, Ben (October 21, 2015). "A first look at the ad-free YouTube Red subscription service". The Verge. Retrieved March 25, 2017. ^ Roberts, Hannah (November 3, 2016). "YouTube's ad-free paid subscription service looks like it is struggling to take off". Business Insider. Retrieved March 25, 2017. ^ "YouTube Red originals have racked up nearly 250 million views". The Verge. June 22, 2017. Retrieved September 16, 2017. ^ "Lyor Cohen Named YouTube's Global Head of Music". Billboard. Retrieved January 6, 2018. ^ "How YouTube Is Playing the Peacemaker With Musicians". Fortune. Retrieved January 6, 2018. ^ "Inside YouTube's New Subscription Music Streaming Service". Billboard. Retrieved September 24, 2018. ^ Snapes, Laura; Sweney, Mark (May 17, 2018). "YouTube to launch new music streaming service". The Guardian. Retrieved September 24, 2018. ^ "YouTube is now showing ad-supported Hollywood movies". Advertising Age. November 16, 2018. Retrieved June 9, 2021. ^ "Changes to Google Play Movies & TV on certain smart TVS – Google Play Community". Archived from the original on April 28, 2021. Retrieved April 28, 2021. ^ Clark, Mitchell (April 12, 2021). "Google is removing its Play Movies and TV app from every Roku and most smart TVs". The Verge. Archived from the original on November 19, 2022. Retrieved April 13, 2021. ^ Jay Peters (December 11, 2023). "Google is finally saying goodbye to Google Play Movies & TV". The Verge. ^ Spangler, Todd (November 1, 2022). "YouTube Is Reselling Subscriptions to 34 Streaming Services, Including Paramount+ and Showtime". Variety. ^ Holt, Kris (September 30, 2022). "You can now buy some YouTube TV add-ons without the $65 base plan". Engadget. Retrieved November 1, 2022. ^ "Google's YouTube Grabs NFL Sunday Ticket in Seven-Year Deal". Variety. December 22, 2022. Retrieved December 23, 2022. ^ "NFL, Google announce agreement to distribute NFL Sunday Ticket on YouTube TV, Primetime Channels". NFL.com. December 22, 2022. Retrieved December 23, 2022. ^ "Max Now Available on YouTube Primetime Channels" (Press release). Warner Bros. Discovery. December 12, 2023. ^ Rowan Davies (December 13, 2023). "Max becomes a YouTube primetime channel inductee – ads not included". TechRadar. Future US, Inc. ^ "YouTube TV launches today. It has some cool features and some big drawbacks". Los Angeles Times. Associated Press. April 5, 2017. Retrieved April 24, 2017. ^ Warren, Christina (April 5, 2017). "YouTube Is Officially in the Live TV Game Now". Gizmodo. Gizmodo Media Group. Retrieved April 24, 2017. ^ a b Lee, Dave (March 1, 2017). "YouTube takes on cable with new TV service". BBC. Retrieved March 1, 2017. ^ a b Huddleston, Tom Jr (March 1, 2017). "Meet YouTube TV: Google's Live TV Subscription Service". Fortune. Retrieved March 1, 2017. ^ Jason Gurwin (September 27, 2022). "YouTube TV Launches New Option to Purchase Channel Add-Ons Without a Base Plan". The Streamable. ^ Byford, Sam (September 27, 2016). "YouTube Go is a new app for offline viewing and sharing". The Verge. Retrieved February 10, 2018. ^ Dave, Paresh (February 1, 2018). "YouTube's emerging markets-focused app expands to 130 countries". Reuters. Retrieved February 10, 2018. ^ Singh, Manish (February 9, 2017). "YouTube Go is finally here, kind of". Mashable. Retrieved February 10, 2018. ^ Ho, Victoria (November 30, 2017). "Data-friendly YouTube Go beta launches in Southeast Asia, Africa". Mashable. Retrieved February 10, 2018. ^ Perez, Sarah. "Google's data-friendly app YouTube Go expands to over 130 countries, now supports higher quality videos". TechC