

15 January 2007

By: Bogdan Popa, Security and Search Engines Editor



[Google Prepares YouTube TV Channel](#)

A new chance to expand Google's advertising platform

Google designed many services in multiple categories but, besides Google Talk, Gmail and Blogger, the search giant also owns an advertising platform that allows both users and companies to advertise on Google's index and to earn money by placing ads on their websites. Google's AdWords and AdSense are two of the most popular solutions in the entire world with millions of users already registered. Some time ago, Google announced that the company is looking to expand its advertising platform into the offline area and decided to send some audio ads to multiple US radio stations. At that time, many users that heard the adverts were excited about the company's innovative solution. Then, Google released a new interesting program meant to insert some users' ads into US newspapers. As you know, YouTube is a Google service that allows you to publish, share and comment videos with other members of the community. Because it is a video service, it seems like Google wants to expand its advertising platform using YouTube's features. C21 Media posted an article on the official website to quote Kevin Donahue from YouTube that sustained YouTube is currently looking for a suitable company for a powerful agreement. "YouTube is reviewing its plans for moving into television following interest from various networks, according to the company's VP of content, Kevin Donahue. Speaking at the Consumer Electronics Show in Las Vegas, Donahue said: "We've had a lot of conversations with networks that want us to do shows, and companies that want us to do linear YouTube channels." He admitted, however, that the company - bought by Google last year for US\$1.65bn - was in a "strategy phase" at the moment. Rival Revver has already made the leap to TV, tying up with satellite channel Fame TV in the UK," it is mentioned.