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Through the ITN channel

YouTube is continuously attracting new partners and today's news comes to support this statement. ITN recently joined the other companies which created a channel on Google's video sharing service and is supposed to deliver lots of entertainment, sports and film videos to YouTube. According to MediaGuardian, ITN will bring the best of its vids every time on YouTube including EPL (football news) and Sports Fix (world's sports news). In addition, the UK media company will bring lots of entertainment clips on the official page of the video sharing service which seem to be offered to other similar technologies such as MSN or Yahoo. "Professional content remains very popular with YouTube users and this channel will give ITN the opportunity to extend their reach, test new forms of programming, interact with users and use YouTube as a new source of revenue generation," said Patrick Walker, the head of partnerships for YouTube Europe, Middle East and Africa, according to MediaGuardian. This is not the first agreement signed by the super giant Google and its video sharing service YouTube as thousands of partners from all around the world created special YouTube channels to share their content. Take for example BBC, a company which created no less than 3 channels on YouTube: two of them for entertainment content and the other one for news. "As a leading producer of high-quality video content for online and mobile platforms ITN On sees YouTube as a key partner for making our entertainment and sports content available to end users," said Nicholas Wheeler, the managing director of ITN On, for the same source mentioned above. This is probably the best idea to promote your videos since YouTube records an impressive audience and driving traffic to your YouTube channel will surely bring new visitors to your company.