

15 June 2007



Google Video result

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No More Google Video! Long Live Google Video!

The video service turned into a search engine

Google Video, the web-based service that provided almost the same functions as the popular YouTube, is not an online video sharing solution anymore. The parent company Google upgraded the product and made it a search technology that allows users to find clips on the entire Internet. At this time, the official page of the service is exactly the same as before, but the searching abilities are 100 percent changed. For example, if you try searching for a certain video, Google Video returns you a list of clips from the entire Internet, allowing you to choose a result, just like any other Google search technology. If you click on a result, the product shows you an interface similar to the one offered by Image Search but based on frames. Also, you're able to view the original website that hosts the clip while you can browse the results with two back and forward arrows. In addition, the service provides you two more functions: related videos and email this page, helping you browse a bigger collection of clips with ease. The evolution of Google Video is very interesting because it was first regarded as a competitor for the popular YouTube and now it is converted to a search engine. As you might know, just after the YouTube acquisition, the Internet users asked the search giant what happens with Google Video since the two services are very similar and are offering almost the same functions. The answer was, at that time, very relevant: both Google Video and YouTube will continue to exist but with one major difference: while YouTube will try to increase its amazing community, Google Video will represent a huge collection of online videos. A few weeks ago, Google Video included results from third-party websites, such as Metacafe and embedded those videos straight into its SERP. Because the procedure wasn't too fair, the parent company modified it and allowed the access to the original website hosting the videos while Google Video showed several thumbnails from the clips.