

16 October 2007

By: Bogdan Popa, Security and Search Engines Editor



[One More YouTube Version To Debut in 2008](#)

Especially for Indian users

YouTube is currently cooking another local version of the online video sharing service, especially addressed to Indian users, which is supposed to join the other 10 regional versions already released. According to the Hindustan Times, the Indian YouTube might be rolled out at the beginning of 2008, the YouTube officials confirming they plan to debut it until March. Just like the other versions of YouTube, the Indian flavor will bring local content into spotlights such as videos, films, trailers or TV content, the same source mentions. "YouTube.com has over 300,000 videos being uploaded every day. Indian content obviously gets lost in this sea of videos. A YouTube.in site will help Indian surfers to get what they want. It will also be an excellent platform for young filmmakers to launch their work. All they have to do is create a channel to drive traffic to their videos," Shashi Seth, head of monetization at YouTube said for Hindustan Times. YouTube has already 10 other regional versions of the online video sharing service and it was rumored that it prepares some other flavors but until now there has been nothing confirmed. The Indian YouTube would be a great chance for local publishers who might be interested in creating channels to promote their content. Earlier this day, it was reported that European Commission's YouTube channel attracted 1 million views so I think it is really worth it. "Together with Google's sales teams, YouTube's India executives will scour the country for television content, music videos and also work with producers to make their products available for viewing. Television viewing in India is limited to just television, even though it is extremely vibrant. With YouTube, television production houses can internationalise their copyright content, even monetise it. Our advertising service will throw up region and topic-specific overlay ads on videos. This revenue will be shared with the copyright holder," the YouTube official added for the [Hindustan Times](#).