

26 April 2007

By: Bogdan Popa, Security and Search Engines Editor



YouTube clip

[Our, Er, Google's YouTube Goes Crazy](#)

One, two, three, four...

YouTube was acquired in October 2006 for \$1.6 billion and was often used with different purposes than the ones mentioned by Google. No matter it managed to save a woman's life or to find and arrest some suspects, YouTube represents an important tool available for free to any user connected to the Internet. In the recent period, YouTube's employees had a different job than to work on the online video sharing service: they were forced to count the companies that allied against the Mountain View-based firm and planned to prepare similar products. However, YouTube proved us it is extremely powerful and the company has nothing to do than hope it will manage to get through the battle and remain the leader of the category. Until then, it will have to improve the video service and make it too powerful for the rivals. The first alliance that announced its plans to dethrone YouTube was formed by the Microsoft and News Corporation, two firms that sustained they are not intending to steal YouTube's users but the features of their service will be similar with Google's. However, it is obviously an important threat for YouTube so the search giant must be prepared and wait for the big launch with some new goodies for the YouTubers. Tomorrow, Google is finally seriously challenged for the first time since it acquired YouTube because Sony announced the latest preparations for a new service. Sony will launch an online video sharing service that will fight against copyright infringement cases as the company intends to monitor the uploaded clips closely and remove any material that infringes the guidelines. Although YouTube is not quite prepared for the launch, I guess it will manage to remain the same powerful leader as Sony didn't promote the big launch too often.