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On the tube

## [PlayStation Channel Debuts on YouTube](#)

### *Care to watch?*

Sony is really eager to get news regarding its gaming consoles and the video games it is developing to potential customers and apparently the content that's available on the PlayStation Network is not enough anymore. The company has decided to partner up with YouTube, the biggest videosharing site in the world, in order to create an official PlayStation Channel which is set to deliver all the content Sony can create, all the time.

The launch took place yesterday and, at the moment, you can check it out and see features related to [SOCOM: Confrontation](#) and MotorStorm: Pacific Rift. There are also some developer interviews uploaded and the company promises that more content will be available shortly.

Sony is also saying that it plans to allow users to upload materials related to its games to the official channel, just as soon as the PlayStation 3 can do this. All you have to do is connect your console to the Internet and use the native PS3 API in order to directly upload video content. The bigger games that Sony plans to launch in the immediate future, like [LittleBigPlanet](#) and SOCOM, are also said to be getting their own channels in order to facilitate the creation of a dedicated community of players.

One of the most pressing issues for all home console manufacturers at the moment is communicating with their customer base. Not all those playing on the Xbox 360, [PlayStation 3](#) or Nintendo Wii read paper magazines or Internet gaming news sites, so Microsoft, Sony and Nintendo are trying to get information to them via a variety of channels, from the content available through the consoles to traditional advertising done via mass media. In addition to the newly released YouTube Channel, Sony has also launched a virtual magazine called Qore for those interested in the PlayStation 3 and the games the console will receive in the future.