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YouTube's Antena 3 page

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[YouTube and Antena 3 to Create New Video Channel](#)

One more partnership added to the list

YouTube launched a new channel on its page after the online video sharing service announced a new partnership with Antena 3, a Spanish broadcaster and one of the largest television channels in the country. It seems like the new channel will provide instant access to numerous programs offered by Antena 3, including Buenafuente, Espejo Publico and En Antena. "The new Antena 3-branded channel on YouTube will allow us to approach our viewers in a totally different way and will give us a chance to target other potential global audiences through this new platform," said Antena 3 general manager of new business development Giorgio Sbampato according to C21Media. As you surely know, YouTube was recently involved in one of the most known copyright infringement accusations on the Internet after Viacom, the owner of MTV and Comedy Central demanded the company to remove almost 100.000 clips from the page. Viacom sustained it considers YouTube receives praises for the content offered by other publishers without paying for it. Although Google removed all the clips provided by Viacom, the MTV owner announced today that it filed a complaint against the video service, requiring \$1 billion in damages. After the Viacom removal was completed, YouTube started a powerful partnership campaign to attract new companies able to provide movies for the video service. Google announced several agreements with NBA, Chelsea FC and BBC to create new video channels hosted on YouTube. The BBC deal is the most impressive because it creates 3 new pages to display entertainment and news content offered by the news service. The partnership with Antena 3 created a new video channel hosted by YouTube that is very similar with the ones designed for NBA and Chelsea FC, having the same format and design but obviously, different content. If you want to view the new video channel, you should click on [this link](#).