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## [YouTube on Its Way to Mobile Phones](#)



*The most popular video sharing website will also be available on cell phones.*

In the exact same day that Google has announced a mobile version, its popular [Gmail](#) service, Chad Hurley, the Chief executive and also the co-founder of the [YouTube](#) video sharing website (a site just bought by Google for the impressive sum of 1.65 billion dollars), has declared through a keynote address at the New York OgilvyOne Digital Summit that YouTube is going to hit the mobile market in the forthcoming year. Hurley has declared that "within the next year we hope to have something on a mobile device, it's going to be a huge market, especially for the video mind-set we're dealing with, it's a natural transition." This is a natural next move for the largest video sharing website on the Internet after the May launch of their YouTube To Go service which allows the website's users to upload video content with the help of their mobile devices, but that doesn't offer them the option to also watch videos available online on the YouTube website. Also, at the same conference, Mike Kelly from AOL Media Network has said that "if you're a company whose business model depends on copyrighted content you can't afford to put all of it up. But if you're concerned about getting the biggest audience and building audience, then you can't ignore that." This new move could be considered as a direct cause of the content deals that YouTube has signed with major [entertainment](#) companies, as Universal Music Group, CBS Corp., Warner Music Group and Sony BMG Entertainment, allowing their staff to think of the future with much more enthusiasm than before and at the same time, getting over the constant fear of copyright infringement law suits.