

CHAPTER 3

THE MARKETING FUNCTION OF YOUTUBE IN MUSIC BUSINEES

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INTRODUCTION

YouTube is an American online video-sharing platform with its headquarters in the San Bruno California Music industry. It is a highly competitive one since artists compete with thousands of new artists. However, YouTube is not only a valuable platform but also a marketing platform to host their music. The tremendously popular video sharing platform is grounded zero for music marketing, and the first place one should post content. According to its mission to give everyone a voice and show them that the world by believing that everyone deserves a voice is evident, its hard work to promote music and the musicians. Users watch 1 billion hours of YouTube videos each day, with music being the most viewed video category by 27% (“Sound Charts,” 2019). The platform has over 1 billion users, works with 80 different languages, the 2nd most engaged online site with most of its viewers in the 18 years to 34 age gaps compared to other websites. It allows users to upload, share, add playlists, report, view, and rate videos and subscribe to other users while offering a wide variety of corporate media and user-generated. Being a subsidiary of Google, which the number 1 most used online set makes YouTube worth considering in terms of marketing since there is no more massive reach online than the combined forces of YouTube and Google.

The History of YouTube

The platform was launched in February 2005 by Steve Chen, Chad Hurley, and Javed Karim, who are the former PayPal employees of PayPal. It’s domain name “YouTube.com” was activated on 14th February 2005 while the video upload options were integrated by 23rd April 2005. Its first video named ‘Me at the zoo’ was uploaded on 23rd April 2005, showing Javed Karim at the San Diego. Since its launch in 2005, YouTube has significantly played a vital role in democratizing video distribution.

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