

# Warner music videos returning to YouTube

September 29 2009

---



YouTube has announced a deal to bring Warner Music Group songs back to the world's most popular online video sharing service.

YouTube on Tuesday announced a deal to bring Warner Music Group songs back to the world's most popular online video sharing service.

"We are happy to announce that Warner Music Group's artists are returning home to YouTube," said Chris Maxcy, head of music partnerships at Google-owned YouTube.

The deal lets Warner share in advertising revenue and post its own ads at channels devoted to the studio's artists, according to YouTube.

Warner will also make money from ads placed with user-generated snippets that incorporate music to which the studio holds copyrights. Warner music will make its comeback gradually at YouTube in coming

months, according to Maxcy.

"We think it's a win for artisans and fans around the world," Maxcy said in a conference call with reporters.

Music videos from Warner, home to Eric Clapton, Kid Rock, Madonna, the Red Hot Chili Peppers, Green Day and other music royalty, were removed from YouTube in December amid disagreement over a new licensing arrangement.

"We've reached a new and expanded agreement with Google and its YouTube subsidiary that will bring WMG content back to the service as early as the end of the year," Warner said in response to an AFP inquiry.

YouTube users will get access to material from Warner recording artists and songwriters and enjoy "an enhanced user experience on YouTube with a feature-rich, high-quality premium player and enhanced channels," Warner said.

The multi-year deal covers the full Warner music catalog, according to YouTube, which declined to provide specific financial details.

With Warner on board, YouTube now features artists from all four of the major music labels together along with hundreds of independent labels.

"This points to the fact that we have been able to partner with the industry," Maxcy said.

Music channels are among the most popular on YouTube and account for billions of the videos viewed.

Warner was the first major record label to make a deal with YouTube to

serve its music videos online.

*(c) 2009 AFP*

Citation: Warner music videos returning to YouTube (2009, September 29) retrieved 11 May 2024 from <https://phys.org/news/2009-09-warner-music-videos-youtube.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.