

British TV channel says to broadcast on YouTube

October 15 2009



The logo of Britain's Channel 4 television station in 2007. The British independent television network on Thursday announced a "pioneering" deal to broadcast its shows on YouTube after first being viewed on TV.

British independent television network Channel 4 on Thursday announced a "pioneering" deal to broadcast its shows on YouTube after first being viewed on TV.

"YouTube and Channel 4 have signed a pioneering content deal that will make the broadcaster's original programmes available on demand, in full and free-of-charge via YouTube in the UK in the coming months," said a statement.

"The strategic partnership marks the first time that a [broadcaster](#) anywhere in the world has made a comprehensive catch-up schedule available on YouTube."

Channel 4 intends broadcasting shows including "Ramsay's Kitchen Nightmares," a series where internationally-renowned chef Gordon Ramsay offers advice to struggling restaurateurs.

Neither group disclosed financial terms of the deal that would run for at least three years and be supported by advertising revenue.

"Channel 4 was the first broadcaster anywhere in the world to make all its commissioned content available online," said Channel 4 Chief Executive Andy Duncan.

"This strategic partnership is another important milestone for us and we're delighted to be combining the power of the '4' brand and the appeal of our content with YouTube's unrivalled reach and reputation online."

The number of views on the video-sharing website has surpassed one billion a day, the co-founder of the site Chad Hurley said last week on the third anniversary of its acquisition by [Google](#).

YouTube's director of partnerships Patrick Walker on Thursday said the deal was in reaction to calls from the site's followers for it to broadcast full-length shows.

"This partnership demonstrates our commitment to bringing an even greater range of content to [YouTube](#) and we look forward to other similar agreements to come," he added.

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Citation: British TV channel says to broadcast on YouTube (2009, October 15) retrieved 13 March 2024 from <https://phys.org/news/2009-10-british-tv-channel-youtube.html>

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