

YouTube mobile video viewing tops 200 mln a day

January 13 2011



This file picture shows Lady Gaga as she arrives on the red carpet for the 2010 MTV Video Music Awards. YouTube has said it is serving up more than 200 million videos daily to smartphones and other Internet-linked mobile devices, including those by Lady Gaga

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News of the milestone came as the Google-owned video-sharing service began routing Vevo music videos from artists such as Lady Gaga and U2 onto smartphones powered by newer versions of Google-backed Android software.

"As the world goes mobile and more people watch videos on their [smart phones](#), we expect more partners will take advantage of these new mobile advertising capabilities and make more of their content available across more devices," [YouTube](#) mobile product manager Andrey Doronichev said in a blog post.

Android smartphones running on "Froyo" or newer versions of the mobile operating software will be able to access Vevo's music video library using a free YouTube application, according to Doronichev.

Vevo music website is a joint venture between [Google](#), Sony Music Entertainment, Universal Music Group, and Abu Dhabi Media and has deals to feature content from EMI and independent recording labels.

Revenue will be generated from advertisements played prior to music videos starting, according to YouTube.

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Citation: YouTube mobile video viewing tops 200 mln a day (2011, January 13) retrieved 20 March 2024 from <https://phys.org/news/2011-01-youtube-mobile-video-viewing-tops.html>

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