

YouTube considers offering ad-free subscription

October 28 2014



The "YouTube" logo is seen on a tablet screen on December 4, 2012 in Paris

YouTube viewers might get the option of paid subscriptions for ad-free access to the popular online video-sharing service.

Subscriptions and even a streaming music service are among new options that YouTube is considering offering its more than one billion users, YouTube chief Susan Wojcicki said at a technology conference in

California late Monday.

"YouTube right now is ad-supported, which is really great in the sense that it has enabled us to scale to a billion users; anyone can access the content," Wojcicki said in an online video clip of her on-stage conference chat.

"But there are going to be cases where people will say, 'I don't want to see the ads,' or, 'I want to have a different experience.'"

Wojcicki also confirmed rumors that YouTube is working on a streaming music and [video service](#) that could compete with the likes of Pandora and Spotify.

She did not provide many details, but Wojcicki said she is optimistic the [music service](#) will debut soon.

"We are thinking about how to give users options," Wojcicki said.

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Citation: YouTube considers offering ad-free subscription (2014, October 28) retrieved 10 April 2024 from <https://phys.org/news/2014-10-youtube-ad-free-subscription.html>

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