



**RUKMINI DEVI**  
Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A' Grade
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CSI, CII, DELNET, FICCI, TIE Delhi -NCR



An ISO 9001 : 2008  
Certified Institute

Guest Lecture  
On  
“YouTube”

Topic:	Session on “YOUTUBE” by Mr. Prashant Arya, Technical Account Manager, YouTube at Google.
Date of event:	September 04,2013
Aim of the event:	The aim of this event was to share knowledge on the YouTube eco system, its technology enablers, content id, ad server, its application developer and infringement checks.
Description of the event.	<p>Sir began the session by discussing the popularity of ‘YouTube’ which is second largest search engine after Google. The concept is brilliantly simple. People post videos on YouTube and watch and comment on the videos others have posted. The videos can be anything from a simple rant into a cell phone camera by a frustrated teenager to a favorite sports clip Tivo'd off of ESPN - and everything in between. The numbers generated by YouTube are staggering. One hundred million videos are on the YouTube servers, with 65,000 new ones uploaded every day.</p> <p>Sir went on to discuss the important features of YouTube along with query handling from student’s side on each feature. Following were the highlights:</p> <ul style="list-style-type: none"> <li>• Video technology <ul style="list-style-type: none"> <li>○ Play back - Viewing YouTube video on a personal computer requires the Adobe Flash Player plug-in to be installed on the browser.</li> <li>○ Uploading- All YouTube users can upload videos up to 15 minutes each in duration.</li> <li>○ Quality and codecs - YouTube videos are available in a range of quality levels.</li> </ul> </li> <li>• Content accessibility -YouTube offers users the ability to view its videos on web pages outside their website. Each</li> </ul>

YouTube video is accompanied by a piece of HTML that can be used to embed it on any page on the Web.

- Platforms- YouTube's videos have been available for viewing on a range of products.
- Localization- YouTube interface suggests which local version should be chosen on the basis of the IP address of the user.
- Social impact- YouTube was awarded a 2008 Peabody Award and cited for being "a 'Speakers' Corner' that both embodies and promotes democracy.
- Revenue sources- The vast majority of videos on YouTube is free to view and supported by advertising.
- Copyrighted material -At the time of uploading a video, YouTube users are shown a screen with the message "Do not upload any TV shows, music videos, music concerts or advertisements without permission, unless they consist entirely of content that you created yourself.
- Content ID- YOUTUBE has built in automatic detection mechanism of uploaded videos that infringe copyright
- Application developer -The Data APIs let you incorporate YouTube functionality into your own application or website. You can perform searches, upload videos, create playlists, and more.
- Ad Server - The technology allows YouTube to be part of a greater network of distributors, which is a strategy many content owners are adopting.

The session proved a key to enhance our skills and grow up as IT professionals. The speaker explained many things in detail and handled all the queries with expertise. It was a great learning experience indeed. Speaker concluded the session by playing "The most viewed video on YouTube", the music video of the song "Gangnam Style" which was added to the site on July 15, 2012, and became the first YouTube video to receive over 1 billion views on December 21, 2012. The music though played for few seconds refreshed every mind and soul with huge round of applause.

