

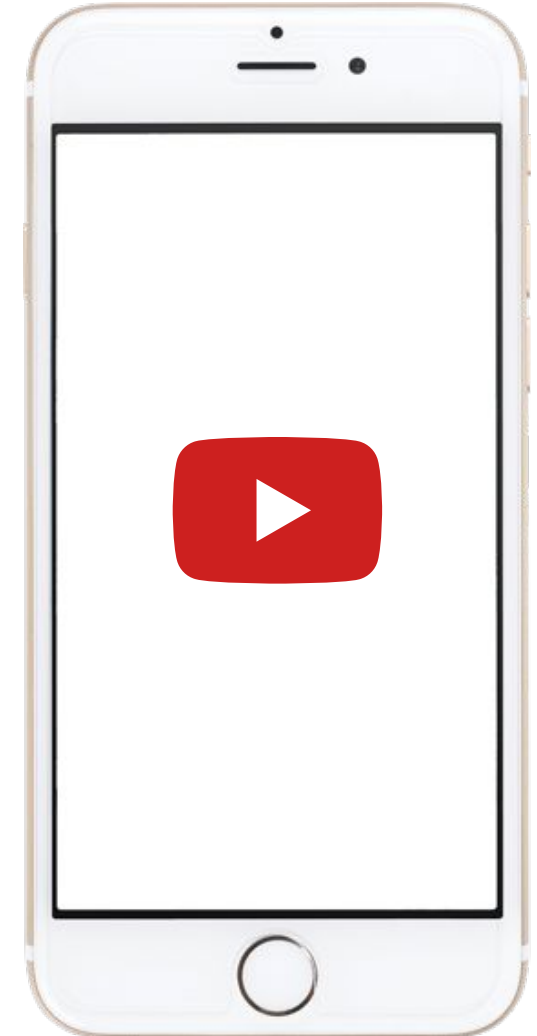
You Tube

Investor Funding Elevator Pitch Deck

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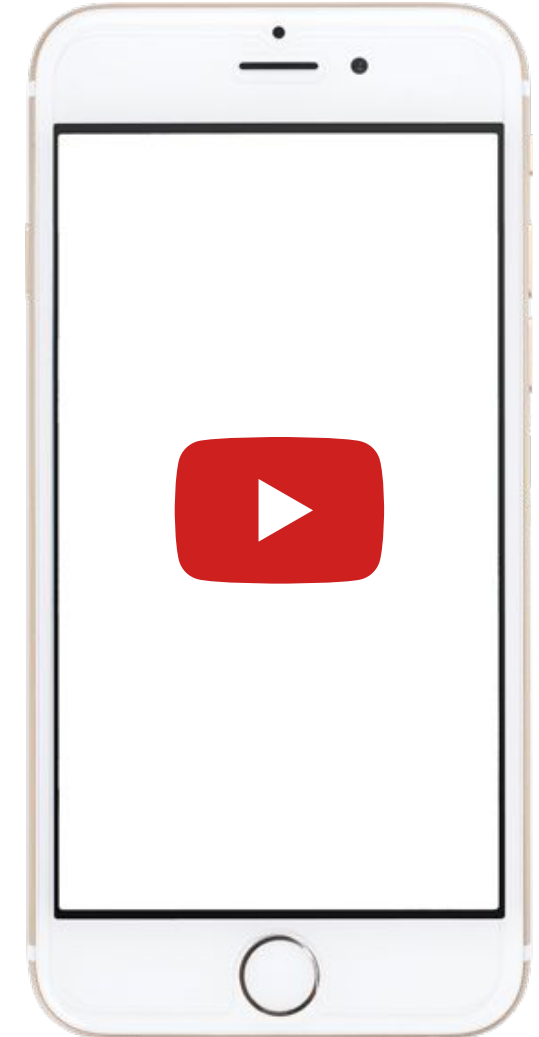
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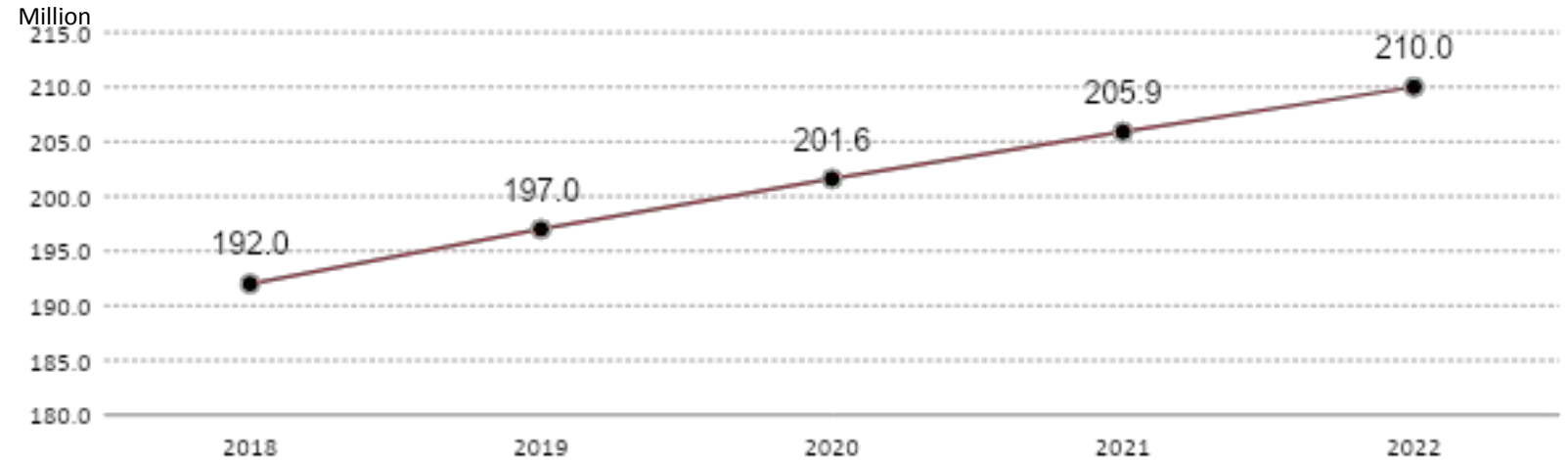
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Details About YouTube as Video Sharing Platform

This slide caters details about YouTube as a video sharing platform, in terms of technology utilized, headquarters and mission statement, estimated rise in YouTube viewers in US and its primary revenue streams.

- YouTube is **video – sharing platform** developed in February 2005
- Allows users to **upload, view and share videos**
- Technology utilized – **Adobe Flash video and HTML 5 technology**
- Present **video content** such as video clips, TV clips, music videos or amateur content in terms of video blogging, short original movies or educational videos
- Headquarters – **San Bruno, California**

Estimated Rise in YouTube Viewers in US



Mission Statement



We believe that everyone deserves to have a voice and that the world is better place when we listen, share and build community through our stories

YouTube's Primary Revenue Streams



Advertising



Paid Membership

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Addressing Purpose Defining YouTube's Brand and Culture

This slide caters details about YouTube's purpose that act as a driving force in enabling firm in defining its brand and culture and it caters details about the three mantras that reflect its purpose in market.

Emerge as primary outlet of user generated video content on internet and allow everyone to upload, share and browse this content



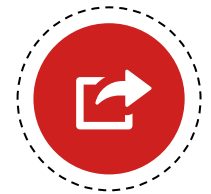
You Three Mantras Reflecting its Purpose



Upload Content



Browse Content

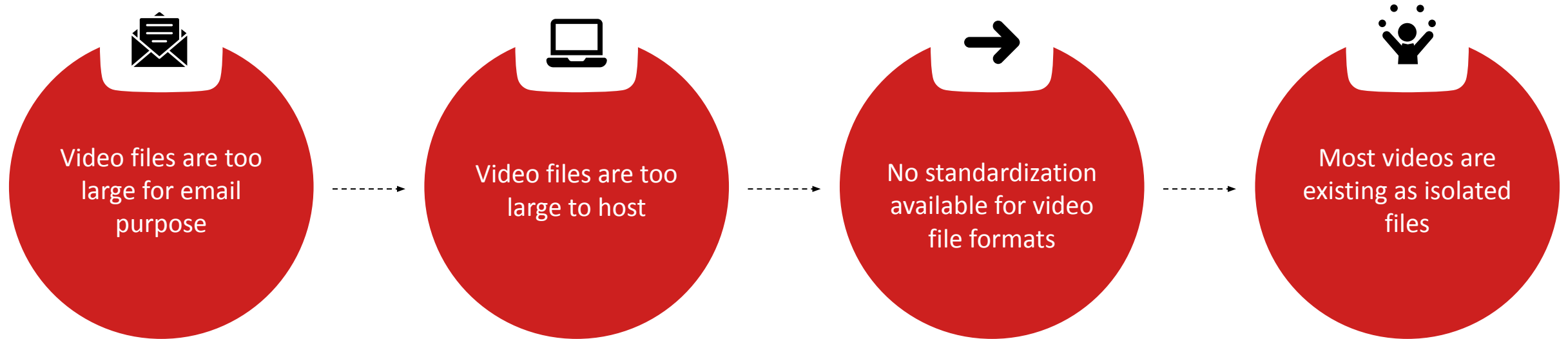


Share Content

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Addressing Various Problems Limiting User Experience

This slide caters details about several problems that existing in market which are faced by prospects. These pain points are harnessing overall user experience due to large video size, no standardization, etc.



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What Solutions are Provided by YouTube

This slide caters details about solutions rendered YouTube in order to solve issues mentioned by providing platform to upload videos and video conversion for accessibility.



- YouTube enables consumers in uploading videos
- YouTube will ensure serving content to millions of viewers



- YouTube's video encoding back- end will convert uploaded videos into Flash Video



- YouTube caters community that ensures connectivity of users to videos, users to users and videos to videos



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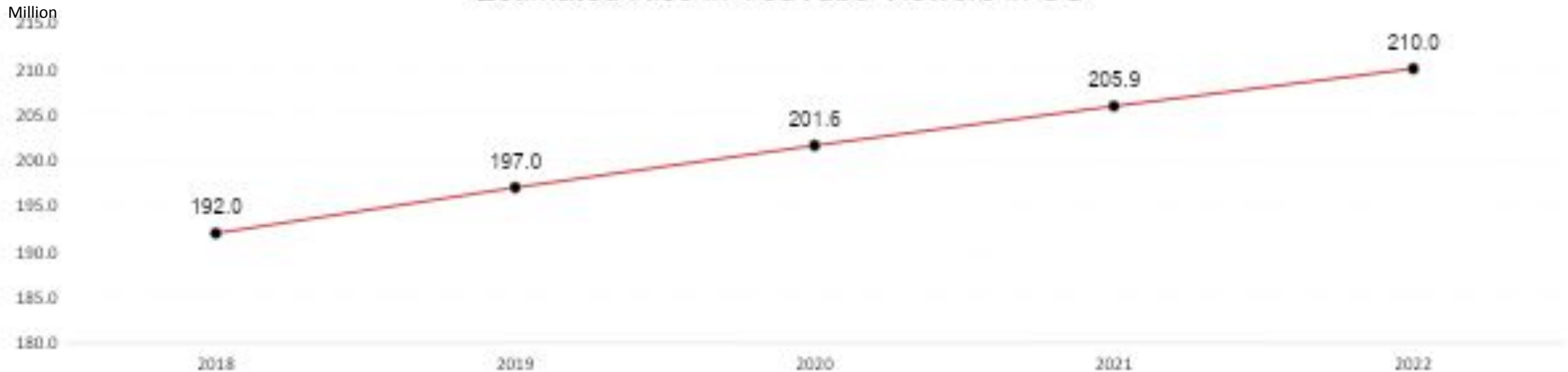
Determine Potential Market Size for YouTube

This slide caters details about potential market size for YouTube with affordability to mass video production and accessibility of broadband internet to critical masses as video delivery platform.

Digital video recording technology has emerged affordable for mass production and enable integration into existing consumer products

Broadband internet at home has become reality with critical masses enabling Internet as viable option delivery mechanism for videos

Estimated Rise in YouTube Viewers in US



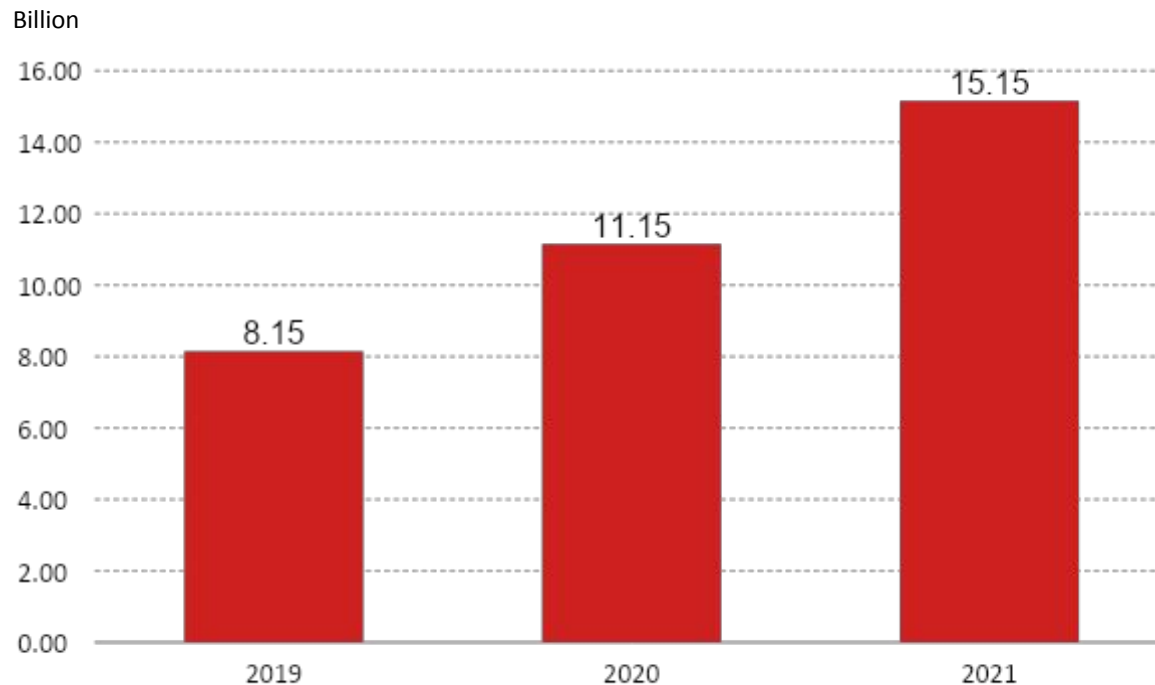
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Determine Profitable Business Model of YouTube

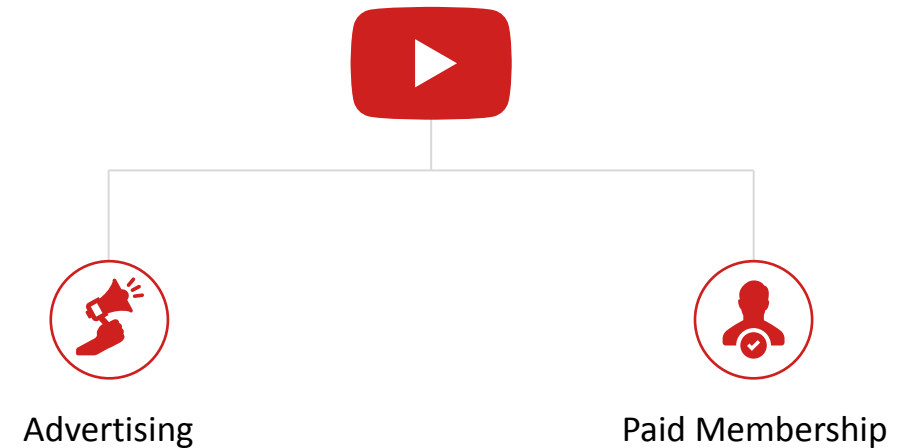
This slide caters details about profitable business model for YouTube by addressing its primary revenue streams and its advertising network.

YouTube was acquired by Google in 2006
Advertising is primary driver of Alphabet's Googles Revenue

YouTube advertising network is part of Goggle Ads and generated more than \$15B revenues in 2019



YouTube's Primary Revenue Streams



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Subscription based Paid Membership Services Offered by YouTube

This slide caters details about subscription based paid memberships services rendered by YouTube in terms of YouTube Premium, YouTube Originals, YouTube Music, etc.



YouTube Premium

- Ad – Free videos – Able to watch millions of videos without ads
- Download videos to watch offline – Store videos and playlists on mobile devices and play them offline
- Play in background – Allow playing of videos during usage of other applications or when screen in off



YouTube Music

- Seamless exploring of world of music with new and advanced YouTube music app
- Add – free music – Listen to millions of songs without ads
- Download music to listen offline – Music storage and playlists in YouTube music app and listen offline
- Play in background – Allow playing of music during usage of other applications or when screen in off



YouTube Originals

- YouTube's original series catering movies
- Movies of drama - featuring award winning actors to comedies in association to YouTube creators and documentaries involving multi –platinum artists
- Access to YouTube originals with YouTube memberships on all devices



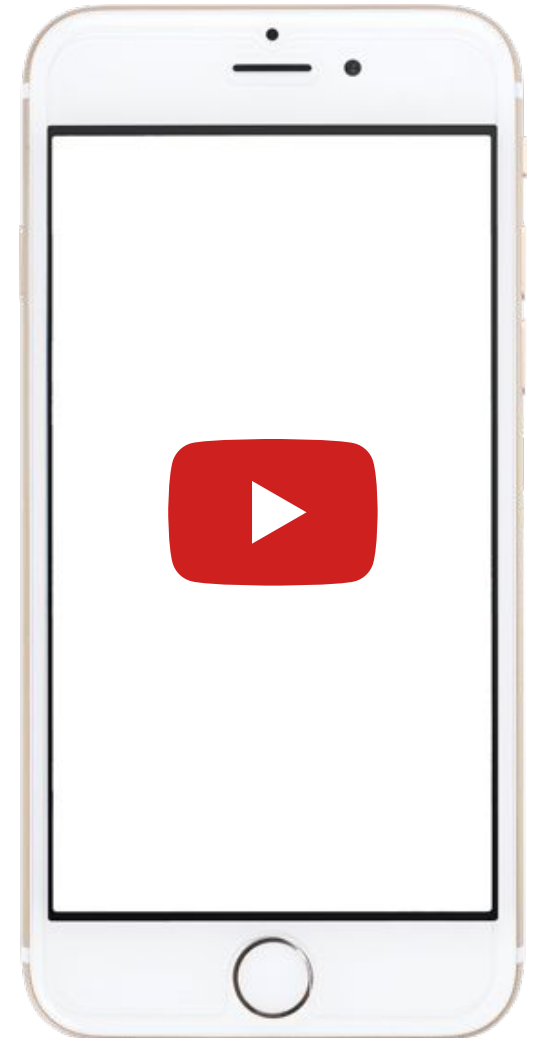
YouTube Kids

- Ad – free and offline play in YouTube Kids apps



YouTube Gaming

- Ad – free, offline, background play in YouTube gaming app
- Allow optimum experience for watching gaming videos



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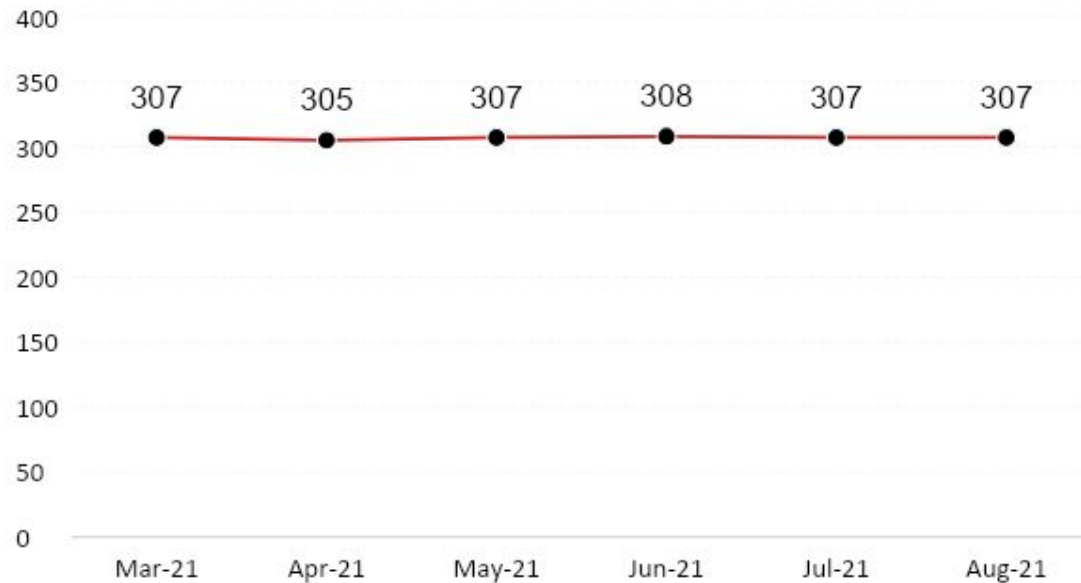
Explosive Growth of YouTube Platform

This slide caters details about explosive growth of YouTube and emerging as popular video sharing platform with impressive metrics.

YouTube has emerged as second popular site across the globe, after Google with commendable engagement metrics

Total Visits

On desktop & Mobile Web, in the last 6 Months



Engagement

Total Visits

29.69B
^0.39%

Avg. Visit Duration

00:23:20

Pages per Visit

9.84

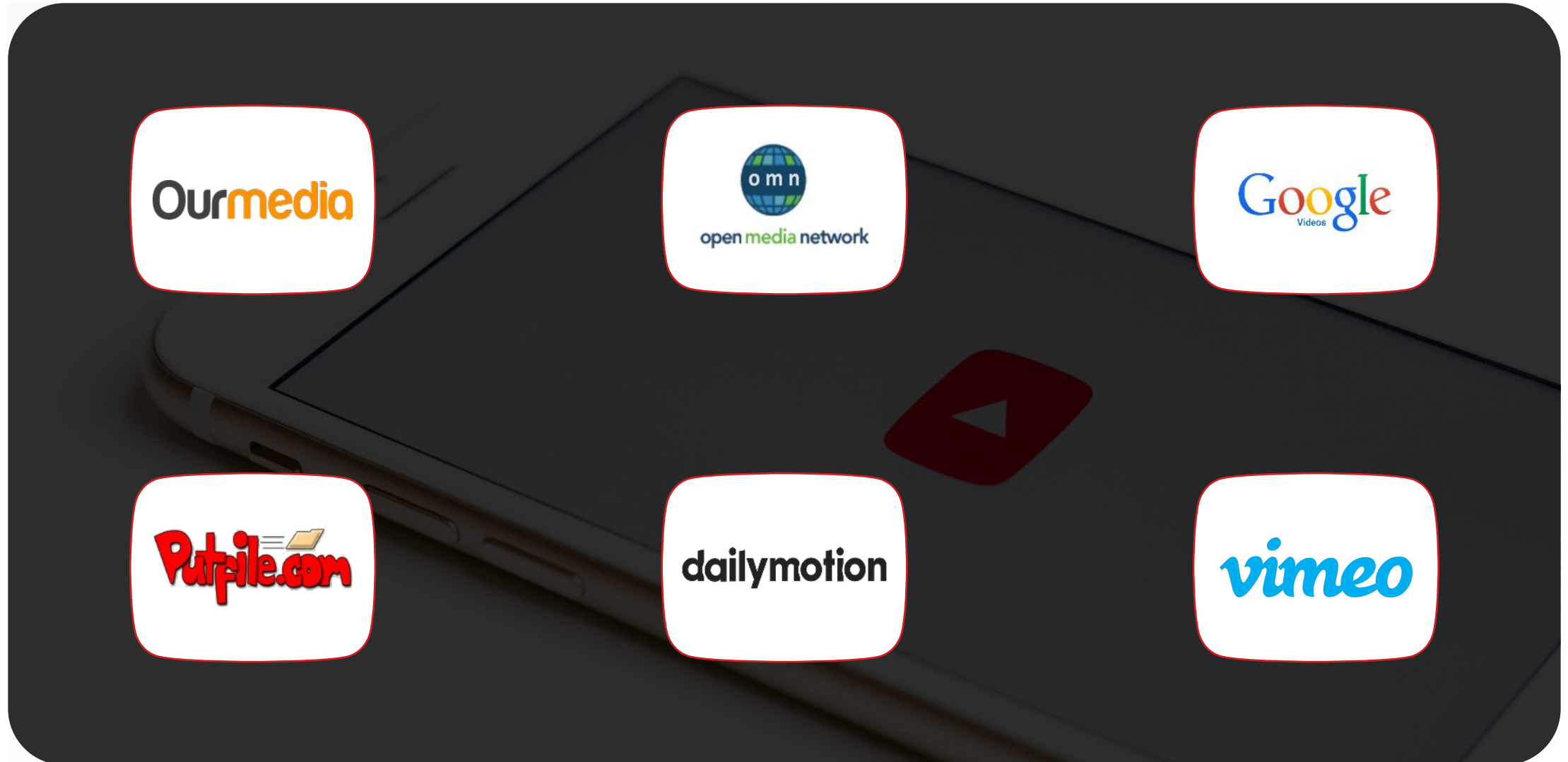
Bounce Rate

24.80%

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Competitive Landscape Addressing Major Competitors Existing in Market

This slide caters details about major competitors of YouTube existing in market such as google video, daily motion, vimeo, etc.



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Determine YouTube Product Development Process

This slide caters details about present state of product, features existing in pipeline and future scenario for product scaling.



**Phase
01**

Community

**Phase
02**

Open Architecture

**Phase
03**

**Targeting Potential Vertical Markets with Video
Content Requirements**

**Phase
04**

Determine Features Presently in Development

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Addressing Sales and Distribution Channels for Revenue Generation

This slide caters details about various sources/channels for sales and distribution in generating revenue through advertisements, premium content charges, etc.



Advertisements

**Cater as For – Pay
Distribution Channel for
Promotional Videos**



**Charging Member's for
Premium Content**

**Charging Member's for
Premium Features Available**



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Details About Key Members Involved in YouTube Founding Team

This slide caters details about key members associated to YouTube founding team.



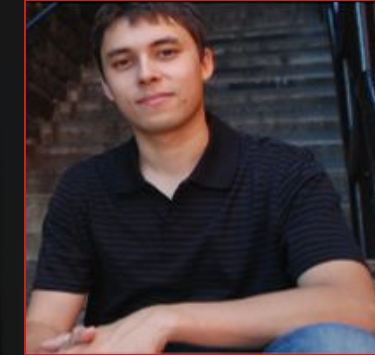
Steve Chen

Add Description Here



Chad Hurley

Add Description Here



Jawed Karim

Add Description Here

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