



May 5, 2015

YouTube Turns 10 Years Old

MARKETING

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On April 23 2015, YouTube, the largest video-sharing social media website, turned 10 years old. This anniversary gives us a good excuse to look at its relevancy.

History of YouTube

The domain name www.youtube.com was activated in February 2005, and co-founder Jawed Karim's 18-second-long self-produced video titled "Me at the zoo" was uploaded April 23, 2005, becoming the first user content. YouTube's development was funded as a venture capital technology startup in late 2005, and the official launch was in November 2005. By the next July, more than 65,000 new videos were being uploaded every day, and today, CNN reports over 300 hours of user-generated content is uploaded every single minute, there are over 1 billion active users, and each visitor spends an average of 15 minutes on the site.

YouTube has had a measurable social impact on our world. One powerful aspect of YouTube is its grass-roots following, and its ability to connect nearly everyone around the globe. The site won a Peabody award in 2008 for promoting democracy. A study by the Pew Research Center concluded that YouTube had become an important news outlet, and YouTube revolutionized the term "visual journalism."

YouTube is a leading carrier, shedding light on social issues globally, such as equality, anti-bullying, discrimination, environmental issues, political freedoms and an honest government. We've all been exposed, and probably affected, by a socially relevant YouTube video.

From a business perspective, businesses of all sizes have new, largely untapped visual communications channels to communicate their message. AICPA has a robust YouTube Channel, providing content specific to Young CPAs, Tax Tips, Financial Literacy and Thought Leadership. The Ohio Society of CPAs features a YouTube "Spotlight Series," which offers a bimonthly discussion with newsmakers and thought leaders in the business community about issues important to Ohio CPAs. The Pennsylvania Institute of CPAs offers a unique "Asked and answered" video series, which provides an update on PICPA news and initiatives, and its "Money and Life TV," where PICPA members provide tips to consumers on tax, personnel, and finance.

For anyone not aware of the AICPA, PICPA or OSCPA YouTube Channel, please click on the links below:

- <https://www.youtube.com/user/AICPAMultiMedia>

- <https://www.youtube.com/user/PaInstituteofCPAs>
- <https://www.youtube.com/user/TheOhioSocietyofCPAs>

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