

Brief overview of the company essay



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The transmission of the internet has revolutionized the business arena of video sharing. The use of the Internet is changing high-tech video sharing overnight while different industries have been trying to use it as part of their marketing strategy.

It does not only changed the manner various video sharing companies perform transactions and the manner the customers patronize these services but it also become essential in changing the value chain, establishing a new distribution medium (Haley, 2007). Video sharing is a powerful tool used by different business organizations around the world. It pertains to the process of achieving business objectives utilizing electronic communications technology. Today, the internet has transformed into more than just a channel for research and communication, it also has changed into an environment to perform world business transactions. Not any one organization can ignore the culture and beliefs of various nations where they are growing (Felix, 2006). The use of a video sharing website, for example, involves not only language but also the utilization of local cultures and social systems.

A company must be conscious about such differences and serves clients with different needs will thrive in the 21st century. Youtube. com has changed the way of life of many people worldwide. With the advent of such website, it brings convenience and easy mode of information transfer and video sharing among people of diverse locations.

Youtube. com, as one of the most popular form of new mass communication and video sharing technology, has long been of full use and advantage to all

sorts of businesses especially those who are in need of efficient and wide market reach on which to channel their promotional messages. Business, information and entertainment have been communicated with ease through such technological revolutions and websites. Youtube. com has led individuals particularly those in the business environment to use a tactic that would be beneficial in improving the economic value of any company through video and information sharing (Cornfield, 2006).

Youtube. com is an online video sharing website and was established as a micro enterprise in the United States during 2005. It is among the most south-after online video sharing service provider. The organization has implemented the innovative technology because of the reason that it has fast growth in the areas of its operations such as turnover and a dramatic resurgence in share value since public floatation in 2005 (Dyrli, 2006). Moreover, Youtube. com is essentially an information broker and sells through the use of online process.

It is a disruptive technology since it holds a small, though increasing and inventory and that outsourced most of the aspects of its operations. The organization can best handle an innovative video sharing technology through an active interaction medium between the mergers and alliances with their highly regarded competitors as well as other on-line companies and service providers as a strategy (Perkins, 2006). Even though there are a couple of online video sharing websites that emerged before Youtube. com, it holds the distinction among the first major pioneers in American as well as worldwide video sharing. Today, the ambition of Youtube.

com is to amicably become a premier video sharing website through leveraging on its brand and model in business.