

Viral: Both YouTube's marketing strategy and growth as a result have been viral in nature. From holding promotions such as the iPod Nano daily giveaway to having an external video player that can be placed on any website and can link back to their own, Hurley and Chen created a platform that continues to grow at an exponential rate.⁵ Well-Timed: Some have suggested that YouTube's success was due to a perfect storm⁶ of environmental factors. More to the point, it was Hurley and Chen's ability to not only notice, but also take advantage of that storm that pushed them to the top. From the lessening of the cost of bandwidth and digital cameras to the growth of online social networks, Hurley and Chen created a company that was right for the times.⁷ Focused: Hurley and Chen were never out to create a money-making machine. They wanted to create a sustainable business, but also one that meant something to its users. And so, instead of overloading its pages and videos with advertisements, Hurley and Chen are being careful and testing the waters as to which ads will work, and where. They are refusing⁸ to lose sight of⁷ their number one priority, their user. YouTube put the right technology out there to meet a need, but it did so much more than that. It created a simple and unique way for people to connect with each other. It has become the fastest-growing video sharing site of all time, all the while outliving the critics' claims that it is just⁸ another teenage fad that will soon die down. With the Google buyout, the company faces a more uncertain future in terms of how it will operate and who will call the shots.^a One thing is for sure, however, and that is that Hurley and Chen are still here, and their business is still booming.