



**Opening Statement of David Eun
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before the Federal Communications Commission

***En Banc* Hearing on
"Broadband and the Digital Future"
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Thank you, Chairman Martin and Commissioners, for convening this hearing, and for inviting me to discuss with you broadband and the digital future. My name is David Eun, and I am Vice President for Content Partnerships at Google.

Google's commitment to freedom of expression is at the core of everything we do. Our mission is to organize the world's information, and make it universally accessible and useful. We are committed to creating products that democratize innovation, encourage free expression and, of course, organize the world's information.

THE ONLINE VIDEO REVOLUTION

Video sharing services like YouTube, AOL Video, Revver, and hundreds more, have been instrumental in catalyzing the Web 2.0 phenomenon. These services allow people to discover, experience, and share originally created videos. In 2005, when YouTube was founded, the idea of millions of people using an Internet video platform seemed far-fetched. Today, YouTube's customers view hundreds of millions of videos every single day, and thirteen hours of videos are uploaded to YouTube every minute.

ACCESS TO KNOWLEDGE

Over the past year we have built relationships with over 100 leading colleges and universities in the US and abroad, including Stanford, Berkeley, UNC Chapel Hill, University of Barcelona, Kyoto University and of course CMU. Through YouTube these schools are sharing their intellectual riches with a worldwide audience of students, faculty, alumni, and self-learners. From MIT posting 50 full courses across 20 disciplines, to CMU's very own Professor Randy Pausch's "Last Lecture", to UCSF educating the public about diseases such as Alzheimer's, YouTube has arguably become the single greatest source for educational video on the Internet.

DEMOCRATIZING CREATIVITY

YouTube and other video community sites have helped substantially lower the barriers to entry of many industries. By facilitating wide-spread dissemination and exposure, video sharing platforms allow artists, educators, and ordinary people to share their talents with a global audience, bypassing the gatekeepers. Moreover, from the NAACP and Black Press Radio, to Asia Society, to local station groups from Hearst/Argyle, and Tribune, YouTube also enables diverse and localized voices from across the social, political, and geographic spectrum.

ENCOURAGING FREE EXPRESSION

Digital media is also a powerful platform for propagating political opinions, religious views, personal perspectives, and other core speech. Just a few years ago, the Internet was barely a part of political campaigns. In this election season, it's become a low-cost core tool for candidates and political activists all over the world to get their message out. As importantly, individuals are creating their own videos and engaging in the political process by communicating with one another. YouTube has become the world's largest town hall.

Video platforms are making an impact not only in the US, but also around the world. For example, when the military government of Myanmar cracked down on protests by Buddhist monks in 2007, citizen journalists used tools like Blogger and YouTube to share vital information -- acting as a vital resource for traditional news outlets. Closer to home, local TV stations find that YouTube enables distribution and investment in local content.

SO WHAT'S NEXT?

The boom in online video is going to continue to shift the ways people create and consume media. If I had to identify a few future trends, I would point to the following:

First, video will establish itself as an almost universal tool for communication. Just as blogs and e-mail transformed written communication, services like YouTube are now providing a place for richer and more immediate forms of expression.

Second, a critical mass of content will continue to be built from small, niche communities online, allowing ubiquitous coverage of our world from many unique perspectives.

Third, digital media will increasingly empower users to take control of what they watch, where and when they watch it, and whatever device. Busy consumers want to access media on their own schedules and the ability to share their creativity in quick, convenient ways.

One final point. As YouTube expands globally, there is tremendous potential for video to enhance public diplomacy. Already, the content on our platform demonstrates the freedom of expression that exists within and beyond our borders. Even when nations disagree, video brings a human element to dialogue that enhances understanding. Palestinian and Israeli children exchange videos documenting their daily lives. In Iraq, American and British soldiers -- as well as Iraqi citizens -- share their experiences with YouTube audiences around and the world.

PRESERVING AND EXTENDING THE OPEN PLATFORM

Consumers are also creators, speakers, and concerned citizens. YouTube is only one of many innovations that is transforming our lives. And it shouldn't be the last. If we want to promote a bright broadband future, we ought to remember the qualities that allowed this explosion of free speech and innovation to occur so far.

The Internet is extraordinary because it allows anyone to reach anyone else, anywhere, on a level playing field. YouTube was born of this open platform, and it is important that the Internet remain an open platform to allow the next YouTube, or eBay or Skype or Facebook to come about. Thank you.