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“The war of metrics has begun”
Nurlan Urazbaev

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YouTube: the way of the future?

by Paul Mallaghan, Europe correspondent

The latest software release from Dutch digital-signage application specialist Netpresenter will support YouTube videos, Adobe Flash, and news tickers. Netpresenter 5.0 enables playback on PC desktops, as well as large-format displays.

Frank Hoen, CEO of Netpresenter, believes that we'll be seeing a lot more embedded YouTube clips broadcast on screen-media displays, opening the doors for user-generated content (UGC).



"YouTube is the 'killer app' for user-generated video content and the way they decide to handle advertising will change the industry," he said. "YouTube content [as pictured] is easy to produce and handle. It eliminates bandwidth/server space charges because YouTube pays, making video much more affordable."

SCREENS.tv asked Hoen if the ability to add YouTube clips, news tickers and Flash animations could lead to more cluttered, ineffectual displays. "It's up to the designer or editor to make sure he creates an effective presentation," he said. "And I assume in a high-tech disco, it will look a lot more flashy than in Harrods. Who are we to judge a design? We merely provide them with the tools. And users ask for news tickers,

Flash and YouTube, so we give it to them."

Hoen sees Netpresenter's software as enabling advertising on everything from ATM machines to personal computers, via company messages and screen-savers: "It's not just about big screens any more," he added.

The concept of UGC, which has revolutionised some Internet advertising models, has been gaining momentum in the screen-media world. The issues of relevance and potentially inappropriate content have perhaps left some operators puzzling how best to integrate it, but the lure of free content and the current "cool factor" are likely to encourage continuing uptake of UGC.

www.netpresenter.com

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