Reading Passage The Youngsters Behind YouTube: Steve Chen and Chad Hurley by Evan Carmichael "Everybody aspires to be a star:' says Steve Chen, a Taiwanese immigrant who came to the United States with his family in hopes of a better life. Chen's aspirations became a reality when he, along with Pennsylvania-born Chad Hurley, created what is today the world's largest s online video website. YouTube has now become a global sensation, propelling both Hurley and Chen to the top of Business 2.0's list of "The 50 People Who Matter Now."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.s Well-Timed: Some have suggested that YouTube's success was due to a 70 perfect storm6 of environmental factors.User-Oriented: Hurley and Chen knew from personal experience how difficult it was to upload and share videos online.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.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.the birth of a revolution beginning of a dramatic change in the way things are done 4 Chapter 11 The Youngsters Behind YouTube Viral: Both YouTube's marketing strategy and growth as a result have 65 been viral in nature.By. prioritizing its users' needs and being as easy and interactive as possible, YouTube was able to find a loyal audience.From long-lost '80s music videos, to political speeches, to the current events of today, you are almost guaranteed to find it on YouTube.It has become the fastest-growing video sharing site of all time, all the while outliving the critics' claims that it is just 85 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.that numbers in the millions.

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