By Kenneth Li

27 minutes ago

NEW YORK (Reuters) - You won't find clips of comedian Jon Stewart's "Daily Show" and MTV's "Pimp My Ride" on YouTube any more, but Viacom Inc. is laying the groundwork for its videos to be available to hundreds of thousands of other sites.

In the next few months, Web users will be able to grab videos from nearly all MTV-owned sites and post them on their own blogs or Web sites, lessening the need to go to YouTube (http://www.youtube.com), the top online video service that Google Inc. acquired last year.

Viacom, owner of MTV Networks and the Paramount movie studio, had been planning for this move months before it demanded earlier this month that YouTube remove more than 100,000 unauthorized Viacom video clips from its site, after failing to reach a distribution deal.

"We need to open up our Web sites and content both for consumers and for other companies," Mika Salmi, MTV Networks president of global digital media, said in an interview last Friday.

Viacom, owner of MTV Networks and the Paramount movie studio, had been planning for this move months before it demanded earlier this month that YouTube remove more than 100,000 unauthorized Viacom video clips from its site, after failing to reach a distribution deal.

"We need to open up our Web sites and content both for consumers and for other companies," Mika Salmi, MTV Networks president of global digital media, said in an interview last Friday.

The move is part of a strategy to bring Viacom's Web sites up to "Web 2.0" standards, Salmi said. "Part of that is allowing people to take our content and embed it and make your own things out of it, whatever they want," he said.

MTV, once the arbiter of cool for hip young viewers, is now playing catch-up to online social networking like News Corp.'s MySpace. MTV had tried to buy MySpace, but lost...
social networks like News Corp.'s MySpace. MTV had tried to buy MySpace, but lost out to Rupert Murdoch, leading to the ouster of Viacom's chief executive.

STAYING RELEVANT

Viacom has not ruled out a deal with YouTube yet, while analysts say the dust-up is mere negotiating tactic. But Viacom also sees staying relevant to a new generation of media consumers as a top priority. To do so, they are borrowing ideas from the very companies they compete against.

Since December, Viacom's Comedy Central Web site has been allowing viewers to embed its videos on their own sites. Other Viacom brands, such as iFilm and AddictingGames, have offered this feature even longer.

The idea, borrowed from sites like YouTube and MySpace, helps Viacom rely less on sites like YouTube by reaching viewers wherever they migrate, even if it is a friend's blog page.

At the same time, the company can control its own programing and advertising.

"Viral consumer-promoted video is a powerful thing to (Viacom)," Forrester Research analyst James McQuivey said. "An embedding move means they get it -- they're not playing ostrich."

Connecting MTV Network's global network of more than 150 Web sites has been time consuming, but executives see linking the myriad technological platforms as a key to its future.

"The biggest concern is I want consumers to find our stuff," Salmi said.

Reaching viewers everywhere they go has been a key tenet of new business models on the Internet. Even as companies explore their own strategies, several big media companies, including Viacom and News Corp., have discussed forming a rival to YouTube, sources said earlier.

Viacom Chief Executive Philippe Dauman said in November that the company had a "good chance" to generate $500 million in sales from its digital properties in 2007.

The company plans to invest more heavily in new networks and digital properties. MTV Networks said it would cut about 250 U.S. jobs to reduce costs and invest in its "television and digital future," according to an internal memo at the division.

Email Story    IM Story    Printable View    (What happened to the "Discuss" option?)

RECOMMEND THIS STORY
Recommend it: Average (1 vote)

Technology News
Developing nations to test new $150 laptops
Omnifone unveils rival to iPhone, iTunes
Phone and software makers urge cheaper

Most Viewed - Technology
Developing nations to test new $150 laptops
RIM to introduce newest BlackBerry
Nokia unveils 6 new models, YouTube
MTV videos to be available to all Internet users – Yahoo! News

Web mobiles Reuters
RIIM to introduce newest BlackBerry AP
Nokia unveils 6 new models, YouTube partnership Reuters

Technology & Health Video

Anna Nicole tributes explode across Internet AP - 47 minutes ago
New Toys for the New Year ABC News - 2 hours, 13 minutes ago

School closing alerts go high-tech AP - Mon Feb 12, 9:58 AM ET
Digital Rights Debate ABC News - Fri Feb 9, 10:04 PM ET

Search: [ ] All News [ ] Search Advanced

Home | U.S | Business | World | Entertainment | Sports | Tech | Politics | Science | Health | Travel | Most Popular | Odd News | Opinion

Copyright © 2007 Reuters Limited. All rights reserved. Republication or redistribution of Reuters content is expressly prohibited without the prior written consent of Reuters. Reuters shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.

Copyright © 2007 Yahoo! Inc. All rights reserved.

Questions or Comments
Privacy Policy - Terms of Service - Copyright/IP Policy - Ad Feedback