

YouTube Gets Brazilian Version and Speaks Portuguese

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Brazil is getting its own YouTube. Google has announced, this Tuesday, June 19, the launching of its video channel in several languages in nine countries, among them Brazil. The announcement was made in Paris, during a press conference by the YouTube creators, Chad Hurley and Steve Chen.

When Internet users access the address <http://br.youtube.com> or www.youtube.com.br now, they find the site menu and the national videos all described in Portuguese.

Besides Brazil there are now local version of YouTube in France, Ireland, Italy, Japan, Netherlands, Poland, Spain and the United Kingdom.

YouTube has already signed various major international content partners including broadcasters such as the BBC, France 24, the Spanish Antena 3 and Cuatro TV, the Portuguese RTP, the Dutch VPRO and NPO; European football clubs such as Chelsea FC, AC Milan, Barcelona FC and Real Madrid; and non-profit organizations such as Greenpeace, Friends of the Earth, UNHCR and Médecins du Monde.

As part of this first-stage rollout, each respective site is fully translated, with local homepages and search functions. Over time, Google promises, each local site will benefit from an entirely "local" experience that will allow for country-specific video rankings and comments, as well as Video, Channel, Categories and Community sections.

"Video is universal and allows people around the world to communicate and exchange ideas. With our announcement today we are expanding upon our already global platform to make it even more relevant for our local communities," said Chad Hurley, YouTube's co-founder and CEO.

"YouTube will now be more accessible and interesting to a worldwide audience, and we look forward to rolling out in other countries in the months to come."

"From the beginning, we have been totally focused on creating an incredible YouTube user experience and service," said Steve Chen, co-founder and Chief Technology Officer of YouTube.

"We're really excited to now offer that same great service to a global community, by bringing them local sites that not only promote their communities but speak their language."

The new sites have launched on the following local domains: www.youtube.com.br, www.youtube.fr, www.youtube.ie, www.youtube.it, www.youtube.jp, www.youtube.nl, www.youtube.pl, www.youtube.es, and www.youtube.co.uk.