Why YouTube Needs to Formulate a Clear Identity for Its Originals

For the longest time YouTube has called itself a video platform that gives users access to the world’s largest content library. That started changing a couple years ago when they first began collaborating with creators to make content for the platform. Since then, we’ve seen several iterations of their content strategy, from scale of funding… https://www.adweek.com/tv-video/why-youtube-needs-to-formulate-a-clear-identity-for-its-originals/