YouTube Goes Standard-Definition by Default for Streaming Worldwide



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16 hours ago

YouTube made standard-definition the default for videostreaming in Europe last week in order to lessen demand on the internet infrastructure during the coronavirus pandemic. This week, it extended that move to the rest of the world.

Users who wish to view videos in high-definition can still do so, but they will have to manually select HD.

YouTube parent company Google said in a statement, “We continue to work closely with governments and network operators around the globe to do our part to minimize stress on the system during this unprecedented situation.”

https://www.adweek.com/digital/youtube-goes-standard-definition-by-default-for-streaming-worldwide/