

Google unveils YouTube for Ghanaian businesses, others

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YouTube, the place where anyone with a video camera and an internet connection can share their life, art and voice with the world, has announced the launch of a Ghanaian domain - www.youtube.com.gh.



YouTube Ghana will now offer some of the most informative and entertaining video content from around the world through a local interface that promotes video content most relevant to Ghanaians.

As proven by the millions of video views of numerous azonto dance tutorials currently online, there is something on YouTube for everyone. From amateur to professional content, the unexpected to the emotionally affecting, the educational to the entertaining, Ghanaians now have greater flexibility to tell their stories, and find videos most useful to them.

One of YouTube's key priorities, in addition to making the platform a comprehensive destination, is ensuring that videos load and play quickly - even in places where bandwidth is at a premium. Improving internet access remains a key priority for internet players across Africa.

One feature allows users to opt to watch videos with YouTube Feather. This "light" version only includes the site's most basic features, to help ensure that those with low-speed internet connections are able to play videos faster. YouTube Feather can be found in TestTube (www.youtube.com/testtube), the area on the site where new products are tested.

"We are thrilled to be launching YouTube in Ghana today" [26 June 2012], said Estelle Akofio Sowah, Google Ghana's country manager. "YouTube receives more than 3 billion views a day and has 72 hours of video uploaded every minute. It is an ideal platform for Ghanaian local video content to be more easily discovered both in Ghana and around the world. With a new local version of YouTube, it has become much easier for Ghanaians to connect with a worldwide audience".

YouTube Ghana makes it easier for local users to find and view the videos most relevant to them. Content uploaded by users in Ghana will show up as "browse pages" on the YouTube Ghana site, creating a new virtual space for the national community and giving Ghanaian users the opportunity to increase their exposure.

Carlos Sakyi, chairman of the Ghana Music Rights Organisation (GHAMRO), said "The internet has become an invaluable tool in the 21st century. The internet opens everyone - young and old - to a world of new possibilities and information. Accessing relevant information and sharing helpful stories on the internet enables people to learn, train and partner with each other to help improve their lives. GHAMRO remains committed to helping its members showcase their content to attract larger audiences in Ghana and around the world."

"YouTube presents immense opportunities for businesses and individuals looking to broadcast their products and expertise," said OB Abenser, a Ghanaian fashion blogger. "With Youtube, Ghanaians can now easily connect, and share their ideas with potential clients and sponsors locally and across the globe"

Instructively, YouTube is the world's most popular online video community allowing millions of people to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube, LLC is based in San Bruno, Calif., and is a subsidiary of Google Inc.

Source: [allAfrica](#).

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