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## YouTube to show full length films?

World's fave vid site testing clips longer than 10-minutes

by Amy-Mae Elliott published on 19 June 2008

YouTube is to trial longer videos on the site, allowing certain partners to add clips that exceed the 10-minute time limit, it's been revealed.

Fortune reports that YouTube founders Chad Hurley and Steve Chen want the site to be more than just a "destination for clips of skateboarding dogs".

The reason for the longer length clips are revenue-based with a longer film offering a "bigger canvas" for advertising.

A YouTube spokesperson said: "We've always believed that short form is why people come to YouTube, but as we test full-length content, we are starting to see that the audience is potentially there".

MegaWhat.TV



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