

<http://www.pocket-lint.com/news/19178/youtube-promising-live-event-broadcasts>

## YouTube to get into live event broadcasting

### Webcasting promised later this month

by Katie Scott published on 13 November 2008

YouTube is going to add another string to its bow by launching webcasting later this month.

According to Reuters, YouTube was looking for ways to bring "new and fresh" content to its loyal fans and so, on 22 November, it is going to launch YouTube Live.

It will be "...a show featuring well-known stars such as rapper Will.i.Am and singer Katy Perry and YouTube sensations like 20-year-old Esmee Denters, who posted video of herself covering popular songs and became a star on the World Wide Web", says the newswire.

The live show will, in fact, include all sorts of performers who have already built up a fan base on the site.

"The value of YouTube is we've created this platform that's been driven by the community, so this is in reaction to that", said YouTube spokesman Chris Di Cesare "Having a community event that the community values benefits all involved."

MegaWhat.TV



[Save](#) [Add to Playlists](#) [Share](#) [Report](#)

Rate: ☆☆☆☆☆ 0 ratings

Views: 149