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Tech Decoded

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Hello. The BBC has signed a landmark deal to produce original programme content for YouTube. It comes as the video-sharing platform increasingly challenges - and in some cases overtakes - individual TV networks in terms of overall audience reach. I'll explore what's behind the trend and where it could go next. Plus, we look at what the **sale of TikTok in the US** means for Chinese tech giants and explore Jeff Bezos's plan to take on Starlink.

THE DOWNLOAD

How YouTube became part of our TV diet



YouTube already beats broadcasters like the BBC on some viewing metrics. Credit: Getty Images

For years it seemed the biggest threat to traditional TV networks was subscription video-on-demand platforms like Netflix and Disney+.

But since the pandemic, YouTube has arguably assumed that mantle, as its global reach surged and it became a fixture not just on our phones but also on

our TV sets.

The video-sharing platform already exceeds individual broadcasters such as the BBC in the UK and ABC in the US for total viewing time across screens of all kinds, according to research. It's also the most popular video-streaming site in those countries.

The YouTube app is now pre-installed on most smart TVs which has helped drive the shift, but the platform's content has also evolved. According to a report by the UK media regulator last year, half of its top-trending videos **now more closely resemble traditional TV**, including long-form interviews and game shows.

Mark Mulligan of MIDiA Research says the platform's "creators" have come to the fore and now cater for "every taste, interest and, crucially, age". "Ten years ago this group did not compete for mainstream broadcast content, now they do."

The BBC's new deal with YouTube reflects this changing reality. The corporation will make original programming for the platform for the first time, spanning entertainment, news, sport and children's shows, with the aim of reaching a younger, more global audience.

Traditional broadcast and cable networks are by no means dead, accounting for 41% of all TV viewing time in the US, according to Nielsen.

But Mulligan believes we are entering an era where the discoverability of content matters more than where or how you watch it - and YouTube is in a prime position to exploit the trend.

The download: *The BBC's deal with YouTube may be the shape of things to come as broadcasters reposition themselves in a changing landscape.*

TOP STORIES



What US-TikTok deal means for Chinese tech

A deal to save the app's US operation has now been finalised, but it underlines the barriers Chinese firms may face as they try to expand globally.

Here's why >



Bezos' firm announces satellite rival to Starlink

The Amazon founder's company, Blue Origin, says it will launch more than 5,400 satellites to create a new communications network.

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Snap settles social media addiction lawsuit

It comes days ahead of a landmark trial in Los Angeles, with other defendants including Meta, ByteDance and Alphabet, none of whom have settled.

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Ubisoft cancels six games including Prince of Persia

The French developer, known for popular games such as Assassin's Creed, has also closed two studios as it restructures its business.

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From AI to satellite imagery, farmers are increasingly turning to tech to help improve their yields.

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SOMETHING DIFFERENT

What AI can teach us about listening



Some say AI chatbots are less likely to interrupt you than humans. Credit: Estudio Santa Rita

According to some studies, AI chatbots are rated as better "listeners" than humans because they give more understanding and caring responses when asked for advice. It isn't because large language models are genuinely more compassionate, writes **Emily Kasriel**, but rather a sobering indictment of how rarely we listen in a non-judgmental way. So what can AI teach us **about better listening** ?

VIDEO PICK



How would a social media ban for under-16s work?

The UK is considering such a law, following in Australia's footsteps. **Zoe Kleinman** takes a closer look.

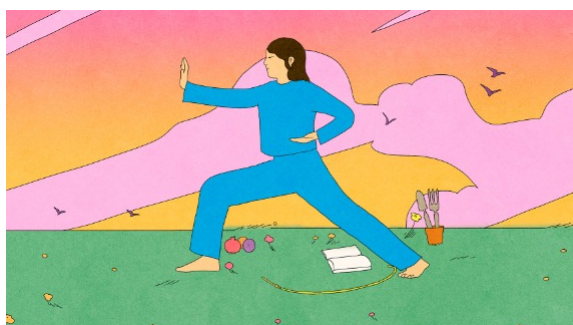
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And finally...

This week, Russian cosmonaut Sergey Kud-Sverchkov captured breathtaking views of the Northern Lights over Earth, seen from the International Space

Station. It came during one of the most powerful solar storms in more than 20 years, according to the National Weather Service's Space Weather Prediction Center. [Watch the footage.](#)

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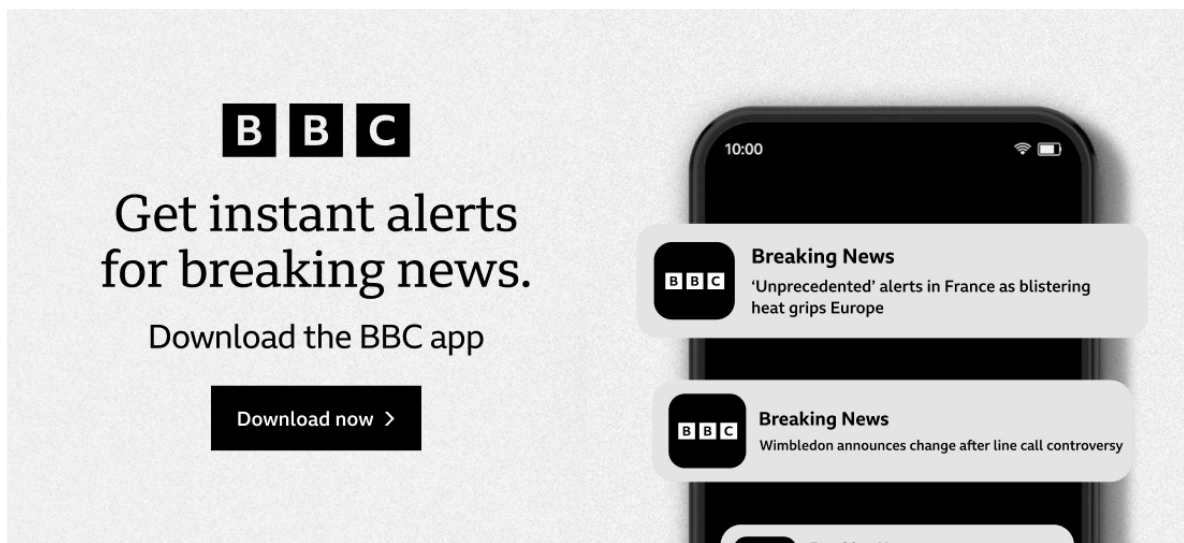
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