

The future of TV



Man on a mission

Matt Glotzbach
Managing Director, EMEA,
YouTube
Region: Europe

Interview by **Kate Bulkley**

Changing the world with video is the mission of YouTube's MD of European business and product development, Matt Glotzbach and this is one man who has the power to make that happen.

With a team of hundreds of product development engineers behind him, Glotzbach has a blue-sky thinking policy that covers developing products for three distinct groups: viewers, advertisers and content creators. His vision of the future of broadcasting and the internet is about both complementarity and disruption, but with an emphasis, no doubt, on the latter.

An American who has lived in Zurich running YouTube's EMEA operations for the last two and half years, Glotzbach thinks of YouTube viewers more as fans and his Zurich base of operations – where “a sizeable proportion” of YouTube's global engineering team is based – is dedicated to maximising the power of video.

“We believe we are at a real transition point in the way people consume entertainment and particularly video content,” says Glotzbach. “Eight years ago when YouTube was born, access to video and the distribution of video was reserved to the broadcast industry and it was a very closed club. But in a short time that ecosystem has turned inside out and the benefits of viewers' access to news, comedy, politics, entertainment, music, etc has fundamentally changed. Now everyone can be a storyteller and build a fan base, so the mission is how we

change the world through video.”

A nine-year employee of YouTube's owner Google, Glotzbach, 38, rose through the ranks from the enterprise technology division of Google to senior management roles. In his current post he reports directly to the California-based CEO of YouTube and SVP of Video at Google, Salar Kamangar.

Innovations include Google+ hangouts where creators can invite fans to discuss their latest video, and TrueView, a skippable ad format: “It's about how to get the advertisers to think more like creators and engage with their target fan base, which in their case are their customers,” says Glotzbach.

Chromecast, the \$35 Google-produced widget that plugs into a TV's HDMI port, allows viewers to send video from their laptops, phones or tablets to the TV screen. “The trend towards connected devices is tremendous so the viewer dimension is how to make video content available from a variety of devices,” he explains.

Meanwhile, YouTube's copyright identification and monetisation scheme, Content ID, has more than 4,000 users and 1.5 million hours of material that YouTube can use to identify copyrighted material for rights holders. “We want to empower rights holders to be in control,” says Glotzbach.

There is still a lot of value in traditional TV that all of YouTube's innovations won't displace, he says. “The new video creator medium of YouTube is allowing a much more two-way conversation between the creator and the fan. As that continues to unfold, an industry that has been shaped by gatekeepers will break down.

“I don't see traditional TV and YouTube as ‘us versus them’ but I'm clear that the technologies that we are developing will change TV as we know it forever.”

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