

## You Tube - the future?

Friday, 13 October 2006

Only 18 months old and You Tube has already been sold; and just as well!

The trouble is, great ideas catch on so fast these days and fall off the radar just as soon. MySpace was a brilliant concept magnificently executed 2 years ago?

Now? It's Murdoch owned, doesn't work anymore and is moving swiftly towards the Black Hole.

Likewise, You Tube is showing all the signs of being too big for the original idea. When millions discover something, they ruin it. Crap suffocates talent. Good things get buried under rubbish. Loopholes in the system become gaping chasms.

It's vital now to keep moving ahead. Just because something was a great idea yesterday doesn't mean it will be tomorrow.