

It was while working at PayPal that Hurley and Chen became fast friends. 3 They began to spend their free time discussing several different business ideas. When eBay purchased PayPal for \$1.54 billion, the two received large bonuses for their role in growing the small start-up. They decided to use their money to create their own venture. With 35 Chen's engineering skills and Hurley's creativity, they thought forming a company together was a plausible idea. In January 2005, Hurley and Chen attended a friend's dinner party in San Francisco. They had taken a few digital videos of the event and wanted to share them with each other the next day, but could not find a 40 good means to do so. The files were too big to e-mail, and posting them online would take hours. With that, Hurley and Chen had their first idea for a sustainable business. Using the money they had received from the PayPal buyout, Chen and Hurley decided to create YouTube, to make uploading and sharing videos online as easy as anyone could want. It 45 was the birth of a revolution.4 "We're not in a hurry!" Hurley once said. "We're interested in building our community. We're trying to improve discovery. We're trying to improve the experience for people on our site." They might not have been in a hurry, but their site sure grew in one. Today, YouTube has almost half so of the online video market, and it is still growing. How did a university dropout and a boy who loved to draw become the industry leaders they are considered now? User-Oriented: Hurley and Chen knew from personal experience how difficult it was to upload and share videos online. And that was why they 55 decided to create You Tube. They wanted to create a website that others like themselves would find useful. By prioritizing its users' needs and being as easy and interactive as possible, YouTube was able to find a loyal audience that numbers in the millions. Unique: When you visit YouTube.com, you are most likely searching 60 for something that you cannot find anywhere else. From long-lost '80s music videos, to political speeches, to the current events of today, you are almost guaranteed to find it on YouTube. And that is why people keep coming back for more.