

## YouTube to Pay Top Users

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"A select group of content creators will get promotion on the YouTube platform, and we will help them monetize their content," Jamie Byrne, VP of marketing at YouTube, told Om Malik on Thursday. "This will help erase the stigma around the user-created content, and, to be honest, these guys are media entities in their own right."

In a post on the YouTube Blog, the company said it is extending its partner program, previously only available to big media companies like CBS, Sony BMG and UMG and the NBA, to include "thousands of mid-sized to large content creators who range from video game companies to universities to production houses."

"Up until now there's been a distinction between the content you create and the content created by YouTube's professional content partners. We want to start changing some of the perception here. Which is why we're adding several of the most popular and prolific original content creators from the YouTube community to our partnership program."

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