

Ten Reasons to use SolutionChannels instead of YouTube

“If I want to publish content on mobile devices, why don't I just put in on YouTube?”

We sometimes get this question from publishers and content owners who are thinking about publishing their videos on mobile devices.

To help other potential publishers decide whether they should use SolutionChannels or YouTube for mobile video, we have compiled the following list of reasons why SolutionChannels comes out on top:

1. Unlike YouTube, SolutionChannels is a **white-label solution**. This means that:
 - We don't restrict the way that the content uploaded to our platform is used, and
 - We don't require that the publisher grants us any rights related to their content.For more information, just take a look at [YouTube's Terms of Service 4D and 6C](#).
2. **DNS masking** is not possible on YouTube, so the publisher cannot provide a branded environment using YouTube's service. YouTube's brand will always be visible to the end-users.
3. The maximum video length on YouTube is 15 minutes; we don't impose any limits on video length or size.
4. **Pay-per-view monetization** is not possible on YouTube, using SolutionChannels you can pretty much choose whatever payment provider you want to monetize your content.
5. **Third-party ads and analytics** are not allowed on YouTube, you are more or less stuck with using whatever they have to offer in these areas.
6. **Live content** is not supported on YouTube, so if your content is live you should avoid YouTube.
7. **Choice of streaming or download**. YouTube only allows streaming of content, whereas end-users sometimes prefer to download the content for off-line use. Using SolutionChannels, the publisher can decide if they want to offer a download option.
8. **Automatic bandwidth detection** on SolutionChannels lets end-users enjoy a higher-quality version of the video if they have the bandwidth.
9. **HTTP fallback for video delivery**. Some carriers block RTSP protocol which is used to deliver video to mobile devices. Unlike YouTube, SolutionChannels has an HTTP fallback mechanism for those situations.
10. **Guaranteed global delivery**. YouTube has had a lot of issues with certain countries blocking access to their service
(For more information please visit http://en.wikipedia.org/wiki/YouTube_Censorship)

So for many publishers, YouTube will not be a good solution. Remember that YouTube is primarily a destination site, unlike SolutionChannels which is a white-label mobile publishing platform.