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[https://www.100test.com/kao\\_ti2020/289/2021\\_2022\\_BEC\\_E4\\_B8\\_AD\\_E7\\_BA\\_A7\\_E9\\_c85\\_289656.htm](https://www.100test.com/kao_ti2020/289/2021_2022_BEC_E4_B8_AD_E7_BA_A7_E9_c85_289656.htm) 谷歌(Google)正准备推出欧洲版的YouTube。YouTube是该公司旗下人气颇高的视频共享服务。Google is preparing to launch European versions of its popular video-sharing service YouTube.据英国《金融时报》的法国姊妹报纸《回声报》(Les Echos)获悉，谷歌首席执行官埃里克·施密特(Eric Schmidt)将于本月披露法国版YouTube的细节，并以此为模式进行全球扩张。Eric Schmidt, Google's chief executive, is to unveil details of a French YouTube, a model for international expansion, this month, the FT's French sister paper, Les Echos, has learned.尽管YouTube已在英国建立业务，但由于其国际版本的发布时间被推迟，使竞争对手的视频共享网站在德国和法国赢得了强大的受众群体。Although YouTube has established itself in Britain, the delay in launching international versions has enabled rival video-sharing sites to gain strong audiences in Germany and France.但最近数周以来，YouTube的高管们一直试图与欧洲的广播公司达成合作协议，以便在其网站上播放这些公司的全国性电视节目。欧洲某家广播公司的主管表示："他们提议以我们品牌的名义、使用我们的内容，在YouTube上设立一个免费的电视频道。"But in recent weeks YouTube executives have been seeking agreements with European broadcasters to enable their site to carry national television programmes. "They have offered to set up a free television channel on YouTube under our own brand and with our own content," said

the head of one European broadcaster. 据悉，法国国营广播公司法国电视集团(France Télévisions)已同意，允许YouTube播放来自法国第4频道(France 4 channel)的部分内容。YouTube已在3月份与英国广播公司(BBC)签署了类似协议。France Télévisions, the state-run broadcaster, is understood to have already agreed that YouTube can carry some content from its France 4 channel. A similar deal was signed with the UK's BBC in March. YouTube还接触了法国其它3家广播公司--TF1、Canal和M6。该网站提议合作设立专门的频道，像其美国模式那样，在试用期以后分享广告收入。Three other French broadcasters, TF1, Canal and M6, have also been approached by YouTube, with proposals to set up dedicated channels which would share advertising revenues as happens in the US, after a trial period. YouTube正试图拉拢欧洲的传媒公司。它承诺，将从其网站上撤消这些公司节目的非法版本。YouTube is seeking to win over European media companies with promises to remove illegal copies of their programmes from its sites. 谷歌计划发布欧洲版YouTube的举动，反映出该公司决心将YouTube打造成一个全球品牌。Google's drive to launch European versions of YouTube reflects a determination to build it into a global brand. YouTube的全球扩张也给谷歌视频(Google Video)敲响了丧钟。谷歌本身的这块视频共享服务已被更为成功的YouTube取代。The international expansion also sounds a death-knell for Google Video, an in-house video-sharing service supplanted by the more successful YouTube. 继其主管詹尼弗·费金(Jennifer Feikin)离职之后，谷歌视频将成为一个简单的多媒

体搜索引擎。 Google Video will become a simple multi-media search engine following the departure of its director, Jennifer Feikin. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)