

YouTube is building a paid channel to watch non-promotional videos

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More specifically, the site says that YouTube is building a service channel that provides all of the advertisements, but to watch this special channel, users will have to pay a fee that is currently unavailable. details.

Responsible for developing this project is a former Google employee named *Susan Wojcicki*. Ms. *Wojcicki* said that the strategy of providing a parallel service channel charged for free advertising and free channels, but with advertising will bring more choices for users. She stressed that there will definitely be users who don't want to be bothered by ads, and so the upcoming service will attract them.

However, one question is how many users hate advertising so much that they are willing to pay to avoid being disturbed. In addition, many users also have the option to install *AdBlock* add-on to block ads. With the presence and very good performance of this add-on, how many users are willing to pay while they have a free solution? Or will Google increase pressure on similar services *AdBlock* (*which has been removed from Google Play*)?

Finally, what is the fee for using non-advertising channels to be considered reasonable by users?

What do you think about this? Are you willing to pay to watch videos that don't advertise on YouTube? Please let the forum know.

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