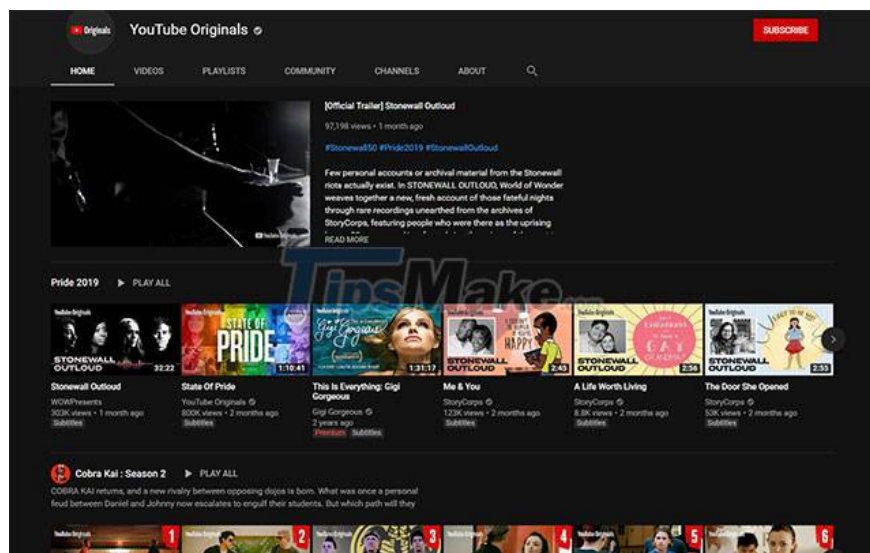


# YouTube Originals is shutting down soon, have you heard about the service?

YouTube Originals is expected by Google to become a counterweight to other very powerful platforms like Netflix or Amazon.

Back in 2016, Google made headlines with the launch of YouTube Originals, a platform that specializes in high-budget original content production aimed at enticing users to sign up for a monthly or yearly subscription.

YouTube Originals is expected by Google to become a counterweight to other very powerful platforms like Netflix or Amazon. YouTube Originals content includes TV series, original events from YouTube about drama, comedy, documentaries, reality shows, cartoons, as well as content from creators. Only if By subscribing to the YouTube Premium plan, new users can access the full range of YouTube Originals content.



Despite high expectations and well-invested, YouTube Originals still could not bring success to Google and is currently discontinued. It is not an exaggeration to say that this is a project of 'total failure' of the Mountain View company, and the death is an inevitable consequence.

According to the latest share from Robert Kyncl, Sales Director of YouTube Originals, this service will officially close in the near future, possibly as soon as the head of the platform, Susanne Daniels, leaves the company in March.

The rarest and most notable success of YouTube Originals is perhaps Cobra Kai, a comedy-drama series that serves as a sequel to the original The Karate Kid movies. However, this TV show was acquired by Netflix in 2020, which is currently in production for a fifth season.

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