

YouTube will provide home page autoplay for all users

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The new feature will be defaulted on the YouTube app for both Android and iOS platforms. Videos will play automatically on the Home tab, making it easy to find videos on YouTube and provide a better experience. Users can only enable or disable this feature when the device is connected to wifi.



Google will arrange videos as reasonably as possible and in muted format, with subtitles. The purpose of Google when providing this feature is to make mobile users more accessible to videos and bring greater interaction to YouTube. Features will certainly be useful in increasing views and this is an opportunity to make more money for content creators.

Google's algorithms will determine which videos are attractive enough to appear on the user's Home tab.

David Sharon, product manager for YouTube, said Google has been working to reduce the mobile data consumption of automatically generated videos. At the same time, the company also provides users with three different subtitle choices including: automatic, content creators put in and from the community.

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