



UNIVERSITY *of* WASHINGTON

MEDIA ADVISORY

June 8, 2009

UWTV is now on YouTube

New platform also makes it easier to watch UWTV via mobile device

SEATTLE — [UWTV's new YouTube channel](#) offers the best of research, science, medicine and humanities videos from more than 60 colleges and schools at the University of Washington. Viewers can easily search for videos using YouTube's familiar format.

The new platform also makes UWTV videos more accessible via smart phones. iPhone users can add a sleek UWTV app by bringing up <http://m.youtube.com/UWTV> on Safari, tapping the plus sign and tapping Add to Home. All other smart phone users can also visit <http://m.youtube.com/UWTV> through a Web browser and then bookmark or save the page as desired.

UWTV's new YouTube site is part of YouTube EDU, offering videos and channels from more than 200 colleges, universities and educational organizations.

YouTube launched the educational section of its site in March. YouTube EDU allows viewers to sort videos by school or popularity.

About UWTV

UWTV is the University of Washington's award-winning television channel, offering original, non-commercial educational video programming – 24 hours a day, seven days a week. A unique educational resource, UWTV provides viewers direct access to the world-renowned scholars, scientists and researchers whose insights and discoveries are at the heart of our university and are changing our world. Learn more at uwtv.org.

PRESS CONTACT:

Erin Lodi
Communications and Public Relations
UWTV
206-543-8907
erinlodi@u.washington.edu

It's about discovery