



Record labels sign deals with YouTube in bid to promote their artists on the website

More majors embrace YouTube

Litigate or co-operate is the question certain music companies are asking themselves - while Universal and Sony BMG have agreed deals with YouTube, the possibility of litigation over copyright infringement remains a real possibility. However, Alexander Ross asks "You have to think, is it worth suing? There is more opportunity now to extract money".

For further details see Music Week - 21 October 2006.