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## EU Tube – Sharing the sights and sounds of Europe on YouTube

***The European Commission has launched a dedicated channel on YouTube to make its audiovisual material more widely available to the public. "This initiative reflects the Commission's commitment to better explain its policies and actions on issues which concern citizens across the EU – such as climate change, energy or immigration" said Margot Wallström, Vice-President for Institutional Relations and Communication Strategy.***

'EU Tube' – the Commission's new channel on YouTube was launched on 29 June. The non-exclusive arrangement between the European Commission and YouTube aims to present new and innovative ways of informing people on the activities of the European Union through video clips that illustrate the main issues facing citizens from across the 27 member states.

Currently, users can watch approximately 50 video clips on a wide-range of topics - from the EU's first post-war historical steps to today's need to safeguard the environment and combat climate change.

<http://www.youtube.com/watch?v=95CuBI-BL4E>

To begin with, much of the content is in English, but French and German language clips are also being added. Other languages will be added wherever possible.

*"It is very important for the Commission to use all the means at its disposal when it comes to communicating with European citizens. We can not ignore the developments which have taken place on the internet in the past few years, in particular the popularity of video sharing sites such as YouTube",* said Margot Wallström

Discover what's on EU Tube:

[www.youtube.com/eutube](http://www.youtube.com/eutube)