Abstract

Now a day’s popularity of video sharing site is increased. People can watch videos from sites and also interested in relevant links videos which are suggested by social video sharing sites. To increase popularity of video external links concept is used. Now in video sharing sites through external links video or audio contents can be embedded into external web sites. User can copy the URL(uniform resource locator) of that embedded link and post on their own blog
or website. In this paper intention is study of relevancy of videos and increase the popularity and measure the quantification. With the results collected from two major video sharing sites like YouTube & Youku. Then observed that these links have a various impact on popularity. Overall, videos which are collected from external links are analyzed also accuracy & popularity is measured.

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Index Terms

Computer Science
Multimedia
Keywords
Video Sharing  Youtube  Youku  External Links  Frequent Item Set; Data Mining.