

# Creating a Group

A group represents a business unit and can be a department, a subsidiary company, or similar.

Every video and every channel has a group as its owner. Newly uploaded videos belong to the "Company" group by default if it is not directly uploaded to a channel that maps to a specific group. This can be modified at any time after other groups are created. A video can only be assigned to one group. See the "[Assigning a Video to a Group](#)" chapter for more information.

To create a new group, proceed as follows:

1. Click the "Groups" entry in the navigation pane.
2. Click the [Create] button at the top of the list of groups.
3. Enter the group name and a description for this group.
4. Click the [Create] button. The group is created and appears in the list of all groups.