

De YouTube Rijke
Lijst: Een Lijst van
Rijkdom, of: Hoe ik
Leerde om te
Stoppen met
Piekeren en Liefde
Vervolend Oranje

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'Beyond YouTube' as 'Next YouTube'

- **Only one of the many 'Tubes – the popular 'Tube**
- Work ethic cleansing – finding the next generation of YouTube stars and building audience value – more video, bigger audiences
- Should we be teaching young people how to become participative creative industry freelancers earning money from their creativity, but making things which have greater 'truth and beauty' than the videos of the first generation of YouTube stars?
- Should we use the knowledge of participatory experience to build something better outside of online advertising culture?
- What will YouTube eventually be as a mature corporation?
- What can the online moving image be 'beyond YouTube' for participants and audiences?

Revealed: the YouTube rich list



For many it's a source of fun, but for these 10 people the video-sharing website is a serious business

By Jonathan Brown

Thursday, 26 August 2010

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Millions of people watch them each day around the world. Their audiences are young and tech-savvy and most people over 30 would be forgiven for never even having heard of them.

New research has revealed the names of the ten highest earning independent acts on YouTube. True their earnings may be miniscule compared to Steven Spielberg, James Cameron or Ben Stiller, but they have done something which for a long time nobody in the mainstream media industry believed was possible – turning what was essentially a bedroom hobby into serious money by uploading video or vlogs (video blogs) on the site.

It is estimated that 60,000 new films a week are added to YouTube – the equivalent of 12 hours of footage joins the world's most popular on-line video community each minute. But there among the vast digital landscape of bad lip-synching singers and unfunny TV bloopers are some emerging stars yet to be snapped up by an established media company or brand.



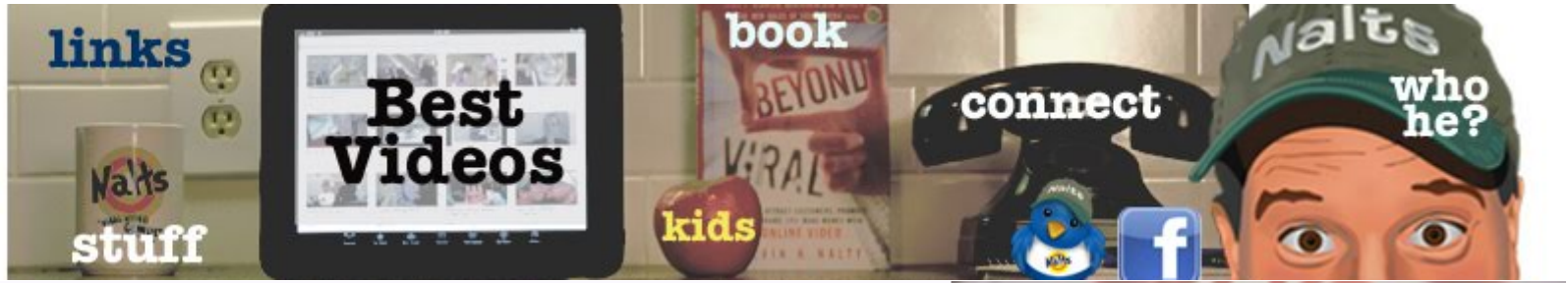
YOUTUBE

Shane Dawson's estimated earnings from YouTube advertising on his video clips in past 12 months: \$315,000 (£200,000)

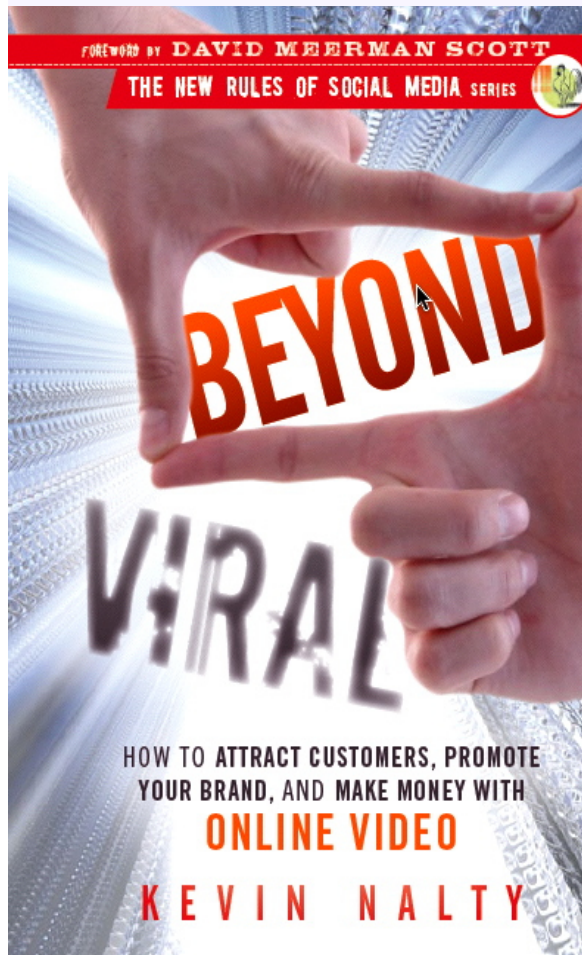
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online-video marketing, creation & fun















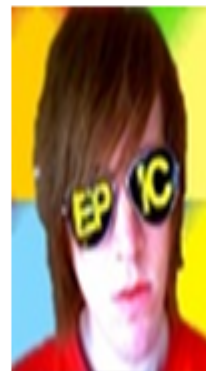
‘Online video has turned amateurs into stars, web sites into networks, and interactive agencies into entertainers...the least you need to know is that there are creators, distributors, destination sites, Web studios, creative agencies, individual video stars, and some **speciality intermediaries** that help link stars to brands (Hitviews, PlaceVine, and Poptent), or help video creators upload to multiple video-sharing sites and measure results (Tubemogul.com)’ (p.9).

TUBEMOGUL MARKETPLACE

Over 3,000 of TubeMogul's 100,000 online video producers have created marketplace profiles. See show descriptions, viewership statistics and more.

Archived Rankings for Tuesday, Mar 8, 2011

Rank		Yesterday	
1	 Machinima.com See profile >>	2,927,514	
2	 Annoying Orange See profile >>	1,930,468	
3	 Barely Political See profile >>	1,228,381	
4	 CollegeHumor See profile >>	1,060,600	
5	 Philip DeFranco See profile >>	667,819	
6	 Discovery Channel Videos... See profile >>	609,245	
7	 Fred's TubeMogul See profile >>	605,083	
8	 Howcast Studios See profile >>	564,731	
9	 Mondo Mini Shows See profile >>	558,736	
10	 GagFilms See profile >>	528,910	
11	 SHAYTARDS See profile >>	483,742	
12	 Zoom - Isko Dekho! See profile >>	473,207	





YouTuber	YT Ad Rev (Aug '10, \$k)	Total Upload Views (Aug '10, m)	Subscribers (Mar '11, m)
Shane Dawson	315	432	2.34
Annoying Orange	288	350	1.69
Philip DeFranco	181	249	1.49
Ryan Higa	151	207	3.32
Fred	146	201	2.16
Shay Carl	140	192	0.88
Mediocre Films	116	159	0.52
Smosh	113	155	2.25
The Young Turks	112	154	0.22
Natalie Tran	101	139	0.91

Videos

Channels

In: **Comedians**

Most Subscribed | Most Viewed

nigahiga



80
Videos
3,311,778
Subscribers

RayWilliamJohnson



175
Videos
3,045,772
Subscribers

ShaneDawsonTV



151
Videos
2,335,541
Subscribers

smosh



163
Videos
2,248,627
Subscribers

Fred



86
Videos
2,158,971
Subscribers

realannoyingorange



70
Videos
1,686,515
Subscribers

collegehumor



1,149
Videos
1,669,297
Subscribers

ShaneDawsonTV2



164
Videos
1,631,513
Subscribers

kevjumba



69
Videos
1,404,932
Subscribers

failblog



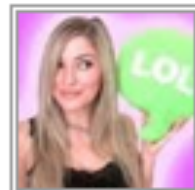
765
Videos
1,370,827
Subscribers

KassemG



177
Videos
1,223,518
Subscribers

ijustine



426
Videos
1,053,383
Subscribers

**Most
subscribed
YouTube
global
comedians
of all time**

SHANE DAWSON TV



MAIN CHANNEL



2ND CHANNEL



IPHONE CHANNEL



OFFICIAL YOUTUBE CHANNEL

ANNOYING ORANGE

ONLY AT HOT TOPIC EXCLUSIVE SHIRTS



Subscribe
DON'T BE AN APPLE. SUBSCRIBE!

The Philip DeFranco Show

A Mon-Wed-Fri News Show that is 95% correct 100% of the time.



The News Show



Personal Vlogs



Movies

niqahiga

OFFICIAL RYAN HIGA MERCHADISE



teehee check it out



FRED™



2ND CHANNEL



AND



FRED



Shay Carl

MEDIOCRE FILMS

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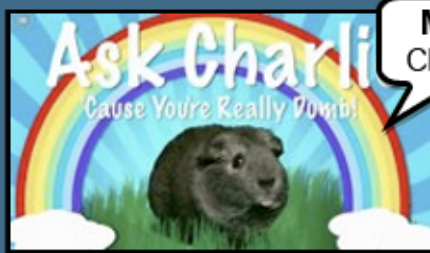
subscribe



SMOSH

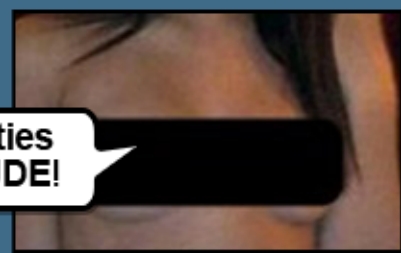
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MORE CHARLIE!
Check out his channel!

20 Celebrities Caught NUDE!



THE YOUNG TURKS

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- WHAT THE FLICK?!
- THE TOP VLOG
- TYT SPORTS

communitychannel...

where pixels commit suicide and cool comes to die



'In this free market cultural economy, the quality of user-generated content continues to fall to the lowest common educational denominator, particularly for children. Where grown-ups once created high-quality content for children, we are now seeing programming for kids by kids replace the traditional broadcast model. The latest viral sensation on YouTube with over 250,000 subscribers, for example, **something** called the Fred Channel, is a particularly annoying and inane video show "**made**" by a 14-year-old Nebraskan that is now the fourth most viewed channel on the website.' **Andrew Keen**



Keen is wrong to be disappointed and his fears are misplaced - matters of taste and cultural value

'Advertising is elevated by open culture from its previous role as an accelerant and placed at the centre of the human universe'

'Every penny Google earns suggests a failure of the crowd'

If fragments of creativity are given away free, then culture becomes precisely nothing but advertising'

'If money is flowing to advertising instead of musicians, journalists, and artists, then a society is more concerned with manipulation than truth or beauty'

Lanier is right to be disappointed and his fears have some validity, but interpersonal fragmentation is probably overstated



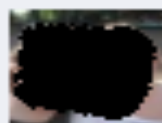
I like philip defranco, I watch his new videos almost everyday, because hes funny and talks about stuff that im interested in. He also is good in that he helps develop other youtubers, and he also takes on interns at where he lives and teaches them about the media and youtube and also using camera equipment etc, hes one of the best youtubers around at the moment. He gets his revenue from being sponsored by state farm insurance mainly i think.

at 9:48pm · Like



Andrew Clay Thanks - that's helpful.

at 9:57pm · Like



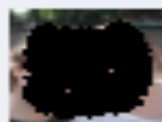
No problem, quite a few of the youtubers also like nigahiga, shay carl, philip defranco, toby turner, ijustine etc etc actually know eachother in real life and socialise in almost a group of youtubers, and sometimes work together on stuff

February 9 at 10:00pm · Like



Andrew Clay What is the evidence for that?

at 10:07pm · Like



In philip defrancos videos or any other one, often you see another youtuber appearing in it either in their vlogs or in their actual comedy sketches, also toby turner is a youtuber on his own but also runs a show called 'like totally awesom...

[See More](#)

at 10:18pm · Like

FRED: Fred Goes Grocery Shopping Feat. Annoying Orange

SUBSCRIBE

86 videos

Subscribe



1:37 / 2:21



360p



Annoying Orange: ZOOM!!!

THE ANNOYING ORANGE 70 videos

The fruity question of the day:
What gives you energy?
Leave your answer in the comments!

WATCH MORE ORANGE!

BOBJENZ AS ZOOM

CREATED BY DANEBOE
WRITTEN BY SPENCER GROVE

MYSTERY ORANGE BUTTON
WHERE WILL IT TAKE YOU?!

TWITTER.COM/ANNOYINGORANGE FACEBOOK.COM/ANNOYINGORANGE
ORANGE.TUBECONIC.COM

2:44 / 3:00 360p



Zombie George Washington: Library Fees

SUBSCRIBE 153 videos

Library

BOBJENZ

0:11 / 1:43 360p

Justin Bieber Cut His Hair!!!

kevinbrueck 203 videos

1:00 / 4:14 360p



subscribe kevinbrueck **subscribe bobjenz**

Jean Burgess and Josh Green

- YouTube stars / 'entrepreneurial vloggers' have created new models for building audiences and brands
- Mode of engagement - dialogic, direct address, feedback, response, comment
- Situated creativity – aesthetics of dynamic social processes not static forms of content creation
- Engagement in community, shared cultural resources, embedded, permeable content creation, authentic community action
- 'Youtubeness' not 'online videoness'



‘what the “entrepreneurial vloggers” can teach us is not so much how to make money from YouTube, but how to build a meaningful presence and an engaged audience in a participatory media space’

‘However charming, distasteful or silly the content of their videos might be, what all the entrepreneurial YouTube stars have in common is the fit between their creative practice and the dynamics of YouTube as a platform for participatory culture’

‘Media organizations, cultural institutions and educators with a remit to innovate in social media can learn much from the entrepreneurial vloggers. They may not provide models of aesthetic innovation or of an elevated cultural vision, but they do provide models of how to create attention and engagement in ways that are appropriate to and sustained by YouTube’s participatory culture’



‘an engaged audience in a participatory media space’

**Participation is the primary value created
But participatory media builds large casual audiences not just participation itself**

‘charming , distasteful or silly content’

**Little concern for questions of content –
what of truth and beauty?**

‘not models of aesthetic innovation or of an elevated cultural vision, but models of how to create appropriate and sustainable attention and engagement in YouTube’s participatory culture’

Is this knowledge transferable beyond YouTube?



‘YouTube Next’ and ‘Beyond Viral’: into popular culture and mainstream media

‘driving deeper expertise in partner audience development’



2010 was a big year for content creators on YouTube. Our Partner Program grew to over **15,000 partners** worldwide; presidential parodies and clever online-only ads became viral sensations; **“annoying” but lovable fruits** and unassuming Alabamans transformed uncomfortable situations into triumphant social memes. What became clearer than ever was the YouTube community’s ability to constantly bring **new entertainment and experiences into the mainstream**. And, many of our partners were making enough money doing what they love to buy a new house, or even make a career out of their videos. **In fact, the number of partners making over \$1,000 a month is up 300% since the beginning of 2010 and we now have hundreds of partners making six figures a year**. But frankly, “hundreds” making a living on YouTube isn’t enough and in 2011 we know we can and should do more to help our partners grow’

You Tube™





US under pressure to arm Libyan rebels as Gaddafi attacks kill 21



YouTube under pressure to supercharge partner development




Beyond Viral and 'Next YouTube'

- **Kevin Nalty on the future of online video**
- Online video's growth is still trivial compared to television
- Online video and television will collide [connected television?]
- The exponential growth of webstars is surprising
- Early adopters want online video to be different to television
- But television audiences will want better quality and longer forms of video
- Niche long tail of online video on computers and mobiles will continue
- Advertising is unpopular on television and more so online
- Need to create engaging integrated branded experiences
- Future of online video is for 'predominant players' not 'amateurs and pranksters'
- Some stars will remain relevant, new stars will emerge



ANNOYING CLOCKWORK ORANGE

A Stanley Kubrick Production "A CLOCKWORK ORANGE" Starring Malcolm McDowell • Patrick Magee • Adrienne Corri
and Miriam Karlin • Screenplay by Stanley Kubrick • Based on the novel by Anthony Burgess • Produced and
Directed by Stanley Kubrick • Executive Producers Max L. Raab and Si Litvinoff • WARNER BROS.  A WARNER COMMUNICATIONS COMPANY

A close-up photograph of a hand holding a large kitchen knife over a tomato. The tomato has a human-like face with wide, staring eyes and a dark, open mouth, appearing shocked or terrified. The background is a kitchen counter with various items like a ginger root and a red bag. A yellow text box is overlaid on the right side of the image.

**“Hey! Hey! Hey
Heidegger! Knife!”**



HEY! HEY!
HEY APPLE!



KNIFE!

The
ANNOYING
ORANGE