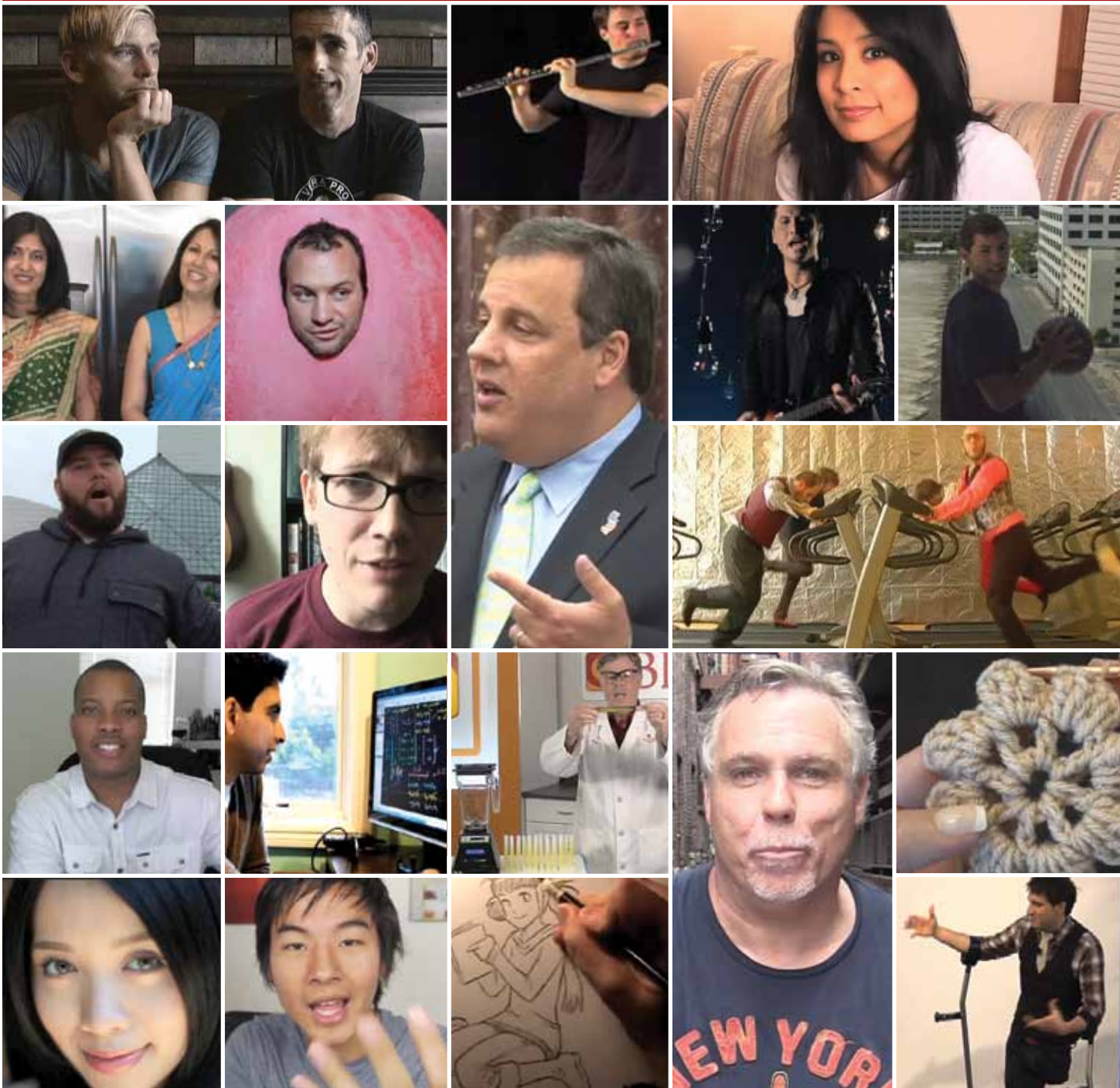




CELEBRATING THE NEXT GENERATION OF CREATIVE VIDEO



“We were all part of the same bible study club—one of us bet another a free lunch if they could make a basketball shot from across the yard. We posted it to YouTube and two days later Good Morning America called and asked if they could show it on-air...now it’s become a business.”

Cory Cotton, Dude Perfect

“The YouTube campaign has given us brand awareness that other companies have paid millions of dollars to achieve—it really put us on the map in the eyes of the general public.”

Nate Hurst, Blendtec

“YouTube has helped me lead a fully musical life. It’s the goal of most musicians to be associated with a unique sound. YouTube has given that to our band on an international basis. People understand the kind of music we produce and they’re drawn to it.”

Greg Pattillo, PROJECT Trio

College friends make trick basketball shots into a career. A small blender company gets national attention by blending glow sticks and iPads. A musician goes from bagging groceries to beatboxing around the world.

In just six years, YouTube has grown to hundreds of millions of videos—a collection that features the most diverse set of faces and voices assembled in human history. YouTubers are activists and small businesses, entertainers and educators, politicians and advertisers—and they're all harnessing the tremendous power of online video to share their stories.

Meanwhile, the YouTube Partner program is helping many of these creative people turn their passion into a career. The Partner Program was started in 2007 to reward creative, original content with funding. It works by placing relevant advertisements alongside videos that Partners create and post; the partner then receives the majority of the revenue from those ads. Hundreds of people are making six-figure incomes from the Partner Program, which in turn enables them to hire editors and producers and create even more compelling and original content.

This report features the stories of 20 people who have used YouTube to impact lives, businesses and even history. With YouTube, they have an audience that views videos 3 billion times a day, and a platform where users upload 48 hours of new video every minute. In return, the rest of the world gets to hear their stories through their videos.

It's because of these 20 people, and many others like them around the world, that YouTube has become the vibrant community it is today.

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ORABRUSH

Who knew bad breath could become a YouTube sensation?

Oral hygiene company Orabrush saw its tongue cleaner fly off the shelves following a few YouTube hits.

[YOUTUBE.COM/CUREBADBREATH](https://www.youtube.com/curebadbreath)

ABOUT THE PARTNER

NAME

Jeffrey Harmon, Chief Marketing Officer,
Orabrush

CHANNEL NAME

curebadbreath

LIVES IN

Provo, Utah

JOINED YOUTUBE

2009

MARKETING ON A BUDGET

We had to figure out a different way to market our product than the big guys do. I kept thinking, 'if I can make curing bad breath YouTube-y, I can boost the number of people who are interested in buying an Orabrush.' Online video has leveled the playing field and made it possible for little guys to compete again.

MORGAN THE TONGUE

Morgan is basically a guy dressed in a gigantic tongue suit. He is the main character in our engagement videos. Every week, Morgan does something different like trying to get a kiss on New Year's Eve or going to Las Vegas or has a job interview. He's building this loyal following of people who want to watch him because he's funny, and they're having a positive brand experience with Orabrush in the process. Our fans even create their own videos to promote Orabrush. It's the kind of consumer interaction we could never get with traditional marketing.

GLOBAL RETAIL DISTRIBUTION

Within six weeks of the first video we posted, we sold over 10,000 units. We ran out, ordered more, and sold out again. We had major retailers calling us and asking to stock Orabrush on their shelves. YouTube has definitely been a catalyst for success. In 18 months, we've gone from no sales to a global retail distribution. We've been able to hire 14 people. We're really proud of the fact that YouTube has worked for us. It's a big deal.



CHANNEL STATISTICS



STATE
Utah



TOTAL YOUTUBE VIEWS
38 million



SUBSCRIBERS
149,000



MOST VIEWED VIDEO
15 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“I cannot believe I just willingly watched a commercial...And liked it.”

AbdoriasysGuitargod

“If every commercial was friendly and human like this, the economy would be in tip top shape!”

DavyDave1313

“I got one. And it’s fricken amazing. The thing actually works. D:”

Exomos

THE KHAN ACADEMY

Sal Khan's 2,200 educational videos, which teach basic math all the way up to college-level calculus and physics, reach more than 100,000 learners around the world each day.

[YOUTUBE.COM/KHANACADEMY](https://www.youtube.com/khanacademy)

ABOUT THE PARTNER

NAME

Salman Khan, Educator

CHANNEL NAME

khanacademy

LIVES IN

Mountain View, California

JOINED YOUTUBE

2006

THE BEGINNING

About five years ago, I was an analyst at a hedge fund in Boston, and I was tutoring my cousins in New Orleans remotely, posting YouTube videos as an educational supplement. After the first few videos, my cousins told me that they preferred me on YouTube instead of when I would visit and tutor them live - they could pause and repeat the videos, watch old videos, skip ahead if they were bored - basically, they could learn at their own pace.

A BROAD REACH

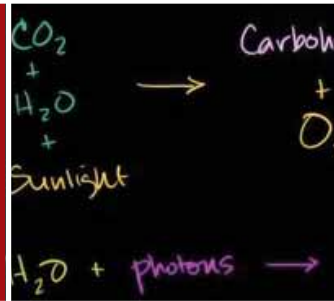
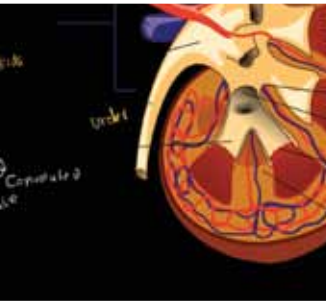
Soon I began to get comments, letters and feedback from the Middle East and Latin America, Ethiopia and Uganda, and from the U.S. I learned that people are using these videos to pass classes, refresh their skills or get an education they can't afford. It's reached further than I ever could have imagined—we have a million students a month watching 100,000 - 200,000 videos each day—all for free. The content will never get old, so people can use the videos to learn for years. If Isaac Newton had done YouTube videos on calculus, I wouldn't have to.

THE WORLD'S FREE, VIRTUAL SCHOOL

I quit my job in 2009, and I've been doing YouTube full-time ever since. As valuable as this is for school-aged children, imagine how valuable this is for the adult learner who's embarrassed to go back and learn stuff that they should have known before. Imagine what it does for a street kid in Calcutta who has to help his family during the day and that's the reason he can't go to school. I see a world where literally anyone with access to a computer and the Internet will be able to go to the Khan Academy and get a world-class education. This could turn into the world's free, virtual school.



YouTube™



CHANNEL STATISTICS



STATE
California



TOTAL YOUTUBE VIEWS
64.6 million



SUBSCRIBERS
154,000



MOST VIEWED VIDEO
840,000



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“My brother introduced me to your channel and I doubted that someone on the internet is going to teach me any better than at school, but you’re amazing! I actually understand algebra now!”

BlueBat101

“I learned 2 months worth of math in 1 hour :)”

pigmanstudios99

“I was stuck with a lousy math/physics teacher until khanacademy. I told all of my classmates immediately that now there is a chance for us to understand all the stuff our teacher couldn’t teach us. It started spreading thru the school and now about 600 students are frequently on khanacademy.”

tumdoctor

CHRISTINE GAMBITO

When the roles she was offered failed to inspire her, Christine Gambito took control of her acting career on YouTube instead.

[YOUTUBE.COM/HAPPYSLIP](https://www.youtube.com/happyslip)

ABOUT THE PARTNER

NAME

Christine Gambito, Comedienne

CHANNEL NAME

happyslip

LIVES IN

Virginia Beach, Virginia

JOINED YOUTUBE

2006

A SPECIAL BRAND OF HUMOR

I'm best known for my comedy channel – you could say I'm sort of a Filipino Eddie Murphy because I impersonate different members of my family. It was a pleasant surprise to see my videos striking a chord with not only a Filipino audience, but with many different ethnicities, who write and say that they can see their own family in the depictions of mine.

EVERY ARTIST'S DREAM

Although a working actress in New York City, I felt limited by the roles I was being submitted for. There was a unique type of humor inside of me, but I wasn't sure how I was supposed to find an outlet for it. I was encouraged by friends and family to perform a one-woman show with all these characters I have been impersonating since I was a child, but the prospect of putting a theater show together seemed daunting and expensive. I decided to try using this website called YouTube. It's amazing that an artist can create their work from a bedroom at home, and in an instant have the world watching. On YouTube I can be as crazy and creative as I want to be, and be in total control of a concept coming to life and having a direct connection to a worldwide audience. Ultimately, it's every artist's dream to be paid to do what they love and YouTube opened the door for me to be creatively satisfied while paying the bills.

LAUGHTER IN TOUGH TIMES

Recently I received an email from a woman who was battling cancer for years. She told me that my videos had given her much-needed laughter through those tough times. She said her cancer had spread, she had days to live, and was writing to ask if one of my songs could be played at her memorial service. I couldn't believe she was asking for permission, and our family went to Hawaii so I could sing the song in person. That experience had to be the most humble reminder of why I do what I do.



CHANNEL STATISTICS



STATE
Virginia



TOTAL YOUTUBE VIEWS
86.1 million



SUBSCRIBERS
747,000



MOST VIEWED VIDEO
4.6 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

"This video is awesome. I've been particularly homesick lately and this video has given me the courage to call home and catch up. Thank you happyslip. Keep on doing what you do."

Skywalk996

"Happyslip can change the world with a little help from us and fellow people we see everyday."

DireArticWOLK1

"I started crying when I saw this video. I grew up in NYC and makes me miss my great big crazy FILIPINO family. After having moving to Australia 7 yrs ago, I still miss NY with all my heart."

oznavywife

OK GO

A music video that features a life-sized Rube Goldberg machine? Another filmed completely on treadmills? Indie band, OK Go was among the first to harness the power of YouTube to build a community and fan base around clever viral videos.

[YOUTUBE.COM/OKGO](https://www.youtube.com/okgo)

ABOUT THE PARTNER

NAME

Mike Rosenthal, Digital Strategist

CHANNEL NAME

okgo

LIVES IN

Chicago, Illinois

JOINED YOUTUBE

2006

AN E-MAIL FROM YOUTUBE'S CO-FOUNDER

In 2005, the band had been making funny videos and posting them in various places on the web. Chad Hurley sent us an e-mail saying 'I saw the video of you guys dancing in the backyard; you should consider posting it on my new startup, YouTube.' That was a really nice moment, early days for YouTube, early days for viral video.

AN EPIC VIDEO

The Rube Goldberg machine video was a huge effort involving hundreds of people. You need a reliable distribution platform for that kind of creative endeavor. YouTube is that platform. You know it's not going to crash with a million hits in the first seven days. We value its reliability and its sharing framework.

BRINGING PEOPLE TOGETHER

YouTube provides a place for people to come together and comment. It provides a place for the community to live. Nobody wants one portal, but we do want to huddle around where the cool content is, a place to gather and meet each other.



CHANNEL STATISTICS



STATE
Illinois



TOTAL YOUTUBE VIEWS
126 million



SUBSCRIBERS
132,000



MOST VIEWED VIDEO
28.1 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“Not only do they do crazy, and original stuff like this, their music is just great. Catchy, new, DIFFERENT and actually showcases their TALENT AS MUSICIANS. It’s not a cookie-cutter carbon-copy of what every other producer out there is forcing their “artists” to make.”

AFLoneWolf

“Our science teacher made us watch your video for “This Too, Shall Pass” so we could learn the newton’s laws...it was epic! :D”

XxXyukisammaXxX

“Finally, a music video that makes you actually want to buy the song!”

W3R3W00F

IT GETS BETTER PROJECT

The It Gets Better Project uses the emotional power of video to remind teenagers in the LGBT community that they aren't alone - and that it will get better.

[YOUTUBE.COM/ITGETSBETTERPROJECT](https://www.youtube.com/itgetsbetterproject)

ABOUT THE PARTNER

NAME

Dan Savage, Activist

CHANNEL NAME

itgetsbetterproject

LIVES IN

Los Angeles, California

JOINED YOUTUBE

2004

IT GETS BETTER PROJECT

I was thinking about the suicide of Billy Lucas, so soon after reading about the suicide of Justin Aaberg, and I had the reaction I've always had when a gay teenager kills himself: "I wish I could have done something." That same day, I saw a comment on my blog: "I wish I could have told them, wait five more minutes, it gets better" And then I realized that in the YouTube era, I could look into a video camera, talk to gay kids who are being bullied, and give them hope, advice, and coping strategies.

VIDEOS FROM AROUND THE WORLD

People all over the world jumped in. It's been thrilling and touching to see how many other people were out there feeling the way we felt...people rushed in to make videos, to spread the word...to show LGBT kids from all races, religious backgrounds, classes and regions that it could get better for them too.

TOUCHING LIVES

[These videos have] touched lives and saved lives. I've heard from parents who knew their kids were being picked on for being gay and suspected their kids were gay but didn't know how to broach the subject. Parents have written to me to say thank you, but also to say that they sat down with their kids to watch the videos, and their kids took that opportunity to come out to them at a moment when Mom and Dad were demonstrating their support in an active way, without words.



CHANNEL STATISTICS



STATE
California



TOTAL YOUTUBE VIEWS
2.5 million



SUBSCRIBERS
34,600



MOST VIEWED VIDEO
1.5 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“It gets better everyone! Don't listen to anyone but what your heart and mind tell you! You are all special and have meaning in the world. Follow your dreams and you will become anyone you want!”

Sweetnessboy1

“I love these videos so much :) such a beautiful message to the ppl who are struggling <3 stay strong guys it gets better.”

xXx11blackrose11xXx

“Thanks, Dan. Your video saved my life.”

JoanneF78

TERESA RICHARDSON

During tough economic times, Teresa Richardson's crochet skills turned into a valuable asset. She now makes a living teaching people the art of crochet in an interactive way that's just not possible with how-to books. [YOUTUBE.COM/TJW1963](https://www.youtube.com/tjw1963)

ABOUT THE PARTNER

NAME

Teresa Richardson, Crochet Teacher

CHANNEL NAME

tjw1963

LIVES IN

Savannah, Georgia

JOINED YOUTUBE

2006

FROM ONE STITCH TO ONE MILLION VIEWS

I teach beginner crochet tutorials on YouTube and provide patterns for people who are new to crochet—I say that I'm teaching the world to crochet one stitch at a time. But I'm an accidental entrepreneur. When I began, I really had no idea people were watching my videos. One day, about a year in, I realized I had a million views.

THE UNIVERSAL LANGUAGE OF CROCHET

I've been doing crochet for 28 years, and while written instructions can be very frustrating, crochet becomes a universal language through video. People write to me from all around the world, even places with limited Internet access like India, telling me they're thankful for the videos and that they're making crochet to supplement their income. People in the U.S. have said the same thing too. It's unbelievable sometimes...it seems surreal that I can be having this impact.

BETTER THAN ANY PART-TIME JOB

At one point, I was out looking for a part-time job and didn't find anything, but then the YouTube Partner Program came along and I realized it was better than any part-time job, both in terms of income and the fact that when you're able to have fun at what you do, it's not work. Income-wise, it's the equivalent of having a salary and more. Since we've gone through this recession, there's been a shift of career choices, and maybe some companies closed up—but I've seen opportunities open on YouTube.



CHANNEL STATISTICS



STATE
Georgia



TOTAL YOUTUBE VIEWS
38 million



SUBSCRIBERS
65,000



MOST VIEWED VIDEO
801,000



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

"You are like my crochet virtual god-mommy! lol Thank you for sharing such a wonderful gift!"

Carmel86Tae

"I could never crochet before I found you!! You make it all seem less intimidating, thank you for sharing your talent! Can't wait to start on this one."

vampyra44

"I just recently started crocheting, and out of all the books I've looked at, I can really follow your work. You do very good work. Thank you :)"

rmain2009

GOVERNOR CHRIS CHRISTIE

NJ Governor Chris Christie regularly uses YouTube to communicate with constituents; his videos are the most watched of any current governor and he has more than a million views on his most popular video.

[YOUTUBE.COM/GOVCHRISTIE](https://www.youtube.com/govchristie)

ABOUT THE PARTNER

NAME

Riccardo Diaz, Director of Media Affairs
for Governor Christie

CHANNEL NAME

GovChristie

LIVES IN

Trenton, New Jersey

JOINED YOUTUBE

2010

COMPLETE ACCESS TO THE GOVERNOR

YouTube is a great way for Governor Christie to directly communicate his opinions and views with constituents. We wanted to use YouTube as a platform to give people complete access to what the governor is saying and doing beyond interviews and what is on TV.

CLEARLY DELIVERING A MESSAGE

YouTube allows us to clearly deliver our message right to constituents. People today are accessing news in many different ways, and we've found YouTube to be an extremely effective channel to disseminate a message. We can set the record straight on misconceptions, or we can inform people on an issue and the governor's position. Governor Christie is constantly looking for feedback and wants to hear what his constituents are saying—social media helps us keep up an interactive, ongoing dialogue with them.

YOU MUST HAVE SOMETHING TO SAY

To be successful on YouTube, you have to have something to say. The governor has a clear message and a set of issues he's focused on that we want to communicate to our viewers. YouTube is a way to capture the governor in his own element, while he's just being himself and talking about what he cares about.



CHANNEL STATISTICS



STATE
New Jersey



TOTAL YOUTUBE VIEWS
2.8 million



SUBSCRIBERS
3,700



MOST VIEWED VIDEO
1 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“I wish majority of our politicians were like him. Chris Christie, direct and to the point. Regardless of whether you agree with him, you know where he stands.”

NadegeP1

“Liberal here.. Well done Gov Christie.. This is what we need, SUBSTANCE. Actually say something, instead of repeating useless talking points.”

buttknuckle55

“More power to you! I wish this man was governor of my state.”

DisEm

BOYCE AVENUE

When the Internet opened up a global audience for their music, the Manzano brothers went from jamming together at home to selling out concerts.

[YOUTUBE.COM/BOYCEAVENUE](https://www.youtube.com/boyceavenue)

ABOUT THE PARTNER

NAME

Daniel Manzano, Musician

CHANNEL NAME

boyceavenue

LIVES IN

Sarasota, Florida

JOINED YOUTUBE

2007

THE YOUTUBE SCENE

We're brothers, so we've been hanging out our whole lives. We realized in 2004 that music was what we wanted to do, but it wasn't until we started posting videos to YouTube in 2007 that things started to ramp up. We were playing in small venues in Sarasota and starting to write our own songs, and people were buzzing about the YouTube scene, so we bought a decent little camera and a recording device and started putting out videos.

FAN COMMUNITY

For the first two years, we did everything ourselves. We wrote the parts, arranged the parts, recorded the parts, shot the video, and edited it. It was an insane amount of work and we were just learning as we went, so it was really rewarding to see people enjoying the videos. Some of them went viral and have 10 million views. Our YouTube channel is a big community—I don't know another way for musicians to get such instantaneous feedback from their fans.

THE BIG MOMENT

The real big moment was when we got hired to go to the Philippines to play a few shows. When we walked out on stage there were literally thousands of Filipino fans with deafening screams. We knew there was a fan base in the Philippines because of our YouTube analytics, but we were shocked at the crowd. That's when we knew this was something bigger than we thought. It was an experience we'll always remember.



CHANNEL STATISTICS



STATE
Florida



TOTAL YOUTUBE VIEWS
315 million



SUBSCRIBERS
662,000



MOST VIEWED VIDEO
11.7 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“You guys... they just used your song on So You Think You Can Dance!!! Congrats!! I screamed so loud!! Been a fan since forever and I'm proud your hardwork and dreams are getting you where you want to be!!!”

LottyDotty05

“Proud to be a part of the Boyce Avenue generation!”

fleethescene55

“THUMBS UP FOR A (WORLD!) TOUR”

wright17wright17

SHOW ME THE CURRY

Moms Hetal Jannu and Anuja Balasubramanian joined YouTube for a creative outlet they could pursue while raising a family. They ended up finding careers with one of YouTube's most popular cooking series. [YOUTUBE.COM/SHOWMETHECURRY](https://www.youtube.com/showmethecurry)

ABOUT THE PARTNER

NAME

Hetal Jannu and Anuja Balasubramanian,
Chefs and Small Business Owners

CHANNEL NAME

showmethecurry

LIVES IN

Frisco, Texas

JOINED YOUTUBE

2007

A MODERN APPROACH TO TRADITIONAL INDIAN COOKING

We both knew a lot of people who were struggling with Indian cooking. So we started to produce and distribute Indian cooking videos in which we share step-by-step, easy-to-follow instructions on how to make delicious and healthy Indian food. It's a modern and practical approach to traditional Indian cooking with faster and easier recipes.

FROM HOBBY TO CAREER

We started our YouTube channel as a hobby in 2007, but it has now moved into a business. Our families are very proud of us. Show Me the Curry has become a big priority in our lives, and has allowed us to become authorities on Indian cooking without any formal training. People trust our recipes and guidance because they can see that a lot of research goes into each recipe and video. We're proud that we're able to be stay-at-home moms, but also have a satisfying and successful career.

GLOBAL REACH

We have found that people from every corner of the world, not just the U.S., are watching our cooking videos and finding them helpful. Every so often we get recognized at the store or at a restaurant, and we know it's because of our YouTube channel. Any time we release a YouTube video, we wait in anticipation for feedback from our viewers—it's thrilling for us, even after so many years and videos.



YouTube™



CHANNEL STATISTICS



STATE
Texas



TOTAL YOUTUBE VIEWS
25 million



SUBSCRIBERS
29,000



MOST VIEWED VIDEO
754,000



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“I lovvvve u ladies so much!! i wish u had a cook book,;)”

blaminican1

“Woohooo. thanks a lot girls. going to go cook it right now and impress all the indian girls in my block of flats. :) thanks for the recipe. yummy!”

cjunk351

“Simple and very easy to understand. Anyone who wants to learn cooking can prepare these.”

claudees

INVISIBLE PEOPLE

Once homeless himself, Mark Horvath turned YouTube into a platform for advocacy—broadcasting the stories of the homeless in the hope that they'd no longer be invisible.

[YOUTUBE.COM/INVISIBLEPEOPLETV](https://www.youtube.com/invisiblepeopletv)

ABOUT THE PARTNER

NAME

Mark Horvath, Advocate

CHANNEL NAME

invisiblepeopletv

LIVES IN

Los Angeles, California

JOINED YOUTUBE

2008

TELLING IT LIKE IT IS

I used to be homeless—and when the economy tanked in 2008, there was a chance I might become homeless again. When I was facing that possibility, there was something in me that made me want to start telling the real story of homelessness that so many people never see. I started going to the streets and into tent cities and interviewing homeless people on my camera. I put the videos up on YouTube, and they were raw and unedited. Because they aren't edited, you know it's authentic.

CHANGING PERCEPTIONS

The reaction from the YouTube community has been insane. People generally don't go home at the end of the day and say, 'Let's watch some homeless stories.' It's not exactly Disney material. But the number of people watching them is amazing, and it's making a difference in their perceptions of homelessness. People leave comments like, 'I used to think homeless people were bums. But now, I know they are people just like us.'

REAL SOCIAL CHANGE

When you look at the social crisis of homelessness, we can solve it. Never before in the history of mankind have we had the tools to affect real social change right in our hands. Almost every phone records video and if I can do all this with \$45, imagine what you can do with your resources. You have to go out and do it.



YouTube™



CHANNEL STATISTICS



STATE
California



TOTAL YOUTUBE VIEWS
2.4 million



SUBSCRIBERS
8,600



MOST VIEWED VIDEO
472,000



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“Poor guy was trying to get a job and they don’t even have the guts to at least say they can’t hire him. Hopefully someone saw this video and hired him.”

matt14972

“Is there any way I can make a donation directly to Amy? I’d love to buy that girl some groceries or something.. Just to let her know someone cares. :)”

dismutased

“This is an incredibly sane and articulate man. I sure hope someone sees this and gives him a job. Certainly this person could be working productively, paying taxes and bettering society. God Bless him. If you would at least tell WHERE these people are... someone could find them. No?”

nancy4366

GREG PATTILLO & PROJECT TRIO

Greg Pattillo was bagging groceries before his beatboxing, flute-playing skills caught the imagination of millions of YouTube viewers.

[YOUTUBE.COM/FREEDOMWORKSFILMS](https://www.youtube.com/freedomworksfilms)

ABOUT THE PARTNER

NAME

Greg Pattillo, Musician

CHANNEL NAME

freedomworksfilms

LIVES IN

New York, New York

JOINED YOUTUBE

2006

CLASSICAL BACKGROUND

I went to the Cleveland Institute of Music and ended up playing flute for the Guangzhou Symphony Orchestra in China. After a while in China, I moved to NYC and started to freely explore the flute in ways that were different than my classical training. I never made a buck playing classical music back in New York, so I worked at Starbucks and Trader Joe's. During my lunch breaks, I would go down into the subways to develop my repertoire, incorporating elements of beatboxing and traditional playing together; a blending of the two idioms. I was hustling for money, but I was also paying attention to what people liked listening to.

ONLINE BUSINESS CARD

Two of my friends started playing in the subway with me, and we started an ensemble—PROJECT Trio. YouTube was a fresh new way to be hip and get your stuff out for people to see. I wanted to put up a YouTube channel so it could be like an online business card for my music. I started to work with a film student at NYU, and the videos just took off.

A FULLY MUSICAL LIFE

Because of the nice break I got on those videos, I'm able to spend all of my time pursuing music in many different manifestations. I play the flute, saxophone, keyboard, I make beats and samples on computers—YouTube has helped me lead a fully musical life. It's the goal of most musicians to be associated with a unique sound. YouTube has given that to our ensemble on an international basis. People understand the kind of music we produce and they're drawn to it.



YouTube™



CHANNEL STATISTICS



STATE
New York



TOTAL YOUTUBE VIEWS
65 million



SUBSCRIBERS
73,600



MOST VIEWED VIDEO
25 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“No. No. I can’t take it. You’re too good. It’s not even funny.”

megabytestudio

“I wondered why I had no talent. It’s ‘cause this guy got my share.
As well as that of a lot of other people.”

Psy1402

“Amazing, if this cat doesn’t make it to a showbiz gig, I would be thoroughly surprised. Pure talent.”

chared64

MICHELLE PHAN

Michelle Phan's easy-to-follow video makeup tutorials helped millions of women gain confidence—and opened the door to several career opportunities for Michelle.

[YOUTUBE.COM/MICHELLEPHAN](https://www.youtube.com/michellephan)

ABOUT THE PARTNER

NAME

Michelle Phan

CHANNEL NAME

michellephan

LIVES IN

Los Angeles, California

JOINED YOUTUBE

2006

EDUCATIONAL AND ENTERTAINING

I create beauty and self improvement videos. They're broken down and simplified, but with a hint of entertainment—I try to keep educational videos fun and engaging. When I uploaded my first video on YouTube I had no idea what to expect! I just wanted to show people online how to achieve an everyday natural makeup look with a few simple steps. My vision is still the same as on day one.

A GLOBAL TELEVISION

YouTube reminds me of a global television, in that I am able to broadcast my show for everyone to see. My show helped me catch the eye of Lancome, and they signed me on as their official video makeup artist. It's an incredible platform.

ACHIEVING THE BIGGEST DREAM

Today, I am able to take care of my entire family, and my mother doesn't have to work as hard as she used to. I've achieved one of my biggest dreams because of YouTube. When people come up to me to thank me for my videos, it's such a humbling experience. As long as I help one person, my goal has been accomplished. In the future I see myself producing and managing talent—expanding my network to help more and more girls do what I do and most importantly, inspire more people to find the art in beauty.



CHANNEL STATISTICS



STATE
California



TOTAL YOUTUBE VIEWS
420 million



SUBSCRIBERS
1.4 million



MOST VIEWED VIDEO
29 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

"I have had acne all my life to the point it honestly depresses me. but after following a few tutorials she gives, my skin is looking better and feels better. It has boosted my confidence and overall lifted my days."

Kazuokaaki

"Thank you:) My contacts ran out and I usually feel so self-conscious when I wear my glasses.. so much that I don't want people to see me. I just tried this look and while I didn't use Lancome, it looks good. thankouthankouthankyou for giving me my confidence back:)"

sawnovcow

"This is amazing, I wish my family would have known about it back when my gram had cancer. It was devastating for her to lose her hair. I'm so happy this message is being spread."

pdizzlerocks

KEVIN WU

Kevin Wu's unique brand of situational comedy connected him with a community of fans and helped him break into the entertainment industry.
[YOUTUBE.COM/KEVJUMBA](https://www.youtube.com/kevjumba)

ABOUT THE PARTNER

NAME

Kevin Wu, Entertainer

CHANNEL NAME

kevjumba

LIVES IN

Los Angeles, California

JOINED YOUTUBE

2006

COMEDY SKITS WITH MY DAD

I started my channel four years ago out of curiosity mixed with boredom, and had no idea it would turn into what it is now. I was a junior in high school, and by no means the coolest kid at my school. I just turned on a camera and started talking. Mostly I'm a video blogger and I talk about really situational stuff. I talk directly to the camera, so it's very personal, and I do skits with my Dad - my fans love him.

ONE MILLION PEOPLE LIKE ME

Hitting one million subscribers was a pretty special moment, especially given that my videos are very personal and I really put myself out there. To have one million people like you as a person is huge. The whole experience has opened so many doors for me. I'm pursuing opportunities in the entertainment industry. I get to do what I love and sustain myself from it. I've moved to LA, and have met so many people that I get to collaborate with. Being able to generate this revenue has simply changed my life.

REAL ASIAN TALENT BEING BROADCAST

The entire Asian-American community has been incredibly supportive. I think YouTube is probably in some ways the only means of entertainment for Asians because we're misrepresented in mainstream media by goofy Asian stereotypes. On YouTube, you get to see real talent, real comedians, who are Asian—there's a huge new movement.



CHANNEL STATISTICS



STATE
California



TOTAL YOUTUBE VIEWS
184 million



SUBSCRIBERS
1.7 million



MOST VIEWED VIDEO
14 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

"You guys have the best father son relationship...makes me wish my dad was around . - tear -."

brionnaisokay

"The kindness and compassion you showed for those kids is inspiring. It always amazes me how good you are at making people laugh and at least helping them get through the day, you've helped me to laugh countless times and from the bottom of my heart I'd like to thank you :)"

TheyCallMeKaida

"Kev is awesome! He's an amazing guy who's all about positive vibes...and he's succeeding off his videos and even giving money to charity!"

WhoaBradley

DUDE PERFECT

In the past, to make a career from your love of sports, you had to be a pro athlete. Enter these five college roommates. They turned their love of basketball (and uncanny trick shot abilities) into a successful sporting franchise.

[YOUTUBE.COM/CORYCOTTON](https://www.youtube.com/corycotton)

ABOUT THE PARTNER

NAME

Coby and Cory Cotton, Tyler Toney, Garrett Hilbert, & Cody Jones - Basketball Trick Shots

CHANNEL NAME

corycotton

LIVES IN

Austin, Texas

JOINED YOUTUBE

2009

FROM FREE LUNCH TO FAME

'If I make this shot, you owe me lunch'... Swish. A free sandwich, a simple camera, and 20 'I-can-do-better-than-you' shots later, Dude Perfect was born. We're five college guys who met through a Bible study at Texas A&M and eventually became roommates. Our channel started by accident—we posted those 20 trick shots to YouTube, and two days later Good Morning America asked if they could show it on-air. The word was out.

FULL-TIME TRICK SHOTS

Over the past two years, we've progressed into ever-crazier trick shots, marketing campaigns, and even our own iPhone game (called Dude Perfect). It's been a blast, and it really has become a business.

GO BIG

Our slogan has always been "Go Big." No matter what your passion is, our hope is to inspire others to "Go Big" and make their lives count. We're launching a book this September about just that. What's the title? You guessed it...*Go Big*.



CHANNEL STATISTICS



STATE
Texas



TOTAL YOUTUBE VIEWS
50 million



SUBSCRIBERS
126,000



MOST VIEWED VIDEO
7 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“I saw this on sportscenter. It got the #1 play on top plays.”

nygiants1515

“If they’re gonna make any shot longer than that, they will have to calculate world rotation.”

klips2

“They seriously should get their own show, that would be awesome!”

OfficialAkramJuma

SHAY BUTLER

Shay Butler worked what felt like every job under the sun before finding his true calling—creating a regular video series featuring him and his family on YouTube, which generates a six-figure salary.

[YOUTUBE.COM/SHAYTARDS](https://www.youtube.com/shaytards)

ABOUT THE PARTNER

NAME

Shay Butler, Entertainer

CHANNEL NAME

shaytards

LIVES IN

Venice Beach, California

JOINED YOUTUBE

2006

A 180-DEGREE TURNAROUND

My YouTube channel is mostly daily vlogs of me and my family, living our lives, talking about quirky things, having fun. YouTube has changed my life 180 degrees. We've recently paid off all of our debt because of the YouTube Partner Program—that was always one of our goals. But more than that, I'm doing something that I love, and I never could have planned on that. I've been a granite laborer, a real estate agent, a school bus driver, a car salesman; I've had every job under the sun. I'm now 31 years old and YouTube is the longest job I've ever had. I love it.

A MESSAGE OF HAPPINESS

Spreading a message of happiness to the people who watch our videos is the most rewarding thing about what we do. I really believe that family is the most important thing out there. There is a lot to be said for good parenting, and there's nothing better for a kid than to see that their parents love each other. Being able to share our belief in that with the world has been wonderful.

150 PEOPLE IN MY LIVING ROOM

The very first emails I was getting when I started making videos were just so amazing to me. I got an email from somebody saying, 'This is John, I live in Alabama, your video was hilarious, you should make more!' And I'm thinking, 'I just got an email from somebody who lives miles away, who doesn't know me, who wants me to do more!' At the point I reached 150 subscribers, I was amazed that there were 150 people who'd pushed a button to say they wanted to see more of me! If I imagined 150 people in my living room, it would be packed! That these people from around the world were engaging and making an attempt to communicate with me was very uplifting.



CHANNEL STATISTICS



STATE
California



TOTAL YOUTUBE VIEWS
430 million



SUBSCRIBERS
973,000



MOST VIEWED VIDEO
9.5 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

"My family has been going through some difficult times lately, and watching the Shaytards vlogs have helped me pull through (happiness is a choice!). Shay has literally changed my life, even inspiring me to start my own daily family vlogs."

suzymc

"My husband has been deployed to Afghanistan since May of 2010 and I won't see him again until June 2011. It makes me feel soooooo good to know that my favorite "celebrity" is there for me and Understands! I watch your videos EVERYDAY and It instantly makes my day."

blossy2009

"Shay is an inspiration! I have watched every shaytards video and it is always the first video I watch in my subscriptions box! If only the world were filled with more men like Shay this would be a wonderful world."

othaggac

VLOG BROTHERS

Brothers Hank and John Green parlayed their online popularity into an annual philanthropic event that dominates YouTube each December.
[YOUTUBE.COM/VLOGBROTHERS](https://www.youtube.com/vlogbrothers)

ABOUT THE PARTNER

NAME

Hank Green (and brother, John)

CHANNEL NAME

vlogbrothers

LIVES IN

Missoula, Montana

JOINED YOUTUBE

2007

A FULL YEAR OF VIDEOS

My brother John lives in Indiana, and I live in Missoula, Montana. We didn't talk that much, so we decided that it would be a good idea if we had a project that would tie us together. So, we decided that in 2007 we would only communicate with online video. We couldn't send each other a single text or IM or email, but we would make and post a video every day throughout 2007.

PROJECT FOR AWESOME

Our community of viewers wanted to work on something together. So in 2007, we asked them to make a video about their favorite charity and post it. Then we had the community rate and comment on the videos to confuse the YouTube promotion algorithm into featuring a bunch of charity videos. Instead of being upset, YouTube loved the idea and, since then, has helped us so much that we don't need to trick anything anymore. 'Project for Awesome' is now way bigger than just John and me and we're really excited about that.

YOUTUBE IS MY JOB

This is my job, so it obviously impacts my family and my life a lot. I get up in the morning and I'm working on YouTube stuff, whether it's videos, or VidCon or DFTBA Records. I'm always thinking about video ideas and how to interact with our community and take things to the next level. I can't even imagine what life would be like without my YouTube channel.



CHANNEL STATISTICS



STATE
Montana



TOTAL YOUTUBE VIEWS
150 million



SUBSCRIBERS
535,000



MOST VIEWED VIDEO
12.7 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“Just have to choose my charity, and they yay! I love seeing youtubers using their powers of subscribers to help charities, and make the world more awesome. You guys are amazing!”

RebeccaInTheTARDIS

“When I entered the YouTube universe a few years ago, I never would have suspected that I would be a part of the most complex and wonderful community in the world. Everything you do inspires me to be a better person.”

Eliemarieee

“This community is the most amazing and awe-inspiring thing I have ever seen. You have changed my life and countless others with your videos and kind words. Who would have thought that a simple idea, like wanting to talk to your brother through a Youtube video, would affect the world like it has?”

AverieMC

BLENDTEC

Utah-based Blendtec sells blenders. They catapulted to Internet fame with just a \$50 budget and their creative marketing campaign, “Will it blend?”

YOUTUBE.COM/BLENDTEC

ABOUT THE PARTNER

NAME

Nate Hirst, Global Marketing Analyst for Blendtec

CHANNEL NAME

Blendtec

LIVES IN

West Orem, Utah

JOINED YOUTUBE

2006

BLENDERS OF UNUSUAL STRENGTH

Tom Dickson, the owner and CEO of Blendtec, had a unique way of testing blenders; he would jam 2” x 2” pieces of lumber into them to test the strength of their motors. Our marketing director saw these tests and was amazed that a blender could pulverize pieces of lumber. He recognized that if he was that enthralled with blending destruction, others might be too. So he budgeted \$50 to create a YouTube campaign. The rest is history.

A GATEWAY TO PRESS ATTENTION

The YouTube campaign has given us brand awareness that other companies have paid millions of dollars to achieve—it really put us on the map in the eyes of the general public. Our ‘Will it Blend?’ videos have been featured on the Today Show, the History Channel, the Discovery Channel, and the Tonight Show with Jay Leno.

EXTREME BLENDING

We call what we do extreme blending. Our blender is designed to be used in the home kitchen to make smoothies and soups, but to prove its strength, we blend things other blenders can’t handle, like marbles, golf balls, hockey pucks, and even a rake handle. Our blends have become a little more sophisticated in the recently with the iPad being our most popular video (and blend subject) to date. We receive hundreds of emails daily with different suggestions of things to blend. No, we will not blend your mother-in-law, ex-wife or ex-husband.



CHANNEL STATISTICS



STATE
Utah



TOTAL YOUTUBE VIEWS
166 million



SUBSCRIBERS
399,000



MOST VIEWED VIDEO
11.8 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“Okay you have sold me. This fall when I have the money to spend I am buying one of these things. This is a better commercial than the one for the magic bullet.”

fullflavormenthol

“That’s one kick a** blender.”

UBERxL33T

“I want that blender mine doesn’t even crush ice:(”

c00ldude1987

JOSH SUNDQUIST

Josh Sundquist lost his leg to cancer as a young man. Not to be deterred, he subsequently defeated cancer, represented the U.S. in the 2006 Paralympics, and became a motivational speaker and inspiring YouTube Partner.

[YOUTUBE.COM/JOSHSUNDQUIST](https://www.youtube.com/joshsundquist)

ABOUT THE PARTNER

NAME

Josh Sundquist

CHANNEL NAME

JoshSundquist

LIVES IN

Arlington, Virginia

JOINED YOUTUBE

2006

REACHING A LOT OF PEOPLE

YouTube is the storytelling platform I'm most excited about right now, because it's such a powerful way to communicate with people. Consider audience size—this week I will speak at a convention with 1,000 people there. That's a lot of people. But I could make a YouTube video and by the end of its life cycle about 40,000 people will have watched it. Two years ago, my ultimate goal was to host a TV show. But I've since realized that I can bypass getting an agent and finding producers and getting signed; with my YouTube channel I can literally turn on my camera and just talk.

DRIVING BUSINESS THROUGH YOUTUBE

I started on YouTube because I like telling stories and it's a cool way to connect with people. What I was not aware of was the extent to which YouTube would help drive the other areas of my business. I'm a motivational speaker and 75 percent of my speaking requests now come directly from YouTube. Somebody sees my videos and tells their principal or their mom or their boss. It blows my mind. And YouTube is driving 100 percent of my book sales.

AN AMAZING COMMUNITY

The YouTube community is unique. All of the content creators I've met have been eager to give me tips and promote my videos. The people who view my videos are great too. They're my viewers, but they're also my friends. They give me comments, and we're constantly collaborating to make more videos. YouTube was built for this kind of sharing from the beginning, and it's created an amazing sense of community.



YouTube™

CHANNEL STATISTICS



STATE
Virginia



TOTAL YOUTUBE VIEWS
9.4 million



SUBSCRIBERS
120,000



MOST VIEWED VIDEO
703,000



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“Josh you are such an inspiration to me! I have muscular dystrophy and its your words on one of your speeches about out running with the bulls that really gave me hope and confidence...thank you so much for all you do josh! God bless you.”

screamingdoor

“I’ve never said this to someone I’ve never “met” before, and even people I have met, it’s been rarely said to. You inspire me immensely. Never change. I love these videos, hope you get hired to keep them coming.”

sugaryxoosweets

“YAH i love your videos. This series is the reason i bought your book.”

Yellowskid

MARK CRILLEY

When Mark Crilley first joined the YouTube Partner Program, he thought his videos would help pay for groceries. Now, YouTube is his steadiest source of income.

[YOUTUBE.COM/MARKCRILLEY](https://www.youtube.com/markcrilley)

ABOUT THE PARTNER

NAME
Mark Crilley

CHANNEL NAME
markcrilley

LIVES IN
Novi, Michigan

JOINED YOUTUBE
2006

THE GUY WHO'S REALLY TALKING TO YOU

I was working on a series of graphic novels and I thought I'd make a video telling people about the books that were coming out soon. I just pointed the camera at the work in progress and put that onto YouTube. I kept making videos like this, but after a while I pointed the camera at my hand as I worked on an actual page and filmed myself drawing. That video got lots of views. The light bulb went off: people like to see videos of me drawing and talking while drawing and giving them advice. A lot of how-to-draw videos on YouTube are just time-lapse photography of someone drawing with no explanation, but in mine, the guy is really talking to you and telling you why he's putting this line here. That's how I set myself apart.

BECOMING A MENTOR

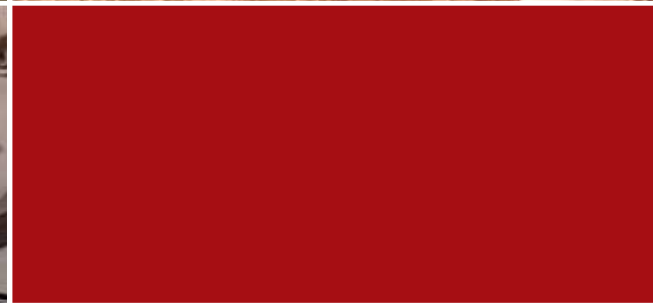
My goals with YouTube changed over time. At first, it was to make people aware of my books. But over time, it became about more than the books; I had become a mentor to these people around the world. It was a thrill to find that people really were benefiting from the videos and learning a lot. There were people who'd never had access to an art teacher before, or maybe they had, but the teacher didn't respect the manga style. This has just been astonishing to me—I feel almost embarrassed at the outpouring of messages and comments.

MORE THAN HELPING WITH THE GROCERIES

When I started out, I thought the revenue from YouTube would be something that helped with the groceries, but it has become a real piece of the pie. In my line of work as a freelance writer and illustrator, it is now the steadiest source of income I've had since I became self-employed. It has brought a wonderful stability to my life.



YouTube™



CHANNEL STATISTICS



STATE
Michigan



TOTAL YOUTUBE VIEWS
57 million



SUBSCRIBERS
343,000



MOST VIEWED VIDEO
4.3 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

“WOW!!! What an excellent video. I am definately going to watch more. So easy to learn from. Thank you for your style and the sharing of your talent!!!!”

taminatrix

“Keep up the good work, you teach so many things to other people. a lot of artist do not tell their secrets. but you know what? that’s exactly why i bought your books, to say thank you :)”

intercoiffeur

“Hello Mark, just stopping by to say hi and to tell you that you are an amazing artist who has helped so many people. I hope you have a good week. I look forward to your next video. :)”

Yukichansart

MARK WATSON

Former soldier Mark Watson took an everyday life experience—buying a new computer—and turned it into a successful YouTube channel that is now his full-time job.

[YOUTUBE.COM/SOLDIERKNOWSBEST](https://www.youtube.com/soldierknowsbest)

ABOUT THE PARTNER

NAME
Mark Watson

CHANNEL NAME
SoldierKnowsBest

LIVES IN
St. Louis, Missouri

JOINED YOUTUBE
2008

ADVICE FROM THE COMMUNITY

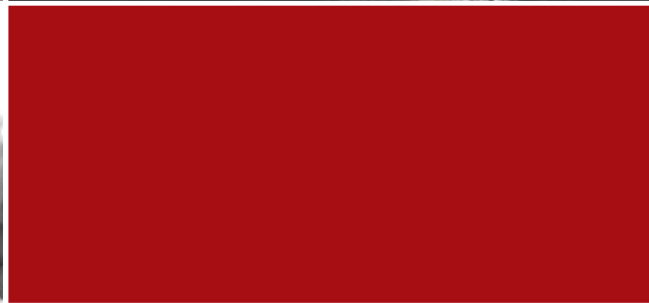
I started on YouTube because I was looking for a new computer and I spent a lot of time watching other peoples' video reviews on the site. Their videos felt very personal and I realized I really trusted their opinions because of that. I started filming tech news and demos and over time, I expanded to doing major product reviews.

MORE PASSION, MORE VIEWERS

If your viewers recognize that you're really passionate, they'll learn to trust your videos and they'll want to keep watching. Thanks to my viewers, my videos have appeared on tech blogs and websites, and I was even featured on Good Morning America.

GEEK + SOLDIER = SOLDIERKNOWSBEST

When I was in the Army, I did communications work and realized how much I love technology. I'm a geek, so getting to talk about technology all the time on YouTube feels like my calling. I've been doing YouTube full time since July 2010 and it's been great. Some people just do it for the money, but I love the YouTube community and I love working for myself.



CHANNEL STATISTICS



STATE
Missouri



TOTAL YOUTUBE VIEWS
54.9 million



SUBSCRIBERS
229,000



MOST VIEWED VIDEO
4.9 million



Channel statistics are accurate as of July 2011

CHANNEL COMMENTS

"I love your channel, I'll check in often so that I'm not the last person to find out about something new. Thanks for all the tech info!"

zombiejessi

"Thanks sooo much for this review! I've been lookin all day for a real review for the new iphone, and you just told me everything i need to know."

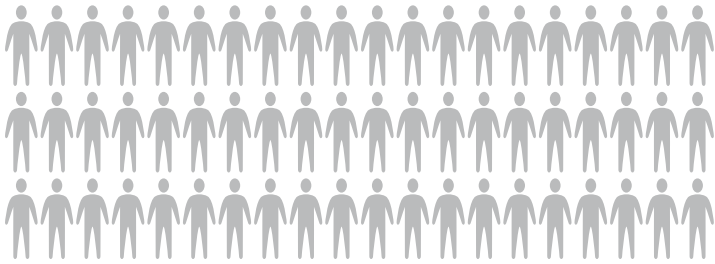
MsMayerz

"Thanks for all of your feedback on tech, games, etc. earlier today during your live feed. I appreciate everything you do for the youtube community."

chrisdogg01

SINCE THE FIRST YOUTUBE VIDEO WAS UPLOADED IN APRIL 2005

YOUTUBE HAS GROWN TO:



3 billion+ views a day

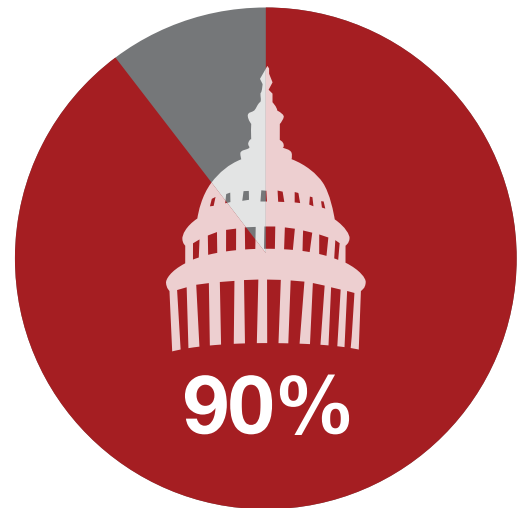
more
than

13 million

hours of video uploaded
during 2010

16,000 videos

containing “earthquake” or “tsunami”
uploaded within 24 hours of the March 11, 2011
Japanese earthquake and tsunami



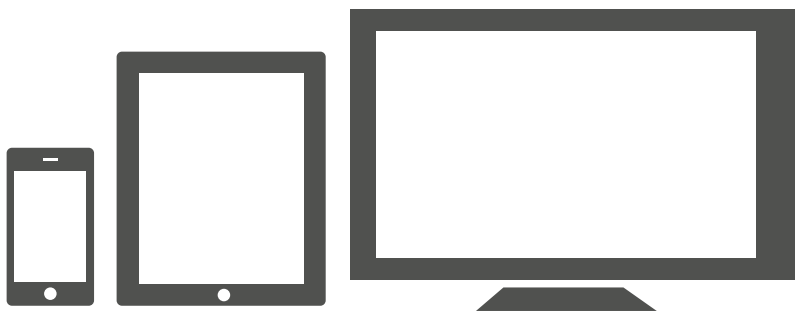
More than 90% of all members of
Congress have a YouTube channel

19 videos

The White House posts

a week, on average, to YouTube





available on
350 million
devices

7 years' worth
of video uploaded every day

We pay out



millions of dollars

a year to
Partners.

Partners



20,000+ YouTube Partner program



10,000+ non-profit Partners



380+ college & university Partners



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WWW.YOUTUBE.COM/AWESOMEYTPARTNERS