YOUTUBE & BEYOND!)

An Introduction to New Media

Presented by Sarah Amazing, Teen Services Supervisor Warren-Trumbull County Public Library

Full powerpoint slides & other presentation handouts are available at zen-teen.com

What is new media?

Anything that challenges the established, traditional media model(s)

- •Podcasts
- YouTube
- •Twitch.tv
- Facebook Watch

- •Hulu, Amazon Prime, Netflix
- •Original cable series
- •VRV & others...

Why is it important?

Community

- •Direct connection to fans
 - 'Friendship simulator'
- Charity

- •Fan creations
- Quickly adapt to what works
- Connected to all social media

Disruption & change across the industries (ie, comedy & music)

- Affecting advertising
 - Patreon & other fan-supported models
- •Lots of creativity and different content

New media = CREATORS These platforms are not used independently - many use a variety of platforms to reach their audience(s).



Podcasts

- Not new, but...
- Has roots in radio; term first used in 2004
- Added to iTunes in 2005
 - Available in many places!
- Approximately 250,000 podcasts available¹
- 42 million weekly podcast listeners²
- Average of 5 podcasts listened to each week²
- Many celebrities have podcasts: RuPaul, Jillian Michaels, Aisha Tyler, Neil DeGrasse Tyson, Snoop Dog, Anna Faris, Shaq...
- No good way to discover new podcasts outside of word-ofmouth – at least not yet...
 - https://www.dailydot.com/upstream/podcast-war-2017/

1: The Daily Dot, Podcasting State of the Union, March 2017 https://www.dailydot.com/upstream/podcasting-state-of-the-union/
2: Edison Research, April 2017, https://www.edisonresearch.com/infinite-dial-2017/

Twitch

- Livestreaming!
- Originally Justin.tv
 - •Began as gaming-only
 - Now a variety of streaming content
- •Owned by Amazon.com
- •Direct connection to fans via chat
- •Fan supported through subscriptions, donation, and 'bits'
- •Community model makes for lots of inside jokes, taking requests/playing with fans, contests, etc.

Twitch

Types of content: Musical artists/bands, artists, game creation, RPGs, political debates, social cooking, social viewing, and lots and lots (and lots) of gaming

Because it's the newest of the three we're discussing, it will be interesting to see where creators take this platform.

YouTube

Some basics:

- Began in November 2005
- •Over a billion users¹ (1/3 of people with Internet)
- Approximately 50 million active channels²
- •In 2016, 2000 accounts with over a million subscribers³

- •300 <u>hours</u> of content uploaded each minute²
- •In 88 countries, with content in 76 languages¹
- More 18–49 year olds than any cable network¹
- More than half of views come from mobile devices¹

^{1:} Youtube for Press, https://www.youtube.com/yt/about/press

^{2:} Sidekick Collab, August 4, 2017, https://sidekickcollab.com/how-many-youtube-channels-are-there

^{3:} Tube Filter, April 4, 2016, http://www.tubefilter.com/2016/04/04/youtube-millionaires-2000-channels/

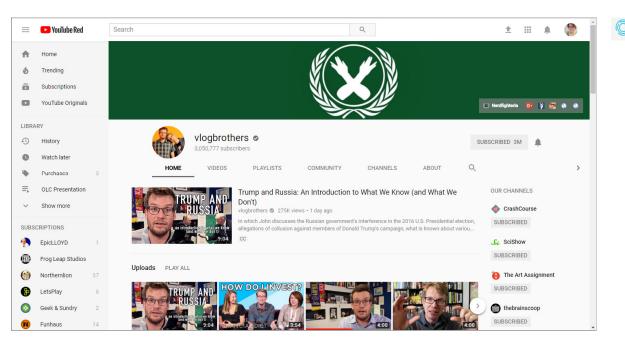
YouTube

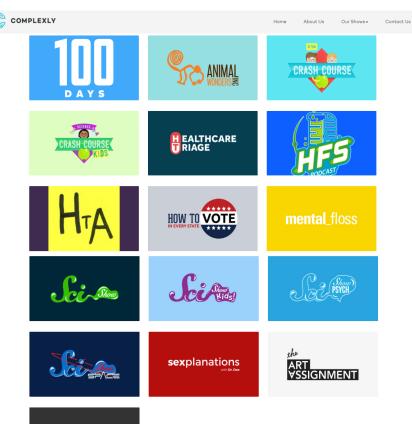
- Individual creators vs networks (even Disney has one!)
- Subscriptions & views tied to advertising money
- Lots of collaboration; no competition

- Fan creations (compilations, songs, best-ofs, animations) sometimes it gets them a job!
- Growing pains & confusion
 - ADPOCALYPSE
 - Is it censorship?
- NEW YouTube Kids app

Lots of 'illegal' content; let's focus on the original stuff!

vlogbrothers/Complexly





AKA John & Hank Green!

vlogbrothers/Complexly



Welcome to Sexplanations

26,676 views



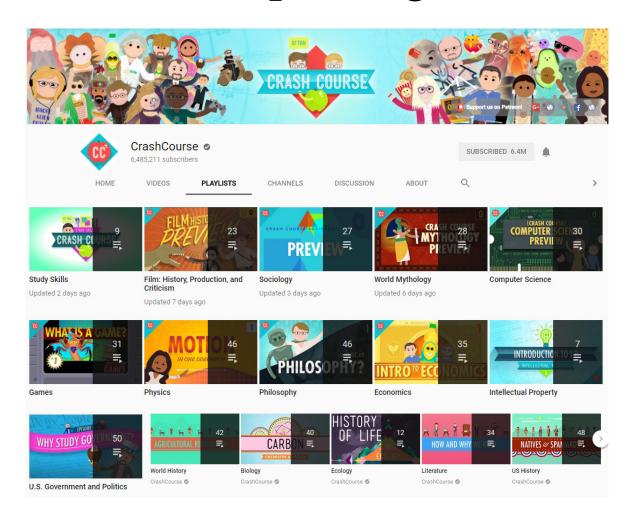
SUBSCRIBED 353K



For more than four years Sexplanations has been the go-to source for clinical sex edutainment on YouTube. The host, Dr. Lindsey Doe shares her experiences teaching, counseling, coaching, and having sex herself to inspire curiosity. New videos are published every Wednesday. If you're not subscribed already, please do so and check us out on Twitter, Facebook, Tumbir, and Patreon.

Frequently Asked Questions:

- Q How do I become a sexologist?
- A Here's a playlist of all the videos we've done related to this topic, https://www.youtube.com/watch?v=lcv5n...
- Q How do I contact Dr. Doe or Sexplanations?
- A For business inquiries you can email sexplanationspa@gmail.com. For personal questions related to sexuality, we recommend the following resources instead: effyeahsexeducation on tumblr, scarleteen, answer.rutgers.edu, sextc, and goasklaice



Rooster Teeth



Rooster Teeth is a pioneering entertainment and media company responsible for some of the biggest online series in history. We have a global community with more than 35 million engaged and dedicated viewers, and we want to help your brand reach them.



Rooster Teeth

HOW DID WE BEGIN?

In 2003 a group of guys in a spare bedroom in Austin created a company called Rooster Teeth. They noticed a gap in content that appealed to a new generation who didn't grow up watching cable TV. In 2003 we launched Red vs Blue, the longest running web-series and from there we took off. We now have broadcast shows, gameplay content, movies, events, and so much more. Over all of these years, our audience has grown to have over 35 million engaged fans. From a spare bedroom to a massive professional production studio and offices in multiple cities, Rooster Teeth is positioned at the center of this massive cultural shift in entertainment viewing and technology adoption.















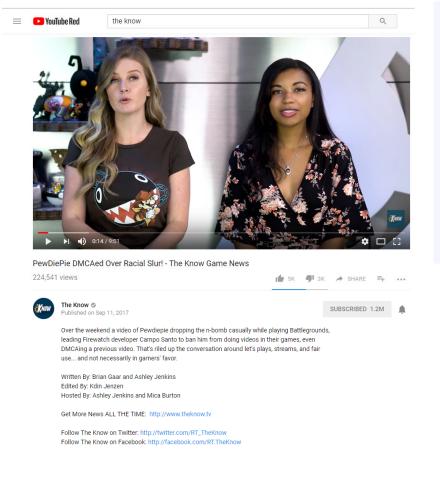


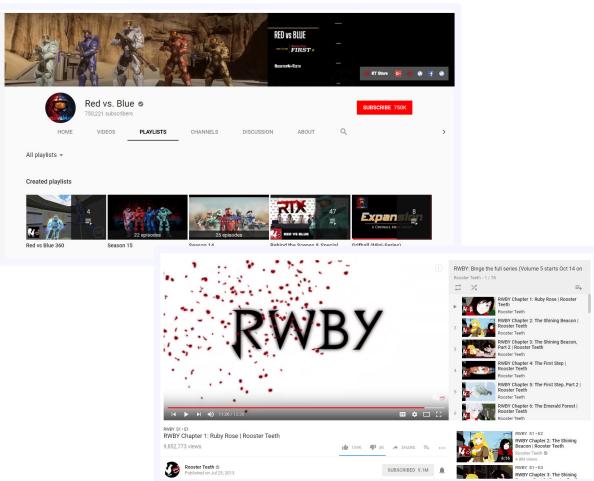
THE POWER OF COMMUNITY ENGAGEMENT

From when we first started, we've been building an engaged community of fans.

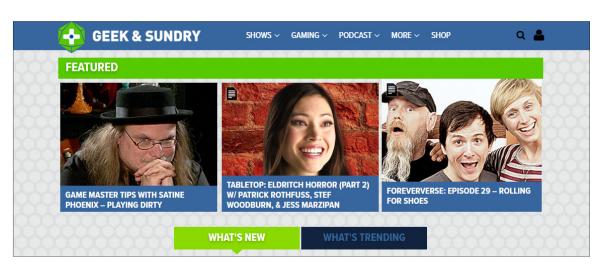
Our fans are committed to our brand and incredibly supportive of all of our ambitious projects. Over the course of 14 years, we've done incredible things together.

Rooster Teeth





Geek & Sundry















Geek & Sundry

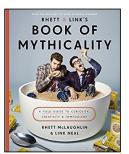




| #LETSPLAYTOGETHER | INT. WRITERS ROOM | SPELLSLINGERS |
|--------------------------------------|-----------------------------------|-----------------------------------|
| #PARENT | LARPS | SPOOKED |
| ANIME GATEWAYS | LEARNING CURVE | STORYBOARD |
| ARCADE ARMS | LEARNINGTOWN | SUPER FUN AWESOME PARTY GAME TIME |
| ASK YOUR BLACK GEEK FRIEND | MAX HIT POINTS | SWORD & LASER |
| BRICK BATTLES: TOWER DEFENSE | METADATING | TALKIN' COMICS WEEKLY |
| CAPER | MINES N CRAFTS | THE FLOG |
| CHOOSE OUR DESTINY: IMPROV ADVENTURE | MORGANVILLE | THE GUILD |
| CO-OPTITUDE | MOTHERSHIP | THE PULL |
| CRAFT LAB | NO SURVIVORS | THE WEDNESDAY CLUB |
| DARK HORSE | NUKA BREAK | TITANSGRAVE |
| ERIC'S TBD RPG | OMNIBUS | UNPLUGGED |
| ESCAPE! | ON THE TABLE | VAGINAL FANTASY |
| FELICIA'S ARK | OTAKING HEADS | VAST |
| FETCHQUEST | OUTLANDS | VLOGS |
| FOREVERVERSE | PLAYER ONES | WHY YOU SHOULD PLAY |
| GAME ENGINE | PROJECT PIXEL | WORTHY OPPONENTS |
| GAME MASTER TIPS | ROBOT TEAMMATE AND THE ACCIDENTAL | WRITTEN BY A KID |
| GAME THE GAME | PARTY | YOUR DUNGEON MY DRAGON |
| GEEK AND SUNDRY | ROUNDTABLE | |
| HOW TO PLAY | SIGNAL BOOST! | |

Good Mythical Morning



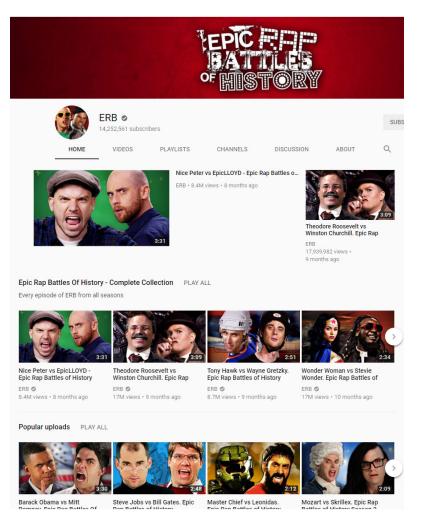




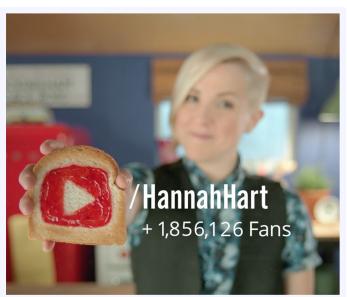




Epic Rap Battles of History



Hannah Hart











JUST FOR FOOD! (+ My Drunk Kitchen!) PLAY ALL A playlist for the salivary part of the Hart.











MY DRUNK KITCHEN: Pickled Onions

MyHarto ❷ 97K views • 2 weeks ago

MY DRUNK KITCHEN: Gnocchi Tater Tots ft. Drew

MyHarto ♥ 158K views • 3 weeks ago

MY DRUNK KITCHEN: Cheesy Cheddar Bay Biscuits!

MyHarto ♥ 161K views • 1 month ago

Why is this VEGGIE BURGER bleeding? (HANNAH MAKES

MyHarto ♥ 145K views • 1 month ago

MY DRUNK KITCHEN: Tasty Chocolate Balls! ft. Thomas

MyHarto ♥
288K views • 1 month ago

JUST FOR FRIENDS! (+ Guests!) PLAY ALL





MyHarto **②** 37K views • 17 hours ago B2

Let's Talk About Cats! || CAT FACTS

MyHarto 🕏 80K views • 1 day ago Dollar Store Dinner Party Haul! MyHarto ❷ 69K views • 1 week ago



I Tested Out 9 Fidget Toys For ADHD

MyHarto ♥ 100K views • 2 weeks ago



MY DRUNK KITCHEN: Gnocchi Tater Tots ft. Drew

MyHarto ♥ 158K views • 3 weeks ago

JUST FOR FEELZ! PLAY ALL

A playlist for the sentimental part of the Hart.



Depression in Under 2 Minutes

MyHarto ❷ 297K views • 7 months ago



LYING TO MYSELF

MyHarto **⊘** 171K views • 5 months ago



Drunk Girl Talks About Feelings

MyHarto **⊘** 171K views • 7 months ago



ME VS MY PERIOD

MyHarto

166K views • 9 months ago



MY SEXUALITY: When I Dated Men

MyHarto ❷ 345K views • 10 months ago

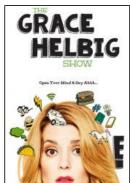
Grace Helbig











Uploads PLAY ALL



32 THINGS I'VE LEARNED THIS YEAR // Grace Helbig

112K views • 1 day ago

I CHEATED WITH A PIG // Grace Helbig

125K views • 1 week ago



SOME THINGS I SHOULD TELL YOU // Grace Helbig

243K views • 1 week ago



EMMY FASHION REVIEW // Grace Helbig

254K views • 1 week ago

Tutorials PLAY ALL



GET READY WITH ME. FOR REAL. // Grace Helbig

Grace Helbig 🕏 996K views • 1 year ago



KIM KARDASHIAN + TAYLOR SWIFT INSPIRED MAKEUP //

Grace Helbig 🔮 679K views • 1 year ago



HOW TO MAKE CORN DOGS // Grace Helbig

Grace Helbig 🔮 460K views • 1 year ago



HOT DOG INSPIRED MAKEUP TUTORIAL // Grace Helbig

Grace Helbig 🔮 288K views • 1 year ago

Reviews PLAY ALL



REVIEWING THE MOST POPULAR POKEMON //

Grace Helbig 🔮 411K views • 1 year ago



BILLBOARD MUSIC AWARDS FASHION REVIEW // Grace

Grace Helbig 🔮 760K views • 1 year ago



MET GALA FASHION REVIEW // Grace Helbig

Grace Helbig ② 770K views • 1 year ago

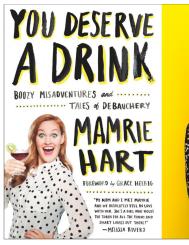


REVIEWING GRAMMY FASHION // Grace Helbig

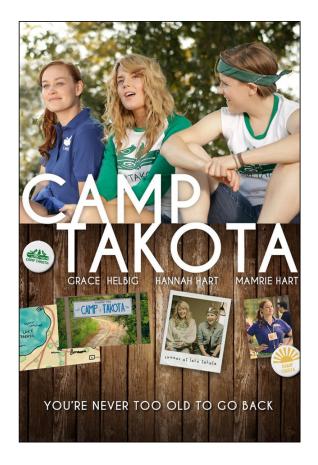
Grace Helbig 🔮 652K views • 1 year ago

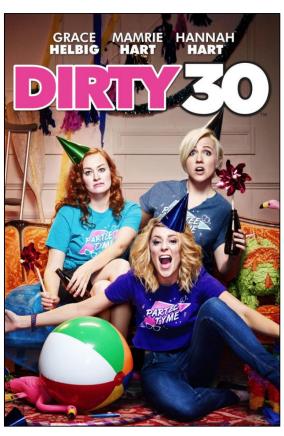
The Holy Trinity





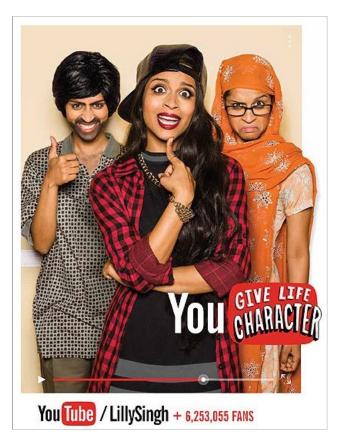


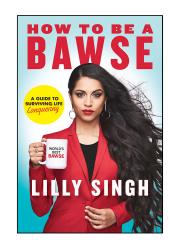


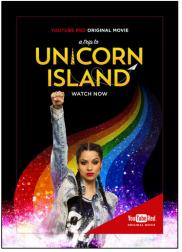


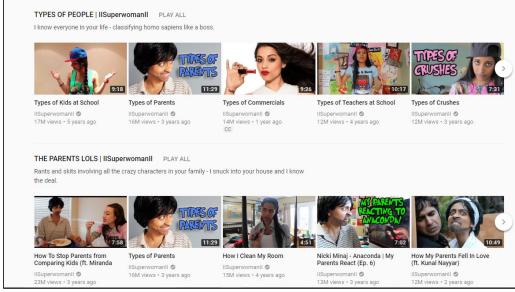
Hannah + Grace + Mamrie Hart = YouTube's Holy Trinity

Lilly Singh









"[A Trip to Unicorn Island] represents what YouTube is all about. Being a YouTuber is about making people happy with your videos even if you don't have millions of subscribers like Lilly Singh. It's about helping people and getting through their darkest hours. It's about showing the world that they're not alone." Evan Jaffe of Odyssey Online

Tyler Oakley









Tyler's Most Recent Uploads PLAY ALL





Tyler Oakley 🕏 63K views • 3 days ago

10 YEAR SURPRISE REACTION | Tyler Oakley

Tyler Oakley 🕏 834K views • 1 week ago

My Shocking Test Results | Tyler Oakley

Tyler Oakley 🕏 185K views • 2 weeks ago



8 Hispanic & Latinx LGBTQ+ Trailblazers Who Inspire Me |

Tyler Oakley 🛇 60K views • 3 weeks ago

Collaborations with YouTubers PLAY ALL

From challenges to tags, watch me collaborate with all of my favorite YouTubers!



10 YEAR SURPRISE REACTION | Tyler Oakley

Tyler Oakley 🕏 834K views • 1 week ago



Exploding Watermelon Challenge (ft. Hannah Hart,

Tyler Oakley 🕏 519K views • 1 month ago



X-Rated Truth or Dare (ft. Korey Kuhl) | Tyler Oakley

Tyler Oakley 🛇 343K views • 1 month ago



Messy Conjoined Cooking Challenge (ft. Alex Wassabi) |

Tyler Oakley 🕏 631K views • 2 months ago

Answering Your Questions PLAY ALL

I finally answer my most asked questions. Submit a question on Twitter!:]



CHOSEN FAMILY: STORIES OF QUEER RESILIENCE S1 • E4 LGBTQ+ Advice: Bigot

Grandma, Getting Tested, Tyler Oakley 🕏

141K views • 3 months ago CC



BRITNEY MADE ME HER B*TCH | Tyler Oakley

Tyler Oakley 🛇 361K views • 5 months ago



Quit YouTube For Politics? | Tyler Oakley

Tyler Oakley 🛇 226K views • 7 months ago



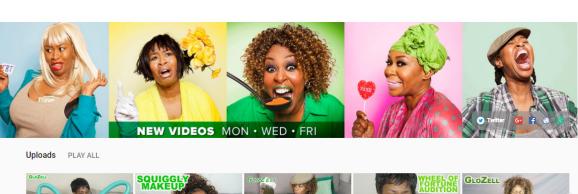
Becoming A Human Size Candy Bar | Tyler Oakley

Tvler Oaklev 🛇 206K views • 7 months ago

GloZell









Squiggly Makeup - GloZell

12K views • 2 days ago

Tada "Health Guru" - Eat Fruits & Vegetables - GloZell

9.3K views • 4 days ago

Wheel Of Fortune Audi GloZell 25K views • 1 week ago



GloZell's Challenges! PLAY ALL

I attempt these cray cray YouTube challenges!



Pickle Challenge - GloZell

Audition - GloZell

11K views • 22 hours ago

GloZell Green 🔮 46K views • 1 week ago



Bubble Gum Challenge -GloZell

GloZell Green 🔮 38K views • 2 weeks ago



Oreo Taste Challenge -GloZell

GloZell Green 🔮 32K views • 3 weeks ago



Itchy Powder Challenge GloZell

GloZell Green 🔮 240K views • 2 months



620 views • 1 week ago

Standing on Eggs CHALLENGE! | GloZell & the Build a LEGO Fidget Spinner | GloZell & the GloBugz

1K views • 2 weeks ago

GloZell and the GloBugz sing

83K views • 2 months ago

The Ants Go Marching | Nursery Rhymes Songs & 38K views • 2 months ago

Welcome to GloBugz! Songs & Videos for Kids & Toddlers

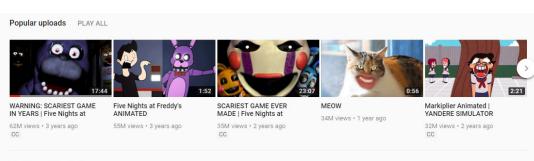
28K views • 2 months ago

Markiplier









Markiplier Animated! PLAY ALL

Talented animators (and especially the lovely Lixian) have spent a lot of time crafting some of my best moments into hilarious animations! Every single one of these videos is amazing and definitely





Markiplier ♥

1.1M views • 2 weeks ago
CC



Markiplier Animated | BABYPLIER'S SCARY DAY

Markiplier ♥
1.5M views • 3 weeks ago



Markiplier Animated | RESIDENT EVIL 7

Markiplier **②** 2M views • 3 weeks ago



Markiplier Animated | WHERE'S MY COFFEE

Markiplier ♥
1.8M views • 2 months ago
CC



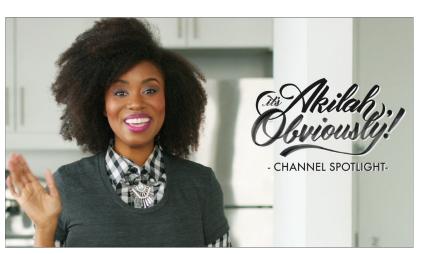
Markiplier Animated | JOB SIMULATOR

Markiplier ♥

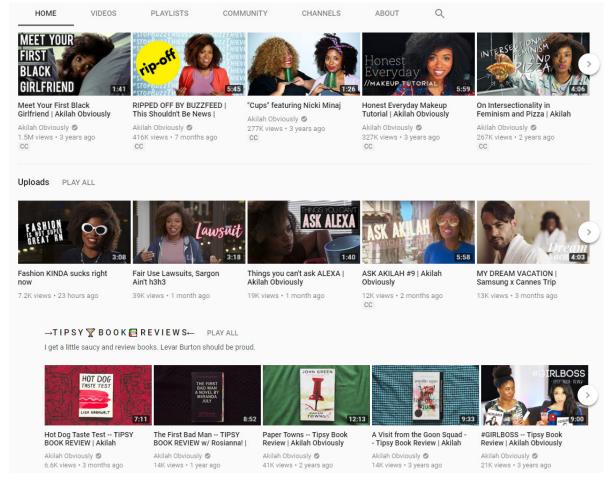
2.3M views • 2 months ago



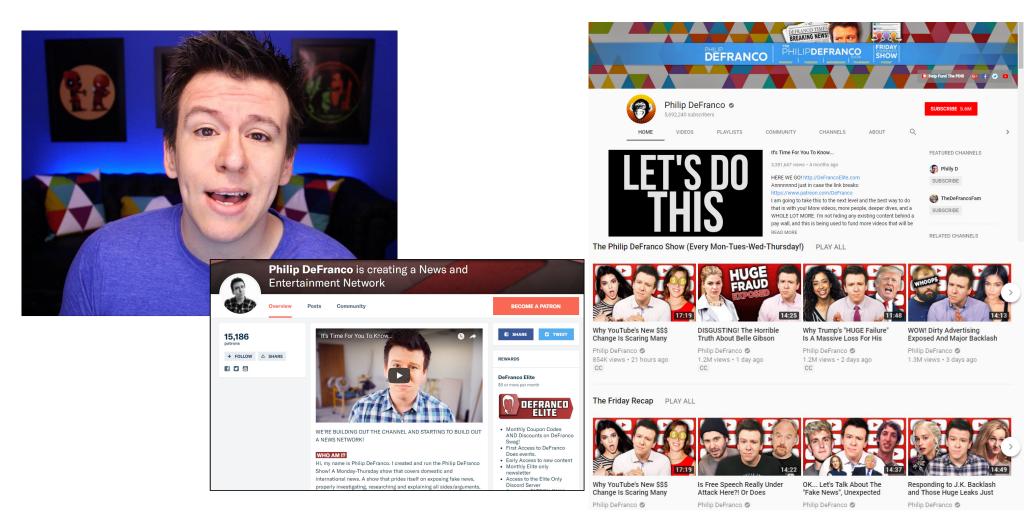
It's Akilah, Obviously!



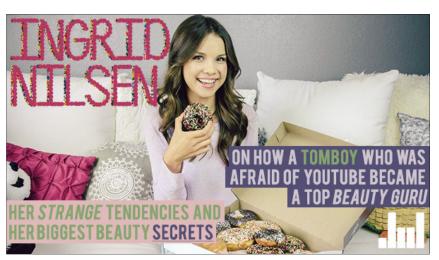




Philip DeFranco



Ingrid Nilsen

















Something I Want You To Know (Coming Out)

Ingrid's Apartment Tour!!! 3.6M views • 3 years ago

My Shower and Hair Routine! 3.3M views • 3 years ago

Get Ready With Me! ▼ My Bedtime Routine 3.2M views • 4 years ago

NYC Hotel Room Tour! 3.2M views + 6 years ago

16M views • 2 years ago

Routines, Tutorials & More! PLAY ALL

Start to finish looks including skincare, makeup, hair, and outfit ideas!











Face Masks I Love Right Now! | Ingrid Nilsen

Ingrid Nilsen 🛮 75K views · 3 days ago

Super Glowy Skin + Makeup with No Foundation! | Ingrid Ingrid Nilsen 🥥 147K views • 1 week ago

Ingrid Nilsen 🔮

Fall Makeup Tutorial! Copper Eyes + Bold Lip | Ingrid Nilsen Ingrid Nilsen 🕏

My (Almost) Heatless Waves Hair Routine | Ingrid Nilsen 187K views • 1 month ago

GRWM: I Got No Sleep! Makeup + Skincare | Ingrid 272K views • 1 month ago

Ingrid Nilsen 👁

Home, Food + Decor! PLAY ALL









169K views • 1 week ago





4 Flavored Waters for Summer! | Ingrid Nilsen

Ingrid Nilsen 🕏 160K views • 4 months ago

Valentine's Day Ideas! Little Ways to Say I Love You ♥

> Ingrid Nilsen 🥝 280K views • 7 months ago

My NYC Apartment Tour! |

1.1M views • 8 months ago

Ingrid Nilsen 🛭

Easy Breakfast Casserole for Christmas Morning! | Ingrid

Ingrid Nilsen 🕏 102K views • 9 months ago Cookies & Cream + Twix Hot

Chocolate Recipes! ♦ Ingrid Ingrid Nilsen 🔮 162K views • 9 months ago

Fashion! PLAY ALL







My Shoe Collection * Ingrid Nilsen





Try-On FALL HAUL! Fashion + Drugstore Makeup | Ingrid

Ingrid Nilsen 🛇

Try-On Thrifting Haul + Save \$ on Designer Brands! | Ingrid Ingrid Nilsen 🥥

Ingrid Nilsen 🛇

How to Style Booties for Fall + Winter ◈ Ingrid Nilsen

Ingrid Nilsen 🥥

Holiday Fashion + Outfit

Ideas! | Ingrid Nilsen Ingrid Nilsen 🛮

PewDiePie

Deadpool Gameplay - Part 1 -

Walkthrough Playthrough

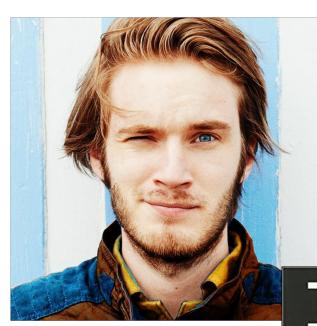
20M views • 4 years ago

South Park: The Stick of

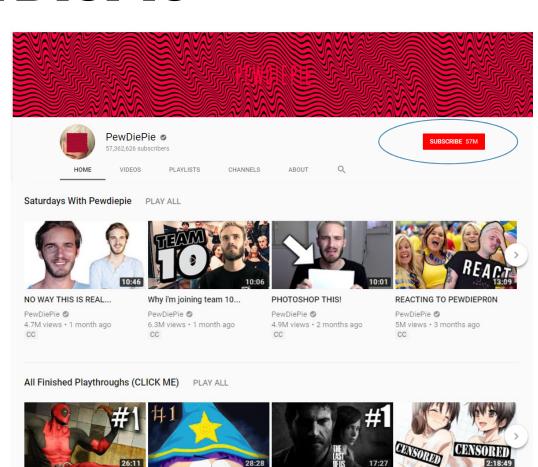
19M views • 3 years ago

PewDiePie 🛇

Truth - Gameplay - Part 1 -







The Last Of Us Gameplay

Walkthrough Playthrough

18M views • 4 years ago

PewDiePie 🛇

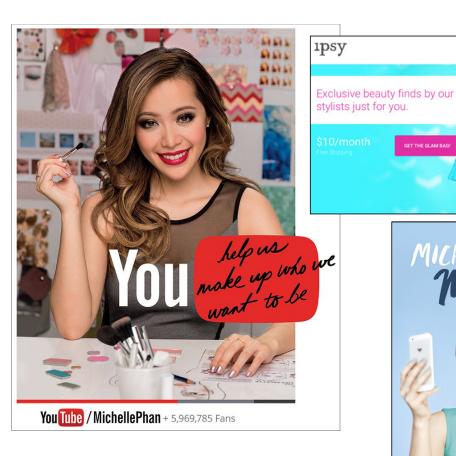
THIS GAME IS A PORNO?!... -

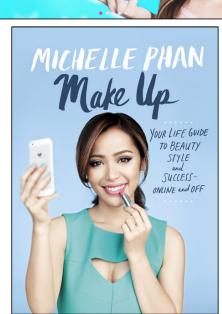
Corpse Party: Book Of

17M views • 2 years ago

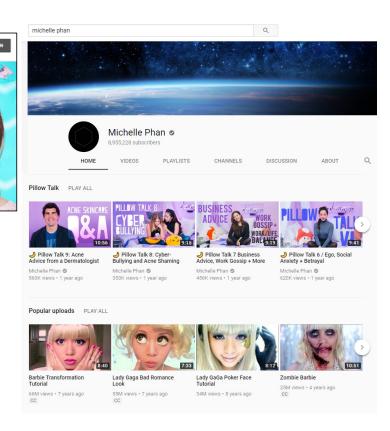
PewDiePie 🔮

Michelle Phan



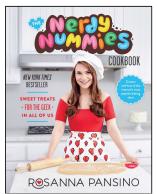


GET THE GLAM BAG

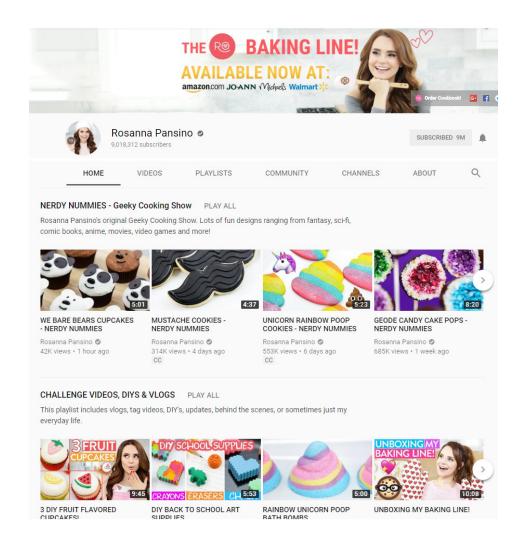


Rosanna Pansino



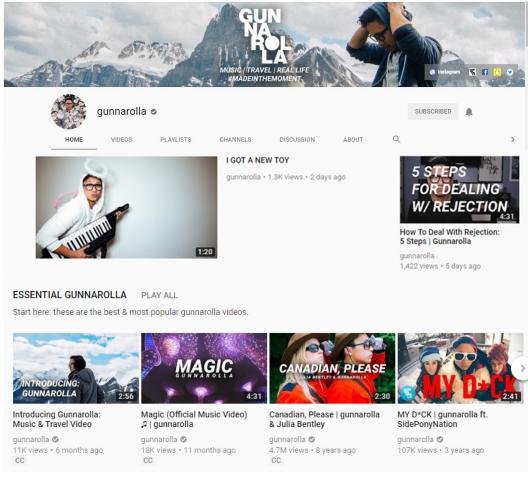






Gunnarolla





Jacksepticeye





VIDEOS

PLAYLISTS

CHANNELS

Kindergarten PLAY ALL



HOW CAN YOU TREAT KIDS LIKE THIS? | Kindergarten #1

jacksepticeye ② 6M views • 5 months ago



THIS SCHOOL SUCKS I Kindergarten #2

jacksepticeye 🔮 3.7M views • 4 months ago



BEST BOYFRIEND EVER | Kindergarten #3

jacksepticeye 🕏 3M views • 4 months ago



SUBSCRIBED 16M

GETTING RID OF ALL THE KIDS | Kindergarten #4

jacksepticeye 🔮 4.4M views • 4 months ago

Popular uploads PLAY ALL



Five Nights At Freddy's 2 Animation | Jacksepticeye

63M views • 2 years ago



ALL THE WAY -Jacksepticeye Songify Remix

61M views • 1 year ago



Five Nights At Freddy's Animation | Jacksepticeye

31M views • 2 years ago

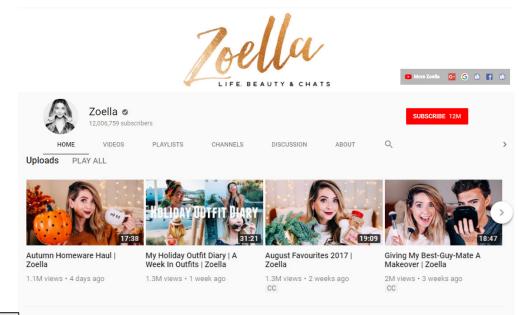


Five Nights At Freddy's 3 & 4 Animation | Jacksepticeye

27M views • 1 year ago

Zoella











Day In The Life Videos PLAY ALL

MoreZoella 🔮

962K views • 3 days ago



MoreZoella 🔮 1.1M views • 6 days ago

Follow me throughout the day & keep up to date with what i'm up to and who i'm hanging out with.

WINTER WONDERLAND & IT FEELS LIKE AUTUMN MoreZoella 🔮

1.6M views • 4 weeks ago

NALAS BIRTHDAY

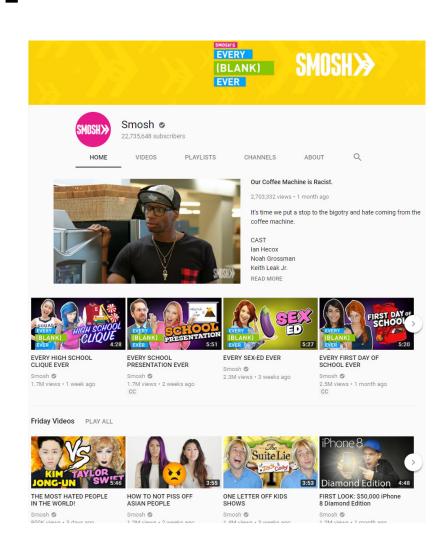
MoreZoella 🕏 1.2M views + 3 weeks ago

SMOSH



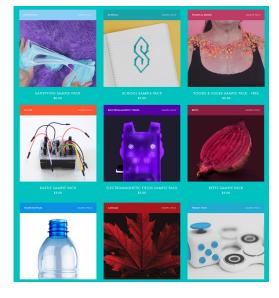


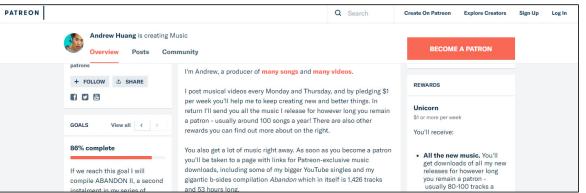


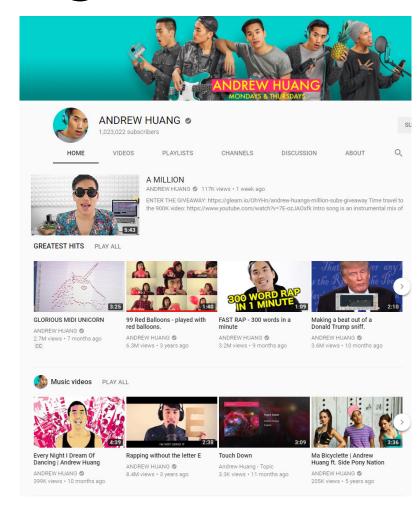


Andrew Huang



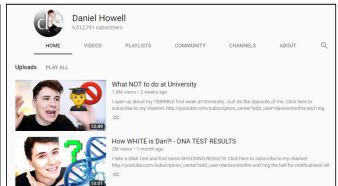


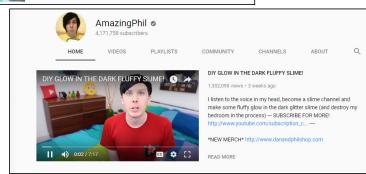




Dan & Phil











Clips







A ROYAL SURPRISE - Dan & Phil's Internet News!



Dan & Phil's Internet News

- Finger Tourism

DURATION: 02:51

Pin the hat on Chris Martin.

BEST MAN RAP - Dan & Phil's Internet News! DURATION: 04:18



DOG TEACHES BABY TO CRAWL - Dan & Phil's Internet News A chocolate ball challenge!



KEYBOARD PLAYING OTTERS - Dan & Phil's Internet News Dan's Birthday!



Dan & Phil's Internet News - Harry Styles Pansting Piers Morgan Playing with Dinosaurs.



Gaming







LetsPlay 🗜







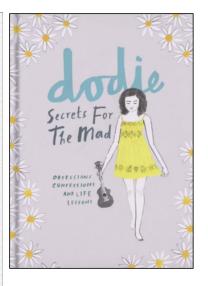




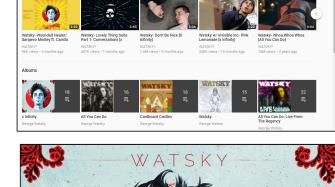


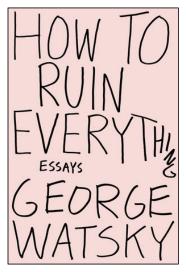
Music





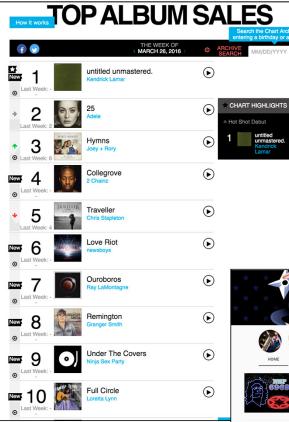






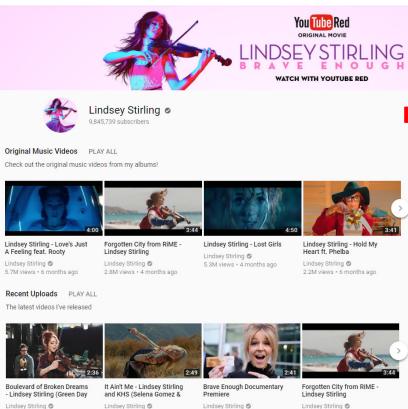


Music









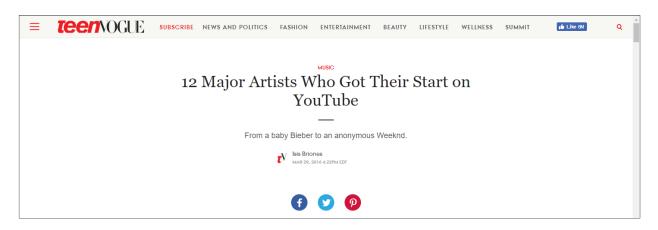
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Music







- Ed Sheeran
- Pentatonix
- Austin Mahone
- The Weeknd
- · Charlie Puth
- Justin Bieber
- · Alessia Cara
- James Bay
- Shawn Mendes
- Tori Kelly
- Carly Rae Jepsen
- 5 Seconds of Summer

Other Awesome Stuff

