

The World Of Microcelebrities

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THE WORLD OF MICROCELEBRITIES

? A microcelebrity is someone who gained fame on the internet. Due to the nature of their fame, they are sometimes referred to as “eCelebs.”

? Video sharing and social media site ‘YouTube’ launched on February 14, 2005. It’s since become the main platform for microcelebrities, who are also known as “YouTubers.”

? Many microcelebrities court controversy to increase clicks. On December 31, 2017, Logan Paul uploaded a video to his YouTube video of a suicide victim in the Aokigahara of Japan. Paul was temporarily removed from YouTube.

? “Viral videos” have made many people famous in the internet era, but they’ve been around for some time. The TV show Candid Camera is an early example.

? The late Kimbo Slice got his start by uploading his street fights to the internet. The website became popular, allowing him to segue into a semi-successful MMA career.

? “Content creation” refers to the process of creating something for the internet. The definition can fit many things, but since it fits all microcelebrities, they are often called “content creators.”

? “Monetization,” whereby YouTube creators charge subscription fees for their channels, began in 2013. In 2018, the monetization rules were changed to require 1,000 subscribers who watch at least 4,000 hours of content.

? Chinese social networking site, TikTok, launched in 2017 and has since become popular with younger content creators who focus on video editing.

? Swedish YouTuber PewDiePie (Felix Arvid Ulf Kjellberg) currently has the fourth-most subscriptions to his YouTube channel with over 111 million. The channel was primarily gaming orientated at first but evolved into comedy.

? Jake Paul is the younger brother of Logan Paul. Although Jake has

had a successful acting and content creation career, he's more recently fought as a professional boxer.

? The social media site for beautiful people, Instagram, was launched in 2010. It was acquired by Facebook in 2012 for \$1 billion.

? North Korea blocks access to YouTube, Instagram, and TikTok. In fact, North Korea blocks access to most of the world wide web and only allows access to government workers.

? The band, Sons of Maxwell, made the video "United Breaks Guitars" for their YouTube channel to protest the destruction of one of their instruments, but it made them famous, temporarily.

? Patreon is another site frequently used by content creators. Fans can pay recurring charges or per specific releases of content.

? Indian-based YouTube channel, T-Series, tops all others with 213 million subscriptions. T-Series began in 1983 by pirating pirated Bollywood music but became a music label in the 1990s.

? Sam Hyde is a controversial comedian from Rhode Island who's best known for pulling pranks and trolls and posting them online. He's also been mistakenly associated with mass shootings.

? Although TikTok is a Chinese company, the Chinese government blocks the overseas version, tiktok.com, on the mainland.

? Plenty of women have made lots of money and gained lots of fame selling subscriptions to their Only Fans channels. The London-based company planned to ban porn and adult content in 2021, but after backlash from content creators, the decision was reversed six days later.

? YouTube acknowledged the importance of its content creators on June 28, 2012, through the YouTube Creator Awards. Awards are given based on the number of subscribers: Silver, Gold, Diamond, Custom, and Red Diamond.

? American teenager Charli D'Amelio has the most followers on TikTok with 139.4 million and has a net worth of approximately \$12 million. Her older sister, Dixie, is tenth with 57.8 million followers.

? Mr. Beast (Jimmy Donaldson) has collected millions of clicks on his YouTube channel for his stunt and survival challenges. He's also known for donating much of his profits to charity. He has a net worth of approximately \$25 million.

? Iran blocks most social media internet sites, including those popular with content creators, such as YouTube, Snapchat, and Only Fans. Somewhat surprising, though, Instagram is not blocked.

? After Western countries placed sanctions on Russia for its February

2022 invasion of Ukraine, Russia responded by blocking Instagram and some other Western-based social media sites.

? In 2011, American teenager Rebecca Black's life changed when her low-budget YouTube video-song, "Friday," was released. A month after it was uploaded, it had one million views, launching Black's career.

? Feuds between content creators are common. In 2017, creators iDubbz and RiceGum released hip hop "diss tracks" against each other. iDubbz also released a video for the song, "Asian Jake Paul," that has more than 85 million views.