

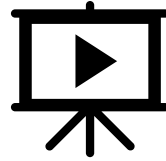
# Beyond YouTube

The People Who Make The Platform



# Contact

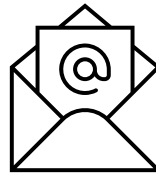
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# Filmmaker Statement



When I was asked what topic, I would like to create documentary on there was only ever one outcome, YouTube. It's a platform that's been with me since the age of about 10 from those silly clips you used to watch online like Salad Fingers. Just being able to see how much the platform has evolved since then and became a platform which people can come to and be creative or just vent their frustrations into the world. I enjoyed watching people like KSI come through and to see how far someone like him has come and developed. He's someone who is quite revolutionary, just a kid who used to shout over FIFA videos to a musician, boxer and entrepreneur. People like this inspired this documentary.

When it came to knowledge of the platform, I had a substantial knowledge about some of the ins and outs such as the ways that channels earned money, I also have an interest in the gaming which gave me a bit of knowledge however I don't think I ever truly realised the variety of content on the platform.

Finding contributors was the most challenging aspect of creating this film. It was first off not only finding the channel but then ensuring that it met my own criteria in the types of content I wanted to showcase to the audience. I stumbled across a lot of weird and wonderful channels during the research phase, some that I would have loved to chat to but couldn't due to logistical reasons. However, I feel that I still managed to find some amazing contributors that really encapsulate what the platform is about.

The main thing I wanted to get across in this film is that a YouTuber can be anybody. Me or you could go and start a channel tomorrow and within a year with some perseverance and a little bit of luck we could attract a lot of followers. Maybe not that easily but it is possible. The creators in this documentary do what they do because they love it, they have a true passion for their art, and this comes across in the film. These creators are truly magnificent people, and their niche content is what keeps the 2 billion active users on this platform

I would like for this film to not only showcase that YouTube isn't glamorous for creators, but I also want it to spark a discussion on how we treat creators on the platform who do create this content despite working a 9-5 job.

# Synopsis

YouTube is the second most popular social network with over 2 billion active users. YouTube is renowned for huge creators such as PewDiePie and MrBeast however the true essence of the platform comes from the smaller channels. Everyday people demonstrating their passion for their craft. Whether that's ASMR, waffling about Lego or restoring retro gaming equipment. Come and find out the challenges that smaller creators face Beyond YouTube.

People automatically assume having a YouTube channel is glitz and glamour however for the smaller content creators I spoke to it presents many challenges. These can range from negative comments online to balancing real life and work commitments with the channel. Meet Dr Jake, Hairy Hands ASMR Show and RMC- The Cave and discover some of the ugly truths behind being a small creator, how far they think they can push their channels and some of difficulties of dealing with their audiences. However, it's not all bad sometimes they get sent 'free' stuff!

# Contributor Biographies

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## Dr Jake (65k Subscribers)

Dr Jake is a creator who hasn't left any stone unturned when it comes to content. His videos range from reviewing vegan bacon to building lego. Some might say he talks a lot he even says so himself describing himself as someone who "waffles incoherently" however he has multiple videos with over 400k views and has 14.1 million views in total. Not bad for someone who waffles incoherently.



## Hairy Hands ASMR Show (39k Subscribers)

If you like ASMR and have a preference for someone with Hairy Hands this is the channel for you. This channel does exactly as the name of it describes and definitely has a sense of humour with the content that is posted. I'd implore anyone to check out the first season of 'Garlic Avenue'. This channel has certainly pushed ASMR content to its limits and it's not hard to see why they have racked up 39k subscribers in the past 6 years.



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## RMC- The Cave (139k Subscribers)

A channel that delves to the depths of all things retro with a keen focus on retro gaming. The channel has been showing off all this wonderful equipment they have collected for over 10 years. Now on the cusp of opening the cave to the paying public adding another feather to this amazing channel which demonstrates the strength of the community they have built over the years. Racking up over 16 million views and boasting interviews with top industry professionals in gaming the sky is the limit for this channel.