

Multi-Channel Networks

a selection of some of the most
important MCNs worldwide

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Multi-Channel Networks
Introduction

Multi-Channel Networks and YouTube: It's all about original online video content

YouTube is the center of the online video world and its global community is creating more than 100 hours of video per second, allowing billions of people to discover, watch and share originally-created content – be it user-generated amateur content or professional content from media organizations and companies. Especially the latter group, however, is facing challenges concerning the development and monetization of their original content on YouTube.

In attempts to address these challenges, the platform's owner Google pursued a number of high profile strategies to improve video monetization possibilities, e.g. formal partnerships with key content creators, its partner program and the 'Original Channel' initiative, which all turned out to be very important learning experiences for the parties involved.

The outcome of the \$300 million 'Original Channel' initiative in particular demonstrated that online video is not just about producing high-quality original content, promoting the development of this content and developing new monetization models – but primarily about creating content that satisfies the needs and wants of viewers.

At the same time, the marketplace for digital entertainment is growing steadily. In this specific area, Google positions YouTube as a distribution platform for both content creators and advertisers – and Multi-Channel Networks (MCNs) are entities that focus on connecting those two parties, especially in terms of monetization.

MCNs are independent organizations built on top of video platforms and affiliate with or manage channels by offering their assistance in areas such as production, audience development, digital rights management and monetization. Usually, MCNs provide their resources and assistance in exchange for a percentage of the ad revenue with the goal to monetize the video content and to increase viewership. At the same time, they aim to build a network where creators and advertisers are connected in targeted and meaningful ways.

MCNs: A global phenomenon

MCNs are online video giants growing to extraordinarily high scales in terms of audience aggregation and content output. They are managing thousands of channels that add up to billions of subscribers with even more views per month.

On top of that, MCNs are also a global phenomenon. Most networks like the big aggregators Fullscreen, Maker Studios or Machinima are based in the US, but there are other big and mid-sized ones like MiTú, Base79, Exonia, Mediakraft, Believe Digital Studios, Wizdeo or QuizGroup located in Europe and beyond.

Also, major TV production companies like FremantleMedia, Endemol or ZodiakMedia have established their own MCNs on YouTube and have become big players on the market of digital and branded entertainment as well as original content-driven advertising. Today, most videos on YouTube are still user-generated, professional content and home-grown original productions, however, are becoming ever more relevant.

The big challenge: Becoming profitable

All Multi-Channel Networks – whether they are built on top of digital or traditional productions studios – have one thing in common: they are in need of stable and viable online video strategies to gain revenue from the massive audience they reach on their way to build viable and sustainable business models.

MCNs need to navigate the global ecosystem of their own industry and find the key to becoming profitable organizations by cooperating more closely with the online ad world and partner platforms.

Multi-platform seems to be the key

What will become of MCNs in the world of original online video remains to be seen. Some experts suggest that the networks need to diversify and will therefore change from YouTube-centric organizations to multi-platform (multi-channel) networks on their quest for profitability and sustainability.

So in the future, successful MCNs could be those who manage to redirect their viewers to also watch premium content on either MCN-owned websites or third-party platforms like Hulu, Netflix and others for additional monetization opportunities.

MCNs are operating in a fast moving and rapidly changing digital world where they have been capable of creating huge distribution and production networks featuring hundreds of thousands of young and inspiring content creators. In the long run, they need to be profitable as well.

What follows is a selection of some of the largest and most important Multi-Channel Networks from around the world – with key facts and their top 3 most subscribed channels with a short summary.

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Network:	All3Media	Channels:	100 on YouTube
Country:	UK	Subscribers:	2m
Launch:	n.a.	Videos:	11,400
Category:	Entertainment, TV	Views:	408m total
Link:	all3media.com		



#1 Channel: DailyMixTV (440k subscribers)

'DailyMixTV' is a beauty and makeover YouTube channel. The show is hosted by some of the UK's biggest YouTube stars including 'Pixiwoo' or 'Tanya Burr'. There are celebrity guest interviews, giveaways and subscribers have also the chance to be in the makeover chair.



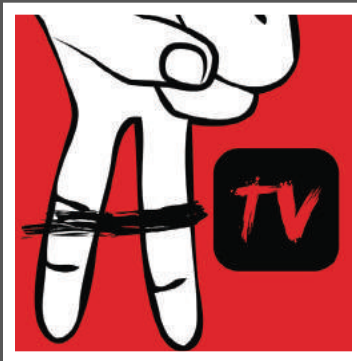
#2 Channel: gordonramsay (335k subscribers)

The YouTube channel of the well known cook Gordon Ramsay features recipe tutorials, tips and cooking techniques. New content is uploaded on a weekly basis.

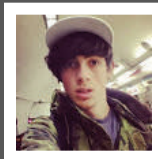


#3 Channel: OfficialSkinsTV (141k subscribers)

The official YouTube channel of the teen drama series 'Skins' provides clips from all seven seasons as well as exclusive behind the scenes footage.



Network:	AwesomenessTV	Channels:	86,167
Country:	USA	Subscribers:	over 37m
Launch:	2012	Videos:	1.908.083
Category:	YouTube Talent Promoting	Views:	3.3b total
Link:	awesomenesstvnetwork.com	Remarks:	Launched as YouTube Original Channel in 2012. Sold to DreamWorks, focuses on young people and children.
Sub-networks:	Awesomeness TV Brasil, Seventeen		



#1 Channel: 16bitsam (356k subscribers)

The channel '16bitsam' is run by Sam from the U.K. who uploads vlogs in which he films himself and friends during daily activities and at other events.



#2 Channel: UhToga (71k subscribers)

'UhToga' is run by a group of friends that provides a variety of podcasts, gameplay, vlogs and music videos on their channel.

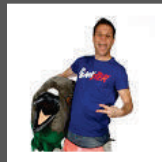


#3 Channel: eldiadespues12plus (66k subscribers)

'eldiadespues12plus' is a channel dedicated to a Spanish-speaking audience and focuses on reviewing football games, bizarre situations and analyzing Spanish and foreign football leagues.

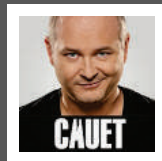


Network:	Base79	Channels:	1,671 on YouTube
Country:	UK	Subscribers:	38m
Launch:	2007	Videos:	310,897
Category:	Music, Sport, Entertainment, Gaming, Beauty, Comedy	Views:	12.2b total
Link:	base79.com	Remarks:	Largest MCN outside North America with over 400 premium content partners.



#1 Channel: nqtv (3.7m subscribers)

'nqtv' is hosted by the French comedian Rémi Gaillard. He became popular for his videos in which he challenges public norms. His most clicked video 'Mario Cart', where Gaillard provokes casual bystanders, dressed up as 'Super Mario', gained over 56m views.



#2 Channel: cauetofficiel (1.9m subscribers)

'cauetofficiel' is run by the French radio host, entertainer and musician Sébastien Coet. His official YouTube channel features videos of his radio show 'C'auet sur NRJ'. In his daily radio show, he welcomes celebrities and other musicians.



#3 Channel: DudesonsPage (517k subscribers)

The 'Dudesons' are four Finns. In 2000, they started their own TV show 'The Dudesons' in which they filmed themselves performing stunts. In 2008, the TV format was broadcasted in 22 different countries. On their YouTube channel, they offer all episodes of their stunt-TV-show including links to their online merchandise shop and other related websites.

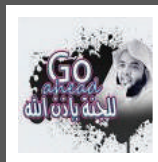


Network:	Believe Digital Studios	Channels:	over 2,000 on YouTube
Country:	Europe	Subscribers:	n.a.
Launch:	2004	Videos:	n.a.
Category:	Music, Entertainment	Views:	1b monthly
Link:	believedigitalstudios.com	Remarks:	Multi-platformer: Also active on
Sub-networks:	in Asia, Brazil, Canada, GER, US, UK, Spain, France, Russia, Italy		DailyMotion, JukeBo, Muzu.tv, MyVideo and others.



#1 Channel: muyap (2.7m subscribers)

'Mu-Yap' is the major organization representing the recording industry of Turkey. The official YouTube channel is similar to VEVO as it features several Turkish artists.



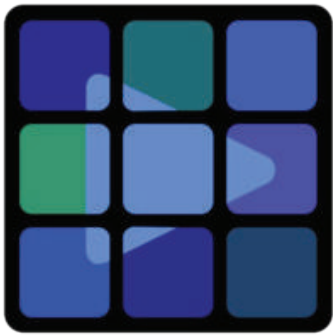
#2 Channel: ghormalbishy (717k subscribers)

'Ghormalbishy' is an Islamic channel that features various videos of religious topics filmed with a handheld camera.



#3 Channel: planetrecordsmiami (247k subscribers)

'Planet Records' is a music label whose YouTube channel 'planetrecordsmiami' features Latin dance music videos of genres such as Salsa, Bachata, Reggaeton and Cubation.



Network:	Big Frame	Channels:	over 200 on YouTube
Country:	USA	Subscribers:	20m
Launch:	2011	Videos:	n.a.
Category:	Entertainment, Lifestyle, Beauty	Views:	3.6b total
Link:	bigfra.me	Remarks:	Launched platform Viewfinder for cross-promotion. Distanced itself from 'unethical YouTube practices'.
Sub-networks:	Polished, Wonderly, Forefront		



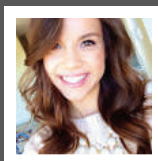
#1 Channel: tyleroakley (3.9m subscribers)

Tyler Oakley is an American comedy YouTuber who releases style videos - often in collaboration with other YouTubers. His videos center on queer politics and pop culture.



#2 Channel: MysteryGuitarMan (2.8m subscribers)

'MysteryGuitarMan' is hosted by Joe Penna, a Brazilian YouTuber. The channel features short films, comedy videos and specifically musicals with Penna playing the guitar or other instruments such as a triangle and sometimes even with regular household items.



#3 Channel: missglamorazzi (2.3m subscribers)

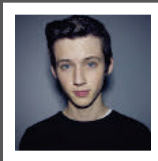
'missglamorazzi' is hosted by Ingrid Nilsen, an American beauty vlogger and YouTube celebrity. Her GIY (Glam It Yourself) videos and DIY (Do It Yourself) videos mostly center on fashion and beauty as well as on style advices. Her second channel TheGridMonster contains videos of her private life which do not necessarily deal with fashion or beauty.

Multi-Channel Networks

Boom Video // Australia



Network:	Boom Video	Channels:	over 300 on YouTube
Country:	Australia	Subscribers:	over 3m
Launch:	2012	Videos:	n.a.
Category:	Entertainment, Vlogging	Views:	n.a.
Link:	boomvideo.com.au	Remarks:	Australia and New Zealand's first official YouTube MCN. Launched production division Boom Natives.



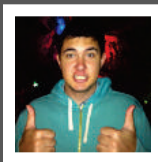
#1 Channel: **TroyeSivan18 (1.7m subscribers)**

Eighteen year old Troye Sivan is an Actor, Singer and famous Online Personality from Perth, Western Australia. On his channel he vlogs about his life and topics that interest him and his fans.



#2 Channel: **Jayesslee (1.7m subscribers)**

Janice and Sonia is a young musician duo from Australia. They share live recorded amateur performances of acoustic song covers on their channel.



#3 Channel: **ChampChong (480k subscribers)**

Young Australian YouTube game reporter 'ChampChong' uploads the latest gaming news as well as gaming clips on his channel. His audience mainly consists of young male demographic that is often found among gaming channels.

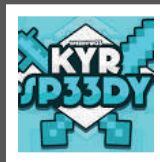


Network:	BroadbandTV	Channels:	over 12,500 on YouTube
Country:	Canada	Subscribers:	120m
Launch:	2005	Videos:	n.a.
Category:	Entertainment, Gaming	Views:	1.2b monthly
Link:	broadbandtvcorp.com	Remarks:	Strategic partnership with RTL Group.
Sub-networks:	Viso, TGN, Opposition, Wimsic		



#1 Channel: speedyw03 (5.5m subscribers)

'KYR SP33DY' is a video game commentator and YouTube celebrity best known for his gameplay videos and commentaries. His main channel 'speedyw03' contains funny gameplay videos of hit video games such as 'Call of Duty' or 'Grand Theft Auto'.



#2 Channel: kyrsp33dy (1.5m subscribers)

'KYRSP33DY' is the second channel of 'KYR SP33DY'. It contains mostly 'Minecraft' gameplay videos.

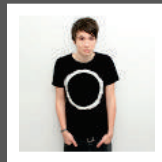


#3 Channel: videogames (1.5m subscribers)

The YouTube channel 'videogames' delivers daily gaming content by several YouTubers. The videos currently center around 'GTA 5' and 'Call of Duty' videos.

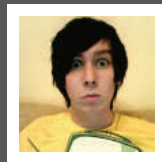


Network:	ChannelFlip	Channels:	238 on YouTube
Country:	USA	Subscribers:	22.5m
Launch:	2007	Videos:	n.a.
Category:	Entertainment, Comedy	Views:	2.4b total
Link:	channelflip.com	Remarks:	Sold to Shine Group. The two Founders of ChannelFlip have exited the company in February 2014.



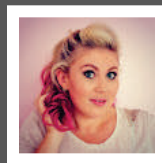
#1 Channel: danisnotonfire (3.2m subscribers)

'danisnotonfire' belongs to the British 22-year-old Dan Howell who vlogs about his life and topics that interest him and his fans.



#2 Channel: AmazingPhil (1.6m subscribers)

'AmazingPhil' is the channel of the British Philip Lester who uploads vlogs on a regular basis. His videos regularly feature a cuddle lion toy called 'Lion', usually in the background, which speaks to the audience through annotations.

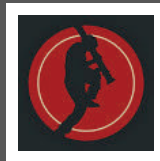


#3 Channel: Sprinkleofglitter (1.2m subscribers)

'Sprinkleofglitter' is run by beauty and lifestyle YouTuber and blogger Louise whose videos feature content around beauty and fashion topics, beauty tips and hauls. Sometimes 'Springleofglitter' welcomes friends or even her own daughter.

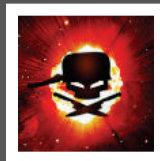


Network:	Collective Digital Studio	Channels:	605 on YouTube
Country:	USA	Subscribers:	104m
Launch:	2011	Videos:	105,256
Category:	Entertainment	Views:	18b total
Link:	collectivedigitalstudio.com	Remarks:	Top creators expanding to TV or services like Netflix, e.g. 'Video Game High School', 'Epic Meal Time'.



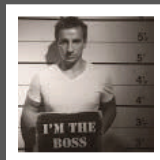
#1 Channel: freddiew (6.9m subscribers)

'freddiew' is run by Freddie Wong, a US filmmaker, VFX artist and musician. He produces high quality FX videos in cooperation with Brandon Laatsch. Their videos are often tributes to video games such as Mario Bros. or Battlefield 3. His brother Jimmy Wong is also a famous YouTuber.



#2 Channel: EpicMealTime (6.2m subscribers)

'Epic Meal Time' is a Canadian YouTube cooking show hosted by Harley Morenstein and some of his friends focusing on creating extremely high-calorie meals. The show won the 2011 Shorty Award in the Food Category.

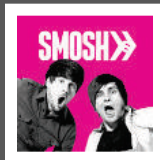


#3 Channel: VitalyZdTv (5.4m subscribers)

YouTuber Vitaly Zdorovetskiy runs the channel 'VitalyZdTv'. He is a Russian-American comedian and well known for his public and hidden camera prank videos. His breakthrough was the prank video Miami Zombie Attack Prank! in May 2012.

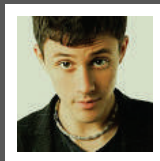


Network:	DEFY Media	Channels:	over 200 on YouTube
Country:	USA	Subscribers:	30m
Launch:	2013	Videos:	n.a.
Category:	Entertainment	Views:	125m monthly
Link:	defymedia.com	Remarks:	Fusion of former MCNs Alloy Digital and Break Media in October 2013. Focuses on the 12-34 year-olds.



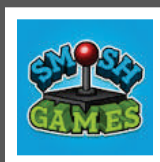
#1 Channel: smosh (16.9m subscribers)

'Smosh' is a web-based comedy duo consisting of Ian Hecox and Anthony Padilla who upload skits and other funny videos to their channel. It is also known for their annual 'food battle' where they pitch their favorite foods against each other.



#2 Channel: KurtHugoSchneider (3.9m subscribers)

The channel belongs to the American music producer and filmmaker Kurt Hugo Schneider who produces music videos for various YouTube musicians such as Sam Tsui, including the musical medley videos in which Sam Tsui sings as an one-man choir.



#3 Channel: smoshgames (3.9m subscribers)

'SmoshGames' is a YouTube video gaming channel created by the founders of 'Smosh'. The channel features videos of them commentating, playing, and sharing their opinions of various video games, doing game reviews, and sharing gaming news.

Multi-Channel Networks

Endemol beyond // Germany



Network:	Endemol beyond	Channels:	over 30 on YouTube
Country:	Germany	Subscribers:	n.a.
Launch:	2012	Videos:	n.a.
Category:	Gaming, Entertainment	Views:	n.a.
Link:	endemol-beyond.de	Remarks:	Focuses on creating original content. Launched Original Channels. Plans to create a premium MCN.



#1 Channel: doktorallwissend (272k subscribers)

'Doktor Allwissend' is the YouTube channel of the German comedian Borja Schwember, in which he talks about intellectual topics in a funny and ironic way and answers comments and questions from fans. His second channel ('echtallwissend') contains vlogs and outtakes.



#2 Channel: scenetaketv (98k subscribers)

'scenetaketv' is a comedy channel by the comedians Lars and Dan, who are the founders of the production company 'Scene Take'. The channel features a variety of comedy genres including original web series, sitcoms, mockumentaries, fake trailers and sketches.

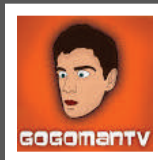


#3 Channel: twintvchannel1 (76k subscribers)

'TWIN.TV' is a comedy webshow for young people in which the hosts Dennis and Benni explore and explain current news, trends and the life of today's youth. The channel also includes videos of Google Hangouts in which the hosts answer fan questions.

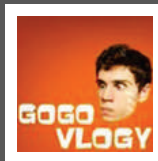


Network:	Exonia	Channels:	536 on YouTube
Country:	UK	Subscribers:	6.9m
Launch:	2012	Videos:	67,489
Category:	Gaming, Entertainment, Technology, Education	Views:	652m total
Link:	exonia.net	Remarks:	Leading UK-based Multi-Channel Network.



#1 Channel: GoGoManTV (625k subscribers)

Slovak YouTube Channel 'GoGoManTV' centers around gaming and vlogging content by Bratislava-based YouTuber 'GoGoMan'.



#2 Channel: gogosvlog (249k subscribers)

The YouTube Channel 'gogosvlog' is the second channel by slovak YouTuber 'GoGoMan' where he uploads vlogs in which he talks about personal topics.



#3 Channel: Alsafear (227k subscribers)

Arabian YouTube Channel 'Alsafear' centers around Islamic lectures on history, culture, society and religion.



Network:	FremantleMedia	Channels:	over 135 on YouTube
Country:	USA	Subscribers:	n.a.
Launch:	2001	Videos:	n.a.
Category:	Entertainment, Brands	Views:	9b total
Link:	fremantlemedia.com	Remarks:	TV Production Company. Owned by RTL Group (Bertelsmann).



#1 Channel: TheXFactorUSA (3.7m subscribers)

The official 'The X Factor USA' YouTube channel features videos of the auditions, performances and other highlights from the show. In addition, it contains short episodes recaps and interviews from behind the scenes.



#2 Channel: TheXFactorUK (2.7m subscribers)

Besides videos of the auditions and performances, the official 'The X Factor UK' YouTube channel features clips from the companion behind-the-scenes show 'The Xtra Factor', other exclusive backstage videos as well as video diaries.



#3 Channel: BritainsGotTalent09 (1.6m subscribers)

The official YouTube channel of the 7th series of the 'FremantleMedia' production 'Britain's Got Talent' in 2013. The channel contains highlight videos from the show, also including clips of previous seasons.

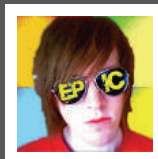


Network:	Fullscreen	Channels:	over 15,000 on YouTube
Country:	USA	Subscribers:	200m
Launch:	2011	Videos:	101,296
Category:	Entertainment	Views:	3b monthly
Link:	fullscreen.net	Remarks:	Largest independent YouTube network.
Sub-networks:	Yeousch, NBC Entertainment		Acquired Supernova in January 2014 to help drive mobile video innovation.



#1 Channel: TheFineBros (7.3m subscribers)

'TheFineBros' offers comedy and series from the filmmaking brothers Benny and Rafi Fine. The channel is best known for the successful 'React' video series, their movie spoiler series, narrative web series and the first transmedia sitcom on YouTube 'MyMusic'.



#2 Channel: ShaneDawsonTV (5.6m subscribers)

'ShaneDawsonTV' is run by the same named comedian, musician and video maker Shane Dawson. His channel is known for comedic videos of impersonations (such as Miley Cyrus and Paris Hilton) and spoofs of popular music videos and television shows. Additionally, Shane Dawson has two other channels for bonus footage and daily vlogs.



#3 Channel: failarmy (4.6m subscribers)

'FailArmy' features fail compilation videos of the web's funniest fail video content. New videos are released on a weekly and monthly basis and for special occasions. Fans have the chance to submit content and be featured in one of the compilations.

Multi-Channel Networks

Geek & Sundry // USA

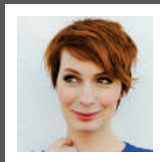


Network:	Geek & Sundry	Channels:	26 on YouTube
Country:	USA	Subscribers:	1.2m
Launch:	2011	Videos:	2,323
Category:	Indie Geek Culture and Lifestyle	Views:	107m total
Link:	geekandsundry.com	Remarks:	Launched as part of YouTube's Original Channel initiative. Also active on Hulu and Hulu Plus.



#1 Channel: **geeksandsundry (872k subscribers)**

'geeksandsundry' offers daily videos of indie geek culture presented by leading 'geek voices' like Felicia Day, Wil Wheaton, Adam de la Pena and much more. Video topics center around comedy, gaming, comics, music and literature.



#2 Channel: **feliciaday (138k subscribers)**

'feliciaday' is hosted by the American actress, comedian and writer Felicia Day. On her official YouTube channel, she uploads private videos such as Google Hangout chats with friends or other private moments.



#3 Channel: **geeksandsundryvlogs (75k subscribers)**

On 'geeksandsundryvlogs' users from around the world were asked to submit their own videos to become part of the 'Geek & Sundry' channel. The channel now provides 18 vloggers covering different 'geeky' topics.

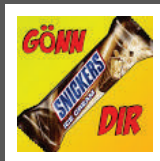


Network:	IDG Entertainment Media	Channels:	over 236 on YouTube
Country:	Germany	Subscribers:	6.5m
Launch:	2012	Videos:	185,000
Category:	Gaming, Entertainment	Views:	1.6b total
Link:	idg-eas.de	Remarks:	Launched two YouTube Original Channels and established a gaming network on YouTube.
Sub-networks:	GameStar, Online-Welten		



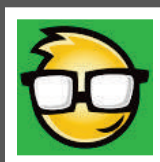
#1 Channel: PietSmittie (1.5m subscribers)

The channel 'PietSmiet' is hosted by Peter Georg Smits and five of his friends center on gameplay videos of popular titles such as 'FIFA 14' or 'Minecraft'.



#2 Channel: thedannyburnage (461k subscribers)

German YouTuber Danny Burnage releases videos on a daily basis. Most of the videos are gameplay videos of popular video games such as 'Call of Duty' or 'Grand Theft Auto'. Some videos are hidden camera prank videos. Burnage is part of the 'Let's Play' community.

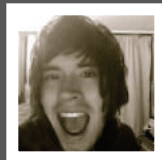


#3 Channel: shufflelp (373k subscribers)

'ShuffleLP' is also part of the German 'Let's Play' community. His content centers on gameplay videos of for example 'Minecraft'.



Network:	Machinima	Channels:	11,639 on YouTube
Country:	USA	Subscribers:	321m
Launch:	2000	Videos:	2.4m
Category:	Gaming	Views:	48b total
Link:	machinima.com	Remarks:	Largest independent gaming network currently operating on YouTube.



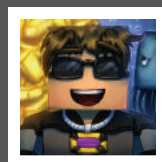
#1 Channel: [HolaSoyGerman](#) (15.3m subscribers)

'HolaSoyGerman' is run by German Garmendia, a Chilean vlogger and comedian whose YouTube channel is dedicated to a Spanish-speaking audience.



#2 Channel: [machinima](#) (10.8m subscribers)

'Machinima' is the number one video entertainment network for gamers around the world, featuring gameplay videos, trailers, original series, livestreams and up-to-date news for the gamer generation.



#3 Channel: [skydoesminecraft](#) (8.8m subscribers)

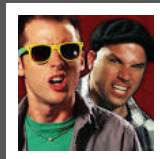
'SkyDoesMinecraft' is a channel dedicated to the sandbox indie game 'Minecraft' that features content such as mod reviews, play through videos, animations and comedy skits.

Multi-Channel Networks

Maker Studios // USA

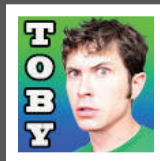


Network:	Maker Studios	Channels:	over 60,000 on YouTube
Country:	USA	Subscribers:	340m
Launch:	2009	Videos:	n.a.
Category:	Entertainment	Views:	4.5b monthly
Link:	makerstudios.com	Remarks:	#1 producer and distributor of online video content. Acquired video-platform Blip.tv in August 2013.
Sub-networks:	RPM Network, Polaris, Maker Music, Paramakers and others		



#1 Channel: ERB (9.3m subscribers)

Epic Rap Battles of History ('ERB' for short) is a video series that consists of famous historical or pop culture figures, that can be fictional as well as real, competing against each other in rap battles.



#2 Channel: Tobuscus (5.6m subscribers)

'Tobuscus' is run by the American vlogger, comedian and musician Toby Joe Turner. His channel is best known for sketches such as 'Tobuscus Adventures', which is an animated series featuring him and his friend Gabuscus as well as music videos and 'Literal trailers'.



#3 Channel: canalparafernalha (4.8m subscribers)

'canalparafernalha', founded by the Brazilian YouTuber Felipe Neto, is a comedic channel dedicated to a Portuguese-speaking audience. The channel features various young comedians in professionally produced videos.

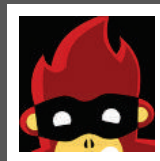


Network:	Mediakraft Networks	Channels:	1,241 on YouTube
Country:	Germany	Subscribers:	28.6m
Launch:	2011	Videos:	130,819
Category:	Entertainment, Gaming	Views:	3.7b total
Link:	mediakraftnetworks.de	Remarks:	Largest German YouTube MCN.
Sub-networks:	Talents, Magnolia, TIN, Athletia, Hometown		



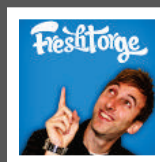
#1 Channel: YTITTY (2.8m subscribers)

'Y-TITTY' is a German comedy trio that features comedic sketch and parody videos on their same-named channel. They are the most subscribed German channel on YouTube.



#2 Channel: ApeCrimeReloaded (1.1m subscribers)

'ApeCrimeReloaded' was founded by three German friends that produce many comedic videos with recurring concepts such as 'Let's draw' in which two of the trio have to draw what subscribers suggested.



#3 Channel: freshhaltefolie (1.1m subscribers)

'freshhaltefolie' is run by the German comedian Torge Oelrich who produces sketchy videos and is known for his famous portrayals of silly acting females called 'Sandra' or 'Lexa'.

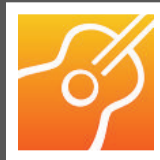


Network:	MiTú	Channels:	over 700 on YouTube
Country:	USA, Brazil	Subscribers:	27.6m
Launch:	2012	Videos:	139,166
Category:	Latino Content	Views:	4.5b total
Link:	mitunetwork.com	Remarks:	English-Spanish-Portuguese multi-lingual network for Latinos
Sub-networks:	MiTú Life, Macho MiTú, MiTú Music, MiTú Brasil		



#1 Channel: enchufetv (5.1m subscribers)

'enchufetv' is an Ecuadorian comedy sketch YouTube channel. The content is mostly produced by Touché Films, an Ecuadorian production company.



#2 Channel: CifraClub (1.3m subscribers)

The YouTube channel 'CifraClub' provides video lessons for a variety of instruments such as guitar, keyboard, bass or drums.

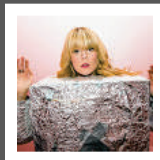


#3 Channel: huevocartoonpuntocom (1.2m subscribers)

'huevocartoonpuntocom' is the original YouTube channel of the same-named Mexican production company and animation series 'Huevocartoon'.

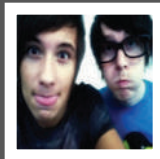


Network:	My Damn Channel	Channels:	51 on YouTube
Country:	USA	Subscribers:	3.2m
Launch:	2007	Videos:	4,176
Category:	Comedy	Views:	346.3m total
Link:	mydamnchannel.com	Remarks:	Signed partnership with platform Blip in 2013, granting Blip exclusive first-run distribution for four original series.



#1 Channel: dailygrace (2.2m subscribers)

'dailygrace' is a web series hosted by American comedian, actress and YouTube personality Grace Helbig. For the now finished series she vlogged five days a weeks about different topics. In January 2014, Helbig left 'My Damn Channel' to start her own channel 'It's Grace'.



#2 Channel: superamazingproject (511k subscribers)

'The Amazing Project' is a web series presented by the British vloggers and radio hosts Dan Howell and Phil Lester. During their web episodes they are talking about 'Internet News' by reading out bizarre stories they have found on the internet.

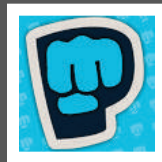


#3 Channel: My Damn Channel (238k subscribers)

The 'My Damn Channel' comedy network offers original online comedy series like 'Wainy Days', 'You Suck At Photoshop' and 'Daddy Knows Best' since 2007 as well as the 'My Damn Channel Live' program. New series include 'Self-Help', 'Honchos' and 'We Got Next'.



Network:	Polaris	Channels:	over 500 on YouTube
Country:	USA	Subscribers:	n.a.
Launch:	2013	Videos:	n.a.
Category:	Gaming	Views:	n.a.
Link:	polarisgo.com	Remarks:	Formerly known as The Game Station. Many former Polaris affiliate partners were moved to the RPM Network.



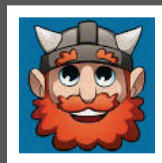
#1 Channel: PewDiePie (23.2m subscribers)

'PewDiePie' is run by Felix Arvid Ulf Kjelberg, a Swedish video game commentator on YouTube whose channel is specialized in 'let's play' videos of horror and action video games. He is the most subscribed content creator on YouTube.



#2 Channel: CaptainSparklez (6.9m subscribers)

'CaptainSparklez' is the channel of Jordan Maron, an American gameplay commentator who is known for his gameplay series of 'Minecraft', 'Happy Wheels' or 'Portal'. Additionally, the channel features 'Minecraft' song parodies.



#3 Channel: BlueXephos (6.7m subscribers)

'BlueXephos' is the main variety gaming commentary channel for the 'Yogcast' and is maintained by two popular gamers called Louis and Simon. The 'Yogcast' is a group of YouTube broadcasters who produce gaming-related video content.

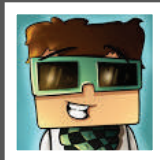


Network:	QuizGroup	Channels:	1,463 on YouTube
Country:	Russia	Subscribers:	18m
Launch:	2010	Videos:	384,378
Category:	Entertainment	Views:	8.9b total
Link:	quizgroup.com	Remarks:	Leading partner of YouTube in Russia and former CIS countries.



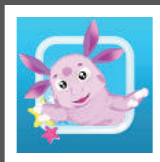
#1 Channel: kvn (1.9m subscribers)

'KVN' is a Russian comedy-competition show where teams compete against each other in funny questions and answers. The channel features full episodes as well as short sketches of the show.



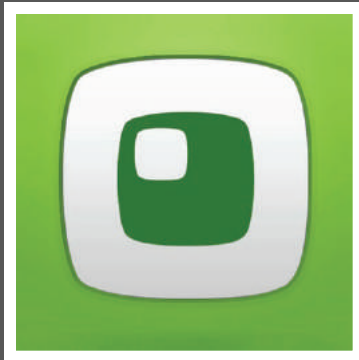
#2 Channel: MrLololoshka (1.8m subscribers)

'MrLololoshka' is a YouTube channel by Roman Filchenkov, a Russian vlogger. His videos mostly center on the game 'Minecraft' and some other games. In November 2013, his channel was locked down for one day because of alleged copyright infringements.



#3 Channel: luntik (665k subscribers)

'Luntik' is a dedicated YouTube channel for the preschool series 'The Adventures of Luntik'. The channel contains all episodes from season 1 to 7 as well as some TV movies.

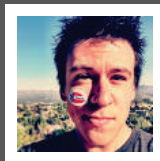


Network:	Revision3	Channels:	86 on YouTube
Country:	USA	Subscribers:	8.8m
Launch:	2005	Videos:	16,688
Category:	Gaming, Entertainment, Technology, Comedy and others	Views:	1.9b total
Link:	revision3.com	Remarks:	Acquired by Discovery Communications in 2012 and now a subsidiary of Discovery Digital Networks.



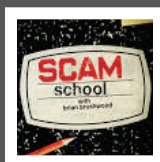
#1 Channel: sxephil (3.2m subscribers)

Philipp DeFranco is an American vlogger and YouTube personality, popular for his web series 'The Philip DeFranco Show'. Four days a week DeFranco uploads videos covering pop culture news. In 2013, DeFranco sold his channels to Revision3.



#2 Channel: PhilipDeFranco (797k subscribers)

Philipp DeFranco's second channel features vlogs in which he talks about non-related personal topics.



#3 Channel: scamschool (621k subscribers)

'Scam School', which belongs to the network 'TestTube', uploads daily videos about magic tricks or pranks and scams at bars and on the street. It is hosted by award-winning magician Brian Brushwood.



Network:	RPM Network	Channels:	over 27,000 on YouTube
Country:	USA	Subscribers:	n.a.
Launch:	2012	Videos:	n.a.
Category:	YouTube Talent Promoting	Views:	n.a.
Link:	rpmnetwork.com	Remarks:	Sub-network of Maker Studios for smaller YouTubers.
Sub-networks:	Social Blade		



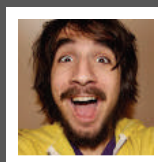
#1 Channel: [ksiolajidebt](#) (5.1m subscribers)

'KSIolajidebt' (in real life Olajide Olatunji) hosts a YouTube channel with videos in which he comments on popular video games such as Grand Theft Auto V or FIFA football matches.



#2 Channel: [AdamThomasMoran](#) (4.9m subscribers)

Adam Thomas Moran is a famous Russian YouTube channel best known for the popular weekly entertainment YouTube show '100500' ('five plus one') represented by author and host Maxim Golopolosov. In each video Max presents selected comedic videos.



#3 Channel: [SteveKardynal](#) (4.7m subscribers)

Stephen Kardynal is an American comedian and YouTube star. He is known for dressing in weird outfits and dancing to hit songs like to Katy Perry's Peacock song. Kardynal has also produced some Chatroulette videos showing him lip synching and dancing to pop songs.



Network:	Studio71	Channels:	over 130 on YouTube
Country:	Germany	Subscribers:	n.a.
Launch:	2013	Videos:	n.a.
Category:	Gaming, Beauty, Entertainment	Views:	100m monthly
Link:	studio71.com	Remarks:	Focuses on gaming content and TV brands. Owned by ProSiebenSat.1 Group. Active on MyVideo.



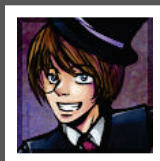
#1 Channel: Gronkh (2.7m subscribers)

'Gronkh', the most popular German producer of so-called 'Let's Play' videos on YouTube, is run by host and web producer Erik Range. On 'Gronkh' Range uploads videos in which he comments on shorttakes of his playing progress in various video games.



#2 Channel: SarazarLP (1.1m subscribers)

'SarazarLP' is the second largest 'Let's Play' channel in Germany - run by host and producer Valentin Rahmel. It provides many clips of different video games, which he comments from a personal point of view.

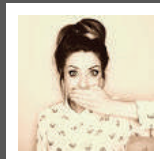


#3 Channel: zombey (439k subscribers)

'Zombey' is another popular German channel providing gameplay videos. Run by Zedrik Schmidt, the channel focuses on 'Minecraft' and other Indie Games.

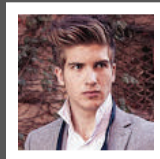


Network:	StyleHaul	Channels:	15,000 on YouTube
Country:	USA	Subscribers:	200m
Launch:	2011	Videos:	4m
Category:	Beauty, Fashion, Lifestyle	Views:	3b total
Link:	stylehaul.com	Remarks:	Largest independent YouTube network for Beauty, Fashion and Lifestyle.
Sub-networks:	StyleHaul Mundo (Spanish/Portuguese)		



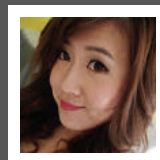
#1 Channel: [zoella280390](#) (3.9m subscribers)

Zoella is a young British writer and blogger. She produces beauty videos on YouTube and writes a popular blog about Beauty, Fashion & Life.



#2 Channel: [JoeyGraceffa](#) (3.1m subscribers)

Joey Graceffa is an American vlogger, actor and model. His videos are released almost daily and often feature some other well known YouTubers. His own web series Storytellers was released on his YouTube channel in late 2013. He also works with MCN AwesomnessTV.

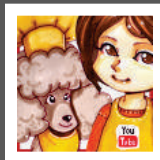


#3 Channel: [bubzbeauty](#) (2.5m subscribers)

Lindy Tsang is a blogger and beauty guru, well-known for her hair, make-up and DIY tutorial videos. She was one of the earliest beauty vloggers on YouTube. Her second channel is Bubzvlogz which centers on her everyday live and some special events. She also runs the comedy channel Bubbiosity containing videos of her private surroundings - family and friends.



Network:	Tastemade	Channels:	over 100 on YouTube
Country:	USA	Subscribers:	n.a.
Launch:	2012	Videos:	n.a.
Category:	Food, Cooking	Views:	n.a.
Link:	tastemade.com	Remarks:	First global food network. Additionally offers an app that lets users create and share 1-minute videos.



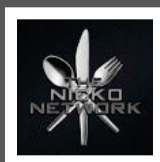
#1 Channel: [cookingwithdog](#) (721k subscribers)

'Cooking with Dog' is a YouTube cooking show featured by a canine host Francis and a mysterious Japanese Chef whose real name is not disclosed. While the Chef cooks a variety of popular Japanese dishes, Francis narrates the recipes step-by-step in English.



#2 Channel: [sortedfood](#) (693k subscribers)

'SORTED Food' is a cooking show hosted by several males cooks that features easy recipes from simple dinners and midweek meals to delicious desserts from all over the world.

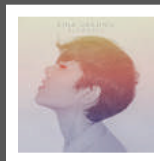


#3 Channel: [robnixon](#) (632k subscribers)

'Nickos Kitchen' is a cooking show in which the host Nicko cooks up simple, tasty, family favourite dishes three times a week. 'Nickos Kitchen' features special themed days such as 'Budget Meals Monday', 'What You Want Wednesday' and 'Fast Food Friday'.



Network:	The Orchard	Channels:	1,304 on YouTube
Country:	USA	Subscribers:	7.5m
Launch:	1997	Videos:	142,471
Category:	Music	Views:	5.1b total
Link:	theorchard.com	Remarks:	Distribution network for small and independent musicians and bands. Also active on Spotify.



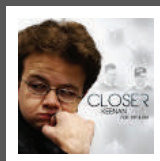
#1 Channel: Kinagrannis (835k subscribers)

Kinagrannis is hosted by the American singer/songwriter Kina Grannis. Her YouTube channel provides over 200 videos of album teasers and covers of different artists. Every monday she uploads a new video.



#2 Channel: nhikmetran (710k subscribers)

The channel centers around turkish music by famous artist Ahmet Kaya and other turkish musicians, but is inactive since January 2011.

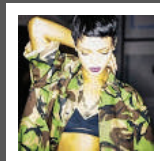


#3 Channel: BeenerKeeKee19952 (665k subscribers)

Behind 'BeenerKeeKee19952' stands the 28-year old Keenan Hill who is known for his hilarious web videos in which he performs songs by Katy Perry or Usher just by moving his lips and doing funny dance moves. Hill became popular after Katy Perry send a Tweet to encourage him, because he suffers from Maroteaux-Lamy-Syndrom.



Network:	VEVO	Channels:	29,295 on YouTube
Country:	USA	Subscribers:	345m
Launch:	2009	Videos:	100,000
Category:	Music	Views:	164b total
Link:	vevo.com	Remarks:	Owned and operated by Universal, Google, Sony and Abu Dhabi Media. Biggest Music MCN on the web.



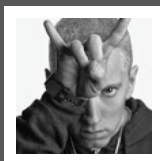
#1 Channel: RihannaVEVO (12.9m subscribers)

'RihannaVEVO' is Rihanna's official YouTube channel that features music videos and behind-the-scenes clips of the pop star. Additionally, a variety of playlists featuring other artists can be found on the channel.



#2 Channel: OneDirectionVEVO (12.2m subscribers)

'OneDirectionVEVO' features music videos and exclusive behind-the-scenes content of the English-Irish pop boy band 'One Direction'. Playlists featuring other artists are also part of the YouTube channel.



#3 Channel: EminemVEVO (11.3m subscribers)

'EminemVEVO' features music videos of the American rapper Eminem. Furthermore, fans can access several playlists of other Hip Hop related artists.

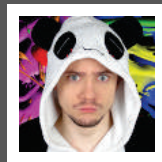


Network:	Wizdeo	Channels:	over 260 on YouTube
Country:	France	Subscribers:	n.a.
Launch:	2007	Videos:	n.a.
Category:	Gaming, Entertainment	Views:	160m monthly
Link:	wizdeo.com	Remarks:	Leading YouTube network in France.
Sub-networks:	Gaming, Music, Beauty, Entertainment, Comedy, Media		Offers WizTracker – an analytics tool for YouTube statistics.



#1 Channel: aMOODIEsqueeze (1.8m subscribers)

'Squeeze' is run by a French video game commentator. The style of his gameplay videos is often compared to well-known Swedish YouTuber 'PewDiePie', the most-subscribed person on YouTube.



#2 Channel: salutlesgeeks (837k subscribers)

Matthieu Sommet hosts this French YouTube channel in which he talks and analyzes viral videos in a funny or satirical way.



#3 Channel: PlayComedyClub (765k subscribers)

'PlayComedyClub' is the largest French platform dealing with various topics of the gaming industry. The official YouTube channel features video games and 'Top 10s' of different topics such as 'Top 10! fail with Bruce Willis'.



Network:	X-Media Digital	Channels:	over 300
Country:	Russia	Subscribers:	n.a.
Launch:	2006	Videos:	n.a.
Category:	Entertainment	Views:	400m monthly
Link:	xdigital.ru	Remarks:	Leading new media content distributor in Russia. Also active on GetMovies.ru.



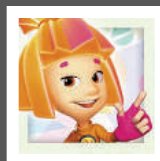
#1 Channel: TheJoves (1.2m subscribers)

'TheJoves' is a Russian channel which focuses on the popular video game 'World of Tanks' providing viewers with detailed information, interviews, reports and more special videos around the game.



#2 Channel: MashaMedvedTV (1.1m subscribers)

Masha Medved TV ('Masha and the Bear') is a popular Russian cartoon series about a little girl named 'Masha' who lives in the woods next to a bear. The YouTube channel offers short previews of all episodes and other specials.

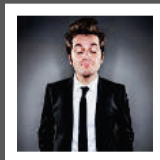


#3 Channel: fixiki (739k subscribers)

'Fixiki' is a Russian learning channel specialized on children demands rehashing daily phenomena for kids by using cartoon characters.

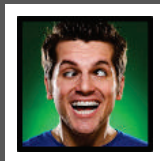


Network:	Zodiak Active	Channels:	over 100 on YouTube
Country:	Italy, UK, USA, South America	Subscribers:	6.1m
Launch:	2011	Videos:	over 53,000
Category:	Entertainment	Views:	1.5b total
Link:	zodiakactive.com	Remarks:	Digital hub of Zodiak Media. Creates digital and branded content based on original concepts and TV formats.



#1 Channel: [lamentecontorta](#) (863k subscribers)

Frank Matano is the host of this YouTube Channel and one of the most popular YouTubers in Italy. He is also a famous TV host and actor. Monthly Matano uploads several videos to his main channel, mostly vlogs, prank videos or YouTube challenges.



#2 Channel: [frankmatanogames](#) (626k subscribers)

Frank Matano's second channel centers around gameplay content of popular video games such as 'FIFA' or 'Grand Theft Auto' with live commentary in Italian. As his main channel, 'Matano's gaming channel', this channel is updated monthly.

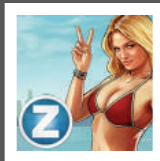


#3 Channel: [JustRoHn](#) (276k subscribers)

The YouTube channel 'JustRoHn' is hosted by an Italian named Rohn, who creates gameplay videos with live commentary.



Network:	Zoomin.TV	Channels:	over 8,800 on YouTube
Country:	Europe	Subscribers:	19m
Launch:	2000	Videos:	1.3m
Category:	News, Entertainment, Gaming	Views:	5.3b total
Link:	zoomin.tv	Remarks:	MCN as well as producer of 34 main-channels with videos in 16 languages and 27 product categories.



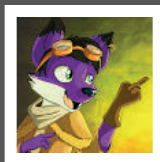
#1 Channel: Zoomin.TV Games (604k subscribers)

The YouTube channel 'Zoomin.TV Games' centers on all kinds of video games and is the biggest Zoomin.TV original channel.



#2 Channel: SASportsGaming (165k subscribers)

The 'SASportsGaming' YouTube channel centers on the video game 'FIFA'. It features a lot of different 'FIFA' gameplay videos - often with live video commentary.



#3 Channel: solitarywolfXD (158k subscribers)

The 'SolWolf' YouTube channel centers on 'League of Legends' gameplay videos with live commentary. The 'Let's Play' video series is called 'Break the Meta'.

About the Author

VAST MEDIA is a Berlin-based company specializing in tracking and benchmarking digital activities of broadcasters and producers worldwide.

The **TV@WEB DATABASE** is part of VAST MEDIA's unique tracking services for the television and digital entertainment industry. Daily updated, it is a comprehensive database with more than 2.000 case studies ranging from Social TV campaigns, multiplatform storytelling and digital extensions of TV shows, to second-screen apps, games and branded content.

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