



In a programme designed for an audience of all ages and all walks of life, with a dynamic and passionate presenter following Charlie McDonnell, a famous youtuber, in his web activity to understand the Youtube phenomenon; the spectator is being given an insight of the youtube scene and its protagonists.

- *Youtuber: n. A user of the video sharing website YouTube.*
- *Vlog: n. A weblog using video as its primary presentation format.*

Youtube is a video sharing website created in 2005 by Steve Chen. Since its creation the number of users has known a tremendous growth. As a matter of fact, Youtube is now available in 61 countries and in 61 languages and more than one billion unique users visit YouTube every month to watch more than six billion hours of video, averaging nearly an hour per person on Earth.

The videos posted on YouTube gather a wide variety of genres and styles, such as music, fashion, cuisine and of course the most popular genre for teenagers **VLOGS**.

Currently, every second there are nearly 43,000 videos that are viewed equalling 1460 billion videos a year, which demonstrates how significant is the impact of the website and its users, known as the **YOUTUBERS**. A survey made recently (in 2013), even proved that Youtube Stars are more popular in the United States than the biggest film and music American celebrities, which makes us wonder why the Youtube scene has not been the subject of more documentaries.

“The Youtube scene” is a 10 minutes observational documentary aiming to understand the reasons of such an infatuation, to understand what pushes people to vlog and why this kind of videos attracts so many people. It also aims to show how youtubers monetize their videos to create, thanks to the website, a new kind of business.

For the purpose of this documentary, the presenter will need to interview a youtuber, as well as following him in one of his everyday life, showing his cyber activity and asking him questions about this uncommon job. The presenter will also focus on the financial part of this activity, to help people understand how youtubers make money, which is what intrigues the vast majority of the audience.

I am attempting to secure interview with Charlie McDonnell, a famous youtuber, the entire youtube phenomenon will then be exposed through his point of view, obviously a positive one. Charlie McDonnell aka “Charlieiscoollike” is a 24-years-old English Youtuber from Bath who lives in London. He started his Youtube channel in 2007 and knew an incredible success throughout the years. He has now more than 2 000 000 subscribers on his channel, which makes him a Youtube sensation and the best person to explain us why and how this market works!



The intro will basically be a brief presentation of the topic with key numbers, a video montage of the most successful youtubers in the world, and footages of hands typing on keyboards and huge crowds going very fast to represent the enormous amount of people watching videos everyday. Sound wise, we will hear the voice-over of the presenter with an up-beat background music (See script).

The first part will be dealing with the reasons of the explosion of the platform and will expose the reasons why teenagers are nowadays attracted to youtube videos. We will first have a psychologist explaining why according to her/him youtube has become that popular. Then the presenter will ask the youtuber what pushed him to create videos and to watch actively youtube videos when he started his channel, which will include the fact that youtubers are real persons and that teenagers have a more intimate relationship with a youtuber than with a mainstream star. This will be an indirect interview with only Charlie's answers, the ambient sound of the room, and a joyful background music.

Secondly, a sequence on which Charlie explains his job will be displayed. How he does his videos, how he chooses his subjects and what his parents were thinking of his job before and after his success, will be the main question that he will have to answer. We will also probably include a short interview of his parents if necessary.

Moreover, Charlie will support the fact that thanks to the immeasurable popularity of the video-sharing website, being a youtuber has become a job for him, as well as for some lucky ones. They possess now a successful business, enabling them to start a new life and earn millions.

The youtuber interviewed, alias Charlie, will also inform us on how it is possible to make money from posting videos on the Internet. The voice over of Charlie

will appear as a background of different graphics helping the audience's understanding.

Basically, youtubers got from 1 to 4 dollars per 1000 views from Youtube, and if they enable ads on their videos they can get from 7 to 10 dollars per 1000 views depending on the video ad seller. It also varies in function of the engagement of people to the ad. Engagement means clicking or watching an ad for more than 30 seconds. This little amount can seem useless but they can change a life after a million view. Charlie will then explain to what extent his life has changed thanks to that monetization.

Last but not least, the presenter will ask the latter youtuber if he thinks that Youtube is becoming the future dominant media and why. The Youtuber has to be very clear about the fact that he doesn't watch TV anymore and that Youtube already changed his perception of medias and his appreciation to them. According to him, Youtube has already replaced the conventional medias!

Evidence of research:

Potential shooting location:

London, Youtube's Headquarter in Google Soho offices, a youtuber's bedroom = workplace.

ARTICLES:

"Survey: Youtube Stars more popular than mainstream celebs among U.S teen" from Variety magazine (U.S).

<http://variety.com/2014/digital/news/survey-youtube-stars-more-popular-than-mainstream-celebs-among-u-s-teens-1201275245/>

"New breed of online stars rewrite the rules of fame" from Variety magazine (U.S).

<http://variety.com/2014/digital/news/shane-dawson-jenna-marbles-internet-fame-1201271428/>

"How much money youtube stars actually make"

<http://www.businessinsider.com/how-much-money-youtube-stars-actually-make-2014-2>

“Being a Youtuber is now a real business” from mashable.com

<http://mashable.com/2014/07/01/vidcon-youtube-business/>

“Meet the 21-year-old Youtube who made millions playing video games” from the Telegraph.

<http://www.telegraph.co.uk/men/the-filter/11139724/Meet-the-21-year-old-YouTuber-who-made-millions-playing-video-games.html>

Youtube press statistics:

<http://www.youtube.com/yt/press/statistics.html>

“Youtube Superstars: The generation taking on TV – and winning” from the Guardian.

<http://www.theguardian.com/technology/2013/apr/07/youtube-superstars-new-generation-bloggers>

Documentaries:

“Butterflies” a 2009 award-winning documentary directed by Ester Brymova following 6 Youtubers who reached fame thanks to the latter platform.

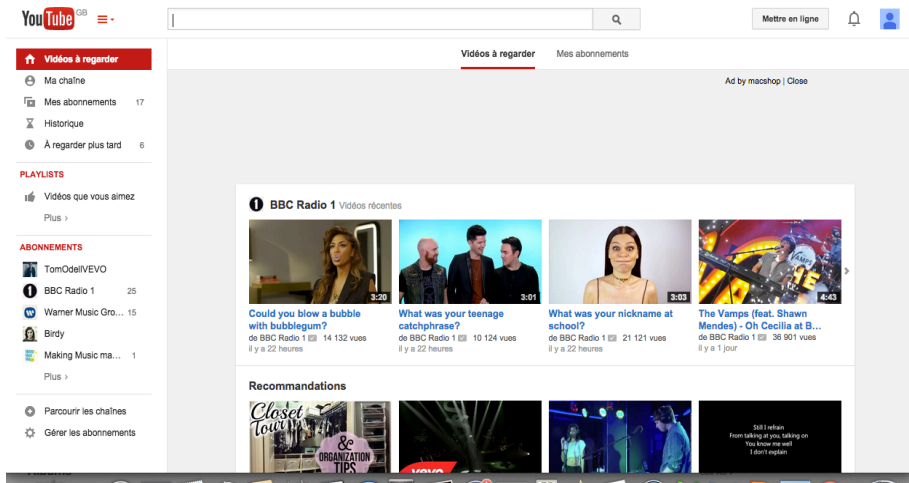
“Becoming Youtube” by Benjamin Cook is a 15-minute documentary made by a youtuber about youtubers.

One page script:

SEQ	SOUND	VISION
1	TITLE SEQUENCE	Title: The Youtube Scene
2	<p>VOICE-OVER of the presenter with an up-beat music</p> <p>Since its creation, the number of users of the Youtube platform hasn't stop increasing, at the point of inventing a new word in the urban dictionary: YOUTUBER.</p> <p>A youtuber is literally a person using the video sharing website youtube (submitting videos or watching them).</p>	<p>Fast video montage of the most famous youtubers and their most well known videos (make up tutorials by Zoella, pewdiepie playing video games...etc.)</p> <p>The definition of Youtuber appears in the montage.</p>
3	<p>VOICE-OVER of the presenter (Music continues throughout the sequence)</p> <p>This is actually the case of 1 billion of us, according to the latter website, which makes it the second most popular website after Facebook.</p> <p>With this level of popularity, being a youtuber has become a business for some users,</p> <p>Making the Youtube scene their everyday workplace.</p>	<p>Long accelerated shots of crowds walking very fast in the city. Close-ups of their feet, bags and faces while walking.</p> <p>Close shots of hands typing on a computer's keyboard and faces watching computer's screens.</p> <p>Close shots of bundles of money.</p>
4	<p>(Music fades out)</p> <p>The presenter :</p> <p>To understand this international phenomenon and its impact on our society,</p> <p>We need the help one active actor of this platform.</p>	<p>Long shot of the presenter walking in Youtube's headquarters in London.</p> <p>Fade to Black.</p>

Key images:

1) Screenshot of Youtube's interface.



- 2) Profile mid-shot of Charlie speaking to his camera.
- 3) Charlie's hands typing on a computer's keyboard.
- 4) Angular shot of the presenter walking in Youtube headquarter.
- 5) Wide shot of the presenter interviewing Charlie.
- 6) Graphics demonstrating how to earn money from youtube.
- 7) Table showing how much money youtubers can earn:

REVENUE STREAMS IN FOR YOUTUBE TALENT

Stars extend their reach across platforms to maximize fanbases

NAME	TOTAL CHANNELS	MONTHLY VIEWS	TOTAL SUBSCRIBERS	EST. ANNUAL EARNINGS	f FACEBOOK LIKES	t TWITTER FOLLOWERS	i INSTAGRAM FOLLOWERS	v VINE FOLLOWERS
1 PewDiePie	1	417,460,819	29,029,418	\$5,464,269	3.84M	3.36M	2.15M	684K
1 Smosh	8	210,908,361	27,825,881	\$2,328,428	5.77M	2.25M	463K	147K
1 The Fine Bros.	3	157,875,330	10,447,138	\$2,062,151	307K	622K	213K	52K
1 KSI	3	65,936,366	8,792,691	\$782,770	1.23M	1.09M	534K	52K
1 Shane Dawson	4	41,056,188	12,525,527	\$474,396	3.80M	2.06M	1.07M	379K
1 Ryan Higa	2	38,110,148	15,036,952	\$439,600	1.46M	1.38M	1.10M	9K
1 Bethany Mota	1	27,785,270	6,731,664	\$324,629	1.15M	1.72M	3.34M	440K
1 Jenna Marbles	2	27,730,780	14,751,795	\$306,147	2.13M	3.42M	2.86M	1.7M
1 Michelle Phan	2	16,956,504	7,121,956	\$201,804	2.85M	580K	1.61M	38K
1 Ray William Johnson	1	13,487,674	10,673,730	\$148,903	4.37M	1.64M	429K	3K

Potential contributors:

A psychologist (explaining the impact of Youtube in our society),

Charlie McDonnell (Youtuber),

Any student as a presenter,

Mr and Mrs McDonnell (Parents of Charlie).