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### YouTube and the Media Industry

YouTube has made a generally positive impact on the media industry and the democratization of media. YouTube has allowed independent creators to publish their work, build audiences, monetize their content, get brand deals, and be discovered by major labels. Before YouTube, there was one way for people to be discovered, which was through the process of auditioning or pitching their ideas to corporations. Now, creators like Justin Bieber, who was discovered because he posted a video of himself singing on YouTube are discovered. Comedians put their sketches or stand-up performances on YouTube in hopes of being discovered, like Beck Bennett and Kyle Mooney, who are now cast members on Saturday Night Live.

YouTube has also created its own type of fame that does not stretch beyond YouTube and other social media platforms. Content creators like Cody Ko, David Dobrik, and Emma Chamberlain built their platforms on YouTube and have loyal audiences who buy their merchandise and subscribe to their channels. YouTube pays creators who have a certain number of subscribers, which motivates creators to post. The platform is also free and makes money off of advertisements, this is why they pay content creators for the amount of people they bring to the platform. Youtube also allows networks to post content from their shows and talks shows, which often get more views than they did when they originally aired. This has created a shift of media design. People want to get the most clicks on their videos so they modify their content and titles of the videos to make them intriguing to audiences.

The downside of this is that audiences have shorter attention spans and an endless amount of options. When executed incorrectly, the material lacks depth and quality because people are

desperate for views. It can also be problematic because creators feel pressured to constantly put out content so the algorithm will reward them by boosting their videos, leading to bad content getting more promotion than carefully curated content published by a talented creator once a month. Youtube has changed the way media has been consumed and produced along with the process of getting famous forever.