

# Internet Success Stories

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# Introduction

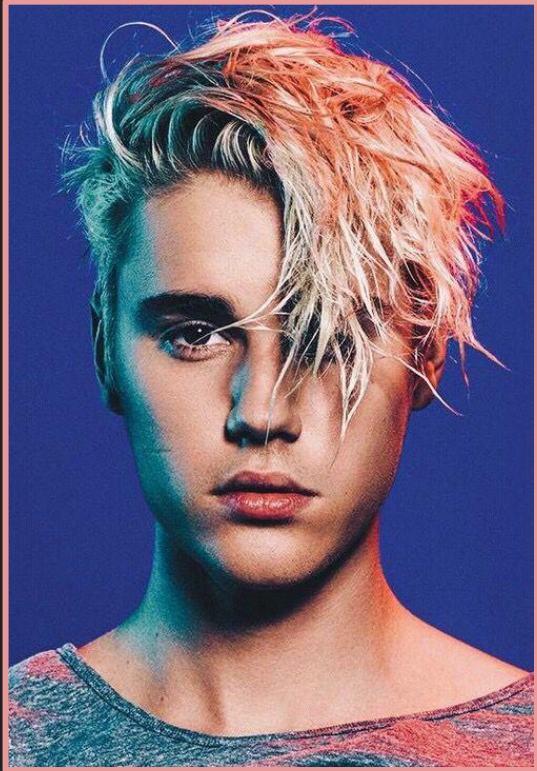
For this project we researched 10 people/companies that have become successful due to the internet and the opportunities it has provided people with.

Some of the people have created businesses that would not have been possible without the Internet, like Mark Zuckerberg and some have used the internet alongside their career to build their reputation and popularity.

We have found that some individuals have become global successes because of the internet and others have gained something personally, such as Samantha and Anais. We got most of our success stories from people that we had already heard of or knew about.

During the research it was important to use reliable sources of information and to confirm the facts by checking with multiple sources. We have used sources that have trustworthy authors and a good reputation for being truthful. Hence we did not use Wikipedia without checking other sources also, as it can be edited by anyone and is not always correct.

# Justin Bieber



- Singer from Ontario, Canada.
- He has sold over 20 million albums
- 14 Guinness world records
- First artist to fill the number 1, 2 and 3 places on the charts
- In 2007 his mother posted a video of him on YouTube singing in a talent competition
- Scooter Braun took an interest in his videos and contacted his mother
- After some religious differences Bieber was allowed to leave and start his career
- His first EP was released in 2009
- Debut single One Time peaked at number 12 in Canada, and 17 on the Billboard Hot 100
- The single gained platinum and gold awards

- First full album made number 1 on multiple charts
- The single 'Baby' reached the top 10 of multiple charts
- It was previously the most viewed video on Youtube
- Bieber's net worth is around \$225 million
- He earns around \$56 million per year
- Uses the internet to communicate with his fans and to promote his music
- He uses social media such as twitter and facebook
- Posts about other things he is doing to connect with fans
- He achieved great success from humble beginnings
- The Internet is a good way of promoting yourself
- You can be seen by many, potentially influential people.



# PSY

- Park Jae-sang (age 39) known as **PSY** is a South Korean singer, songwriter and record producer.
- He is especially known for his hit single *Gangnam Style*. He also has songs called *Gentleman*, *Hangover etc.*
- Park Jae-sang has studied in USA, at the University of Boston and Berklee College of Music.



# Gangnam style

- Was published in 2012, and it became a huge hit. It is Youtube's most watched video and became the first YouTube video to reach one billion views. Now it has over 2.8 billion views.
- Gangnam Style has also won many awards.
- PSY has earned more than 6 million euros with Gangnam style-video.
- There are some reasons why it has been so successful: The music is catchy, it's silly but fun, it's South Korean, the dance and peer pressure.

“OPPA  
GANGNAM  
STYLE”



Nea

## IDubbbzTV (Ian Carter)

- IDubbbzTV (born as Ian Carter in 1990 in San Antonio Texas) is a Youtuber who is widely known for his video series like Content Cop and Kickstarter Crap. -
- He is also behind some well known memes born from his channel.
- His content is also known for being highly satirical and sarcastic/ironic.
- Another thing he is known for is collaborating with other famous youtubers like Filthy Frank and Maxmoefoe.
- He is also controversial for (often) using offensive humour.



- His Content Cop videos, to his own words are about him bringing disrespectful and simply bad Youtube content uploaders to justice (meaning he'll point out the flaws in the uploaders and videos and then proceed to mock them both).
- Another well known series he produces is the Kickstarter Crap, which is about him commenting (mocking) some bad/crazy products from Kickstarter.
- And the last but not the least there is the Bad Unboxing series where he unboxes his fan mail, which usually includes some very random things.





# Career in a nutshell

- IDubbbz started his Youtube channel in 2012 with the first video being a “Let’s play” video (playing video games and giving commentary). Slowly he built up his audience by these types of videos, but later he started to shift his focus to social media trend commentary and analysis of Youtube vlogging culture.
- Most of his old videos have been deleted.
- As of today, IDubbbz has already 4.2 million subscribers on Youtube and the count is going up rapidly.



# Vsauce (Michael Stevens)

- Michael Stevens is the internet personality behind the concept of Vsauce
  - Jake Roper (V sauce 3)
  - Kevin Lieber (Vsauce 2)
  - Michael Stevens (Vsauce).
- Vsauce was originally created for gaming related content
- Vsauce moved soon to interesting facts and random internet finds.

-> Later Vsauce turned into a science channel

- Vsauce channel has over 11 million subscribers.



- Vsauce concept grew even bigger after Michael got in touch with Kevin
  - Kevin took some of Michael`s old shows and continued them on new channel, Vsauce2
- 2011 Michael met Jake Roper at a youtube lab, and Kevin started editing his Vsauce videos.
  - After some time Jake started the Vsauce 3 channel that applies real science to fictional worlds
- Before starting Vsauce Michael Stevens graduated in neuropsychology and english literature (university of Chicago)
  - there he had been also doing acting and theater
  - After college Michael joined Barely Political- youtube channel and eventually started making videos himself.



(sources:

Michael S. AMA

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Vsauce/about

<http://www.vsauce.com/about/#/>

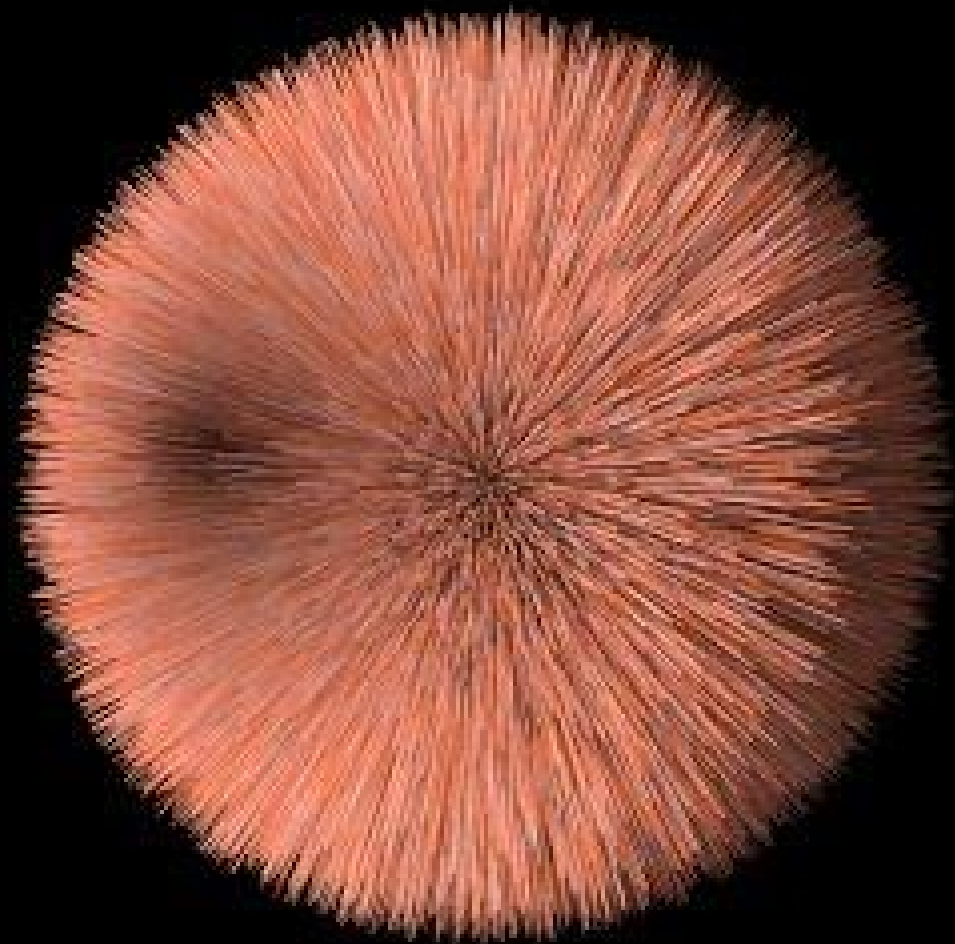
The Key Of Awesome - youtube channel

<https://www.youtube.com/user/barelypolitical>

Michael Stevens also started many other famous youtube series including the Mind blow that focuses on mind blowing facts and technology and DONG (Do Online Now Guys) that is focused towards random but awesome websites and videos. Recently Michael also started the Mind Field series with Adam Savage (from Mythbusters). Vsauce team also started a subscription box called the Curiosity box that delivers different items related to their content. The profit from the curiosity box goes to alzheimers research.

sources:  
curiositybox.com: <https://www.curiositybox.com/>  
Vsauce/about: <http://www.vsauce.com/about/#/>





# Ryan Higa

- Ryan Higa is an American comedian, Youtube personality (also known by his username **nigahiga**) and an actor.
- He was the most subscribed channel on youtube in 2009-2011. He has 19.5 million subscribers and 3.28 billion views.
- He was born in Hilo, Hawaii in the year 1990. He graduated Waiakea High School in 2008.
- He has directed two movies: *Tell Me How I Die* and *Agents of Secret Stuff*. Ryan and Sean's Not So Excellent Adventure, was released on November 14, 2008.





Check out My Merchandise!

nigahiga

[https://en.wikipedia.org/wiki/Ryan\\_Higa](https://en.wikipedia.org/wiki/Ryan_Higa)  
[http://2.bp.blogspot.com/-7\\_OCX6hLG2I/VPnkhcRSC7I/AAAAAEEg/Za\\_VFSO76kg/s1600/nigahiga%2Bscreenshot.png](http://2.bp.blogspot.com/-7_OCX6hLG2I/VPnkhcRSC7I/AAAAAEEg/Za_VFSO76kg/s1600/nigahiga%2Bscreenshot.png)  Subscribed

Home **Videos** Playlists Channels About

Uploads



**How To Act Like Your Favorite Actors**  
2,215,099 views • 5 days ago



**SpongeBob Parody!**  
2,406,944 views • 1 week ago



**Love P**  
2,178,691 views



**The Least Epic Trailer Ever!**  
3,293,809 views • 1 month ago



**The Ultimate Parkour!**  
3,993,301 views • 2 months ago



**10 Che Gifts!**

- **Higa and Sean Fujiyoshi** started posting Youtube videos of themselves lip syncing to songs in mid-2006.
- They quickly expanded beyond songs, with a variety of other comedic pieces. On christmas Eve of 2008 Higa and Sean's two most popular videos were removed due to copyright violations.
- Then Higa started composing the music himself. Since 2012, Higa has put together a production company, Ryan Higa Production Company (RHPC) which includes Sean Fujiyoshi.

added (newest - oldest) Grid



**How To Be The Perfect Boyfriend**  
3,338,319 views • 1 month ago



**Things That Ruin Thanksgiving! pt.2** Nea

PROVING THE  
ILLUMINATI



IS REAL



# Jack and Dean

- Jack Howard and Dean Dobbs
- 25 years old
- Derbyshire, England
- Comedy duo
- Met whilst at secondary school together
- They have made two series of their show Jack and Dean of all trades which is on Fullscreen
- They started on youtube and used it to project their earlier ideas and sketches



# JACK & DEAN OF ALL TRADES



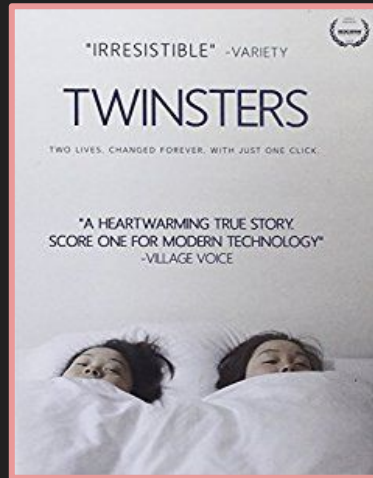
fullscreen 

# Samantha Futerman and Anais Bordier

- Samantha and Anais are 29 years old.
- They were born in South Korea and were later adopted. Anais grew up in France and Samantha in the USA.
- Samantha played a main role in the film "The Motel" in 2005. She also acted in many other films.
- Anais studied fashion-design.
- Anais realized that they looked very similar, because she got a picture of Samantha. Anais wrote to Samantha and they found out that they were twins.

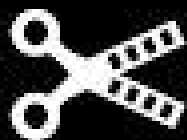


- Without the Internet they probably could not have met each other again.
- Now they have their own movie “Twinsters”. It is about their life and how they met.



**TRAILER**

**HD**





## Mark Zuckerberg

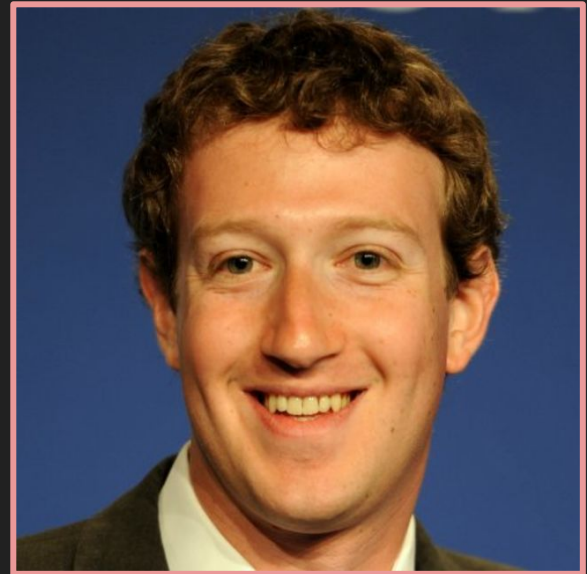
At 10 years old he got his first computer, and he learned to program

2004 - During his studies at Harvard he invented Facebook with his colleagues for use on the campus

2006 - Facebook was for all internet-users

2012 - He went public and bought Instagram

2014 - He bought Whatsapp





1,86 billion people are using Facebook in general

1,23 billion people are using Facebook every day

- Altogether he has bought around 50 businesses, but the most famous ones were Whatsapp and Instagram.



Instagram



WhatsApp

# BuzzFeed

The BuzzFeed logo is displayed in a bold, red, sans-serif font against a black rectangular background.

- Jonah Peretti, 43
- American
- \$167 million
- Social media and news entertainment company.
- Started in 2006 as a viral lab, focusing on finding and tracking viral content by Jonah Peretti and John S. Johnson III.
- BuzzFeed has now expanded and produces almost daily videos on its 5 YouTube channels. The articles on their website can range from updates on political news to quizzes that determine which Disney princess you are.
- BuzzFeed has come under fire for plagiarism.





# Google



- Larry Page, Sergey Brin
- 44,43
- American, Sergey Brin born in Russia
- Co-founders of Google
- Larry Page - \$49.3bn Sergey Brin - \$38.4bn
- Without the internet none of what they have created would have been possible, yet also the internet would be a lot less functional without their creation



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