

# How YouTube Shook Up TV and Created a New Generation of Stars

In the early days of the internet, few could have predicted the profound impact that YouTube would have on the entertainment industry. Launched in 2005 as a platform for sharing home videos, YouTube quickly evolved into a global phenomenon, transforming the way people consume and create content.

One of the most significant ways that YouTube has shaken up the entertainment industry is by democratizing access to content. In the past, the production and distribution of television shows and movies were controlled by a handful of major studios and networks. This meant that only a limited number of voices and perspectives were represented on the small screen.



## YouTubers: How YouTube Shook Up TV and Created a New Generation of Stars by Chris Stokel-Walker

★ ★ ★ ★ ☆ 4.5 out of 5

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YouTube, however, has given rise to a new generation of content creators who are not beholden to traditional gatekeepers. Anyone with a camera and an internet connection can create and share their own videos, reaching a global audience with their work.

This has led to an explosion of diverse and original content on YouTube, from comedy skits to documentaries to educational videos. It has also given rise to a new generation of stars, such as PewDiePie, Jenna Marbles, and MrBeast, who have amassed millions of followers and become household names.

In addition to democratizing access to content, YouTube has also changed the way that people consume it. In the past, people were forced to watch television shows and movies on a set schedule, often having to sit through commercials and other interruptions. YouTube, however, offers viewers the flexibility to watch what they want, when they want, and without any ads.

This has led to a fundamental shift in the way that people engage with entertainment. No longer are they forced to passively consume what is put in front of them. Instead, they are now able to actively seek out and choose the content that they find most interesting and enjoyable.

The rise of YouTube has also had a significant impact on the traditional television industry. In recent years, there has been a noticeable decline in viewership for traditional television, as more and more people turn to online platforms for their entertainment. This has led to a number of major changes in the television industry, including the cancellation of long-running shows and the consolidation of networks.

It is still too early to say what the long-term impact of YouTube will be on the entertainment industry. However, it is clear that YouTube has already had a profound impact on the way that people consume and create content. It is likely that YouTube will continue to play a major role in the entertainment landscape for years to come.

YouTube has had a profound impact on the entertainment industry, democratizing access to content, changing the way that people consume it, and creating a new generation of stars. It is likely that YouTube will continue to play a major role in the entertainment landscape for years to come.



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