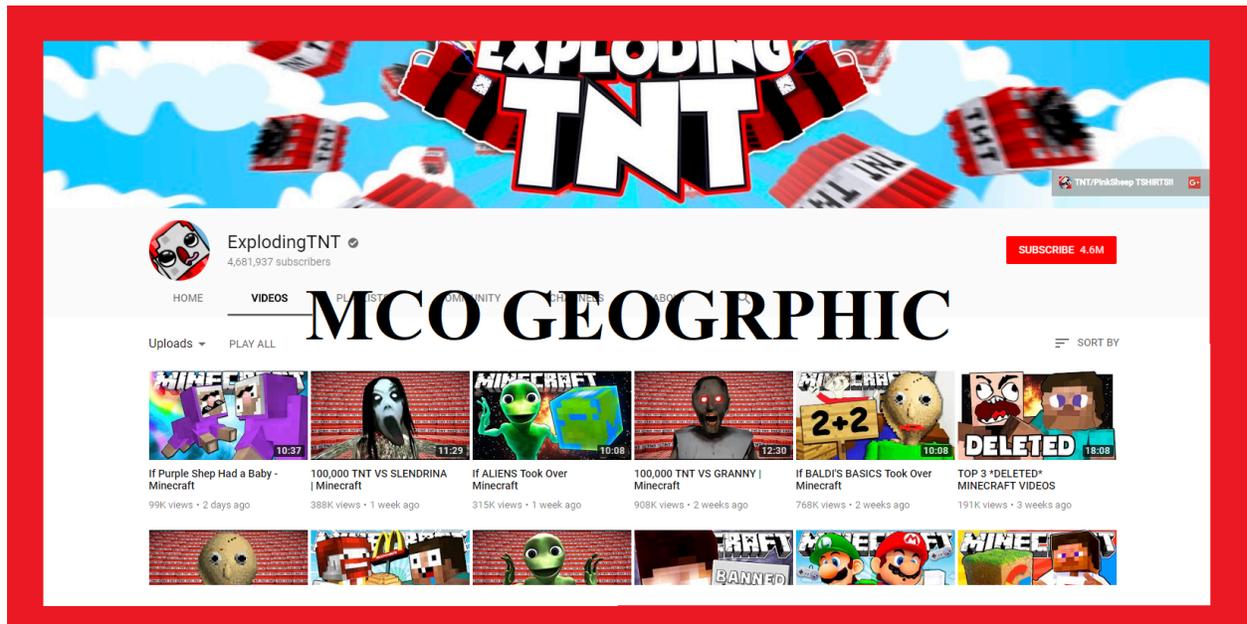
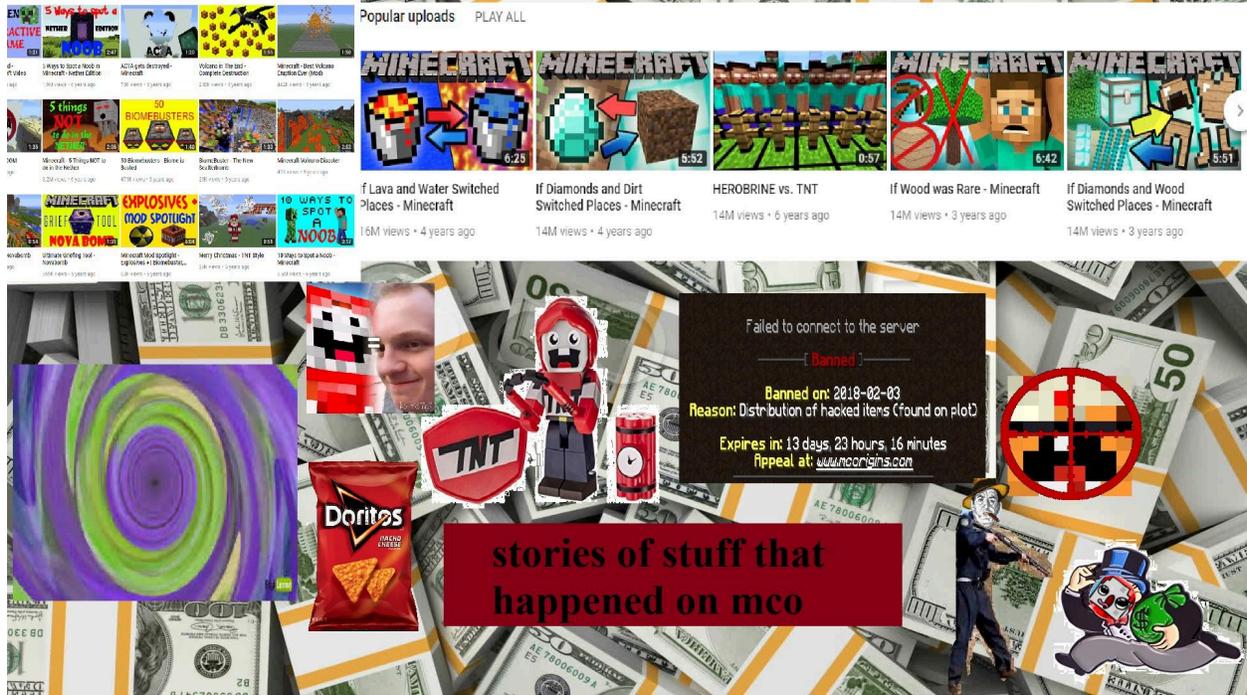
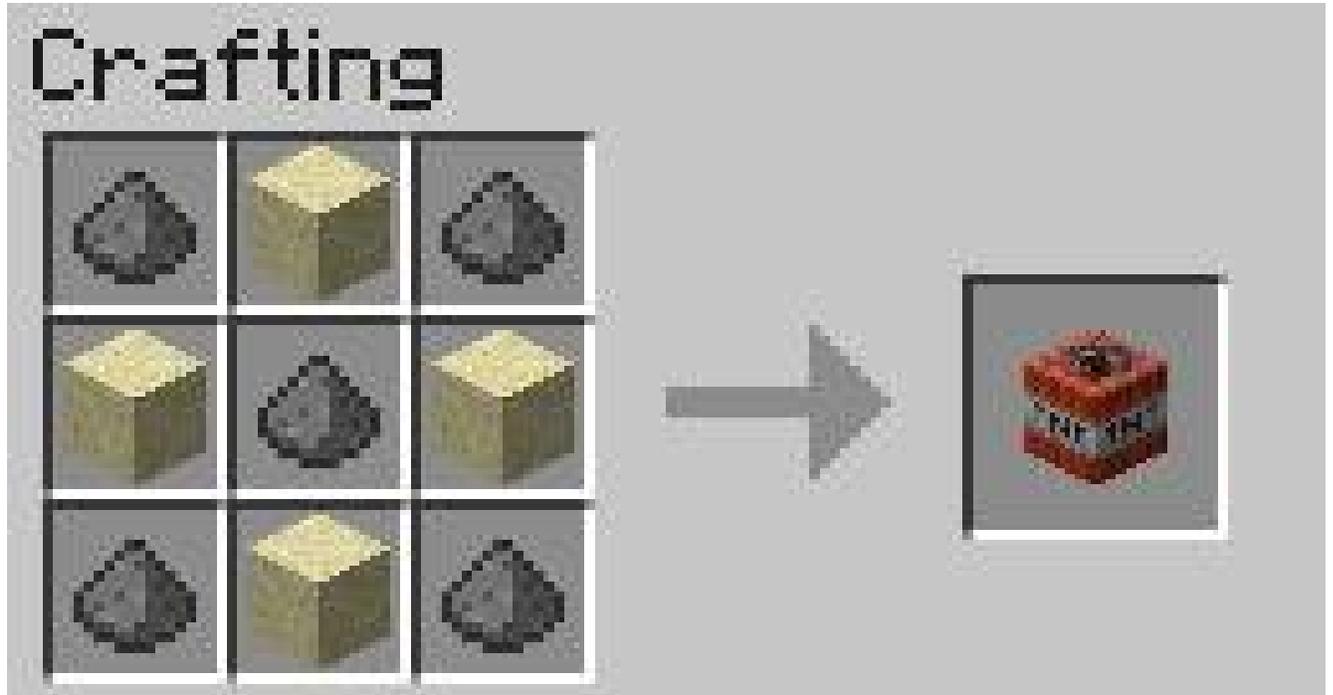


You know, being an influential person is a lot like being the general of a big army. You're in charge of this huge sea of soldiers with a ton of different weapons that you don't fully understand, and thousands of people depend on you to use this army to defend them, every general knows the strategy of the blitzkrieg, the fast and effective lightning war, it's a story told over and over but it always ends the same, with the Germans defeated by the USSR, and just as a general should be aware of the blitzkrieg's fate, so too should youtubers beware of tnt's fate. Did you ever hear about the tragedy of darth tnt the greedy? When you look at tnt's channel today what you see is basically a sinking ship, his channel is bleeding views almost every day, like a ship taking on water it has become completely unsalvageable, there's no way to stop the bleeding, the only thing left to do is to watch it sink. Looking at the ruins of tnt's channel and servers today, it's hard to believe that they were once part of one of the most powerful empires in minecraft history. So what on Earth happened? What caused tnt's expedition to sail so desperately off course. Why did all of his sensible fans abandon ship. Everyone thinks that tnt's channel is growing and healthy, if you ask any ol' mco player they'll tell you the same old tale, that tnt's channel, the mammoth itself, is thriving and floating in the sea of bad youtubers, and it's still going on now. Tnt may still be taking all the glory for his subs so others won't know the whole story, that's where I come in, this is the real story about the rise and fall of tnt's empire.





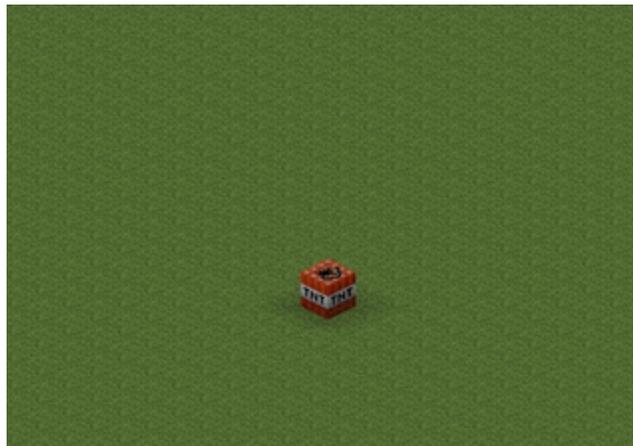
Chapter I: Crafted TNT



ExplodingTNT opened his youtube channel on may 8th 2011 but if you look on his channel today, videos of his current style only date back to February 2013, so did ExplodingTNT just wait for 2 years before he started making machinimas? Well it turns out yes, because it turns out that TNT spent 2012 doing what probably got him his name, making minecraft tnt videos, that's right, one of the most notorious individuals in the minecraft community started off as just another low quality explosives enthusiast, it's really strange and ironic looking at tnt's channel with less than four thousand subscribers, knowing the behemoth it would eventually become, it's easy to look at a famous player and call them overrated while discrediting all of their success but it's always important to remember that every person has to start from somewhere and most players have to spend years working their way up from the very bottom, including TNT. Sometimes when they're waiting for their sub count to grow youtubers grow impatient, you look at your sub count and you start to see it as a score in a virtual game. That number at the top of your channel just looks so impressive. That number at the top of your channel just looks so impressive. That number is power, that number is influence, and soon you begin to get

desperate, trying anything you can to attract a new audience to grow that number because if you want to make it big on youtube you gotta have a lot of subs, and you think you can control how much that number grows but if you're not careful, that number will start to control you, and unfortunately, many youtubers don't realize this before it's too late.

Chapter II: PlacedTNT



Trying to produce minecraft content on youtube will quickly teach you a valuable lesson, and that's that you're a long way from the top and everyone thinks they can just start up a youtube channel, play some video games and in 2 years they'll be driving up to their new mansion in a lamborghini, that's the image that youtube has expertly marketed for itself, but unfortunately it couldn't be further from reality. You see a guy like CaptainSparklez get millions of subscribers from only making minecraft videos, and think to yourself: this is so easy, I'm just gonna do what he does and I'll get famous too! Because if you wanna get big on youtube, you gotta make minecraft videos. This is everyone's mentality when they start their brand new youtube endeavor. What they never seem to realize however is that about 10,000 people have the exact same idea, let's say you're driving down the highway, you want to stop and order a cheeseburger at the next exit. You pull off the highway and right down the street are a McDonald's and a Burger King. Now imagine that further down the street are 10,000 other restaurants that sell burgers which are pretty much all the same if not worse, than McDonald's or Burger King, now which restaurants do you think are going to sell the most burgers? That's pretty much what I imagine it's

like how to run a minecraft channel on youtube, just that on youtube you don't see the 10,000 other channels just like you. All you see are McDonald's, Burger King and all the money they make. And that's about enough to keep people chasing the dream for the next couple of years, TNT started off just as one of those 10,000 channels jockeying to get some of that sweet minecraft viewer base. By January 2012 he was up to 12,000 subscribers, most of which originated from his flagship series, TNT vs random stuff. Who could forget classics such as "Merry Christmas - TNT style". By July his sub count was over 50,000 and by November he was up to almost 150,000. Amazing numbers for sure. Most youtubers don't even get this far, TNT's channel was more than 1 year old and something was about to change, Minecraft was reaching its cultural peak around 2013, it was never as popular as this, TNT had a very critical decision to make. He could either continue making troll and tnt videos and try to climb the minecraft view mountain with that and his above average youtube channel and that would be the end of it, or he could risk everything and start searching for greener pastures.

Chapter III: CraftyTNT

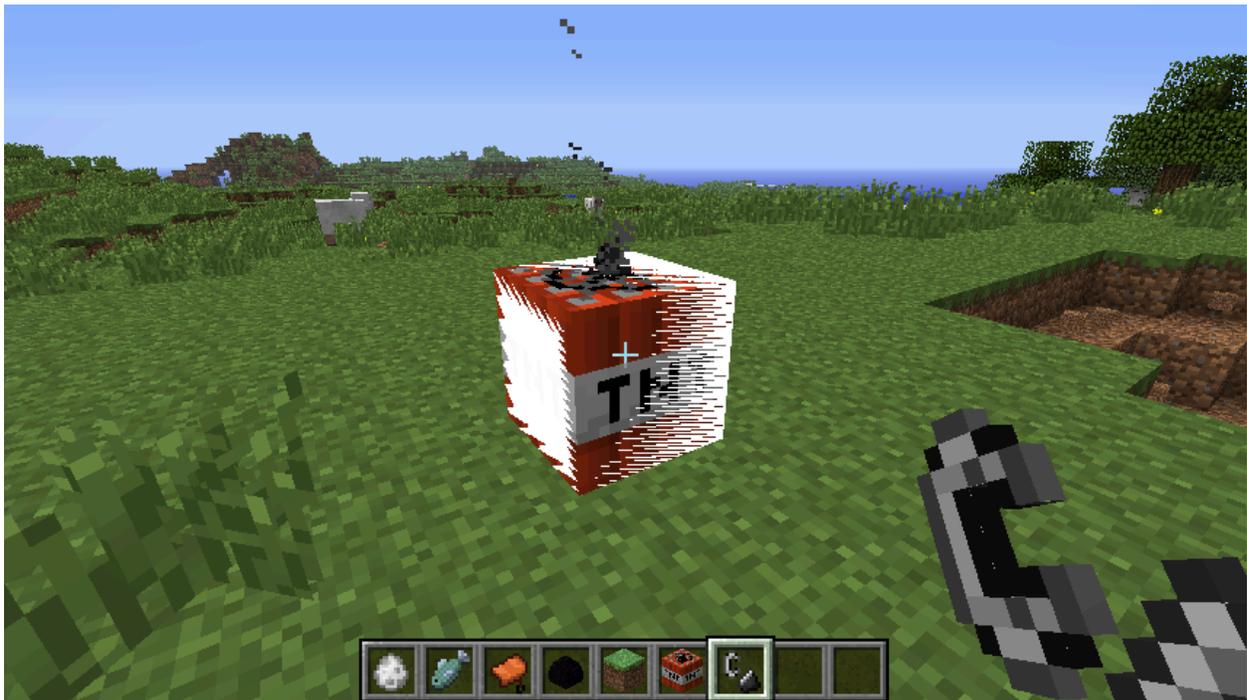


There comes a time in every content creator's life where they're faced with the prospect of abandoning their tried and true formula and pivoting their content to a new frontier. It's a decision that many memers like me have made in the past. It's pretty much the biggest gamble a youtuber could ever make, you build up an entire channel, an entire audience doing 1 thing, then you just go ahead and do a completely different thing, some channels

have pivoted away from their original audience and experienced tremendous success. Others have done the same thing and killed their entire audience. Some channels never pivot, at least not until it's too late. Remember CaptainSparklez? In his hayday he was gaining upwards to a quarter million subs a month, now he's struggling to break 10,000. He stuck to minecraft gameplay until late 2015 and by the time he tried to expand to new games it was too late, CaptainSparklez went from one of the biggest channels on youtube to completely irrelevant in just a couple of years, and if there's one thing I've noticed on this website, it's that if you stick to the same formula you will inevitably fade away, however if you shake up your style you have a chance, just a chance of sticking around. And sometimes that chance is enough to convince a youtuber to make the switch. TNT showed signs from just the start that he wasn't satisfied with just patiently waiting for popularity, he wanted to stand out. It was likely during the trolling era that TNT conditioned himself to use clickbait thumbnails and flashy titles, because if you wanna make it big on youtube, you gotta make yourself the center of attention. Over the next year TNT would undergo an evolution, he would reboot his brightly covered thumbnail designs, he would expand to more trendy video styles "5 ways to" videos, herobrine, trolling tutorials. He began to experiment with new minecraft related activities like buying a server, but most importantly TNT started to dip his toe into the wide world of minecraft machinimas. It started with a 2 minute video about herobrine using command blocks in February 2013. This was the first time anyone got to see a more efficiency based side of TNT, a more cynical and manipulative TNT that would focus on quantity over quality. There was just something about his flashy, frequent video upload style that caused young minecraft players to rally around him. The herobrine and command block videos were TNT's first machinimas and it certainly wouldn't be his last. In mid 2013 TNT would take ownership of Mcorigins and he has maintained this ownership even to today. It's wierd looking at old Mcorigins and seeing TNT active and friendly, participating in discussion with players. At times it looks like he's genuinely having fun with his pals. TNT my have been portraying a friendly outward appearance but on the inside TNT was changing. It was around this time where TNT would noticeably alter his style, TNT started to implement his now notorious "surprised looking player model" thumbnails, his tone would begin to shift from casual minecraft play to a view hungry businessman outlook. By late 2013 TNT was embroiled in a major transition. He had gained about 500k subs through the summer but his videos were actually getting fewer views than they were 6 months prior. TNT and trolling vids were diminishing in popularity, jeopardizing his original video topics. His efforts were now fractured among an assortment of different machinimas and topics. Jack of all trades, master of none. If

you asked any observer at the time, they would have told you that TNT's channel was dead in the water, but little did they know that TNT's channel was about to become more alive than ever thought possible. Just because of a small idea he had planted in his brain just a year before.

Chapter IV: Ignited TNT

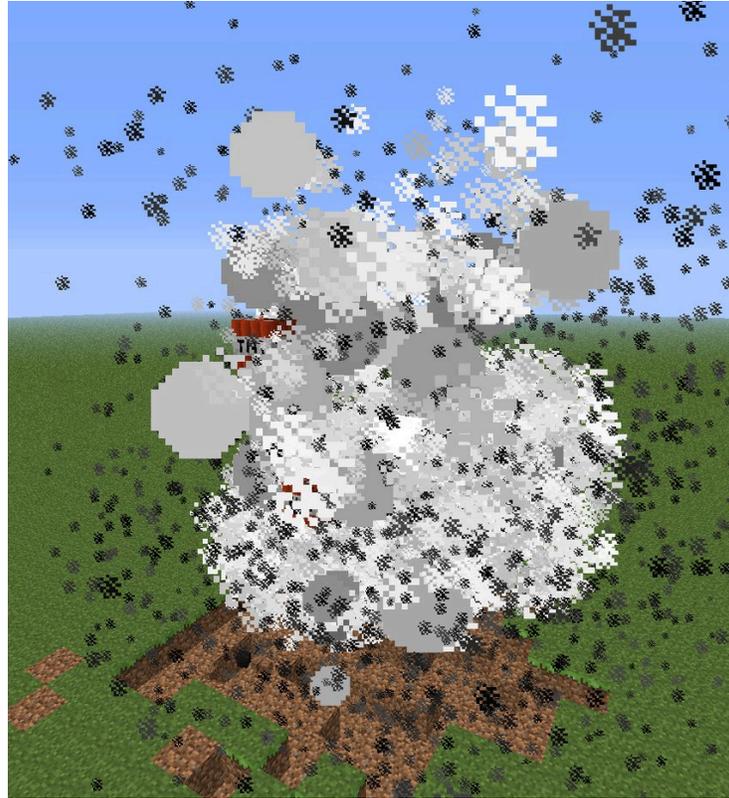


Tnt entered 2014 teetering between making normal short and well made machinimas or pumping out as many longer and ad bearing videos as he could. Then he had a delightfully devilish idea, how about both? He had actually experimented with this ideas back in 2013, but he didn't truly embrace it until may 2014. You see, what TNT would do is take an old video idea that was popular and swap out the characters. I know this seems commonplace for minecraft machinimas today but back in 2014 it was almost unheard of. TNT certainly didn't invent this strategy but he sure popularized it. Unbeknownst to anyone at the time this method of exchanging characters for videos was a formula for massive success in the youtube algorithm. TNT could pump out tens of hundreds of videos for views while simultaneously not having to worry about an idea shortage. This

gave TNT a huge advantage over other minecraft machinima channels. He didn't have to be good at directing actors. He didn't have to be good at writing scripts. He could pump out quote on quote original content while attracting more minecraft enthusiasts and his own subscribers all while gaining more watch time than his competition. Mass produced videos were and still are what dominated youtube and the algorithm would begin to promote TNT's videos far and wide. But TNT's new video making style wasn't the only thing drawing in new viewers to his channel, something far more sinister was also the blade. Something tnt had foreshadowed over his past year. TNT started to dedicate much of his content to clickbait. Back in 2014 youtube was a much more honest place than it is today, this was before the ad-pocolypse sent most youtubers into a money hungry rage, this was a time where you could click on a video you saw and get exactly what the title said. And by utilizing deception and flashy thumbnails TNT could get away with raking in empty views and more ad revenue, this turned TNT into a new person, someone who craved views over likes. TNT quickly became one of the apex predators of early clickbait youtube. Starting in June TNT started to go all in to suck as much views out of people as possible. He started using 3 new video templates: If minecraft had a new [Blank], Why [Blank] and he also started to ramp up production rate for weird comments videos, mixed in with other general purpose machinimas along with more trend related content. This new brand of TNT started to pay off, fast. By October TNT had hit just under 2.5 million subs, he surpassed 2.75M in early 2016 and 3 million in April, this was also presumably the time where TNT scrubbed his channel clean of any trolling related new content. Trolling had quickly developed a reputation of just messing around with plugins, a thing that many of his new kid viewers were scared of. For 4 years trolling had brought TNT his only taste of success on youtube, needless to say it had served its purpose. TNT had moved on to more trendy subjects. Because if you wanna make it big on youtube, you gotta ride whatever trend is popular at the time, otherwise people might make fun of you. TNT disposed of his trolling past so swiftly that it was like he killed them off in a drive by gang shooting. Oh yeah, I should probably mention the prankster gangsters. Back in my rant about creative I talked about how tnt accidentally started one of the most toxic and widespread hate campaigns in the history of MCO. Enter: The PGN, it started off as a small joke in an old video that was supposedly taken down by TNT so it could be reuploaded, after which TNT's young audience craving a sense of "coolness" started to adopt the phrase as a nation. Supposedly TNT made several videos about pinksheep a while later and he unknowingly started one of the most cancerous epidemics in recent MCO history. TNT unleashed the PGN army to terrorize chats across MCO. In the next few months TNT's fans would raid the rp and plot chats of people who weren't in the

PGN and spew pink propaganda, the “hater alert”, “join us” and “throw the hater into the pit” messages became so widespread that it prompted a reaction from crb9131, a player who found interest in TNT’s doings ever since he bought MCO. This new source of attention would cause TNT’s channel to grow even faster and it certainly wouldn’t be the last interaction between TNT and crb, for the immediate future TNT and crb would keep close eyes on eachother. Right now things were looking up for TNT, over the past few years he had grown his channel into one of the hottest properties of all time when it came to minecraft. Around christmas 2016 he would pass 3.6 million subscribers and only a few months later he would be over 3.75 million.

Chapter V: Exploding TNT



TNT had done it, he had made it big on youtube, just a few years ago he had a floundering channel that was milking the last drops of popularity out of trolling videos. In just 3 years TNT had concocted one of the fastest growing minecraft channels on youtube equipped with a loyal and ravenous fanbase. He started with pretty much nothing and created a bonafide empire and he had done it in a way that had never been done before. Normally to be as popular as tnt was you'd have to be some high energy PVP'er who screamed a lot, a legit celebrity or a flawlessly attractive vlogger plucked straight from Hollywood Hills. I guess nowadays you could achieve the same growth by selling your soul to five year olds and playing with toys for a living, but this was before all of that became a thing, before 2015 there was never another channel like TNT's. He was barely promoted, he wasn't making let's plays. He didn't have some important role on a major minecraft server. He didn't have professional actors. He was just some 18 year old making minecraft videos in Canada, and he reached the highest echelon of minecraft

youtubers all by himself. Channels like TNT's weren't supposed to get popular yet somehow, through a mostly guerilla campaign, he made it there, and not only that but he was raking in ad revenue by the thousands. He was completely unopposed, there was no reason to believe that TNT's channel would stop growing anytime soon. TNT had become the McDonald's of his domain. He had achieved every youtuber's dream. But this dream was about to turn into a nightmare. Even at this time, even when everyone liked him, even when his channel seemed unstoppable there were cracks forming in the foundation. Let's say maybe there was a reason why there was never another channel like TNT's.

MCO Geographic will return after these messages.

Television Static

MCO geographic is brought to you by
FUCKING NO ONE.

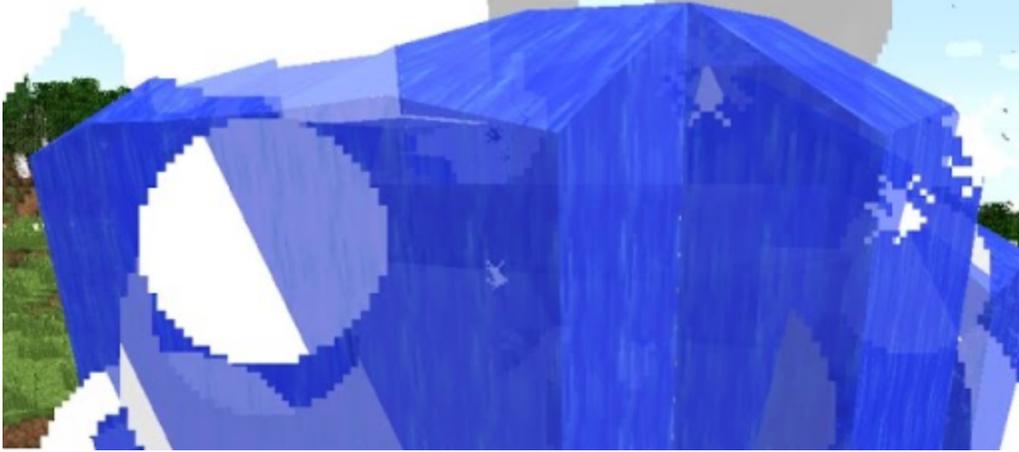
If you actually care about this but you can't rip more time out of your schedules to pour into mine then consider joining the summer bumper discord for news about upcoming rants.

[Click here to join, trust me it isn't a virus](#)

MCO geographic? That sounds like a pretty dead meme to me. Everyone knows that the reason everyone pays attention to my work is for complaining and memes. So how about you support the REAL rants of this series by feeding me information.

Bedwars was the most disappointing thing since my son.

Chapter VI: dousedTNT



So let's talk about something we haven't for a while, TNT's videos. When we last left off TNT was only making cookie cutter videos, but once he figured out that these mass produced vids were his ticket to success he doubled down on clickbait content, he expanded to make videos on popular games, then trends and fads in general. At first he would only make videos about broad subjects but soon he would begin to make videos on specific ideas, he would ramp up the clickbait, more flashy thumbnails, more allcaps titles. He would begin to indulge himself in something known as normie culture, something that has been successful in generating views since 2012 which involved making video upon video about whatever was popular at the time until it became so unbearably stale that not even the normies would watch them. This foul cocktail of ingredients lead to some of the most disgusting content youtube has ever seen. And with disgusting immature content comes a disgusting and immature fanbase. TNT was seemingly oblivious to this but whenever someone was causing problems to his reputation he would just order his staff and soon after that, fans to harass and falsely punish that individual. And an early warning sign came in 2014 where MCO's staff had permanently banned crb9131. The staff team immediately went after crb and he responded by making more rebellious builds and expressing his negative opinion of tnt in chat more often. The two never directly confronted eachother. It is worth noting that crb9131 never started a TNT hate campaign and kept his opinions to himself and expressed them mostly as satire, just a quick bit of trivia. But anyway, pretty much

everyone forgot about the whole fiasco if not they supported the staff mostly because of all the propaganda set up by administration afterwards. However, the most important outcome of this altercation is that TNT never directly engaged with crb9131 when it came to the ban, he laid back in his mountain of ad revenue as he told his staff to permanently ban him which acted as a proxy to any backlash he may have received for banning a player that popular. That would all change in 2016 when the pinksheep channel was created and TNT's fans took it too far. The pinksheep channel (run by tnt) would upload a string of videos making fun of and supporting the bullying of so called "haters". During the time of the uploads there would be a cyclone of hatred and spam being formed in MCO's creative blue. Harassment was unavoidable and death threats were exchanged. During this there would be several "peace nations" calling out those who participated in the pgn and hater "war" accusing them of enabling a culture of bullying. Now I'm sure all of you know that the "peace nations" are dead but back in 2016/2017 they were active and thriving, much like the pgn and haters the peace nation was a group of people who sort of participated in the war, although the peace nation participated in arguments regarding pgn there were some key differences that set them apart, the peace nations were more calm about the war and never really wanted to argue against either side, this attracted a much less toxic audience. In a nutshell the peace nation's actions made you inspired while the pgn/haters' made you mad. Additionally, the peace nations never targeted specific individuals, this was called punching up, single peace nation members went against divisions of each nation, groups of hate plots. The pgn and haters on the other hand had a reputation of punching down, they had a reputation of making short and poorly made rants that would spread across the server in books and making things such as wanted posters or even hosting raids. This would lead to much more damage done to the people being targeted by the nations. Reaching 2017, the peace nation and pgn/hn represented 2 diverging ends of the nation community, and it wasn't long before they all started falling apart. Due to the realization of how bad the situation really was many people left due to peace nation influence and hate flow slowed, but TNT wasn't taking all that flak sitting down for the disbanding of most hn/pgn divisions marked a landmark in mco/TNT's history as it sparked a chain of events that would make 2017/2018 the most influential years in the history of MCO drama. Drama that intensified around late 2017 when TNT banned me for perfectly legal items. The rant was 15 days and it included a full alt ban and a forums warning for no apparent reason. The MCO community was now split in two, and for the first time since crb's actions there were people conspiring against TNT. He had never before dealt with a confrontation where many influential players on his server were against him. The butter-TNT drama sent shockwaves across the MCO

community and TNT quickly became one of MCO's most notorious figures. He got everyone talking, even a guy like milkymoo, someone who never talked about anything drama related publicly made "reviews" on TNT's videos and their noticeable quality drop. A few days later I would bury a primitive rage filled rant under mountains of shitposts because it felt too personal and unplanned, I was no longer proud of that first rant. Regardless of what I think now and how I've changed my reckless rage filled first 2 rants had already done their damage to TNT's credibility, the content cuck was the first shot across the bow in MCO's gradual turn against TNT and a sign of much more grave things to come but once the flames died down TNT would remain relatively unscathed for the next couple of months as MCO's scorn was drawn to a much more personal issue.

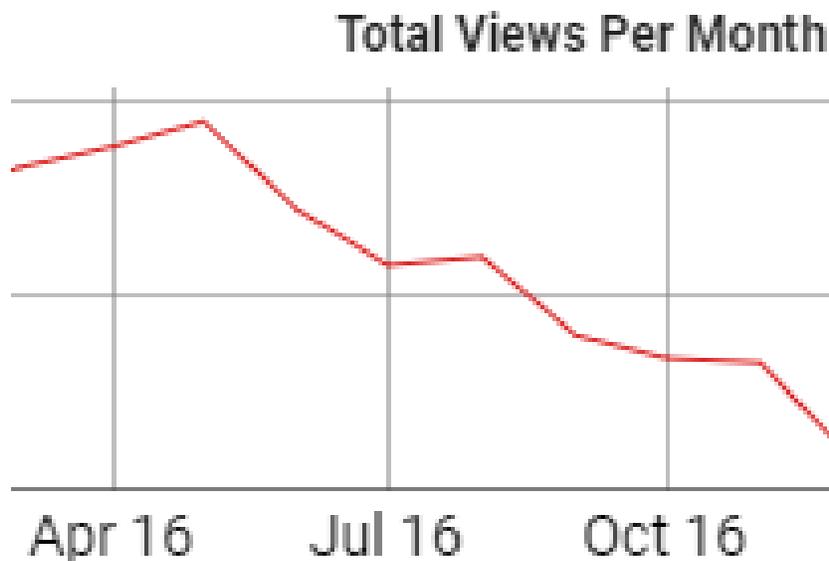
Chapter VII: defusing TNT



After the rants had been posted and the bans had been issued everyone who was with or against TNT had to watch their backs, the anti-TNT campaign would come to attract a ton of supporters and people stopped funding TNT via views or buying ranks providing more fuel for TNT rants. That fuel was gathered by none other than someone who had

been working for TNT himself. On the 16th of July FutureTech, the ex-Mod posted the bombshell known as his MCO staff rant. It was a short expose that ripped into every aspect of the MCO administration system with such surgical precision that it instantly shot Nightreaper77 and Shird up to public enemies #1 and 2. TNT should have been thankful that the staff were taking the heat off of him but he just went along running his youtube channel not giving a damn about his own server. A few years earlier TNT was interacting with his server and helping it grow, and even if he did recently create an advertisement, it was all propaganda. Over the span of 2 years TNT had grown uncaring for his own server and stopped joining it it resulting in the server leading to naive 12 year olds to ask “where tnt was”. MCO was pretty much ignored by the majority of TNT’s audience and TNT himself spent this time riding the wave of trends in 2014 to 2018 to reach the highest level of popularity he had ever achieved. At around late 2014 this was the peak of TNT’s empire, it was all downhill from here.

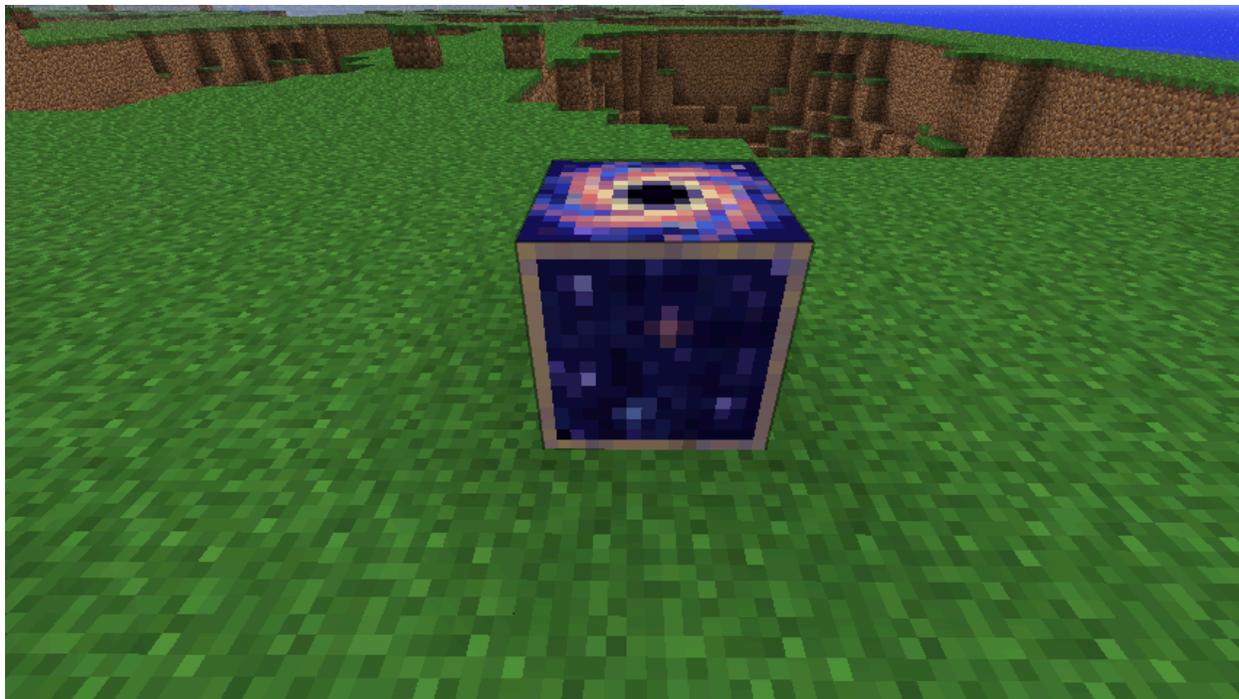
Chapter VIII: Breaking TNT



During the summer of 2016 TNT still towered over all of his contemporaries in the minecraft community, on August 2016 TNT's view counts were starting to decline from the 6 to 8 millions to only 1 to 2 million per video. This downfall revealed one important consequence, TNT was a big channel and if it was going to fall, it was going to fall hard. MCO's collective rage against the 2 warring nations starting around the war incident lasted throughout the summer and started to burn out around the end of August, during that time TNT's pinksheep channel feasted on the remains of the war as it moved onto other subjects, but unlike the old times TNT was the scavenger, not the killer. For the first time in MCO history TNT wasn't the apex predator. That distinction belonged to the players, a title they would ferociously retain in the next uprising. It wasn't the most meticulously researched campaign, it wasn't the most groundbreaking, it didn't have the most profound message but it didn't need to. The simple purpose of this revolution was to beat TNT at his own game, to pump out as much content as possible at an unbelievable rate and to give him a taste of his own medicine. This wasn't a shocking expose on TNT's character, everyone already knew why TNT was problematic, the reason behind this movement was to present sheer display of dominance. Dismantling TNT's content by using his own methods against him any logical defense TNT could have made didn't

matter because he was a cashgrabber. Another victory for weaponized memes. For the first time ever TNT was nudged on his high perch for him to see what the fall downwards would be like. The very thing that he did to those who challenged him. It once scared those people but now it scared him. The beginning of the summer bummer began swaying public opinion against TNT. If you were aware of the movement then it became hard to take TNT seriously anymore. TNT's entire reputation of being the apex force in the mc community had been demolished and in the eyes of anyone who went into the summer bummer, TNT would be set in stone as a cynical, manipulative cashgrabber who practically kills his own server for views and money, but most importantly as a borderline psychopathic.

Chapter IX: Spiralling TNT



After TNT's attempts at trend video gash grabs he would never really recover, his views per video pretty much froze at 5 million and began to take a nosedive. His new uploads were often ignored by the majority of his subs. His sub growth dwindled from 100k every few months to just stopping at 4.5 million. Many of TNT's fans just quit watching or liking his videos and some even decided it was a good time to unsubscribe, sick of his spam of 10 minute clickbait made from the same cookie cutter templates. Over time TNT would only become more and more desperate, no one really loved his videos anymore, no one who mattered at least. All of TNT's supportive audience had abandoned him, he had made too many enemies, and fascinatingly through all of this TNT barely changed. He kept up the flashy titles, he kept up the bright thumbnails, he kept up his mass production of mediocre videos. He just kept charging, full steam ahead, it was as if he was refusing his own fate, in complete denial of his doomed channel, he just kept going fuelled perhaps by a burning desire to reclaim his glory, the fleeting fame and admiration that now eluded him. But maybe he kept up the clickbait and 10 minute videos because he'd forgotten how to do anything else. Youtube fame had consumed him for the better part of 7 years.

Maybe the constant stream of views or the children praising his videos had conditioned TNT to accept being greedy as part of himself. It was the only formula he knew that would give him the money that he desperately desired, he no longer knew any other way of making content, TNT convinced himself to ride his downward spiral to the bitter end. His last tastes of fame came from the infrequent "TNT vs" videos that would often include nonsensical titles and lag. Ironically TNT's channel would begin its final nosedive with the same video style he had used to spark his success. After this TNT wouldn't last much longer, maybe reality caught up to him, maybe his clickbait idea well had run dry, maybe he finally accepted his demise after dumbing down his content to things like granny, dame tu cosita and Fortnite for normie views couldn't even save his channel. TNT slowed upload rates on his sockpuppet channels after realizing their fates would be the same, so TNT's cash flow was slowing down and his server wasn't exactly worth it anymore so after one last trailer he pretty much called it quits and cut funding, he didn't even say goodbye. So that's it then? TNT's own server and viewerbase killed him, the end. But that's not the whole story, something else was already killing TNT from the inside long before the rebels got to him, something bigger than anyone could possibly imagine.

Chapter X: Faulty TNT



It's easy to sit there and think that TNT's greedy rush into video making was the cause of his demise and while it's true that after MCO's uprising TNT's view count started a permanent decline, if you take a closer look at the numbers, the data, the analytics something just doesn't add up. Though it is true that the rebellion against TNT gained lots of support and made many see the downward spiral TNT's quality had been for the past few months is that actually true?

TNT's content: an analysis

To date TNT has made 5 different types of video formats, in all 5 of those they have revolved around minecraft. So out of those 5 how many of those do you think have suffered an immediate quality drop recently.

Video series

TNT's video series are pretty dead today but their decline never really started, they were just so infrequently uploaded that nobody knows of them today.

Significant views decline: Not enough videos

Permanent views decline: Not enough videos

Happened recently: No

Verdict: Not killed

Machinimas

TNT's machinimas had a major decline into the realms of sub-1 million views but that was an entire year ago, a long time before the revolts.

Significant views decline: Yes

Permanent views decline: Yes

Happened recently: No

Verdict: Not killed

Weird comments

Weird comments suffered a significant decline and never really returned to normal afterwards. This was the only type of video that was truly killed by the revolts.

Significant views decline: Yes

Permanent views decline: Yes

Happened recently: Yes

Verdict: killed

TNT videos

TNT vs videos were doing fine but experienced a quality drop around the same time as machinimas as TNT's idea well ran dry.

Significant views decline: Yes

Permanent views decline: Yes

Happened recently: No

Verdict: Not killed

Trend videos

Trend videos started before the revolts but never really were popular to begin with so nobody could say that the revolts harmed them.

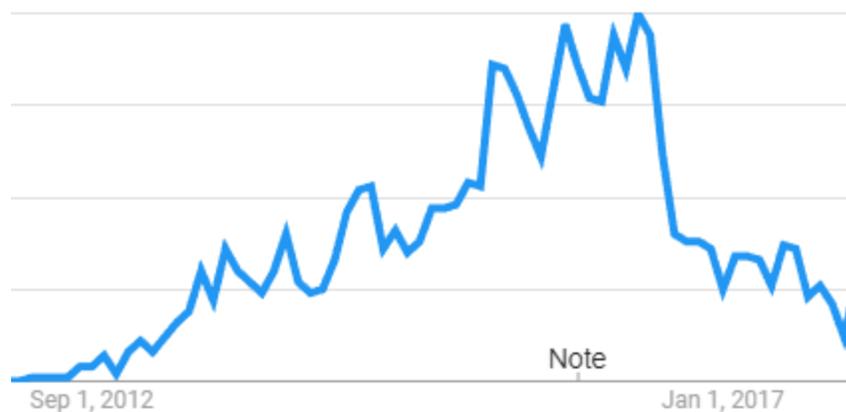
Significant views decline: No

Permanent views decline: No

Happened recently: No

Verdict: Not killed

If you've been keeping score, that's 1 out of 5 video formats that were directly killed by the recent revolts, based on the data it's likely that just basic revolts are far more likely to have minimal or no effect on TNT's videos, which made me pretty skeptical of revolts being the true cause of TNT's downfall, and unlike weird comments which was not exactly TNT's own work his other videos were designed exactly to draw in as many normie views as possible. Could a few series of attacks really stop all of TNT's remaining 5 to 6 hundred thousand fans? I don't think so and if you dive deeper into the analytics TNT's true killer begins to appear. First of all TNT's stats show a sharp decline around June of 2016.



Keep in mind that the revolts only started around late 2017. And even before the revolts TNT's interest had dropped by over 75% over the past 12 months. Over that time his average views dropped by over 60%. Even over the summer of 2016 where he started

utilizing more clickbait, he suffered the greatest decline in interest ever and on the 27th of June that same year he had lost 70 thousand subscribers around that day. Perhaps you could argue that TNT's content had grown stale and his audience had grown tired of it, but does that really explain a 70 thousand subscriber loss and a 75% interest reduction just over the summer? It just doesn't make sense that TNT would fade so quickly with an audience of easily manipulated normies feeding him views. Another intriguing detail is that once TNT's numbers hit rock bottom he could never recover. By summer 2017 TNT's views per video had flatlined to about 10% of what it was at its peak and it slowly began to decline beyond that. Now this isn't out of the ordinary for a typical youtuber, a lot of channels peak in popularity only to fade away and never return, however TNT was not a typical youtuber, you have to compare him to a more similar channel like Operos. Operos had made very similar content throughout his career with popular ones causing his interest to spike then fall, both were using about the same video cookie cutters, both went through a period of rapid view loss and I think it's fair to say that both had a pretty similar audience. And when you compare their stats, their views both flatlined in a similar way but even after this incident Operos kept on creating good and enjoyable content while TNT's content dropped down to the depths of his own downward spiral. And here's where my explanation comes in, revolts and rebellion didn't kill TNT, minecraft did, and I'm not talking about the minecraft community or mojang. Put on those rising sun headbands in honor everyone because I'm proposing that minecraft's own popularity nosedive also functioned as a kamikaze attack against TNT. And this isn't just something I'm pulling out of my ass to explain TNT's downfall, there's a truck load of evidence that supports this statement. In the summer of 2013 minecraft reached the peak of its popularity, this was the exact same time TNT's videos began to spike in popularity often breaking the 8 million or even 10 million views mark, then minecraft itself began to lose popularity. Earlier in this rant I mentioned how you couldn't stay with the same type of videos forever and when minecraft's popularity was dropping it brought TNT's entire channel down with it. Instead of TNT's views dropping immediately with minecraft's popularity they lingered like an aura of money before slowly fading, a discreet drop in TNT's views that nobody noticed due to the distracting 4.5 million sub count. Even a few months later TNT wouldn't even realize this and keep on making the same old clickbait minecraft videos he usually does. It took TNT more than a year to realize his view drop over that time. This made TNT panic as his mindset at the time was "make lots of videos, make lots of money", he ramped up his clickbait and made most of his videos 10 minutes long for more money. From what we know today is it not reasonable to assume that minecraft, the sinking ship was the cause of TNT's downfall,

he fell off and panicked in the water ultimately dooming his channel to die out and be forgotten. I think this is highly likely, what else could cause a massive channel like TNT's to fade out and die this quickly. It's just too anomalous to be considered a natural youtuber's death. Something had to be affecting TNT from behind the scenes and I think that thing was the downfall of minecraft itself. It made perfect sense on minecraft's end as more and more fans were growing tired of it and moving onto other games or trends. Now consider this, youtube's algorithm only spreads videos and trends that are popular to other people and since minecraft is no longer "trendy" TNT's advertising system was beginning to fail. And if you look closer you can see how little minecraft is shown on youtube's main page now, all you see is Fortnite, challenges, celebrities and the news compared to 2013 and 2014 where minecraft was the big thing and youtube suggested it to everyone. Let's look at something else, TNT's channel peaked at about 4.5 million subscribers, how many views do you think his most popular video has? Let's look at EmpLemon's channel to compare. Emplemon has about 334 thousand subscribers and his most viewed video has 5 million views. It's normal for a youtuber's most viewed videos to have several factors more views than their subs let's look at TNT's channel, with his sub count at almost 5 million we expect that a newer popular video would have about 10, 12 or 15 million views, TNT's most viewed videos did reach these numbers but if you look at the upload dates they were all from 4 to 5 years ago, when minecraft was at its cultural peak, the most recent "popular" video he uploaded was an entire year ago and it only hit 7 million views. It's bizarre and it's probably way less than you expect it, it's almost as if TNT's videos have never been spread beyond his core audience. There's one more wrinkle to this theory I've discovered, it seems that TNT nowadays is growing more desperate for views and money but at the same time he seems to be dumbing down his content quality on purpose, maybe he's planning to use the revolts as a cover up for his death and run off with all of his money while he can. You may not believe it, you may believe that TNT's sudden and indefinite decline happened organically, you may believe that it was really just bad content that killed TNT, you may think that my 10 minutes of research into minecraft's decline compared to tnt's is bogus, even if you're skeptical of this theory let me ask you one thing, have you ever seen an exploding TNT video in trending in 2018? Or maybe everything I just wrote was wrong and TNT's fall was actually caused by an intricate shadow government set in MCO's staff and TNT's support team by Crb that has been slowly draining away at TNT's success for years.

Chapter XI: ExplodedTNT



And that ladies and gentlemen was the rise and fall of ExplodingTNT from beginning to end. So what did we learn? Well I think the story of ExplodingTNT is a cautionary tale of what happens to a youtuber who gets too greedy too quickly. Many will say that TNT deserved the punishment that he got for unleashing a horde of kids upon his own server to rack up dama views. TNT's end of desperately clawing for views seems like a fitting death for one of the most notorious minecraft figures on the face of youtube. But if you look past the greed, if you look past the lies, past the fame the fortune and the fans you may realize that TNT was only 18 years old at the peak of his popularity, about the same age people think I act like. Oddly enough looking back at TNT's youtube career I saw a lot of parallels between him and me. We both started entertaining people a long time ago and we built up a moderate audience through making a consistent type of content for many years only to suddenly pivot into running a more businesslike organization. Maybe it's all just a coincidence but to be honest I feel like there's a bit of TNT in all of us, what person doesn't want to become a famous and loved content creator? Why do you think that everyone spends so much time putting themselves into this virtual box of the internet that will result in all likelihood, everyone ignoring you. It's because everyone is chasing that same dream, that image of a guy with a mansion and a lamborghini who got rich from doing stuff on the internet all day. We fixate ourselves on the idea of becoming internet famous but very few of us think of what we'll do once we get there. TNT started

off just like the rest of us but he got to experience that dream as a reality and once he got there he didn't know how to handle it. He wasn't mature enough, he abused his power, he let his rabid fanbase run roughshod through his own server. He took advantage of his fans, he surrounded himself with this cult of personality and he didn't realize he was doing anything wrong until it was too late. TNT had become consumed by youtube fame and it had blinded him from the flawed reality. He was thrust into the spotlight before he was ready, and much like the fate of Icarus TNT flew too quickly and too close to the sun with the fragile wings of minecraft which immediately set him crashing back down to earth, his faulty parachute of clickbait and fortnite could only delay his death for so long. But was it all TNT's fault, his only real crime was taking advantage of his fans for views, he did what any other youtuber would have done, he discovered a good video format and stuck to it. It makes you wonder, if TNT had risen to fame much more gradually would he have made those same mistakes? As much as you may dislike TNT's content you have to admit that he did have some redeeming qualities. There's no denying that TNT ran his channel like a business better than almost anyone else at the time, his precise formulas persuaded those 4.5 million people to subscribe to him. Additionally, TNT was the only semi good minecraft machinima maker at the time, call me a contrarian but for a while it was nice to see a minecraft channel that wasn't cut from the same template of let's-play or multiplayer. TNT was just some 18 year old guy directing actors on a minecraft server and that's all he needed to appeal to people. And finally, you have to admit, back when TNT was causing all the pgn drama through his sockpuppet channels mco's chat was a lot more interesting for everyone. Do you think that maybe, at any point during his rise to fame TNT had stopped for just one second to exercise just a little bit of humility and empathy for his server(s)? Would he have changed his ways? Would he still be as hated? Would TNT still be around today? And that's what made the tragedy of exploding TNT so frustrating, he had the potential to be one of the greatest youtubers of all time, he could have changed the way we look at popular gaming channels, he could have opened the door for so many people who didn't fit the mold of a screaming duo with a wacky made up persona, but he didn't do any of that, all because he wouldn't stop making clickbait minecraft videos, 4 years later and it was if TNT was never here at all. When I first started researching I thought that I would hate TNT more than I originally did, what I found however was a whole lot sadder, right after minecraft had reached the peak of its popularity, microsoft had bought minecraft, obviously all of us know this but this was the exact same time TNT was reaching his popularity peak, many people didn't like that microsoft bought minecraft and left, I think that this may have been the cause of minecraft's and therefore TNT's downfall but this theory is a bit far fetched and you don't

need to take my word for it. Either way, maybe TNT wasn't supposed to get popular, as I said before there never was a channel like TNT's in 2012 and there probably never will be one in the future, when TNT abandoned trolling videos he didn't realize that he wasn't playing a game anymore, his subscriber count was no longer just a highscore, it represented people who would cause chaos on his behalf, the neglect of his servers wasn't just leaving another faction, he didn't realize he was threatening the well-being of real people with real livelihoods by unleashing the war. TNT treated everyone as just another diamond block in minecraft, little did he know everyone started seeing him as the enemy, he made enemies with his own fans and people who knew much better than he did. And despite the many warnings for him to stop relying on the gaming titan of minecraft he had stayed and it hit ice, taking him down with it. Game over.

MCO geographic will return

Next up: "I got banned and so will you"



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