

## Best YouTube success stories who started from nothing

Started in 2005, YouTube became one of the popular websites for watching and streaming videos. It allows users to upload, view, rate, share, add to favorites, report, comment on videos, and subscribe to other users. YouTube offers variety of corporate media and user-generated videos.



Normal users who would otherwise have not been recognized are finding fame and popularity through uploading videos. Anonymous people who are increasing in number are building successful media platforms and an audience of their own. They are doing this by sharing their talents, their voices. This article focuses on the YouTube's biggest stars, based on total views and their rankings, and their milestones and stories that made them successful.

### 1. PewDiePie



Swedish YouTube vlogger, also known as Felix Arvid Ulf Kjellberg, worked hard and consistently, providing quality content to engage the audience. His features concentrate basically on the domain of video games. He uploads videos on almost daily basis. Getting popular, he never let up his online presence. He invests plenty of time discussing his fans' inquiries in the comments and formed a group of "bros" where his fans can share his work with their friends. The reason behind his success is "consistency".

### 2. BlueXephos

Young man, Lewis started a little channel in 2008 on YouTube – BlueXephos to share his best friend Simon's charm with the world. It gained popularity from a video of "how to" of the most entertaining game at the time, "World of Warcraft". Simon and Lewis started one of the most popular serialized shows on YouTube that became second-most subscribed channel in 2013. According to them, staying current is vital in dynamic world of social media. They, both achieved fame by working on videos that were related to hot news or popular things that everybody discussed and found on web.



### 3. T-Series



T-Series was founded by Kumar's father, Gulshan Kumar, in 1983. He was a fruit juice seller who started selling Bollywood music cassettes and became a legendary film music producer. In addition to that, T-Series buys film soundtracks and collaborates with artists around India, providing platform for their content. It started posting videos in 2011. Reason behind its success is the great content that made it number one channel in India.

### 4. Justin Bieber

Scooter Brown was looking for a musical performance by another artist, when he noticed Bieber's videos and found immense ability and performance skills and saw him a potential star. He signed 13 years old then Bieber to the new RBMG media company. Initially, his releases weren't popular until his second single, One Less Lonely Girl that succeeded. The reason behind his success is that he remained focused on what he does best: writing, singing and performance. Today, he is one of the world's most recognizable star on youtube with 89 million subscribers.



### 5. Shane Dawson



Shane Dawson looked for opportunities to collaborate with other YouTubers with similar style and viewership. According to him, through collaboration, one can share each other's audiences that result in more YouTube recognition and getting to be a prominent part of the YouTube community. Shane Dawson is having 12 million plus subscribers across three different YouTube channels.