

THESIS

Nagy Péter Dávid

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**THE BUSINESS BEHIND SOCIAL MEDIA PLATFORMS.
ONLINE CONTENT MAKING AS A MAIN JOB**

Academic supervisor:

Author:

Dr. Keresztes Éva Réka

Nagy Péter Dávid

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NYILATKOZAT

Alulírott Nagy Péter Dávid büntetőjogi felelősségem tudatában nyilatkozom, hogy a szakdolgozatomban foglalt tények és adatok a valóságnak megfelelnek, és az abban leírtak a saját, önálló munkám eredményei.

A szakdolgozatban felhasznált adatokat a szerzői jogvédelem figyelembevételével alkalmaztam.

Ezen szakdolgozat semmilyen része nem került felhasználásra korábban oktatási intézmény más képzésén diplomaszerezés során.

Tudomásul veszem, hogy a szakdolgozatomat az intézmény plágiumellenőrzésnek veti alá.

Budapest, 2021. év 12 hónap 01 nap

Nagy Péter Dávid

hallgató aláírása

Table of contents

1. Introduction	5
1.1 Theme choice	5
1.2 The goal of the study	6
2. The history	7
2.1 The internet and its fast development	7
3. The YouTube.....	8
3.1 First steps	8
3.2 Problems	8
3.3 The present and future	9
3.4 The age and gender distribution on YouTube and its use	10
3.5 Ads on the YouTube.....	11
3.6 Types of YouTube content.....	12
3.7 How much money YouTubers make?	14
3.8 Stories of success.....	18
1. MrBeast.....	18
2. Jake Paul	19
3. Markiplier	19
4. The TikTok.....	20
4.1 First steps	20
4.2 Problems	21
4.3 The present and future	22
4.4 The age and gender distribution on TikTok	24
4.5 Ads on the TikTok.....	25
4.6 Types of TikTok content.....	28
4.7 How much money Tiktokers make?	31
4.8 Stories of success.....	34
1. Charli D’Amelio.....	34
2. Khaby Lame.....	34
3. Bella Poarch	35
5. The Twitch	36

5.1	First steps	36
5.2	Problems	37
5.3	What really is Twitch about?	37
5.4	The age and gender distribution on Twitch.....	38
5.5	Ads on the Twitch	39
5.6	Types of Twitch streamers	40
5.7	How much money streamers earn?.....	41
5.8	Stories of success.....	42
1.	Ninja	43
2.	AuronPlay	43
3.	Rubius.....	44
6.	Community guidelines	44
7.	Hungary.....	45
8.	Summary	46
9.	References	49
10.	List of Figures	54

1. Introduction

1.1 Theme choice

We are living in rapidly developing world. I am a person of the “Y” generation. The Y generation includes persons, who were born between 1980, and 2000. First it was mentioned in 1993 in an American magazine in order to differentiate the ones who were younger than 11 years.

The expression was invented in 1991 by William Strauss and Neil Howe demographics. It was written in their book¹.

The generation Y is a very good group. We organize our lives to be happy, have fun, enjoy life and to have time for good things apart from work. We do not have much money, most of us live with their parents. We have met with the computer as a child². Also, the World Wide Web is natural for us, we are the first wave of digital generation. Our generation will grow up and the vast amount of us will use the IT world for everyday work. Just think of this moment, I am writing my thesis, at work from a computer instead of craving long lines onto papers for pages and hours long.

So, I can say, my generation will try to earn lots of money, try to make a good living standard by having fun. The question always arises for everyone. How can I have an acceptable income, by just living everyday life?

Everyday life for us would be sleeping in an interval 6 to 11 hours, getting up between 7 and 12 ‘o’ clock.

But if we want to live like this, when will we work? What will we work? People would like to entertain others. If you have free time, what do you do? Watch YouTube, Tik Tok, Twitch etc.

My personal experience is, until I was at high school, every day I played video games after I got home and had free time. Since then, I work, earn my own money so my resources are limited for purchasing the gadgets, for example a brand-new Play Station 5 is around 550 euros today. It is too much, and often I am too tired after work. Of course, the new games, new things interest me, so somehow my interest must be extinguished.

The solution is watching videos. It is wonderfully comfortable; you can watch it anywhere on different platforms. It costs you nothing, because we have smart phones, laptops, televisions for other purposes, not just for watching videos.

¹ Amerika jövőjének története, 1584 és 2069 között.

² Buda András, Generációk, társadalmi csoportok a 21. században.- digitális kompetenciák

And here comes the main problem. We will want to watch more and more videos, even in work and in late nights. A never lasting thirst will develop, to watch streamers, and share experiences with them. So why don't we enter to the social media? We can be creators as well. But is it worth giving up our job and stable income to try our luck? We will see.

1.2 The goal of the study

My goal is to make a productive research, and have a result at the end, to see if it is really worth starting a career like this. I will study some of the people around the world, use their examples and see their previous careers.

I would like to know, what is the work, you must invest to earn a minimum level, when you can decide to give up your everyday life in order to follow this dream. Also, how much money we should invest to have an acceptable technological background.

I will research the main social media platforms, their system, the income, and the rules which we must fulfill, the sections how do we get paid, and exactly after what we get money.

My study will examine the benefits, by this job, apart from money, categories in which we can produce content, the age groups of the audience, and the laws we must need to comply with.

2. The history

2.1 The internet and its fast development

The roots of the internet grows back to the 1950s, when the Cold war was peaking. Both parties were in possession pf nuclear weapons, and they had the fear, when will they be surprised with a bomb.

There were not enough computers, so researchers found that people should access main computers through terminals, and for this they needed some kind of network.

The internet was not invented by one particular person. Researchers combined their work together, to create ARPANET³.

Paul Baran was in charge to invest a network for the US Air Force⁴. The problem was the following: If a nuclear attack would stroke, and if it hit a central command point, the fleet would stay without communication. So Baran invented distributed network⁵.

Baran's idea moved other researchers such as Lawrence Roberts, Leonard Kleinrock, and Donald Davies.

The internet we use today is credited to Bob Kahn, and Vint Cerf. They developed TCP/IP⁶, which is a combination of protocols. These protocols regulate, the way data moves through a network. The TCP/IP was adopted on January 1st, 1983. This date considered the birthday of the internet.

“When asked to explain my role in the creation of the internet, I generally use the example of a city. I helped to build the roads—the infrastructure that gets things from point A to point B.” (Cerf, 2007)

In 1990, the World Wide Web had been invented by Tim Berners-Lee. The web is the means of accessing data in forms of websites, it is not common with the internet. The web popularized the internet, and it led to that huge amount of information, that most of us can reach any time.

³ARPANET- Advanced Research Projects Agency Network

⁴ US Air Force-United States Airforce

⁵ Distributed network- Also called as peer-to-peer network. It is a network configuration, where participants can directly communicate to each other. It means that even if one participant “goes dark” the others can still reach each other.

⁶ TCP/IP- Transmission Control Protocol/Internet Protocol, standardized rules. which allow computers to communicate on networks such as internet.

3. The YouTube

3.1 First steps

YouTube was first registered in 2005, when three former employees of a famous e-commerce⁷ company, Pay Pal got the idea. What if people would have a platform to share their home videos?

After the registration, they were functioning on a beta basis from February, and in three months' time, for May, they were having thirty-thousand views each day.

By the end of the year, in December they were having up to 2 million views, so we can say, the business were growing rapidly. By the summer of 2006, user uploads surpassed 20 thousand videos per day with a daily 100 million views overall, and the numbers showed no signs of slowing down.

3.2 Problems

The fast development had its disadvantages. New and new equipment had to be purchased such as computers, or broadband⁸ to the internet. The company was growing too fast so new financial resources had to be allocated, because not just new equipments were needed, but some videos which were uploaded contained copyrighted material, so they had to face litigations. YouTube had decided to look for a buyer because they failed to succeed in commercializing.

Luckily Google⁹ failed to win with its video service Google Video¹⁰, so they were prompted to buy YouTube in stock¹¹ for 1.65 billion dollars.

Instead of renaming YouTube, or merging, Google decided to continue its operations as they were going before. The search engine company started to negotiate with entertainment companies in order to reduce the risk of copyright-infringement lawsuits. Deals were needed for the user satisfaction

⁷ e-commerce- buying and selling goods, transmitting funds or goods in electronic network especially in the internet.

⁸ broadband- a system that provides the opportunity for large amounts of information or messages to flow in the same time.

⁹ Google- Google Inc. search engine company founded in 1998

¹⁰ Google Video- founded in 2005, but failed soon.

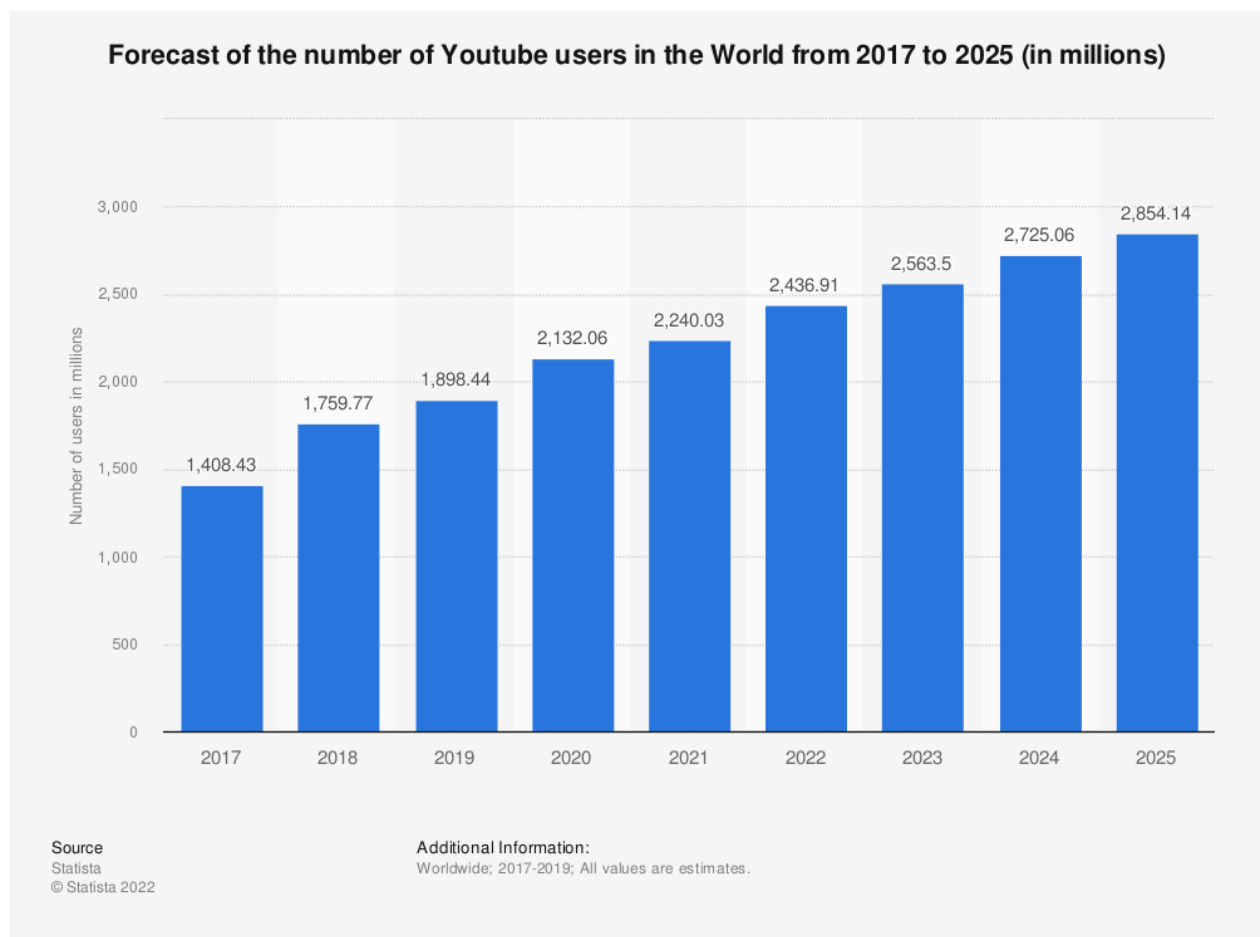
¹¹ stock- here we mean stock in finance, the subscribed capital of the company

to let them include copyrighted songs in their content. In 2008, Google agreed with MGM¹². This agreement let the studio's movies to be watched in full-length on YouTube free, but with advertisements alongside with the programs.

3.3 The present and future

Since 2005, YouTube has grown a lot. First it was just a database of family videos, today it is the most famous online video platform worldwide. The content is ranging in a wide variety. You can find educational videos, vlogs, gaming videos, movies, music.

Most of us uses the site sometimes to listen music. The developers saw this opportunity, and their mobile app, YouTube Music is well-loved on the market. It is the world leading music app with over 4.3 million downloads in 2021.



1. Figure: Statista 2022, all values are estimates, Forecast of YouTube users

¹² MGM- Metro-Goldwyn-Mayer, Inc. one of the most famous media corporations of the world. its main activities are producing movies, and tv shows. (the famous roaring lion intro at the beginning of the movies)

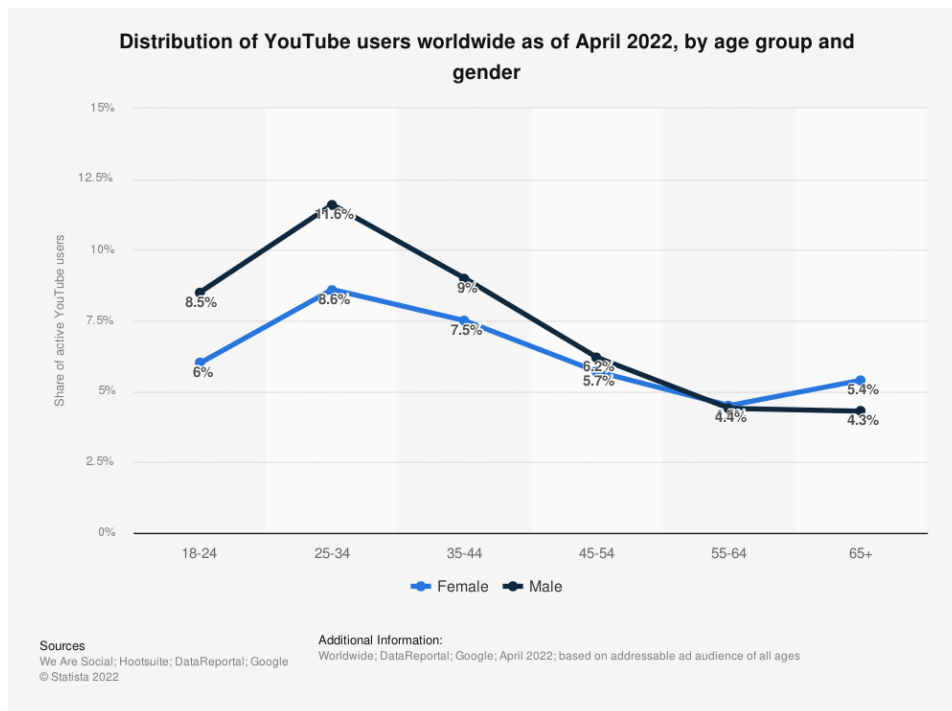
3.4 The age and gender distribution on YouTube and its use

YouTube is a key application in the world. For example, if you want to start your own business, you will need to advertise. Advertisements must accomplish your target group. In order to boost your sales, you will need to have a clear picture of the target group demographics.

Although the site is well known, it is because of its fast development, the technique is new for the humanity. It can be seen, as the majority of the users are between 18, and 34 years. They are almost the 2/3 of the whole user group. The only difference we can assume, is in the interval of 18 to 24 years, there are more women users, while in the interval of 25-34, the males make the bigger portion.

This group of adults mean the target audience for businesses. We unintentionally watch advertisements as ads pop-up during videos.

The other age groups show less significance. Teenagers from 13 to 17 years are around 15 percent with more females than males. Adults from 35 are declining in numbers as we move up on the age ladder.



2. Figure YouTube age and gender distribution.

3.5 Ads on the YouTube

We have all come face to face with advertisements while trying to use YouTube. Personally, I find it disturbing and it moves my mind, why is it good? What money do they invest into these? How it works?

Well, it is connected to Google Ads. Everyone can register and they do not even have to pay in the first hand. Let's see what is needed to advertise on YouTube.

First you need to set up a YouTube channel for your business. Then you will need a Google Ads account. It is responsible for running all your ads. Next the channel and ads account must be linked together. The linking can be done on studio.youtube.com. Now you just have to decide what type of ad do you want to run? There are three categories. These are: skippable-in-stream video ads, non-skippable-in-feed video ads¹³, and display ads.

Professional marketer's states that skippable-in-stream video ads are the most effective. It has to be between 12 seconds and 6 minutes. Since after the first five seconds the video can be skipped, that first moment must capture the user's attention to prevent them from moving on. Skippable ads are CPV¹⁴ ads. It means that you pay for this ad if the user does not skip after the first 5 seconds. You must set the budget and date for the ad, so how much you invest to play this ad, and when do you want to start your campaign. Next you can set your target group. YouTube segments the users, and it will play your ad for that specific audience. You can set very punctually for example age group, gender, interest, parental income, even household income. You must know something for this as for your business, you will have a customer profile. If somehow you don't know, who are you targeting, you can use "Find My Audience" where the characteristics of your business will be recorded.

Non-skippable-in-feed video ads are similar to skippable-in-stream ads, but it appears in feed, so in the search list. Like this, the user can select your ad to watch if it can be connected to what they are looking for.

Display ads are running videos next the video the user is watching. It works only on desktop though. You can select if it appears next to the video, or a banner appears in the lower 20% of the video.

If you are confident who to target, a special function can be set. Your advertisement can be played on specific YouTube channels, and specific videos. However, this function is very expensive, so be careful with that.

As we talked, costs are based on views. A view can cost between \$0.10 and \$0.30. YouTube Ads is a safe investment, because a daily budget can be set, so advertisements will be played until the selected amount is reached. Although this number seems tiny, it means one view. In order to

¹³ non-skippable-in-feed video ads-also called discovery ads

¹⁴ CPV- Cost Per View

reach for example 100,000 person, you invest 2,000\$ plus/minus. If it reaches the target audience, then the value is not too much.

3.6 Types of YouTube content

As it is a wide social media platform, people can showcase their talents here. The content can be anything, as long as it is loved by huge number of viewers. Sometimes the video itself is boring for the majority, or it is about nothing, but the viewers still watch them. People like to see the content makers, like to watch what they are doing.

Users state that half of the YouTube community turns to the site for much more than entertainment. The site is in an important use of helping people do things, they never done before. Also, some users browse the site to understand what events are happening in the world. YouTube has content for not just adults, but kids. It should be noted that YouTube is not recommended for children younger than the age of 13. The site offers YouTube kids option which gives parental controls.

Although the site seems useful, there are lot negative experiences the users encountered with. Sometimes the videos show obviously fake or untrue information, sometimes they show troubling or dangerous behavior, and there are parents who met content that they felt unsuitable for their children.

YouTube's recommended videos play an important role in the site's life as it influences the viewers habits. These videos appear as "up next" alongside the video, and they are selected by the site's algorithm. The user can set if they would like these videos played automatically and continuously.

A user can choose in a wide variety of videos. Everyone has their own taste, for a human almost impossible to categorize. As YouTube could tell about every one of us, which videos we like, a normal people can just choose a category. Videos can be categorized into huge groups. Let's see some of them.

Vlogs¹⁵ are the type when you tell real-time experiences. In a way, you sit in front of the camera and tell your story. It is a cheap and easy set of video production, as it does not require script, and needs minimum editing.

Q&A¹⁶ videos are for getting the audience to know you better. The viewers can ask questions, which they want to know in connection with you. It is used by businesses too. For businesses the Q&A videos are in a way a video version of FAQ¹⁷.

¹⁵ Vlog- video blog

¹⁶ Q&A- Question and Answer

¹⁷ FAQ- Frequently Asked Questions

Tutorials cover a wide variety of videos. It can be a video of how to do a makeup, how to change an oil filter in your car, or for example how to download a game. Businesses often make tutorials for their products, for example IQOS¹⁸, who recorded different videos for cleaning their device, setting it up and charging. In this way, a better brand image is accomplished, because the purchaser party is shown the instructions which is easier to understand than just reading it.

Product reviews are famous because it gives a chance to study a product before purchasing it. In other words, we can experience the long-term experience of a product. We often see influencers review products, because businesses prefer to gift famous people to advertise their product. A popular person boosts the brand image. To be honest, for me seeing an influencer review a product, makes me feel it is false, because if you damage a brand image, firms will not offer cooperation, and you will have a bad reputation.

Unboxing videos are close to product reviews, but here the video is about a latest product. The viewers are given someone's first impression of a product. It let's us experience the feeling of purchasing a product. Unboxing differs from reviews, as it is about the short-term experience of a product.

Educational videos are for the use of children and young adults. They are interesting thought-provoking graphic videos for educational purposes. It is a popular category because it helps the youth development. I can agree with its benefit, because I often studied from historical YouTube videos at high school.

Live streams are one of the categories with the most potential on YouTube. Streaming interest 6-10 times more people, as it happens in the present. It can show an unboxing of a product that got released just now, it can be gaming, even a live cooking show.

Recipe or cooking videos are popular for everyone who loves cooking. Not just chefs but ordinary people make cooking videos to show their talents. These types of videos are the substitution of cooking books.

Favorites or best of videos are basically suggestions for the audience. A best of video for example can show a lady which one of three lipstick is the best. Me for example watched these kinds of videos when I hesitated which motor oil should I put in my car. Lots of people decide where to go on vacation in a specific season by these videos.

Gameplays are the most popular videos in my generation. It is an easy way to see if a game is worth trying. Gameplays are a kind of free advertisement for game studios, as if it is interesting, good, and entertaining, the audience will purchase it. I bought lots of games after watched walkthroughs of it. We could ask, if someone watches a gameplay, why would they purchase the game? Isn't it spoiled? The answer is, it's always better to experience the game personally, than watching someone do it instead of us. Gameplays are useful in the sense of helping others. Everyone always gets stuck in a game or cannot decide what to purchase in the game. The gameplay in my opinion is the best category.

¹⁸ IQOS- „I Quit Ordinary Smoking“, a new heated tobacco system by Philip Morris International

Parodies are funny videos of YouTubers recreating a scene from a movie, or a social video. However, it is very risky, because you cannot let the viewers feel disturbed by your video. If the audience don't find your work funny, you will turn into a socially hated person, lose subscribers, and your video or channel can even get banned.

Prank videos are funny videos for educational purpose. In a prank, the video maker makes social experiment on their relatives or strangers. The main essence of a prank is to capture someone's reaction in an unexpected situation. However, pulling pranks is in a sense a roulette game. A few viewers will find it disturbing, while others will love it. You can achieve tons of subscribers or become into a hated person.

The last but not least category is probably the most popular among the other categories. Music videos on YouTube are the most comfortable way to listen music. On YouTube, you can find the newest and oldest music too. You can play it anywhere, without having to look at the screen, because that is not so important.

YouTube recognized the habit of viewers, how much they like to listen music on the app. By this means, they released YouTube premium. It is a service you can buy monthly. It offers the chance to watch videos, without ads, in the background. The videos can be downloaded, which offers the chance to listen music, or watch videos without mobile internet connection. YouTube premium includes a YouTube Music Premium subscription and costs \$11.99 a month.

3.7 How much money YouTubers make?

Have you ever thought when you were using YouTube about your work? Probably you were having free time, tried to relax, get your mind off from work. We all can assume that watching a 20-minute-long video costs 2-3x more time for the content maker to produce.

First, we would think, these people make content for free. Of course, in the beginning they do not earn anything, but as time passes, numbers can grow extremely. When you see that your videos are likely to be watched and loved by others, the effort you put in will grow, the time you spend making videos will grow, and the time you afford for other things to do will decline. Can YouTube pay for what you are doing? Of course! How much exactly? Let's see.

An average YouTuber makes \$0.18 with every view. It seems small, but it is just one person who watches your video. Below I researched some of the recent Hungarian YouTubers who are active on the site. I calculated an average view number from their latest 5 videos which got uploaded at least 1 day ago. I had to separate the data's into 3 different chart due to the big gap between the viewer numbers. The wide spread can be explained easily. There are channels like TheVR, whose main activity appear on Twitch, and they run 3 different YouTube channels. They are active on the site, so comparing their data to GWM, who is a musician, it is a little. GWM has

a huge view number, as more people listens music and a music can be listened more times than a regular video.

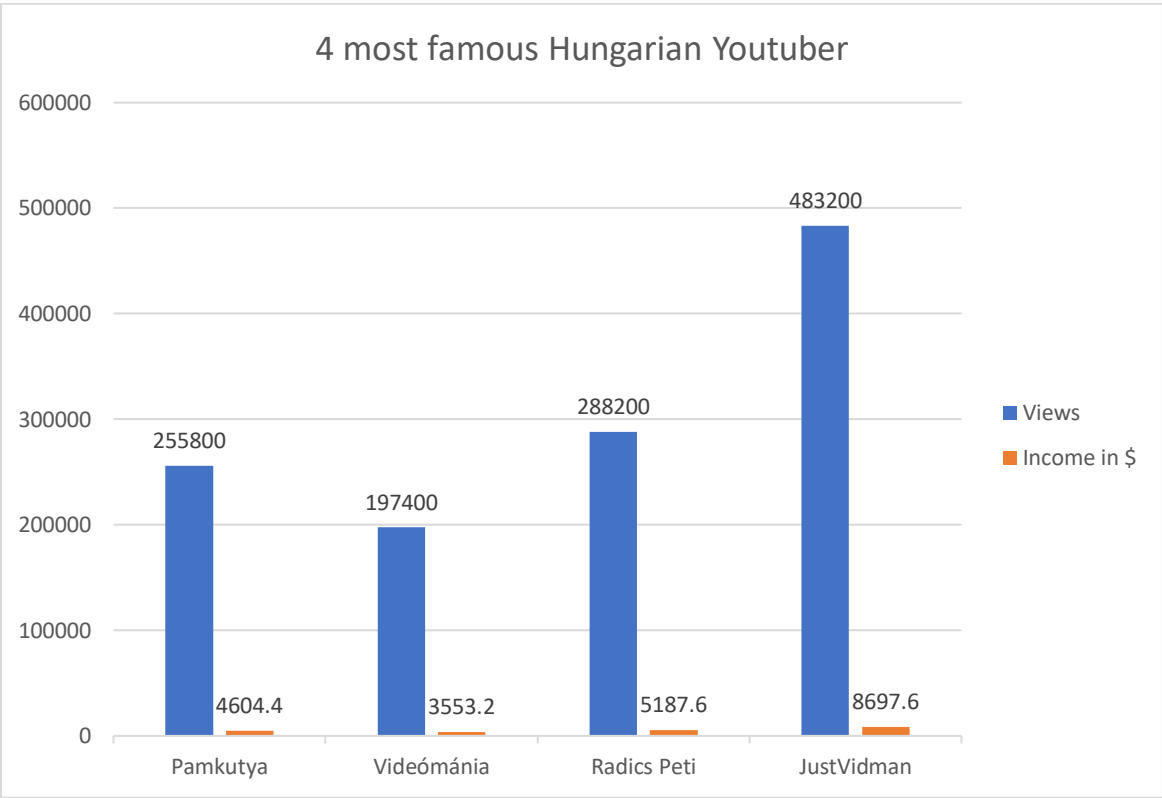


Figure 3 October 2022 data

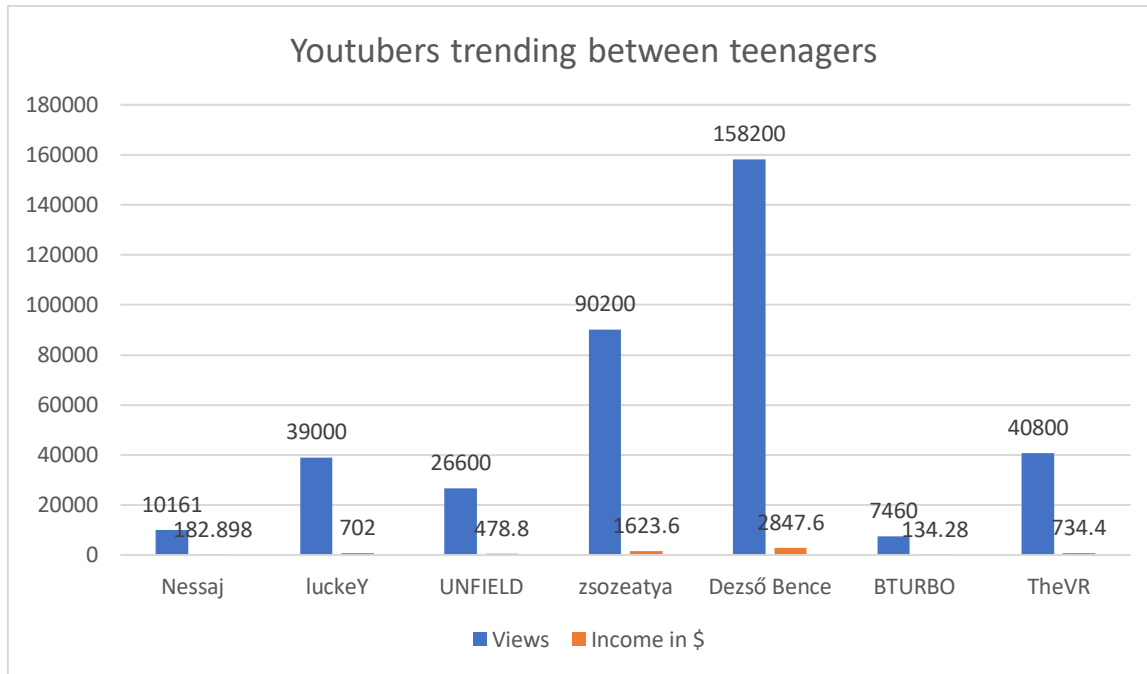


Figure 4 October 2022 data

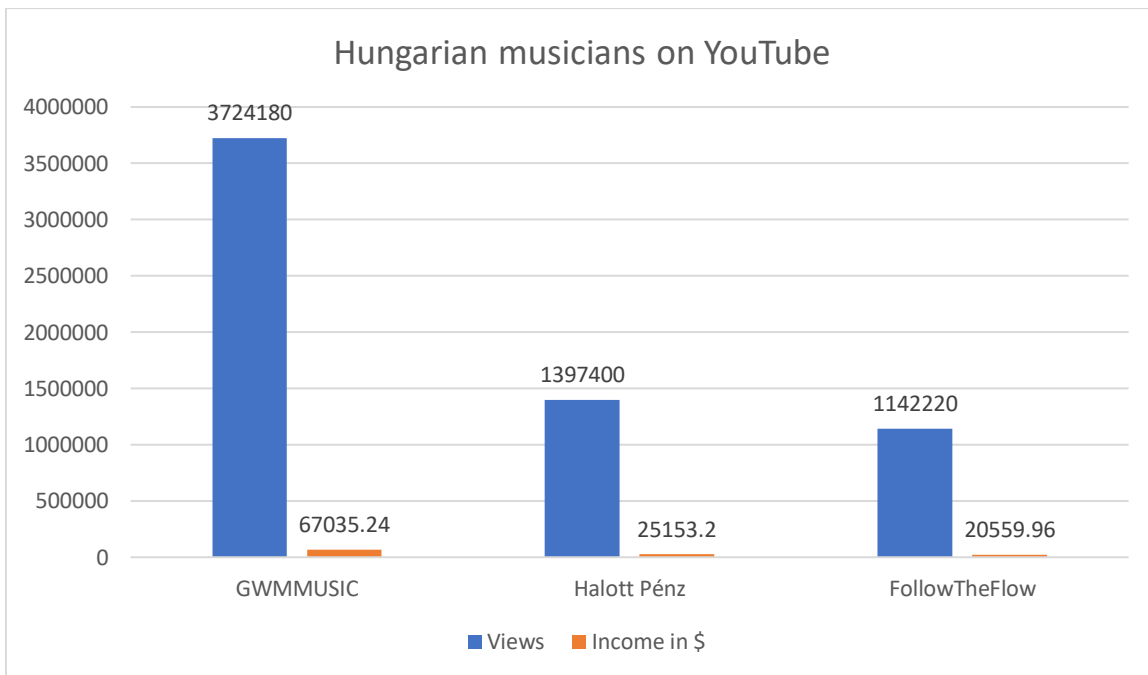


Figure 5 October 2022 data

The data's on the diagrams, are showing my calculations in an average sense. The money you can make on a video can differ in a wide range. Revenue can be impacted by the length of the

video, the Adblockers¹⁹, quality of the ads, number of clicks on the ads, and the number of views on the video. The standard income a view can give you is 1-3 cents. The income can be boosted by AdSense²⁰. AdSense gives you opportunity to indicate if others can advertise on your webpage. In other words, you sell slots on your page to show ads. With all this info, YouTube can be a good side job, especially when you entertain yourself as well not just the audience. If the audience loves you, they will subscribe to your channel.

However, the number of subscribers does not give any financial benefit. YouTube pays nothing for subs²¹. It is just a feature for viewers to access your content easily. When you sub on a channel, the system will send a notification about the newest content, and as you open the app, it will be displayed on your home page. Subscribers are viewers who like your videos, so they are in a sense the distributors of your content, as they will share it.

The amount of income you receive per video is depending on a wide range of factors. The number of ads, and the number of views influence the income in the most part. According to Forbes, a YouTuber gets \$5 for every 1000 views. This \$5 is just the video without the income by ads etc. YouTubers income depend on the ads quality and click through rate for example.

It all sounds good, but does everyone get paid? If I upload a video, it can gather some money through the years. The answer is no. There are standards your channel must meet in order to get paid. First, YouTube needs a balance of minimum \$100. If you earn \$5 for every 1000 views it means 20,000 views. To meet with these criteria's, the developers created the YouTube Partner Program. In this way, your channel must have at least 1000 subscribers, your videos must have 4000 hours of watching in the past 12 months, have an AdSense account, sign terms and conditions, and you must get reviewed and approved. After these are fulfilled, you can earn money through advertisements either by CPM²², or CPC²³. CPM pays for every 1,000 views you get, while CPC pays based on the number of clicks, an ad gets on your page or video. Of course, Google will need money, so you will get the 68% of your revenue. It means \$680 from \$1000.

If you have a good sense for business, it is obvious to stand on more legs. This means that besides gaining money from YouTube, your channel can function as a work tool to make income by other chances. There are some good options to supplement your income.

First is affiliate links, which means, that a YouTuber mentions a product like it is their favorite, or as they are using it so far. In this case a link is placed in the bio of the video, and if the viewer clicks on this link, and makes a purchase, the content maker will get a percentage from the sale. By affiliate links you can distribute cosmetics, vitamins, software, even service.

¹⁹ Adblocker- a program that allows the user to remove types of ads, while browsing the internet

²⁰ AdSense- the opposite of Adblocker

²¹ subs- short form of subscribes

²² CPM- cost per thousand views

²³ CPC- cost per click

Another good option is merchandise. It is good for the YouTuber as it is brand of their own. Merchandises are popular between YouTubers who have a large following group. Merchandises can be shirts, bags, mugs, hats etc. In my opinion they are a bit overpriced. YouTubers are likely to mention in all their videos to buy their merch²⁴. Some people create a brand name, while some include just their names. Popular brands are for example TheVR, Tfox, Rich Gang, or Maverick.

Sponsorship is the most popular type of income supplementation. As YouTube is the widest video platform, and maybe the biggest advertisement channel nowadays, because it reaches a huge amount of people in the world, it gives the biggest opportunities for companies. If you have big viewing camp, companies will try to get you as a partner. These partnerships are often mentioned as “paid sponsorship” somewhere in the bio. It is surprising, how many big companies are happy to sponsor YouTubers. Some of them are, Erste Bank, GFuel, or Rungne.

3.8 Stories of success

According to Forbes in 2021 the top three YouTubers in the world were the following.

1. MrBeast

Jimmy Donaldson, or commonly known as MrBeast is the most successful YouTuber in the world. He is famous because the content he makes is special, and lovely for the audience. He spends giant amounts of money for organizing his videos, and also often gives away some money to show kindness in the world.

He started his channel back in 2012 as a kid, with gaming videos and worked his way through success. Jimmy started a series of "Worst Intros", which led him to the first 100 thousand subscribers. From that the channel started to grow up, and eventually after 2 weeks of college, in 2016, he dropped out to become a full- time YouTuber. In 2017, he reached 1 million subscribers by counting to 100,000 then in another video he counted to 200,000. Since then, he exploded and become the number one. The audience loves that his videos are unique, and it is obvious how much effort the YouTuber puts in making a video. It costs around \$300,000 for him to make one video. Besides his main channel, he has other channels, and obviously in most of his videos there are sponsors who surely pay well to be advertised. Besides YouTube, Jimmy runs businesses, like restaurants, or he has his own merch. Last time he opened the first Beast Burger in American Dream Mall. MrBeast's 2021 revenue was accounted as \$54 million dollars, so it is sure that his expenditures are covered.

²⁴ merch- merchandise

2. Jake Paul

Jake Paul is a unique person considering his success. He wanted to join the U.S. Navy SEALs, but before putting everything up for his career, his brother Logan, who has built a large group of followers up on Vine²⁵, convinced his brother to make videos with him. Creating videos together, the siblings built a big group of fans. At the age of 17, he dropped out of school, and moved to Los Angeles. In LA²⁶ he got accepted to Disney, where Jake landed the role of “Dirk” in the comedy series *Bizaardvark*. As time passed, Jake grew into an outrageous teenager, and Disney fired him after KTLA 5 news wrote about noise complaints around Jake Paul’s mansion. In 2016 Jake launched his own influencer management agency. He named the agency “Team 10”. To help collaboration with one another, they all moved in together to a Beverly Grove mansion. This mansion became a film set instead of a home. The tenants started to pull pranks on each other and recorded it, which gave a perfect material for YouTube content. In 2017 Jake boomed his channel by making a music video “It’s Everyday Bro”. Jake Paul stands on multiple legs. Besides creating content, he runs business, and even started boxing, which led his sites to exploding success. By all this factors, it is not surprising, that Jake’s revenue was accounted as \$45 million in 2021.

3. Markiplier

Mark Edward Fischbach AKA²⁷ Markiplier started his career similarly to the others, he dropped out of high school to become a YouTuber. First he uploaded series of indie horror video games, then got banned in his first year on YouTube, after the ban he immediately started a gaming account.

Eventually his videos gained popularity, and in 2015 the channel reached 10 million subscribers. Mark has gained a good name in the gameplay community. Besides YouTube, he updates the subscribers on Twitter, and Instagram. His 2021 revenue was accounted as \$38 million in 2021.

²⁵ Vine-an American short-form video hosting service where users could share six-second-long looping video clips

²⁶ LA- Los Angeles

²⁷ AKA- short form of As Known As

4. The TikTok

4.1 First steps

TikTok was originally created under the name of Douyin, in 2016 by ByteDance²⁸. Douyin was originally a social networking service for video-sharing, and it was similar to Instagram and Facebook, because these two applications were banned in China. In 2017, ByteDance got their hands on Musical.ly, which is an app that allows you to make and share 15-second short lip-syncing videos on your site. They later closed down the operations of Musical.ly, and built its features into Douyin. In 2018, the Chinese globalized Douyin, and named it TikTok. Its main ability is the complicated algorithm the app has. By this, the system figures the users taste, based on how they use the app.

Most of us, who knew the two apps²⁹, would rightfully think that TikTok is the same as Musically, as they have the same features. However, before terminating its use, Musically was close to failure. Originally it was an application for teenagers to share short educational videos. The lesson was tough to fit into 3-5 minutes and be entertaining, so it failed to attract users.

In 2014, founders of Douyin acquired Musical.ly. It offered the opportunity to make 15 seconds long videos with a huge database of filters, songs and movies to lip-sync to. In that time lip-syncing videos were gaining popularity, with the presence of other apps like Dubsmash. The founders of Musical.ly started to research and found that videos from their platform are likely to be shared without reference. This gave the idea to include a watermark on their videos. By the small indicator on their video, in 2 months the app has jumped to the top in the app store.

TikTok is famous due to the wide range of music, available to recreate. They license music popular labels like Sony, Warner, or Universal. Making a video on this application is really easy. First the camera and microphone must be enabled for the app and then, after you select a song, you can record what you want to do with it. Users has the opportunity, to choose between categories, that they want to see.

TikTok appears 2 feeds for you. The first is “Following”, and the other is “For You”. Most of the users watch the For You page. Here the videos are selected by an algorithm, that monitors the user’s activities. The videos are displayed one by one, and you have to scroll to move onto the next video. When a new video gets uploaded, it will be displayed to a small group of users first and based on their activity, watch time, likes comments, shares, it will be played in a wider range of users, independently from their number of followers. This process ensures the TikTok philosophy that a good video will travel far.

TikTok is present in 155 countries, and available for anyone with an internet connection. The users are aged between 16 and 24 mostly, and on a daily basis 1 million videos get watched with

²⁸ByteDance- Chinese tech giant

²⁹ apps- applications

a 52-minute screen time. The app is also helps to build the community as users can “Duet” each other’s video to show a reaction. On the bottom the credit will show the text, “Original sound- “, which lets the audience watch the original video. This encourages users to duet more and more times, making a video viral. A great example for this is the video by Forstner Csenge. She became into a meme by talking Hungarian with American accent. When she went to Starbucks, Csenge wanted to make a review about her coffee. Since then, everyone keeps duetting her “Sékeneszipreszau” video. TikTok cooperates to make fame, as the actions show. They let the users include their social platform links too.

4.2 Problems

As all famous applications, TikTok also has disadvantages. There are several writings about the bad effects it has on users. Let’s discuss some of the facts that might make you think twice before opening TikTok again.

There are controversies due to its Chinese owners. For example, TikTok has been removed from Hong Kong, or you cannot use the app in China if you are at certain cell providers like China Telecom, or China Unicom. Also, the previous US. President Donald Trump was thinking of banning TikTok. He said that there are evidences in his possession, that proves ByteDance might make actions that threatens US. National Security. India has banned TikTok after concluding the app is prejudicial about the integrity of India, public order, security, and defense of the state.

TikTok also harms your health. It damages the brain if it is used for more than 90 minutes a day. This is a demographic problem for TikTok because it is due to the age of the most users. 60% of the app users are under 24 years, which is a stage where the human brain has not developed fully. There were actions taken as influencers were hired to distribute videos where they warn us to take breaks.

There is a strange moderation in TikTok. There is no strong censorship, as it is questionable whether the mod team is run by AI or by humans. The app has some questions to answer, as in 2020, an internal document has become public, which said, users who were too ugly, poor, or disabled, have to be suppressed.

Social challenges are well-known and loved. Some of them are harmless, and funny like the mannequin, or the ice bucket challenge. However, some challenges are horrifying. These challenges are getting popular unfortunately and it costs lives in some cases.

The Ghost pepper challenge for example is among the least risky challenges. Participants choose a kind of pepper which is near the top of the Scoville scale. Then they consume it and record their reaction. Besides from it can hardly kill you, these spicy meals make you suffer from

sweating, and it burns your mouth. One time a 47-year-old Californian man was rushed to hospital after he started continuously vomiting and experiencing an esophageal³⁰ rupture.

The Kylie Jenner lipstick challenge was on fire when I entered the world of TikTok. Kylie is a world-famous pretty woman, so it is not surprising, that some women want to look like her. The task became popular because it was piece of cake to pull off. Participants needed a shot glass, or similarly small container, which then were placed in their lips. Then they sucked out the air, created a vacuum by that. The result was gigantic puffy lips in a good case, but often the experiment ended up with bruises, or torn skin, which led to permanent scars later.

The cinnamon challenge surprisingly came in 2001, but it got famous in 2012. Participants just needed to consume a spoon of cinnamon in 60 seconds without drinking. The results were funny, most ended up coughing and spitting cinnamon clouds. People were at risk for a list of possible injuries such as choking, gagging, or vomiting and lung damages.

4.3 The present and future

After the merger with Musical.ly, the rising was not over. TikTok has exploded on the market since 2018, it was the number one free app with the highest number of downloads in the Apple Store, and the number one app in Google Play during 2018 Autumn. The fame can be linked to adoption of celebrities. This is the key to success as the Guardian said. For example, Snapchat's fame can be linked to Kylie Jenner, or Instagram was popularized after the promotion of Selena Gomez.

There are key celebrities who makes the audience download the app by only their presence. Tony Hawk is the one, who uploaded 55 videos since his registration, and got 2,4 million followers next to 12,1 million likes. I counted, and since his first video, he uploaded around 1 video every month. For this tiny amount of content his number of followers and likes are great.

Below we can see the performance of the application during the quarters between 2016, and 2021. Since its start in 2016, TikTok reached around 755 million users so far. If this growing continues, by 2025, the app will have 955,3 million users as we can see in Figure 4.

³⁰esophageal- the part of the digestive system that helps food travel from your mouth to your stomach

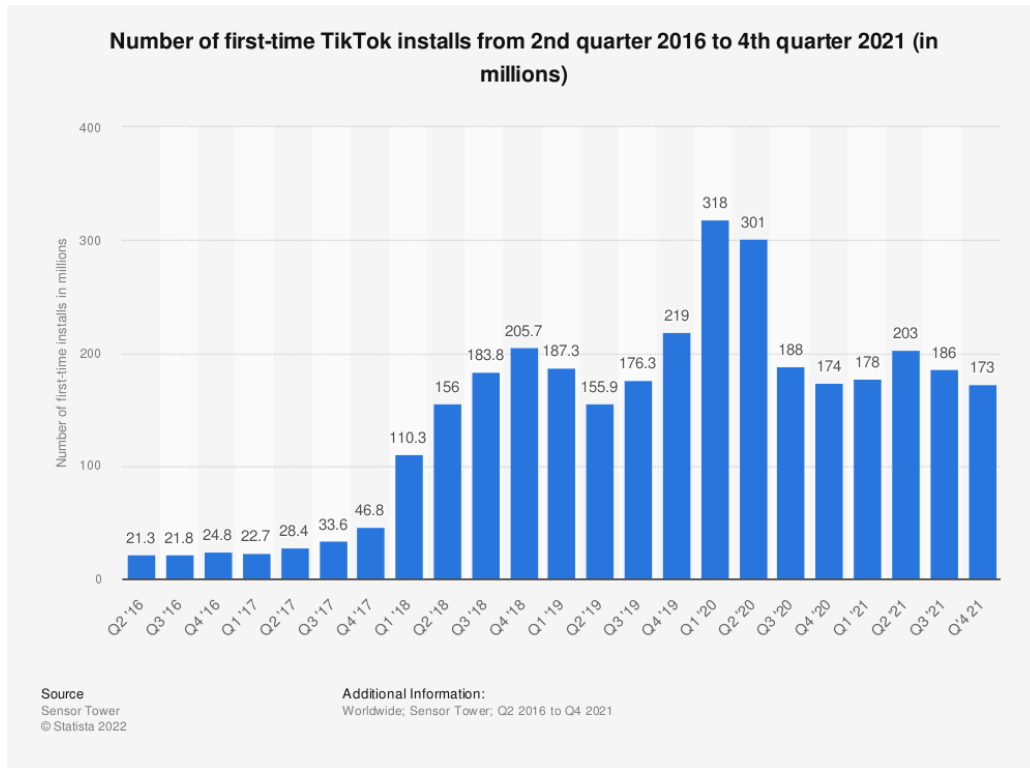
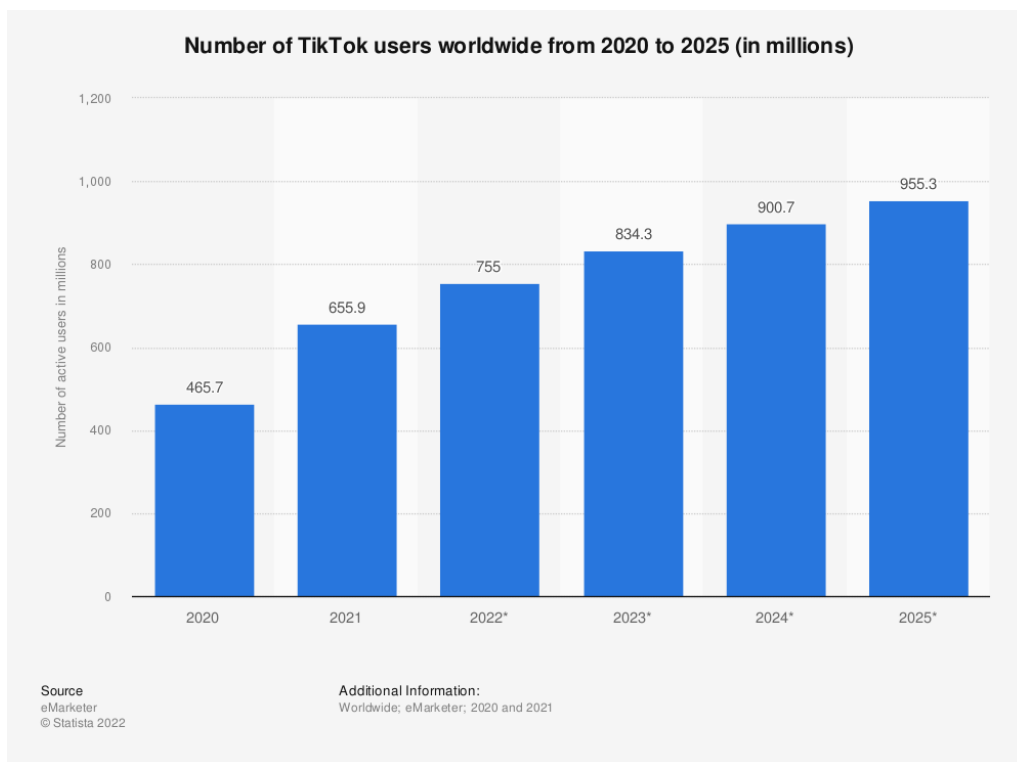


Figure 6 TikTok's performance between 2016 and 2021



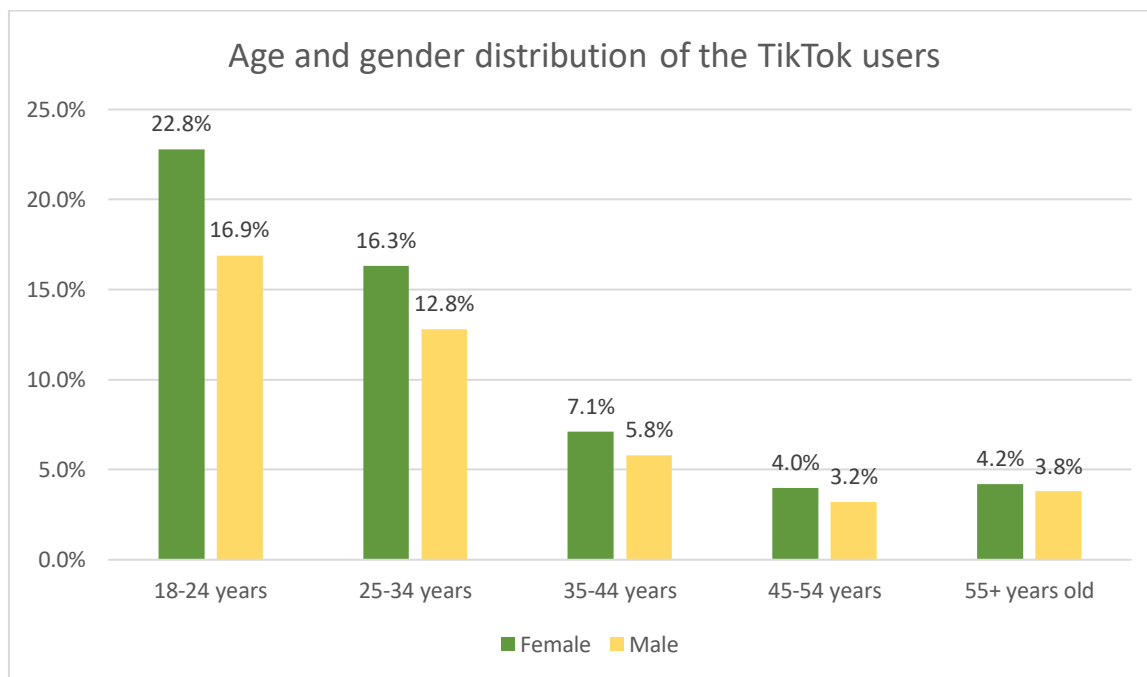
7. Figure Forecast of TikTok users

4.4 The age and gender distribution on TikTok

TikTok has a high number of active users. In numbers 1 billion. Active users are the persons who continuously use the application. 1 in 4 users are below 20 years, so we can assume that TikTok is the app of the Gen Z. The site allows users to sign by the age of 13. The majority, which is 56,2% of the users are female, and the largest share of TikTok's advertising audience³¹ is accounted to the users aged between 18, and 24.

Statistics shows that the majority of the users are between the ages 18-24 years. The females having larger shares in every group as we can see on the diagram below.

Similarly, to YouTube, TikTok also loved by younger generations. As it is newer app, it is more popular in the Generation Z. This group on the other hand is full of under aged users, who meet content, which they should not see. This brings the problem, discussed before, that pranks and challenges have a horrific side, as these young users can't consider the consequences, and possible bad outcomes of those experiments.



8. Figure Age and gender distribution of TikTok

³¹ advertising audience- the group of users who are most likely to want your products or services

As TikTok is a globally famous platform, advertising here is a good marketing choice. This helps brands reach the younger generations. Because it's user number, which is above 1 billion by now, the advertisements can reach around 825 million people in the world.

The demographic data's show that 43% of the applications users are aged between 18-24 years. Most of them are females, so it builds up a good audience for advertising. While the majority of the audience is located in the US³², TikTok ads can reach even the Middle East and Asia. By this means, if you are advertising your brand internationally, here you get a perfect reach.

While investing to TikTok advertisement is out-paying for successful brands, the best results will occur for customers under 35 years, women aged between the years of 18-25, and brands which are targeting to be strongly present in Asia or the Middle East.

4.5 Ads on the TikTok

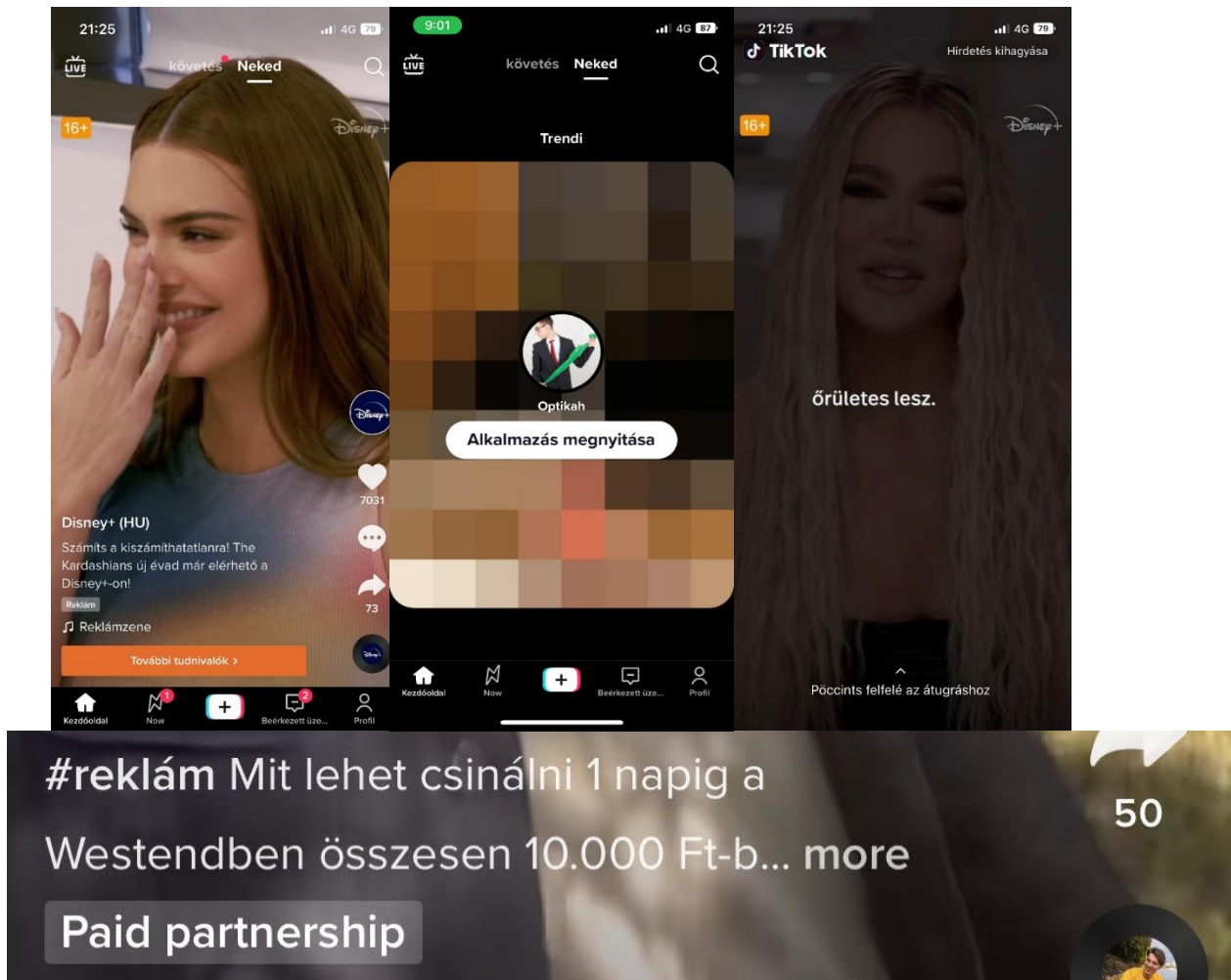
Similarly, to YouTube, we can categorize ads on TikTok BUT, as TikTok is not welcomed in every country, for example it got banned in Pakistan in 2021, and there are some areas where the app is being sanctioned.

Your ads can be created through the TikTok Ad Manager interface. The most popular ad, that comes to us on this platform is video ads. These are ads that appear in you For You feed. It contains 5-60 second full-screen videos, with image, name, and text.

We differentiate spark and non-spark ads. Non-spark ads mean, that anywhere you click on the video, it will get you to the landing page. Spark ads have different functions on different places. The video caption, or the CTA³³ button will get you to the landing page, while clicking on the profile photo, nickname or swiping left gets you on the account page, and a click on the music name, or the music disc will get you on the music page.

³² US-United States

³³ CTA- Call To Action button, a hidden hyperlink that guides you to another site.



9. Figure Collected all from TikTok

Besides from this, you brand can be advertised by hashtags³⁴ and branded effects. These special opportunities give chance to make you brand special. For example, #nike, on someones video, will help the audience know that it is a brand, and if they like it, they will know what they want to purchase.

Branded effect is a way for advertising, using brands's stickers, stickers, and effects. It can highlite the product, and the name as well. Everyone can create their own content with the filter list on TikTok. These kind of videos appear on the For You page.

Setting up a TikTok ad campaign is not complicated. The creating platform will be the above mentioned TikTok Ads Manager, then you will just go through a basic method. First choose your objective. You can choose from three categories between 7 objectives all together.

³⁴ hashtag- a text. or phrase with the symbol „#”, that categorizes the text

Awareness category and inside it “Reach”, is for distributing your ad to the highest number of persons possible.

Consideration category includes “Traffic”, that opens specific URL, “App Installs”, drives the audience to install your application, “Video Views, helps your advertisement to be played as many times as possible, and “Lead Generation” uses an instant form of collect leads.

The third category is conversions. Here conversions drive actions on your site, such as purchases and subscriptions. Catalog sales on the other hand are dynamic ads based on the catalog of your product.

After you found your objective, the thinking about the name and budget of the campaign can be started. It should be recognizable, and not longer than 512 characters. The budget can be set as “No Limit”, daily, or lifetime budget. TikTok is currently beta testing a budget optimizing feature, that suggests the lowest cost binding strategy. After the name, the ad group should be placed. Placement onto TikTok, means placing in-feed advertisements onto the For You page of users.. News Feed App placement means advertisements in other apps from the TikTok family, apps such as, TopBuzz, BuzzVideo or NewsRepublic. The pangle placement means appearing in the network of TikTok audience. The easiest placement method is Automatic placement which means, that TikTok automatically optimizes the ad delivery for you.

Tik Tok recommend Automated Creative Optimization for new advertisers. This feature let’s TikTok can generate automatically combinations of your videos, images, and ad texts. Just as YouTube, TikTok also gives the opportunity to set your target audience. You can select between gender, age, location, language, interest, behaviors, and device details. For example, if you choose users based on their interest and behavior, you can tick between the following criterias:, baby, kids & maternity, education, financial services, automobiles, personal care & beauty and so on.

We already set the budget of the campaign, but the budget can be also set for the different groups. Set if it’s daily or lifetime budget, and indicate the starting and ending date. Under the section of Dayparting, you can set the time, based on your time zone, when your ads are played during a day.

Next the optimization and bidding strategy should be set. The campaign objective should determine if your goal is conversion, clicks, or reach. The bidding strategy can be bid cap, where CPV³⁵, CPC³⁶, or CPM³⁷ can be chosen. Cost cap means setting an average in order to achieve optimized CPM. Finally lowest cost strategy uses a so called ad group budget in order to make the possible maximum number at the price which is the lowest. Your delivery type must be chosen. It can be accelerated or standard. Accelerated delivery helps to spend your budget in the fastest possible way, while standard functions as dividing your budget evenly over the campaign dates you schedule.

³⁵ CPV- Cost Per View

³⁶ CPC- Cost Per Click

³⁷ CPM- Cost Per Mille

Finally create your ad by first choosing a format, like image, video or spark ad. If you stick with only TikTok, your ads can be video or spark ads. While TikTok is the main platform, it is in a family with other apps like, BuzzVideo. If you already have the ads, you can add it, or create a video in the Ads Manager. If you are aware of your spending, the good news is that, TikTok research shows using the TikTok video editor can decrease CPA³⁸ up to 46%. Create your own thumbnail, or choose between the default ones. Enter your link and text, check out the preview of your ad, and add relevant tracking links, finally click on the Submit button and you are ready.

After it is finished, your ad will be reviewed and then will be published. If you are aged 18 or older, you can promote existing content. It is basically a boost for your account. On your profile, tap the three line icon, then tap “Creator tools”. Pick “Promote”, select the video you want to promote, choose your advertising goal. It can be boost for views, boost for website visits, and boost for followers. Next, choose audience budget, duration, and select “Next”. The final step is entering your payment info and clicking “Start Promotion”.

Apart from the effort you put in creating content, there are minimum budgets that you must invest. The ads on this app are based on a binding model. Costs can be controlled through daily, and lifetime budgets. The minimum budget for campaign level is \$50 for the daily, and the lifetime budget as well. For ad group level the daily budget is \$20 while lifetime budget is calculated by multiplying the daily budget with the scheduled number of days.

The app gives tips, how you should set your budget: With Bid Cap or Cost Cap bidding strategy, the budget should be set at no limit, and daily ad group budget should be set at least 20 times target CPA.

For App Event Optimization the budget should be at least \$100, or 20 times your target CPA, if it is higher than \$100. This method can be applied for Conversions campaigns using the Lowest Cost bid.

As we can conclude so far, TikTok recommends good examples to help considering your spendings. One of these is, Synth Labs Intl. which is a skincare brand, used spark ads to acquire 300,000 views for \$0.32 cost per click. That equals \$96,000 for their ad campaign.

4.6 Types of TikTok content

Now we should consider the possible types of videos or content we can make. A popular type is tutorials, in which I mean that making video to educate or show a guide, how to use your product or service. This can be done in number of ways. You can straight-forward show how to make pancakes, or in a hyper-specific way, how to make pancake in the Hungarian way, or you

³⁸ CPA- Cost Per Action

can show a “hack” to let the audience know something, they did not think about first like, how to make glass frame out of glue.

Next is creating a demo recipe. It can be usefull in a lot of ways, because your brand don't have to sell ingredients, or kitchen furniture. Even if you sell clothes, and someone in the video wears your T-shirt, they advertise your product.

If you currently have no idea, you can copy what others do. Even famous TikTok-ers recreate these videos, like putting an egg into vinegar to see if it bounces, or slicing the base of a white rose and putting it into different coloured glasses of water to see if it changes color.

You can also use your own ideas, if you want to make trend. Every idea was invented some time ago. A good example for that is Levi's, who created the hashtag, buybetterwearlonger. This made them a good ad campaign, and boosted their sales.

If you want to boost your followers, you can try collaborating with others. If someone shares this thought with you, your followers can be shared. This is a point to accept the phrase, “Teamwork makes the dream work!”

Lip-syncing is in the roots of TikTok, so you will not hurt anyone by joining the trend. Also if that is not your type, dancing can be fun and entertainig as well. With lip-syncing you can burst out laugh, just imagine, you advertise a small bag for men, and include the popular phrase from the movie, The Hangover: “It's Not a Man Purse. It's Called a Satchel. Indiana Jones wears one”. It will be hilarious.

If you are creative, you can make a video of your creativity. By this, I mean, for example making a Rube-Goldberg machine that makes something instead of us, for example make coffe, or just turn on the alarm.

You can show a longer process on TikTok by making a time-lapse. This shows for example building, or painting something in a boosted speed video, so we can see the main part of it. Under the video you can play music, or include talking in order to explain what is happening in the video. I personally like these videos, because they are very creative.

Live streaming is an option on TikTok, and it has a different part on the app. In a live video, you have lots of opportunities. The audience can ask you questions, and by answering, it becomes a Q&A, or announce the release of a new product. Followers love seeing what you are doing in the present.

The duet feature let's you cooperate with another user, creating a brand new content by it's video. This type divides the screen, so the original video can run while you express yourself paralelly. There are users who create content for this purpose, by including subtitles with two different colors, and explains which color will he or she reads, and which color is your part.

Your content can be entertaining and useful as well. You can share fun facts about anything, even about your brand. The types of videos you will meet in this group of content, are the “I was today years old when...”, “Fun facts about...”, or “Animals that...”, “Countries with...”.

As a reason of human curiosity, we like to watch facts about the background of things. This can boost your company’s success, if you show something, ordinary people hardly see. This can be the operations of your company, how you produce certain products, or how truckers unload their cargo.

As we know, TikTok has a huge collection of effects, and one of the most interesting is the green screen. It does not require green background of course, but instead it lets your background to be anything, creating a wide variety of exciting video opportunities.

If you like science, you can do experiments while recording it, and adding useful information to it by your words. You can test the laws of chemistry and the physics too, maybe help those, who are not committed enough prepare the experiments. Although it is exciting, the danger is there as well. You can be hurt easily so don’t forget that safety comes first. I saw bunch of videos where people put rubber bands onto watermelons, and then it exploded, or when users pour orbeez³⁹ into toilets which then grow, and flood the house, even the sewage tunnel.

Science experiments even the crazy ones are for boys. Women prefer make up, and it can be a category too. If you like making a good make up, or like making a crazy make up, like turning yourself into a halloween creature, you can time laps it and post it. The audience will love the transformation that shows what you can look like with the effort of make up and time. Somehow people feel a kind of satisfaction by watching time-lapsed videos of transformations.

Everyone is different, just as our taste to content. Some of us love the experiments, or the cooking videos, while others are fond of work out tips, or ASMR⁴⁰. The TikTok is capable to show us a wide variety of content, making sure, that you will see videos you will like, based on the screentime statistics, how many seconds you watch a certain video. On TikTok, you can be yourself. Film anything you like, and post it if you feel, that kind of video would interest you on the other hand. Maybe the video will get some negative comments, but in the main part, it will get to audience with a positive feedback. Just keep trying, and watch the reaction of the audience. If you can cooperate with them, your page will have an excellent reputation.

To understand this last thought, I thought of Forstner Csenge, who is a young TikToker lady, living between Hungary and the US. Her content is loved, and she has almost 1million followers, and this year as she was showing the American Starbucks’s limited new drink, white chocolate shaken espresso, as she expressed it’s name with American accent, the audience went crazy. There are hundreds of duets with #shékeneszpresszó. Despite the neative comments, she continued to make new videos, and as time flies, her espresso incident fades away day by day.

³⁹ orbeez- gel balls, that can grow 150 times their size in liquid

⁴⁰ ASMR-autonomous sensory meridian response. Sounds that trigger neurological response, and gives a satisfactory feeling

4.7 How much money Tiktokers make?

Similarly to YouTube, you can also get paid by being active on TikTok. On average, we spend 68 minutes scrolling on the app, as a viewer, but what is on the other side? Which criterieas should we fulfill in order to earn some pocket money by making videos? Let's discuss it!

On an average scale, on this platform you can earn between 2, to 4 cents after every 1000 views. Creators get paid by TikTok Creator Fund, which was invented to show appreciation to content makers. It is independent from ad revenues, and very encouraging. TikTok invented this fund to give opportunity for emerging creators, to inspire them for keeping their work up, and build their career. In the Creator fund, there is no fixed number of participants, everyone who meets the requirements can be added.

Your funds are calculated on the following factors: The number of your views, level of your engagement, authenticity of your viesw, and last but not least, the ammount of videos you publish.

Applying for the TikTok Creator Fund needs the fulfillment of basic requirements.. The creator must be based in the United kingdom, Unites States, Italy, France, Germany, or Spain. The content maker must be 18 years old, or older, must have the minimum of 10,000 followers, and a minimum of 100,000 video views from the past 30 days. Last but not least, their account must fit TikTok Community Guidelines.

The income you can earn by the Creator Fund, is all based on the number of views. To show specific numbers, if after 1,000 views, you earn 3 cents (I took the average of 2 to 4 cents to be easier), you earn \$30 with 1 million views. At this point, your video can go viral, and by the time you reach 10 million views, the Creator Fund will give you \$300. There is no upper limit, your videos can bring lots of money, based on their number of views.

The creator fund as we can assume gives a small ammount of money, and can not be accepted as a good income for everyday living. Luckily, there are other ways to make money.

First, you can earn by making videos on demand. This means, you create a platform for yourself, where users buy membership in order to see the content. There are many sites for VOD⁴¹, like Netflix, HBO Max, or OnlyFans. VOD has advantages for example, unlike usual TV programmes, here you can watch anything anytime you want. You can choose what interest you, and you will have the opportunity to rewind, or fast forward in order to have total control on the video. In this way, nothing will be missed, and boredom will be prevented.

Similarly to YouTube strategy, your own merchandise can be launched, and your viewers can be inspired to purchase them to be a part of your team. Having a merch equals being part of the family, for example Skye Hitchcock's Chase The Sunset Retro Collection, which has a heart

⁴¹ VOD- Video on demand

warming story. Skye is mother of 3 children, and she posts about their everyday life, and their project, renovating a school bus for living and traveling in it. The bus has the name Boulevard.

Another great example for merch is Tika the Iggy channel, which is about an Italian Greyhound Tika from Montreal. The dog is famous about her unique custom made outfits, and once she was featured in Vogue. Her merch is about doodles of herself in some iconic outfits. The dog became famous during COVID-19, when lockdown prevented the dog from wearing her newest outfits in public, so her owners decided to share them on TikTok. These videos helped people to pass time during the boring lockdown, and the adorable doggy became famous.

The third way to make money on TikTok, is sharing products with affiliate marketing. It functions the best on VOD businesses. By this you can earn commissions. It relies on word of mouth method. Instead of seeing a product on billboard, it is more successful to have someone, recommend a product. The more customers satisfied, the more selling your company can acquire. Consumers want companies, and products, they can trust, but it requires a lot of effort in researching, so these recommendations can save time for the consumers, and boost your company's sales.

Originally, brands reach out for successful TikTokers to sponsor and pay them well, but don't be afraid to reach out for them, and get them to sponsor you. Collaborating with brands can give you benefits, not just financial, but material as well. I used to watch American video gaming, and there were a group, everyone's name started with FaZe. They all had their own YouTube channel at the time, and every one of them drank a vitamin powder called GFuel. This was because the company sponsored FaZe Clan. Not surprisingly, this powder is very overpriced and as I heard, not that efficient, as people believe it is.

If you often live stream, the best opportunity to earn money is receive gifts and tips. Of course it needs encouragement, and I personally would feel shame for asking this, but if you have a lovely audience, they will honor the effort and work you put in.

Last but not least, there is the Creator Marketplace that monitors the influencers and brands in order to match their niches. In this way, the two parties can earn a collaboration.

We discussed so far, how, and by which ways we can earn. The key to success is getting the most followers possible. The chances to earn money can only be fulfilled if our activity is viral⁴².

First your audience is the key for your success. As we discussed, the variety of the users' taste is almost endless. You have to monitor your videos, and base the future content upon the performance of them. For example, if your cooking videos get more attention, than cleaning videos, you must make cooking content to go viral. The more you satisfy your target group, the more famous you get. As a result of increasing views, the videos with this factor will appear on more and more For You pages.

Second your content must be promoted. This can be done as being active on other social media platforms such as Instagram, where you should post a few seconds at least from your

⁴² viral- rapid and wide spread in the social media

video to your story. The key is to be active on all sites you choose to advertise on. Your profile links should be indicated on your pages. I occurred not one cases, when for example, a few second TikTok video led me to the creators youtube page to watch a full video. Keep in mind, that being as active as possible is the key to show, you are loving what you are doing.

Third criteria is the above mentioned regularity. In this sense, not just the audience monitors your page for the newest content, but the TikTok algorithm as well. The site will show your videos on more For You pages, if it is worth it. Of course, you do not have to post every hour, but keep a schedule. Posting regularly, for example daily, 3 times a week, even every Sunday, will guide the audience to visit your page at the given times to check out the fresh content.

Fourth tip, we should follow is the importance of hashtags. When they came out, everyone put unnecessarily lot of it under their content. Now you should just put 3 to 5. In this way, the system can refer what type is your content, and can show it to the best target group to achieve a match. We don't have to overthink, just use some common hashtags to specify your video. For example, if you make a cocktail use the followings: #cocktail, #daiquiri, #rum, #sweet, #recipe.

We must not forget the importance of teamwork. By this I mean the importance of collaboration with others. If you feel someone's has the same taste as you, comment below their video, collab with them. By making friends, you will make audience. You can help each other, as your followers, will then watch both of you.

As a regular TikTok user, you will see the newest trends. Do not miss it, keeping up with the world is an important criteria to keep your busiess going. New sounds to lip-sync to, or new challenges are new opportunities to boost your site.

Interact with your followers, show them you are human as well. A simple Q&A, can bring you closer to the audience. Be yourself, give honest answers, but be careful what you are saying, one wrong expression can destroy all the work you put in if you become a subject for public hate.

The list of opportunities to be viral is endless, there are lots of advices to be better. Don't panic, think globally, and enjoy the work. You don't have to make 3 minutes long videos, sometimes short and important details are better, use the CTAs, be creative, make a new trend with your own voice, be the one who gets duetted, and always be happy, and stay funny. Your best shot will be how you express yourself. A good example for this is Khabane Lame, who got famous without saying a word. He duetted videos where people tried to do challenges for example standing up without hands. Than he fulfilled the challenge quietly and showed with hand gestures how easy was that. He is phenomenal.

4.8 Stories of success

1. Charli D'Amelio

The most followed TikToker of all time is Charli D'Amelio. She was between the first ever creators on TikTok in 2019, with her dance videos of recreated and own choreographies. As the app became viral, her videos exploded, just as her followers. Today she has 148,8 million followers, and works with world famous brands, like Prada, or Dunkin Donuts.

Before signing up to TikTok, she was a competitive dancer, and posted actively on Instagram about her dances. Since then, on TikTok, there are vlogs, and lip-syncing videos, but the most views are always on her dance videos. The most popular is her Renegade dance for the song Lottery by K Camp. In 2019 November, she held her first fan meeting, where a VIP ticket cost was \$100. First it made controversy, but soon she clarified, that the price is for the security, and any money left will be donated to charity. On the fan meeting, she recorded actively, which then got uploaded to YouTube, and brought 13 million views, alongside with 9 million subscribers. Charli actively encourages her viewers to donate for children with development disabilities. In 2020, Charlie got the biggest offer of her life, Bebe Rexha invited her through Instagram DMs⁴³ to dance with her on stage.

New York Times wrote about the Hype House, which was formed to bring together the biggest TikTok stars. Charlie and her sister Dixie left the house after 5 months, but stayed in LA in their own home. Charlie since then appears in lots of commercials, for example in the Super Bowl. She created her own clothing brand with Holister, and her sister.

2. Khaby Lame

Khaby Lame is a 22 years old Senegalese immigrant living in Italy. His career started during the pandemic, after he was laid off in 2020 March. Before TikTok he worked as a waiter and in a factory. While the quarantine was present, he started recording TikTok videos.

His channel since is growing, and counting above 152 million followers. He has millions more followers besides TikTok, and is reported to be on track to make \$10 million dollars a year.

To be famous, you must speak English, and this was the biggest problem for him, because comfortably, he can speak only Italian. However Lame overcome this barrier, by staying quiet. In most of his videos, Lame stays silent, using only expressions, props, and gestures. He said, "It is accessible to more people than if I would make my videos in English. I speak a universal language that everyone understands." He believes, it's his superpower, to know this "common language" with humanity.

⁴³ DMs- Direct messages

First he made fun of simple TikTok trends, duetted magic tricks and life hacks, where he busted them. He used the chance, that we study better by showing rather than explaining. It would be harder to explain a magic trick, so showing what is behind can be more accepted.

Lame keeps himself as a proof for others, that no matter where you came from, you can follow your dreams. He wakes up every morning and do what he likes. He strongly fights to teach us, to not pay attention on others. Chase your dreams, even if somebody says, you can not make it.

3. Bella Poarch

Bella Poarch is Filipino woman, who got famous for her cute face, and lip-syncing videos. It is hard to tell personal informations about her, since on social media platforms she indicates to be born in 2001, while her other statement is that she served in the US Navy, back in 2015. Her real name is a question as well, because on Facebook, she appears under the name Taylor Nariee, and on her navy pictures, she has the name tag “Taylor”. Bella was adopted to a military family, this is why she served in the navy. At the age of 13, she moved to Texas with her family, and often got bullied because she was Asian. This resulted as she fights against Asian racism, and speaks on behalf of Asian Americans.

She started TikTok in 2020 April, and got famous in 4 months. Since then, Bella gained around 105 million followers, or more altogether on YouTube, Instagramm, Twitter, and TikTok. Her surprisingly sudden fame can be realated to the “M to the B” video. It was the number one most viewed TikTok video for months. Currently the video counts 732 million views. She is a full-time social media influencer, so advertising with her face should be a good business. For a sponsored video in TikTok Bella receives around 30 thousand dollars, while a sponsored Instagramm post makes her between 13thousand, and 23thousand dollars.

5. The Twitch

5.1 First steps

Twitch was launched in 2007, under the name of Justin.tv. It was created by four friends, where the name founder Justin Kan streamed his activities IRL⁴⁴ all day long. The audience loved this, so the creators made the site into a public live-streaming platform. The site offered many categories for streaming, but the gaming was the one that exploded at the time, so streamers focused on creating gameplays. As a honor of the success video game streamers Justin.tv changed the name to Twitch.tv. This happened in 2011, and since that the sites dominates the world of live gaming and esports⁴⁵. The site took of in 2014, when people logged on to Pokemon Red. Twitch generated so much internet traffic, that the company decided to rebrand Justin.tv Inc.⁴⁶ into Twitch Interactive. For years, the main activity was streaming games, but now it is expanding into entertainment and music streaming as well. The name came from the expression twitch gaming, with the meaning of rapid pace games that rely on the reaction time of the user.

As Twitch became popular, Google, and Amazon realized it's potential, and rumors have started about one of them acquiring the site. Google has failed the deal of \$1 billion, as they already owns Youtube, the main competitor of Twitch. Twitch then got purchased by Amazon for \$970 million and now is a subsidiary. The CEO remained Emmett Shear. The deal was considered risky for Amazon, but as time passed, Twitch remained profitable over time, so the gamble was a win. Despite being able to watch Twitch without an account, many users decided to create one as a reason of benefits. The development of the expanding community can be related to the ease of the site use. It is a "piece of cake" to set it up, and compatible on different devices, like PC⁴⁷, mobile, PS⁴⁸, and Xbox.

In 2016, the developers added the "cheering" feature, a function that allows us to purchase Bits⁴⁹. This virtual currency can be donated to your favourite streamers to honor their work. Later Prime Gaming was released. This feature gives benefits, like extra emotes, and the ability to monthly subscribe for a streamer.

⁴⁴ IRL-in real life

⁴⁵ esport- watching online gaming similarly to sporting events. Gaming can be in organized tournaments, where participants, and teams can compete against each other.

⁴⁶ Inc.-incorporated, means a legal separate entity from its owners and shareholders

⁴⁷ PC- Personal Computer

⁴⁸ PS-Play Station, a gaming console from Sony

⁴⁹ Bits- virtual currency, used to support streamers and creators

5.2 Problems

As a global platform, it is not unsurprising, that Twitch had to face problems. such as copyrights, harassment, hate speech and so on. The site keeps fighting against these issues, and updates their policy regularly. Luckily, users started to cooperate with these rules, and for example, streamers moderate their chat, so users who break the laws of the site can be banned.

In 2021 October Twitch was cracked up by an anonymous hacker, who released data, like payout of the best streamers, the plan to launch a competitor site for Steam, under the name of Vapour, and the source code. The site has confirmed the breach on Twitter, and after examinations, ensured that no passwords were leaked, and apologized.

Besides the problem of unnecessary databreaches, Twitch has to face with competitors. Although it is the king of streaming platforms, Facebook Gaming, and Youtube Gaming can put up the fight, to challenge Twitch, but so far they are all unsuccessful.

5.3 What really is Twitch about?

Twitch can function as a social media platform, because it brings together streamers. They can meet other streamers who has the same taste for certain category of games. If streamers would like to make contact with each other, they can DM⁵⁰ others, by sending a “whisper”⁵¹.

This platform influences the life cycle of games. While some games earn less interest as time passes, some games can stay on board, and improve user numbers continuously. For this the great example is Fortnite, or GTA V. Fortnite was released in 2017, while GTA V, was released in 2013. Both games are considered old, in this rapidly developing world, yet they are still famous. The success of these games can be related to keeping up with demand. People are fond of new things, and as the developers release updates regularly, players are always interested in playing them. On the other hand, the site is capable of reviving games. Retro games are welcomed as older generations love to watch pieces from their youth.

Developers try to keep the gaming community together, so every year in autumn, there is a Twitch Con event, in California, in 3 days, where broadcasters can meet sponsors, participate in workshops, celebrate the community, and get informed about all the new changes.

If you are thinking of starting a Twitch channel, you should note, that every start is hard, even this one, as it is about appearing live. Get used to talking on your own, talking to a microphone. The most important is enjoy what you are doing. Make your content with passion, and pay no attention on negative comments. First you must love what you are doing, only then, will others love your work.

⁵⁰ DM-Direct Message

⁵¹ whisper- The direct message function on Twitch is called like this

5.4 The age and gender distribution on Twitch

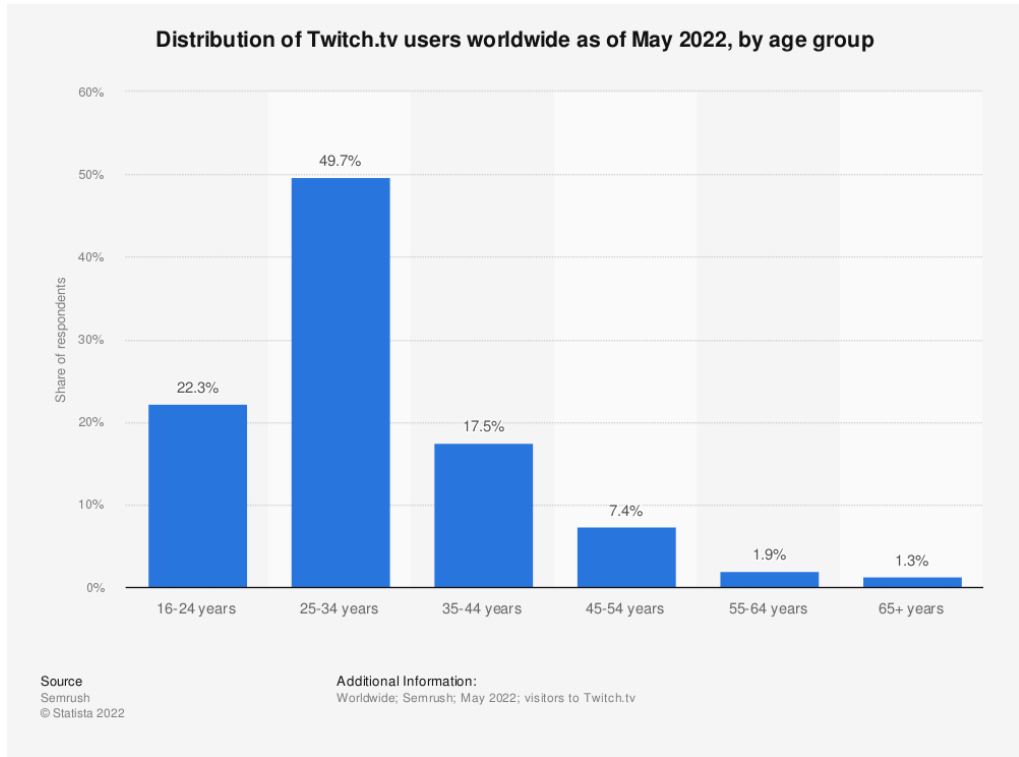
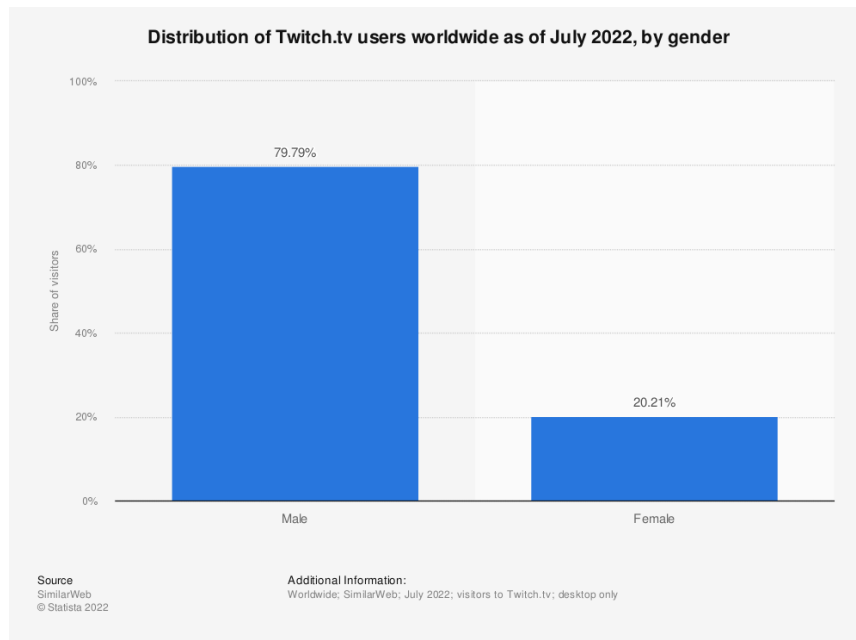


Figure 10. Figure Age distribution TikTok 2022



11. Figure Twitch gender distribution 2022

The gender distribution of Twitch can vary over time, as the streamers change their content based on gameplay trends for example. Back in 2017, 83,5% of the users were male, and in 5 years, now it is just 79,79%. As gaming is a male dominated activity, the superiority is not surprising. Although, there are female streamers, they are watched by men in the first hand. The number of female gamers is low, but it shows improvement over time.

The age demographics shows an unsurprising data collection. The majority of gamers are considered into the young age groups. Alongside with the technical development, the gaming community has developed as well. People who started gaming in their childhood, keeps doing this free time activity, at least in a reduced way. Growing up cannot prevent us from gaming. Users who started gaming around the 1990s, are likely to play with their child, and improving the community by that.

Twitch pays attention on taking care of under aged users, so they restricted the registration age to 13 years, and everyone below 18, must have parental monitoring to prevent the youth from suffering abuse, or harassment. However, like other famous platforms, children still keep signing up without fulfilling the 13 year standard. Besides from that, these users build the user number, which has a positive effect on Twitch.

5.5 Ads on the Twitch

Every month, 7 million streamers go live on Twitch, and 30 million users visit the site daily. This builds a good opportunity for brands to reach community in real time.

Twitch requires to know your audience first to achieve brand collaborations. This requirement stands for knowing the community behaviors and values. Streamers can receive payment for running advertisements, after they reached Partner of Affiliate level.

To become a partner, in the last 30 days, you must stream at least 12 different times, must stream altogether for 25 hours, and have at least 75 viewers while streaming.

To become an affiliate, you need slightly different criteria's to meet. In the last 30 days, you must make at least 500 minutes of live content, in at least 7 different days, have 3 viewers on an average in every stream, and have minimum 50 followers.

The advertisements appear before the streams, and during the streams in ad breaks. The mid-roll⁵² advertisements is not obligatory for the streamer, they can choose, if they hold a break, in 30-180 seconds, with mid-roll advertisements, they can disable pre-roll⁵³ ads, and by that, new viewers won't see any ads when joining.

⁵² mid-roll- advertisements during a live stream

⁵³ pre-roll- advertisements before a live stream

Twitch offers a wide variety of chances for brands to advertise. It can be sponsorship, brand partnership, or site integrations. Leaderboard placements, homepage headliner, or display ads can be set in order to pop something up for users as they scroll down.

The ads must match community guidelines, and must incorporate the brand's name, company logo, as they are being related to the products being sold.

Brands must cooperate with streamers. The two parties have to make a way for advertising, and sponsorship, where the way to showing it to the audience feels natural. Organize your brand to show experience, or excitement. The streamer will manage to boost your products fame and take up the fight with the rivals.

As Twitch reaches the audience globally, 64% of users purchase a product recommended by influencers. This number is growing, so we can conclude that the ads on this platform, and advertising on Twitch is effective.

5.6 Types of Twitch streamers

As Twitch is mainly about gaming, we should examine the different types of games, but before that, let's have a few words about the types of streamers we can be.

First, single game streamer, who plays one game to the audience, who are also interested in just one game. As these streamers focus on one game, they eventually become professional in it. Audience here is sharing the same passion with the streamer, and they will watch the streams to learn tactics, information's about the game, or just simply be entertained. For this purposes, Valorant, League of Legends, or Fortnite can be great.

The opposite of single game streamers is variety streamers, who play a wide range of different games, for the audience, who are interested in, regardless of the actual game. In some cases, these streamers play multiple games in each stream, and this category often collaborates with each other, getting together their fans, and improving each other's follower camp. This category is popular these days, and if you are interested, you can look up TheVR, Nessaj, Fyrex, and yeahunter's collaboration. They are forming a team of Twitch so far, that it became an entire team, named Hard Mode.

The next category is IRL streamers. They prefer streaming real-life activities rather than video games. Twitch includes IRL streams in the "Just Chatting category. This category covers a wide variety of chances to show. Some often do a make-up, while for example my favorite in IRL, is watching someone playing with Coin Pusher⁵⁴.

⁵⁴ Coin Pusher- A physical game machine which requires coins to be threw in, and it has a moving slide, that pushes the things inside to a box below

Music streamers play music for the audience. It can be found in the Music category. As it can hold all the different types of music, mixing, playing a guitar, singing, et cetera, the music category is the most lurked of all. Audience mostly use this feature in the background while they are doing something else, for example cleaning, or ironing.

Funnel streamers are the ones, whose focus is to direct traffic to other platforms, where they offer subscription-based content. These creators still earn money from Twitch, but for example Onlyfans offer them more income, and more freedom in the content management. In this category, you can also find dance, and ASMR videos.

The last category is Casual streamers. They go live, whenever they feel like it, don't talk, and do not have face camera. The average viewers watching them is less than 5, and they earn no money as they don't meet the criteria's to be partner, or affiliated.

There are 43 criteria's, on which we can base on our taste. These labels can offer the chance to be detailed what you like. Some groups are similar but differ on a point. For example, FPS⁵⁵, and TPS⁵⁶ are both shooting games, but the game displays the player from two different views.

5.7 How much money streamers earn?

To earn money, you first have to be an affiliate. Twitch holds many chances for us to earn money. We can categorize the chances into 5 groups. These can be the followings:

Offline sales can be used to redirect your audience to a page different from Twitch, where they can buy your services, or products. It is unique because this way of earning money does not take place on Twitch. The streamers with a stable follower camp, usually develop their own brand, design their own merchandise, so follows the common idea to use your fame for making purchases.

Ad Kickbacks means receiving money, in a percentage form from ad revenue, after ads have been played on your channel. Twitch ads function similarly to YouTube videos. The revenue varies between channels, but this feature sure is an easy way to earn some money.

You can also earn money, by creating extra content, or releasing content for those, who are willing to pay a monthly subscription for it. Subscriptions can give the users benefits. These benefits can be defined by you, the creator. You can define the tiers of the users, and the perks, each tier can have. Also, the subscriptions can be used as gift. As a Twitch affiliate, you must note, that the monthly payouts, you receive from subscriptions, are just the half of your total revenue. Twitch likes to keep the other 50% for itself. Although, this way does not generate much money, it provides benefits for users, so it worth it.

⁵⁵ FPS- First Person Shooter, for example the game, Call of Duty

⁵⁶ TPS- Third Person Shooter, for example the game, Tom Clancy's The Division

Donations can be received from your audience via the application called PayPal. This app lets us to conduct payments between each other, without having to fill long money transferring data's on our online bank.

Last but not least, our income can come from the above discussed internal currency, we can buy via cash, and tip at any moment during the stream, which is called as Twitch Bits. These Bits are often displayed as animated emojis. One Bit worth only around 1cent, but as users tip hundreds or thousands of them at a time, it adds up. Bits are the most discreet way to honor the work of our beloved streamers.

Unlike other social media sites we discussed, Twitch varies in the sense of income in a wide range as it depends on lot of factors. The income is influenced by the donations, Bits, subscriptions, ads, and the partnership you are in, affiliate, or partner. An average full-time streamer earns an average of \$3000-\$6500 per month. Those who reached the minimum \$100 payout, regularly earn \$25-\$130 a month.

Considering that, the minimum amount is \$100 you have to earn, as Twitch keeps 50% cut for itself, you have to earn 40 total subscriptions to be able to cash out your earnings. Those who reached Partner status, have significantly higher value in entertainment, and larger viewer camp, than affiliates. These factors ensure that partners secure higher payout every month from Twitch.

Advertisements can make on an average \$250 per month, subscriptions give a more stable, reliable income every month. Tips and donations can vary, as it depends on the users. As Twitch divides the mutual income with the streamer, on an average viewer, who purchases 4 months subscription for \$20, and buys 1500 Bits for \$20, the streamer will earn \$35. This is calculated as subscriptions usually divided into 50%-50%, donations, as they are made through a 3rd party, go fully to the streamer, and Bits give \$0.01 to the streamer, so for example a viewer buys 100 Bits for \$1.40, Twitch will earn \$0.40.

5.8 Stories of success

Twitch is unique, as here the ranking list can rapidly change, due to the change in the view hours. Twitch fame is sensible, as if your content is boring, the watched hours will decline. Of course, the first 3 place is always more stable, and cannot change in seconds, because the differences between streamers mean millions of followers.

1. Ninja

Tyler Blevins is the number 1 Twitch streamer, a highly paid YouTuber and e-sports player. He is from Illinois, and started streaming back 2011, on Justin.tv, later he moved to Twitch.

He played early-access⁵⁷ games on Steam, first H1Z1, and then PUBG⁵⁸. In 2017 he joined to a gaming team, called Luminosity Gaming, as a Halo player. Blevins won PUBG Gamescom Invitational, in the classification of third-person squads. His popularity began to grow, after he started to stream Fortnite, and as the game's popularity expanded, he grew with the fame.

As 2022 data's show, Blevins's net worth is currently \$40million. He can thank this to the exclusive rights deals, that he decided to sign over all these years, for social media platforms. Ninja had been numerously sponsored all these years, with popular brands, such as Red Bull, PSD underwear, or Uber Eats. If that's not enough, he met world famous footballers, like Harry Kane, or Neymar Jr.

As he stuck with Fortnite on Twitch for years, this September he decided to use multiple social media sites, and stream other games alongside Fortnite, like Scarlet Nexus. Blevins is very good in gaming, and he is very lucky. His luck can be seen as, after he got married, his wife helped as she became Ninja's manager. The woman said, Blevins wasn't responding professionally for business emails, as he did not capitalized letters, and used emojis.

2. AuronPlay

Raúl Álvarez Genes, is currently the second most famous Twitch streamer. He streams Mario Kart, Minecraft, and Rust for over 14.1 million followers. As he is from Spain, he streams Spanish. Auron is also popular on other social media platforms, like Instagram, Twitter, or YouTube. He first got famous on YouTube, with gameplays, then he moved to Twitch to stream gaming instead of recording it.

In 2018 the president of FC Barcelona reported him, after Genes tweeted negatively of Neymar, who left Barcelona at that time. After Auron went to court, he reported, the judge decided "not to bring the complaint to formality".

Auron focuses on his career and stands on multiple legs. He has stable income from YouTube, TikTok, Twitch, and Instagram. His estimated net worth is around \$11 million.

⁵⁷ early-access- A function, available with paid subscription. This function gives the opportunity to play with a game days before it is released

⁵⁸ PUBG- PlayerUnknown's Battlegrounds

3. Rubius

Rubén Doblas Gundersen, is a Spanish streamer, who got famous on YouTube for his funny gameplays, vlogs, parodies, and challenge videos. His channel is Spanish speaking just as Auron's channel.

Rubius had a tough childhood, he was born in Spain, moved to Norway, and back to Spain. He spent the teenager years moving between Norway and Spain, and made lots of friends, who shared the same passion for gaming with him. He started gaming with SNES⁵⁹, and later joined the online gaming world, where he managed to make more friends.

Gundersen first got his fame on YouTube, after he gained popularity, and followers, he started his Twitch channel, which is going up to these days. He plays a wide variety of games, of racing, adventure, and fantasy.

His net worth is around \$7.89 million. This comes mainly from YouTube and Twitch. In addition to those earnings, he sells his own merchandise, and has numerous of appearances in games and movies.

6. Community guidelines

The goal of these rules are to protect the community, to define what is prohibited to publish, and what is not.

It is prohibited to spam, steal data, share sexual content or nudity, show, or say anything, that can harm children, internet harassment, inciting hatred, shocking or violent content, fake information about COVID-19, selling, or advertising firearms.

It is unavoidable to protect everyone, even with strict and punctual rules, but if we comply with them, everyone can be a part of making a safer world our children.

⁵⁹ SNES-Super Nintendo Entertaining System

7. Hungary

As an active user of the social media, I feel, that we should not conclude this research, without having some thoughts of Hungary. I grew up in the IT world, it is part of my life, and until I did not speak English, I watched Hungarian YouTubers.

Hungarian streamers, and YouTubers are far from reaching international audience, as Hungarian is not a world language, just as the fact, that the audience is not enough to let them reach the level of English-speaking gamers.

There are numerous creators from our country, who managed to succeed, and be able to give up every day works to fulfill this dream job. I would like to explain one example for this.

TheVR was a determinate channel for my teenager years. I grew up on their videos, and also grew with the channel. It is run by two Hungarian men, Fábíán István, and Komzsik János.

They started in 2013, with their first channel “TheVR”. The theme of the channel changed over time. First as their name shows, they focused on Virtual Reality games. They started a tech channel in 2014, called “TheVR Tech”, where they are showing the technical backgrounds of their work, tests the newest gadgets, softwares, and consoles up to these days. They now have their original channel with 814 thousand subscribers, the Tech channel with 430 thousand subscribers, and a channel with 488 thousand subscribers, called “TheVR Gaming+”, where they upload their Twitch streams.

The guys today are acting on the whole gaming world. They are loved by the fans, and thanks to them, Pisti, and Jani have attended numerous events in the world. Every of their trips, are being recorded as a vlog, and gets uploaded on YouTube, so we can share the experience. They were abroad for example on TwitchCon, Gamescom, or E3. They are currently one of the most famous creators in Hungary.

The guys also enrolled on Instagram. First, they did not understand the usage of it, but eventually realized how this platform is important for the followers, now they have 341 thousand followers.

The TikTok is also taking part in their life. It did not give that much hesitation as Instagram. They signed up a little more than a year ago and used it to show highlights from their videos. Currently they have 319,8 thousand followers and 4,7 million likes.

In 2016, they realized the importance of improving, so they decided to focus their activities on streaming games, rather than the normal YouTube uploading format. Currently most of their activities takes part on Twitch, which has around 550 thousand followers, and an average of 2-3thousand viewers. They go by an everyday schedule. It means, every weekday, there is a VR Happy Hour from 8:30-9:30, which is about talking, chatting, discussing news from the world, like FIFA World Cup in Qatar, or the population of earth

surpassed 8 billion. From 13:00-17:00 they stream gameplays, usually one game, and the most trending. Recently, they played GoW⁶⁰ Ragnarök, and NFS Unbound.

Pisti and Jani are modest gamers, apart from typical successful youtubers, the guys never show anything from their everyday lives, we don't know, what car they drive, or what mobile they have. They have been sponsored many times through these years, some partnerships exist until these days. Some sponsors, they worked together with are for example: Coca Cola, Lenovo, LG, Microsoft, Samsung, Pringles, Ubisoft, and ASUS.

8. Summary

In 1983, researchers did not even think, what they invented. The internet opened a new world for us, as it gives infinite opportunities for humanity to spend time, research, or work. The online world pushed the society away from physical work, and the usage of certain items, for example newspapers. We should be very thankful for the existence of such an useful system.

However, the digital world can be dangerous. Most of us put it to good use, but don't forget the crime, and danger of phishing. No one should ever forget, not to tell personal data, and confidential information to anyone. We must consider phone calls as well. If it starts with an odd number, never answer it. Keep your credit, or debit card information for yourself. If someone asks it, don't fall for it. Banks, or any financial facilities, never ask you to tell these kind of information's through phone. If someone calls you, and offer something, turn it down, as soon as you feel, the "too good to be real" feeling. Last but not least, never fall for e-mails, or messages, that demands you to pay, if it is not actual.

Our modern gadgets often filter information, and for example, as our e-mail, must be given on many pages, it is unavoidable to receive fake messages, or advertisements. Fortunately, emails are strongly filtered, and most of them, which are unnecessary, lands in the spam section.

YouTube has grown from a little site for sharing home videos into a global video sharing platform, which can provide stable high income, as a result of passionate work. Because ages are passing, the age distribution is changing, as the generations will be filled with ones, who grew up in the modern tech world. I would not be surprised, if someday the age distribution diagram become horizontal.

YouTube is a site, where we can do anything, as long as it doesn't break community guidelines. On this platform, everyone can try, what fits them the best, how they can be successful, and build online career. If you manage to get on board, your career can speed up incredibly. After gaining thousands of followers, you can start advertising, designing your

⁶⁰ GOW- God of War game series

merchandise, and search for sponsors. Don't forget, YouTube pays for views, not subscriptions, so if your video gets hot, you will manage to earn more and more bucks.

Don't panic on making videos. Try out other types of content. You can vlog, record a gameplay, do a review of a certain product, you use for a while. Always search the joy in making videos, never pay attention on negative comments. Try to improve and find the best fit for your channel.

YouTube is key element of the world. It has its importance for ordinary people, and businesses as well, because it is a site, that provides the best opportunity to reach everyone. We can use different types of advertisements on the YouTube, it depends only on the budget. By carefully planning your advertisement strategy and offering something for people to put it into good use, your investments can return. As the site is perfect for finding our taste for videos, in what are we good at, like vlogs, gameplays, reviewing items, it can be also perfect for firms to find their target group.

Earning money by becoming a YouTuber is not for everyone. First, you must be an extrovert, you have to give your heart and soul for the audience. Becoming a successful YouTuber requires hard work, time, and luck. After you record the raw footage, it has to be edited, an intro should be included, you should always have ideas on your mind, to be fully entertaining. If these instructions are fulfilled, you can start to earn money. Note, that always plan ahead, if you want to quit your current job to become a YouTuber, and you have enough subscribers to ensure a stable income, always have back up plans, have other sources of income. Ads, and sponsorships pay well, and starting your own brand is the best idea to boost your income. Having your own merchandise is the best and most popular way you can think of.

TikTok fought its way up to the top. It formed from a small Chinese app, Douyin, into a global video sharing platform. Studying from the failures of Musical.ly, TikTok became the best short video sharing platform, which is a huge step forward, as its ancestors failed from time to time. The site is still developing, although it is not welcomed in every country. It also requires the creator to be extrovert, and if you can comply with this feature, and show something to catch views and appear on the "For You" pages, you will manage to make friends. A friendship can be started easily on TikTok, with a duet, or just with a DM.

As YouTube and TikTok are namely have a huge amount of young audience, mainly TikTok has negative effects on users. Trash talk, and problem in behavior as a result of seeing controversial content on the app is the smaller thing. Dangerous pranks and challenge videos are showing bad example for kids and putting a big task in front of parents to pay attention on their children. In the future, we must highlight the priority of parental control systems to make a better, safer life for our families.

Being a TikTok-er can be out paying, if you pay attention of using your cards wisely. Although, you get paid after every 1,000 views, don't forget to have back up sources here too,

for boosting your earnings. Promoting, paid partnerships, and having your own brand or merchandise is a good tactic on TikTok as well.

Twitch started with a good idea, of showing the audience real time activities, and formed into the world's first global streaming platform. This site just as the others have to face problems like copyright, harassment, even hackers. The best advantage of Twitch is the ability to find others who has a similar taste for games and become friends. The majority of the users are under 35 years, as they are the generation of the modern tech world.

Twitch has a unique feature for advertising. The streamers can decide to include ad breaks, so they can earn money. Also Twitch takes the half of the income from subscriptions, and around 30% from Bits purchases. By these actions, streamers have to make their own brands, and try everything to make users avoid supporting via Twitch.

As a result, online content making can be a main job. With enough hard work and passion, we can be successful streamers. For this kind of job, you must love what you are doing, and give your full heart into it. This is a job too. You must work, make content regularly, of course, you will have benefits, like don't have to get up early, or by good sponsors, you can avoid some spendings, but for this, the audience and the sponsors must be amazed. Your channel, or page will not blow up in one day, it requires some time, and continuous interesting content. Always try to be active on more sites, like Instagram, and Twitter, and always work on upgrading your earnings. Do not hesitate to start your own brand. To be an online content maker, you don't have to make big investments. For TikTok, you have your phone, it applies to YouTube as well, but later here you can purchase a more serious camera. Twitch requires a gaming setup, which every gamer have, for being a big streamer, and running serious games while streaming, a gamer PC should be bought, but for ordinary usage a normal PC can be perfect. We can assume, that after you start to blow up, you can invest to give better quality for the audience.

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Közösségi irányelvek

10. List of Figures

Figure 1.: Statista 2022, all values are estimates, Forecast of YouTube users

<https://www.statista.com/forecasts/1144088/youtube-users-in-the-world>

Figure 2.: YouTube age and gender distribution

<https://www.statista.com/statistics/1287137/youtube-global-users-age-gender-distribution/>

Figure 3.: October 2022 data-Own diagram

Figure 4.: October 2022 data- Own diagram

Figure 5.: October 2022 data- Own diagram

Figure 6.: TikTok's performance between 2016 and 2021

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Figure 7.: Forecast of TikTok users

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Figure 8.: Age and gender distribution of TikTok- Own diagram

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Figure 9.: Collected all from TikTok, commercials, and an example for sponsorship

Figure 10.: Figure Age distribution TikTok 2022

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11.: Figure Twitch gender distribution 2022

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