**2014 article about MINECRAFT'S SUCCESS AND LINKS WITH YOUTUBE**

<https://insights.octoly.com/how-love-brand-minecraft-went-from-zero-to-2-5-billion-with-youtube-fans-469f2b398ac9>

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| 1. What is the difference in audience numbers between the official YouTube channel and the fan channels? 2. name some of the biggest Minecraft Youtubers. 3. Why are they doing Microsoft a favour? 4. Explain the relationship between Minecraft and YouTube. 5. Why do you think Minecraft fans are referred to as the Minecraft community? 6. What sort of Minecraft videos are available on YouTube? What does this show about modern media?   7) What is Mojang's reaction to the mass of Minecraft content on YouTube?  8)What would be a recent example of a 'love brand' ?(one that consumers are in love with)  9) Do fans just do it for love?  10) What does this article tell us about the character and power of modern media audiences. How does this relate to audience theorists such as Clay Shirky and Henry Jenkins.  11) How does David Hesmondhalgh fit into all this? | YouTube has helped make Minecraft “a global phenomenon.”  Minecraft’s official YouTube channel had 183 million total views. For most channels, this would be considered a brilliant success. Views from Minecraft’s fan channels, however, totalled **31 BILLION views**. That means that of total views of **videos about Minecraft on YouTube, 99.4% of them were of fan videos**.  Minecraft is one of the main topics for YouTube videos  It's not so much the official Mojang YouTube site but videos created by fans.  Today these videos are still among the most widely watched  **Some of the biggest Youtubers were big Minecraft (PewDiePie, Yogscast, DanTDM, Skydoesminecraft - Adam Dahlberg 1.6m subscribers).**  These video 'walk-throughs' are basically free publicity for the brand. It saves official companies like Microsoft ands Mojang a lot of money in terms of marketing and promotion budgets. **Microsoft's marketing budget for Minecraft is therefore zero**.  Confirms **Henry Jenkins ideas on Fandom** summarised in the phrase **'if it doesn't spread it's dead'**  So Minecraft and Youtube are interdependent, interconnected. There is a **symbiotic** (=eco-dependent) relationship between the two.  **On average, the top 50 games on YouTube (in terms of views) had 96% of views come from fan videos. But Minecraft was off the chart. Furthermore, Minecraft’s 31 billion views of fan videos was almost 3x that of the second- and third-place games, Grand Theft Auto (11.8 billion views of fan videos) and Call of Duty (9.7 billion).**   From the start, the game’s culture encouraged players to share, collaborate, communicate, and even offer the developers ideas on how the game should evolve. They did this through forums and other platforms, but since sharing is so visual, **YouTube became the primary platform for sharing and community-building outside of the game itself.**  Apart from walk-through videos, another popular genre is the **parody** (= comic imitation) video. This is where fans use the game to copy, reinvent and remix their own versions of popular scenes from films and music videos. It shows how a product can take on a life of its own and how i**ntertextuality** is such a key part of modern media products.  e.g take a look at “Hunger Games Song — A Minecraft Parody of Decisions by Borgore (Music Video)” by the №6 Minecraft YouTuber, TheBajanCanadian, who has 4.2 million subscribers. This video has been viewed 40 million times:  Mojang, the company who develop Minecraft, are now owned by Microsoft but they remain in control of its development and production. They are a small Swedish company with only 40 employees. (2014). **They are relaxed about users producing parody versions and extending the game with their own designs, mods (modifications) and narratives**. For them, this audience involvement helps to promote and spread the brand. **The game's success depends on its online community of fans and its Youtube presence.** (Clay Shirky, Henry Jenkins)  In 2014 **there were 147,000 creator channels with Minecraft videos.** The rate of increase is truly notable.  Minecraft is an example of what is becoming known in marketing circles as a “**love brand.”** Much like NYX and Sigma, fans love these products so much that they become evangelists (= preachers for an ideology or religion) and create videos about them.  However, while creators make their videos because they’re passionate about the products, **they make the videos better when they’re rewarded with money, because they can spend more time and effort on them.** As with any performance art, sport, or creative endeavour that people would love to get paid to do — like play basketball, act, or be a musician — they will always do it because they love it. But they can spend more time doing it better if there’s money involved.  In this case, because of the advertising dollars creators are making from YouTube, Minecraft has been able to help build an army of promotional experts about their game. **And instead of Minecraft/Mojang paying the fans to make these videos, YouTube and Google AdWords are picking up the tab. In the process, Minecraft has become one of the best-selling video games of all time.**  According to Joe Pulizzi of the Content Marketing Institute, “Every Minecraft user who posts on YouTube or works to develop an online community with their friends is building an audience (just like media companies do). For Mojang (makers of Minecraft), this is all **free marketing**.”  It’s a brilliant strategy. |