

INTRODUCING...

The man more famous than Rihanna

HIS VIDEOS HAVE HAD BILLIONS OF VIEWS AND HE CHATS BRUNCH WITH TAYLOR SWIFT. SO, WHO THE HELL IS PEWDIEPIE?

Never heard of the bloke?
Read this...

Let's start simply: Felix Kjellberg, better known as his online alias PewDiePie (rhymes with cutie pie), is a Swedish YouTuber who, in 2010, started filming himself playing video games in his bedroom and commenting on them. Now – according to the numbers – he is the most famous person in the world. Felix's videos have been viewed 10 billion times – there are “only” 7 billion people in the world. He has 40 million subscribers to his channel – his Swedish homeland has a population of 9.5 million. In 2013, Felix, 25, overtook Ri-Ri to have the most viewed YouTube channel of all time. He's twice as big as any individual account on YouTube, including Zoella and 1D. But Felix's gaming skills are only part of his popularity...



The whole world loves you, mate

Love him more than cake?
Read this...

PewDiePie may have a duck-obsessed Bro Army the size of Argentina (for real), but the Swedish gamer is going mainstream – over 1,400 people queued to meet Felix at a London book signing on 18 October (which seems curiously old-fashioned for a YouTuber), he lives in Brighton with his girlfriend Marzia Bisognin, 23, and makes videos with Zoella and Alfie Deyes. He's also launching a horror series, *Scare PewDiePie*, with the creator of *The Walking Dead*. It's set to be the jewel in the crown of YouTube Red, the website's new subscription service. Despite this – and the millions he has made – Felix is actually very fame-shy. Luckily, he granted *heat* one of only three interviews to promote his new compendium, *This Book Loves You*. Here's what he had to say....

Where did the idea for the book come from?

My fans. I did a tweet where I made fun of inspirational quotes and it was one of the most popular things I tweeted. They made it into funny cute pics, and I thought, “I have way more of these I'd like to do.”

Isn't a book old-fashioned for a YouTuber?

I don't think so – it's really cool to give something to my fans that they can hold. There's

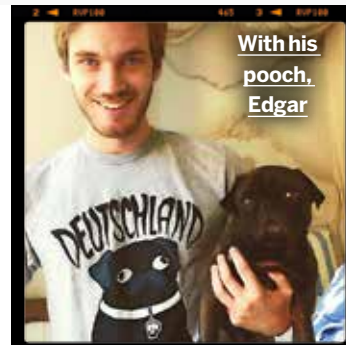
something special about it. It might be old, but it's a winning concept.

What piece of advice would you like everyone to hear?

I like, “Don't be yourself, be a pizza, because everyone loves pizza.” It's true.

You and Taylor Swift are friends [DMs between them chatting about brunch were leaked when Taylor's Twitter got hacked last year] – what's she like?

I wouldn't say we were friends,



With his pooch, Edgar

but I think she's great! She's really sweet to her fans and I think that's really awesome.

Does having 40 million subscribers freak you out?

Oh my God, yes, obviously! It's crazy to see the number, and it's so hard to imagine. When I do book signings, it really hits me. If that's just thousands, to imagine millions... I can't even do it.

Do you think about all those eyes on you? Do you do your hair especially?

I really should, but I don't. My mum's like, “Fix your hair,” but I don't. I should have a stylist,

but it's still just good old me, with my half-done hair...

Why do you think you're the world's biggest YouTuber?

I think it's complicated, there's a lot of aspects in one mushball. I think my fans would say I'm just a funny guy they connect with.

People say you could bump into a “famous” YouTuber on the street and not recognise them, but that can't be the case with you...

Yes, definitely [they recognise

me]. It's been [like that] for a long time now. It's always a positive thing, it's really fun.

Can you go to the corner shop? Yeah, it's totally fine. I wouldn't go to a mall on the Saturday, though.



Just a (very) few of his fans

So, that's the level of fame? Maybe on a Tuesday, but not a Saturday?

Right... To be honest I probably wouldn't go on a Tuesday.

Is it true you had to move house when fans found out your address?

No. It's been a learning curve for me and most YouTubers that we have to keep things private. I've been lucky, as I never had to move after fans found out where I lived.

You've spoken about not liking the word famous, but you must feel famous...

It's hard not to when so many people recognise me. I can't explain really... it just feels a little... I don't know. There are other things I'd rather classify myself as.

How would you describe your occupation if you were filling out a form?

It's always a struggle. I just put artist. ■ RHIANNON EVANS



“Don't be yourself – be a pizza”