30 Companies Defining the Future of Media & Pop Culture

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Summary

This presentation was put together by **Trung Phan**. Send questions or comments via email or Twitter.

It was inspired by **Blake Robbins'** Twitter thread highlighting the companies shaping the future of media & pop culture.

Blake is a partner at early-stage venture fund Ludlow Ventures. Follow him on Twitter and subscribe to his newsletter on Substack.

Blake, You A Legend!



Blake Robbins @blakeir · May 5

Interesting companies shaping the future of media ar

MSCHF
PIZZASLIME
100 Thieves
FaZe Clan
MrBeast // Night Media
David Dobrik // Vlog Squad
SDMN
Lyrical Lemonade
88 Rising
Yes Theory
NELK
YouTooz
Madhappy
Brud
Brat

61 61 1.1K

Show this thread



Blake Robbins @blakeir · May 5

A couple of others:

Shots
FuckJerry
Misfits
Lunchclub
Food52
Bon Appetit
Crunchyroll
Chinatown Market

10 3 84



Blake Robbins @blakeir · May 5

Replying to @blakeir

Adding a few more:

Hype House
Sway House
Overtime
Genius
OnlyFans
OfflineTV
Barstool Sports
Complex

cc/ @TZhongg @thejerrylu

4 1 116

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Content

1

An Overview

We break down 30 companies defining the future of media and pop culture, dividing them into 8 categories.

2

The Playbook

We describe 9 key strategies these companies are using to reshape the media landscape.

3

Company Analysis

We identify key facts, useful resources, 🔥 videos and other smart content + the "secret sauce" behind these companies.

An Overview

Dozens of hours were spent researching these 30 "future of media" companies. This analysis breaks down what makes them great, and divides them into 7 categories.

SUPER CREATORS

David Dobrik (Vlog Squad)
KSI (SDMN)
Mr. Beast

MEDIA BRANDS

Barstool Sports
Bon Appétit
Complex
Food52
FuckJerry

MUSIC

88 Rising
Genius
Lyrical Lemonade

STREETWEAR/RETAIL

Chinatown Market
Madhappy
Pizzaslime
YouTooz

INFLUENCER HOUSES

Hype House
Lunchclub
Offline TV
Sway House

eSPORTS/LIFESTYLE

100 Thieves
FaZe Clan

VIDEO

Brat TV
Crunchyroll
Nelk Boys
Overtime
Shots Studio
Yes Theory

NO CATEGORY

Brud
MSCHF
OnlyFans

The Playbook

Below are different strategies these companies are using to define the future of media.

CONTENT + COMMERCE LIKE… **Barstool Sports** does with booze (eg. Pink Whitney) **Food52** does with recipes and related cookware	**MASTER THE MEDIUM LIKE…** **Mr. Beast** does by solving Youtube's algorithm **Offline TV** does with Twitch, by streaming daily activities	**SURFACE NEW TALENT LIKE…** **Lyrical Lemonade** does with hip-hop acts **Influencer Houses** do with up-and-coming Tik Tok talent
HUMANIZE YOURSELF LIKE... **David Dobrik** does in his vlogs with the Vlog Squad **Bon Appétit** does with its personality-driven chef shows	**EMPOWER CREATORS LIKE…** **OnlyFans** does by providing new monetization techniques **Overtime** does with special apps for amateur filmmakers	**FOSTER A COMMUNITY LIKE…** **YouTooz** does w/ its customers (direct comms on social) **FaZE Clan / 100 Thieves** do with gaming and casual fans
CATER TO GEN-Z LIKE… **Brat TV** does with scripted Youtube shows **Brud** does with the virtual influencer L'il Miquela	**CREATE HYPE LIKE…** **MSCHF** does with viral stunts (eg. Nike shoe w/ holy water) **FuckJerry** does with viral events (eg. Bloomberg memes)	**OWN A NICHE LIKE…** **Crunchyroll** does with anime and manga content **Complex** does with sneakers and hot sauce

Company Analysis



Embedded Youtube videos only need one click to view

Super Creators

Prolific individual creators that are leveraging the power of Youtube to build next-gen media companies.

David Dobrik: *Recreating Friends and becoming Jimmy Fallon for Gen-Z*

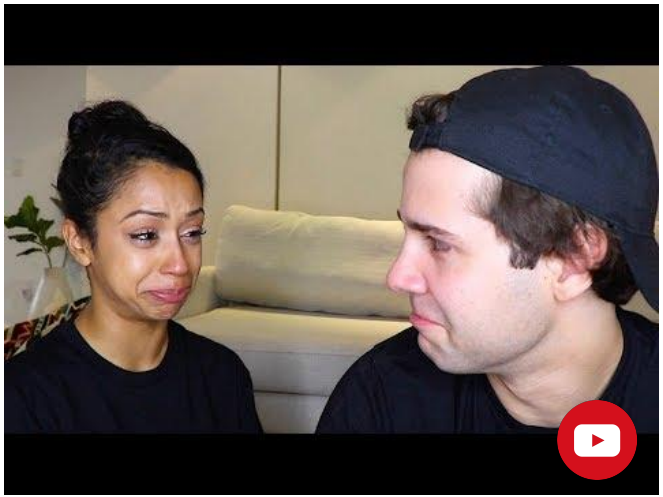
Need To Know

*22 year-old YouTuber w/18m subscribers and 7B+ views
*Started in 2013 on Vine
*Posted first YouTube video in 2015
*Prior to quarantine, regularly posted 2-3x/week
*Videos regularly feature his friends (Vlog Squad)
*All of the videos are 4 minutes and 20 seconds long

Secret Sauce

*Dobrik has recreated the sitcom *Friends* for the YouTube/Gen-Z generation. He directs the daily activities of his friends, consisting of pranks, inside jokes, cute animals, Vine and YouTube stars, real celebrities, and various comedy bit characters
*Is Gen-Z's Jimmy Fallon

"David breaks up with his GF Liza Koshy"



"Surprising people With Justin Bieber"



Year Founded: 2015 | **HQ:** Los Angeles | **Key People:** David Dobrik (& The Vlog Squad)
See More @: Youtube, Instagram, Twitter, Tik Tok | **Read More @:** Blake Robbins, The Verge, Wiki

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KSI: *Rapper, actor, boxer, personality leading YouTube group SDMN*

Need To Know

*26 year-old British Youtuber w/ 30m subscribers across two channels
*Started making video game commentary videos but transitioned into lifestyle, music, comedy (5B+ views)
*In 2013, started a group with 7 other British Youtubers called Sidemen (SDMN); this group has over 8m subscribers
*The group sells merchandise, hosts events and has launched a mobile sports game
*KSI has expanded into rapping and boxing (doing two fights with American Youtuber Logan Paul)

Secret Sauce

*Serious multi-hyphenate talent

KSI Ft. L'il Pump ("Poppin'")



KSI vs. Logan Paul



Year Founded: 2010 | **HQ:** UK | **Key People:** JJ Olatunji (aka KIS)
See More @: Youtube (KSI, JJ), Youtube (SDMN), Shop | **Read More @:** Menshealth, SCMP, Wiki

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Mr. Beast: *Mega-Youtube Star Known for stunts + philanthropy*

Need To Know

*22 year-old Youtuber w/ 35m subscribers and 5B+ views
*First video posted in 2012 (about Minecraft) with video experimentation from 2014-17 (120 videos posted before getting to 1000 subscribers)
*First viral breakthrough is a video titled "Counting To 100,000 in One Video"
*Since then, has released countless viral videos that Blake Robbins describes as "extreme acts of generosity and/or outrageous experiments."

Secret Sauce

*Youtube rewards total watch time. Mr. Beast has mastered **"Jenga Storytelling"**, videos where the viewer knows the outcome but is motivated to watch all the way through

"I gave $200k to people in quarantine"



"Last to remove hand, gets a Lamborghini challenge"



Year Founded: 2012 | **HQ:** N. Carolina | **Key People:** Jimmy Donaldson (Mr Beast), managed by Night Media
See More @: Youtube, Instagram, Twitter, Shop | **Read More @:** Blake Robbins, Business Insider, Wiki

Media Brands

Multimedia platforms that have mastered the digital content+commerce playbook and created very lucrative businesses.

Barstool Sports: *Sports, comedy and entertainment powerhouse*

Need To Know

*Founded as a gambling blog in 2003 (Boston)
*Sold majority stake to The Chernin Group in 2016; acquired by Penn National Gaming in 2020 (valued at $450m)
*Revenue is ~$100m
*Has spun out a successful podcast network (*Pardon My Take*, *Call Her Daddy*)
*Ability to spin out merch based on content (eg. Pink Whitney alcoholic drink)
*Controversial content

Secret Sauce

*Content perfectly aligned with loyal audience that will watch, listen, buy anything they create
*Dave Portnoy, Barstool's fearless leader who stands down to no one







PRESENTED BY Cash App



Year Founded: 2003 | **HQ:** New York | **Key People:** Dave Portnoy, Erika Nardini, Big Cat, KFC
See More @: Website, Youtube, Instagram, Twitter | **Read More @:** Vox, Fortune, Wiki

Bon Appétit: *1950s food mag successfully makes digital transition*

Need To Know

*Owned by Conde Nast, the Bon Appétit brand has been around since the 1950s
*Its Youtube channel was launched in 2012 and now has 6m subscribers while its Instagram has 4m followers
*The Youtube channel is very popular with "hands-on" cooking tutorials as well as personality-driven original content (*Andy Explores*, *Making Perfect*, *Alex Eats It All*)

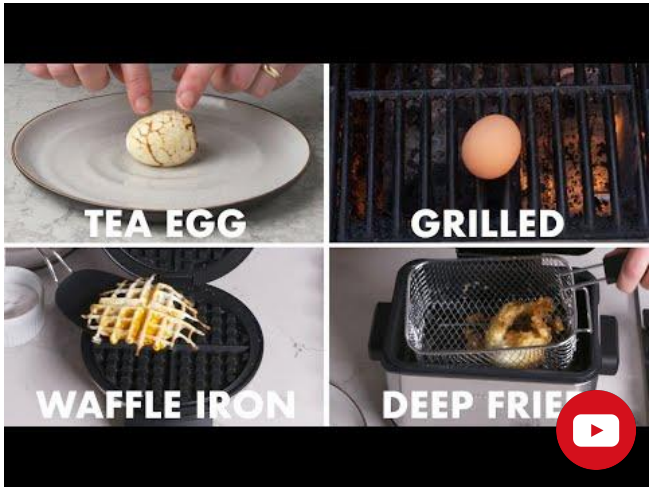
Secret Sauce

* Per investor Jerry Lu:
1) Successful adaptation to digital
2) Humanization of brand
3) Cultivation of fandom

***It's Alive*: "Making sourdough bread"**



"Almost every way to cook an egg"



Year Founded: 2012 (YouTube) | **HQ:** New York | **Key People:** Adam Rapoport, Andy Baraghani, Molly Baz
See More @: Website, Youtube, Instagram | **Read More @:** Jerry Lu, Wiki

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Complex: *Sneakers, food, style, sports, pop culture, music*

Need To Know

*Founded as a youth culture magazine by fashion guru Mark Ecko
*The magazine discontinued at the end of 2016 and now the Complex networks serves up content (style, food, sneakers, music, pop culture) across its channels (eg. 5m Youtube subs)
*The company does $200m a year in revenue (15% from commerce)
*Acquired by Hearst (50%) & Verizon (%50) in 2016 for ~$300m
*Sells $10m/year in hot sauce (*Hot Ones* show)

Secret Sauce

*Ability to spin up popular web shows (*Hot Ones*, *Sneaker Shopping*, *Everyday Struggle*, *Complex Closet* etc.)

Hot Ones
w/ Zac Efron



Sneaker Shopping
w/ L'il Wayne



Year Founded: 2002 | **HQ:** New York | **Key People:** Rich Antoniello, Sean Evans
See More @: Website, Youtube, Instagram, Twitter | **Read More @:** WSJ, Axios, Wiki

Food 52: *One-stop shop (recipes + equipment) for cooking*

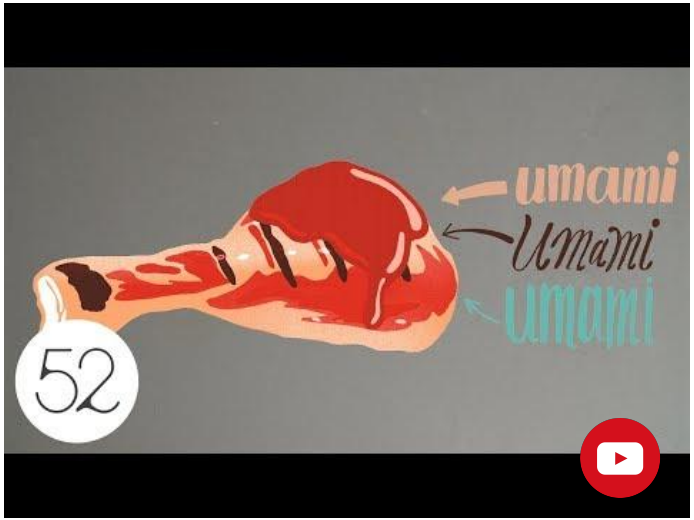
Need To Know

*Amanda Hesser (trained cook) worked for NY Times, where she penned 750 food articles
*Together with Merrill Stubbs, Hesser launched Food52 (recipes, community, home goods shop with 5000 SKUs)
*Website get millions of page views a month (+ 2.7m followers on Instagram)
*Does about ~$50m in revenue, with 3/4ths coming from the home shop
*In September of 2019, The Chernin Group made a $83m investment in Food52 (at a 9-figure valuation)

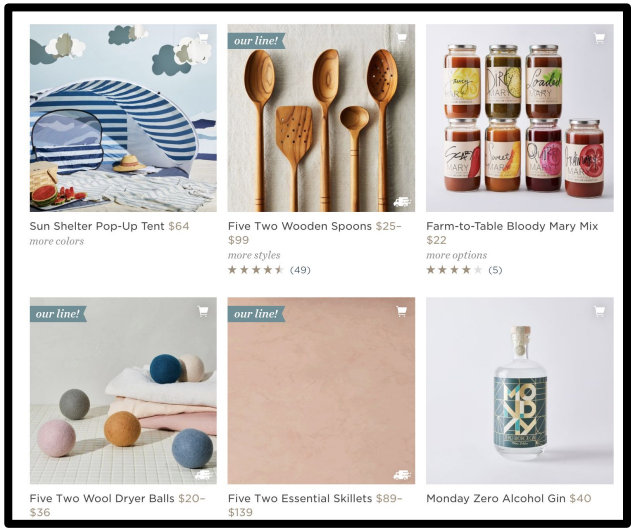
Secret Sauce

* Incredible marriage of of content + commerce
*Treat emails like magazines

"How to freestyle BBQ sauce"



Food52 Shop



Year Founded: 2009 | **HQ:** New York | **Key People:** Amanda Hesser, Merrill Stubbs
See More @: Website, Youtube, Twitter, Instagram | **Read More @:** First Round, PR Newswire, Wiki

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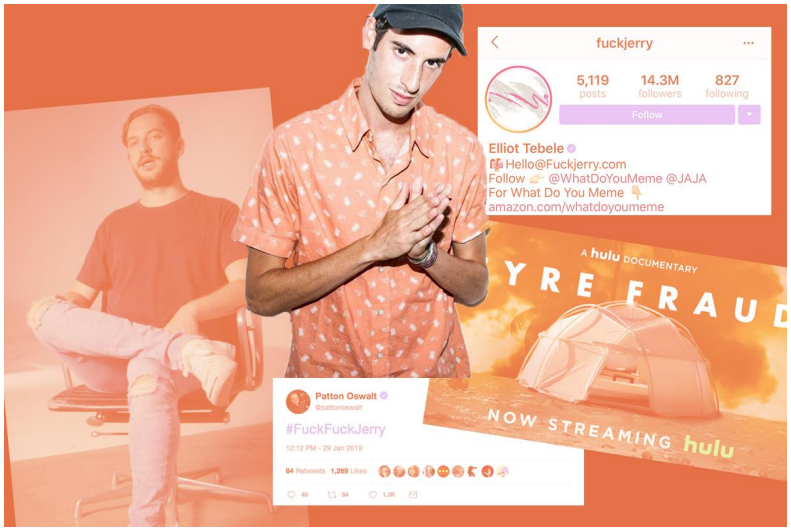
FuckJerry: *"Social First" aggregator of funny internet memes*

Need To Know

*Elliot Tebele started a comedy Instagram account (FuckJerry), that has ballooned to 16m followers
*The business has expanded to over 20 different Instagram accounts, with 40m+ followers
*Business grown into ad agency, merch, board games…
*...but also complete disasters like Fyre Festival
*Part of "Bloomberg memes"
*In February 2019, Tebele wrote an open apology in response for a history of stealing other people's content without attribution

Secret Sauce

* Grew from huge first mover advantage as one of the only meme accounts in Instagram's early days







Year Founded: 2011 | **HQ:** New York | **Key People:** Elliot Tebele
See More @: Instagram | **Read More @:** Forbes, The Verge, Medium, Wiki

Music

Companies using music as a foothold into larger media offerings.

88 Rising: *Asian-focused record label & multimedia firm*

Need To Know

*88 Rising is an Asian-American focussed hybrid management, record label, video production, and marketing company
*4.4m subscribers on YouTube
*The group's first viral hit was Rich Brian's song 'Dat Stick' in 2016
*The label reps dozens of Asian-Americans artists and has collaborated with top-tier artists such as Ghostface Killah, 21 Savage, XXXTentacion

Secret Sauce

*Mastering the art of creating pop-culture crossovers between East & West

"Rappers react to Rich Brian's 'Dat Stick'"



Year Founded: 2015 | **HQ:** New York | **Key People:** Sean Miyashiro, Jaeson Ma, Rich Brian
See More @: Youtube, Twitter, Instagram | **Read More @:** Rolling Stone, Paper, Vice, Wiki

Trends.co

Genius: *One-stop shop for song lyrics & music knowledge*

Need To Know

*Website started as collection of lyrics focused on hip hop
*It expanded to other genres (pop, literature, R&B) and tried to "annotate" the internet
*8.3m subscribers on YouTube
*The company is now re-focused on music and produces original content like *Between The Lines* and *Deconstructed*
*The company has also moved into live events and merch
*A Spotify collaboration displays Genius lyrics for specific tracks

Secret Sauce

*Deep repository of lyrics, making it the go to site for music fans (249th most popular website in world)

Between The Lines

Famous people explain lyrical references that are made about them



Deconstructed

Artists break down the meaning behind their lyrics



Year Founded: 2015 | **HQ:** New York | **Key People:** Tom Lehman, Ilan Zechory, Mahbod, Moghadam
See More @: Youtube, Twitter, Instagram | **Read More @:** Fortune, Wiki

Trends.co

Lyrical Lemonade: *Multimedia firm specializing in hip hop videos*

Need To Know

*Cole Bennett founded the company while still a high school student (Chicago)
*The site started posting live recordings of up-and-coming hip hop artists ("Soundclouders")
*Biggest breakthrough was with late rapper Juice Wrld's "Lucid Dreams" (>500m views)
*Has also worked with Eminem, Kanye, Wiz Khalifa
*Additional ventures include merchandise (eg. Jordan Brand collaboration) and a branded music festival

Secret Sauce

*The ability to surface up-and-coming hip hop artists (eg. L'il Pump)

Juice WRLD's "Lucid Dreams" (>500m views)



Year Founded: 2013 | **HQ:** Chicago | **Key People:** Cole Bennett
See More @: Youtube, Twitter, Instagram | **Read More @:** Fox, Genius, Wiki

Streetwear/Retail

Apparel and retail companies that have cracked the code on how to make physical goods go viral.

Chinatown Market: *Cult fashion label that sells to the masses*

Need To Know

*Founded by Parsons Design School drop-out Mike Cherman
*Named after New York's bustling Canal Street area
*Cherman worked in the custom-gear team at Nike
*Inspired by "elevated" brands from Korea and Japan

Hits

*Secured licensing rights to the *Acid House* smiley face
*Crossovers w/ Crocs, Vans, Puma, Converse, Timberland
*Bootleg Frank Ocean/Nike Swoosh sweater
*Custom Converse for Lebron

Secret Sauce

*Build a community by making popular streetwear that is affordable and accessible (eg. sells at Urban Outfitters)













Year Founded: 2016 | **HQ:** Los Angeles | **Key People:** Mike Cherman (Instagram)
See More @: Online Shop, Instagram | **Read More @:** High Snobiety, SCMP, The Hundreds

Trends.co

Madhappy: *Selling happiness (and mental health) with hoodies*

Need To Know

*Company's founders dubbed Madhappy the "optimistic lifestyle" brand
*The brand sells 11 "basics" and does occasional exclusive collabs / drops
*Most sales come via mobile but brand also known for pop-up shops in NY and LA
*Brand promotes mental wellness in-store & online

Hits

*Basic hoodies / sweats popular with celebrities

Secret Sauce

*"We wanted to try to create a very optimistic and positive brand in a time we thought a lot of brands were very negative and closed off." Co-founder Peiman Reif

Madhappy.





Year Founded: 2017 | **HQ:** Los Angeles | **Key People:** Peiman Raf, Joshua Sitt
See More @: Online Shop, Instagram | **Read More @:** Forbes, Fashionista

Trends.co

Pizzaslime: *This apparel brand is winning on meme-inspired merch*

Need To Know

*Started as music blog
*One of the of the 2 founders blacked out and bought the URL "Pizzaslime"
*Started making amateur photoshops and then random t-shirts that got attention
*The duo love Drake
*They are friends with a high-profile DJs (Diplo, Riff-Raff, Skrillex)
*Viral clothing drops worn by Kardashians, Ryan Gosling Lady Gaga and Miley

Hits

*"Rick Ross" torso shirt and
*"Drake Tears" coffee mug
*Crocs collaboration

Secret Sauce

*Humor is instilled in all of their products
*Limited production runs











Year Founded: 2014 | **HQ:** Los Angeles | **Key People:** Nick Santiago, Matthew Hwang
See More @: Online Shop, Instagram, Tik Tok | **Read More @:** High Snobiety, USA Magazine, Vice

Trends.co

YouTooz: *Collectible figurines of popular internet figures*

Need To Know

*Funko is a company that sells ~$700m a year in vinyl collectibles for adults (think Star Wars or Marvel figures); YouTooz is framed as "Funko for YouTubers"
*YouTooz launched in early 2019 by Austin Litman, former ecommerce dealer
*The vinyl figurines retail for $30 and are a great way to support creators

Hits

*Partnership with Youtube Gamers Misfits
*Mr. Beast drop
*Limited Arthur drop

Secret Sauce

*Very community driven, communicating with customers on Twitter and Instagram via threads/DMs









Year Founded: 2019 | **HQ:** Canada | **Key People:** Austin Litman
See More @: Online Shop, Instagram, Twitter | **Read More @:** Dailystar, TubeFilter

Trends.co

Influencer Houses

Before, we had the Mickey Mouse club. Now, young and talented creators co-live in mansions and create endless content for their fans.

Hype House: *~20 top Tik Tok influencers living in an LA mansion*

Need To Know

*Mansion hosting ~20 Tik Tok content creators (comparable to David Dobrik's Vlog Squad or Jake Paul's Team 10)
*Hype House has 15.7m followers on Tik Tok
*The group's success has led to legal disputes around "use of trademark" between notable members

Secret Sauce

*"Consistency is huge. I treat it like a job. I wake up, plan my content out for the day, and film at least three videos a day. Post frequently on all platforms, be yourself and be passionate. People love that." House member Alex Warren

"Welcome To Hype House"



Tik Tok Video Compilation



Year Founded: 2019 | **HQ:** Los Angeles | **Key People:** Addison Rae, Tomas Petrou, Chase Hudson
See More @: Tik Tok, Youtube, Instagram | **Read More @:** Forbes, NY Times, Insider

Trends.co

Lunchclub: *Comedic Youtubers that game and podcast*

Need To Know

*Started as a podcast
*Group did a Twitch live stream of Minecraft in an effort to raise money for their ventures; they raised $25k to do video projects
*The group now does podcasts and Youtube videos with decent followings on Twitter (265k) and Instagram (254k)

Secret Sauce

*Pretty funny dudes

"Who is Lunch Club?"



YouTube Video w/ 4m Views



Year Founded: 2019 | **HQ:** California | **Key People:** Carson King, Charlie Dalgleish, Cooper
See More @: Youtube, Instagram, Twitter, Spotify | **Read More @:** Youtube.Fandom

Trends.co

Offline TV: *Reality TV for the Twitch-streaming generation*

Need To Know

*Offline TV members are Twitch gamers (eg. League of Legends)

*They have legions of fans watching their gaming streams, but more recently started streaming regular IRL daily activities (drawing,chatting,eating)

*Because members are live streaming their lives, there is countless hours of content (and even subreddits dedicated to curating best moment

Secret Sauce

*IRL streams help the audience get to know the house members (and filming staff) better, with audience able to interact via Twitch chat

Offline TV House Members



YouTube Video w/ 5m Views



Year Founded: 2017 | **HQ:** Los Angeles | **Key People:** William "Scarra" Li, Chris Chan
See More @: Youtube, Instagram | **Read More @:** Medium, Newsweek

Trends.co

Sway House: *Six top Tik Tok influencers living in an LA mansion*

Need To Know

*Bel-air mansion hosting 6 male Tik Tok creators
*Sway House has 3.2m followers on Tik Tok
*Sway house launched by TalentX Entertainment (partnered with agency ICM and led by CEO Warren Lentz)
*Josh Richards is the biggest star in the group, with 16m Tik Tok followers

Secret Sauce

*Extremely popular individual Tik Tok performers managed by a digital-age talent agency negotiating top-tier brand partnerships

"Welcome To Sway House"



Tik Tok Video Compilation



Year Founded: 2020 | **HQ:** Los Angeles | **Key People:** Josh Richards,Jaden Hossler, Bryce Hall
See More @: Tik Tok, Youtube, Instagram | **Read More @:** Forbes, Insider

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eSports / Lifestyle

Gaming organizations that are leveraging their influence to break into lifestyle, apparel and other forms of entertainment.

100 Thieves: *Gaming & lifestyle organization backed by Drake*

Need To Know

*Founded by Matthew Haag (aka Nadeshot), a former professional Call of Duty esports player
*The organization runs esport teams playing League of Legends, Fortnite etc.
*In addition to gaming, the organization sells branded apparel and operates an entertainment/gaming facility called the *100 Thieves Cash App Compound*
*Investors are Dan Gilbert, Scooter Braun, Drake
*Valued at ~$160 (Forbes)

Secret Sauce

*Merging gaming with merchandise and top-tier celebrities / influencers









Year Founded: 2017 | **HQ:** Los Angeles | **Key People:** Matthew Haag, John Robinson
See More @: Website, Youtube, Twitter, Instagram, Twitch | **Read More @:** Techcrunch, Forbes, Wiki

FaZe Clan: *Gaming & lifestyle juggernaut w/ massive social following*

Need To Know

*Esports organization with apparel, media and influencer marketing arms
*Started as a Youtube channel for Call-of-Duty "trickshots" but has grown into lifestyle content
*Per Taylor Lorenz, company consists of "34 content creators, 15 pro players, 11 hybrid creators" (200mn+ social followers combined)
*Has secured 7-figure sponsorship deals with Nissan and GFuel
*Valued at $240m (Forbes)

Secret Sauce

*Described by its CEO (Lee Trink) as the "Dallas Cowboys meets Supreme meets MTV", Gen-Z has taken to this all-encompassing 21st century conglomerate







Year Founded: 2010 | **HQ:** Los Angeles | **Key People:** Lee Trink, Jimmy Iovine & Offset (Investors)
See More @: Website, Youtube, Twitter, Instagram, Twitch | **Read More @:** New York Times, Forbes, Wiki

Video

Companies building video products for a clearly defined customer niche.

Brat TV: *Nickelodeon for Gen-Z*

Need To Know

*Scripted Youtube shows ranging in 6-25 mins / episode starring teen social media celebs (own all IP)
*The flagship show is *Chicken Girls*, which has also released a film
*Other notable shows include *Attaway General*, *Mani*, *Stage Fright*
*Brat has also produced shows starring numerous teenage TV and movie stars from Disney Channel and Nickelodeon, such as Anna Cathcart, Addison Riecke, Francesca Capaldi, and Emily Skinner.

Secret Sauce

* Fills white space for Gen-Z that wants scripted content (not just memes and short clips)

Chicken Girls



Attaway General



Year Founded: 2017 | **HQ:** Los Angeles | **Key People:** Rob Fishman, Darren Latchman
See More @: Tik Tok, Youtube, Instagram | **Read More @:** Fast Company, Wiki

Crunchyroll: *Streaming service for Anime, Manga & Dorama*

Need To Know

*Founded by a group of Berkeley graduates, Crunchyroll started out as a distributor of anime, manga and dorama videos
*Crunchyroll offers over 900 anime shows, more than 200 East Asian dramas and 50 manga titles to users
*In 2019, the company announced it was making original content
*60 million users
*~2.6m paying $7/month for premium offering ($15-20m revenue)

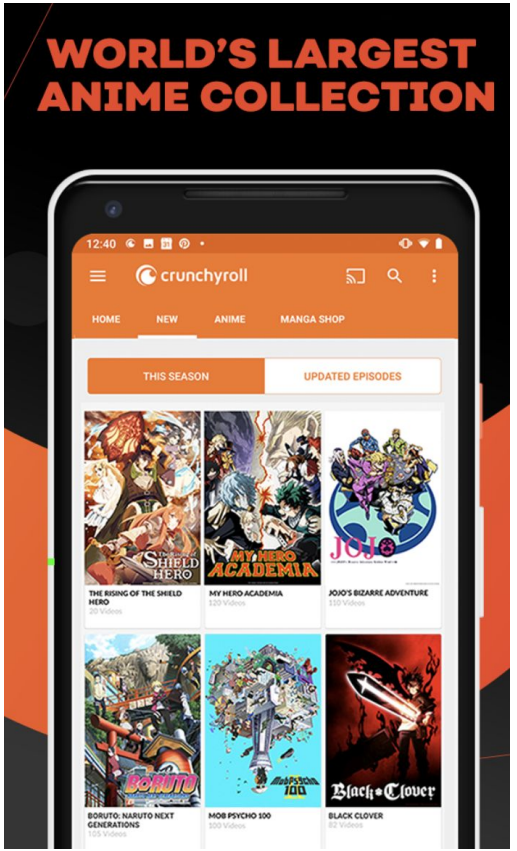
Secret Sauce

*Go-to-source for Anime!

crunchyroll







Year Founded: 2006 | **HQ:** Tokyo, SF | **Key People:** Kun Gao, James Lin
See More @: Website, Twitter, Instagram | **Read More @:** Polygon, Forbes, Wiki

Trends.co

Nelk Boys: *Jackass for the Youtube generation*

Need To Know

*Nelk Boys are a prank group from Ontario, Canada with 4.8m subscribers on YouTube
*The group broke through with a prank where they told police officers that they had "coke" in the back of their car (referring to coca-cola)
*The majority of the group's content is age-restricted and demonetized due to (often) illegal nature of the pranks
*The group have a successful e-comm brand, Full Send, that sells clothes and supplements

Secret Sauce

*Nelk Boys will do ANYTHING to get views

"Most Savage Pranks of 2018"



Year Founded: 2010 | **HQ:** Los Angeles | **Key People:** Kyle Forgeard, Jesse Sebastiani, Steve Deleonardis
See More @: Youtube, Twitter, Instagram | **Read More @:** Dexerto, Couch Guy Sports, Wiki

Trends.co

Overtime: *ESPN for high school athletes (Bball, Football)*

Need To Know

*Overtime is a distributed sports network. Instead of offering content through a single channel, Overtime's programming is available across Instagram, Twitter, Facebook, YouTube, Snapchat, on TV (Sportsnet NY)
*Atlanta Hawks PG Trae Young & NO Pelicans Zion Williamson among athletes that gained exposure
*Fan + original content

Secret Sauce

*Short-form programming provided by a network of paid contributors, who attend games and upload highlights in real-time from their mobile phones using a special app that makes it easy to capture and produce highlights

High school footage of NBA star Zion Williamson



Year Founded: 2016 | **HQ:** New York | **Key People:** Dan Porter, Zack Weiner
See More @: Youtube, Twitter, Instagram | **Read More @:** Variety, SportsTechie, Wiki

Trends.co

Shots Studios: *Data-driven mobile-first video shop*

Need To Know

*Founded by brothers John Shahidi & Sam Shahidi
*The company creates original content for YouTube, Netflix, Instagram, FB, Snapchat, Tik Tok
*Over 20 billion minutes of Shots Studios' content is watched every year on YouTube

Secret Sauce

*Shots has become the creative studio for leading internet celebrities: Anwar Jibawi, Hannah Stocking, Lele Pons, Rudy Mancuso, Juanpa Zurita and Delaney Glazer

Shots Studios



Circle Of Love | Rudy Mancuso

Rudy Mancuso
56M views • 3 years ago



Diego Gets Coffee 2 | Awkward Puppets

Awkward Puppets
189K views • 1 day ago



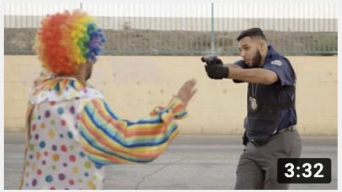
I Have Severe OCD | The Secret Life of Lele Pons

Lele Pons
5.1M views • 1 week ago
CC



Benny Goes on a Treasure Hunt (Part 2) | Benny the Bee

Benny the Bee
27K views • 2 months ago



Killer Clown | Anwar Jibawi

Anwar Jibawi
38M views • 3 years ago
CC

Year Founded: 2013 | **HQ:** Los Angeles | **Key People:** John & Sam Shahidi, Justin Bieber (investor)
See More @: Youtube, Instagram, Tik Tok, Twitter | **Read More @:** Medium, Newsweek, Wiki

Trends.co

Yes Theory: *Inspirational media firm pushing us out of our comfort zones*

Need To Know

*Started in 2015 as a series of challenges among team members (filmed in Montreal, Canada)
*Challenges were designed to push members out of their "comfort zones"
*Early viral hit was a collaboration with Justin Trudeau on Christmas cards to helped support Syrian refugees
*Collaborated with Will Smith on a popular video (bungee jumping)
*They've expanded content into feature length films and documentaries

Secret Sauce

*Inspirational and positive content that appeals to people from all over the world

"We helicopter bungee jump with Will Smith"



Year Founded: 2015 | **HQ:** California | **Key People:** Thomas Brag, Matt Dajer, Ammar Kandil
See More @: Youtube, Twitter, Instagram | **Read More @:** Forbes, Medium, Wiki

Trends.co

Other

Companies that don’t fall into the aforementioned categories (but are, nonetheless, doing very interesting things).

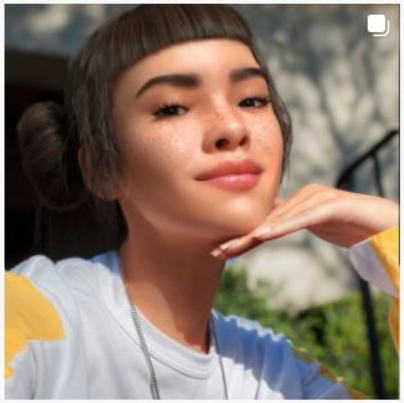
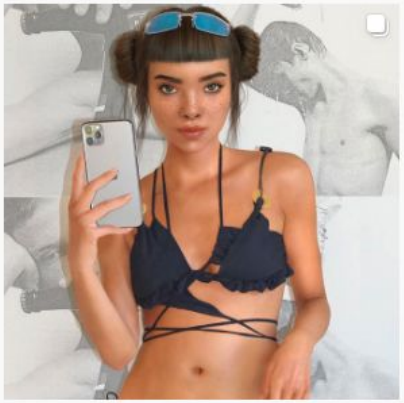
Brud: *The minds behind the world's most famous virtual influencer*

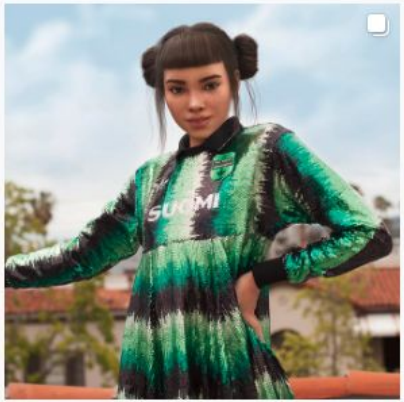
Need To Know

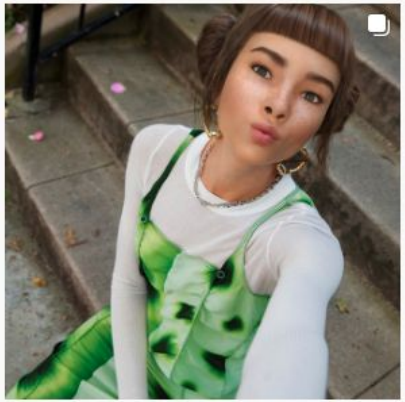
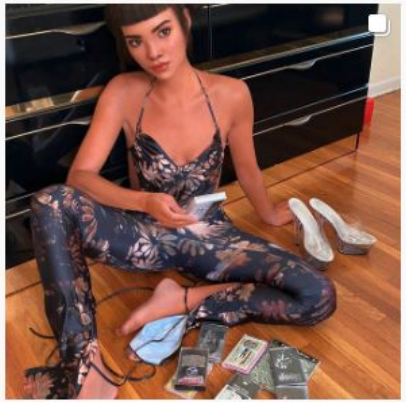
*Brud is the company behind L'il Miquela the world's most famous virtual influencer
*L'il Miquela has 2.3m Instagram and 6.4m Tik Tok followers
*CAA, the world's largest talent agency, recently made L'il Miquela the firm's first virtual client
*Brud launched L'il Miquela's instagram in April 2016
*Brud positions her as the "Gen Z tastemaster" and has already secured partnerships with Samsung, Youtube, Prada and Calvin Klein

Secret Sauce

* Take a look at the photos! L'il Miqela looks real AF!



Year Founded: 2016 | **HQ:** California | **Key People:** Trevor McFedries, Sara DeCou
See More @: Instagram, Tik Tok | **Read More @:** The Cut, Variety, Wiki

Trends.co

MSCHF: *Art collectives that pulls stunts (but says it's NOT a company)*

Need To Know

*This "company" is difficult to classify since it doesn't really "sell" anything
*Group is an art collective that frequently goes viral with innovative stunts

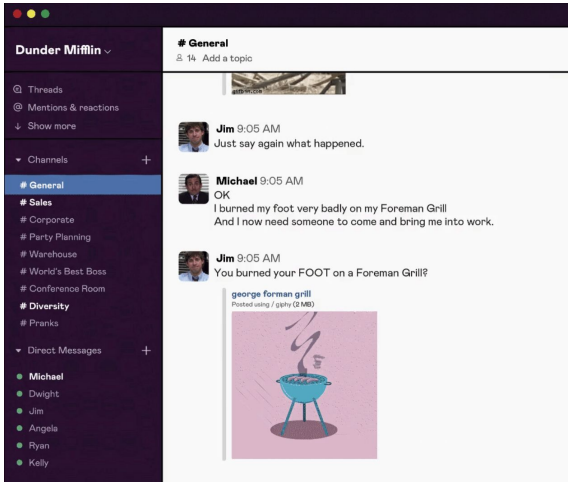
Hits

*Jesus Nike Shoe filled with holy water
*Cuss Collar (a collar that curses when your dog barks)
*Re-creation of all episodes of The Office in Slack
*Cutting up a $30k Damien Hirst painting (and selling pieces for $200k)

Secret Sauce

*The collective has raised $11.5m as -- clearly -- there is immense value in the group's ability to spin up viral events









Year Founded: 2017 | **HQ:** New York | **Key People:** Peiman Raf, Joshua Sitt
See More @: Website | **Read More @:** NY Times, TechCrunch

Trends.co

Only Fans: *Platform allowing (adult content) creators to monetize*

Need To Know

*OnlyFans is a platform that allows content creators (typically adult entertainers) earn money from users (aka "fans") via subscriptions and "pay-per-view" fees
*Increasingly, influencers (eg. fitness experts) are using the platform's monetization tools
*The platform pays out 80% of fees to content creators
*As of May 2020, the platformer has 30m registered users and has claimed to pay out $725m to 450k content creators

Secret Sauce

* "OnlyFans has put X-rated entertainment in the hands of its entertainers. Call it the paywall of porn." NYT

OnlyFans



Year Founded: 2016 | **HQ:** UK | **Key People:** Tim Stokely, Leonid Radvinsky
See More @: Website, Instagram | **Read More @:** NY Times, Buzzfeed, Wiki