



FORTNITE



How Fortnite Changed the YouTube Game



The Measurement Standard for the Digital Video Era | www.tubularlabs.com

FORTNITE

A grayscale illustration of four Fortnite characters in a battle royale setting. In the center, a female character with a headlamp and a tattoo on her right arm holds an assault rifle. To her right, another female character holds a pickaxe. In the foreground, a male character with a beard and a headlamp holds a sword. To the left, another male character holds a pickaxe. They are standing on a pile of loot boxes and weapons. The background shows a hazy, war-torn landscape with buildings.

Over

**50 BILLION
VIEWS**

on YouTube since
the game launched
one year ago

→ **tubular**



Putting that into perspective:

Views on Fortnite related content could qualify it as its own genre, bigger than some mainstream verticals on YouTube

sports

197 B

views

Last 1 year

fortnite

50 B

views

Last 1 year

travel

42 B

views

Last 1 year

fashion

24 B

views

Last 1 year

➔ Where are those 50 billion views coming from?

BRANDS

600 Million Views



INFLUENCERS

49 Billion Views



PUBLISHERS

400 Million Views



Fortnite's explosive popularity created enormous opportunities for brands, influencers and even media publishers, who spotted and adopted the trend

➔ The Fornite phenomenon has changed the game for **gaming brands**

Among gaming brands,
Fortnite's disruptive content
strategy grew the category
30% QoQ

Source: Tubular Labs; Intelligence data as of 9/20/2108



 YOUTUBE

PORT-A-FORT | NEW ITEM

Uploaded 10 Apr 2018

Image credit: YouTube

➔ The Fornite phenomenon has changed the game for **video influencers**

6%

of YouTube influencers have created Fortnite videos.

Of those videos,

over 80%

were from non-gamers



YOUTUBE

Fortnite: ALL 58 emotes and dances + Their real life original refer
[No bonuses]

Uploaded 31 May 2018










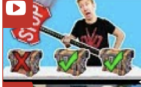



















Image credit: YouTube

It has even influenced Partner Integrations & Monetization

In 2018, Fortnite is the topic of
over 2,000
sponsored videos

Only **2/3** came from
direct Epic Games or Fortnite
partnerships

Source: Tubular Labs; Dealmaker data as of 9/20/2018

| 2,240 Videos | 234 Sponsors | 435 Partners |
|---|---|---|
|  |  Epic Games GAMING US |  Dude Perfect SPORTS US |
|  |  Epic Games GAMING US |  NerdOut! MUSIC & DANCE US |
|  |  Epic Games GAMING US |  nigahiga PEOPLE & BLOGS US |
|  |  Epic Games GAMING US |  Chad Wild Clay ENTERTAINMENT US |
|  |  RoseGold & Black APPAREL & ACCE... US |  Crispy Concorde GAMING US |
|  |  Epic Games GAMING US |  Battle Universe SPORTS US |
|  | 3 Sponsors |  TrueMOBSTER FILM & MOVIES GB |
|  |  Epic Games GAMING US |  W2S GAMING GB |
|  |  Samsung Mobile ELECTRONICS US |  Ninja GAMING US |
|  |  Bongo TECHNOLOGY AU |  Morgz GAMING GB |

➡ And the integration sponsors aren't who you might expect...



Honey
TECHNOLOGY | US



Leesa
CPG | US



MVMT
APPAREL & ACCE... | US



1-800-Flowers....
RETAIL | US



Dollar Shave Cl...
PERSONAL CARE... | US



Blue Apron
FOOD | US



G FUEL®
BEVERAGES | US



Casper
CPG | US

➔ For example: *Dollar Shave Club*

From June - September 2018,
Dollar Shave Club
sponsored:

9 Video Integrations

8 Partners

9.8M Total Views

2.3x ER30 *(above the platform average)*

Launched 26 August, 2018

ABOUT THE CREATOR



The Game Theorists



Aug: Views 47.4M V30 1.8M

ER30 4.7x



All-time: Subscribers 11.2M



YOUTUBE

Game Theory: The RACE to Solve Fortnite's Season 5 Unsolved MYSTERY! (Fortnite Battle Royale)

Uploaded 26 Aug 2018

Views

4.5M



SUMMARY OF VIDEO PERFORMANCE ⓘ

| Views | V3 | V7 | V30 |
|-------|------|------|--------|
| 4.5M | 2.8M | 3.7M | Sep 27 |
| | ER3 | ER7 | ER30 |
| | 2.9x | 3x | Sep 27 |

And it inspired a power-trend that
took the game mainstream

Have you heard about the

**FORTNITE DANCE
CHALLENGE?**



Image credit: YouTube and Eh Bee Family

Eh Bee Family

brought the Fortnite Dance Challenge mainstream in April, 2018, generating

71.8 M Views

They've created 6 more since then

= 172 M Total Views

➔ The Fortnite Dance Challenge (FDC) took the gaming sensation into the mainstream, where audiences welcomed the content



YOUTUBE
The Future Kingz: Clever Fortnite Inspired Dance Routine - America's Got Talent 2018
Uploaded 13 Jun 2018
Views 1.7M

America's Got Talent

The Future Kingz: Clever Fortnite Inspired Dance Routine

1.7 M Views
1.0 M V30
1.8x ER30

Entertainment



YOUTUBE
Professional Dancers Try The Fortnite Dance Challenge
Uploaded 22 Jun 2018
Views 26.3M

Buzzfeed

Professional Dancers Try The Fortnite Dance Challenge

28.9 M Views
18.5M V30
1.7x ER30

Entertainment



YOUTUBE
Teofimo Lopez Jr. celebrates KO with Fortnite dance | ESPN
Uploaded 13 May 2018
Views 346K

ESPN

Teofimo Lopez Jr. celebrates KO with Fortnite dance | ESPN

346K Views
310K V30
1.1x ER30

Sports



YOUTUBE
Cartoon Network Characters Fortnite Dance Challenge | Cartoon Network | LET'S LISTEN
Uploaded 14 Jun 2018
Views 1.2M

Cartoon Network

Cartoon Network Characters Fortnite Dance Challenge | Cartoon Network | LET'S LISTEN

1.2 M Views
814K Views
7.1X ER30

Kids Entertainment



In 2018, **Media Publishers** who spotted and joined this trend generated nearly **40 Million views and over 700k engagements**

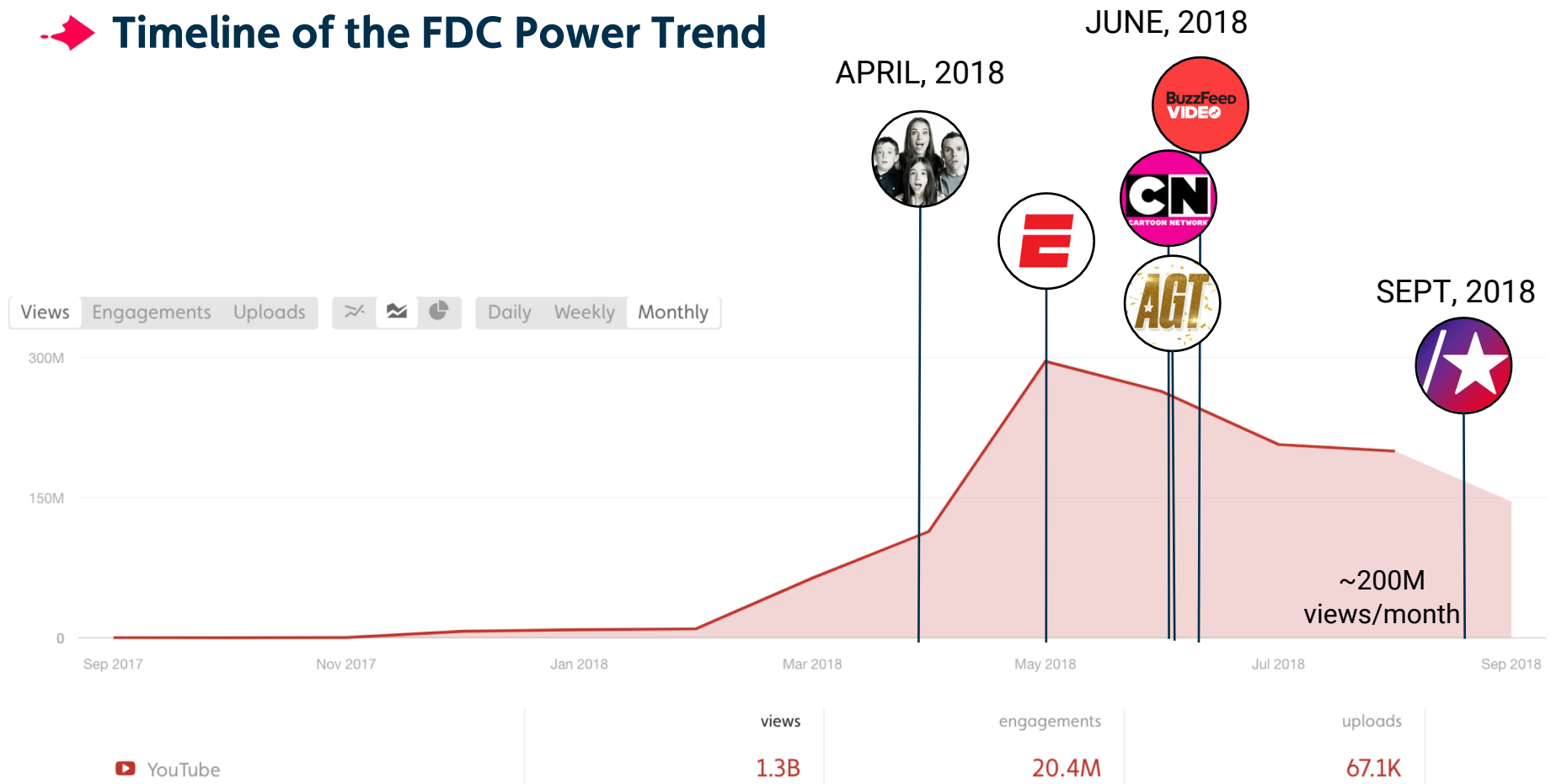
Only about 30 publishers created the 41 videos that drove this fanfare...

Professional Dancers Try The Fortnite Dance Challenge



... The Fortnite Dance Challenge

Timeline of the FDC Power Trend



➡ 6 Signs of Power Trends

1. **Power trends often start with single-genre influencers** e.g. Fortnite in Gaming
2. **They get adopted by influencers outside the genre to reach a new audience** e.g. 80% of videos by non-gaming creators
3. **An Influencer creates multiple videos off the same trend** e.g. Eh Bee Family
4. **The pace of growth matches or surpasses the baseline trend** e.g. Dance Challenges vs. Fortnite
5. **Demand (views, V30 & engagement) is outpacing supply (videos & creators)** e.g. 50B total views vs. <50 media publishers
6. **Early adopter publishers successfully bring the trend mainstream** .g. BuzzFeed

Remember, social video moves fast, and you'll need to too

Did you enjoy these insights?

Tubular is the leading media measurement standard in this digital video era. Our powerful video analytics platform is built to help companies who believe in video grow and monetize their audiences.

That's why 8 of the top 10 most watched media companies use Tubular to power their success.

Because what the world watches, we measure.

Visit us at www.tubularlabs.com to request a demo.

