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A new industry is arising as different brands and labels are more interested in collaborating with Youtubers now more than ever. "There are a lot of things that goes behind Youtube and a lot of people apparently are unaware of it" says Ricci, one of the members of ToThe9s.

The duo, Ricci Pamintuan and Cassie Masangkay, mainly known as their Youtube channel "ToThe9s", have been making fashion and photography blogs since 2013. They have been featured in Oak and Fort, Calvin Klein and have modelled for many other clothing brands through their channel. Now with over 400K subscribers on their Youtube channel in less than 3 years, they decided that it was time to jump in the bandwagon with other Youtubers to visit California, in hopes of having their one question in mind answered: is having Youtube as a career worth the shot?

This June 2016, the duo attended VidCon, an annual convention gathering of widespread talent found in social media, which was the perfect place to know more about Youtube. Organized and created by John Green, author of the international bestseller "The Fault in Our Stars", together with his brother Hank, VidCon is a conference where creators, bloggers, the community of subscribers and anyone who watches Youtube come together in one place.

This year's convention took place at the Anaheim Convention Center in Anaheim, California. It consisted of three floors where the second and third floors were exclusive to those with certain passes only. The first floor is for everyone: content creators and the community of fans, along with different booths which gives everyone the chance to have the unique experience only VidCon can offer. The Expo Hall is huge and many booths were set up by big brands such as Nickelodeon to allow different ages to enjoy. Everyone also has a chance to meet and interact with their favorite Youtubers and for creators to know their fan base even more. "It was just so nice to see the community and the creators come together in one place and inspire each other. It was a dream come true for both Youtubers and fans," says Cassie.

The second floor was more exclusive and only content creators and bloggers such as ToThe9s were given certain passes. Here, they had the privilege to listen and network with other successful Youtubers. The floor was divided into different panels and workshops where each have certain speakers. They are mainly successful bloggers who talked about their own secrets to success. Among them were Youtube celebrities Lauren Elizabeth, Estey Lalonde, Casey Neistat and Lily Singh (Superwoman). They all have something in common, and that is that they gained fame through Youtube. It was here where ToThe9s saw how much people have made Youtube as their career choice and how the community of Youtube supported that. This gave more them more insight as to what goes on behind Youtube. One of the things they learned was that brands are now more willing to collaborate with Youtubers as it helps them save money from television advertisements. The speakers are encouraging everyone to take a hold of that opportunity as they revealed that more producers are currently keeping an eye to certain online talents and have been investing more into this industry. The third floor were more for producers

and marketers but the duo decided that they were learned a lot and was satisfied with the experience.

The goal of Vidcon is to encourage new or struggling creators to continue their work in Youtube as there is a new industry that not a lot of people know of. When asked what this experience meant for Ricci and Cassie, they said that it showed them that Youtube was not just for fun. It is a place where people can showcase their talents and do what they love, and once aware of what goes behind it, it can easily become an addicting career. "To be content creators is such an unconventional job and not a lot know about it," says Ricci. Everyone watches Youtube now and people are able to easily advertise their brands without having to spend five times as much on commercials.

For ToThe9s, Youtube is a growing industry where it is evident that people are more willing to invest their time and money in. So, is Youtube worth the risk? ToThe9s thinks so, as they looked at each other and nodded in unison.