

Is Youtube becoming the modern day 9-5?

Youtube has been around for quite some time and has been expanding enormously over the years. As we all know, Youtube is filled with millions of people looking for all varieties of entertainment. Content such as fixing cars, funny skits and even watching people live their everyday lives. Some creators have become famous and very successful with the videos they've posted, gaining millions of followers. Many influencers look at their Youtube channel as a typical 9-5 job, and as their career. Not saying Youtube is anything bad, there is plenty of work that goes into it like sharing your life with millions of strangers.

Though the exposure allows people access to find you in a few clicks, increasing the ability to gain sponsorships, ads, endorsements, PR boxes, companies reaching out, etc. for being in the Youtube community. Meanwhile there's individuals who look down on Youtube success, why is that? Is it because they think it was easy to get? Youtube is taking over for those who plan to make creative content. You will find people of all ages making videos, like little kids making videos of their toys or a mother's cooking channel, anything you type there will be a video for. For example, there's influencers such as 23 year old David Dobrik who has over 16 million subscribers, he posts content from surprises, to experiments, and just his day to day activities. While Dobrik posts about three times per week, his videos make an estimated \$24,000 each day. YouTube does fluctuate depending on views, monetized views, etc. However, that puts David Dobrik at an estimated \$8.8 million dollars each year off YouTube earnings.

Another account by the name, Ryan's World is hosted by a child under 10 who makes videos about cool toys and games, him studying, and doing many cool DIY science experiments for kids. All these different channels have a fanbase that they call family, all having some clever name for their fans that goes with their channel, just like artists and singers do. For example, there's the Ace Family, and the Beliebers. While most of the creators within Youtube do have normal jobs, some people are completely comfortable and successful with only doing Youtube as their career. Many creators love YouTube as a place to be themselves, to show what they aspire, to influence.

To begin with the pros and cons for Youtube. For pros first, you don't always have to sit in traffic everyday. Traffic is a big part of someone's work day, sometimes people can have a 20 minute commute or a two hour commute, which would you choose? Depending on what your channel focuses on would determine if you ever have to commute at all. Second, when creating videos you're working on your own schedule. For this career you don't really need to have a set time you wake up, leave, work, etc. You are freely able to do what you want, most vloggers try to upload at least once or twice a week, which includes filming and editing, maybe taking a day or two. When at a normal workplace you have a set time, usually eight hours either morning, afternoon or night. Third, you choose what you do, you're your own boss. Unlike your average joe workplace, when you are creating your own content you completely choose what you film and post. Also, not having to deal with any drama or politics that go around the workplace, or having to worry about viruses. Lastly, for Youtube you can easily make a full-time income once you get your following up.

On top of the videos you post you know about all those ads that always pop up and interrupt, and once a viewer watches thirty seconds of your video then the creator gets paid as the advertiser gets charged. The advertisements do help within the creators pay and with Youtube except for the amount of users that use Adblock. With Youtube you're basically creating your own job rather

than apply for an existing one.

Starting off with the pros for a normal job, they are usually pretty stable, as for Youtube it's not guaranteed to work out for everyone. As well as the fact that you don't make a set or steady amount of money each month, it fluctuates within your channel and what you get paid may be different whether more or less. Another thing with your average job is that once you start and get used to the job it gets easier and you just get immune to it, well sometimes with Youtube when creating videos that it's not as easy as it seems, just holding a camera and talking. You don't always know what to do for your next move, you're managing all of your own accounting, admin, script, representation, editing, etc., unless you have someone you hire.

Plus, these creators tend to pay more by living in more costly states such as California or New York, and the taxes are higher. "There is also the fact that YouTubers have to pay taxes on any income they own and they pay a higher tax rate due to being self employed. Some have a 20% effective tax rate." (medium). Also, on the website a lot of different vloggers will talk about their videos getting demonetized, they monetize 30-60% of the views on average. With that it's not really considered a real job by some, you can't list it on a resume or get a W2 from the website. You always want to have a plan beyond creating videos, whether its opening a business or inventing something.

Finally, looking at the two completely different lifestyles I would say to begin to decide it would depend on the person, some people don't have the exact niche for Youtube, some do. Whether you're complete with making videos or comfortable with your 9-5, it fits you. After examining some specifics within the details I would say for the channels with over a million subscribers, they are all doing pretty successful. For the channels more towards the "middle class" of the Youtube community, around 250-500 thousand subscribers are doing great as well. The numbers will always add, if you stick to what you love to do. For myself, I think I'll stick to my normal job for now, maybe soon I'll be able to jump in front of a camera. Youtube can be a serious lifestyle/job, fame/clout chaser or people just trying to give entertaining or helpful content, how to do anything. Will Youtube last forever or be another vine?