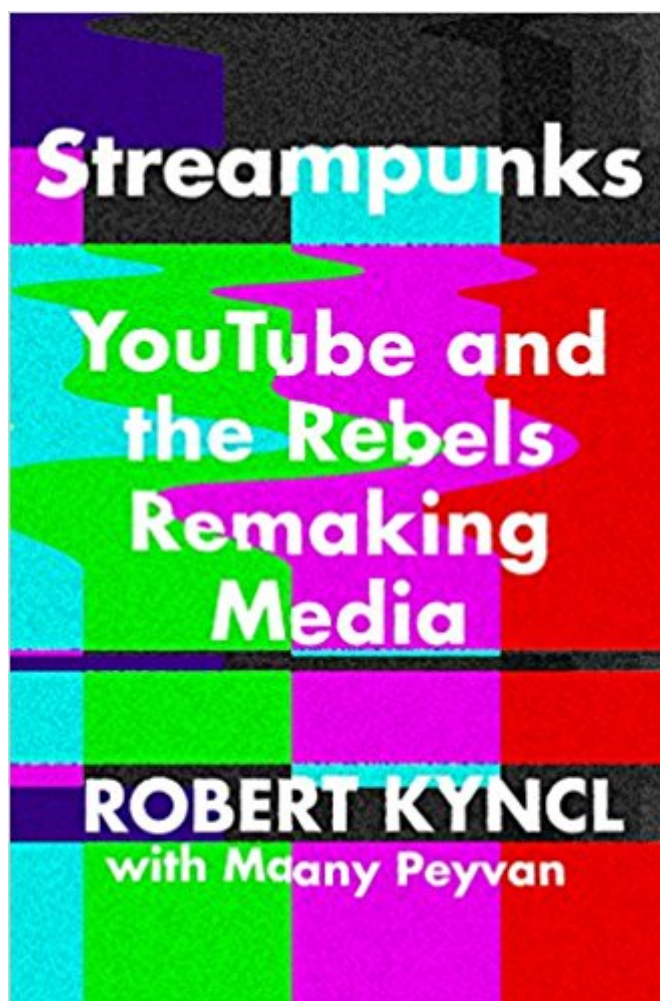


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# Streampunks: YouTube And The Rebels Remaking Media



## Synopsis

An entertainment and tech insiderâ€™s YouTubeâ€™s chief business officerâ€™ delivers the first detailed account of the rise of YouTube, the creative minds who have capitalized on it to become pop culture stars, and how streaming video is revolutionizing the media world. In the past ten years, the internet video platform YouTube has changed media and entertainment as profoundly as the invention of film, radio, and television did, more than six decades earlier. *Streampunks* is a firsthand account of this upstart company, examining how it evolved and where it will take us next. Sharing behind-the-scenes stories of YouTubeâ€™s most influential starsâ€™ *Streampunks* like Tyler Oakley, Lilly Singh, and Casey Neistatâ€™ and the dealmakers brokering the future of entertainment like Scooter Braun and Shane Smith, Robert Kyncl uses his experiences at three of the most innovative media companies, HBO, Netflix, and YouTube, to tell the story of streaming video and this modern pop culture juggernaut. Collaborating with Google speechwriter Maany Peyvan, Kyncl explains how the new rules of entertainment are being written and how and why the media landscape is radically changing, while giving aspiring *Streampunks* some necessary advice to launch their own new media careers. Kyncl persuasively argues that, despite concerns about technology impoverishing artists or undermining artistic quality, the new media revolution is actually fueling a creative boom and leading to more compelling, diverse, and immersive content. Enlightening, surprising, and thoroughly entertaining, *Streampunks* is a revelatory ride through the new media rebellion that is reshaping our world.

## Book Information

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## Customer Reviews

“Robert’s vision is clear and compelling: the future of media will be one in which fans decide what matters.” • (Reed Hastings) “Discovering YouTube was the happiest accident of my life. It’s allowed me to share my comedy with the world and reach an entirely new global audience. Fans have even told me they’ve learned English from watching my show on YouTube” which is a mistake.” • (Conan O’Brien) “If you want to understand how media is changing, you need to understand YouTube. Streampunks is a fascinating look into the imaginative and determined minds of the people who are changing what we watch.” • (Brian Grazer) “Thinking of starting your own new media career? Read Streampunks first. It’s a revealing, thoughtful portrait of what success in the digital age really takes.” • (Michelle Phan) “I grew up in Cuba without access to the Internet. When I finally came to the United States, YouTube became my window to the world. Streampunks is an amazing description of experiences similar to mine.” • (Camilla Cabello)

Robert Kyncl is the Chief Business Officer at YouTube where he oversees all commercial and creative relationships for the platform. Previously, Robert was Vice President of Content at Netflix, where he spearheaded the company’s content acquisition for streaming TV shows and movies over the Internet. Robert has been listed in Variety’s Dealmakers Impact Report as one of their “disruptors”, Vanity Fair’s New Establishment List, Billboard’s Power 100 List and AdWeek’s 50 List of Vital Leaders in Tech, Media and Marketing. Robert holds a Masters of Business Administration from Pepperdine University and a B.S. in International Relations from SUNY New Paltz. He resides in Los Angeles with his wife and two daughters. Maany Peyvan is a lead writer at Google where he creates editorial and social content, advises on executive communications strategy and leads speechwriting for YouTube. He was previously an appointee in the Obama Administration, serving as Chief Speechwriter at the US Agency for International Development. He holds a bachelor of arts in behavioral biology and a master’s degree in international relations, both from Johns Hopkins University.

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