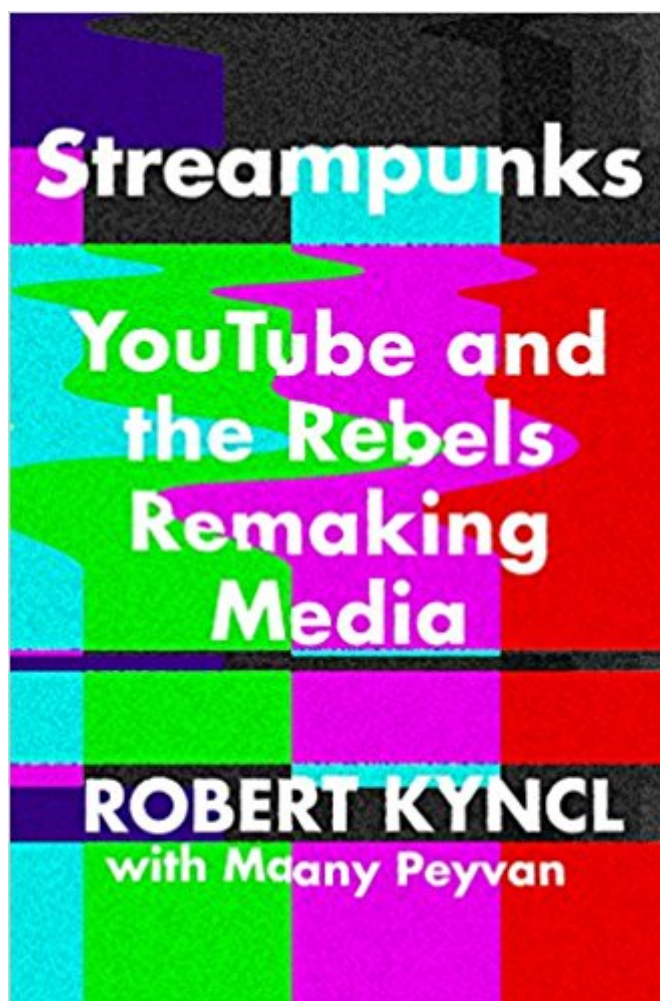


The book was found

Streampunks: YouTube And The Rebels Remaking Media



Synopsis

An entertainment and tech insider—YouTube's chief business officer—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 YouTube's most influential stars—*Streampunks* like Tyler Oakley, Lilly Singh, and Casey Neistat—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

Hardcover: 272 pages

Publisher: HarperBusiness (September 5, 2017)

Language: English

ISBN-10: 0062657739

ISBN-13: 978-0062657732

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #41,765 in Books (See Top 100 in Books) #6 in [Books > Engineering &](#)

[Transportation > Engineering > Telecommunications & Sensors > Television & Video](#) #16

in [Books > Business & Money > Industries > Performing Arts](#) #20 in [Books > Business &](#)

[Money > Industries > Sports & Entertainment > Entertainment](#)

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 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.

[Download to continue reading...](#)

Streampunks: YouTube and the Rebels Remaking Media Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Bad Boy Rebels: Meeting the Bad Boy Rebels

(Bad Boy Rebels Series Book 1) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 YouTube Black Book: How To Create a Channel, Build an Audience and Make Money on YouTube YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) The 15 Minute Guide to YouTube SEO (2017): How to Set-Up Your YouTube Videos for Faster Page One Rankings YouTube SEO: 6 actionable YouTube SEO Hacks which will sky rocket your video ranking! YouTube Marketing: Grow your Youtube Channel to 100,000 Subscribers in the first 6 Months Social Media Marketing: Dominating Strategies for your Business with Social Media (Edition July 2017, Facebook, Snapchat, Instagram, Twitter, LinkedIn, YouTube) Grateful Dead: What a Long, Strange Trip It's Been (Rebels of Rock) (Rebels of Rock (Paperback)) Judas Priest: Metal Gods (Rebels of Rock) (Rebels of Rock (Paperback)) GOLDIE: Night Rebels Motorcycle Club (Night Rebels MC Romance Book 4) DIABLO: Night Rebels Motorcycle Club (Night Rebels MC Romance Book 3) STEEL: Night Rebels Motorcycle Club (Night Rebels MC Romance Book 1) MUERTO: Night Rebels Motorcycle Club (Night Rebels MC Romance Book 2) Bad Boy Rebels: Bad Girl Training (Bad Boy Rebels Series Book 2) 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More! Social Media Marketing: Strategies for Beginners to Use Facebook, Youtube, Twitter, LinkedIn, Snapchat and Pinterest for their Business Playing Along: Digital Games, YouTube, and Virtual Performance (Oxford Music / Media)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)