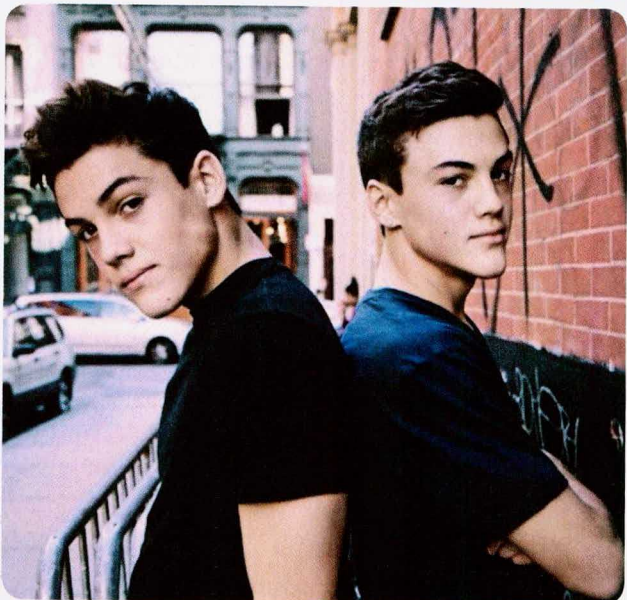
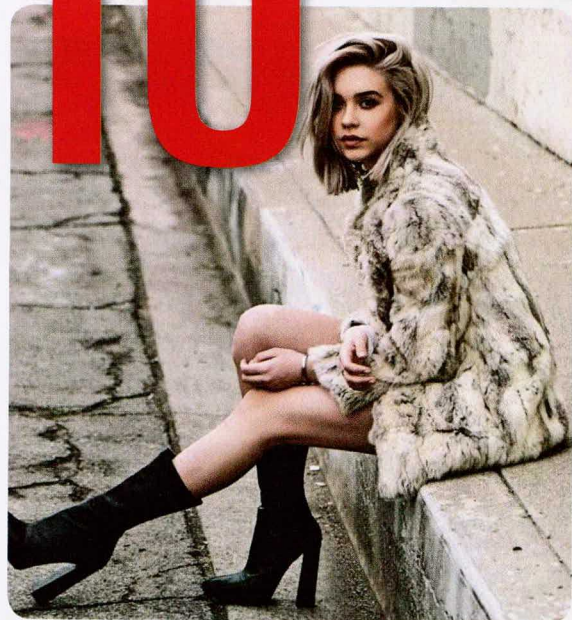


10 YouTube CREATORS TO WATCH



This exclusive report profiles 10 of the hottest new creators on YouTube who each provide a unique message and content across various categories including entertainment, technology, food and beauty. And they could be the next big names in licensing. Check out the list and start watching!

Lauren Riihimaki (LaurDIY)

Lauren Riihimaki, better known as LaurDIY, is a lifestyle YouTuber and DIY guru. She makes weekly inspirational and aspirational videos for her 3 million fans on YouTube.

Riihimaki started her channel while studying at Ryerson University in Toronto. Since graduating, Riihimaki has moved to Los Angeles, Calif., traveled to Tokyo in support of a Disney brand deal, performed on the FanFest Toronto stage and partnered with cosmetics company Smashbox during its Coachella activations.

Riihimaki is also collaborative and has worked with brands such as Starbucks, P&G, Etsy, Duck Tape, MTV, *Seventeen* magazine and many others.

Riihimaki currently has 1.3 million Instagram followers, more than 390,000 Twitter followers and 297,000 Facebook fans.



Lewis Hilsenteger (UnboxTherapy)

Lewis Hilsenteger started his YouTube channel as any techie would—because of his passion for technology and product. Now, Hilsenteger creates videos featuring some of the most innovative and cutting-edge products, from headphones to gold-plated Nintendo gaming systems.

He loves uncovering the coolest products for his fans and makes technology and accessible and fun for all.

According to YouTube, Hilsenteger is the No. 1 tech creator on the platform (he has 4.2 million followers) and has worked with brands such as Samsung, HP, Google, Android, Pizza Hut, Best Buy, Ford and many more.

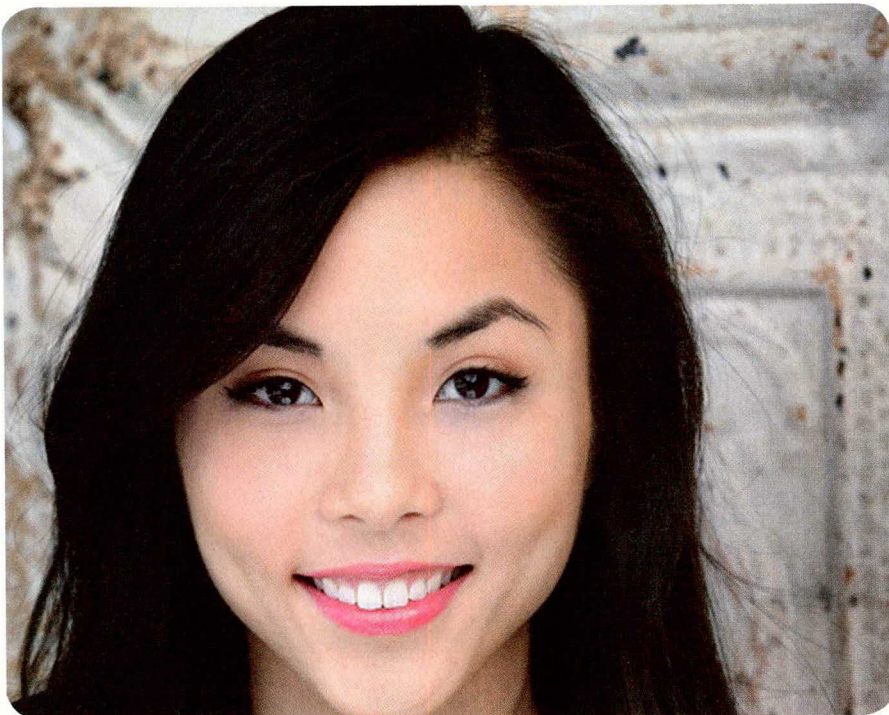
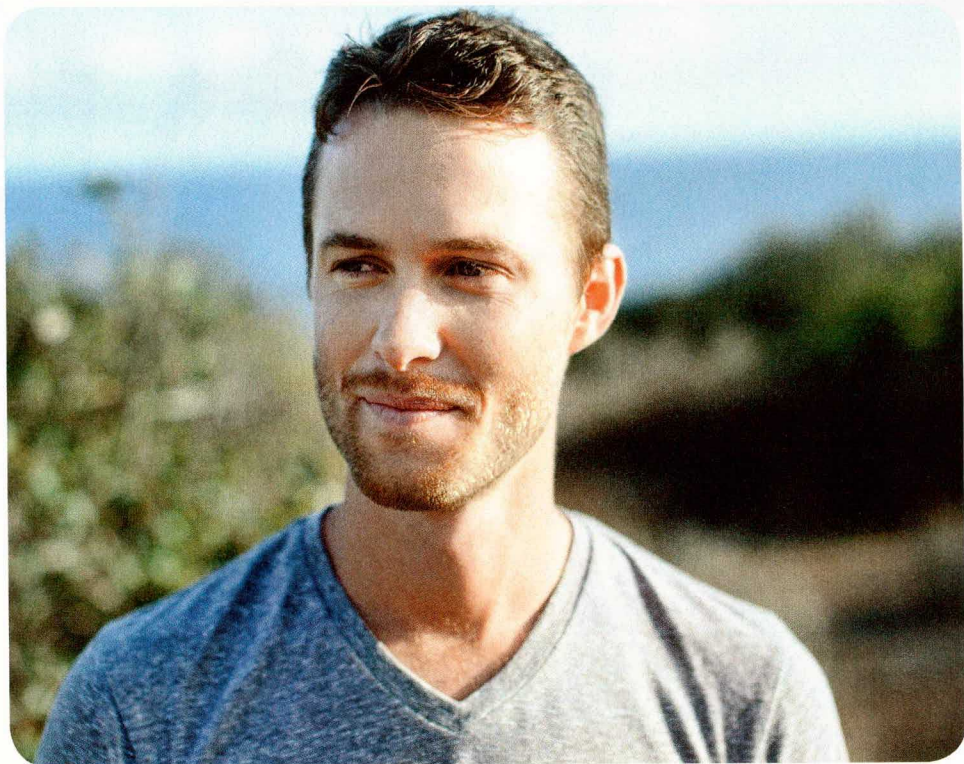
Other stats: 447,000 Instagram followers, 846,000 Twitter followers and 178,000 Facebook fans.

Byron Talbott

Byron Talbott is a classically trained chef who has worked under famed chefs Thomas Keller and Gordon Ramsay. And now he counts his 1.1 million YouTube followers among his accomplishments.

Funny enough, Talbott met his wife Rachel Talbott (also a top YouTube talent) at a cooking class.

Talbott has 92,000 Instagram followers, 17,000 Twitter followers and 39,000 Facebook fans.



Anna Akana

Anna Akana started her YouTube channel in 2011, jumpstarting her career as an actress, producer, filmmaker and writer.

In 2013, Akana wrote and starred in the animated series “Riley Rewind,” which garnered more than 25 million views across YouTube, Facebook (where she has 443,000 fans) and Netflix.

Now with 1.3 million-plus YouTube subscribers (along with 252,000 Instagram followers and 113,000 Twitter followers), Akana produces one short film a month for her channel in addition to her weekly YouTube show, which features semi-autobiographical comedic stories where she portrays multiple roles.

As a screen actress, Akana can also recently be seen in recurring roles on terrestrial TV networks such as Freeform’s “The Fosters” and Comedy Central’s “Broken People,” as well as in the films *Kids vs. Monsters*, *Hello, My Name is Doris* and *Ant Man*.

Lilly Singh (ISuperwomanII)

Lilly Singh (aka ISuperwomanII) is a multi-talented entertainer and YouTube superstar who brings a message of positivity to her global audience.

Singh has found worldwide fame through her comedic and inspirational videos, amassing nearly 8 million subscribers across her YouTube channels and more than 1 billion lifetime video views.

Singh's distinct style of observational comedy and talent for creating characters, such as those inspired by her Punjabi parents, have led her to produce various viral hits such as "How Girls Get Ready," "Types of Kids at School" and "Rules of Racism."

In addition to making *Forbes'* 2016 30 Under 30 Hollywood & Entertainment list, Singh has appeared on "The Tonight Show Starring Jimmy Fallon" and has been featured in *Entertainment Weekly*, *People*, *Seventeen*, *Vogue India*, *The Wall Street Journal* and *The New York Times*, among others. She has collaborated with brands including Bobbi Brown, Dell and Coca-Cola and has 3.5 million Instagram followers, 1.3 million Twitter followers and 2.8 million Facebook fans.



Jesse and Jeana (Prank vs. Prank)

Prank vs. Prank is the most popular prank channel on YouTube.

Consisting of Jesse and Jeana, a real-life couple who upload bi-weekly videos of themselves pranking one another, the channel has amassed 10 million subscribers and more than 2 billion views. The two started uploading in 2007, when a cinnamon challenge video went viral. They later formed a vlog channel, BFvsGF, where they film their daily lives. That channel has since reached more than 8 million subscribers. Additionally, Jesse's video for "Cookie Dance" as his rapper alter-ego, Chip Chocolate, has almost 13 million views and the song placed on the iTunes chart.

Jesse and Jeana have been featured on TV shows such as "Extra" and "20/20." They recently won the 2015 Streamy Award for Best Prank Series. They have also just released their first YouTube Red original series, "Prank Academy." Other statistics: 3.3 million Instagram followers, 2 million Twitter followers and 2.6 million Facebook fans.

Grayson and Ethan Dolan (The Dolan Twins)

Grayson and Ethan Dolan are two of the most popular teenage boys in the world, says YouTube.

With more than 19 million fans between them, some of the highest engagement across social media (1.4 million subscribers on YouTube, 5.6 million Instagram followers, 2.5 million Twitter followers and 669,000 Facebook fans) and a penchant for comedic, yet relatable skits about teen life, these 15-year-old creators with model-like good looks are some of the hottest talent around right now.

Fun fact: after dropping a new video on their YouTube channel, The Dolan Twins trended four times as high as HBO's "Game of Thrones" on the same day that the series' trailer dropped, according to YouTube.



Amanda Steele (MakeupByMandy24)

Since making her debut on YouTube six years ago, Steele has amassed more than 2.8 million subscribers on YouTube and over 6.5 million across her social media platforms (2.7 million on Instagram, 821,000 on Twitter and 328,000 on Facebook).

She has co-hosted an online show called "Polished;" has taken part in various beauty panels across the country; and has worked with several fashion-forward and well-known brands, both in the U.S. and abroad, such as Brandy Melville and Quay (Australia). Steele also tapped deeper into her love and passion for beauty as she worked with BH Cosmetics to create her own exclusive eyeshadow palette.

Elevating her fashion credibility, Steele collaborated with fashion icon Iris Apfel for a Spring Outfit of the Week (OOTW) campaign, launched her first line of limited edition sunglasses with Quay and has claimed her spot on the front lines at some of the most coveted shows during New York Fashion Week and now Paris Fashion Week.

Last summer, she also released her docu-series with AwesomenessTV, "The Social Life," which followed events that led up to her sweet sixteen, and starred in the series "Guidance" opposite actress Michelle Trachtenberg.

Steele has been featured in magazines such as *Allure*, *Seventeen*, *Teen Vogue*, *Harper's Bazaar* and *Byrdie* to name a few, and in 2015 was nominated for a Streamy award in the fashion category. Steele is currently signed with WME and IMG Models.

Rob Czar and Corinne Leigh (ThreadBanger)

Threadbanger was a part of the Google Lab Channels initiative on the YouTube platform until November 2015. Over the course of 2015, they saw incredible growth on their channel, growing by almost 2 million subscribers. (Now the duo is up to 2.4 million YouTube subscribers, 85,000 followers on Instagram, 126,000 followers on Twitter and 49,000 fans on Facebook.)

Their edgy take on DIY content has resonated with audiences and allowed them to tap into a larger male demographic than a typical DIY creator. Their series “Man vs. Pin” has been very successful, allowing Czar and Leigh to recently sign with Additional Management and WME to explore expanding their business to tours, books, merchandise and more.



Casey Neistat

Casey Neistat is a YouTube creator, producer, director and co-founder of the social media company Beme. In 2008, HBO bought the series Neistat created with his brother, “The Neistat Brothers,” which launched him into the public eye.

He began daily vlogging last year, and recently posted his 500th YouTube video.

Neistat is renowned in Hollywood for his filmmaking, business sense and creative work with brands, says YouTube, and has worked with brands such as Nike, J. Crew and Mercedes. Other stats: 980,000 Instagram followers, 478,000 Twitter followers and 360,000 Facebook followers. ©

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