

Celebrating 20 Years Of YouTube [B1]

Per celebrare i 20 anni di YouTube, diamo un'occhiata a cinque dei video più virali che hanno fatto della piattaforma il secondo sito più visitato di sempre.

It was Valentine's Day 2005 when three ex-Paypal employees, Steve Chen, Chad Hurley and Jawed Karim, founded YouTube. The world quickly fell in love with the platform, and just over a year later, Google acquired it for \$1.65 billion.

FIVE BILLION VIDEOS

Headquartered in San Bruno, Ca, YouTube is now the world's second-most-visited website, after Google Search. It has over five billion videos, in almost every imaginable category, and about 2.5 billion users, who collectively watch more than one billion hours of video a day. Today, the video-sharing platform has considerable power over what many believe to be the truth. As its influence over popular culture and global trends has grown, so have concerns over its content policies, copyright issues and handling of misinformation and harmful content. Despite this, YouTube looks like it is here to stay! As the platform celebrates its 20th anniversary, we take a look at five of its most famous viral videos.

1. "ME AT THE ZOO"

This was the first YouTube video ever! Uploaded on 23 April 2005, the nineteen-second video shows YouTube co-founder Jawed Karim standing in front of two elephants at the San Diego Zoo in California, talking about the length of their trunks. It's had over 360 million views.

2. "LAZY SUNDAY"

This music video by the US comedy troupe The Lonely Island debuted on Saturday Night Live on 17 December 2005 and was immediately uploaded by

fans onto YouTube. It showed the troupe rapping about cupcakes and cinema snacks, and is considered the first YouTube video to go viral.

3. "FRIDAY"

In 2011, Rebecca Black, thirteen, became famous after the music video for her song Friday went viral — but for all the wrong reasons. Many described it as the worst song ever, and the video is now one of the most disliked in YouTube history. Despite this, Black went on to have a successful music career and even appeared in Katy Perry's video for her song Last Friday Night (T.G.I.F.)

4. "BABY SHARK"

Who can forget the chorus for the children's song Baby Shark (Doo Doo Doo Doo Doo Doo)?! First uploaded onto YouTube by the South Korean entertainment company Pinkfong in 2015, the video for a remixed version went viral after it was uploaded a year later. It is now the most-viewed YouTube video of all time, with over 15.8 billion views.

5. "I'M NOT A CAT"

Perhaps the funniest video from the pandemic era was of Texas attorney Rod Ponton appearing at a virtual court hearing while inadvertently using a Zoom filter that made him look like a gray cat with sad eyes. "I'm here live," Ponton says in the video. "I'm not a cat." Reflecting on his viral fame this year, Ponton told The New York Times "It did let everybody have a moment of humour and a moment of sanity during the dark days of the pandemic. I'm glad it happened, even at my expense."

Glossary

- **over five billion** = oltre cinque miliardi
- **attorney** = avvocato
- **sanity** = normalità
- **at my expense** = a mie spese
- **policies** = politiche, norme
- **handling** = trattamento, gestione
- **harmful** = nocivo, pericoloso
- **trunks** = proboscidi
- **troupe** = compagnia
- **Despite** = nonostante ciò
- **T.G.I.F.** = sigla di Thank God it's Friday
- **court hearing** = udienza in tribunale
- **inadvertently** = inavvertitamente