

= PewDiePie =

Felix Arvid Ulf Kjellberg ( / ˈfɛlɪks ˈkjɛlˌbɛrg / SHEL @-@ b?rg , Swedish : [ ˈfɛlɪks ˈkjɛlˌbærj ] ; born on 24 October 1989 ) , better known by his online alias PewDiePie ( / ˈpjuːdɪpa / PEW @-@ dee @-@ py ) , is a Swedish web @-@ based comedian and video producer , best known for his Let 's Play commentaries and vlogs on YouTube .

Born in Gothenburg , Sweden , PewDiePie originally pursued a degree in industrial economics and technology management at Chalmers University of Technology . In 2010 , during his time at the university , he registered his PewDiePie YouTube account . The following year he dropped out of Chalmers to focus on his YouTube channel , much to the chagrin of his parents . Having been refused support from them , PewDiePie began working at a hot dog stand to fund his videos . PewDiePie soon gathered a rapidly increasing online following , and in 2012 , his channel surpassed one million subscribers .

Since 15 August 2013 , PewDiePie 's channel has been the most subscribed user on YouTube , being surpassed briefly in November and December 2013 by YouTube 's Spotlight channel . Holding the position since 22 December 2013 , the channel has reached over 46 million subscribers , as of July 2016 . On 19 July 2014 , the channel surpassed singer Rihanna 's Vevo account on YouTube to become the most viewed channel of all time , and as of June 2016 , the channel has received over 12 billion video views . In 2016 , Time magazine named him one of " The World 's 100 Most Influential People . "

PewDiePie refers to his fanbase as the " Bro Army " , and individual fans as " bros " . Through his Bro Army fanbase , PewDiePie has raised money for charities . Due to his popularity , PewDiePie 's coverage of indie games has created an Oprah effect , boosting sales for titles he plays . PewDiePie lives in Brighton with his girlfriend , Italian YouTube personality Marzia Bisognin .

= = Early life = =

PewDiePie was born and raised in Gothenburg , Sweden . He was born to Lotta Kristine Johanna ( born 7 May 1958 ) and Ulf Christian Kjellberg ( born 8 January 1957 ) , and grew up with his sister , Fanny , as well . His mother Johanna , a former KappAhl CIO , was named the 2010 CIO of the Year in Sweden . His father , Ulf , is also a Chief Executive of a company .

During his early schooling life , he was interested in art , and has noted that he would draw popular video game characters such as Mario and Sonic the Hedgehog . During high school , he would skip classes to play video games at an Internet cafe with friends ; on this topic , PewDiePie has commented , " Sweden has a great culture around gaming . " In 2008 , he graduated from Göteborgs Högre Samskola . He then went on to pursue a degree in industrial economics and technology management at Chalmers University of Technology , but left the university in 2011 to focus on his YouTube career . On this decision , PewDiePie has stated , " Thinking about it now , it was utterly absurd . To get into Chalmers for industrial economics you need straight A 's , but somehow I was happier selling hot dogs and making my own gaming @-@ videos . "

= = YouTube career = =

= = = Channel format = = =

The main focus of PewDiePie 's videos is his commentary and reactions to various games as he plays through them . Due to this , his videos fall under the Let 's Play umbrella . Unlike conventional walkthroughs , his Let 's Play videos are devoted to " sharing gaming moments on YouTube with my bros . " Variety details that " PewDiePie acts like he 's spending time with a friend . He begins each video introducing himself in a high @-@ pitched , goofy voice , drawing out the vowels of his YouTube moniker , then delves into the videos . "

In his early years as a YouTube personality , PewDiePie was known for playing horror and action

video games , most notably Amnesia : The Dark Descent and its related mods . PewDiePie also began posting weekly vlogs starting from 2 September 2011 . These vlogs are uploaded under the title of Fridays with PewDiePie . He typically performs a " Brofist " at the end of each of his videos . As his channel grew , he began to branch out in terms of his video content , uploading live @-@ action and animated comedy shorts . In 2014 , he began to more actively play games that interested him , regardless if they were of the horror genre or not . In addition , he is also known to support video games from indie developers .

=== Nature of content ===

The nature of PewDiePie 's video content has been described by various outlets as goofy , energetic , obnoxious and filled with profanity . However , many of the same outlets concede that PewDiePie 's content is genuine and unfiltered . Sarah Begley of Time said his clips contained " charismatic narration . " Chris Reed of The Wall St. Cheat Sheet said it contained " off @-@ the @-@ cuff running commentary that 's characterised by goofy jokes , profanity , and loud outbursts . " Another reporter noted PewDiePie 's " chosen mode of sharing his critique happens to be ribald entertainment , an unmediated stream of blurted jokes , startled yelps , goofy voices , politically incorrect comments , and pretty much nonstop profanity . " Reed adds that these aspects of PewDiePie 's videos are what critics find most abrasive , but what fans love the most .

PewDiePie resorts occasionally to gameplay , causing silent or emotional commentary ; his playthrough of The Last of Us , it was noted , left the usually vocal gamer speechless at the ending .

=== History ===

=== Early years ( 2010 ? 2012 ) ===

PewDiePie originally registered a YouTube account under the name " Pewdie " ; he explains that " pew " represents the sound of lasers and " die " means death . After forgetting the password to this account , he then registered the " PewDiePie " YouTube channel on 29 April 2010 . After dropping out of Chalmers , his parents refused to support him , and as a result PewDiePie funded his early videos by working at a hot dog stand . On having to work at the stand , PewDiePie stated , " the fact that I could make videos was so much more important to me than [ that ] I had to spend a few hours a day doing a job that wasn ' t that prestigious . " Five years later , PewDiePie recalled , " I knew people were big at other types of videos , but there was no one big in gaming , and I didn ' t know you could make money out of it . It was never like a career that I could just quit college to pursue. it was just something I loved to do . And here we are five years later and it ' s exploded . " By December 2011 , PewDiePie 's channel had around 60 @, @ 000 subscribers . Around the time his channel earned 700 @, @ 000 subscribers , PewDiePie spoke at Nonick Conference 2012 . On 11 July 2012 the channel reached 1 million subscribers , and it reached 2 million subscribers in September 2012 . In October 2012 , OpenSlate ranked the PewDiePie channel as the # 1 YouTube channel . That December , PewDiePie signed with Maker Studios .

Early in his YouTube career , Kjellberg used rape jokes in his videos . Criticism of these jokes stirred controversy , and in October 2012 , Kjellberg posted a Tumblr message , stating " I just wanted to make clear that I 'm no longer making rape jokes , as I mentioned before I 'm not looking to hurt anyone and I apologise if it ever did . " The Globe and Mail stated " unlike many young gamers , he listened when fans and critics alike pointed out their harmful nature , and resolved to stop making rape jokes . "

=== Becoming the most subscribed user ( 2013 ) ===

On 18 February 2013 , the PewDiePie channel reached 5 million subscribers , and in April ,

PewDiePie earned coverage on The New York Times after surpassing 6 million subscribers . In May , at the inaugural Starcount Social Stars Awards in Singapore PewDiePie won the award for Swedish Social Star . Competing against Jenna Marbles , Smosh and Toby Turner , PewDiePie also won the award for Most Popular Social Show . In July 2013 , he overtook Jenna Marbles to become the second most subscribed YouTube user , and reached 10 million subscribers .

PewDiePie 's subscriber count surpassed that of the leading channel , Smosh , on 15 August 2013 . On becoming the most subscribed YouTube user , PewDiePie commented , " When I started my YouTube channel in 2010 , I never imagined that one day it would be the most subscribed channel in the world and that I would be a part of such a great community . " After becoming the most subscribed user , Ben Donovan of Maker Studios stated that PewDiePie " is a great example of how a YouTube content creator can amass a worldwide following due to passion and creativity , and his large subscriber base showcases the loyalty and strong connection he has to his ' bros . ' " On 1 November , PewDiePie became the first channel to reach 15 million subscribers , although the following day , the channel was surpassed by YouTube 's Spotlight account at the top of the site 's subscriber rankings . In the same month , PewDiePie proclaimed his dislike of YouTube 's new comment system . In December , PewDiePie overtook the YouTube Spotlight channel to once again become the most subscribed user on YouTube .

Throughout 2012 and 2013 , PewDiePie 's channel was one of the fastest growing on YouTube , in terms of subscribers gained . In 2013 , the PewDiePie channel went from 3 @. @ 5 million to just under 19 million subscribers , and by the end of 2013 it was gaining a new subscriber every 1 @. @ 037 seconds . Billboard reported that the PewDiePie channel gained more subscribers than any other channel in 2013 . Additionally , in the second half of 2013 , the PewDiePie channel earned just under 1 @. @ 3 billion video views .

= = = Continued growth ( 2014 ? present ) = = =

In March 2014 , PewDiePie updated his video production , announcing he would be scaling down the frequency of uploads . In August 2014 , Maker Studios released an official PewDiePie app for the iPhone , allowing audiences to view his videos , create custom favourite video feeds and share videos with others . Later in the month , PewDiePie uploaded a video , announcing he would permanently disable comments on his YouTube videos . On his decision , PewDiePie stated " I go to the comments and it 's mainly spam , it 's people self advertising , it 's people trying to provoke ... just all this stuff that to me , it doesn 't mean anything . I don 't care about it , I don 't want to see it . " After disabling comments , PewDiePie continued interacting with his audience through Twitter and Reddit . In mid @- @ September , PewDiePie uploaded a follow @- @ up video , sticking by his decision , and announcing the launch of broarmy.net , an online forum , in which he will actively connect with his viewers , designed to replace the YouTube comment section .

In September 2014 , PewDiePie began streaming videos of his co @- @ hosted series , BroKen , onto MLG.tv. Kjellberg co @- @ hosts the series with Kenneth Morrison , better known as CinnamonToastKen , also an online game commentator . On 13 October , PewDiePie decided to allow comments on his videos once more , albeit only after approval . However , PewDiePie has tweeted , " I have them set as approved so I can redirect people to comment on my website instead . " In a later video , PewDiePie claimed that disabling comments helped him become happier . In 2014 alone , PewDiePie 's account amassed nearly 14 million new subscribers and over 4 @. @ 1 billion video views ; both figures were higher than any other user .

During July 2015 , PewDiePie 's videos were documented to receive over 300 million views per month . On 6 September 2015 , PewDiePie 's YouTube account became the first to eclipse 10 billion video views .

In September 2015 , PewDiePie hinted that he would have a role in series , and that he was on location in Los Angeles for the show 's shooting . Although not many details were revealed at the time , in October , it was announced that the series would be titled Scare PewDiePie . The series is set to be released in 2016 through YouTube 's paid subscription service , YouTube Red .

In a 2016 video , he examined older videos of his own , and while noting the stylistic changes he

had undergone , he expressed specific regret for his casual use of words like gay or retarded in a derogatory sense .

= = Public image and influence = =

Responses to PewDiePie 's content are mixed . Forbes called him " a controversial figure in both the gaming and the general internet communities with the usual , dismissive reaction to his work being ' he yells while playing video games ' and somehow manages to draw millions of subscribers which yields millions of dollars . " Forbes also states that PewDiePie " wouldn't be where he is without being very good at what he does " . PewDiePie often refers to his fans as the " Bro Army " and addresses his audience as " bros " .

In September 2014 , Rob Walker of Yahoo ! called PewDiePie 's popularity " insane , " writing , that it " strikes me as considerably more curious ? I mean , you know who Rihanna is , but would you recognise this kid if he were standing in line behind you at the bank ? " Walker , among other reporters and some casual gamers , have questioned the reasons for his popularity , while other reporters have criticised his rise in notability . Walker noted PewDiePie 's interaction with his audience , writing , " While he can be raucous and crude , it always comes across as genuine . He constantly addresses his audience as a bunch of peer @-@ like friends , as opposed to distant , genuflecting fans . He 's certainly more than willing to make fun of himself in the process . " In 2015 The Verge wrote , " Love it or hate it , his success ? like so many other YouTube personalities ? isn't just in playing games but actually connecting and talking directly to an audience . No agent , press release , or any other intermediary . He just hit record . "

Relating to his responsibility as a celebrity , PewDiePie has stated " many people see me as a friend they can chill with for 15 minutes a day , " and adding , " The loneliness in front of the computer screens brings us together . But I never set out to be a role model ; I just want to invite them to come over to my place . " Correlating with this note , his audience has been reported to provide positive remarks about him ; some of his viewers created and contributed to a thread expressing that he has made them happier and feel better about themselves . Conversely , during an informal Twitter poll conducted by one Kotaku reporter , respondents described him as " annoying " and an " obnoxious waste of time . " PewDiePie has also been received negatively by the media on some occasions , often being reported as an " inexplicable phenomenon . " Andrew Wallenstein of Variety heavily criticised PewDiePie , following his channel becoming the most subscribed channel on YouTube , describing his videos as " aggressive stupidity " and " psycho babble . " Rolling Stone has documented the existence of several Reddit threads dedicated to sharing disparaging views of PewDiePie .

According to a 2014 survey commissioned by Variety , PewDiePie along with a few other YouTube personalities have been reported to be more influential and popular than mainstream celebrities , such as Jennifer Lawrence , among U.S. teenagers aged 13 through 18 . His channel also appeals strongly to younger viewers , a group Google refers to as Generation C for their habits of " creation , curation , connection and community " . Paul Tassi of Forbes wrote , " PewDiePie combines charisma , energy and all @-@ around randomness to create a goofball character with videos that make little sense to outsiders , but are catnip to his younger fanbase . " Chris Reed of The Wall St. Cheat Sheet commented on the divisive opinions on PewDiePie : " The great divide in opinion on PewDiePie seems to be largely generational . Older people are less likely to subscribe to YouTube channels , or to pay much credence to YouTube personalities in general . Many younger viewers , on the other hand , see him as endlessly entertaining and relatable . "

PewDiePie has himself claimed that he dislikes being called " famous " , and has been reported to live a " shy and retiring life . " In a Rolling Stone article , PewDiePie admitted to being shocked by his fame ; PewDiePie recalled a gaming event near his hometown , stating " I remember there were five security guards yelling at a crowd to back up ? it was out of control . It was shocking to find myself in that situation , where I was that celebrity person . " At the 2013 Social Star Awards , PewDiePie greeted his fans personally despite security warning him against doing so . PewDiePie also mentioned this event to Rolling Stone , stating , " I didn't even understand they were screaming

for me at first . "

His rise to fame has been used as " a great example of how the emerging society gives extensive opportunities to individuals with great ideas , courage , and , of course , a significant portion of luck as opposed to the old society . " Studies of the gaming community on YouTube have shown that 95 % of gamers engage in watching online videos related to gaming and has been noted as an important reason for PewDiePie 's popularity . In 2015 , PewDiePie was included on Time 's list of the 30 most influential people on the Internet , cementing his influence as an internet personality . Later in 2015 , PewDiePie was featured on the cover of Variety 's " Famechangers " issue , with the magazine ranking him as the " # 1 Famechanger " , or " those whose influence stands head and shoulders above the rest . "

= = = Influence on video games = = =

PewDiePie 's commentaries have had a positive effect on sales of indie games . For instance the developers of McPixel stated , " The largest force driving attention to McPixel at that time were ' Let 's Play ' videos . Mostly by Jesse Cox and PewDiePie . " PewDiePie has also been confirmed to positively influence the sales of Slender : The Eight Pages and Goat Simulator . Although games being featured on PewDiePie 's channel have reportedly contributed to their commercial success , he has stated , " I just want to play the games , not influence sales . "

PewDiePie , along with characters from Amnesia : The Dark Descent , which PewDiePie renamed and made characters within his own commentaries were referenced to by a McPixel level designed in his honour . Additionally , in the video game Surgeon Simulator 2013 , the Alien Surgery stage features an organ called " Pewdsball " in honour of PewDiePie . PewDiePie agreed to allow the developers of Surgeon Simulator 2013 to use his likeness in GOTY IDST , a showering simulation video game . PewDiePie was also included as a NPC in the indie game , Party Hard .

= = = Income = = =

In June 2014 , The Wall Street Journal reported that PewDiePie earned \$ 4 million in 2013 ; PewDiePie confirmed on Reddit that the figures were roughly around what he actually earned . In July 2014 , the Swedish newspaper Expressen reported that PewDiePie 's production company , PewDie Productions AB , reported earnings of 63 @.@ 7 million kr ( \$ 7 @.@ 5 million ) in 2014 . The Guardian commented that the reason the media was so captivated by PewDiePie 's earnings is that the topic " offers a rare insight into the money being made at the top end of YouTube stardom , " adding " it ? s very rare for any YouTube creator to talk about their earnings publicly , not least because YouTube itself does not encourage it " . Although outlets agreed that PewDiePie 's income was sizable , and even " remarkable " , PewDiePie appeared at the top of Forbes ' October 2015 list of the richest YouTube stars with a reported \$ 12 million earned in 2015 . Relating to the earnings , Forbes commented that " \$ 7 million may well seem like an astronomical figure to a 25 year @-@ old who just wants to make friends and play videogames , but it ? s a wildly insubstantial figure for the size of his audience and influence . "

On the topic of his earnings , PewDiePie stated that he is " extremely tired of talking about how much I make . In the very few interviews I 've made , it doesn 't matter how long we 've talked to each other , the headline is still just about my paycheck . " After extensive media coverage of his earnings , Kjellberg posted a video , expressing his frustration at the extensive media coverage over his income . In the video he claimed , " We did raise a million dollars for charity , and very few articles picked up on that , but here it is everywhere how much money I make , " adding , " It seems like the whole world cares more about how much money I make than I do myself . " Relating to his source of his income , PewDiePie stated : " I think that 's what 's cool about YouTube : That anyone could technically do it , right ? Surely if I didn 't exist , there would be someone to fill my place . "

= = = Marketing campaigns = = =

Beginning in April 2014 and spanning into August , Kjellberg , along with his girlfriend Marzia Bisognin , began a marketing campaign for the Legendary Pictures film *As Above , So Below* . Kjellberg 's videos for the marketing campaign included a miniseries featuring him participating in the " Catacombs Challenge " . The challenge involved Kjellberg searching for three keys in the catacombs to open a container holding " the Philosopher 's stone . " Kjellberg and Bisognin 's videos were able to earn nearly 20 million views . Maker Studios , which Kjellberg and Bisognin are represented by , brokered the ad deal between the two and Legendary Pictures . In January 2015 , Mountain Dew partnered with PewDiePie to launch a fan fiction contest , in which winning fan fictions will be animated into video formats and then uploaded onto his channel . In the same month , a quote from him was used by Techland on *Dying Light* posters . The quote , which read , " I love this game . It 's sooo awesome ! " , spread controversy as it came from a seemingly advertorial video , featuring him playing *Dying Light* . In response to the issue , PewDiePie tweeted , " I love this game . It 's soooo awesome ! - IGN . " When another Twitter user mentioned the issue , tagging PewDiePie in their tweet , he responded , " I dont even remember saying this . "

Despite these partnerships , PewDiePie maintains that he conducts very few promotions and works with few brands . Additionally , PewDiePie posted on Reddit , " I make more than I need from YouTube , " adding , " with that freedom , but also to respect my fans for making that possible , I don 't end up doing many endorsements . " On this topic , PewDiePie has claimed that it is disappointing when a large chunk of people misinterpret a component of his character ; he states , " if I mention on Twitter that I find this or that Kickstarter project cool , people immediately start to ask what economical interests I might have in it . Things like that can bring me down . But it 's not personal ; some people just prefer to believe the worst about others at any given time . "

= = = Relationship with YouTube networks and programs = = =

PewDiePie 's channel is under Polaris , a gaming network , part of Maker Studios , a multi @-@ channel network that drives the growth of the channels under it . Despite being signed under a network , PewDiePie refuses to hire an editor to help him with his video output , stating " I want YouTube to be YouTube . "

PewDiePie has expressed disdain with Machinima , a rival YouTube network that he had been signed with prior to Maker Studios . Feeling frustrated with how Machinima treated him , PewDiePie hired a lawyer to free him from his contract with the network .

In October 2014 , PewDiePie began hinting at the possibility that he might not renew his contract with Maker Studios upon its expiration in December 2014 . Reports that covered this information also added that PewDiePie expressed his frustrations with the studio 's parent company , Disney ; PewDiePie was quoted saying , " The fact that Disney bought Maker Studios doesn 't really change anything for me . If I ask for help , they reply , but that 's all the contact we have . We 'll see what happens . " Rather than re @-@ sign with Maker , PewDiePie has mulled the option of launching his own network , although he has declined to provide in @-@ depth details on the subject . However , in light of news outlets reporting his disinterest with Maker , PewDiePie tweeted , " I feel like I was misquoted in the WSJ and I 'm really happy with the work that Maker has been doing for me . " PewDiePie ultimately continued creating videos under Maker ; his relationship with the network has seen Maker establish an official PewDiePie website , app and online store to sell *Bro Army* merchandise , while PewDiePie promotes Maker 's media interests and gives the network a share of his YouTube ad revenue .

In early 2015 , Nintendo launched its Creator Program , in order to share revenue with YouTube video creators who feature gameplay of their products in videos . PewDiePie joined various gamers in criticising the programme . PewDiePie called the program a , " slap in the face to the YouTube channels that does focus on Nintendo game exclusively , adding , " The people who have helped and showed passion for Nintendo 's community are the ones left in the dirt the most . " Despite criticisms from PewDiePie and other gamers alike , Nintendo experienced more requests from YouTube creators than expected , causing an extension on the 72 @-@ hour wait time for video approval through the program . Additionally , PewDiePie , stated , " I 'll still play Nintendo games that

I want to play on my channel as usual . I 'm lucky to be in a situation where losing ad revenue on a few videos won 't matter . However , many people on YouTube are not in that situation . " Ultimately , the focal point of criticism is toward the approval of a video which Nintendo has to administer , and may be motivated by biased intentions .

== Revelmode ==

In January 2016 , PewDiePie announced a partnership with Maker Studios to produce Revelmode , a sub @-@ network of Maker , that would showcase PewDiePie and his friends on YouTube in original series . The head of Maker Studios , Courtney Holt , stated " We 're thrilled to be doubling down with Felix , " after the deal . Along with PewDiePie , other YouTubers initially signed to the network included CutiePieMarzia , CinnamonToastKen , Dodger , Emma Blackery , Jacksepticeye , Jelly , Kwebbelkop , and Markiplier .

== Charities ==

PewDiePie 's popularity has allowed him to stir support for fundraising drives . In February 2012 , PewDiePie ran for King of the Web , an online contest . He lost the overall title , however still became the " Gaming King of the Web " for the 1 ? 15 February 2012 voting period . During the following voting period , PewDiePie won and donated his cash winnings to the World Wildlife Fund . He has raised money for the St. Jude Children 's Research Hospital .

PewDiePie also began a " Water Campaign " charity , where his fans could donate money to Charity : Water , in celebration of reaching ten million subscribers . PewDiePie also contributed one dollar to the charity for every 500 views the video announcing the campaign accumulates , up to a maximum of \$ 10 @,@ 000 . PewDiePie had the stated goal of raising US \$ 250 @,@ 000 , at the end of the drive , the amount raised was \$ 446 @,@ 462 . In June 2014 , PewDiePie , announced that a fourth charity drive for " Save the Children " raised over \$ 630 @,@ 000 , surpassing a \$ 250 @,@ 000 goal . In an interview with the Swedish magazine Icon , he has expressed desire to continue these drives as time goes on , and also credited John and Hank Green as two individuals who gave him the idea of making unique videos for charity . These videos are purchased by game manufacturers and advertisers , for prices ranging up to \$ 50 @,@ 000 .

== Appearances in other media ==

Aside from his own YouTube channel , PewDiePie has made appearances in the videos of other YouTube creators and series . In April 2013 , he made a cameo in an episode of Epic Rap Battles of History , portraying Mikhail Baryshnikov . In July 2013 , PewDiePie starred alongside Anthony Padilla and Ian Hecox of Smosh , as well as Jenna Marbles , as guest judges on the second season of Internet Icon . PewDiePie also appeared in the 2013 and 2014 editions of YouTube 's annual year @-@ end Rewind series .

In June 2014 Sveriges Radio let Kjellberg host an episode of the radio show Sommar i P1 . The episode was recorded in both Swedish and English ; the Swedish version was broadcast 9 August 2014 in Sveriges Radio P1 , and the English version was published online , on a dedicated server with extra capacity to avoid crashing the Sveriges Radio server . The link to the Swedish version of the broadcast was shared over 3 @,@ 500 times , and the link to the English version was shared about 49 @,@ 000 times .

In December 2014 , PewDiePie guest starred in two episodes of the 18th season of South Park , one of his favourite series . The two episodes served as a two @-@ part season finale . The first part , titled " # REHASH " aired on 3 December , while the second part , titled " # HappyHolograms " , aired on 10 December . In the episodes , he parodied himself and other Let 's Play commentators , who added commentary over Call of Duty gameplay in an overly expressive way . In " # REHASH " , the character Kyle wonders why his brother and his brother 's friends favour watching others comment on events over experiencing events themselves .

In July 2015 , PewDiePie was announced as a voice actor in the Vimeo fantasy series , Oscar 's Hotel for Fantastical Creatures .

In October 2015 , PewDiePie appeared as a guest on The Late Show with Stephen Colbert ; PewDiePie 's charm and Colbert 's interviewing skills were well received by online media outlets .

= = Other ventures = =

On 24 September 2015 , PewDiePie released his long @-@ awaited video game PewDiePie : Legend of the Brofist on iOS and Android . The game is developed by Canadian game developer Outerminds in collaboration with Kjellberg himself .

Penguin Group released PewDiePie 's This Book Loves You , a parody of self @-@ help books , on 20 October 2015 . The book includes a collection of aphorisms , jokes , and wisdom , paired with visuals .

= = Personal life = =

Kjellberg is originally from Sweden but moved to Italy to live with his girlfriend , Marzia Bisognin ( CutiePieMarzia ) ; she is also a YouTube personality . The two were introduced to each other through a friend of Bisognin 's in 2011 , and after establishing an online friendship , Kjellberg flew to Italy to meet her .

The two shuffled between Sweden and Italy , before settling in Brighton , England . Kjellberg moved to the UK in July 2013 for better Internet connectivity . Kjellberg admits that he enjoys living in Brighton , as he is able to live in general anonymity , adding that one of the reasons he has not moved to Los Angeles is , " Anytime I 'm there , people are constantly patting you on the back , telling you how great you are . It fucks with your brain . I started YouTube because I was bored , not to become famous . " In June 2016 , Kjellberg announced he had been evicted after a neighbour confronted him for being too loud .

Kjellberg has stated on his YouTube channel that he is an agnostic atheist .

= = Filmography = =

= = Awards = =