[Template:Use British English](/wiki/Template:Use_British_English" \o "Template:Use British English) [Template:Pp-semi-blp](/wiki/Template:Pp-semi-blp) [Template:Infobox YouTube personality](/wiki/Template:Infobox_YouTube_personality)

**Felix Arvid Ulf Kjellberg**[[1]](#cite_note-1) ([Template:IPAc-en](/wiki/Template:IPAc-en) [Template:Respell](/wiki/Template:Respell),[[2]](#cite_note-2) [Template:IPA-sv](/wiki/Template:IPA-sv);[[3]](#cite_note-3) born on 24 October 1989), better known by his online alias **PewDiePie** ([Template:IPAc-en](/wiki/Template:IPAc-en) [Template:Respell](/wiki/Template:Respell)), is a Swedish web-based comedian and video producer, best known for his [Let's Play](/wiki/Let's_Play_(video_gaming)) commentaries and [vlogs](/wiki/Video_blog) on [YouTube](/wiki/YouTube).

Born in [Gothenburg](/wiki/Gothenburg), Sweden, PewDiePie originally pursued a degree in [Industrial Economics](/wiki/Industrial_economics) and [Technology Management](/wiki/Technology_management) at [Chalmers University of Technology](/wiki/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](/wiki/List_of_the_most_subscribed_users_on_YouTube) on YouTube, being surpassed briefly in November and December 2013 by YouTube's [Spotlight channel](/wiki/YouTube_Spotlight). Holding the position since 22 December 2013, the channel has reached over 45 million subscribers, as of June 2016.<ref name=PDPabout>[Template:Cite web](/wiki/Template:Cite_web)</ref> On 19 July 2014, the channel surpassed singer [Rihanna's](/wiki/Rihanna) [Vevo](/wiki/Vevo) account on YouTube to become the most viewed channel of all time,[[4]](#cite_note-4) and as of June 2016, the channel has received over 12 billion video views.<ref name=PDPabout/> In 2016, [*Time*](/wiki/Time_(magazine)) magazine named him one of "The World's 100 Most Influential People."[[5]](#cite_note-5) 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](/wiki/Charitable_organization). Due to his popularity, PewDiePie's coverage of [indie games](/wiki/Indie_game) has created an [Oprah effect](/wiki/Oprah_effect), boosting sales for titles he plays. PewDiePie lives in [Brighton](/wiki/Brighton) with his girlfriend, Italian YouTube personality [Marzia Bisognin](/wiki/CutiePieMarzia).

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## Early life[[edit](/index.php?title=(none)&action=edit&section=1)]

[thumb|Entrance to Chalmers University of Technology, which PewDiePie dropped out of to focus on his YouTube career](/wiki/File:Chalmers_entrance.jpg) PewDiePie was born and raised in [Gothenburg](/wiki/Gothenburg), [Sweden](/wiki/Sweden).[[6]](#cite_note-6) 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.<ref name=Rosengren2012/> His mother Johanna, a former [KappAhl](/wiki/Sv:Kappahl) CIO, was named the 2010 CIO of the Year in Sweden.<ref name=Rosengren2012>[Template:Cite web](/wiki/Template:Cite_web)</ref> His father, Ulf, is also a [Chief Executive](/wiki/Chief_executive_officer) of a company.[[7]](#cite_note-7) During his early schooling life, he was interested in art, and has noted that he would draw popular video game characters such as [Mario](/wiki/Mario) and [Sonic the Hedgehog](/wiki/Sonic_the_Hedgehog_(character)).<ref name=Parker2015/> 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."<ref name=Parker2015/> In 2008, he graduated from [Göteborgs Högre Samskola](/wiki/Göteborgs_Högre_Samskola).[[8]](#cite_note-8) He then went on to pursue a degree in Industrial Economics and Technology Management at [Chalmers University of Technology](/wiki/Chalmers_University_of_Technology), but left the university in 2011 to focus on his YouTube career.[[9]](#cite_note-9)[[10]](#cite_note-10) 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."<ref name=BoyAndAkb>[Template:Cite web](/wiki/Template:Cite_web)</ref>

## YouTube career[[edit](/index.php?title=(none)&action=edit&section=2)]

[thumb|The PewDiePie logo (the blue](/wiki/File:PewdiepieLogo.png) [brofist](/wiki/Fist_bump))

### Channel format[[edit](/index.php?title=(none)&action=edit&section=3)]

The main focus of PewDiePie's videos is his commentary and reactions to various games as he plays through them.[[11]](#cite_note-11)[[12]](#cite_note-12) Due to this, his videos fall under the [Let's Play](/wiki/Let's_Play_(video_gaming)) umbrella.<ref name=Ristau2015>[Template:Cite web](/wiki/Template:Cite_web)</ref> Unlike conventional [walkthroughs](/wiki/Strategy_guide), his Let's Play videos are devoted to "sharing gaming moments on YouTube with my bros."[[13]](#cite_note-13) [*Variety*](/wiki/Variety_(magazine)) 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."<ref name=Ristau2015/>

In his early years as a YouTube personality, PewDiePie was known for playing horror and action video games,[[11]](#cite_note-11)[[14]](#cite_note-14)[[15]](#cite_note-15) most notably [*Amnesia: The Dark Descent*](/wiki/Amnesia:_The_Dark_Descent) and its related [mods](/wiki/Mod_(video_gaming)).[[16]](#cite_note-16) PewDiePie also began posting weekly [vlogs](/wiki/Vlogs) starting from 2 September 2011.[[17]](#cite_note-17) These vlogs are uploaded under the title of *Fridays with PewDiePie*.<ref name=Parker2015>[Template:Cite web](/wiki/Template:Cite_web)</ref> He typically performs a "[Brofist](/wiki/Fist_bump)" at the end of each of his videos.[[18]](#cite_note-18) As his channel grew, he began to branch out in terms of his video content, uploading live-action and animated comedy shorts.<ref name=Parker2015/> In 2014, he began to more actively play games that interested him, regardless if they were of the horror genre or not.<ref name=HernandezDec14>[Template:Cite web](/wiki/Template:Cite_web)</ref> In addition, he is also known to support video games from [indie developers](/wiki/Indie_game).[[11]](#cite_note-11)

#### Nature of content[[edit](/index.php?title=(none)&action=edit&section=4)]

The nature of PewDiePie's video content has been described by various outlets as goofy, energetic, obnoxious and filled with profanity.[[19]](#cite_note-19)[[20]](#cite_note-20)[[21]](#cite_note-21)[[22]](#cite_note-22) However, many of the same outlets concede that PewDiePie's content is genuine and unfiltered.[[21]](#cite_note-21)[[22]](#cite_note-22) Sarah Begley of [*Time*](/wiki/Time_(magazine)) said his clips contained "charismatic narration."<ref name=Begley2015/> 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."[[22]](#cite_note-22) 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."[[21]](#cite_note-21) Reed adds that these aspects of PewDiePie's videos are what critics find most abrasive, but what fans love the most.[[22]](#cite_note-22) PewDiePie resorts occasionally to gameplay, causing silent or emotional commentary;[[21]](#cite_note-21)[[22]](#cite_note-22) his playthrough of [*The Last of Us*](/wiki/The_Last_of_Us), it was noted, left the usually vocal gamer speechless at the ending.[[22]](#cite_note-22)[[23]](#cite_note-23)

### History[[edit](/index.php?title=(none)&action=edit&section=5)]

#### Early years (2010–2012)[[edit](/index.php?title=(none)&action=edit&section=6)]

[thumb|250px|2012](/wiki/File:PewDiePie_fanart.jpg) [Fanart](/wiki/Fanart) of Kjellberg as one of his [*Happy Wheels*](/wiki/Happy_Wheels) characters PewDiePie originally registered a YouTube account under the name "Pewdie";<ref name=Wadeson2013/> he explains that "pew" represents the sound of [lasers](/wiki/Lasers) and "die" means death.[[24]](#cite_note-24) After forgetting the password to this account, he then registered the "PewDiePie" YouTube channel on 29 April 2010.<ref name=Drehs2015/> After dropping out of Chalmers, his parents refused to support him,<ref name=Drehs2015/> and as a result PewDiePie funded his early videos by working at a hot dog stand.<ref name=DredgeJuly2015>[Template:Cite web](/wiki/Template:Cite_web)</ref> 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."<ref name=DredgeJuly2015/> 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."<ref name=DredgeJuly2015/> By December 2011, PewDiePie's channel had around 60,000 subscribers.<ref name=Drehs2015/> Around the time his channel earned 700,000 subscribers, PewDiePie spoke at Nonick Conference 2012.<ref name=EITB>[Template:Cite web](/wiki/Template:Cite_web)</ref>[[25]](#cite_note-25) On 11 July 2012 the channel reached 1 million subscribers,[[6]](#cite_note-6) and it reached 2 million subscribers in September 2012.[[11]](#cite_note-11) In October 2012, OpenSlate ranked the PewDiePie channel as the #1 YouTube channel.[[26]](#cite_note-26) That December, PewDiePie signed with [Maker Studios](/wiki/Maker_Studios).<ref name=Drehs2015/>

Early in his YouTube career, Kjellberg used [rape jokes](/wiki/Rape_culture) in his videos. Criticism of these jokes stirred controversy, and in October 2012, Kjellberg posted a [Tumblr](/wiki/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."[[7]](#cite_note-7)[[27]](#cite_note-27) [*The Globe and Mail*](/wiki/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."<ref name=globeandmail>[Template:Cite news](/wiki/Template:Cite_news)</ref>

#### Becoming the most subscribed user (2013)[[edit](/index.php?title=(none)&action=edit&section=7)]

On 18 February 2013, the PewDiePie channel reached 5 million subscribers,<ref name=Drehs2015/> and in April, PewDiePie earned coverage on *The New York Times* after surpassing 6 million subscribers.[[12]](#cite_note-12) In May, at the inaugural Starcount Social Stars Awards in Singapore PewDiePie won the award for Swedish Social Star.<ref name=SS3>[Template:Cite web](/wiki/Template:Cite_web)</ref> Competing against [Jenna Marbles](/wiki/Jenna_Marbles), [Smosh](/wiki/Smosh) and [Toby Turner](/wiki/Toby_Turner),<ref name=SS1>[Template:Cite news](/wiki/Template:Cite_news)</ref> PewDiePie also won the award for Most Popular Social Show.<ref name=SS2>[Template:Cite web](/wiki/Template:Cite_web)</ref> In July 2013, he overtook Jenna Marbles to become the second most subscribed YouTube user,[[28]](#cite_note-28) and reached 10 million subscribers.<ref name=Drehs2015/>

PewDiePie's subscriber count surpassed that of the leading channel, Smosh, on 15 August 2013.<ref name=PewdieTubefilter>[Template:Cite web](/wiki/Template:Cite_web)</ref> 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."[[29]](#cite_note-29) After becoming the most subscribed user, Ben Donovan of [Maker Studios](/wiki/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.'"[[30]](#cite_note-30) On 1 November, PewDiePie became the first channel to reach 15 million subscribers,<ref name=15mil>[Template:Cite web](/wiki/Template:Cite_web)</ref> although the following day, the channel was surpassed by YouTube's [Spotlight](/wiki/YouTube_Spotlight) account at the top of the site's subscriber rankings.[[31]](#cite_note-31) In the same month, PewDiePie proclaimed his dislike of YouTube's [new comment system](/wiki/YouTube#User_comments).[[32]](#cite_note-32) In December, PewDiePie overtook the [YouTube Spotlight](/wiki/YouTube_Spotlight) channel to once again become the [most subscribed user on YouTube](/wiki/List_of_the_most_subscribed_users_on_YouTube).[[33]](#cite_note-33)[[34]](#cite_note-34) Throughout 2012 and 2013, PewDiePie's channel was one of the fastest growing on YouTube, in terms of subscribers gained.[[35]](#cite_note-35) In 2013, the PewDiePie channel went from 3.5 million to just under 19 million subscribers,[[36]](#cite_note-36) and by the end of 2013 it was gaining a new subscriber every 1.037 seconds.<ref name=19mil>[Template:Cite web](/wiki/Template:Cite_web)</ref> [*Billboard*](/wiki/Billboard_(magazine)) reported that the PewDiePie channel gained more subscribers than any other channel in 2013.[[37]](#cite_note-37) Additionally, in the second half of 2013, the PewDiePie channel earned just under 1.3 billion video views.[[38]](#cite_note-38)

#### Continued growth (2014–present)[[edit](/index.php?title=(none)&action=edit&section=8)]

In March 2014, PewDiePie updated his video production, announcing he would be scaling down the frequency of uploads.[[39]](#cite_note-39) In August 2014, Maker Studios released an official PewDiePie app for the [iPhone](/wiki/IPhone), allowing audiences to view his videos, create custom favourite video feeds and share videos with others.[[40]](#cite_note-40) Later in the month, PewDiePie uploaded a video, announcing he would permanently disable comments on his YouTube videos.[[41]](#cite_note-41) 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."[[42]](#cite_note-42) After disabling comments, PewDiePie continued interacting with his audience through [Twitter](/wiki/Twitter) and [Reddit](/wiki/Reddit).[[43]](#cite_note-43) 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.[[44]](#cite_note-44) In September 2014, PewDiePie began streaming videos of his co-hosted series, *BroKen*, onto [MLG.tv](/wiki/Major_League_Gaming).[[45]](#cite_note-45) Kjellberg co-hosts the series with Kenneth Morrison, better known as CinnamonToastKen, also an online game commentator.[[46]](#cite_note-46) On 13 October, PewDiePie decided to allow comments on his videos once more, albeit only after approval.[[47]](#cite_note-47)<ref name=slateoct2014>[Template:Cite web](/wiki/Template:Cite_web)</ref> However, PewDiePie has tweeted, "I have them set as approved so I can redirect people to comment on my website instead."[[48]](#cite_note-48)[[49]](#cite_note-49) In a later video, PewDiePie claimed that disabling comments helped him become happier.[[50]](#cite_note-50) 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.[[51]](#cite_note-51)[[52]](#cite_note-52) During July 2015, PewDiePie's videos were documented to receive over 300 million views per month.[[53]](#cite_note-53) On 6 September 2015, PewDiePie's YouTube account became the first to eclipse 10 billion video views.[[54]](#cite_note-54) In September 2015, PewDiePie hinted that he would have a role in series, and that he was on location in [Los Angeles](/wiki/Los_Angeles) for the show's shooting.[[55]](#cite_note-55) Although not many details were revealed at the time, in October, it was announced that the series would be titled [*Scare PewDiePie*](/wiki/Scare_PewDiePie).<ref name=Sarkar2015>[Template:Cite web](/wiki/Template:Cite_web)</ref> The series is set to be released in 2016 through [YouTube's](/wiki/YouTube) paid subscription service, [YouTube Red](/wiki/YouTube_Red).<ref name=Sarkar2015/>

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.[[56]](#cite_note-56)

## Public image and influence[[edit](/index.php?title=(none)&action=edit&section=9)]

Responses to PewDiePie's content are mixed. [*Forbes*](/wiki/Forbes_(magazine)) 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."<ref name=Tassi2015/> *Forbes* also states that PewDiePie "wouldn’t be where he is without being very good at what he does".<ref name=Tassi2015/> PewDiePie often refers to his fans as the "Bro Army" and addresses his audience as "bros".[[57]](#cite_note-57) In September 2014, Rob Walker of [*Yahoo!*](/wiki/Yahoo!) called PewDiePie's popularity "insane," writing, that it "strikes me as considerably more curious — I mean, you know who [Rihanna](/wiki/Rihanna) is, but would you recognise this kid if he were standing in line behind you at the bank?"<ref name=Walker14>[Template:Cite web](/wiki/Template:Cite_web)</ref> Walker, among other reporters and some casual gamers, have questioned the reasons for his popularity, while other reporters have criticised his rise in notability.<ref name=WallSep2013/><ref name=Walker14/><ref name=ReedC14>[Template:Cite web](/wiki/Template:Cite_web)</ref> 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."<ref name=Walker14/> In 2015 [*The Verge*](/wiki/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."[[58]](#cite_note-58) 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."<ref name=IconMaginterview/> 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.<ref name=HernandezDec14/> Conversely, during an informal [Twitter](/wiki/Twitter) poll conducted by one [*Kotaku*](/wiki/Kotaku) reporter, respondents described him as "annoying" and an "obnoxious waste of time."<ref name=HernandezDec14/> PewDiePie has also been received negatively by the media on some occasions, often being reported as an "inexplicable phenomenon."[[59]](#cite_note-59) Andrew Wallenstein of [*Variety*](/wiki/Variety_(magazine)) heavily criticised PewDiePie, following his channel becoming the most subscribed channel on YouTube, describing his videos as "aggressive stupidity" and "psycho babble."<ref name=WallSep2013>[Template:Cite web](/wiki/Template:Cite_web)</ref> *Rolling Stone* has documented the existence of several [Reddit](/wiki/Reddit) threads dedicated to sharing disparaging views of PewDiePie.<ref name=Parker2015/>

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](/wiki/Jennifer_Lawrence), among U.S. teenagers aged 13 through 18.[[60]](#cite_note-60) His channel also appeals strongly to younger viewers, a group [Google](/wiki/Google) refers to as [Generation C](/wiki/Generation_C) for their habits of "creation, curation, connection and community".[[13]](#cite_note-13)[Template:Sfn](/wiki/Template:Sfn) Paul Tassi of [*Forbes*](/wiki/Forbes_(magazine)) 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."<ref name=Tassi2015>[Template:Cite web](/wiki/Template:Cite_web)</ref> 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."[[22]](#cite_note-22) PewDiePie has himself claimed that he dislikes being called "famous", and has been reported to live a "shy and retiring life."[[7]](#cite_note-7) 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."<ref name=Parker2015/> At the 2013 Social Star Awards, PewDiePie greeted his fans personally despite security warning him against doing so.<ref name=Wadeson2013>[Template:Cite web](/wiki/Template:Cite_web)</ref>[[61]](#cite_note-61) PewDiePie also mentioned this event to *Rolling Stone*, stating, "I didn't even understand they were screaming for me at first."<ref name=Parker2015/>

His rise to fame has been used as "a great example of how the [emerging society](/wiki/Millennials) gives extensive opportunities to individuals with great ideas, courage, and, of course, a significant portion of luck as opposed to the old society."[Template:Sfn](/wiki/Template:Sfn) 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.<ref name=Gutelle1371>[Template:Cite web](/wiki/Template:Cite_web)</ref> In 2015, PewDiePie was included on [*Time*'s](/wiki/Time_(magazine)) list of the 30 most influential people on the [Internet](/wiki/Internet), cementing his influence as an internet personality.<ref name=Begley2015>[Template:Cite news](/wiki/Template:Cite_news)</ref> 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."***[***[62]***](#cite_note-62)

### Influence on video games[[edit](/index.php?title=(none)&action=edit&section=10)]

PewDiePie's commentaries have had a positive effect on sales of indie games.[[63]](#cite_note-63)[[64]](#cite_note-64) For instance the developers of [*McPixel*](/wiki/McPixel) stated, "The largest force driving attention to *McPixel* at that time were 'Let's Play' videos. Mostly by Jesse Cox and PewDiePie."[[65]](#cite_note-65) PewDiePie has also been confirmed to positively influence the sales of [*Slender: The Eight Pages*](/wiki/Slender:_The_Eight_Pages) and [*Goat Simulator*](/wiki/Goat_Simulator).[[8]](#cite_note-8)[[59]](#cite_note-59) 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."[[66]](#cite_note-66) PewDiePie, along with characters from [*Amnesia: The Dark Descent*](/wiki/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.[[67]](#cite_note-67) Additionally, in the video game [*Surgeon Simulator 2013*](/wiki/Surgeon_Simulator_2013), the Alien Surgery stage features an organ called "Pewdsball" in honour of PewDiePie.[[68]](#cite_note-68)[[69]](#cite_note-69) PewDiePie agreed to allow the developers of *Surgeon Simulator 2013* to use his likeness in *GOTY IDST*, a showering simulation video game.[[70]](#cite_note-70)[[71]](#cite_note-71) PewDiePie was also included as a [NPC](/wiki/Non-player_character) in the indie game, *Party Hard*.[[72]](#cite_note-72)

### Income[[edit](/index.php?title=(none)&action=edit&section=11)]

In June 2014, [*The Wall Street Journal*](/wiki/The_Wall_Street_Journal) reported that PewDiePie earned $4 million in 2013;[[73]](#cite_note-73)[[74]](#cite_note-74) PewDiePie confirmed on [Reddit](/wiki/Reddit) that the figures were roughly around what he actually earned.<ref name=IconMaginterview>[Template:Cite web](/wiki/Template:Cite_web)</ref> In July 2014, the Swedish newspaper [*Expressen*](/wiki/Expressen) reported that PewDiePie's production company, PewDie Productions AB, reported earnings of 63.7 million [kr](/wiki/Swedish_krona) ($7.5 million) in 2014.[[75]](#cite_note-75)<ref name=Whitaker2015>[Template:Cite web](/wiki/Template:Cite_web)</ref> *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".<ref name=DredgeJuly2015/> Although outlets agreed that PewDiePie's income was sizable, and even "remarkable",[[76]](#cite_note-76) PewDiePie appeared at the top of [Forbes'](/wiki/Forbes) October 2015 list of the richest YouTube stars with a reported $12 million earned in 2015.[[77]](#cite_note-77) 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."<ref name=Thomsen2015>[Template:Cite web](/wiki/Template:Cite_web)</ref>

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."[[78]](#cite_note-78) 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."<ref name=Regan2015>[Template:Cite news](/wiki/Template:Cite_news)</ref> 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."<ref name=Oreilly2015>[Template:Cite web](/wiki/Template:Cite_web)</ref>

### Marketing campaigns[[edit](/index.php?title=(none)&action=edit&section=12)]

Beginning in April 2014 and spanning into August, Kjellberg, along with his girlfriend [Marzia Bisognin](/wiki/CutiePieMarzia), began a marketing campaign for the [Legendary Pictures](/wiki/Legendary_Pictures) film [*As Above, So Below*](/wiki/As_Above,_So_Below_(film)).[[79]](#cite_note-79)[[80]](#cite_note-80) 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](/wiki/Catacombs_of_Paris) to open a container holding "the [Philosopher's stone](/wiki/Philosopher's_stone)."<ref name=AASBcampaign>[Template:Cite web](/wiki/Template:Cite_web)</ref> Kjellberg and Bisognin's videos were able to earn nearly 20 million views.[[81]](#cite_note-81) [Maker Studios](/wiki/Maker_Studios), which Kjellberg and Bisognin are represented by, brokered the ad deal between the two and Legendary Pictures.[[82]](#cite_note-82) In January 2015, [Mountain Dew](/wiki/Mountain_Dew) partnered with PewDiePie to launch a [fan fiction](/wiki/Fan_fiction) contest, in which winning fan fictions will be animated into video formats and then uploaded onto his channel.[[83]](#cite_note-83) In the same month, a quote from him was used by [Techland](/wiki/Techland) on [*Dying Light*](/wiki/Dying_Light) posters.[[84]](#cite_note-84) 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*.[[85]](#cite_note-85) In response to the issue, PewDiePie tweeted, "I love this game. It's soooo awesome! - [IGN](/wiki/IGN)."<ref name=FebGNG/> When another Twitter user mentioned the issue, tagging PewDiePie in their tweet, he responded, "I dont even remember saying this."<ref name=FebGNG>[Template:Cite web](/wiki/Template:Cite_web)</ref>

Despite these partnerships, PewDiePie maintains that he conducts very few promotions and works with few brands.[[8]](#cite_note-8)[[86]](#cite_note-86) Additionally, PewDiePie posted on [Reddit](/wiki/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."[[87]](#cite_note-87) 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](/wiki/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."[[8]](#cite_note-8)

### Relationship with YouTube networks and programs[[edit](/index.php?title=(none)&action=edit&section=13)]

PewDiePie's channel is under Polaris, a gaming network, part of [Maker Studios](/wiki/Maker_Studios), a multi-channel network that drives the growth of the channels under it.<ref name=guard>[Template:Cite news](/wiki/Template:Cite_news)</ref>[[88]](#cite_note-88)[[89]](#cite_note-89)[[90]](#cite_note-90) 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."<ref name=Cohen4March14>[Template:Cite web](/wiki/Template:Cite_web)</ref>

PewDiePie has expressed disdain with [Machinima](/wiki/Machinima_Inc.), a rival YouTube network that he had been signed with prior to Maker Studios.[[91]](#cite_note-91) Feeling frustrated with how Machinima treated him, PewDiePie hired a lawyer to free him from his contract with the network.[[92]](#cite_note-92) In October 2014, PewDiePie began hinting at the possibility that he might not renew his contract with [Maker Studios](/wiki/Maker_Studios) upon its expiration in December 2014.<ref name=Gamespot102014>[Template:Cite web](/wiki/Template:Cite_web)</ref> 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."<ref name=guardian102014>[Template:Cite web](/wiki/Template:Cite_web)</ref> 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.[[8]](#cite_note-8)[[93]](#cite_note-93) However, in light of news outlets reporting his disinterest with Maker, PewDiePie [tweeted](/wiki/Twitter), "I feel like I was misquoted in [the WSJ](/wiki/The_Wall_Street_Journal) and I'm really happy with the work that Maker has been doing for me."[[94]](#cite_note-94) 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.<ref name=Parker2015/>

In early 2015, [Nintendo](/wiki/Nintendo) launched its Creator Program, in order to share revenue with YouTube video creators who feature gameplay of their products in videos.<ref name=polygonnintendo>[Template:Cite web](/wiki/Template:Cite_web)</ref> PewDiePie joined various gamers in criticising the programme.<ref name=gamespotnintendo>[Template:Cite web](/wiki/Template:Cite_web)</ref>[[95]](#cite_note-95) 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."<ref name=forbesnintendo>[Template:Cite web](/wiki/Template:Cite_web)</ref> 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.[[96]](#cite_note-96) 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."<ref name=bbcnintendo>[Template:Cite web](/wiki/Template:Cite_web)</ref> 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.[[97]](#cite_note-97)

#### Revelmode[[edit](/index.php?title=(none)&action=edit&section=14)]

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.<ref name=Spangler2016>[Template:Cite web](/wiki/Template:Cite_web)</ref> The head of Maker Studios, Courtney Holt, stated "We're thrilled to be doubling down with Felix," after the deal.<ref name=Spangler2016/> Along with PewDiePie, other YouTubers initially signed to the network included CutiePieMarzia, CinnamonToastKen, Dodger, [Emma Blackery](/wiki/Emma_Blackery), [Jacksepticeye](/wiki/Jacksepticeye), Jelly, Kwebbelkop, and [Markiplier](/wiki/Markiplier).<ref name=Spangler2016/>

### Charities[[edit](/index.php?title=(none)&action=edit&section=15)]

PewDiePie's popularity has allowed him to stir support for [fundraising](/wiki/Fundraising) drives.[[98]](#cite_note-98) 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.<ref name=Xconomy>[Template:Cite web](/wiki/Template:Cite_web)</ref> During the following voting period, PewDiePie won and donated his cash winnings to the [World Wildlife Fund](/wiki/World_Wildlife_Fund).[[99]](#cite_note-99)[[100]](#cite_note-100) He has raised money for the [St. Jude Children's Research Hospital](/wiki/St._Jude_Children's_Research_Hospital).[[11]](#cite_note-11)[[99]](#cite_note-99) PewDiePie also began a "Water Campaign" charity, where his fans could donate money to [Charity: Water](/wiki/Charity:_Water), in celebration of reaching ten million subscribers.[[101]](#cite_note-101) PewDiePie also contributed one dollar to the charity for every 500 views the video announcing the campaign accumulates, up to a maximum of $10,000.[[102]](#cite_note-102) PewDiePie had the stated goal of raising [US$](/wiki/United_States_dollar)[Template:Inflation](/wiki/Template:Inflation), at the end of the drive, the amount raised was $[Template:Inflation](/wiki/Template:Inflation).[[99]](#cite_note-99)[[103]](#cite_note-103)[[104]](#cite_note-104) In June 2014, PewDiePie, announced that a fourth charity drive for "Save the Children" raised over $630,000, surpassing a $250,000 goal.[[105]](#cite_note-105) In an interview with the Swedish magazine *Icon*, he has expressed desire to continue these drives as time goes on, and also credited [John](/wiki/John_Green_(author)) and [Hank Green](/wiki/Hank_Green) as two individuals who gave him the idea of making unique videos for charity.[[8]](#cite_note-8) These videos are purchased by game manufacturers and advertisers, for prices ranging up to $50,000.[[8]](#cite_note-8)

### Appearances in other media[[edit](/index.php?title=(none)&action=edit&section=16)]

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*](/wiki/Epic_Rap_Battles_of_History), portraying [Mikhail Baryshnikov](/wiki/Mikhail_Baryshnikov).<ref name=GutelleApril2013>[Template:Cite web](/wiki/Template:Cite_web)</ref> In July 2013, PewDiePie starred alongside Anthony Padilla and Ian Hecox of [Smosh](/wiki/Smosh), as well as [Jenna Marbles](/wiki/Jenna_Marbles), as guest judges on the [second season](/wiki/Internet_Icon_(season_2)) of [*Internet Icon*](/wiki/Internet_Icon).<ref name=II2013>[Template:Cite AV media](/wiki/Template:Cite_AV_media)</ref> PewDiePie also appeared in the 2013 and 2014 editions of YouTube's annual year-end [*Rewind*](/wiki/YouTube_Rewind) series.[[106]](#cite_note-106)[[107]](#cite_note-107) In June 2014 [Sveriges Radio](/wiki/Sveriges_Radio) let Kjellberg host an episode of the radio show *Sommar i P1*.[[108]](#cite_note-108) The episode was recorded in both Swedish and English; the Swedish version was broadcast 9 August 2014 in [Sveriges Radio P1](/wiki/Sveriges_Radio_P1), and the English version was published online,[[109]](#cite_note-109) on a dedicated server with extra capacity to avoid crashing the Sveriges Radio server.[[110]](#cite_note-110) 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.[[111]](#cite_note-111) In December 2014, PewDiePie guest starred in two episodes of the [18th season](/wiki/South_Park_(season_18)) of [*South Park*](/wiki/South_Park), one of his favourite series. The two episodes served as a two-part season finale. The first part, titled "[#REHASH](/wiki/Rehash_(South_Park))" aired on 3 December, while the second part, titled "[#HappyHolograms](/wiki/HappyHolograms)", aired on 10 December.<ref name=VarietySouthPark>[Template:Cite web](/wiki/Template:Cite_web)</ref>[[112]](#cite_note-112) In the episodes, he parodied himself and other Let's Play commentators, who added commentary over [*Call of Duty*](/wiki/Call_of_Duty) gameplay in an overly expressive way. In "#REHASH", the character [Kyle](/wiki/Kyle_Broflovski) wonders why [his brother](/wiki/Ike_Broslovski) and his brother's friends favour watching others comment on events over experiencing events themselves.[[113]](#cite_note-113) In July 2015, PewDiePie was announced as a voice actor in the [Vimeo](/wiki/Vimeo) fantasy series, [*Oscar's Hotel for Fantastical Creatures*](/wiki/Oscar's_Hotel_for_Fantastical_Creatures).<ref name=Jarvey2015>[Template:Cite web](/wiki/Template:Cite_web)</ref>

In October 2015, PewDiePie appeared as a guest on [*The Late Show with Stephen Colbert*](/wiki/The_Late_Show_with_Stephen_Colbert); PewDiePie's charm and Colbert's interviewing skills were well received by online media outlets.[[114]](#cite_note-114)<ref name=CrecenteOct2015>[Template:Cite web](/wiki/Template:Cite_web)</ref>

## Other ventures[[edit](/index.php?title=(none)&action=edit&section=17)]

On 24 September 2015, PewDiePie released his long-awaited video game [*PewDiePie: Legend of the Brofist*](/wiki/PewDiePie:_Legend_of_the_Brofist) on [iOS](/wiki/IOS_(Apple)) and [Android](/wiki/Android_(operating_system)). The game is developed by [Canadian](/wiki/Canadian) [game developer](/wiki/Game_development) Outerminds in collaboration with Kjellberg himself.<ref name=MatulefApr2015>[Template:Cite web](/wiki/Template:Cite_web)</ref><ref name=Priestman2015>[Template:Cite web](/wiki/Template:Cite_web)</ref>

[Penguin Group](/wiki/Penguin_Group) released PewDiePie's [*This Book Loves You*](/wiki/This_Book_Loves_You), a parody of [self-help books](/wiki/Self-help_book), on 20 October 2015.<ref name=Sarkar2015/> The book includes a collection of aphorisms, jokes, and wisdom, paired with visuals.<ref name=Kellogg2015>[Template:Cite web](/wiki/Template:Cite_web)</ref>

## Personal life[[edit](/index.php?title=(none)&action=edit&section=18)]

Kjellberg is originally from Sweden[[1]](#cite_note-1) but moved to Italy to live with his girlfriend, [Marzia Bisognin](/wiki/CutiePieMarzia) (CutiePieMarzia);<ref name=Expressen1>[Template:Cite web](/wiki/Template:Cite_web)</ref> she is also a YouTube personality.[[7]](#cite_note-7)[[115]](#cite_note-115) 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.[[7]](#cite_note-7) The two shuffled between Sweden and Italy, before settling in [Brighton](/wiki/Brighton), England.[[7]](#cite_note-7)[[116]](#cite_note-116) Kjellberg moved to the UK in July 2013 for better Internet connectivity.[[117]](#cite_note-117) 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](/wiki/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."[[18]](#cite_note-18) In June 2016, Kjellberg announced he had been evicted after a neighbour confronted him for being too loud.[[118]](#cite_note-118)

## Filmography[[edit](/index.php?title=(none)&action=edit&section=19)]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Title** | **Role** | **Number of episodes** | [**Template:Abbr**](/wiki/Template:Abbr) |
| 2012 | [*Sveriges Television*](/wiki/Sveriges_Television) (Interview) | Himself | 2 | [[119]](#cite_note-119)[[120]](#cite_note-120) |
| 2013 | [*Epic Rap Battles of History*](/wiki/Epic_Rap_Battles_of_History) | [Misha](/wiki/Mikhail_Baryshnikov) | 1 | <ref name=GutelleApril2013/> |
| 2013 | [*Internet Icon*](/wiki/Internet_Icon) | Himself | 1 | <ref name=II2013/> |
| 2014 | [*Skavlan*](/wiki/Skavlan) (Interview) | Himself | 1 | [[121]](#cite_note-121) |
| 2014 | [*South Park*](/wiki/South_Park) | Himself | 2 | <ref name=VarietySouthPark/> |
| 2015 | [*Oscar's Hotel for Fantastical Creatures*](/wiki/Oscar's_Hotel_for_Fantastical_Creatures) | Brock | 6 | <ref name=Jarvey2015/> |
| 2015 | [*The Late Show with Stephen Colbert*](/wiki/The_Late_Show_with_Stephen_Colbert) (Interview) | Himself | 1 | <ref name=CrecenteOct2015/> |
| 2015 | *Pugatory* | Edgar | 6 | [[122]](#cite_note-122) |
| 2016 | [*Scare PewDiePie*](/wiki/Scare_PewDiePie) | Himself | All | [[123]](#cite_note-123) |
| 2016 | [*Conan*](/wiki/Conan_(talk_show)) (Interview) | Himself | 1 | [[124]](#cite_note-124) |

## Awards[[edit](/index.php?title=(none)&action=edit&section=20)]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Award Show** | **Category** | **Result** | **Ref** |
| 2013 | Starcount Social Star Awards | Most Popular Social Show | [Template:Won](/wiki/Template:Won) | [[125]](#cite_note-125)[[126]](#cite_note-126) |
| Sweden Social Star Award | [Template:Won](/wiki/Template:Won) | [[127]](#cite_note-127) |
| [Shorty Awards](/wiki/Shorty_Awards) | #Gaming | [Template:Won](/wiki/Template:Won) | [[128]](#cite_note-128) |
| 2014 | [Teen Choice Awards](/wiki/2014_Teen_Choice_Awards) | Web Star: Gaming | [Template:Won](/wiki/Template:Won) | [[129]](#cite_note-129) |
| 4th [Streamy Awards](/wiki/Streamy_Awards) | Best Gaming Channel, Show, or Series | [Template:Nom](/wiki/Template:Nom) | [[130]](#cite_note-130) |
| 2015 | [Teen Choice Awards](/wiki/2015_Teen_Choice_Awards) | Choice Web Star: Male | [Template:Nominated](/wiki/Template:Nominated) | [[131]](#cite_note-131) |
| 5th Streamy Awards | Best First-Person Channel, Show, or Series | [Template:Nom](/wiki/Template:Nom) | <ref name=5thStreamys>[Template:Cite web](/wiki/Template:Cite_web)</ref> |
| Best Gaming Channel, Show, or Series | [Template:Won](/wiki/Template:Won) | <ref name=5thStreamys/> |

## See also[[edit](/index.php?title=(none)&action=edit&section=21)]

* [List of the most subscribed users on YouTube](/wiki/List_of_the_most_subscribed_users_on_YouTube)
* [List of YouTube personalities](/wiki/List_of_YouTube_personalities)

## Notes[[edit](/index.php?title=(none)&action=edit&section=22)]

[Template:Notelist](/wiki/Template:Notelist)

## References[[edit](/index.php?title=(none)&action=edit&section=23)]

[Template:Reflist](/wiki/Template:Reflist)

### Further reading[[edit](/index.php?title=(none)&action=edit&section=24)]

[Template:Refbegin](/wiki/Template:Refbegin)

* [Template:Cite web](/wiki/Template:Cite_web)

[Template:Refend](/wiki/Template:Refend)

## Bibliography[[edit](/index.php?title=(none)&action=edit&section=25)]

* [Template:Cite book](/wiki/Template:Cite_book)
* [Template:Cite book](/wiki/Template:Cite_book)

## External links[[edit](/index.php?title=(none)&action=edit&section=26)]

[Template:Commons category](/wiki/Template:Commons_category)

* [Template:YouTube](/wiki/Template:YouTube)
* [Template:IMDb name](/wiki/Template:IMDb_name)
* Sveriges Radio – [Felix "PewDiePie" Kjellberg](http://sverigesradio.se/pewdiepie/)

[Template:PewDiePie](/wiki/Template:PewDiePie) [Template:YouTube most subbed](/wiki/Template:YouTube_most_subbed) [Template:Streamy Awards Series Winners Subject](/wiki/Template:Streamy_Awards_Series_Winners_Subject) [Template:Portal bar](/wiki/Template:Portal_bar) [Template:Authority control](/wiki/Template:Authority_control) [Template:Good article](/wiki/Template:Good_article) [Template:Use dmy dates](/wiki/Template:Use_dmy_dates)

[Category:1989 births](/wiki/Category:1989_births) [Category:20th-century Swedish people](/wiki/Category:20th-century_Swedish_people) [Category:21st-century Swedish people](/wiki/Category:21st-century_Swedish_people) [Category:Chalmers University of Technology alumni](/wiki/Category:Chalmers_University_of_Technology_alumni) [Category:Charity fundraisers (people)](/wiki/Category:Charity_fundraisers_(people)) [Category:Living people](/wiki/Category:Living_people) [Category:People from Brighton](/wiki/Category:People_from_Brighton) [Category:People from Gothenburg](/wiki/Category:People_from_Gothenburg) [Category:Polaris channels](/wiki/Category:Polaris_channels) [Category:Polaris people](/wiki/Category:Polaris_people) [Category:Revelmode people](/wiki/Category:Revelmode_people) [Category:Streamy Award winners](/wiki/Category:Streamy_Award_winners) [Category:Swedish expatriates in England](/wiki/Category:Swedish_expatriates_in_England) [Category:Swedish expatriates in Italy](/wiki/Category:Swedish_expatriates_in_Italy) [Category:Swedish male comedians](/wiki/Category:Swedish_male_comedians) [Category:Swedish male video game actors](/wiki/Category:Swedish_male_video_game_actors) [Category:Swedish male voice actors](/wiki/Category:Swedish_male_voice_actors) [Category:Swedish male writers](/wiki/Category:Swedish_male_writers) [Category:Swedish YouTubers](/wiki/Category:Swedish_YouTubers) [Category:Video bloggers](/wiki/Category:Video_bloggers) [Category:Video game commentators](/wiki/Category:Video_game_commentators) [Category:YouTube channels launched in 2010](/wiki/Category:YouTube_channels_launched_in_2010)