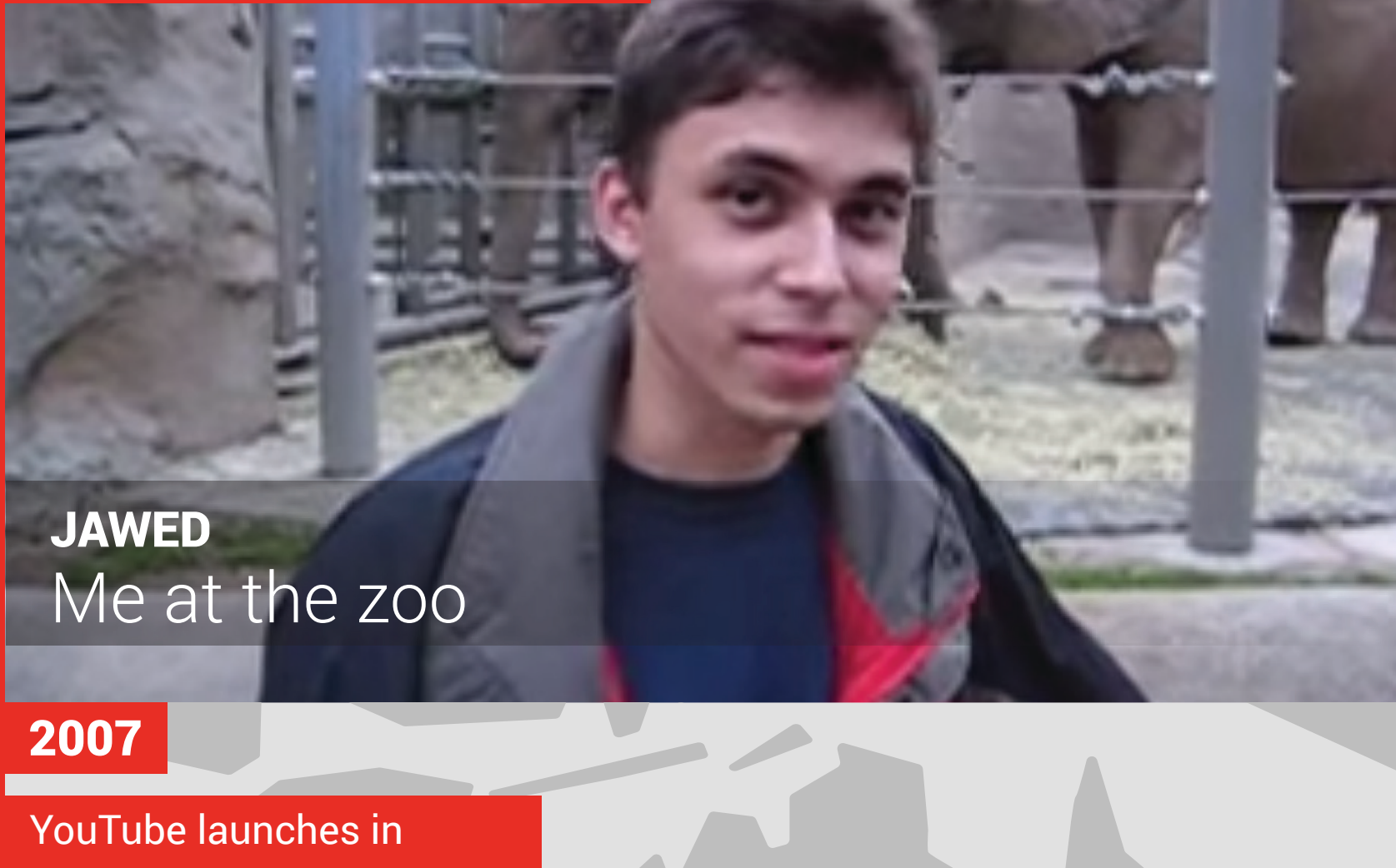




To celebrate the 10th anniversary of YouTube, we took a stroll down memory lane to recall some of the most iconic moments on the platform

2005

First video uploaded on YouTube



JAWED

Me at the zoo

2007

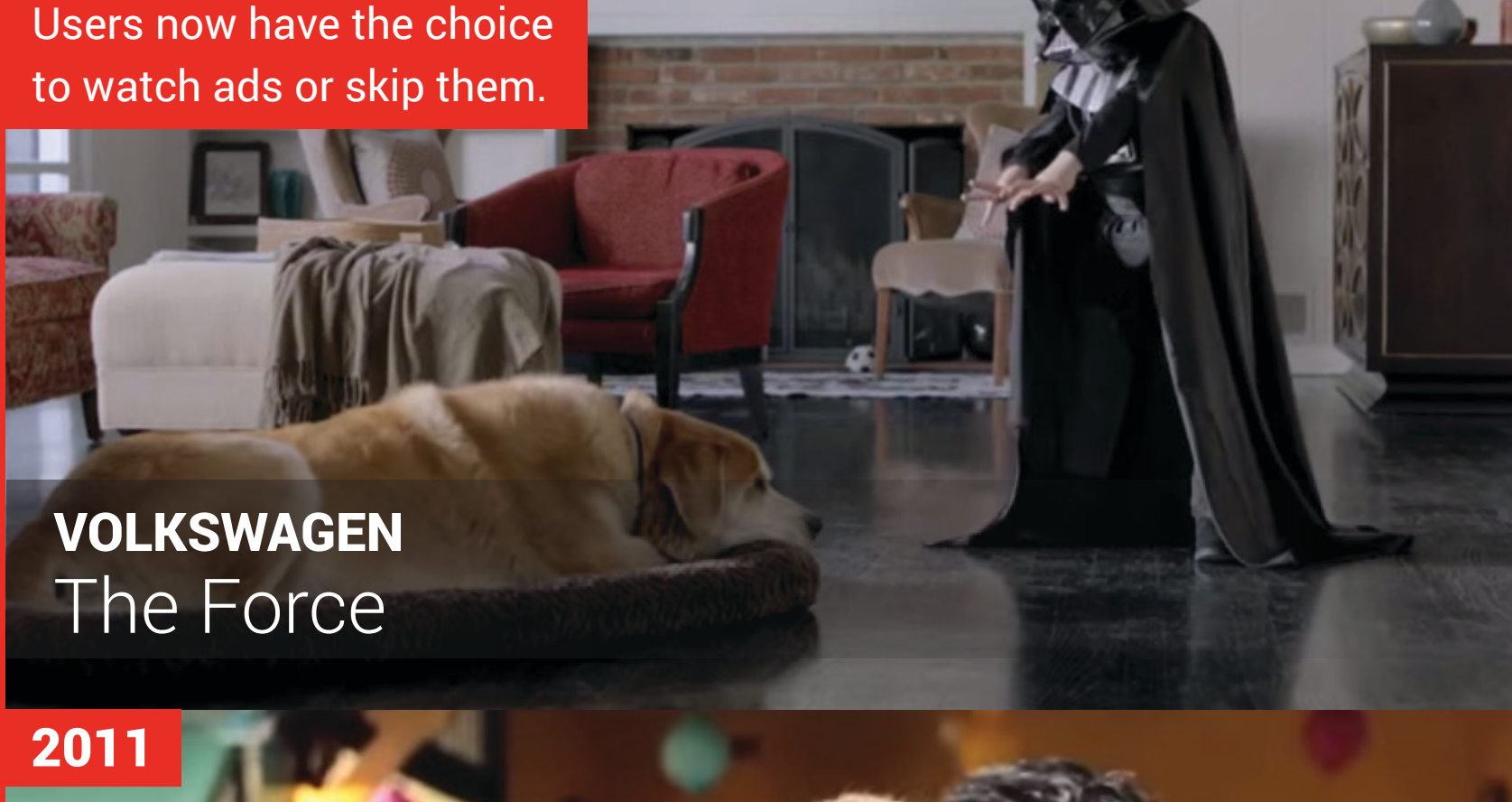
YouTube launches in Australia and New Zealand.



2010

TrueView launch

Users now have the choice to watch ads or skip them.



VOLKSWAGEN

The Force

2011

YouTube helps raise awareness about the campaign for marriage equality.

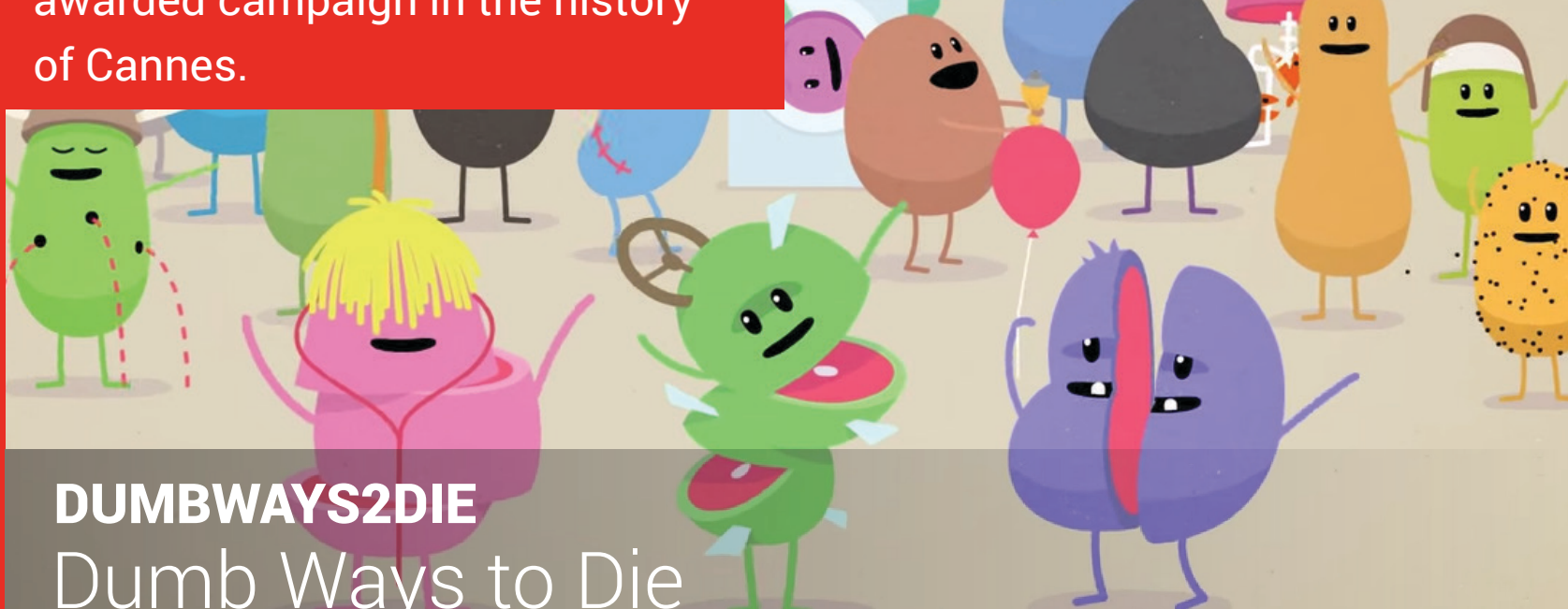


GETUP! AUSTRALIA

Marriage Equality

2012

A Melbourne safety announcement becomes a viral hit and the most awarded campaign in the history of Cannes.



DUMBWAYS2DIE

Dumb Ways to Die

2013

Five Aussies from the Sunshine Coast start a global phenomenon known as "The Harlem Shake."



THESUNNYCOASTSKATE

The Harlem Shake

2014

Gangnam Style becomes the first video to reach 2 billion views.

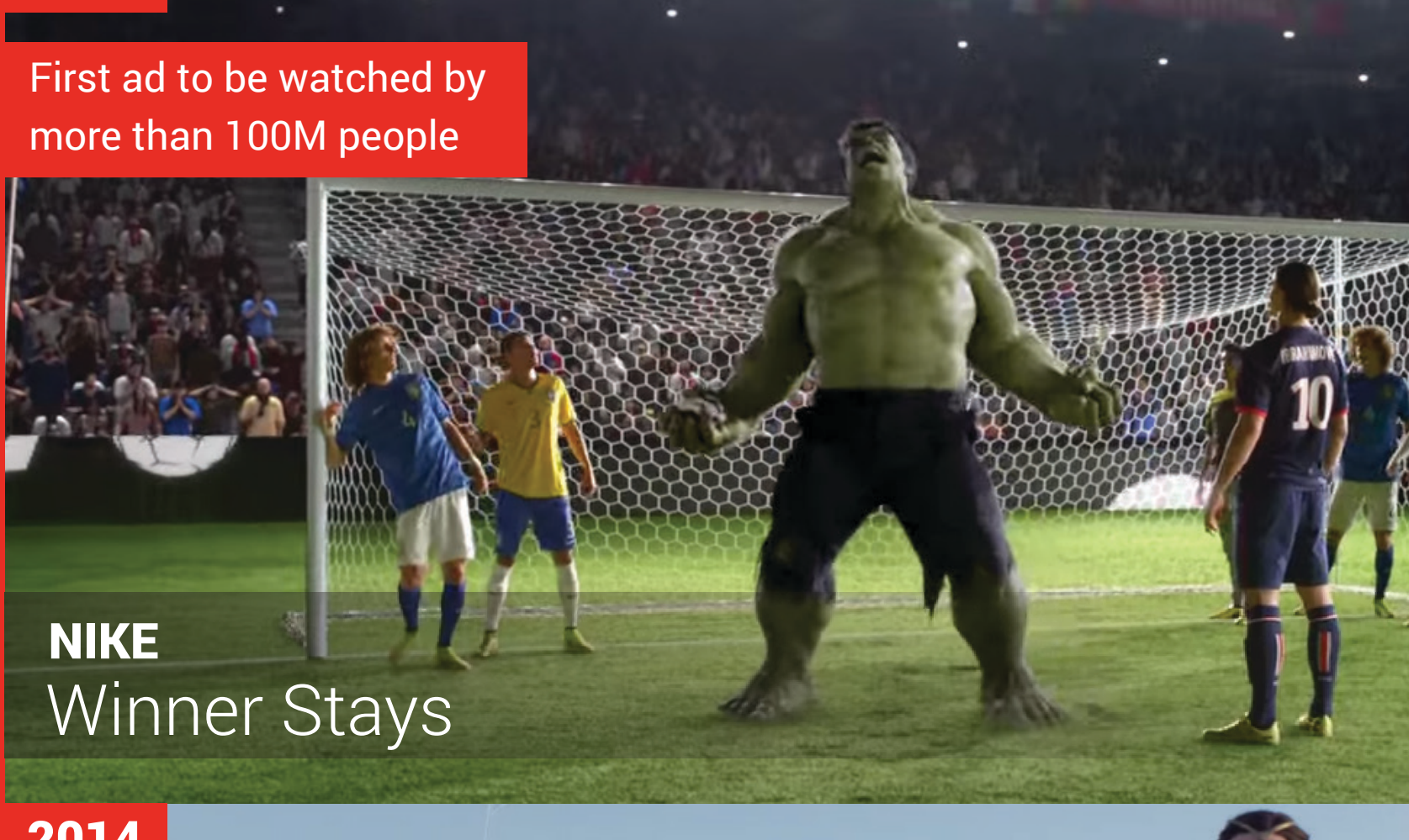


PSY

Gangnam Style

2014

First ad to be watched by more than 100M people

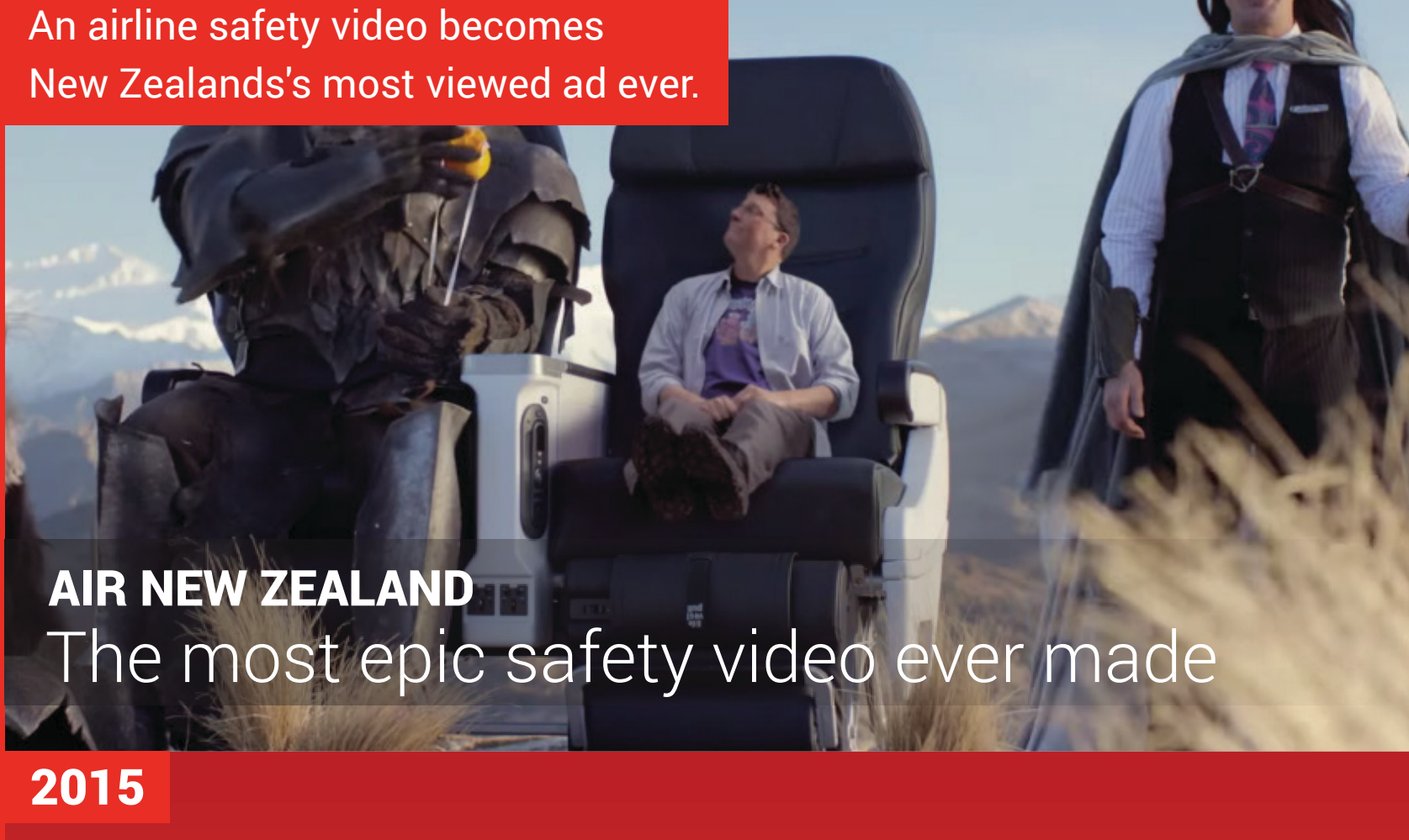


NIKE

Winner Stays

2014

An airline safety video becomes New Zealand's most viewed ad ever.



AIR NEW ZEALAND

The most epic safety video ever made

2015

More than 50% of global YouTube views come from mobile.

