

# 14 unforgettable moments that played out on YouTube

Since it was founded, YouTube has grown into a destination where people find and watch what they love the most — no matter where they are. To better understand what drives people from around the world to watch online video, we looked at a list of 14 firsts from YouTube’s 14-year history where we saw people around the world passionately engaged with online videos.

2019

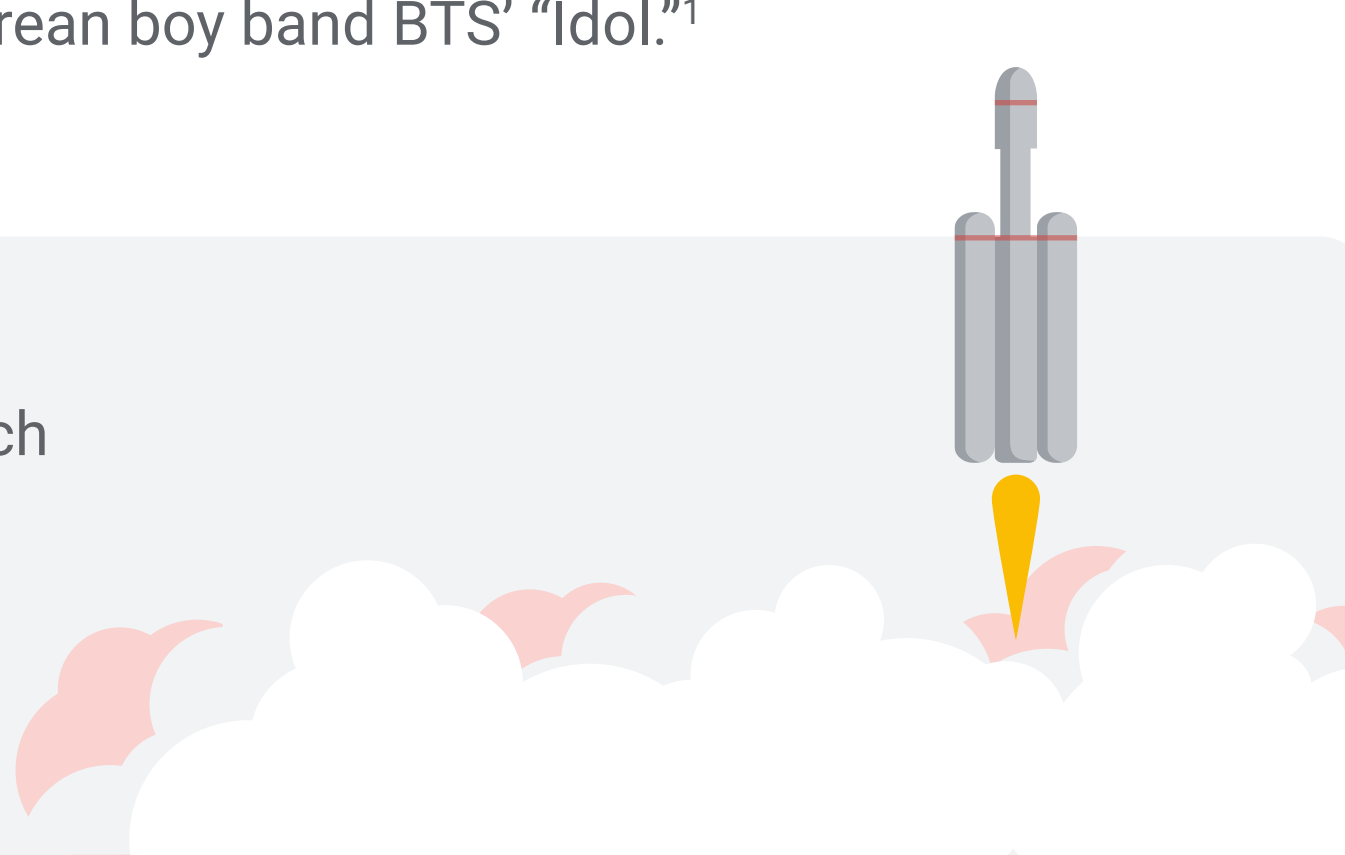
## December 2018

Ariana Grande sets a **24-hour viewership record** for a video debut with “thank u, next,” dethroning Korean boy band BTS’ “Idol.”<sup>1</sup>

2018

## February 2018

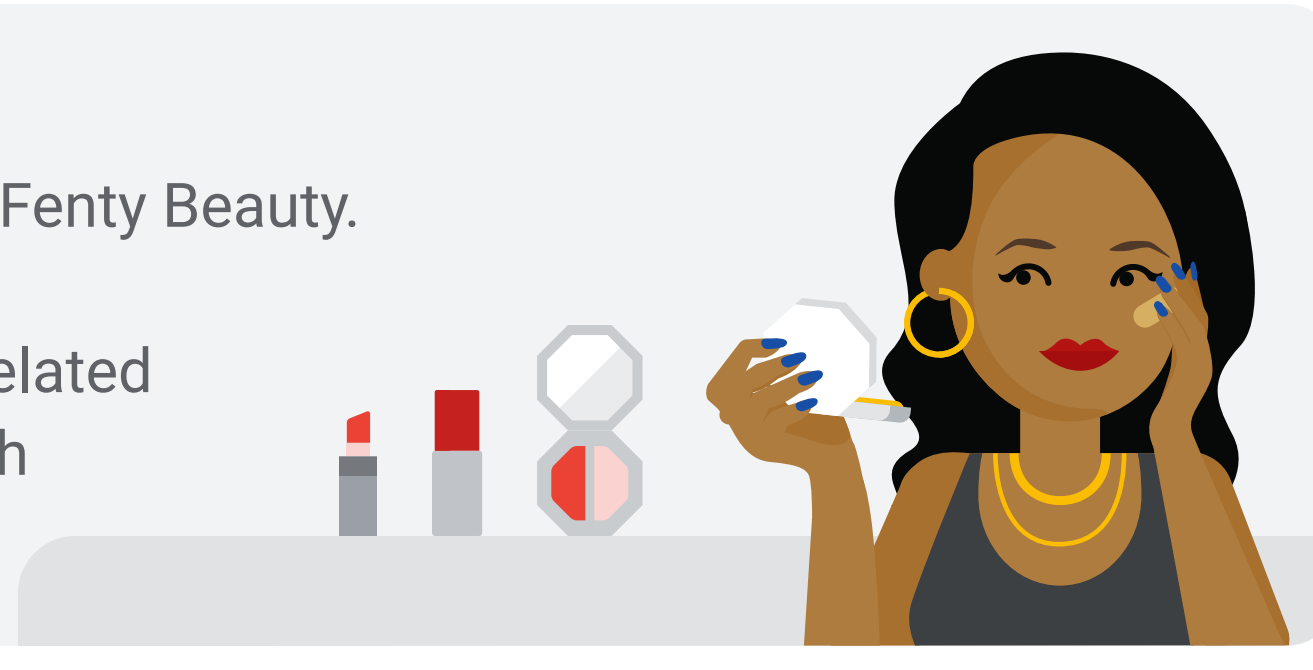
SpaceX live streams the first launch of the Falcon Heavy rocket, becoming the **second biggest live stream** of all time.<sup>2</sup>



2017

## September 2017

Rihanna launches her makeup line, Fenty Beauty. In the month that follows, there are **132 million views** of Fenty Beauty related content, making it the largest launch of a makeup brand on YouTube.<sup>3</sup>



2016

## January 2015

YouTube Creators interview Barack Obama. It’s **the first time a sitting president** has granted an interview to a social media platform.<sup>4</sup>

2015

## June 2014

Gangnam Style — first released in 2012 — becomes the first video to reach **2 billion views**. At the time of writing, it has 3.3 billion views.<sup>5</sup>

2014

## March 2013

YouTube reaches **1 billion monthly viewers**.

2013

## October 2012

A record **8 million people** tune in at the same time to watch a live stream of Felix Baumgartner jumping from the edge of space back down to earth.<sup>6</sup>

2012

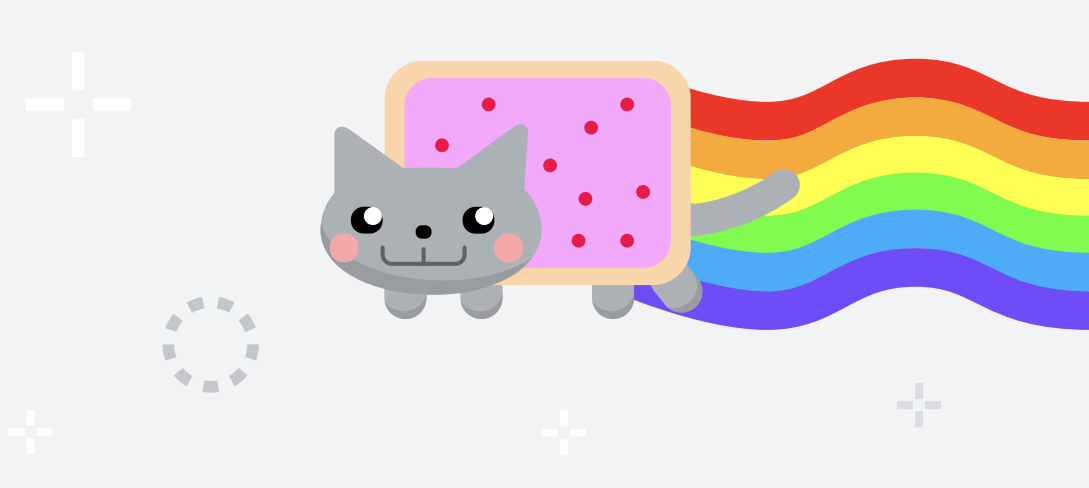
## July 2012

The Olympics are live streamed on YouTube for the first time, with viewers watching **230 million video streams**.<sup>7</sup>

2011

## April 2011

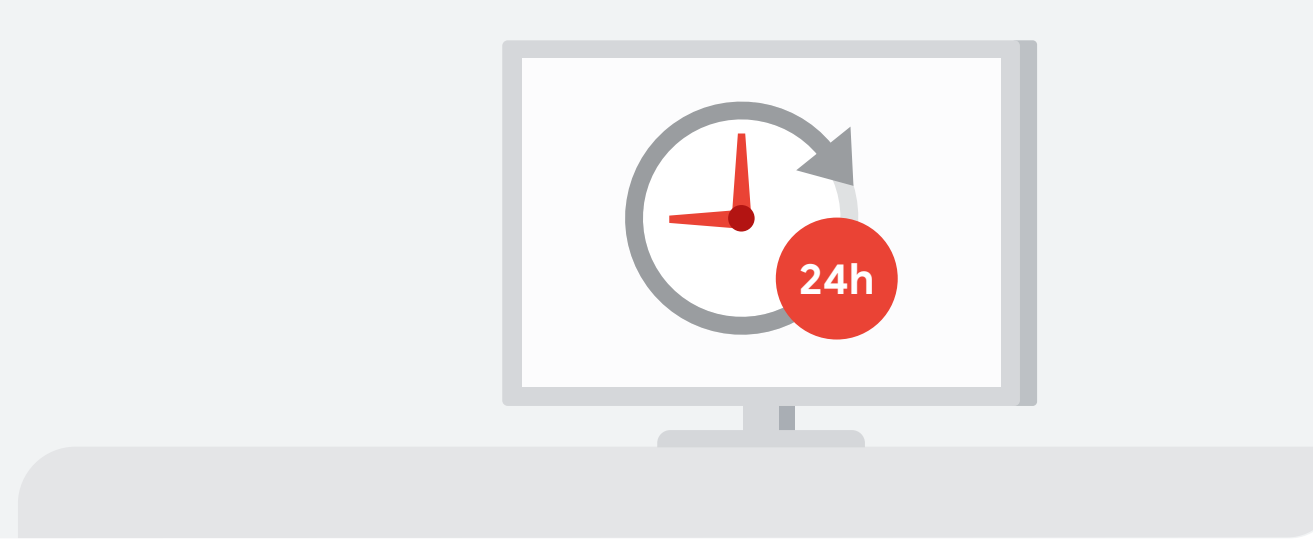
The “Nyan Cat,” an animated Pop Tart-cat mashed up with a Japanese Vocaloid song, appears for the first time, becoming an **instant internet sensation**.<sup>8</sup>



2010

## March 2010

**24 hours** of video are uploaded to YouTube every minute.



2009

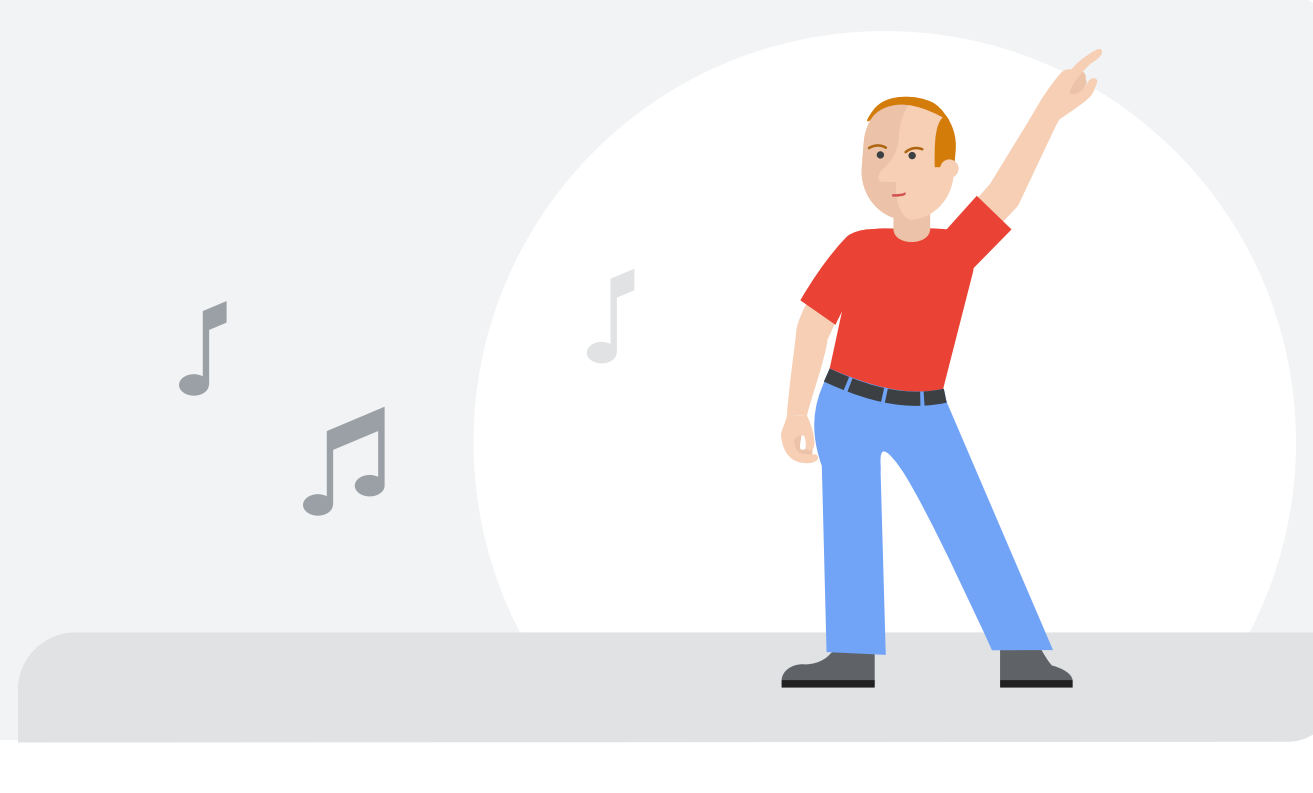
## February 2009

The Vatican **launches a YouTube channel**.<sup>9</sup>

2008

## September 2008

“Evolution of Dance” becomes the first YouTube video to hit **100 million views**.<sup>10</sup>



2007

2006

## November 2005

Nike’s Ronaldinho ad becomes the first YouTube video to reach **1 million views**, ushering in the era of the viral ad.<sup>11</sup>



2005

## February 2005

YouTube founders register the domain name. Two months later, they upload the **first video** to the site.<sup>12</sup>

## Sources

- 1 Ariana Grande, “thank u, next,” Dec. 2018 and BTS, “Idol,” Aug. 2018.
- 2 SpaceX, Falcon Heavy Test Flight, Feb. 2018.
- 3 Fenty Beauty by Rhianna, 2017–2019.
- 4 YouTube, “#YouTubeAsksObama” 2015.
- 5 OfficialPsy, “Psy - Gangnam Style(강남스타일) M/V,” July 2012.
- 6 RedBull, “Felix Baumgartner’s supersonic freefall from 128k’ - Mission Highlights,” Oct. 2012.
- 7 YouTube Blog, “Bringing the Global Games to a New Global Stadium,” July 2012.
- 8 MeansTV, “Nyan Cat [original],” April 2011.
- 9 Vatican News, 2009–2019.
- 10 Judson Laipply, “Evolution of Dance,” April 2006.
- 11 Sport Bible, “Throwback: Ronaldinho Breaks the Internet with Iconic Youtube Video.
- 12 Jawed, “Meet me at the zoo,” April 2005.