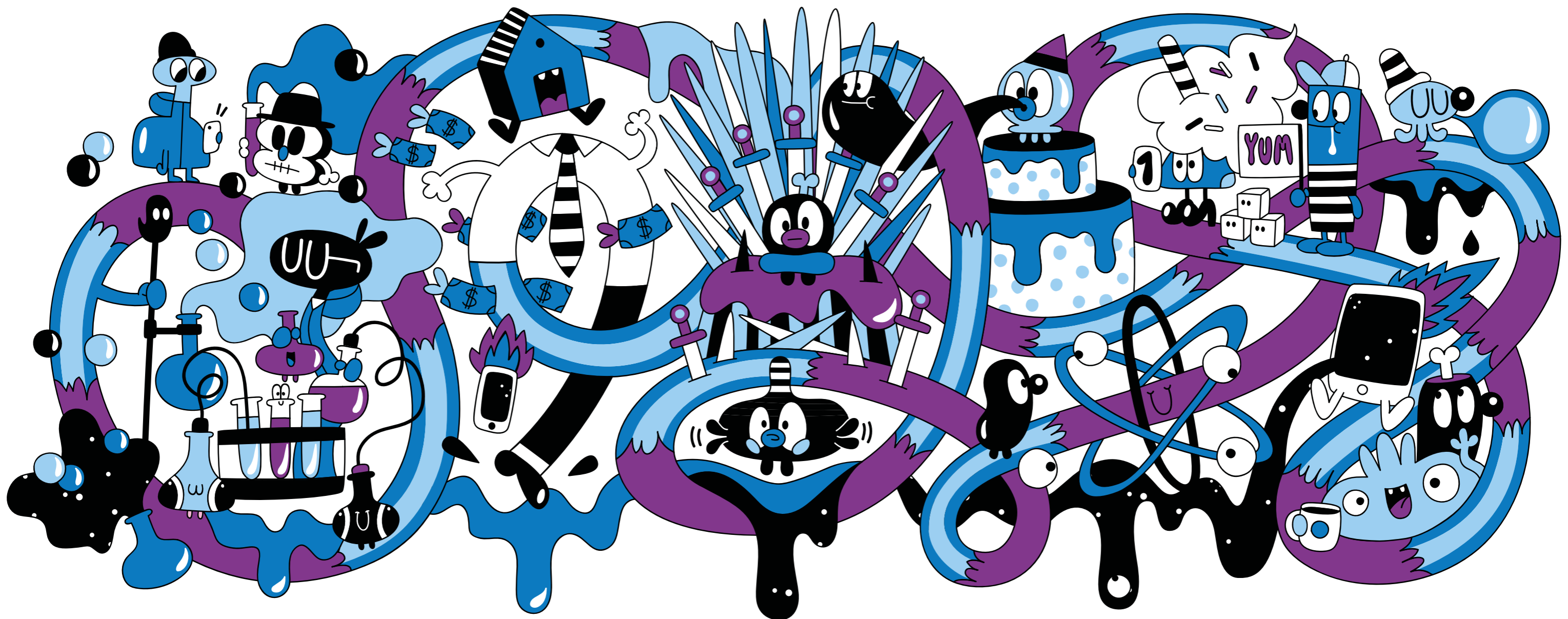


The Binge Files.



Our most in-depth report on TV bingeing in the UK. Ever.



Go Binge.



Hi and welcome to the first in a series of in-depth reports that we'll be creating that aim to provide the most comprehensive insight into past,

current and future mobile behaviours and trends within the UK.

This first report is all about the evolution of our content consumption habits, streaming and the ultimate explosion of bingeing. It's the result of months of consumer research, an in-depth trends analysis and our own customer focus groups. All of which we've combined here in this report to give you the most extensive insight to date into how, when and why we consume content.

“You can literally watch what you want, wherever you want, and for as long as you wish.”

Why have we done this? We are on a mission to make mobile better. Not just for our customers but to drive the industry forwards and to encourage greater satisfaction for the benefit of mobile consumers, across the board. We want to better understand and listen to our customers. Provide them with the services they expect and rid them of the niggles that bring our industry down.

There is no doubt that the increase in content consumption has risen significantly during the past few years. The introduction of various mainstream content players combined with the evolution of various mobile devices and network capabilities, has driven that trend to become a natural aspect of everyday life for a majority of us.

Our customers are some of the most data heavy users here in the UK, eating their way through an average of 6GB per month. It's clear they love to

watch and listen to many forms of content. The devices and networks have enabled people to watch when and where they wish, instead of being confined to their homes. So people can make the most of their 'down-time' whether that's on a commute, in a park or even on the toilet.

We've created a UK first with a brand-new offering called Go Binge, that will enable you to watch and listen to popular services such as Netflix, TVPlayer, Deezer and SoundCloud, without worrying about your data limit. Our

ground-breaking new service means we've zero-rated the data across these services, so you can devour films, TV shows and music without the fear of being stung by any unforeseen data charges.

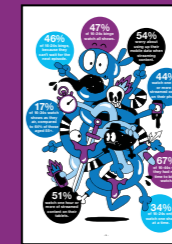
So, if you have been meaning to watch that series that everyone talks about but are already seven series behind, now's your chance. Or maybe you simply want to listen to music 24 hours a day, go for it. There are no surprises and no unexpected bills. You can literally watch what you want, wherever you want, and for as long as you wish.

You are now equipped to binge to your heart's content, so please enjoy the following insight into bingeing habits in the UK, how and why we are consuming all this content, where the trend has developed from, and what services and shows are taking the UK by storm.

This is the Binge Files. So dive in. Go Binge.

Dave Dyson, CEO at Three.

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Generation binge.

The growing popularity of streaming TV and movie services has revolutionised the way we view content. The era of waiting days for the next episode of your favourite shows has passed; we now timeshift and create our own schedules—we are the masters of the viewniverse!

In 2016, consulting specialists Deloitte polled 2,205 consumers in the United States¹, and found that 70% now binge-watch TV shows, with 31% saying that they binge on their favourite shows on a weekly basis. But we wanted to find out whether the UK was following suit.

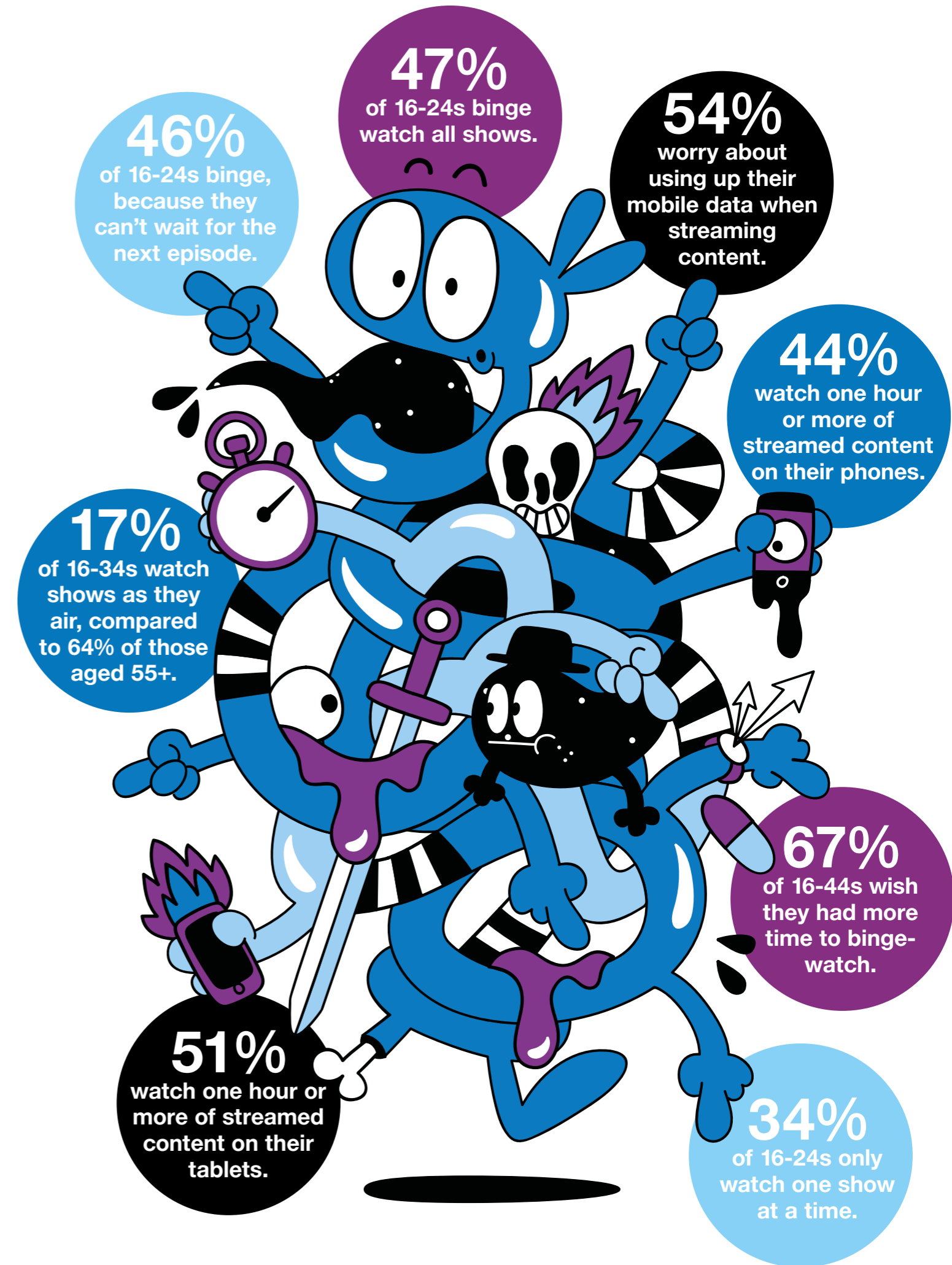
Over the last few months, Three has been undertaking research amongst thousands of British adults to reveal the bingeing habits of the nation in our most in-depth report on TV bingeing ever: The Binge Files.

Partnering with data specialists Censuswide, Three has canvassed the viewing habits of more than five thousand people across the UK. We've reviewed usage trends of millions of Three customers, in a bid to uncover how, why, where and when we consume our favourite TV shows, movies and live events in 2017. Before we dive into the data, it's worth highlighting exactly what we mean by 'bingeing'.

What is bingeing?

If we're going to base our notion of binge-viewing on any definition, then Netflix, the company that popularised the idea, seems as good a place as any to start.²

In a survey conducted by Netflix in 2014, 73% of the people questioned defined binge-viewing as "watching four or more episodes of the same TV show in one sitting". If this seems a lot of television, then you may want to sit down for this next truth bomb, because in a later study³ in 2016, Netflix also revealed that most people



¹ <https://www2.deloitte.com/us/en/pages/about-deloitte/articles/press-releases/digital-democracy-survey-tenth-edition.html>

² https://en.wikipedia.org/wiki/Binge_watching

³ https://www.nytimes.com/2016/06/09/business/media/netflix-studied-your-binge-watching-habit-it-didnt-take-long.html?_r=1

The binge generation timeline.

1990s.
DVD box sets ignite our love of bingeing.

2000s.
Online DVD stores LoveFilm and Netflix dominate market.

2007.
Netflix launches its own streaming service.

2010.
Blockbuster goes out of business.

2011.
Amazon buys LoveFilm, 'the Netflix of Europe'.

2013.
Netflix releases all 13 episodes of House of Cards.

2015.
Amazon launches original shows under Studios brand.

finish the first season of a new TV show in under a week!

The Binge Files results support this, with 46% of our respondents aged between 16 and 24 unable to wait for the next episode once they'd started a new season.

The origins of generation binge

Binge viewing is not a new phenomenon, and was a by-product of the growth in popularity of TV boxsets in the 90s. But it wasn't until the new millennium that bingeing would hit its stride, aided by the availability of digital downloads and online DVD rentals. By 2010 these services were beginning to take a sizeable chunk out of the global sales of DVDs and Blu-ray discs⁴, and although the UK's rental DVD market was dominated by LoveFilm, in the US another company was making huge strides into the VoD and DVD rentals market: Netflix.

From 2007, Netflix offered streaming, but it wasn't until 2013, with the company's shift into TV and movie production, that House of Cards changed everything. Before this point, if you were patient—or late enough to the party—then you could binge to your heart's content on old shows. But with new shows? Forget it.

The Atlantic's Richard Lawson summed up this new phenomenon when he reviewed the series back in 2013:⁵

"I started on episode six, and seven hours later, there I was, blinking my salty eyes and dying for more," he wrote. "The fear, really, was that I'd be left behind if I didn't finish."

It wasn't until Netflix premiered the entire first season of House of Cards on the same day in 2013 that we truly unleashed our binge demon, and we've been feeding it ever since! ●

Top mobile binge genres.



Comedy
34.5%



Documentary
20.4%



Sports
16.1%



Hard hitting
drama/thriller
15%



Drama/
romance
14.9%



Lifestyle
10.9%

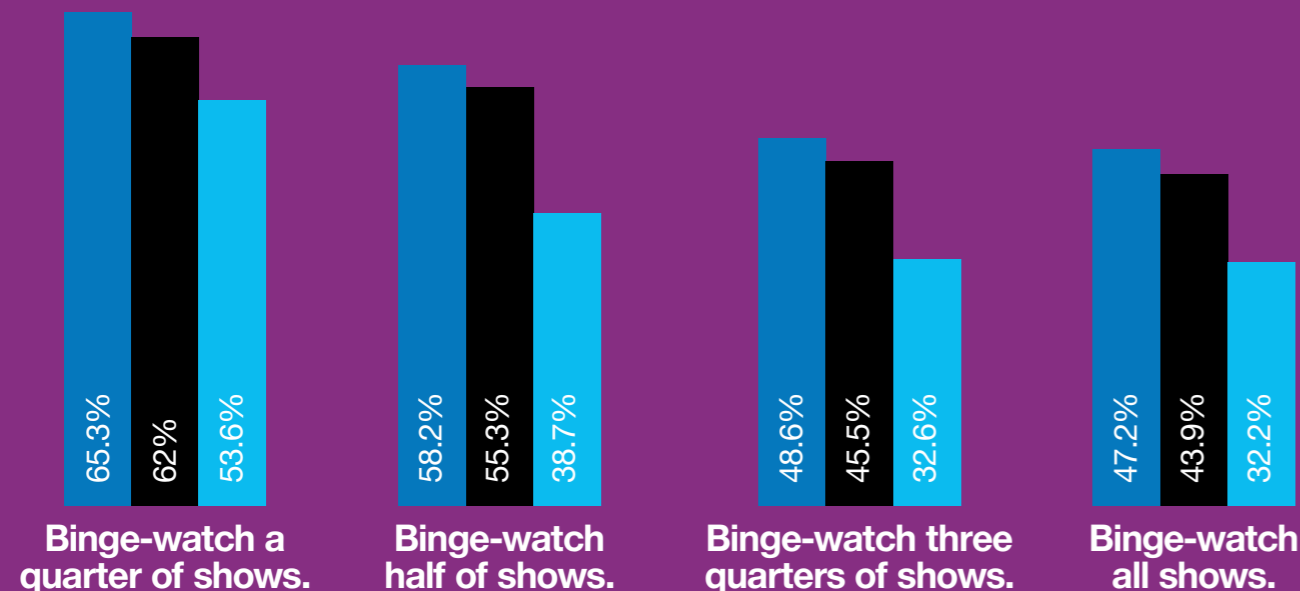


Reality
shows
9.2%

When bingeing on a show, we love to laugh.

The percentage of shows we binge on.

■ 16-24 year olds ■ 25-34 year olds ■ 35-44 year olds



Women are 1/3 more likely to cheat on their partner by watching a show behind their back.



One in five of us admit to regularly streaming TV shows on the toilet.



2% of people choose to binge-watch favourite shows with their pet.



Under 25? You are twice as likely to forget to shower due to bingeing than any other age group.



Broken hearted? Do not fear. Bingeing will fix it, according to 1.2 million of us.

⁴ <https://www.whatif.com/news/growth-video-streaming-hits-sales-dvds-and-blu-ray-discs>
⁵ <https://www.theatlantic.com/entertainment/archive/2013/02/netflix-house-of-cards-marathon/318707/>

Binge nation.

The UK has gone binge crazy. Find out how.

As our biggest report of its kind on how we stream TV and movies, if the Binge Files reveals anything, it's this: the Brits love to binge! But as we crunched through the responses from thousands of people, and reviewed the habits of millions, we began to see some interesting trends emerge, some of which surprised even us.

and we've plunged head first into the televisual depths below. (To the point where, in 2015, Collins English Dictionary even made 'binge-watch' its word of the year.)¹

On the opposite page you'll find a collection of our most eye-catching findings, such as the fact that 45% of 16-34-year-olds binge-watch every single show they start.

An excellent problem to have
To try and shed some light on our new-found love of bingeing, we spoke to Radio 1's resident film and TV guru, Ali Plumb, to get his take on our Binge Files findings.

The results showed that in just a few short years we haven't simply dipped our toe into the shallow end of binge culture, we've climbed up to the really scary diving board that no one's ever used before,

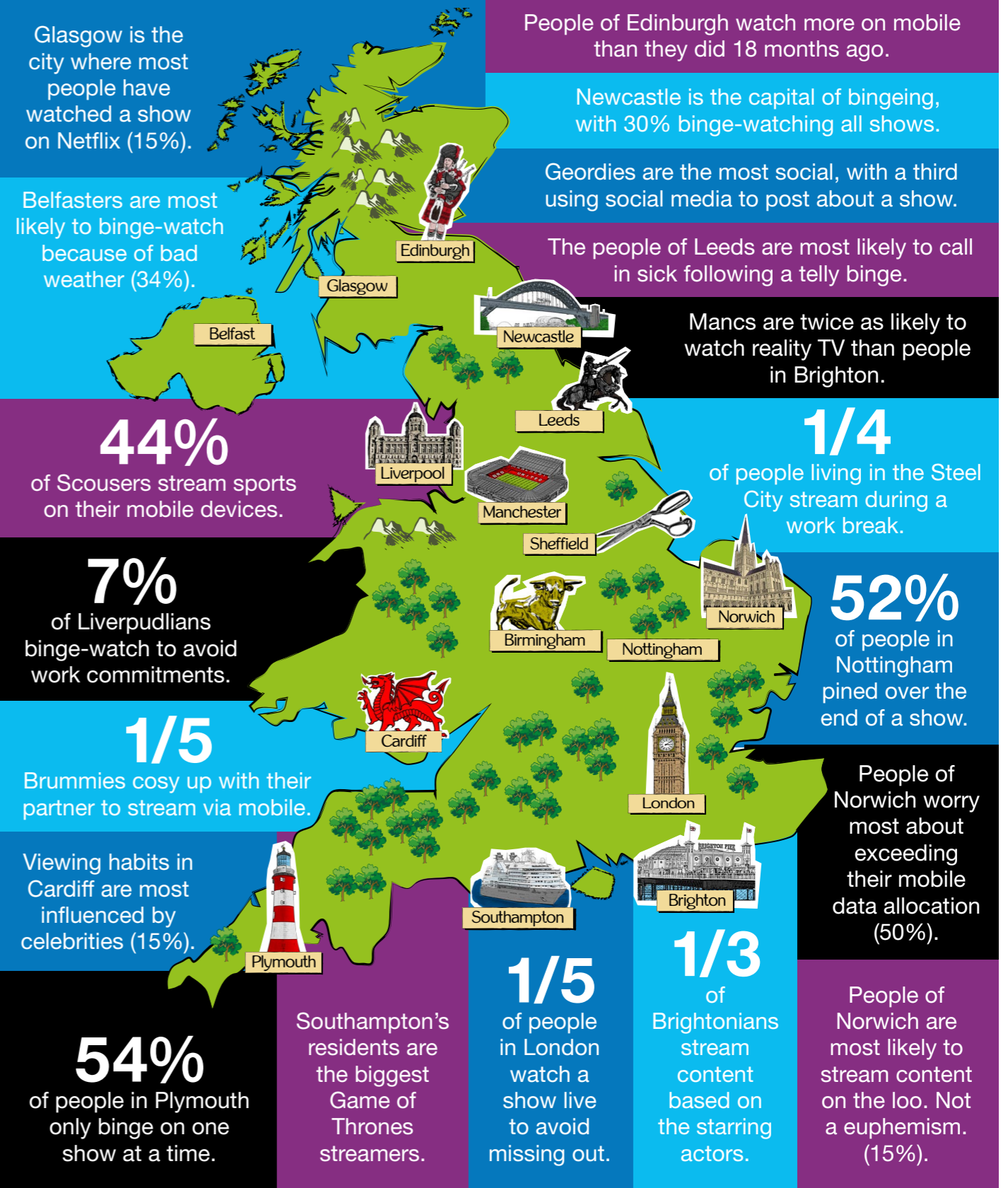
"I don't think I've done any one thing more in my entire life than watch Netflix," Ali told us. "I realised things were getting out of hand mid-

"It was days ahead of anything else I've ever done. Like, say, reading, or... walking."

Ali Plumb

¹ <http://www.bbc.co.uk/news/entertainment-arts-34723515>
² <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates>

Binge Britannia.



Key facts.

54% worry about maxing out data when bingeing.

83% of 16-34s don't watch shows 'live'.

72% of those watching on mobile do it at home.

44% stream more than an hour of content on their phone daily.

45% of 16-34s binge-watch every TV show that they stream.

50% of 16-24s choose what to watch based on their mood.

way through my fifth play through of Breaking Bad, with my back-of-a-Boots-receipt sums showing the hours I'd spent bingeing on Stranger Things, House of Cards, Orange is the New Black et al. It was days ahead of anything else I've ever done. Like, say, reading, or... walking. I've got a problem. But what an excellent problem it is."

And when it comes to how we decide what to watch, our habits are also changing. In days gone by we may have picked up the nearest listings mag, or jumped online to read a review, but thanks to the ubiquity of social media, it's our friends and family we turn to for viewing advice.

When asked how they choose what to watch, the majority of 16-34s questioned for The Binge Files (38%) asked friends and family. (Compared to just 18% of 55+.)

"I can't even take credit for discovering my favourite TV show Breaking Bad myself," Ali explains. "A friend of mine, knowing exactly what she was doing, insisted I watched the first season, fully aware that I would be horribly on the hook, and desperate for more."

Bingeing fallout

It's fair to say that binge-viewing can take its toll on many of us, with 1-in-7 people aged 16-24 having bunked off work following a big binge. But could there be other consequences, too?

One fascinating side effect of the binge culture appears to be the growing number of people taking phrases from their TV heroes into the real world, a fact highlighted by a third of 16-24s admitting that they mimicked the phrases of their favourite characters.

"Within days of blitzing as many episodes as possible, I was even crowbarring my favourite Breaking Bad lines into my everyday life, with "I am the one who knocks" an easy drop-in when you're trying to grab someone's attention at work by rapping on their desk," explains Ali. "While "Yeah bitch, magnets!" remains, essentially, impossible to get away with. Also, a lot of things

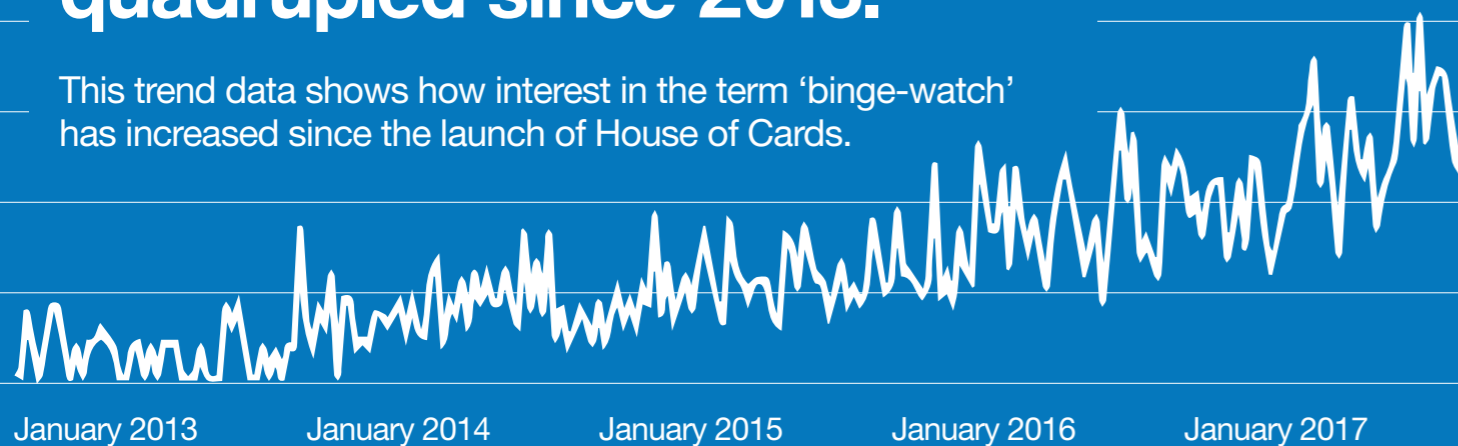
in my life were "99.1% chemically pure"."

And if you want to share a conversation with Ali Plumb about his favourite show, we suggest you actually take the time to sit down and watch it (unlike the 1-in-20 people who simply Googled the plot of a TV show so they could fake the fact they'd seen it). ●

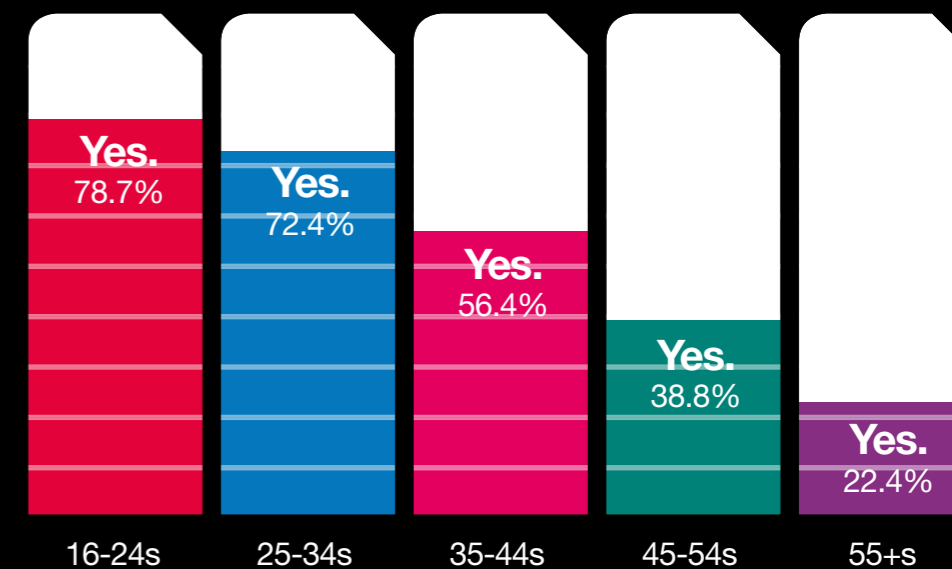
"Within days of blitzing as many episodes as possible, I was even crowbarring my favourite Breaking Bad lines into my everyday life."

Binge-watch searches have quadrupled since 2013.

This trend data shows how interest in the term 'binge-watch' has increased since the launch of House of Cards.

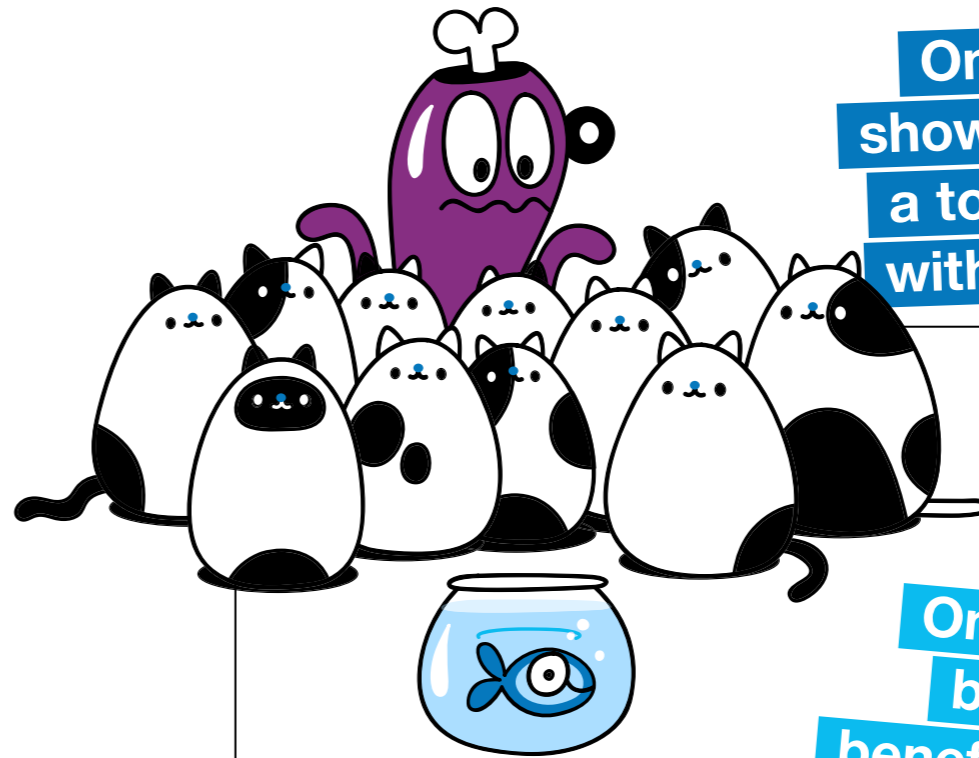


Which age groups have watched a Netflix Original or Amazon Original?



Meet the Bingers.

With so many of us streaming our favourite films and TV shows, there's a host of binge tribes. But which one do you belong to?



One in three say the show they watch is often a topic of conversation with family and friends.

One in 10 think it's cool to be in the know and up-to-date with the latest series.

One in 10 feel that binge-watching benefits their social life.

The FOMO binger

Everybody's talking about that new show. Every day, it's all anyone at work will chat about. And for 5% of us, this fear of missing out (FOMO) dictates our viewing choices.

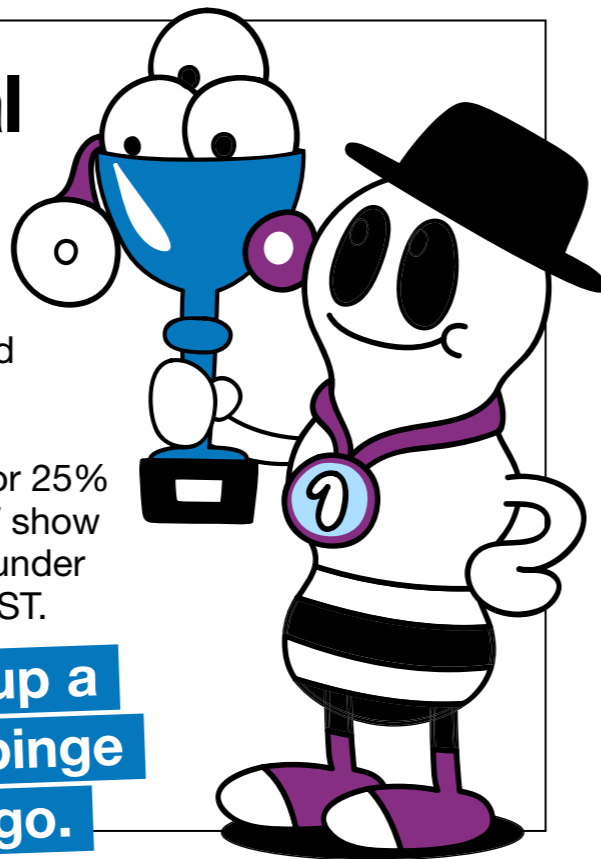
Nearly one in five need to be up-to-date with what's happening in a show.

Discover the top 10 binge tribes within the UK.

The serial binger

For some, binge-watching is a rare treat, to be indulged in on occasion. For others, it's a more regular thing. But for 25% of people, every TV show they watch is filed under BINGE AT ANY COST.

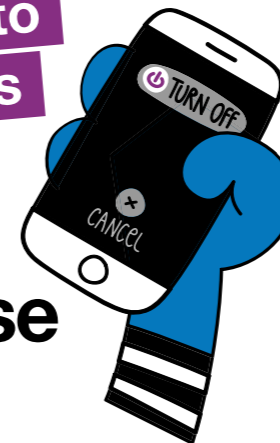
One in 10 save up a whole series to binge watch in one go.



One in 20 have lied about their plans in order to watch a series they love.

The excuse binger

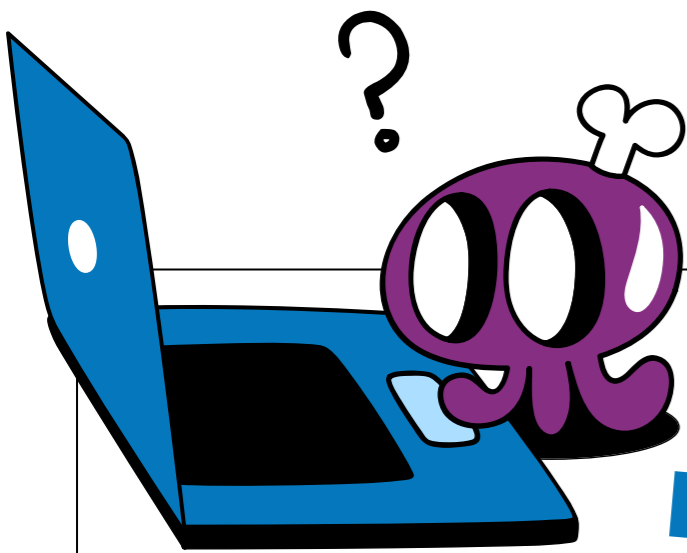
Scared of missing a Jon Snow cliffhanger, or Piper's latest scheme in Orange is the New Black, 10% of people will cancel a night out to ensure they don't miss out on a potential slice of TV gold.



The rainy day binger

It wouldn't be the UK without a reference to our favourite topic of conversation: the weather. And thanks to a lot of ours being, well, horrible, 12% of us are most likely to binge on our favourite shows during a deluge.





The pleaser binger

Strictly speaking, this isn't really a legitimate tribe, as these guys don't even watch anything! But to avoid being left out, 5% of people will Google a show plot, and then lie about having seen it.

11% choose to watch things based on what my friends say.

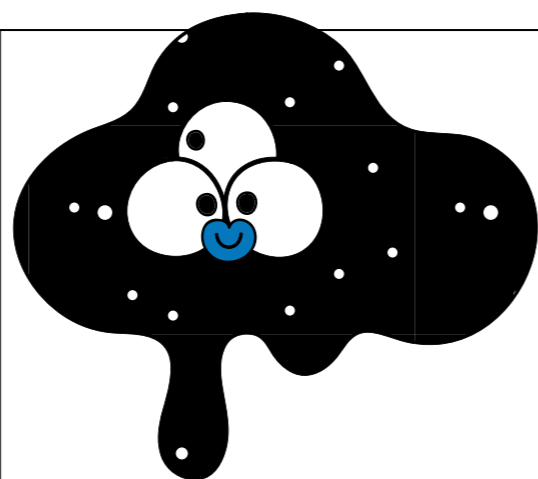
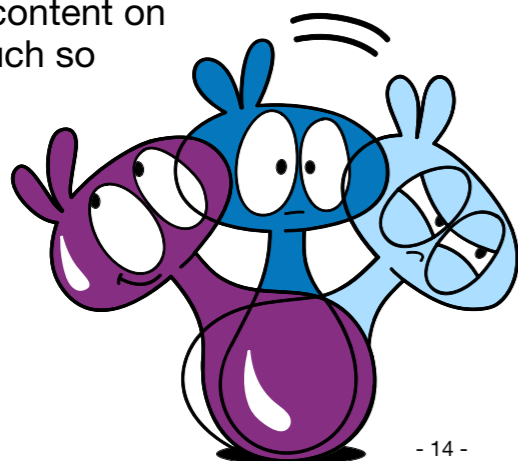
29% watch something on TV to catch up and feel part of a conversation.

One in 20 will watch something with someone just to please them.

Over 16% watch a series or film to cheer themselves up after a bad week.

The moody binger

40% of us choose what to watch based on mood, and it plays a big part in helping us narrow down the huge libraries of content on offer. So much so that some services now enable you to browse by mood.



The night owl binger

If you've ever had a bout of insomnia you'll be aware that, come midnight, the traditional TV schedule transforms into a pumpkin. Maybe this is why 17% of us binge between midnight and 4am.



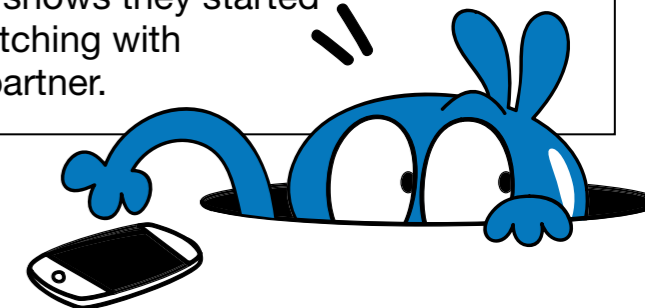
The bathroom binger

It would appear that, for some, life should never get in the way of a good binge, as 6% of people admitted to streaming in the bath. More worryingly, though, 10% fessed up to watching a TV show on the loo!

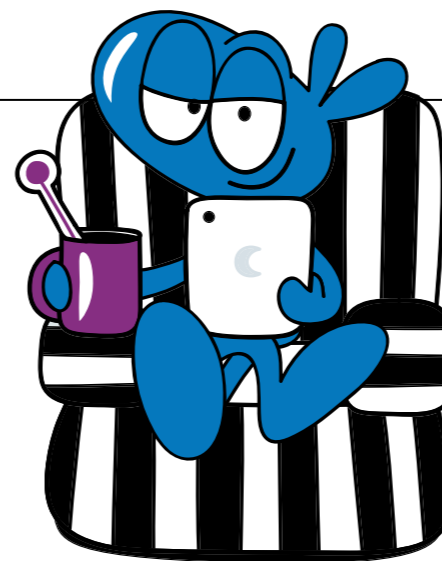
13% get annoyed when they start watching a show with a friend or partner who then watches ahead of them.

The cheating binger

In days past, watching a favourite TV show was a sociable affair, but streaming services provide much temptation. We found 5% of people admit to sneaking ahead on shows they started watching with a partner.



One in 20 admit to not being able to get up for work the next day because they have spent the night binge-watching.



The bunk off binger

Does bingeing have an effect on the UK's economy? Our findings would suggest it does, with 5% of people in our survey admitting that they had taken the next day off work after a heavy binge-watching session. Tut tut.

One in 20 binge watch to avoid work commitments.

Nearly one in 10 spend meetings discussing latest plots and scenes.



Why we binge.

We love bingeing. But does bingeing love us?

In this chapter we speak to Good Morning Britain's resident behavioural psychologist, **Jo Hemmings**.

Why do you think bingeing has become such a 'thing'?

Well, clearly the more content that there is and the more platforms we have to watch it on, is going to be one obvious influencer of binge-watching. There's more we want to watch, more to catch up on and more accessible ways of watching it. And many streaming services, like Netflix, will put a 20 second countdown to the next episode after the one you've just watched, so it will automatically screen it for you. It's

deliberate temptation and often requires more restraint to turn your device off than it does to watch the next episode, presented for your immediate viewing pleasure.

But is it all about tempting tech and more shows being available?

It also has to do with our primarily sedentary lifestyle. It's easier to watch shows when you're less active. And research has shown that we enjoy binge-watching for many different reasons. ►

The joy of binge.

From livening up social situations, to banishing stress, a good binge-watch can have multiple benefits.

- One third of 25-34s talk to friends and family about what they've streamed.
- 38% stream content on mobile or tablet with their partners.
- 19% of 25-34s liven up work meetings by chatting about their favourite shows.
- 20% of people take the boredom out of their commute with streaming content.
- Feelgood TV is still king, with Friends still being the top-rated show for 16-24s.
- 20% of people binge-watch to cheer themselves up after a tough work week.
- 9% of women found that binge-watching had helped them through a break up.
- 53% of all people use binge-watching to de-stress.
- 42% of 16-24s use phrases from their favourite streamed shows.
- One quarter of 16-24s watch shows based on what their friends recommend.

Key facts.

44%
of people are
sad when a
show ends.

84%
of people
streaming on
phones do it
alone.

46%
of 16-24s
can't wait for
the next
episode.

76%
watching via
a tablet are
solitary
streamers.

53%
of us binge
on shows to
de-stress.

86%
of people
bingeing on TV
prefer to do it
after lunch.

**“There’s more we want to watch,
more to catch up on and more
accessible ways of watching it.”**

We find it fun, engaging and rewarding. 53% of those surveyed in the Binge Files reported that binge-watching helps them relax and de-stress. Some people binge-watch on auto-pilot, they don't necessarily intend to binge-watch, but get drawn into a series and find that they either can't wait for the next episode or that they are willing to give up time doing other activities to keep up with

the story. While others intentionally binge-watch, they set aside a period of time, with some anticipation—maybe a rainy Sunday afternoon or a Bank Holiday weekend—to work through an entire series in one or two sittings.

The Binge Files has revealed that 25% of us admit to binge-watching all of our favourite TV shows, with 10% feeling that binge-watching

positively benefits their social life by providing topics of conversations and shared experiences. So, is bingeing on TV shows a good thing?

We live in a world full of instant online gratification whether that's shopping, social media or even dating; so it's no surprise that TV shows have taken a slice of this instant gratification. In fact, we need this stimulation so much, we're now pretty much wired to binge-watch! Previous generations had to wait patiently for the next episode of their favourite show to be broadcast, their gratification was delayed and subsequently their impulse control was also stronger.

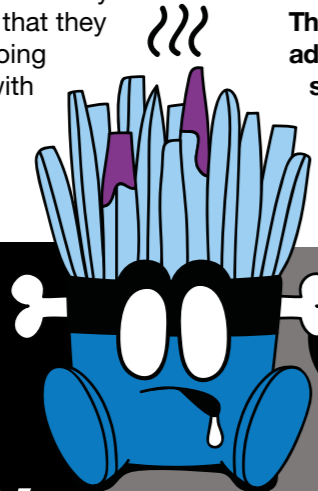
However, with our weakened impulse control, we enjoy binge-watching. It can be both thrilling and relaxing.

What do you make of the feelings people have at the end of a show? Netflix reports a three-day cooling off period, and our findings show a real sense of loss following a final episode.

We're lucky to have those opportunities denied of previous generations, but it does mean that we often feel a real sense of loss when our favourite series has come to an end—a whopping 44% of those surveyed reported this. Other than this sense of loss, the other downside is if you binge-watch to defer/avoid thinking or doing anything about important aspects of your life—such as revising, working, paying bills, or socialising IRL. And 13% of respondents say they had fallen out with their partner watching a show before them! That's not so good, for obvious reasons. But binge-watching is one of the most rewarding of 'guilty pleasures'. ●

Five ways to binge responsibly.

Don't let bingeing get the better of you. Use this checklist to keep on top of your viewing habits.



1 Don't let yourself become a couch potato or a channel surfer. Decide what you want to watch and how long you're going to watch it for.

2 Binge-watching has been shown to increase 'cognitive empathy'—we learn to identify with others' feelings through the characters we are so engaged with.



3 Bingeing is a welcome refuge from our busy lives; just don't let it become something else on your hectic 'to do' list!



5 Recognise that a lot of content is now being clearly produced to encourage bingeing—make sure you're in control of it, and it's not in control of you...

4 Research has shown that we tend to eat more when watching a TV show, as we don't register how much we're consuming. Don't let that happen to you!



There's still a place for live TV in our schedules.

Real-time shift.

Despite the numbers of people binge-watching TV shows in recent years increasing—and having a definite impact on the way our favourite programmes are now produced and distributed—live TV and streaming is still hugely popular, no matter what the age demographic.

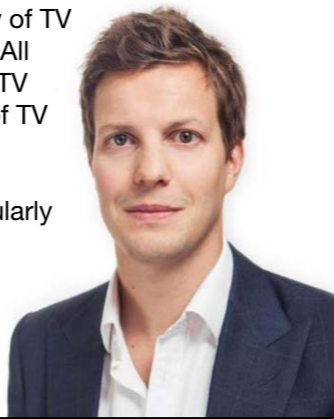
“Watching TV continues to be the third most popular activity (3½ hrs) in the average person’s day in the UK, after sleeping (8 hrs) and working (4 hrs),” explains Rob Hodgkinson, COO at TVPlayer.¹

And what’s fascinating is how live TV streaming can currently sit alongside services like Netflix,

due to the fact that it is best to watch as-it-happens. This is backed up by the findings of the Binge Files, which revealed that 55% of 25-34-year-olds had watched a live-streamed event, with 37% of people saying sports topped their live-viewing list.

“TVPlayer is the perfect complement to Netflix binges,” says Rob. “The vast majority of TV consumption continues to be live TV. All of the industry forecasts point to live TV continuing to be the principal mode of TV consumption until at least 2025.

“England football matches are particularly popular—we had over 150,000 simultaneous streams of England v Iceland at the 2016 Euros (roughly half of the Icelandic population). We



“We had to fire up some NASA-grade servers to keep our streaming audiences happy with the quality of our service.”

¹ <https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr16>

had to fire up some NASA-grade servers to keep our streaming audiences happy with the quality of our service.”

And following sports, gigs (29% streaming) and news (26% streaming) are the most popular kinds of content to consume via a live stream.

“Elections are keenly watched by our audience,” Rob explains. “Whether it is deciding the next President of the United States or the eviction of Jedward from Celebrity Big Brother, our viewers are huge consumers of immediacy—they want to know immediately how the people have voted.”

For both viewers and advertisers, live content has a huge number of benefits, and with live TV, technology has made it even more compelling. No one wants to stumble across a social spoiler on Twitter or Facebook (26% of people in the UK citing this as the primary reason to watch live content). And then there’s the fun you can have with multiple screens when viewing a live event, with 41% of those people questioned in the Binge Files revealing that they watch live TV to feel part of an event and join a conversation. And if you want definitive proof, we have just one word for you: Eurovision. ●

- The top 5 live streams.**
Live broadcasts still draw the attention of streamers.
1. Sporting events
 2. TV programmes
 3. Gig, festival or music event
 4. News conference or news event
 5. A friend’s night out

Feb’ 2014.

Live streaming app Periscope launches as ‘Bounty’.

Aug’ 2014.

Snapchat introduces live streaming to its app.

Jan’ 2015.

Twitter acquires Periscope before its public launch.

Aug’ 2015.

Facebook Live launches in staggered roll out.

Jan’ 2016.

Periscope integrates into Twitter timeline.

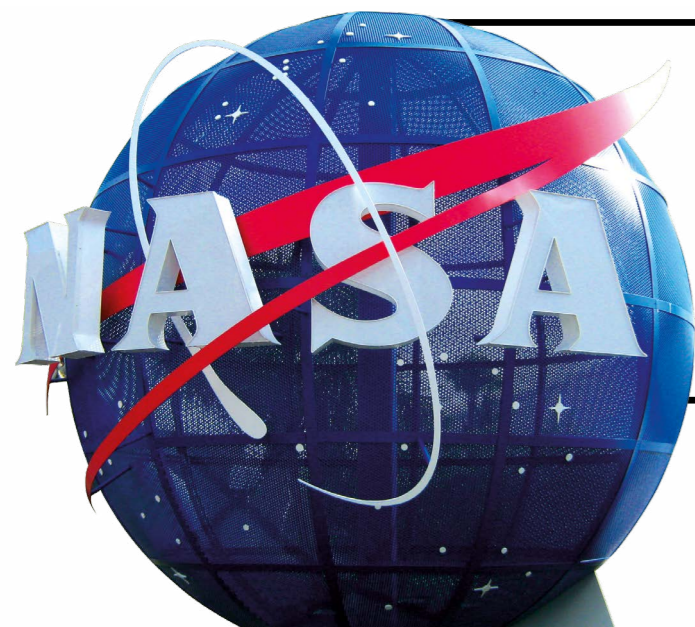
Jun’ 2016.

YouTube announces live streaming on mobile.

Nov’ 2016.

Instagram Live provides real-time streaming.

Live-streaming goes social.



Bigger screens and better tech is transforming content.

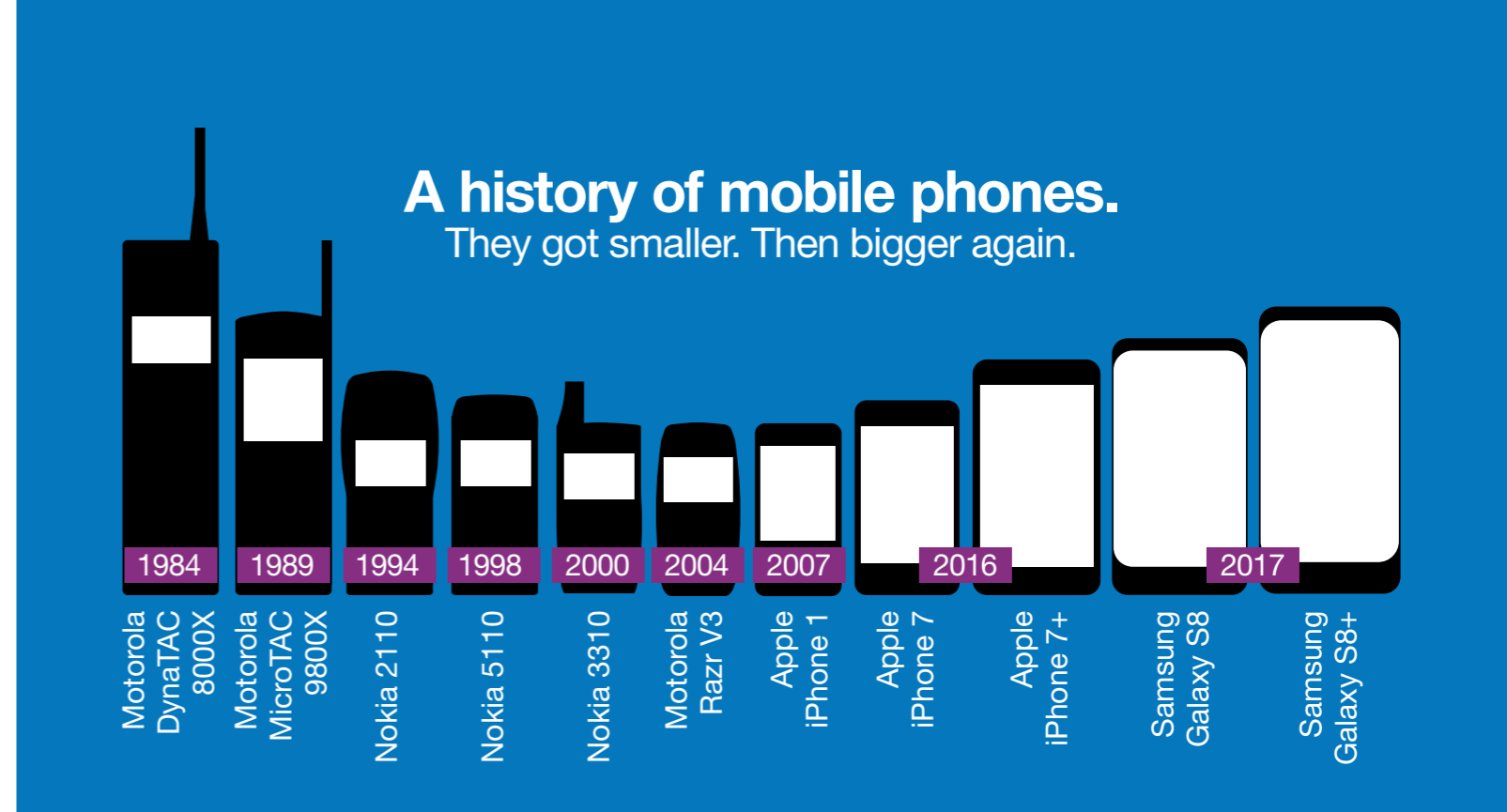
Binge to the future.

With the increase of cinematic TV shows, and the ability to watch HD and Ultra HD content from the comfort of your own living room, our demand for size has increased.

In 2009, 32% of the TVs sold around the world came in at 40" or bigger, but by 2017 that proportion has more than doubled, increasing to 78% of global sales.

TVs aren't the only device displays getting bigger; we're demanding more from our mobile phones, too. In our survey 65% of those people aged 16-34 told us that they now watched more on mobile devices than they had 18 months ago.

"4G is delivering faster online access and greater network reliability, so portable devices have become the hub of our daily lives," according to Lucy Hedges, tech editor at Metro. "And content that was once limited by linear TV is now



accessed on demand to sate our appetite for binge-viewing."

All you need to do is take a look at how the humble mobile has evolved in recent years to see exactly how our consumption is driving screen sizes (with the Samsung Galaxy S8+ now boasting a whopping 6.2" display).

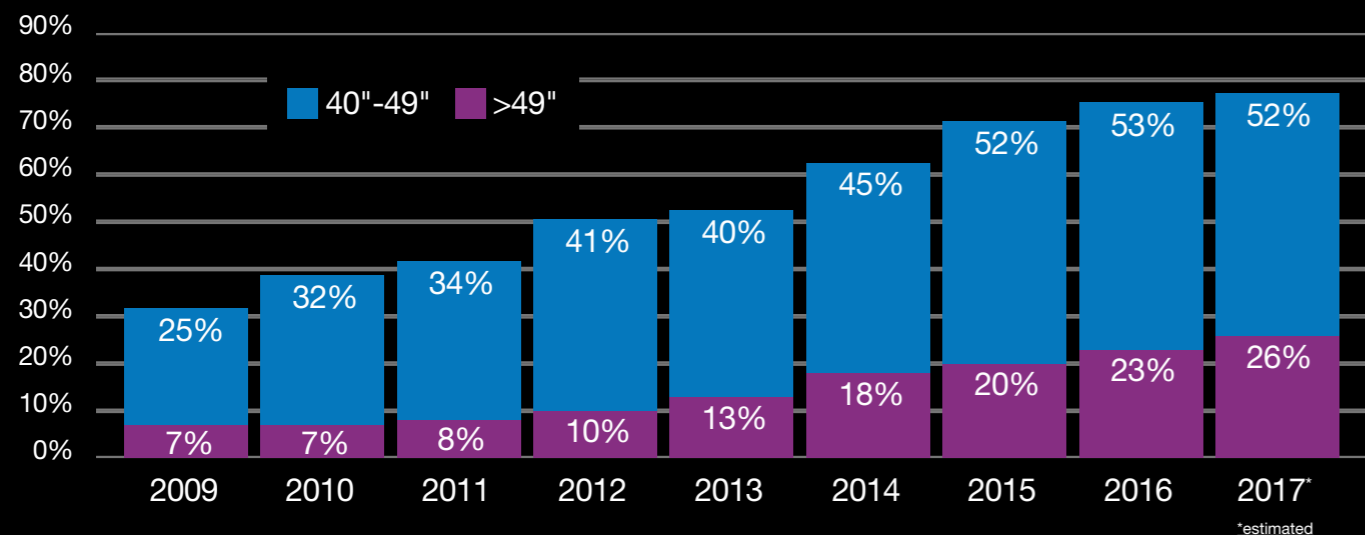
"This year we unveiled the Infinity Display on our S8 and S8+ smartphones," explains Samsung's

head of technology Kyle Brown. "It delivers a vibrant Super AMOLED screen that fills nearly the entire front of the phone, providing a truly immersive content viewing experience."

And as screen sizes change, so do our viewing habits. Thanks to a new breed of content creators—publishing their output via the likes of YouTube, SnapChat and Instagram—our appetite for shorter formats is starting to grow. This is illustrated by recent research from Ofcom, which

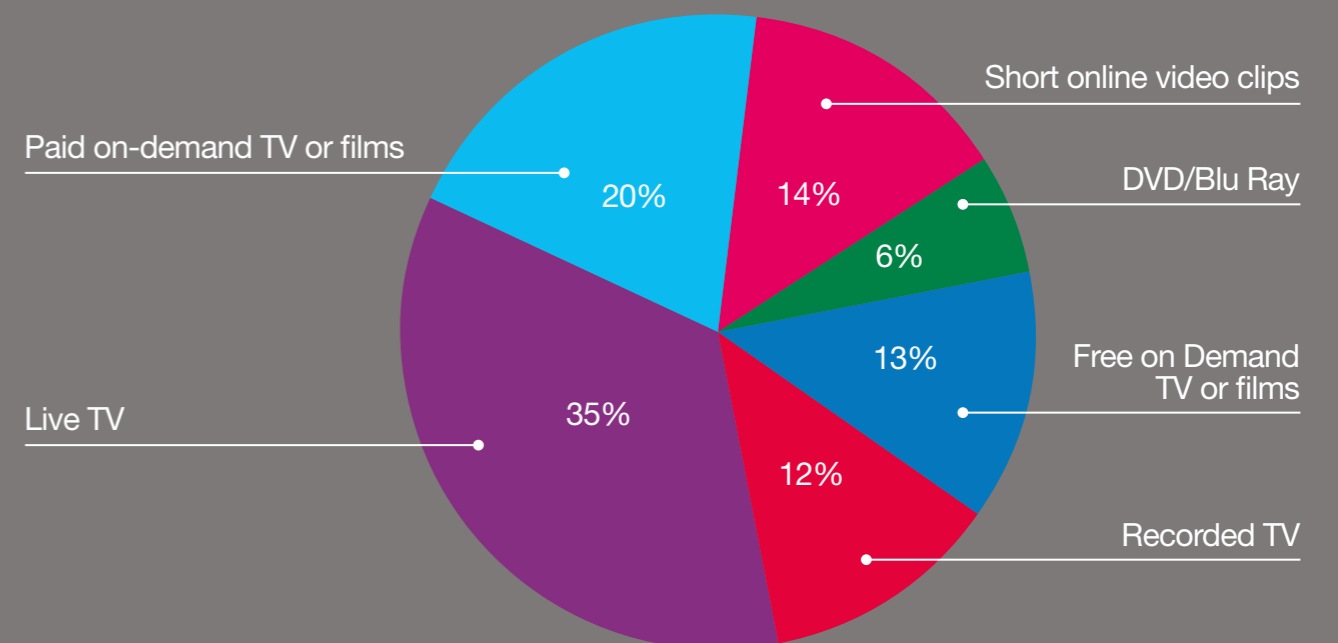
TV screens are getting bigger and better.

The percentage of global TV sales above a 40-inch screen size.



Looking good in shorts.

16-24s are watching more Web clips.





“We unveiled the Infinity Display on our S8 and S8+ smartphones. It delivers a vibrant Super AMOLED screen.”

Kyle Brown

found that ‘short online video clips’ now made up 14% of what people aged 16-24 were watching, a figure that was just 2.5% for those aged between 25 and 44 years.

“Technology has undoubtedly been a major driving force in changing the way we consume video content and has empowered audiences to take control of their viewing habits and ditch more traditional methods,” Lucy tells us.

It’s never been easier to consume content, but now we are all able to create it, too—via the HD cameras most of us have in the palm of our hand. And thanks to app-makers like Adobe

releasing versions of its video-editing software on mobile, you can now shoot, edit and publish high-end video straight from your mobile.

This democratisation of broadcasting has resulted in a new generation of content kings, publishing via platforms like YouTube, and retaining full creative control over content.

As we enter the era of VR, using devices such as Samsung’s Gear VR controller, the whole idea of a screen could be anachronistic within the next decade; we’ll be engaging with content in a 360 degree world. As Dr. Emmett Brown might say: “Where we’re going, we don’t need screens!” ●

Hussain Manawer talks tech.

Hussain Manawer is a poet, film-maker, fundraiser and also runs his own creative agency. Hussain vlogs via his YouTube channel, [Hussain’s House](#), and here he provides his take on the empowering effects technology can have.

“The way technology has developed is incredible. I take something from it every time I use it. Look at the Internet for example, it’s taught me identity, compassion and community. It’s also taught me a lot about life, pain and hardship and at the same time shows me champions, glory, victory, and honour. You see the way our technology has developed; it’s showing us we are no longer alone, we are always connected to something or someone.

When we go on to teach millennial marketing we’re going to talk about the transformation of the traditional 4 Ps of business, and how they now have become: Positive, Platform, Passion and Purpose. And how that changed the world, how it saved lives, shared stories, it covered songs, how it brought light to the darkest corners

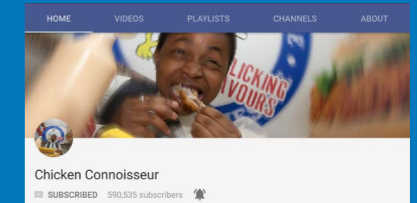
of the planet, through keyboards and devices all over the globe, how electric currents collide with particles and create virtual bonds.

Something the planet has never had, millions of platforms showcasing the world in a way we want to see, with our armies of followers, hundreds and thousands—some in their millions—technology really is the only thing that has allowed us to finally be free.”



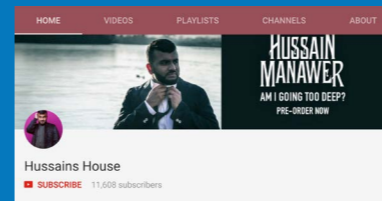
10 UK YouTubers to watch.

We reveal a selection of the hottest British talent on YouTube.



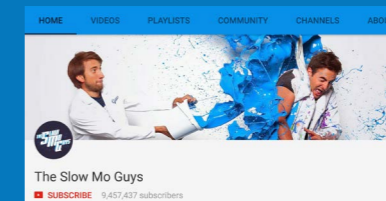
Chicken Connoisseur

Elijah Quashie, also known as The Chicken Connoisseur, began reviewing London’s chicken takeaways last year. Thanks to his humour and obvious love for chicken, his channel went viral, even taking him to New York.



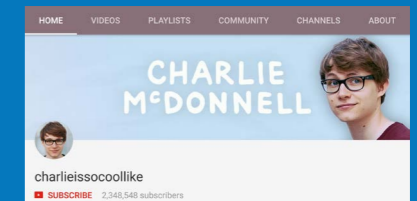
Hussain’s House

Hussain Manawer shot to prominence when he won a competition to go to space in 2018, which will make him the first British Muslim to do so. His channel showcases Hussain’s poetry, interviews, and much more!



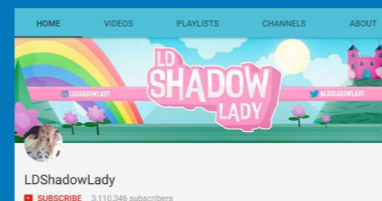
The Slo Mo Guys

Armed with a £115,000 high-speed camera, Gavin Free and Dan Gruchy have created hundreds of videos that showcase super-slow effects the human eye can’t catch. Mostly things breaking or exploding.



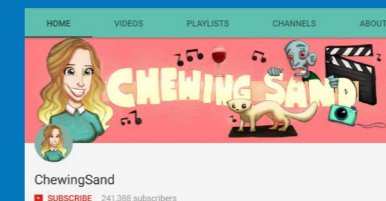
Charlie McDonnell

Possibly the first UK YouTube celeb, Charlie started making videos back in 2007. And the deluge of YouTube vloggers bidding for same since then shouldn’t put you off. His channel is funny, smart, and entertaining.



LDShadowLady

LDShadowLady (otherwise know as Lizzie D) is a gamer who brings her own, unique and refreshing take to the titles she plays on her YouTube channel. The focus is Minecraft, but you’ll also find other games being featured.



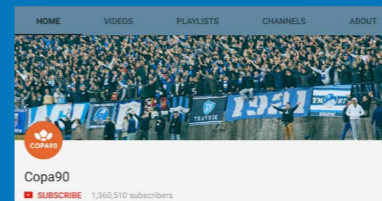
ChewingSand

The channel of web-based comedian Hazel Hayes, ChewingSand features a selection of comedy sketches, short films, and Hazel’s latest project, which is a sitcom that she is hoping to get commissioned for a full series.



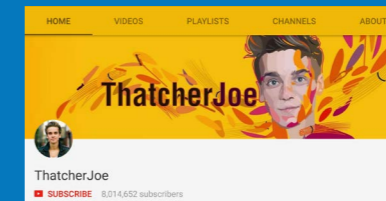
KSI

24-year-old Olajide “KSI” Olatunji is a YouTube sensation, and epitomises the creative freedom the platform provides. KSI is a gamer, rapper, comedian, and actor, and you can find him showcasing all of these talents via his channel.



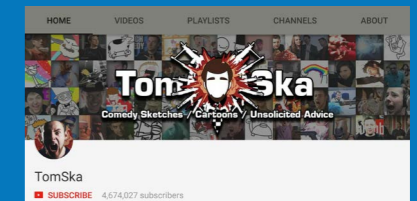
Copa90

For football fans, by football fans. Copa90 covers the world soccer scene, with a focus on what happens away from the stadium. Founded by Tom Thirlwall, the channel covers areas such as hooliganism, club rivalry, transfers and more.



ThatcherJoe

ThatcherJoe, also known as Joe Sugg, has a simple premise for his hugely popular YouTube channel: he makes a fool out of himself for the entertainment of his subscribers. And more than 8m people watch Joe’s antics on a regular basis.



TomSka

If you fancy having your funny bone tickled, head over to TomSka, the YouTube channel of Thomas “TomSka” Ridgwell, a comedy writer, producer, director and actor. TomSka is probably best-known for his animated comedy series, asdfmovie.