

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

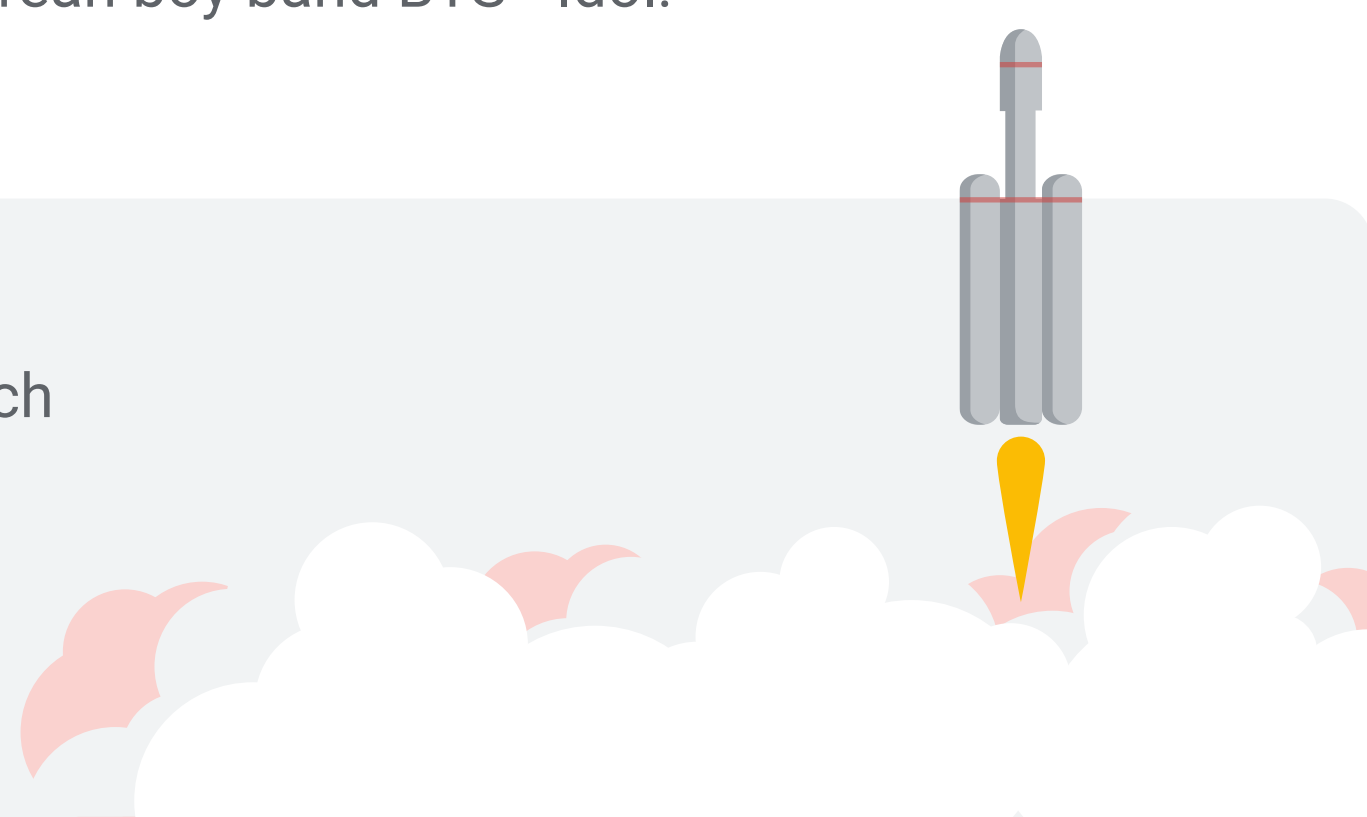
December 2018

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

2018

February 2018

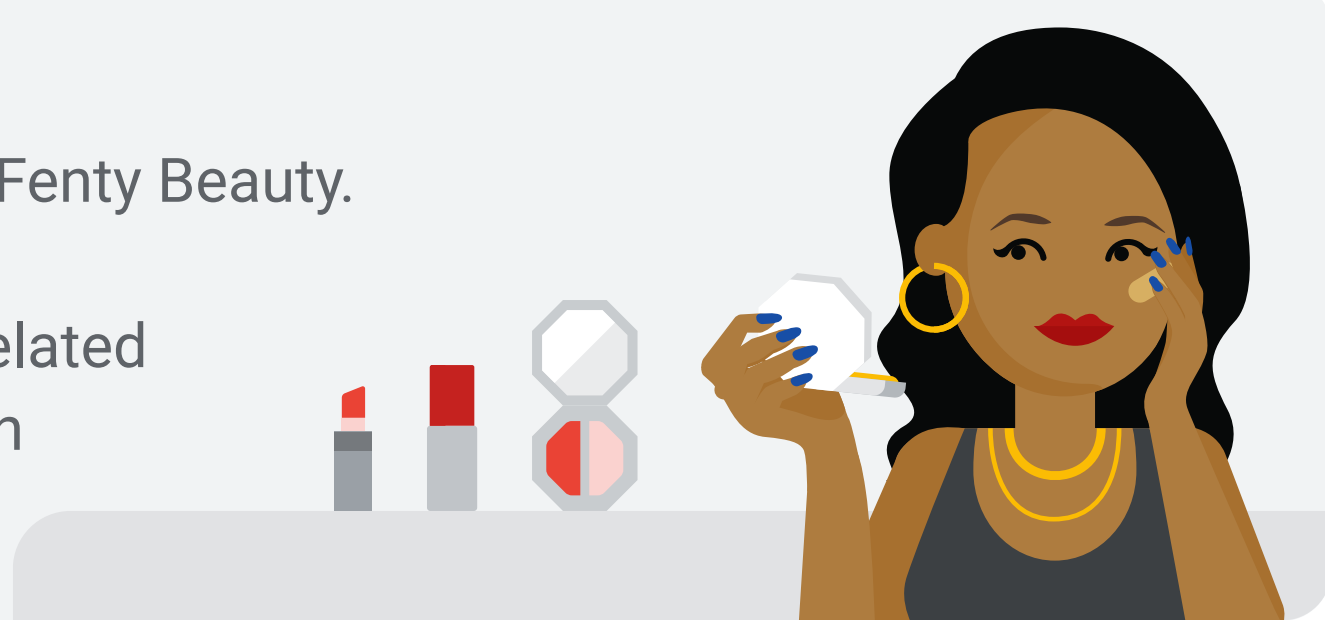
SpaceX live streams the first launch of the Falcon Heavy rocket, becoming the **second biggest live stream** of all time.²



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.³



2016

2015

January 2015

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

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.⁵

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.⁶

2012

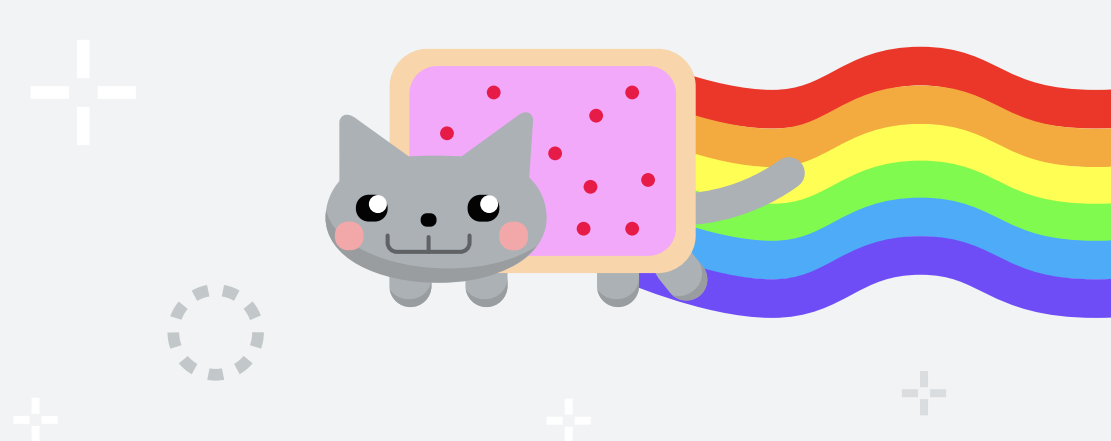
July 2012

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

2011

April 2011

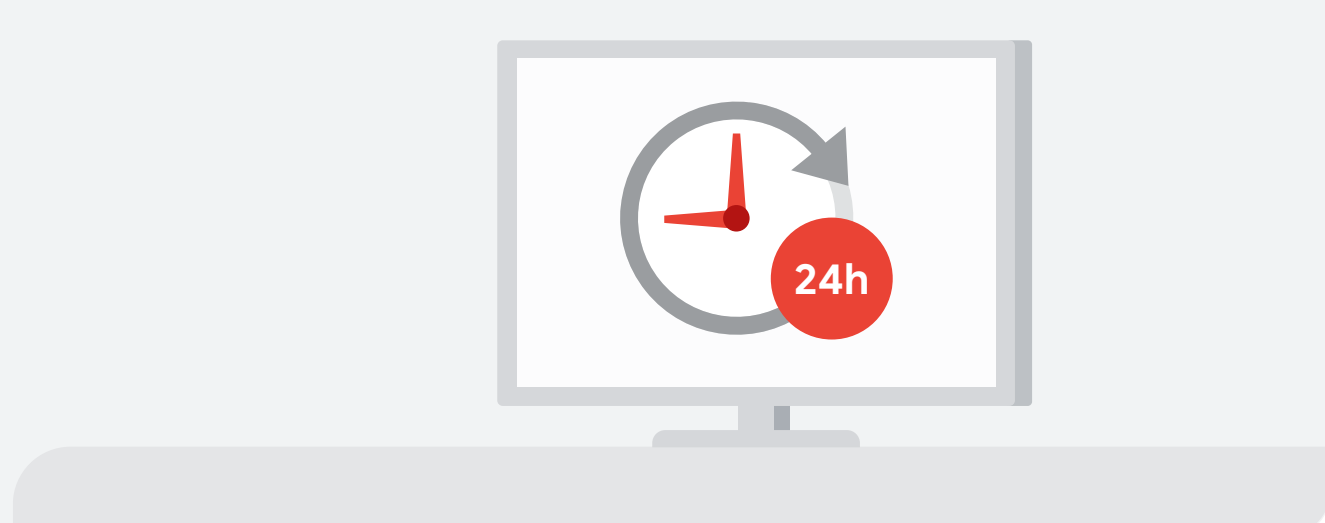
The “Nyan Cat,” an animated Pop Tart-cat mashed up with a Japanese Vocaloid song, appears for the first time, becoming an **instant internet sensation**.⁸



2010

March 2010

24 hours of video are uploaded to YouTube every minute.



2009

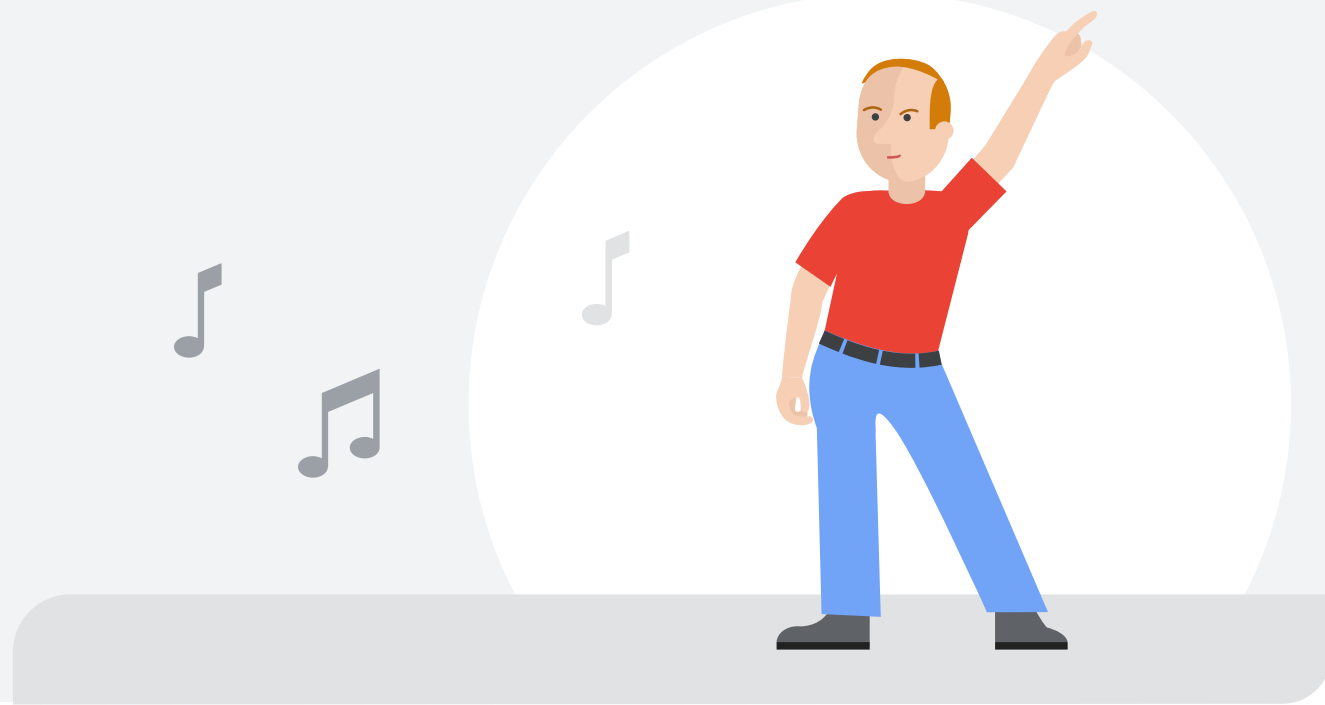
February 2009

The Vatican **launches a YouTube channel**.⁹

2008

September 2008

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



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.¹¹



2005

February 2005

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

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.](#)