



**Life in English Podcast**

**Transcript**

**&**

**Key Vocabulary**

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### Episode #141 - YouTube is the Future

July 6, 2022

[00:00:00] **Wassup y'all**<sup>1</sup>! You're listening to another episode of Life in English. I'm your host, Tony Kaizen. And this is an **unordered**<sup>2</sup> list of reasons that YouTube is the future. Alright, now, like I said, this list of reasons is in no **particular**<sup>3</sup> order. I just wrote them all down as I thought of them, and now I'm going to read them to you. So let's get started.

[00:00:26] The first reason I got for you, the first reason that YouTube is the future and it will slowly but surely **annihilate**<sup>4</sup> the television, or at least network television, is that YouTube offers **longevity**<sup>5</sup>. One of the most **underrated**<sup>6</sup> **features**<sup>7</sup> that makes YouTube great is the ability to **essentially**<sup>8</sup> host a video on the **platform**<sup>9</sup> forever. Forever and for free, bro! And when I say forever, obviously, I mean until YouTube doesn't exist anymore. And obviously I have no idea if this is true or not,

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<sup>1</sup> short for "What's up, you all?"; used as a friendly greeting, to ask someone how they are, or to ask what is happening

<sup>2</sup> not arranged in order

<sup>3</sup> special or single, or this and not any other

<sup>4</sup> to defeat completely

<sup>5</sup> remaining popular or useful for a long time

<sup>6</sup> better or more important than most people believe

<sup>7</sup> a typical quality or an important part of something

<sup>8</sup> relating to the most important characteristics or ideas of something

<sup>9</sup> a method of communication or entertainment, for example television, radio, or the internet

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but I just imagine YouTube will **outlast**<sup>10</sup> you and me in terms of years. Just my **assumption**<sup>11</sup>.

[00:01:06] And even if that's not the **case**<sup>12</sup> right now, today, you can watch videos that were posted 12 years ago if you want. Can you turn on a TV and easily watch any and every episode of your favorite show from 12 years ago? Just the fact that your videos can be watched an **infinite**<sup>13</sup> number of times over decades is something that no other platform has achieved. And somebody please **correct me if I'm wrong but**<sup>14</sup> outside of YouTube, I can't think of any other platform that has done something like that. That's not some major news network or excuse me, TV network or something like that. I can't think of one.

[00:01:42] And that takes me to my next point. YouTube is a **search engine**<sup>15</sup>. You can essentially find or learn just about anything you want on YouTube. Now, many people don't know that Google and YouTube are owned by the same company, and both platforms function in a similar way, at least on the **surface**<sup>16</sup>. When you want the answer to a question or an explanation of a **complex**<sup>17</sup> concept or

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<sup>10</sup> to live or exist, or to stay energetic and determined, longer than another person or thing

<sup>11</sup> something that you accept as true without question or proof

<sup>12</sup> a particular situation or example of something

<sup>13</sup> without limits; extremely large or great

<sup>14</sup> said as a polite and slightly formal way of disagreeing with someone

<sup>15</sup> a computer program that finds information on the internet by looking for words that you have typed in

<sup>16</sup> what they appear to be, or the features they have that are not hidden or difficult to see

<sup>17</sup> difficult to understand or find an answer to because of having many different parts

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recommendations for a restaurant in your area, what do you do? You pull out your phone and type specific words in the Google search engine. And I think **it's safe to say**<sup>18</sup> that we all do the same thing on YouTube.

[00:02:19] When you want to see an explanation of a topic or a **demonstration**<sup>19</sup> of an activity, I'm willing to bet the first thing you do is pull out your phone and type some specific keywords on YouTube, hoping that somebody has made a **decent**<sup>20</sup> video about it. I know that's the case for me. Almost all the knowledge I **possess**<sup>21</sup> that's of any value was **acquired**<sup>22</sup> on **the tube**<sup>23</sup>. Either that or I just learned through pure **trial and error**<sup>24</sup>, also known as experience. And most of the time, some knowledge I gained after watching YouTube videos is what gave me the confidence to **go out there**<sup>25</sup> and get the experience. I hope that **makes sense**<sup>26</sup>.

[00:02:55] Now the difference between Google and YouTube is we're not just searching for information on YouTube. We're also searching for entertainment -

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<sup>18</sup> used to say that you are confident about what you are going to say

<sup>19</sup> the act of showing someone how to do something, or how something works

<sup>20</sup> acceptable, satisfactory, or reasonable

<sup>21</sup> to have or own something, or to have a particular quality

<sup>22</sup> to obtain or begin to have something

<sup>23</sup> YouTube

<sup>24</sup> a way of achieving an aim or solving a problem by trying a number of different methods and learning from the mistakes that you make

<sup>25</sup> to get out of one's comfort zone, try new things, be adventurous, etc.

<sup>26</sup> to be clear and easy to understand

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from sports highlights to **vloggers**<sup>27</sup>, to talk shows, to **podcasts**<sup>28</sup>, **stunts**<sup>29</sup>, movies, interviews, and everything **in-between**<sup>30</sup>. YouTube really seems **limitless**<sup>31</sup> **at times**<sup>32</sup>. There are **literally**<sup>33</sup> millions of videos in the YouTube **ecosystem**<sup>34</sup> that I'll never know about because I'm not interested in those subjects. But the point is, they're out there. There's **room**<sup>35</sup> for everybody on YouTube, **minus**<sup>36</sup> the select group of people that YouTube considers harmful to the platform and its users obviously. But it doesn't **matter**<sup>37</sup> if you're into biochemistry, **DIY**<sup>38</sup> projects, soccer, cooking, traveling, engineering, mathematics, **entrepreneurship**<sup>39</sup>, anime, video games, makeup, psychology, philosophy, whatever it is, there's a community of people making and watching videos about it on YouTube. Can we say the same thing about network television?

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<sup>27</sup> someone who makes vlogs (= short films that record your thoughts, ideas, or opinions on a subject) and posts them on the internet

<sup>28</sup> a radio program that is stored in a digital form that you can download from the internet and play on a computer or on an MP3 player

<sup>29</sup> something that is done to get attention for the person or people responsible for it

<sup>30</sup> situated somewhere between two extremes or recognized categories; intermediate

<sup>31</sup> without limit

<sup>32</sup> sometimes

<sup>33</sup> used for emphasizing how large or great an amount is

<sup>34</sup> a group of businesses or business activities that affect each other and work well together

<sup>35</sup> opportunity for doing something

<sup>36</sup> without

<sup>37</sup> to be important, or to affect what happens

<sup>38</sup> abbreviation for "do-it-yourself": the activity of decorating or repairing your home, or making things for your home yourself, rather than paying someone else to do it for you

<sup>39</sup> skill in starting new businesses, especially when this involves seeing new opportunities

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[00:03:58] Now, another reason that YouTube is the future is that you have almost complete control over the entire creative process. And before the Internet opened up to the **masses**<sup>40</sup>, you would have to go through **a bunch**<sup>41</sup> of **gatekeepers**<sup>42</sup> to get your **content**<sup>43</sup> seen by the masses. And what's a gatekeeper? Well, the literal definition of gatekeeper is an attendant at a gate who is paid to control who goes through that gate. So think like a doorman before a gate or a security guard but they stand at the gate. That's the gatekeeper. But a more general way to use the word is when you mean to say someone who controls **access**<sup>44</sup> to something.

[00:04:37] For example, in the past, **record labels**<sup>45</sup> acted as gatekeepers to the music industry. They were the ones who decided which artists would get their music **distributed**<sup>46</sup> around the world because in the past, artists didn't have access to free distribution channels like they do today. So when you think "social media", you can really think "distribution channel" because that's really what it is in my opinion. But **anyway**<sup>47</sup>, getting back to my point, when the gatekeepers of the

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<sup>40</sup> the ordinary people who form the largest group in a society

<sup>41</sup> a group of people

<sup>42</sup> someone who has the power to decide who gets particular resources and opportunities, and who does not

<sup>43</sup> information, images, video, etc. that are included as part of something such as a website

<sup>44</sup> the right or opportunity to use or look at something

<sup>45</sup> a company that records and sells music

<sup>46</sup> to give something out to several people, or to spread or supply something

<sup>47</sup> in conversation, "anyway" is used to change the subject, return to an earlier subject, or get to the most interesting point

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film, music, photo, book, and design industries had all the control, anyone who wanted national or international distribution would have to be approved by the people who own the record label or the publishing house or the art gallery or whatever.

[00:05:19] So if you didn't **fit into**<sup>48</sup> the box they provided for you, you were **fucked**<sup>49</sup>. Because without distribution, no one will know your work exists. And if no one knows it exists, then you will never be recognized for it, **let alone**<sup>50</sup> **compensated**<sup>51</sup>. But these days, you don't need to be approved by anyone but your target audience. If you make videos, you get to decide the video **thumbnail**<sup>52</sup>, right, which can be changed any time you want. There's only one movie cover for every DVD or cassette tape or whatever. You can literally make a movie for YouTube, decide that you don't like the cover, and change it any time you want, as many times as you want.

[00:05:58] You get to decide the title, which you can also change if you want. There's no change in movie titles, but on YouTube you can. It's your choice. You decide the video description, the video length, the editing style, which has a huge **impact**<sup>53</sup> on

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<sup>48</sup> to be accepted by the people in a group or organization

<sup>49</sup> in a very bad or difficult situation

<sup>50</sup> to say nothing of : not to mention — used especially to emphasize the improbability of a contrasting example

<sup>51</sup> to pay someone money in exchange for work done, for something lost or damaged, or for some inconvenience

<sup>52</sup> a small copy of a larger picture on a computer, shown in this way to allow more to be seen on the screen

<sup>53</sup> the force of impression of one thing on another: a significant or major effect

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how the video is received. Right? The soundtrack, the language in which you recorded, or the language is in which you record it, the **subject matter**<sup>54</sup> of the video, it's all up to you. The only limit is your imagination. And the point is that there are no more record labels or publishing houses putting limits on what message you can spread or how you spread it. You can make a free account on YouTube, upload a video and click Publish.

[00:06:40] Not only are there no more gatekeepers, there's no more fucking gate. You understand? The **barrier**<sup>55</sup> to entry is the same for everyone now. And when I say barrier to entry, I mean the **obstacle**<sup>56</sup> between you and that field in which you want to be, right? A barrier is like an obstacle, something keeping you from moving forward. So the barrier to entry -- figuratively speaking -- is whatever stopping you from moving forward or getting involved. So these days, when it comes to content production and making videos, podcasts or whatever, the barrier is so much lower than it has ever been. And it's the same for every human being on the planet now. It's three things. **Wi-Fi**<sup>57</sup>, a way to record audio, video or written words, and a fucking idea.

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<sup>54</sup> matter presented for consideration in discussion, thought, or study

<sup>55</sup> anything used or acting to block someone from going somewhere or from doing something, or to block something from happening

<sup>56</sup> something that blocks your way so that movement or progress is prevented or made more difficult

<sup>57</sup> abbreviation for "wireless fidelity": a system used for connecting computers and other electronic equipment to the internet without using wires

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[00:07:27] That's it. That's literally it, bro. If somebody tells you that you need more than that, they're either **misinformed**<sup>58</sup> or they're trying to sell you some shit that you do not need. **Take my word**<sup>59</sup> on that one. Just trust me on it. That's all you need. That's not all you need but **technically**<sup>60</sup> to get started, that's all you need. Another thing that's extremely important is what brings me to my next point - the great thing about YouTube and social media in general, but YouTube is just the **king**<sup>61</sup> of them all, in my opinion, is that creators get to connect with their audiences in a way that wasn't possible before. Right?

[00:08:03] In the past, the thing that **drew**<sup>62</sup> us to celebrity actors is the fact that we only saw them on TV. They **captivated**<sup>63</sup> us with their performances on the movie screen but other than the **occasional**<sup>64</sup>, like, **shallow**<sup>65</sup> interviews, we didn't really know anything about them. The **mystique**<sup>66</sup> of the celebrity is what made their presence so **valuable**<sup>67</sup>, in my opinion. But nowadays, with the **explosion**<sup>68</sup> of social

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<sup>58</sup> to tell someone information that is not correct

<sup>59</sup> accept that what I say is true, because I know or have experienced it

<sup>60</sup> according to an exact understanding of rules, facts, etc.

<sup>61</sup> a person, company, or organization that is thought to be the best or most successful

<sup>62</sup> (present tense: draw) to attract attention or interest

<sup>63</sup> to hold the attention of someone by being extremely interesting, exciting, pleasant, or attractive

<sup>64</sup> not happening or done often or regularly

<sup>65</sup> not showing serious or careful thought

<sup>66</sup> a quality of being special in a mysterious and attractive way

<sup>67</sup> important, useful, or beneficial

<sup>68</sup> a quick and big increase

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media and vlogging, what people appreciate is **proximity**<sup>69</sup>. Being able to leave a comment on your favorite creator's video and have them respond personally is something that wasn't really possible in the past. A video that lets you know what your favorite creator or actor is doing at 9 a.m. on a Tuesday is now considered valuable content depending on who's making and watching it.

[00:08:50] Social media has allowed us to speak directly to the people that want to listen to us. It's allowed us to get direct feedback from the people for whom we are making our content. It's allowed us to get financial support from the people who follow our work so that we can continue to produce the content. And that just wasn't possible before the modern day Internet. Which takes me to my next point, or a reason that YouTube is certainly the future - and that is, YouTube pays its creators. You can make money producing videos for YouTube, like, I told you before, you need Wi-Fi, a way to record the content, and a fucking idea. That's what you need.

[00:09:37] And if you have those three things and your ideas are good enough, and you can **execute**<sup>70</sup> on the fucking idea, you can get paid. To make YouTube videos. Like I say that, and you understand me, you get...it's like, "**Duh**"<sup>71</sup>, it's fucking 2022, of course we know this!" But...YouTube pays its creators, bro! YouTube was smart

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<sup>69</sup> the state of being near in space or time; accessibility

<sup>70</sup> to do or perform something, especially in a planned way

<sup>71</sup> used to show that you think a person or statement is stupid, or that something is obvious

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enough to understand that the video platform is **worthless**<sup>72</sup> without a **catalog**<sup>73</sup> of interesting videos to watch. So as a way to **incentivize**<sup>74</sup> great creators to publish videos that people actually want to watch on YouTube, they've created a **win-win**<sup>75</sup>-win situation.

[00:10:22] Viewers can always find new and interesting videos to watch, creators get paid for making videos that viewers want to watch, and YouTube has videos to run their ads on and viewers to show those ads to. Everybody wins. As far as I know, the same cannot be said for any other major content platform at the moment. On every other platform your favorite content creators are **busting their asses**<sup>76</sup> to make great content, and they're not getting a **dime**<sup>77</sup> from the platform or from the viewers. A million followers is not the same as \$1,000,000. Please do not forget that. Now, it might have sounded like I was a little upset about the fact that social networks don't pay creators to make content, but that is not at all the case.

[00:11:08] My point was that YouTube is the only platform on which you can literally be paid to do nothing but create **awesome**<sup>78</sup> videos that people want to watch. You

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<sup>72</sup> having no value

<sup>73</sup> a complete enumeration of items arranged systematically with descriptive details

<sup>74</sup> to make someone want to do something, such as to buy something or to do work, especially by offering prizes or rewards

<sup>75</sup> a win-win situation or result is one that is good for everyone who is involved

<sup>76</sup> try very hard to do something

<sup>77</sup> used in expressions to refer to a very small amount of money

<sup>78</sup> causing feelings of great admiration, respect, or fear; extremely good

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can use social media to get paid even if you don't make YouTube videos but then your content production would require a different **strategy**<sup>79</sup> and **approach**<sup>80</sup>. Now, I don't want to lose you guys by going into too much detail here, but it really is interesting to talk about this stuff from the **perspective**<sup>81</sup> of both a creator and a business person so if you do want to talk about it, join the Discord server and **shoot me a message**<sup>82</sup>.

[00:11:38] But anyway, all of that brings me back to my next point, which is that businesses are built **on the back**<sup>83</sup> of YouTube all the time. Real businesses. Like **legit**<sup>84</sup>. Businesses, money-**generating**<sup>85</sup> like, you know what I'm saying, a real business off of YouTube videos like take MrBeast, for example, a kid from...I think North Carolina who just was making stupid videos in his room one day. And just through...of course, it's a whole long story, he did a lot, **experimented**<sup>86</sup> a lot, **reinvested**<sup>87</sup> all of his money, but all off of making YouTube videos that he was **eventually**<sup>88</sup> paid to make and then taking that money to reinvest and make better

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<sup>79</sup> a long-range plan for achieving something or reaching a goal, or the skill of making such plans

<sup>80</sup> a way of considering or doing something

<sup>81</sup> a particular way of viewing things that depends on one's experience and personality

<sup>82</sup> another way of saying "send me a message"

<sup>83</sup> because of or on the strength of (something)

<sup>84</sup> legitimate; used to mean "actually" when you want to say that you think something is very surprising or difficult to believe

<sup>85</sup> to cause something to exist

<sup>86</sup> to try something in order to discover what it is like or find out more about it

<sup>87</sup> to put money that you receive from an investment back into that investment, or into another investment

<sup>88</sup> in the end, especially after a long time or a lot of effort, problems, etc.

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videos so that he can make more money off of his great videos and take that money and start a business. And now because he has brand **recognition**<sup>89</sup> over here, people are naturally going to go **check out**<sup>90</sup> the business and support the business, especially when they see that he doesn't care about money. He just wants more money to make better videos to help more people.

[00:12:35] Shit, how could I not support? So now they're watching more videos. Literally watching MrBeast's videos is literally helping people in Africa get water or people in North Carolina get food for the next two weeks. Like literally! I highly recommend you check out MrBeast, understand his story and how he became the biggest YouTuber on the planet. It's...it's...it's **insane**<sup>91</sup>, bro. It's insane. I'm pretty sure I'm gonna do an episode on how similar MrBeast and Jeff Bezos are. I don't see how you could not make that comparison, but we'll save that for another episode. But the point is, he was just a normal guy, just started making videos at his house. That's it. And just by reinvesting everything he got out of the videos back into the videos, got bigger and bigger and bigger...and the bigger you get in this game, the higher your **earning potential**<sup>92</sup> is, you know what I'm saying?

[00:13:25] So you could literally do nothing but make videos and start your own personal fitness business...coffee shop. You want to be a lawyer? You can use social

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<sup>89</sup> public appreciation for a person's or group's achievements

<sup>90</sup> to have a look at; inspect

<sup>91</sup> outrageously high or extreme

<sup>92</sup> the ability of a person to earn money or of a company to make a profit

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media to build your fucking business, literally making videos for free. It doesn't matter what it is. You want to be a dog trainer or a dog breeder or a painter or an **au pair**<sup>93</sup> or a fucking lawn care specialist. It doesn't...like **bruh**<sup>94</sup>, it doesn't matter! You can build a business, offer videos on YouTube or TikTok or Instagram or whatever, whatever platform you choose. I'm just saying YouTube offers all those other benefits - longevity, searchability, and those things, right?

[00:14:04] But the point is the same - what used to be just stupid kids making **dumbass**<sup>95</sup> videos on the internet is now how people literally quit their jobs and wake up and do what they want to do every day on YouTube. The account is free. You can make an account right now. And go start your fucking channel! There's nothing stopping you. If you're listening to this right now, you've got Wi-Fi, a smart device, all you need is a fucking idea. Now, ideas are **cheap**<sup>96</sup>. Execution is everything. I'm not trying to **oversimplify**<sup>97</sup> it or nothing like that, but it really does **boil down to**<sup>98</sup> that. Alright?

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<sup>93</sup> a foreign person, usually a young woman, who lives with a family in order to learn their language and who takes care of the children or cleans the house in return for meals, a room, and a small payment

<sup>94</sup> slang for the word "bro", which means "friend", "buddy", "pal", etc.

<sup>95</sup> stupid

<sup>96</sup> of inferior quality or worth

<sup>97</sup> to state something in such a simple way that it is no longer accurate

<sup>98</sup> to be the main or most important result of something

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[00:14:43] Which takes me to my next point - I don't want to **lose track of**<sup>99</sup> my notes here. The next reason that YouTube is the future is that anyone with the Internet and a smart device can make content, like I just said - the barrier to entry is lower than it has ever been in human history. For all the **pessimists**<sup>100</sup> out there, I'm not talking shit. I used to be a pessimist myself, but for the pessimist specifically, you might sit there and complain about how you need a lot of money or a lot of following, or a lot of this or a lot of that to get started. There's all these reasons that you can't get started, all these reasons that you can't do something. It's **bullshit**<sup>101</sup>, bruh! It's bullshit. You don't have to wait for anyone. You don't need anyone's **permission**<sup>102</sup> to get started. You don't have to follow someone else's **framework**<sup>103</sup> or try to walk down their path. You can create your own **legacy**<sup>104</sup>. You can pave your own path. You can set up your phone, press record, and send your message out into the world...for free!

[00:15:44] And it doesn't even matter what your preferred style of communication is. If you're good on camera, start a YouTube channel; if you're a great speaker but hate being on camera, start a podcast; if you're an amazing writer, start a blog or publish an e-book. All the bullshit excuses, bro - lack of equipment, lack of

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<sup>99</sup> to stop keeping a record of something, or stop being certain that you know or remember what has happened

<sup>100</sup> a person who thinks that bad things are more likely to happen or who emphasizes the bad part of a situation

<sup>101</sup> complete nonsense or something that is not true

<sup>102</sup> the act of allowing someone to do something, or of allowing something to happen

<sup>103</sup> a system of rules, ideas, or beliefs that is used to plan or decide something

<sup>104</sup> a situation that has developed as a result of past actions and decisions

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following, lack of ability, they're **out the window**<sup>105</sup>! Every single person listening to this right now has a smartphone or a computer. Every single creator on YouTube or any other platforms, **for that matter**<sup>106</sup>, started with zero followers. Every single person who owns a smartphone or computer and learn how to use that smartphone or computer and the social networks that run on those devices is **capable**<sup>107</sup> of learning how to make content.

[00:16:26] Stop for a second and just realize that all of your favorite YouTubers are just regular people, like you and me. Stop and realize that people making videos about cake, and sports, science, and dog breeding, are getting paid more than people with master's degrees. Stop and realize that none of those people were rich celebrities when they started. Stop and think about all the people who won't start a YouTube channel or a podcast because they've **naively**<sup>108</sup> **bought into the idea**<sup>109</sup> that their value is based on their follower count. Or that they're supposed to **blow up**<sup>110</sup> **overnight**<sup>111</sup> without putting any hard work into the process. Like, imagine how much more content would be out there if people weren't afraid to create. Just something to think about.

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<sup>105</sup> if a quality, principle, or idea goes out of the window, it does not exist any more

<sup>106</sup> used to show that a statement is true in another situation

<sup>107</sup> having the ability, power, or qualities to be able to do something

<sup>108</sup> in a way that shows you are too willing to believe that someone is telling the truth or that life is pleasant or fair

<sup>109</sup> if you buy into an idea or plan, you give it your support or agree with it

<sup>110</sup> to suddenly become very successful, prevalent, or popular

<sup>111</sup> suddenly and unexpectedly

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[00:17:12] Let me move on to the next reason that YouTube is the future. You decide what you watch, when you watch it, and where you watch it. Before YouTube, you had to watch whatever was on the TV at the time. And who decided what was on TV at a particular time? The TV networks, of course. If you wanted to see a particular show, you had to be in front of a TV at a particular time. And if you missed it, then you missed it. Unless you have money and maybe you got it on **DVR<sup>112</sup>**, right? You could...used to be able to record live TV and then watch it later. Or maybe you catch a **rerun<sup>113</sup>** at some point, right?

[00:17:51] And if you want to watch Rick and Morty, but the network wants to show Bob's Burgers, you're either watching Bob's Burgers or nothing at all, those were your choices. And that's why Netflix wins. Your movies and shows when you want and where you want with no **annoying<sup>114</sup>** ads or **interruptions<sup>115</sup>** for just \$7 a month. And that's why YouTube wins. Videos you want to see, when you want, and where you want for free, with the occasional annoying ad. But guess what? You can pay not to see those ads, too, if you really want. It doesn't matter if you're laying naked in bed, commuting to work on the train, working out at the gym, walking in the park, or cooking dinner. You can get access to your favorite videos and podcasts whenever and wherever you want.

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<sup>112</sup> abbreviation for "digital video recorder": a piece of electronic equipment that records television shows onto a hard disk

<sup>113</sup> a program or movie that has already been shown before on television

<sup>114</sup> making you feel slightly angry

<sup>115</sup> an occasion when someone or something stops something from happening for a short period

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[00:18:38] Now, another reason that YouTube is the future is because it learns about your viewing **habits**<sup>116</sup> and recommends more videos. Every time you search for or click on something, YouTube learns a little more about you and your **interests**<sup>117</sup>. YouTube then uses that data to guess which videos you would like to see in the future. It's always trying to find ways to get you to spend more time watching videos. So it's always trying to learn about what you find interesting. This means that even if you're too **lazy**<sup>118</sup> to search for something new, YouTube will always recommend something new. From which videos you click on to the amount of time you spend watching a video, to what you do after you watch the video. YouTube is collecting data in order to create a better **user experience**<sup>119</sup> on their platform. And also so they can show you more **relevant**<sup>120</sup> ads, right?

[00:19:29] Now, another cool thing, another reason that YouTube is the future, another **differentiator**<sup>121</sup> is that you can have multiple YouTube channels. If you've got enough passion about different **disciplines**<sup>122</sup>, if you know how to build teams, and make great content, you could create multiple **streams of revenue**<sup>123</sup> in the

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<sup>116</sup> something that you do often and regularly, sometimes without knowing that you are doing it

<sup>117</sup> the activities that you enjoy doing and the subjects that you like to spend time learning about

<sup>118</sup> not willing or not wanting to work or use effort to do something

<sup>119</sup> the experience of someone using a product, system, or service, for example whether they find it enjoyable and easy to use

<sup>120</sup> correct or suitable for a particular purpose

<sup>121</sup> one that differentiates: to express the specific distinguishing quality of

<sup>122</sup> a particular area of study, esp. a subject studied at a college or university

<sup>123</sup> the money coming into a company from a particular activity over a period of time, or the activity itself

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form of multiple channels with videos that can be found in search results and recommend it to people for years to come. All of that **translates**<sup>124</sup> into **passive income**<sup>125</sup> **for years to come**<sup>126</sup>. And those, my friends, are ten reasons why YouTube is the future.

[END OF EPISODE]

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<sup>124</sup> to change something into a new form, especially to turn a plan into something real

<sup>125</sup> money that you earn without having to work for it every day, for example money that you receive from renting out a property

<sup>126</sup> used to emphasize that something will continue for a long time into the future

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### Key vocabulary

**Wassup y'all:** short for "What's up, you all?"; used as a friendly greeting to ask someone how they are, or to ask what is happening

**Unordered:** not arranged in order

**Particular:** special or single, or this and not any other

**Annihilate:** to defeat completely

**Longevity:** remaining popular or useful for a long time

**Underrated:** better or more important than most people believe

**Features:** a typical quality or an important part of something

**Essentially:** relating to the most important characteristics or ideas of something

**Platform:** a method of communication or entertainment, for example television, radio, or the internet

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**Outlast:** to live or exist, or to stay energetic and determined, longer than another person or thing

**Assumption:** something that you accept as true without question or proof

**Case:** a particular situation or example of something

**Infinite:** without limits; extremely large or great

**Correct me if I'm wrong but:** said as a polite and slightly formal way of disagreeing with someone

**Search engine:** a computer program that finds information on the internet by looking for words that you have typed in

**Surface:** what they appear to be, or the features they have that are not hidden or difficult to see

**Complex:** difficult to understand or find an answer to because of having many different parts

**It's safe to say:** used to say that you are confident about what you are going to say

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**Demonstration:** the act of showing someone how to do something, or how something works

**Decent:** acceptable, satisfactory, or reasonable

**Possess:** to have or own something, or to have a particular quality

**Acquired:** to obtain or begin to have something

**The tube:** YouTube

**Trial and error:** a way of achieving an aim or solving a problem by trying a number of different methods and learning from the mistakes that you make

**Go out there:** to get out of one's comfort zone, try new things, be adventurous, etc.

**Makes sense:** to be clear and easy to understand

**Vlogger:** someone who makes vlogs (= short films that record your thoughts, ideas, or opinions on a subject) and posts them on the internet

**Podcast:** a radio program that is stored in a digital form that you can download from the internet and play on a computer or on an MP3 player

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**Stunts:** something that is done to get attention for the person or people responsible for it

**In-between:** situated somewhere between two extremes or recognized categories; intermediate

**Limitless:** without limit

**At times:** sometimes

**Literally:** used for emphasizing how large or great an amount is

**Ecosystem:** a group of businesses or business activities that affect each other and work well together

**Room:** opportunity for doing something

**Minus:** without

**Matter:** to be important, or to affect what happens

**DIY:** abbreviation for "do-it-yourself": the activity of decorating or repairing your home, or making things for your home yourself, rather than paying someone else to do it for you

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**Entrepreneurship:** skill in starting new businesses, especially when this involves seeing new opportunities

**Masses:** the ordinary people who form the largest group in a society

**A bunch:** a group of people

**Gatekeepers:** someone who has the power to decide who gets particular resources and opportunities, and who does not

**Content:** information, images, video, etc. that are included as part of something such as a website

**Access:** the right or opportunity to use or look at something

**Record labels:** a company that records and sells music

**Distributed:** to give something out to several people, or to spread or supply something

**Anyway:** in conversation, "anyway" is used to change the subject, return to an earlier subject, or get to the most interesting point

**Fit into:** to be accepted by the people in a group or organization

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**Fucked:** in a very bad or difficult situation

**Let alone:** to say nothing of: not to mention — used especially to emphasize the improbability of a contrasting example

**Compensated:** to pay someone money in exchange for work done, for something lost or damaged, or for some inconvenience

**Thumbnail:** a small copy of a larger picture on a computer, shown in this way to allow more to be seen on the screen

**Impact:** the force of impression of one thing on another: a significant or major effect

**Subject matter:** matter presented for consideration in discussion, thought, or study

**Barrier:** anything used or acting to block someone from going somewhere or from doing something, or to block something from happening

**Obstacle:** something that blocks your way so that movement or progress is prevented or made more difficult

**Wi-Fi:** abbreviation for "wireless fidelity": a system used for connecting computers and other electronic equipment to the internet without using wires

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**Misinformed:** to tell someone information that is not correct

**Take my word:** accept that what I say is true, because I know or have experienced it

**Technically:** according to an exact understanding of rules, facts, etc.

**King:** a person, company, or organization that is thought to be the best or most successful

**Drew:** (present tense: draw) to attract attention or interest

**Captivated:** to hold the attention of someone by being extremely interesting, exciting, pleasant, or attractive

**Occasional:** not happening or done often or regularly

**Shallow:** not showing serious or careful thought

**Mystique:** a quality of being special in a mysterious and attractive way

**Valuable:** important, useful, or beneficial

**Explosion:** a quick and big increase

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**Proximity:** the state of being near in space or time; accessibility

**Execute:** to do or perform something, especially in a planned way

**Duh:** used to show that you think a person or statement is stupid, or that something is obvious

**Worthless:** having no value

**Catalog:** a complete enumeration of items arranged systematically with descriptive details

**Incentivize:** to make someone want to do something, such as to buy something or to do work, especially by offering prizes or rewards

**Win-win:** a win-win situation or result is one that is good for everyone who is involved

**Busting their asses:** try very hard to do something

**Dime:** used in expressions to refer to a very small amount of money

**Awesome:** causing feelings of great admiration, respect, or fear; extremely good

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**Strategy:** a long-range plan for achieving something or reaching a goal, or the skill of making such plans

**Approach:** a way of considering or doing something

**Perspective:** a particular way of viewing things that depends on one's experience and personality

**Shoot me a message:** another way of saying "send me a message"

**On the back:** because of or on the strength of (something)

**Legit:** legitimate; used to mean "actually" when you want to say that you think something is very surprising or difficult to believe

**Generating:** to cause something to exist

**Experimented:** to try something in order to discover what it is like or find out more about it

**Reinvested:** to put money that you receive from an investment back into that investment, or into another investment

**Eventually:** in the end, especially after a long time or a lot of effort, problems, etc.

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**Recognition:** public appreciation for a person's or group's achievements

**Check out:** to have a look at; inspect

**Insane:** outrageously high or extreme

**Earning potential:** the ability of a person to earn money or of a company to make a profit

**Au pair:** a foreign person, usually a young woman, who lives with a family in order to learn their language and who takes care of the children or cleans the house in return for meals, a room, and a small payment

**Bruh:** slang for the word "bro", which means "friend", "buddy", "pal", etc.

**Dumbass:** stupid

**Cheap:** of inferior quality or worth

**Oversimplify:** to state something in such a simple way that it is no longer accurate

**Boil down to:** to be the main or most important result of something

**Lose track of:** to stop keeping a record of something, or stop being certain that you know or remember what has happened

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**Pessimist:** a person who thinks that bad things are more likely to happen or who emphasizes the bad part of a situation

**Bullshit:** complete nonsense or something that is not true

**Permission:** the act of allowing someone to do something, or of allowing something to happen

**Framework:** a system of rules, ideas, or beliefs that is used to plan or decide something

**Legacy:** a situation that has developed as a result of past actions and decisions

**Out the window:** if a quality, principle, or idea goes out of the window, it does not exist any more

**For that matter:** used to show that a statement is true in another situation

**Capable:** having the ability, power, or qualities to be able to do something

**Naively:** in a way that shows you are too willing to believe that someone is telling the truth or that life is pleasant or fair

**Bought into the idea:** if you buy into an idea or plan, you give it your support or agree with it

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**Blow up:** to suddenly become very successful, prevalent, or popular

**Overnight:** suddenly and unexpectedly

**DVR:** abbreviation for "digital video recorder": a piece of electronic equipment that records television shows onto a hard disk

**Rerun:** a program or movie that has already been shown before on television

**Annoying:** making you feel slightly angry

**Interruptions:** an occasion when someone or something stops something from happening for a short period

**Habits:** something that you do often and regularly, sometimes without knowing that you are doing it

**Interests:** the activities that you enjoy doing and the subjects that you like to spend time learning about

**Lazy:** not willing or not wanting to work or use effort to do something

**User experience:** the experience of someone using a product, system, or service, for example whether they find it enjoyable and easy to use

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**Relevant:** correct or suitable for a particular purpose

**Differentiator:** one that differentiates: to express the specific distinguishing quality of

**Disciplines:** a particular area of study, esp. a subject studied at a college or university

**Streams of revenue:** the money coming into a company from a particular activity over a period of time, or the activity itself

**Translates:** to change something into a new form, especially to turn a plan into something real

**Passive income:** money that you earn without having to work for it every day, for example money that you receive from renting out a property

**For years to come:** used to emphasize that something will continue for a long time into the future