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BLOGPOST: Germany's most successful YouTubers



Watch out, because these stereotypes can definitely be confirmed: Women love entertainment, men only want to play games. This year's ranking on YouTube has been able to clarify just that. In cooperation with our partner Faktenkontor we have looked at the most successful YouTube channels in Germany. Nearly all of the top 10 female accounts are entertainment and beauty channels, whereas the ten most popular male YouTubers virtually only talk about gaming.

Germany's most successful female YouTuber is Bianca Heinicke with her beauty and fashion channel BibisBeautyPalace, the winner among male YouTubers is Patrick Mayer who owns the gaming channel Paluten. This year was the second time that we analysed the German YouTuber-scene in regard to the relevance of the channels. 2,800 German-speaking channels make up the basis of the evaluation. The evaluation is based on the YouTuber relevance index by Faktenkontor.

According to the relevance index, female video producers achieve the most popularity when talking about beauty products, providing make up tips, dealing with the fun of everyday life or offering baking and cooking inspirations. As a result, the top 10 list of most influential German female YouTubers includes BibisBeautyPalace (1st place / category beauty & fashion, as well as the British native Rebekah Wing (2nd place / category entertainment) and Saliha Özcan with her channel Sallys Welt (6th place / category cooking). 8-year-old Miley, who runs the family-lifestyle channel Mileys Welt together with her parents, managed to come in 4th place.

The list of top 10 male video producers consists exclusively of gaming and entertainment channels. Their winner is Patrick Mayer with his channel Paluten, which mainly concentrates on Minecraft-videos as well as VLOGs, cartoon-games and other kinds of games. Following him are the gaming channels GermanLetsPLAY (2nd place / category gaming) and ConCrafter/ LUCA (3rd place / category entertainment).

Other Winners in Selected Categories

The most popular entry in the sports category is the fitness channel by Sophia Thiel, while fans of music favour the channel ExeCuuuuute run by musician and gamer Kevin J., who sings songs about games. The winner of the technology sector is Clixoom Science & Fiction, a science and innovation channel.

For the evaluation of the most successful German YouTubers, Faktenkontor developed the YouTuber relevance index. This analytical method takes, among other things, the number of uploaded videos, the number of subscribers and the total number of views into account. Other components are the growth rates of total views and of views per video in the last 30 days. The date of the data collection was the 3rd of August 2018.

Germany's Top 10 female and male YouTubers:

Female YouTubers:

1. BibisBeautyPalace

Beauty & Fashion

<https://www.youtube.com/user/BibisBeautyPalace>

2. Rebekah Wing

Entertainment

https://www.youtube.com/channel/UCHKVTtxg9yRJ_5KDMZFckCw

3. Dagi Bee

Entertainment

<https://www.youtube.com/user/Dagibeee>

4. MILEYS WELT

Entertainment

<https://www.youtube.com/user/CuteBabyMiley>

5. Bonnytrash

Entertainment

<https://www.youtube.com/channel/UC1FUmeLOA9Tc8VFmoeexlkw>

6. Sallys Welt

Cooking

<https://www.youtube.com/user/sallystortenwelt>

7. Kelly MissesVlog

Entertainment

<https://www.youtube.com/user/MissesVlog>

8. xLaeta

Beauty & Fashion

<https://www.youtube.com/user/xLaeta>

9. Alles Ava

Entertainment

<https://www.youtube.com/channel/UCkaUclDGRYtn0AxUez4wsIQ>

10. BarbaraSofie

Beauty & Fashion

<https://www.youtube.com/user/Barbieloveslipsticks>

Male YouTubers:

1. Paluten

Gaming

<https://www.youtube.com/user/Paluten>

2. GermanLetsPlay

Gaming

<https://www.youtube.com/user/GermanLetsFail>

3. ConCrafter | LUCA

Entertainment

<https://www.youtube.com/user/ConCrafter>

4. rewinside

Gaming

<https://www.youtube.com/user/rewinside>

5. Gronkh

Gaming

<https://www.youtube.com/user/Gronkh>

6. Arazhul

Gaming

<https://www.youtube.com/user/ArazhulHD>

7. Domtendo

Gaming

<https://www.youtube.com/user/Geilkind>

8. Standart Skill

Gaming

<https://www.youtube.com/user/StandartSkill>

9. Benx

Gaming

<https://www.youtube.com/user/DoctorBenx>

10. Zombey

Gaming

<https://www.youtube.com/user/Zombey>

The best channels in selected categories:

People & Blogs: JERYKO

https://www.youtube.com/channel/UCYisdU_KhantzKLQlMPe5zGA

Sports: SophiaThiel

https://www.youtube.com/channel/UCy5Kf4cPV_sCi_Qsjk03uCg

Technology: Clixoom Science & Fiction

<https://www.youtube.com/user/Clixoom>

Music: ExeCuuuuute

<https://www.youtube.com/user/ExeCuuuuute>

Education: TheSimpleMaths

<https://www.youtube.com/user/TheSimpleMaths>

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<https://www.newsaktuell.de/academy/germanys-most-successful-youtubers/>

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