

IN THE PUBLIC EYE



YOUTUBE'S DIAMOND PLAY BUTTON

10 MILLION

Number of subscribers a YouTube channel must secure for the creator to earn the Diamond Play Button, the most prestigious YouTube Creator Reward.

47,127,564

Youtuber PewDiePie's subscribers, of August 10, 2016, suggesting a new award will soon be needed to honor channels with 100 million subscribers.

AWARDS AND PERSONALIZATION ASSOCIATION MEMBER SOCIETY AWARDS IS THE EXCLUSIVE MAKER OF YOUTUBE'S DIAMOND PLAY BUTTON.

Make. Society Awards, designer of custom creations, machines a solid block of aluminum to replicate the YouTube logo and facets of a diamond. The piece is polished to a reflective shine, and a beveled crystal triangle is attached to the center.

Personalize. Manufactured in batches for instant access, the back of each award is personalized through sandcarving with the YouTube logo, a message of congratulations, and the channel's name.

Send. Accompanied by a letter from YouTube's CEO in the recipient's language, the Diamond Play Button is sent directly to the creator or a regional YouTube ambassador who personally delivers the award.

NOVEMBER 2005

YouTube was created.

JULY 2015

The Diamond Play Button was announced, with 35 YouTubers already eligible.

>1 BILLION

YouTube users (that's almost a third of all Internet users)

76

Languages that YouTube can be accessed in, covering 95% of the world's population.