



# Who is PewDiePie?

01

## PewDiePie's Rise to Fame

- Born in 1989 in Gothenburg, Sweden
- Started a YouTube channel in 2010 playing video games and providing commentary
- Quickly gained a massive following, especially among younger viewers

## PewDiePie's Content Evolution

- Initially focused on Let's Play videos of video games with humor
- Now includes vlogs, meme reviews, commentary on current events
- Signature style blends self-deprecating humor, outrageousness, recurring characters

02

## Controversies

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- Has faced backlash for insensitive jokes, using racial slurs in past videos
- Lost partnerships and accused of promoting hate speech
- Controversies have negatively impacted his image and career

## Impact and Legacy

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- Pioneering figure who helped popularize Let's Plays and gaming content
- Paved the way for a new generation of gaming YouTubers
- Ability to connect with a global audience and evolve content
- Both are admired and criticized, but legacy is tied to YouTube's history