



NERDFUSION: **THE BIGGEST VTUBER.**

JvM NERD presents a NERDFusion about the biggest VTuber.
Hamburg, 29th September, 2022.

NEW DIGITAL ICONS:

A (new) pop cultural development with millions of followers.

Though virtual influencers, like Hatsune Miku or K/DA, are commonly known, many are surprised to see the size of VTuber's popularity. Not only did a VTuber become the most-subscribed female streamer on Twitch, but VTuber generated **twice as much** view time on the platform compared to regular streamers.



Image:
Tech Radar

WHAT ARE VTUBER:

Filled with various personalities, and talents.

VTuber, short for Virtual YouTubers, are personalities who often appear as anime-like characters. Though the biggest VTubers are mainly Japanese-speaking, English-speaking VTubers became increasingly popular. Similar to virtual influencers, VTuber are not bound by physical limitations and can create unique immersive experiences for fans.



Image:
WebGeekStuff

THE RISE OF VTUBER:

A niche filled with potential - The early days of VTuber.

VTuber, were already popular in 2016. It was Kizuna AI that had over two million subscribers in less than a year after her debut. With the increasing popularity of these talents, agencies specifically tailored for VTuber were founded. Most popular VTuber are associated with hololive, an agency founded by Cover Corporation.



THE RISE OF VTUBER:

2021 was the year that led VTuber from niche to mainstream.

However, people started to discover VTuber during the COVID-19 lockdown. The pandemic let the genre explode, as the top five VTuber gained 50,000-100,000 subscriptions per week. VTuber Gawr Gura was subscribed over two million times, just four months after her debut, topping the legendary Kizuna AI.



Image.
Dexerto

METaverse READY?

First initiatives taken to make immersive experience for fans.

There have been various virtual concerts and immerse experiences with fans being engaged way before the metaverse hype. Recently, Cover Corporation's CEO talked about their plans to further push the boundaries of VTubers in the metaverse. It is supposed to help fans come into closer contact with their virtual idols.



Image:
WDW News Today



**THE
BIGGEST**

VTUBER

MINATO AQUA:

A marine-styled maid who is a high mechanically skilled gamer.

With nearly 1.7 million subscribers on YouTube, Aqua is the tenth biggest VTuber on the list. Associated with hololive, Aqua is a Japanese-speaking VTuber who debuted in August 2018. Since then she released multiple singles and even became part of the promotional campaign for the movie Evangelion: 3.0+1.0.

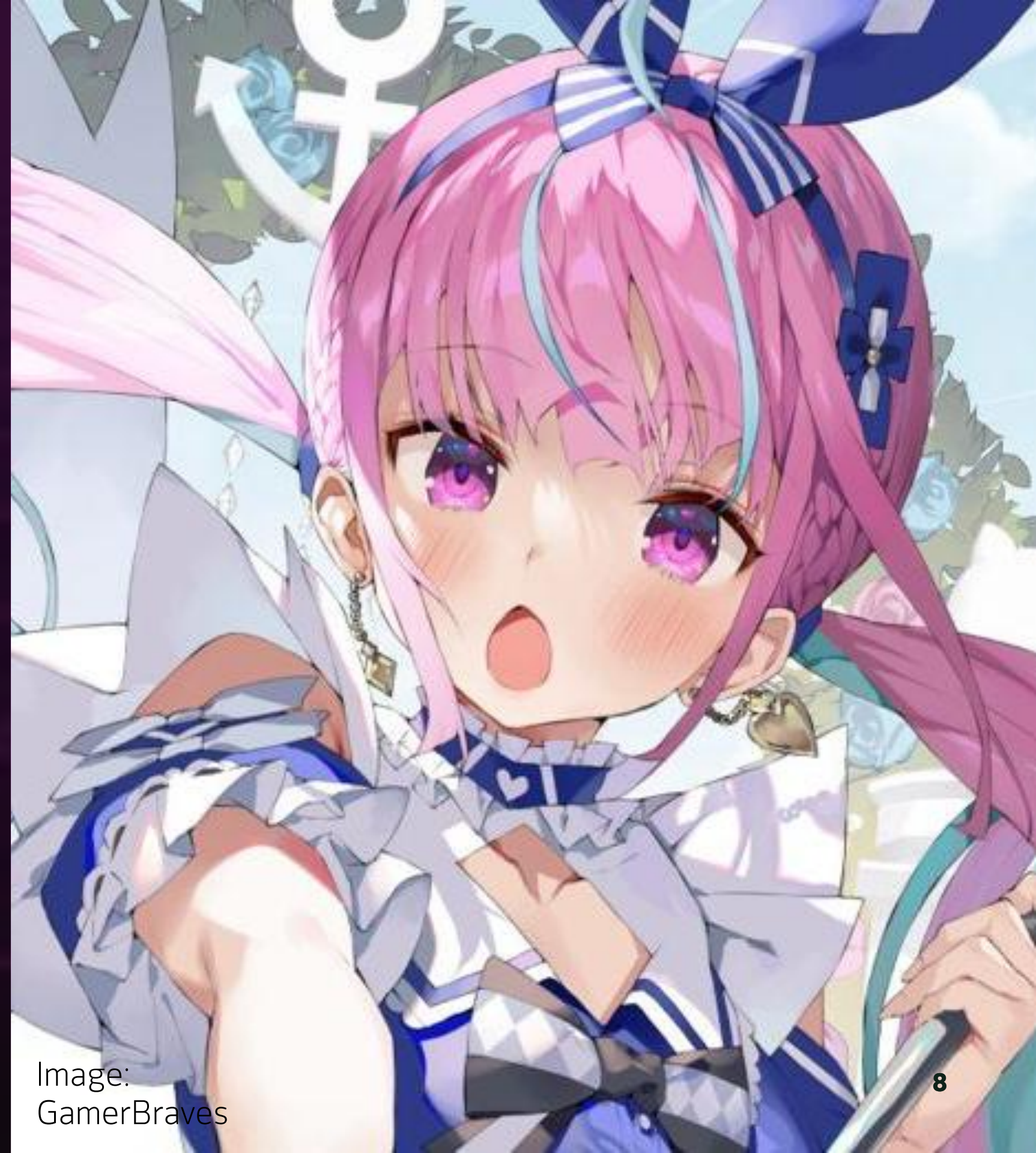


Image:
GamerBraves

WATSON AMELIA:

Detective Watson - Hololive's first generation VTuber.

Watson Amelia is a very eccentric and supportive member of the VTuber community. She is often collaborating with star VTuber Gawr Gura. But Amelia herself is among the top VTuber with over 1.7 million subscribers on YouTube. She was invited to various exhibitions like DoKomi, or Crunchyroll Expo 2022.



Image:
Fuwanovel Forum

INUGAMI KORONE:

Singing, dancing, gaming - The talented dog-like VTuber.

Part of hololive Gamers, Korone debuted in April 2013. The female Japanese VTuber often acts in a dog-like way, goofy and sweet. Korone currently sits at over 1.8 million YouTube subscribers, with hundreds of thousands of views on her streams. On June 23, 2022, Korone became a brand ambassador for Sega Japan.



Image:
Crunchyroll

SHIRAKAMI FUBUKI:

The white-haired otaku fox who dreams of becoming a top otaku idol.

It didn't take much time for the first generation hololive VTuber to get popular. Part of the hololive Gamers, she gained millions of followers on various platforms, like YouTube or bilibili. The otaku fox even had the honor to interview the star and main character of Morbius, Jared Leto, in March 2022.



Image:
Luc Loi Meme

USADA PERORA:

The award-winning rabbit-ears VTuber.

Pakora debuted in 2017 alongside four other VTuber introduced by hololive. She just recently hit two million subscribers on YouTube, becoming one of the few VTuber to reach this milestone. Alongside other promotional events, Pakora was part of the collaboration with six professional Japanese baseball teams.



Image:
Anmo Sugoi

IRONMOUSE:

Record-breaking success - The most subscribed female Twitch streamer.

Making her debut in 2017 on YouNow, Ironmouse's popularity first took off when she became a Twitch partner in 2020. After signing at VShojo, her awareness further skyrocketed. Being associated with the agency opened her doors for new collaborations, and she quickly became one of the most popular streamers on the platform.



Image:
Dot Esports

MORI CALLIOPE:

Hololive's passionate rapping "tsundereaper".

The English-speaking VTuber debuted in September 2020, with her rap single 'Excuse My Rudeness, But Could You Please RIP?'. Her unique character and viewer engagement quickly generated followers, as she now sits at over 2.1 million YouTube subscribers. Next to releasing songs, Calli appeared at various exhibitions as a special guest.



Image:
Anime News Network

HOUSHOU MARINE:

Hololive's third generation debut - The crimson red haired pirate.

With over 2.15 million YouTube subscribers, Marine is the third biggest VTuber on the list. She was part of collaborations, such as appearing in World of Warships or being part of the Evangelion promotion campaign. Her single 'Marine Set Sail!!' features an anime music video of the highest sound and animation quality.



Image:
Crunchyroll

KIZUNA AI:

The breakthrough VTuber who waved the path for every talent after her.

Inventing the term virtual YouTuber, Kizuna Ai is a pioneer who is often referred to as the first VTuber. Kizuna has made various appearances in TV shows, and commercials, and held virtual concerts. Her Youtube channel counts over three million subscribers who are still waiting for her to come back from her hiatus.

Image:
Anime Senpai



GAWR GURA:

The faster growing VTuber ever, taking the number one spot.

With her debut in September 2020, Gawr Gura became part of hololive's English-speaking group. Her popularity grew immensely, as she generated millions of views within hours. She is the only VTuber to reach four million YouTube subscribers. But beyond her song 'Reflect' was over 13 million times listened to on Spotify.

Image:
Dexerto



MORE DATA:
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