

so yes i cared about being seen
and making these videos was a
way to find an audience
and i got some attention
but not always the way i
wanted

in 2009 YouTube changed their
policy to be more strict about
copyright enforcement
and they immediately shut
down my account

this caused an outrage among

the online film community
and youtube changed its
policy and brought back most
of my vidoes

but despite this victory
i became sensitive to these
social media platforms and
websites

with their promises of paradise
of freedom of expression
and unlimited enjoyment
through their platforms

i started to care about how our

experiences of film and media
are regulated
controlled
and manipulated
both on and off the screen

fortunately
there was a company that saw
what happened to me back
then
and offered to give me
a safe space
to make my videos
it was a really special

opportunity

i couldn't believe that i could
actually turn this activity into a
paying job

but after a couple years
in 2011

they gave me more pressure
to make these videos

more

viral

**I HAD TO MAKE THEM MORE
COMMERCIAL**

SO I THOUGHT
WHAT IS THE MOST
COMMERCIAL TOPIC I CAN
COME UP WITH
AND I CAME UP WITH THIS
THE MOST "VIRAL" VIDEO I
EVER MADE TO THAT DATE
IT WAS EVEN WRITTEN ABOUT
BY THE NEW YORK TIMES
WHEN I TOLD MY MOM THIS
SHE REPLIED
"DID THEY SAY ANYTHING BAD
ABOUT YOU?|

no. they did not. thanks mom.

but judge for yourself...

[https://www.youtube.com/
watch?v=VS5W4RxGv4s](https://www.youtube.com/watch?v=VS5W4RxGv4s)