## Twitter Thread by <u>Jackson</u>





A thread on @Dream, his friends, Minecraft, insane Twitter engagement, and more:

Dream & friends' (@GeorgeNotFound, <u>@tommyinnit</u>, <u>@Quackity</u>, <u>@TubboLive</u>, <u>@WilburSoot</u>, etc) meteoric rise and the massive return of Minecraft has been one of the most amazing gaming stories this year.

1 mil to 15 mil in one year. INSANE. thank you guys so much. have completely changed my life.

- Dream (@Dream) December 30, 2020

1/ What do Dream and crew get so right?

On the surface, it's clear that they show the power of good storytelling and each of our desires to "hang out" with a group of friends that are having fun.

(image @Animagician\_)



2/ This remains one of, if not the most important draws for great parasocial content -- whether it be Seinfeld, @ DavidDobrik's vlogs, or Dream SMP content, the same is true:

We want to feel a little less alone and spend time in the worlds of these friends we know so much about.

3/ Watching this new wave of superstars take over YouTube / Twitch / Twitter gaming cultures has been incredible and bizarre.

Check the replies and engagement here: https://t.co/ntqD5Om4Ke

:)

— Dream (@Dream) November 30, 2020

4/ Dream speaks to the underrated and remarkable nature of Minecraft, too. In its 9th year, the game continues to dominate. Why?

Accessible, multi-platform, wide appeal? Sure - but more importantly: it is infinitely extendable. It's a creator's perfect sandbox. (image @SipoverS)





5/ I'm hopeful that more game devs will push in this direction. Roblox has already done so, and Fortnite continues to evolve toward this with creative mode.

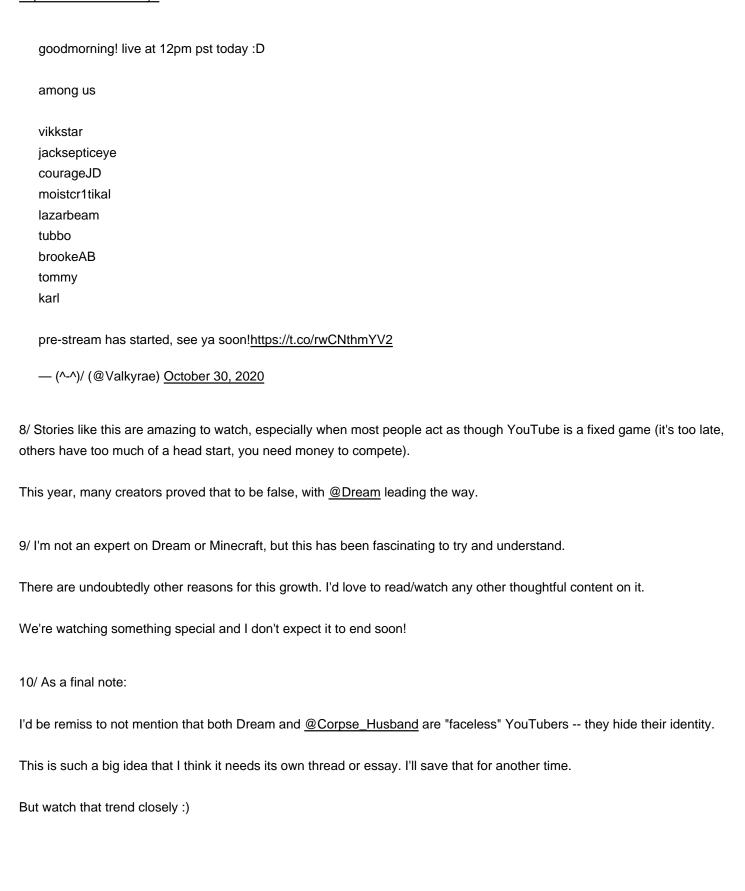
You can imagine a world where Among Us allows for much richer customization of modes and maps, for example.

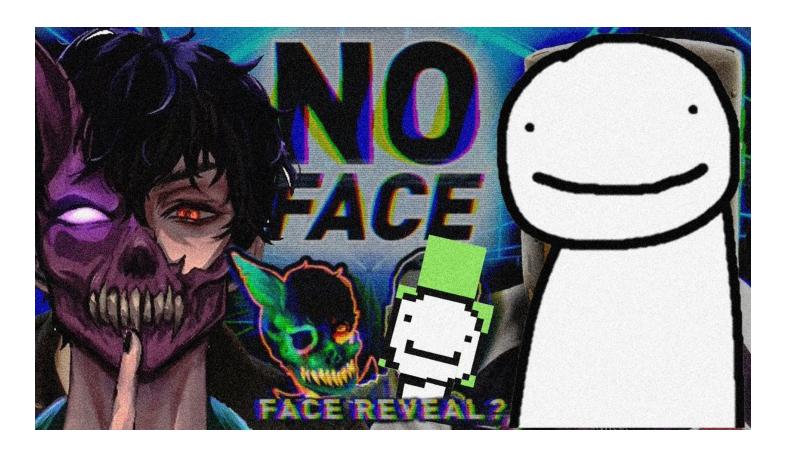
6/ Dream and co have become a force of gravity in gaming, bringing creators like <u>@MrBeastYT</u>, <u>@Lazarbeam</u>, and <u>@KarlJacobs</u> into the fold and coming together for massive Among Us collaborations with other newly minted 2020 superstars like <u>@Valkyrae</u>, <u>@Corpse\_Husband</u>, and <u>@Sykkuno</u>.

7/ Among Us has become the new streamer all-star game, typically with some faction of the Dream group at the center alongside @Valkyrae and/or @Corpse\_Husband:

https://t.co/s0K6YJkmUX

## https://t.co/k8GzOK72yc





Really good analysis on how Dream games the YT algorithm

## https://t.co/O12cJOB0yc

This might be helpful (doesn't touch on the SMP, but breaks down Dream's first spike very well)  $\frac{1}{https://t.co/G60xCTLDsT}$ 

— Ivan Ye (@ivanye\_) <u>December 30, 2020</u>