

Twitter Thread by Jackson



Jackson

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A thread on [@Dream](#), his friends, Minecraft, insane Twitter engagement, and more:

Dream & friends' ([@GeorgeNotFound](#), [@tommyinnit](#), [@Quackity](#), [@TubboLive](#), [@WilburSoot](#), 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 [@MrBeastYT](#), [@Lazarbeam](#), and [@KarlJacobs](#) into the fold and coming together for massive Among Us collaborations with other newly minted 2020 superstars like [@Valkyrae](#), [@Corpse_Husband](#), and [@Sykkuno](#).

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>

goodmorning! live at 12pm pst today :D

among us

vikkstar

jacksepticeye

courageJD

moistcr1tikal

lazarbeam

tubbo

brookeAB

tommy

karl

pre-stream has started, see ya soon!<https://t.co/rwCNthmYV2>

— (^-^)/ (@Valkyrae) October 30, 2020

8/ Stories like this are amazing to watch, especially when most people act as though YouTube is a fixed game (it's too late, others have too much of a head start, you need money to compete).

This year, many creators proved that to be false, with @Dream leading the way.

9/ I'm not an expert on Dream or Minecraft, but this has been fascinating to try and understand.

There are undoubtedly other reasons for this growth. I'd love to read/watch any other thoughtful content on it.

We're watching something special and I don't expect it to end soon!

10/ As a final note:

I'd be remiss to not mention that both Dream and @Corpse Husband are "faceless" YouTubers -- they hide their identity.

This is such a big idea that I think it needs its own thread or essay. I'll save that for another time.

But watch that trend closely :)



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)<https://t.co/G60xCTLDSrT>

— Ivan Ye (@ivanye_) [December 30, 2020](#)