

“Every day is Saturday” on YouTube, as traffic toward “authoritative” sources surges | Nieman Journalism Lab

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April 23, 2020

Today's the 15th anniversary of the [first-ever](#) video uploaded to YouTube. “All right,” YouTube co-founder Jawed Karim [begins](#). “So here we are, in front of the elephants.”

Since then, the platform has evolved from one video of elephants at the zoo to the most popular video platform on the Internet with an average of two billion monthly users. It's also become a huge resource for parents and children during the coronavirus pandemic while millions are forced to stay home. “Every day is Saturday,” [YouTube engineer Scott Silver told CNET](#), [disagreeing with Morrissey](#).

[...]

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