

The Theme for the Event was my Story

Tubecon is an international community-driven YouTube event that brings together YouTube creators and their viewers in large-scale public events. Tubecon was first held in August 2014 at the Hartwall Arena in Helsinki. It attracted over 5 000 people. 1 Tubecon has been held 25 times in four countries (Finland Sweden Spain Switzerland and Switzerland) with more than 120,000 people who attended all events. [2]

Tubecon has seen an impressive rise in its popularity throughout the years and so has the YouTube and online influencers community. The biggest event of Tubecon attracted more than 18,000 people and included more than 200 YouTubers or online influencers.

Tubecon's event programming was created in collaboration with local online influencers. It includes multiple program elements such as Meet & Greets and Tubecon Video Awards, panels and concerts. Tubecon 2018 will be held in Finland, Sweden and Germany, and letters of intent were signed in Romania, Latvia, and Austria. [3]

1 2014 1.1 Performers

3.1 Finland 3.2 Sweden 3.0 Germany

4.1 Finland 4.2 Spain 4.3 Switzerland

5.1 Finland

2014[edit]

Tubecon's story began in 2014 when Finnish creators wanted to organize an event where they and their viewers could get to know each other in a fun and safe way. [4]

Performers[edit]

Kasmir Justimusfilms MadCraft TCT Robin They also presented Hartwall Arena's Minecraft version on the main stage.

2015[edit]

Tubecon 2015 took place in Hartwall Arena in August 2015^[5] with over 10,000 visitors.

2016^[edit]

The Finnish Tubecon was held between 12-13 August 2016. The second day was completely sold out. The event had 18,500 attendees. ^[6]

Sweden^[edit]

Tubecon in Sweden began in Stockholm on January 6, 2016. The event was attended by more than 4,500 people. They also did an autumn tour, that began on 9 September in Vasteras and concluded on 10 December in Kungsbacka. Around 50 YouTube creators visited 8 cities in total. In 2016 more than 15,000 people visited Tubecon Sweden events.

Germany^[edit]

The Tubecon took place in Germany on 20 February 2016 in the Turbinenhalle Oberhausen. Tickets for VIP and Aftershow were also available.

2017^[edit]

Finnish event was held in Hartwall Arena on 12-13 August with around 17,500 visitors. ^[8]

Spain^[edit]

The first ever Tubecon Spain event was held at Madrid's wiZink Centre on February 18. The event was attended by more than 4,000 attendees and more than 200 Spanish creators. ^[9]

Switzerland^[edit]

Tubecon Switzerland was first organized in Zurich's Hallenstation on the 29th of December. ^[10] Around 2,500 visitors attended the event. ^[11]

2018^[edit]

The Finnish Tubecon was held for the first time in Messukeskus Helsinki on August 17-18. The event theme was "My Story". The event was attended by around 200 Finnish YouTubers. Tubecon hosted also international creators from the US, Great Britain, Germany and Thailand in the very first Tubecon World Meet. International creators were Bars and Melody, Jon Cozart and his alias Paint, Softpomz and MrTrashPack. A new TubeCity concept was revealed at the event. It allowed different genres, including gaming, beauty, fashion and food to have their own distinct blocks within the city-like event space. Tubecon launched Tube Academy as a brand new educational track, which was open to filmmakers and anyone interested in understanding more about the production of videos and the business. [12]

^ "Tubeconissa yli 5 000 nuorta". HS.fi (in Finnish). 16 August 2014. Retrieved 1 May , 2015.
^ tubecon.org. ^ "Finnish Tubecon festival expands to France". Good News from Finland (in Finnish). 15 August , 2018. ^ "TubeCon - Hartwall Areenalla 16.8.2014!". YouTube (in Finnish). 26 May 2014. ^ "Hyva tietaa". Tubecon (in Finnish). Archived from the original on 29 June 2015. Retrieved 1 May 2015. ^ "Tubecon 2017". Hartwall Arena (in Finnish). 27 January 2017. ^ "Succe for Sveriges forsta YouTube-turne!". Tubecon Sverige (in Swedish). 31 October 2016. ^ "Tubeconin suunnitelmat paisuvat". Markkinointi & Mainonta (in Finnish). 14 August 2018. ^ Kuulasmaa, Risto (6 March 2017). "Tubecon Spain - We Made a Difference". LinkedIn. ^ "Tubecon Switzerland presented by Swisscom". Mpservers.net Zero (in German). 29 December 2017. ^ "Youtube-Stars Gabirano und Raffa's Plastic Life raumen ab". "View" (in German).