

VANCOUVER FILM SCHOOL | MEDIA KIT

VFS's YouTube Channel

VANCOUVER FILM SCHOOL AND YOUTUBE

In October of 2006, Vancouver Film School (VFS) launched their school Channel on YouTube – becoming one of the first schools to exhibit student work on the video-sharing site, and still having more subscribers than any other school on YouTube.

The VFS Channel was an instant hit, garnering hundreds if not thousands or tens of thousands of views on each video. The vision for the Channel was, and remains, simple: show the world a great variety of excellent student work, and let the work speak for itself. The VFS Channel now has over 18,000 subscribers, eager to see every new student video.

The results of VFS's YouTube success: students are celebrated and promoted on a worldwide stage, and global awareness of Vancouver Film School has increased exponentially.

VFS YOUTUBE MANDATE

VFS views its YouTube Channel – and other online distribution channels like Joost, Google Video, and Metacafe – as a window through which to share its philosophies, educational model, and the successes of its students.

18,000 SUBSCRIBERS AND GROWING

Well over 18,000 YouTube viewers have subscribed to the VFS Channel. That's 18,000 fans from all around the world who have asked to be notified every time VFS adds something new.

QUICK FACTS (as of March 17, 2008)

VFS YouTube Channel launched: **October 2006**
Subscribers: **18,056**
Videos Uploaded: **366**
Video Views: **15,484,489**

TOP VFS VIDEOS ON YOUTUBE (as of March 17, 2008)

The Switch



Created by Digital Character Animation student **Zack Mathew**
YouTube views: **1,008,708**
YouTube comments: **1,341**
Honours: **Featured on YouTube Canada's front page, February 2008**
Featured on YouTube Brazil & YouTube Spain front pages, March 2008

Piece of Mind



Created by 3D Animation & Visual Effects student **Ori Ben-Shabat**
YouTube views: **846,691**
YouTube comments: **1,757**
Honours: **#21 most viewed (all time) in Film & Animation – Canada**
VFS later produced a behind-the-scenes "Making Of" video to answer viewer questions.

After Oz



Created by 3D Animation & Visual Effects student **Percy Kiyabu**
YouTube views: **555,394**
YouTube comments: **702**

Who Wants to Be an Amerikan



Written and Directed by Film Production student **Aaron Beckum**
YouTube views: **666,799**
YouTube comments: **5,864**
Honours: **#69 most discussed (all time) in Film & Animation – Global**

Guernica



Created by 3D Animation & Visual Effects student **Marcelo Ortiz**
YouTube views: **422,549**
YouTube comments: **750**

Kiss That Frog



Created by Digital Character Animation student **Rob Hlus**
YouTube views: **564,399**
YouTube comments: **1,451**
Honours: **Featured on YouTube's global front page by a guest editor, May 2007**

In the Beginning



Created by Classical Animation student **Choom Lam**
YouTube views: **397,501**
YouTube comments: **1,497**

