



[OPEN](#) BBC News in video and audio

**News services**

Your news when you want it



- [News Front Page](#)
- [World](#)
- [UK](#)
- [England](#)
- [Northern Ireland](#)
- [Scotland](#)
- [Wales](#)
- [Business](#)
- [Politics](#)
- [Health](#)
- [Education](#)
- [Science/Nature](#)
- [Technology](#)
- [Entertainment](#)

- [Have Your Say](#)
- [Magazine](#)
- [In Pictures](#)
- [Country Profiles](#)
- [Special Reports](#)
- [Programmes](#)

**RELATED BBC SITES**

- [SPORT](#)
- [WEATHER](#)
- [CBBC NEWSROUND](#)
- [ON THIS DAY](#)
- [EDITORS' BLOG](#)

Last Updated: Monday, 27 November 2006, 06:05 GMT

[E-mail this to a friend](#)

[Printable version](#)

## The first superstars of web TV

**Internet video is coming of age, with the best amateur film-makers attracting millions of online viewers.**

**Two of the web's hottest film-making teams have made videos for the BBC News website, talking about what they do and where they think it will lead.**

### SMOSH

Ian Hecox and Anthony Padilla are two 19-year-old college students from Carmichael, California.

They are also two of the biggest stars on YouTube, where they go under the name of Smosh.

They started by filming a spoof music video for the Pokemon theme tune, which is now YouTube's second-most watched clip of all time, with 17 million views.

They have since branched out into their own comedy sketches, which have established the pair as firm favourites among the online video audience.

[Go to Smosh.com](#)

### BLAME SOCIETY

Blame Society Productions is the film-making enterprise of two friends from Madison, Wisconsin - Aaron Yonda and Matt Sloan.

They have been making short films together for four years and are currently enjoying huge popularity with their online series Chad Vader: Day Shift Manager.

It stars Darth Vader's younger and slightly less successful brother, who has found a career managing a grocery store.

They have a wide range of other comedy short films in their archive and hope the online attention will translate into



[WATCH](#) Smosh interview



[WATCH](#) Blame Society

#### FUTURE OF TV



**New technologies**

Confused by digital, high definition and on demand? Start here

#### VIEW OF THE FUTURE

- [Ricky Gervais on TV's future](#)
- [Top TV figures look ahead](#)
- [Watch superstars of web TV](#)
- [Guide to the best web viewing](#)
- [Case studies: Changing habits](#)

#### CHANGING CHANNELS

- [The obstacles to TV evolution](#)
- [Millions turn to pirate TV](#)
- [Online TV a reality in the US](#)
- [Can the licence fee survive?](#)
- [Q&A: Future of TV regulation](#)

#### HAVE YOUR SAY

- [Your vision of TV's future](#)

#### TOP ENTERTAINMENT STORIES

- [Online video 'erodes TV viewing'](#)
- [C4 cancels live Big Brother final](#)
- [Bruce Lee to get own theme park](#)
- [News feeds](#)

#### MOST POPULAR STORIES NOW

[MOST E-MAILED](#) | [MOST READ](#)

- [Trio in clinic after spy's death](#)
- [C4 cancels live Big Brother final](#)
- [Star Wars Kid is top viral video](#)
- [Let us test Darwin, teacher says](#)
- [Is this what you call junk food?](#)

[Most popular now, in detail](#)

mainstream TV success.

[Go to Blame Society Productions](#)

 [E-mail this to a friend](#)

 [Printable version](#)

**FEATURES, VIEWS, ANALYSIS**



**A nation divided**  
Venezuela is polarised as it heads for presidential polls



**Future of TV**  
How will we watch in the future? Explore our special report



**Fries with that?**  
Are fast foods really any worse for us than posher alternatives?

**PRODUCTS AND SERVICES**

[E-mail news](#)

[Mobiles](#)

[Alerts](#)

[News feeds](#)

[Interactive TV](#)

[Podcasts](#)

Most Popular Now | Traffic to this site is currently 22% above normal

[Back to top ^^](#)

[Help](#) | [Privacy and cookies policy](#) | [News sources](#) | [About the BBC](#) | [Contact us](#)