

# Amazon poaches MrBeast to generate a hit for Prime Video

Article

**The news:** Amazon has signed a deal with **James Donaldson**, the **YouTube** star known as **MrBeast**, to produce a reality competition series for **Prime Video**, the company announced Tuesday.

- The show will be titled “**Beast Games**” and feature over 1,000 contestants competing for a \$5 million prize.
- MrBeast’s name is synonymous with YouTube. He has the second-most subscribed-to channel on YouTube and has leveraged his audience to launch several CPG businesses. He frequently produces reality competition-styled videos (like one styled after “**Squid Game**”) with cash prizes.

**Poaching talent:** It’s unlikely that Donaldson will stop producing content on YouTube as a result of the deal, but it shows that his loyalties don’t lie with a specific platform—even if it afforded him internet superstardom and a vast fortune.

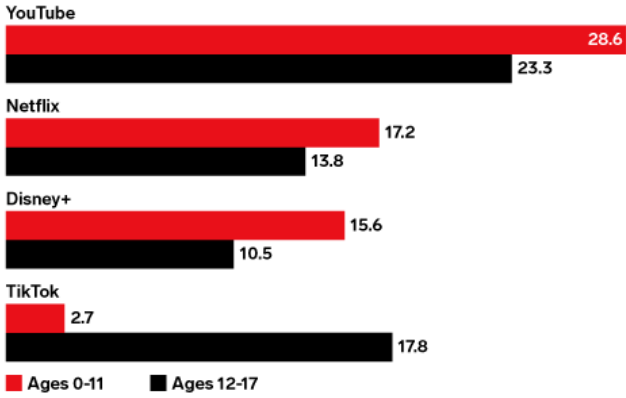
- It’s YouTube’s openness as a platform that gave Amazon the opportunity to swoop in and strike a deal with the creator, who’s become something of a mascot for the platform, where he routinely rakes in tens of millions (if not hundreds of millions) of views.
- By creating a reality competition series in the vein of Donaldson’s existing content, Prime Video can cheaply produce a show that attracts Donaldson’s enormous viewership at a relatively low cost, essentially guaranteeing a hit.

**Prime Video needs a hit:** Amazon made an aggressive push into the video advertising market early this year when it made ad-supported viewing the default tier for Prime Video. That change gave Prime Video [the largest audience for an ad-supported subscription video service](#) in the US, but it will take more than flipping the switch to ensure success.

- Prime Video, with its treasure trove of user data from Amazon, [competitive CPMs](#), and steep user penetration, is [an enticing prospect for advertisers](#). But there are still headwinds.
- For one, original content spending on Prime Video is high; for every \$1 **Netflix** spent on content last year, [Amazon spent \\$3](#). Amazon’s handling of its ad-supported launch has also received [blowback from consumers](#), and [subscription growth is stagnating](#) for most leading services.
- The MrBeast deal targets all three of those pain points. Reality content is far cheaper to produce than scripted content, and Donaldson’s presence is likely to draw a large audience of new, young users to the platform—users who are already accustomed to seeing mid-roll ads on MrBeast videos.

## US Children and Teen Digital Video Viewers, by Platform, 2024

millions



Note: individuals who access their account via any device at least once per month  
Source: Insider Intelligence | eMarketer Forecast, Sep 2023

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