



KURZGESAGT

—IN A NUTSHELL—

who we are

kurzgesagt on Youtube

In 2013 we launched a youtube channel where we publish our science video projects. Currently we have over 4.693.862 subscribers and over 282.100.071 views. Through the videos on our channel we explore the possibilities of information design and create engaging and beautiful content.

Nothing in this universe is boring if you tell a good story.

We mostly tell stories that are interesting to us personally but in some cases we create videos for clients or do sponsored videos. This way we can shed light on a variety of important and interesting topics.

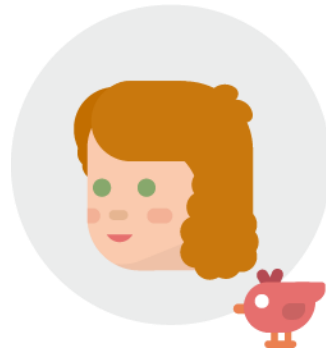
<https://www.youtube.com/Kurzgesagt>



Team



Philipp Dettmer
CEO & Founder



Patrizia Mosca
COO & exec. Producer



Philip Laibacher
Art Director



Lizzy Steib
Research & Text



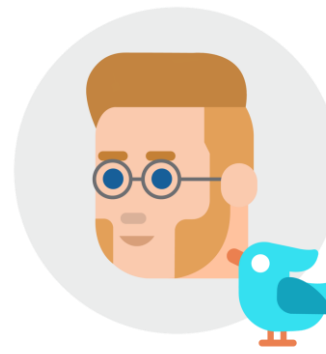
Daniela Görzen
Senior Motion Designer



Sonja Geracsek
Motion Designer



Miri Lee
Illustrator



Benedikt Frommer
Illustrator



Jonas Hoellinger
Illustrator



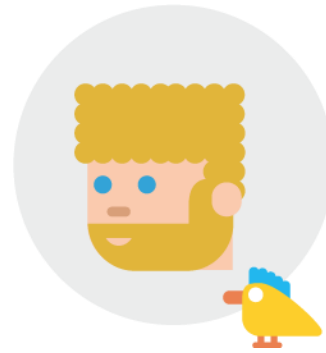
Michael Schranner
Producer



Martin Wackerbauer
Illustrator



Steve Taylor
Voice Actor, Journalist



Thomas Veith
Sound Designer



Fabian Glaser
Sound Designer

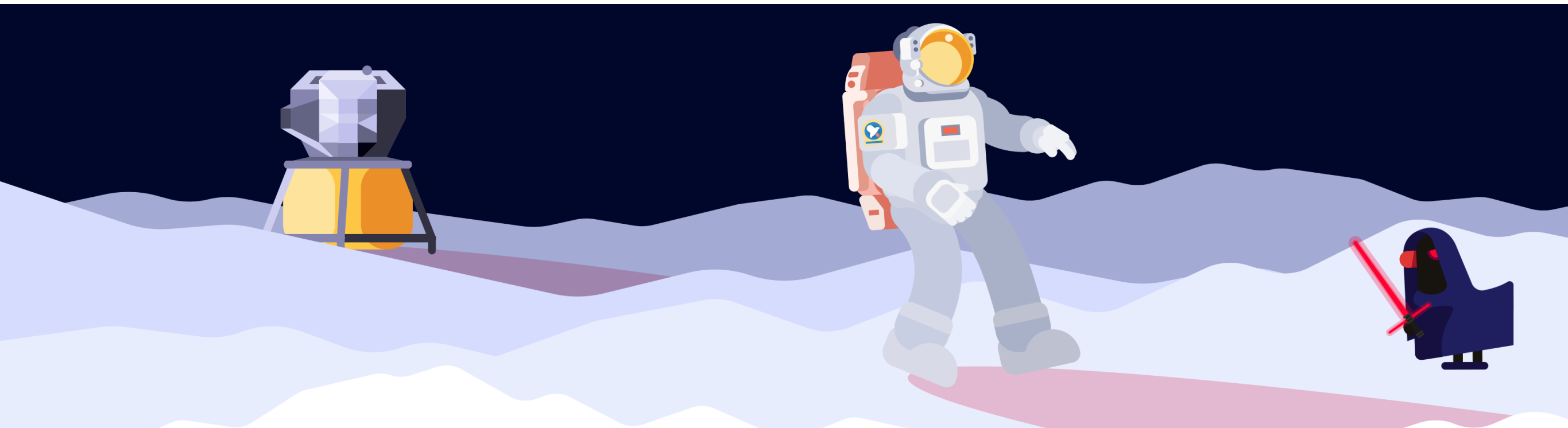


Mochi vom Odenwald
Cuddle Executive

Statistics of youtube.com/kurzgesagt

General

Subscribers:	4.6 Million
Total views:	282 Million
Monthly views:	12 - 15 Million
Average views/video:	2.5 Million
Retention Rate:	65 – 70 %



Source: YouTube August 2017

Statistics

youtube.com/kurzgesagt

TOP 3 videos

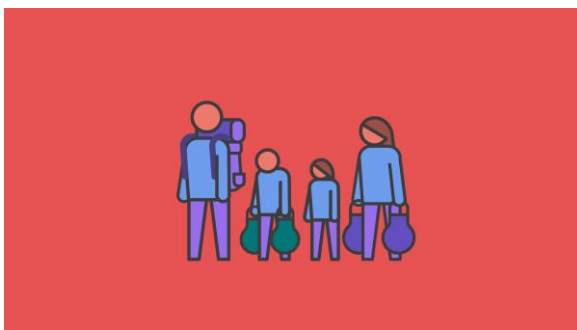
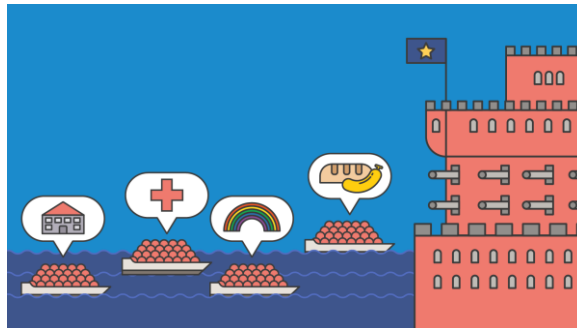
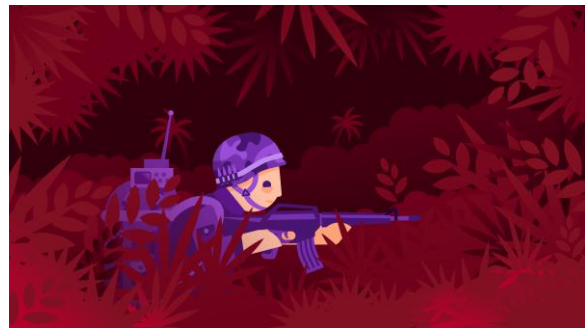
Addiction

13.536.111 views



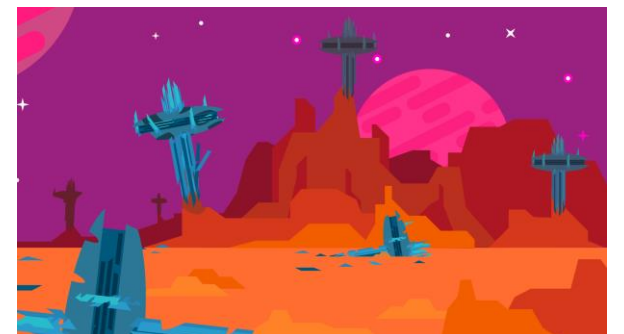
The refugee crisis explained

11.354.912 views



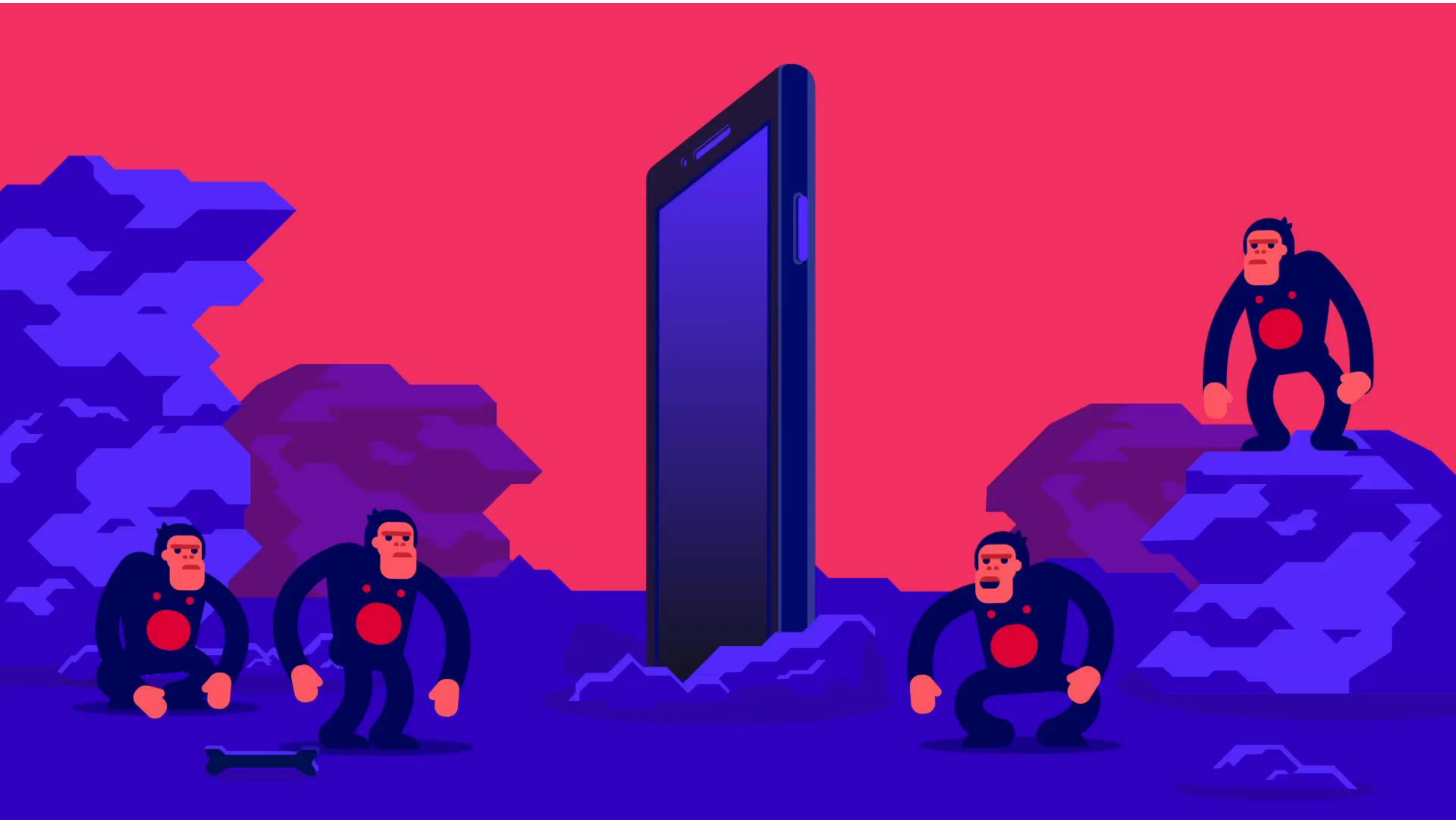
The Fermi Paradox

8.510.412 views



Source: YouTube August 2017

Intro



Projects

Why Black Holes Could Delete The Universe – The Information Paradox

Internal working titel: superminiblackholedoc

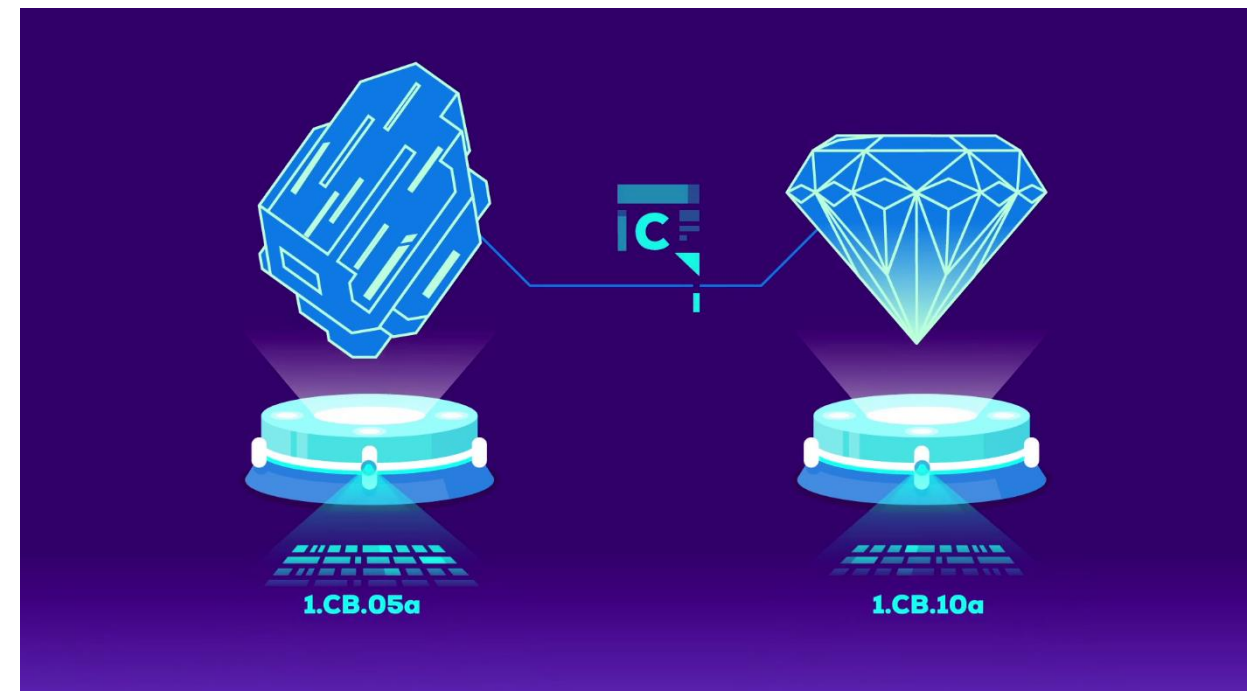
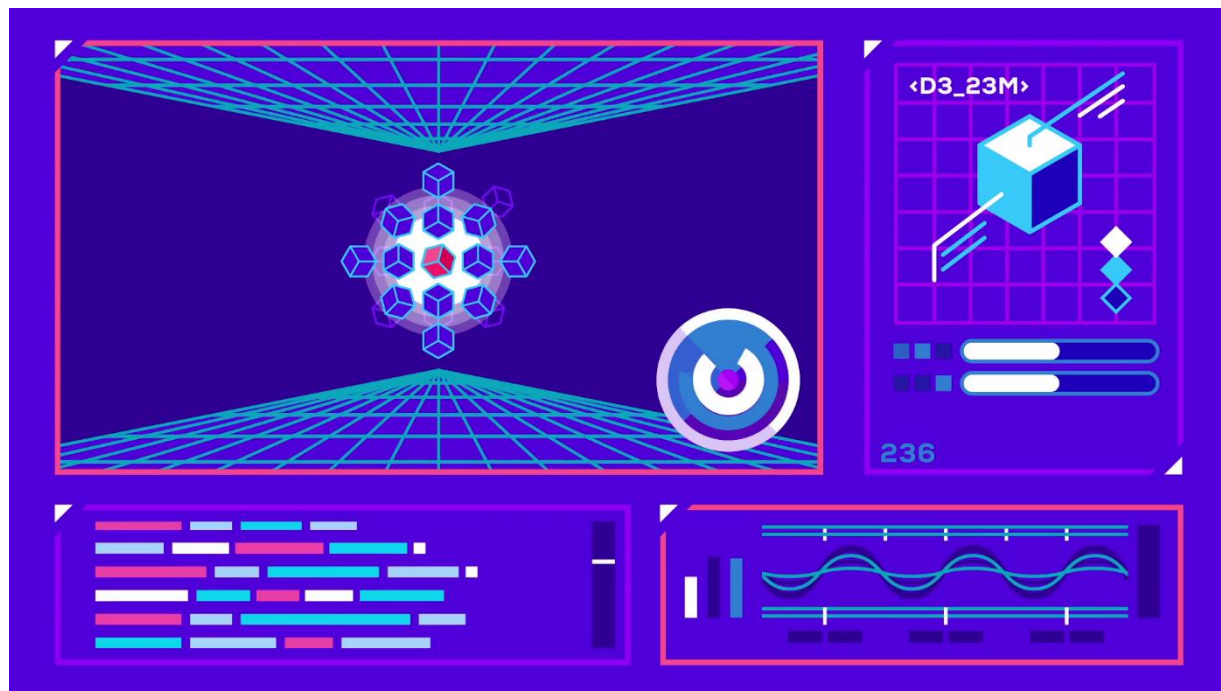
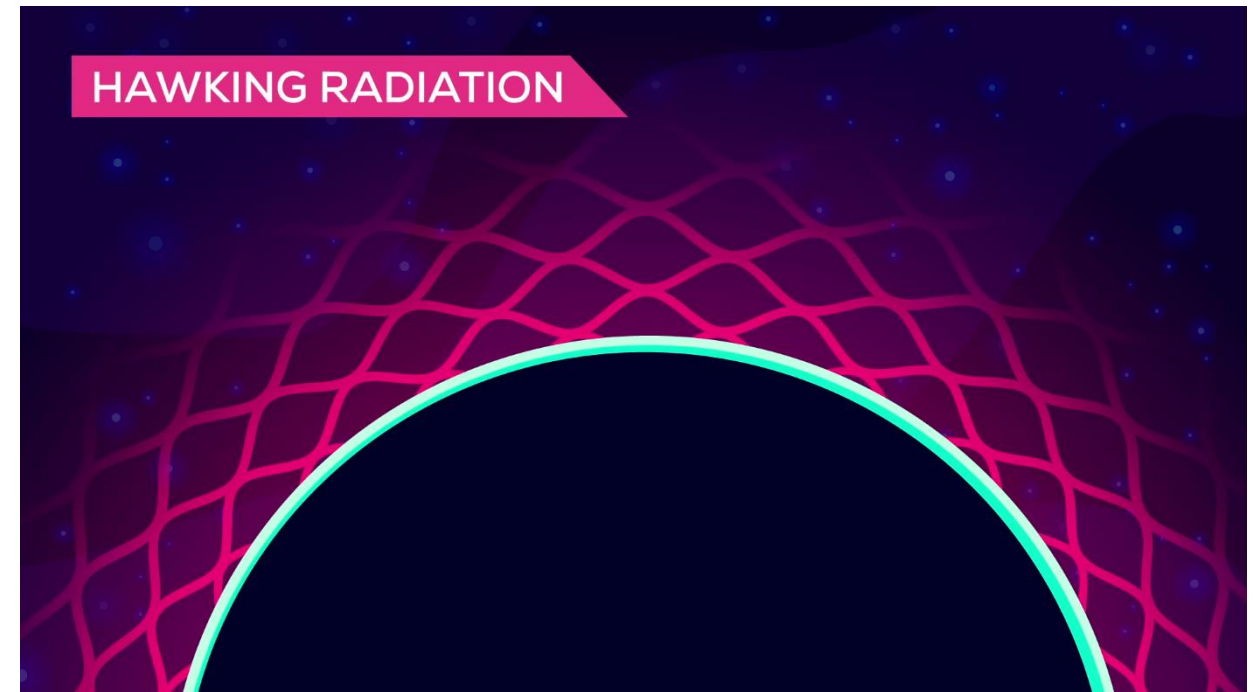
Black holes are scary things.

But they also might reveal the true nature of the universe to us.

Video was produces under a grant from the SNF (Swiss National Fonds) in
Collaboration with Dr. Alessandro Sfondrini.

This video has been viewed almost 3.3M times in the first week.

<https://youtu.be/yWO-cvGETRQ>



Projects

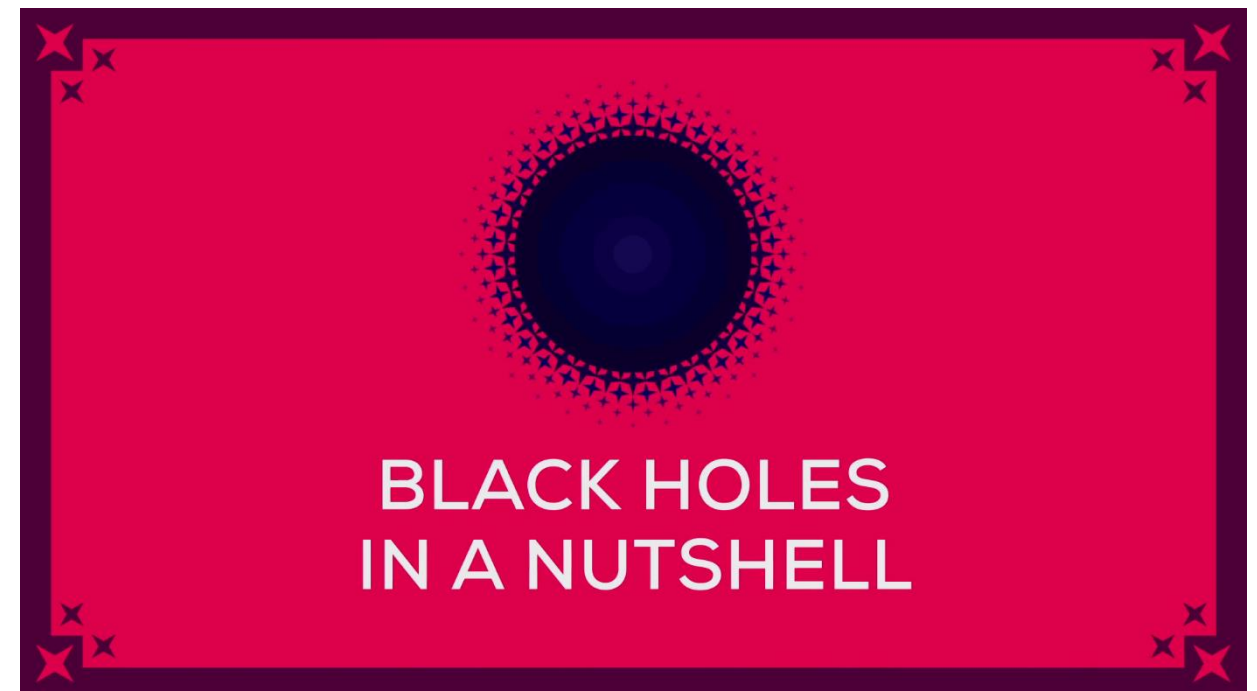
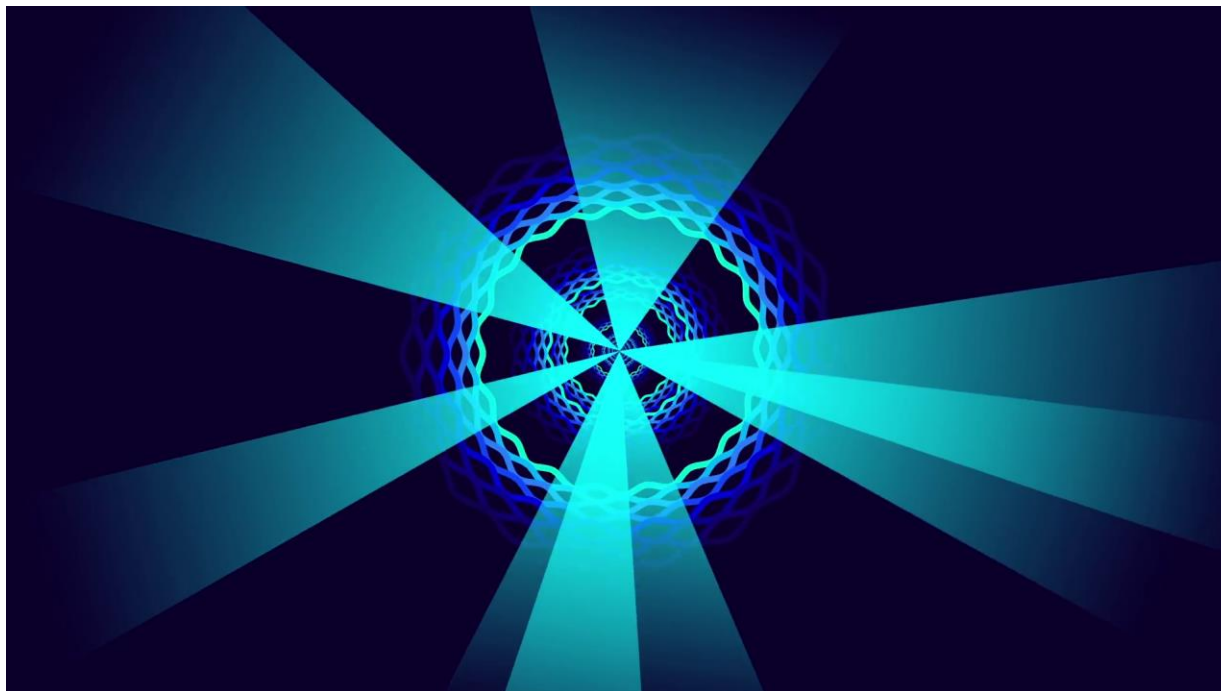
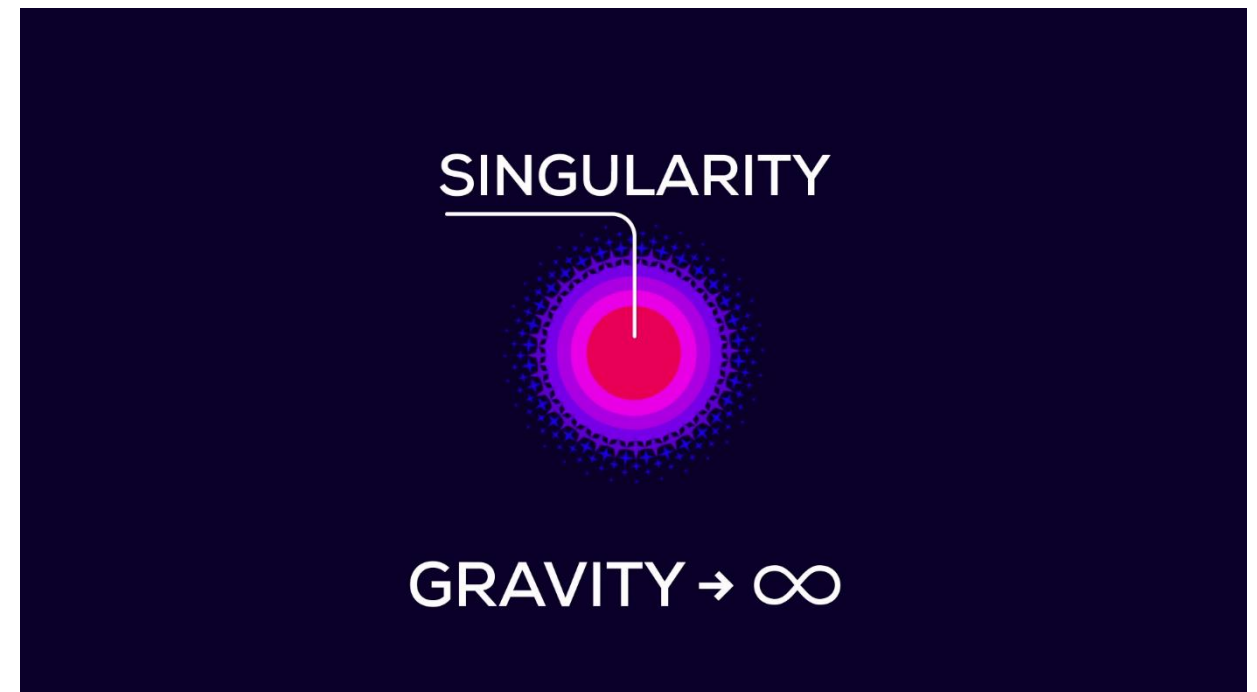
The Information Paradox

ADDITIONAL MATERIAL

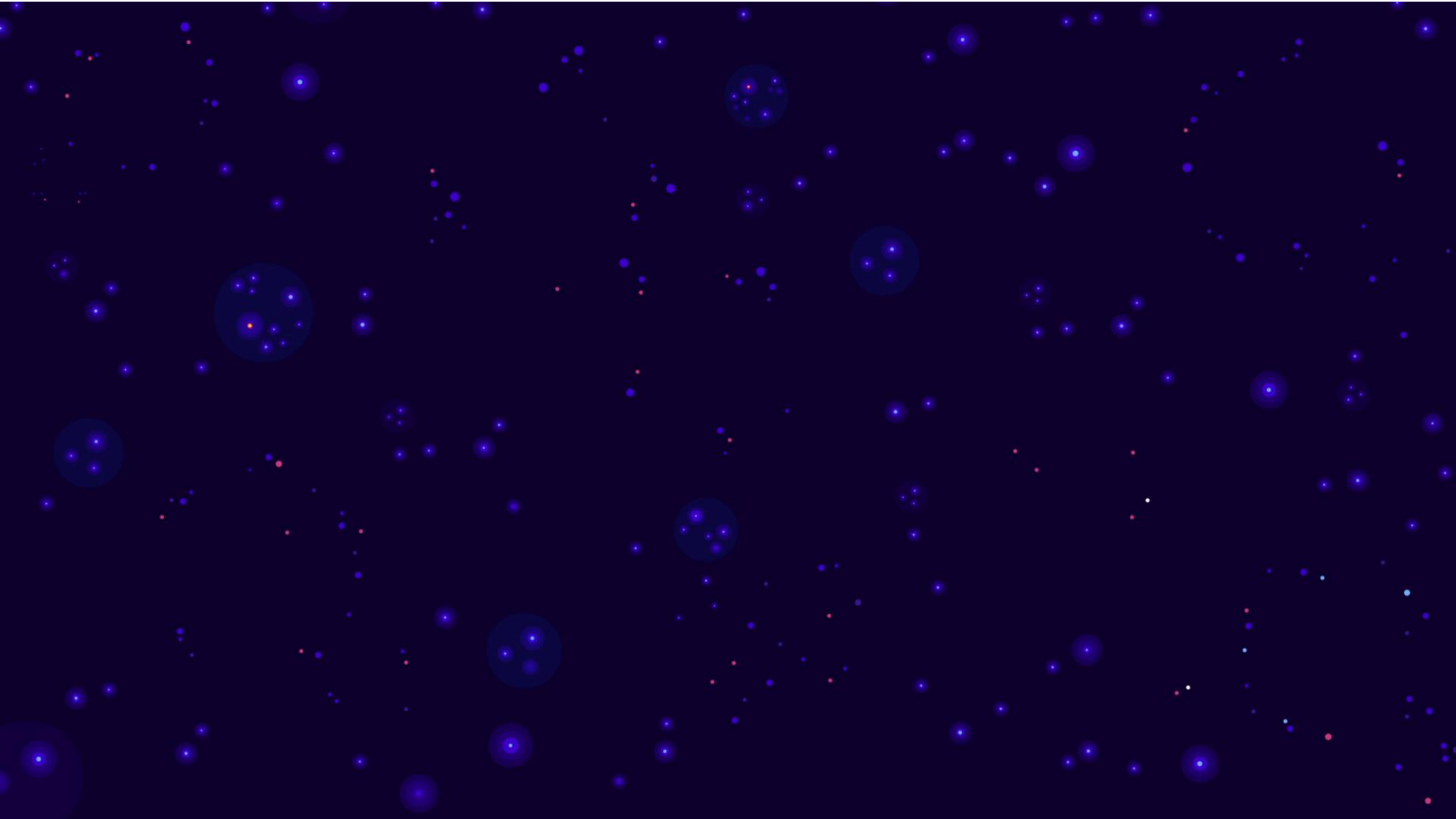
Posters for the teachers and Universities to announce the video for lectures, classes & talks

Booklet with questions for teachers and people using the video in educational contexts to help them understand

Video will be adapted in German, French & Italian to be distributed and used in Swiss Public Schools & public Universities.



Projects



Projects

What is Dark Matter & Dark Energy

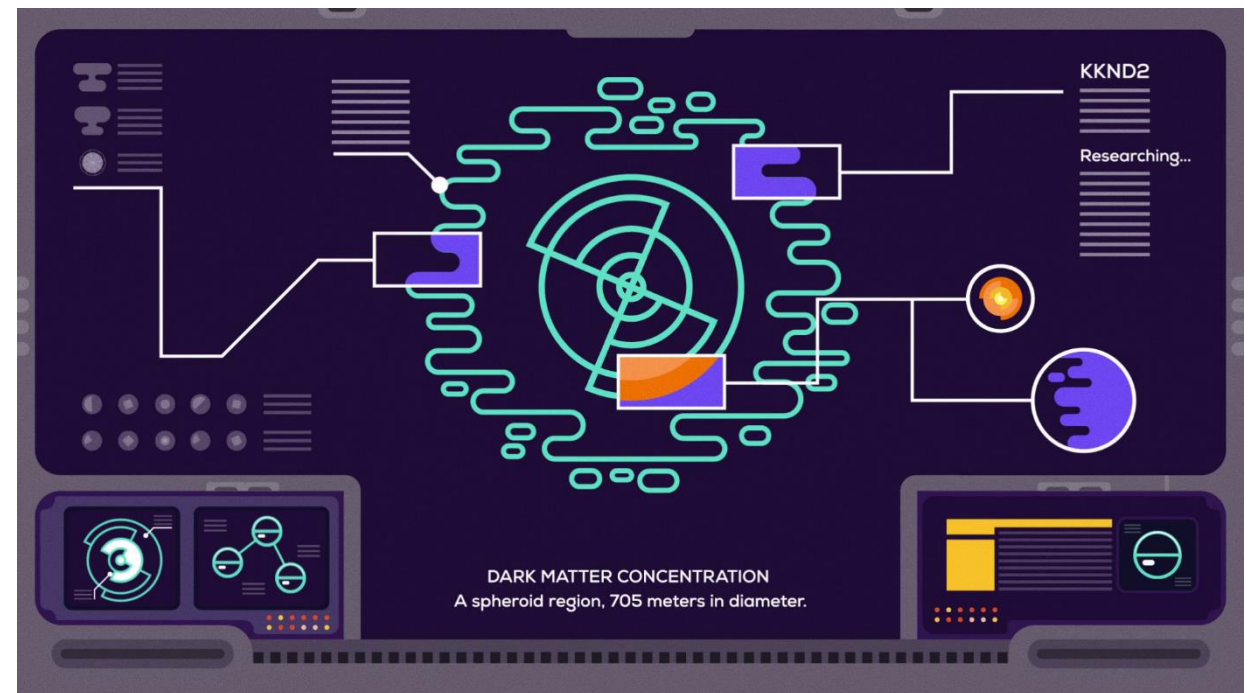
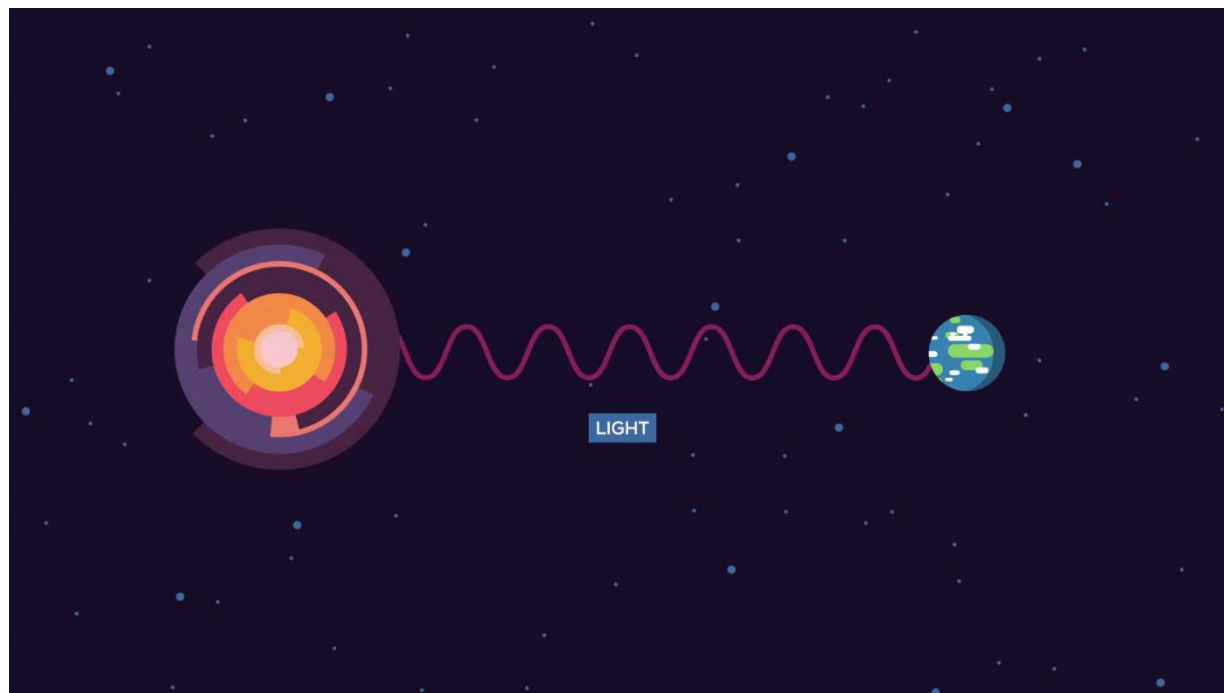
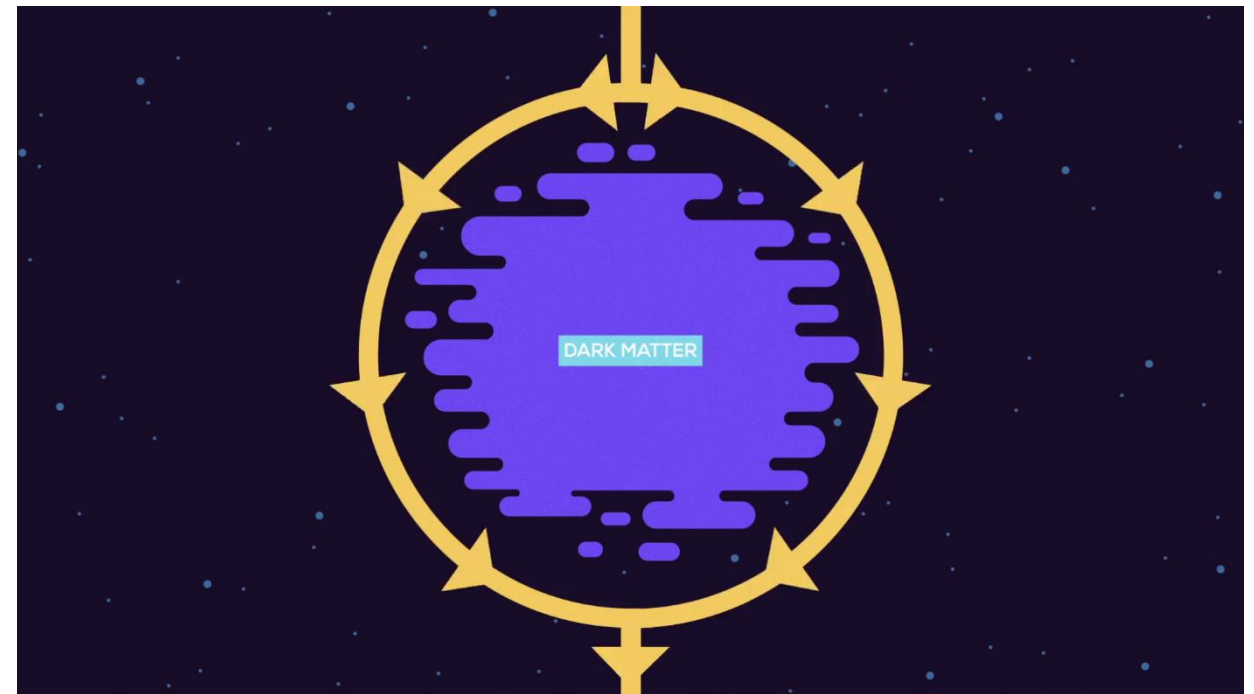
What is dark energy? What is dark matter?

Well, if we knew exactly we would have a nobel prize – we know that they exist though.
So what do we know about those strange things?

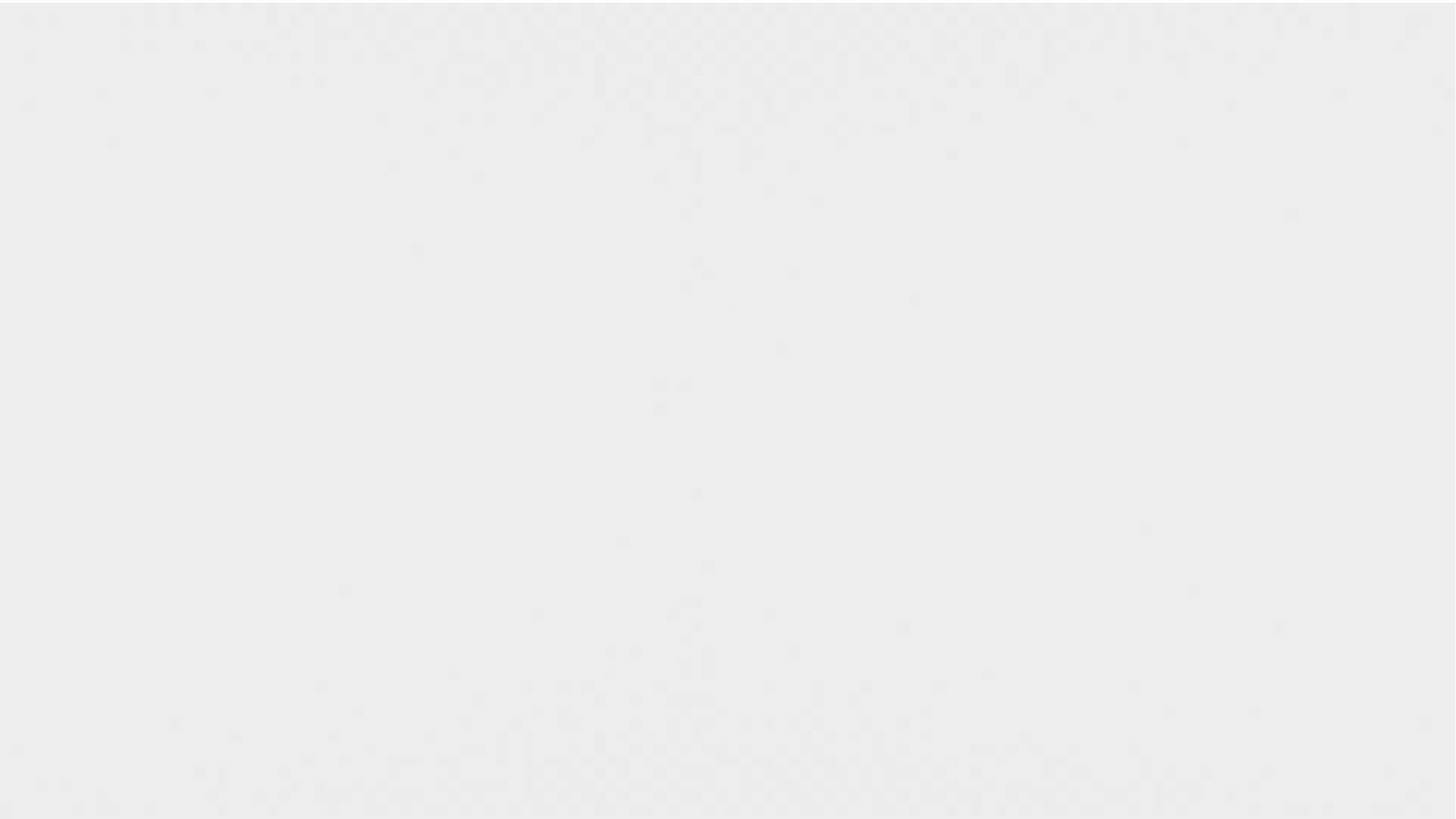
The video was sponsored by the Australian Academy of Science

This video has been viewed almost 3.3M times as of August 2017.

https://youtu.be/QAa2O_8wBUQ



Projects



Projects

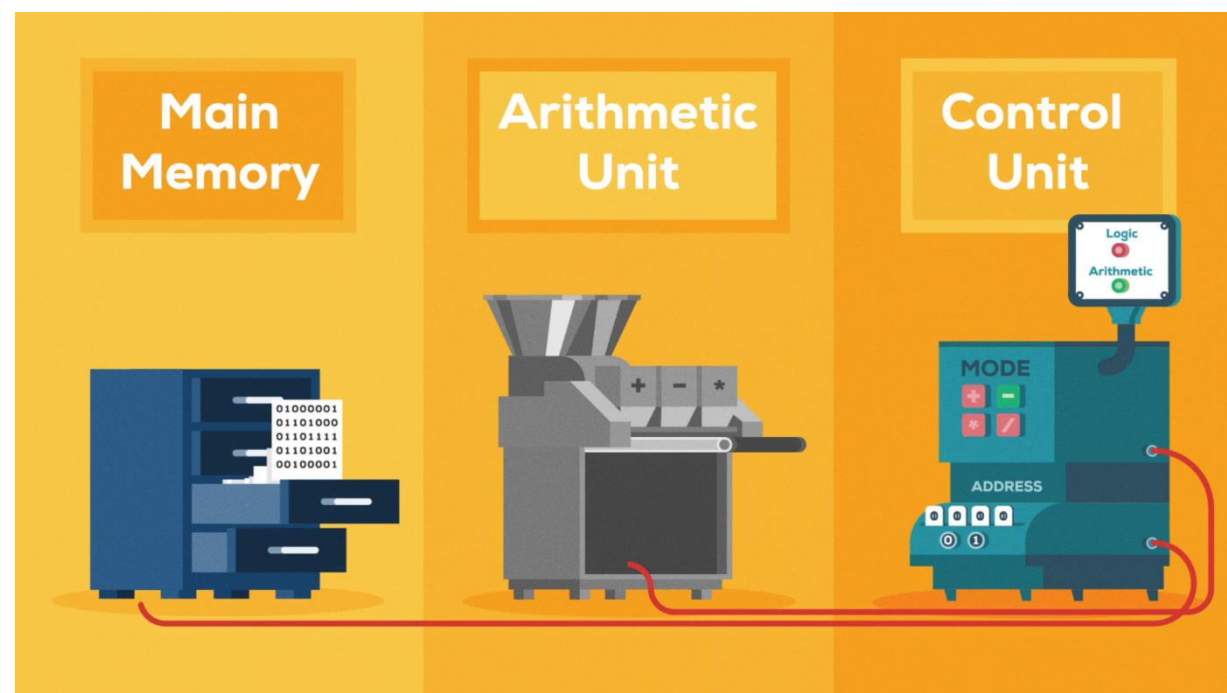
Quantumcomputers

Where are the limits of human technology? And can we somehow avoid them?
This is where quantum computers become very interesting.

Video sponsored by the Australian Academy of Science

This video has been viewed almost 5.8M time by August 2017 and is the most viewed
Video about quantumcomputers on youtube by today.

<https://youtu.be/JhHMJCUmq28>



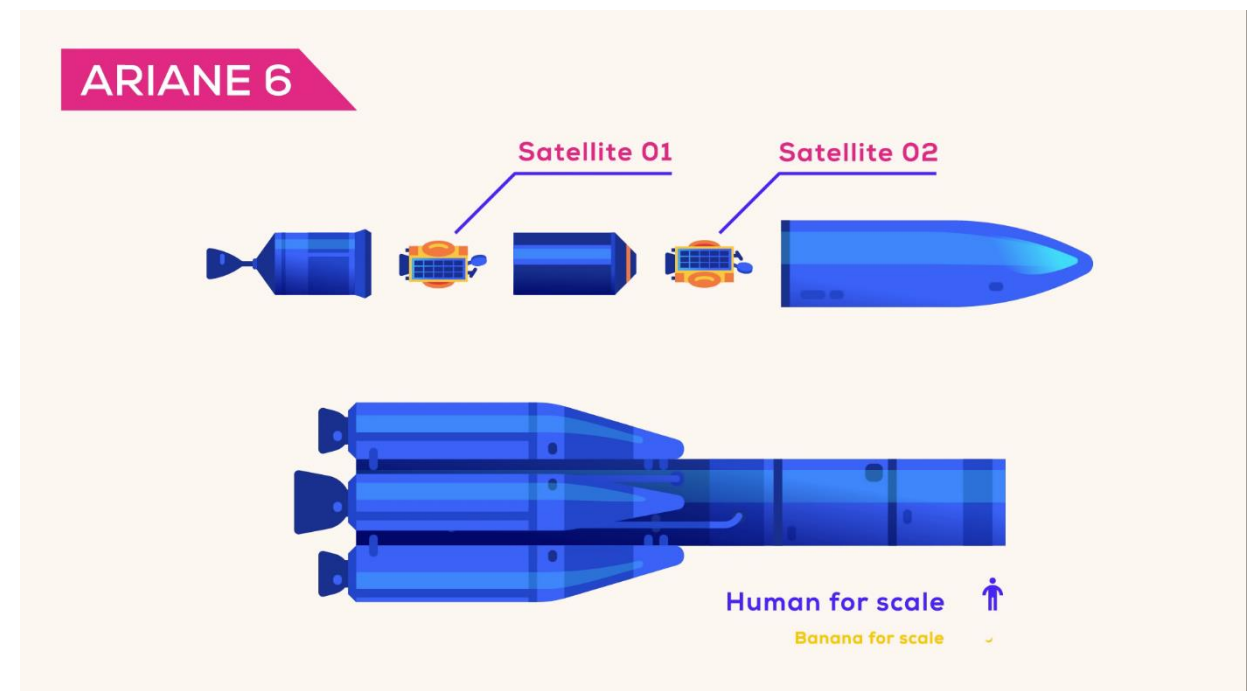
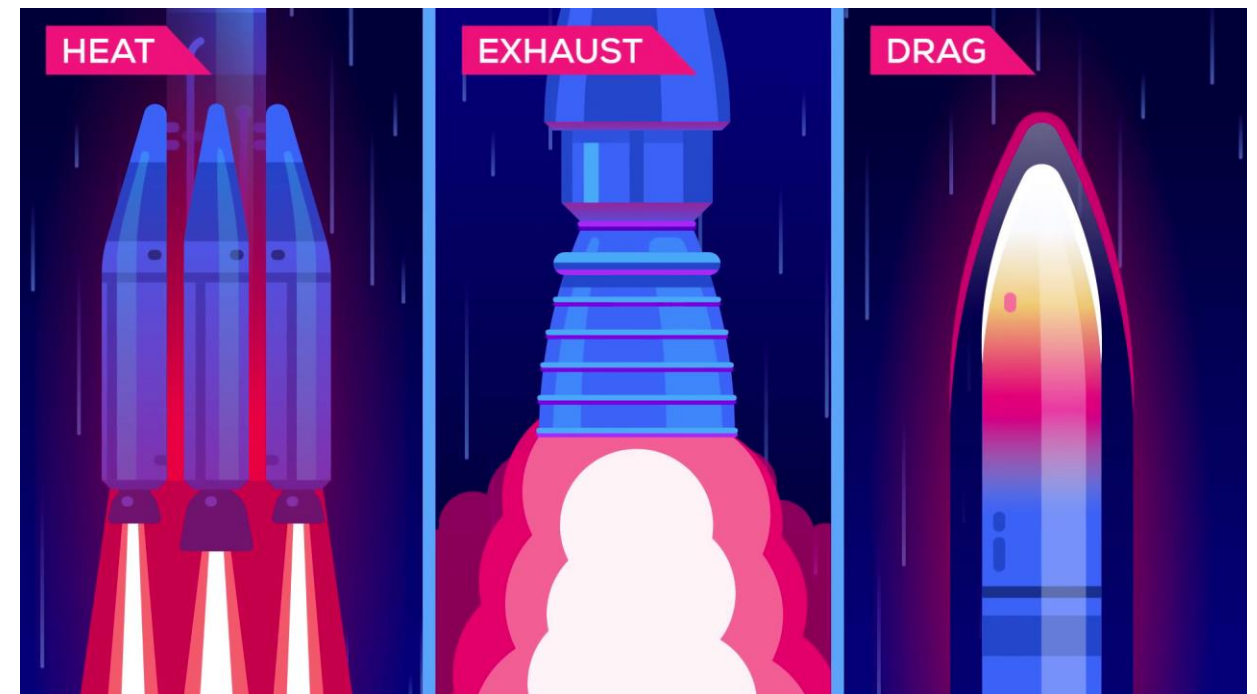
Projects

Why Earth Is A Prison and How To Escape It

We are trapped on earth. Controlled by an ancient debt to the universe...

This video was sponsored by Airbus-Safran Launchers

<https://youtu.be/RVMZxH1TIIQ>



Projects

Audi – Mission to Mars (google Lunar X Price)

(contract work)

THE JOURNEY

It's a journey of 384,400 kilometers. A rocket takes four days to fly from the Earth to the moon. Someone who drives a car an average of 15,000 kilometers annually would take over 25 years to cover the same distance.

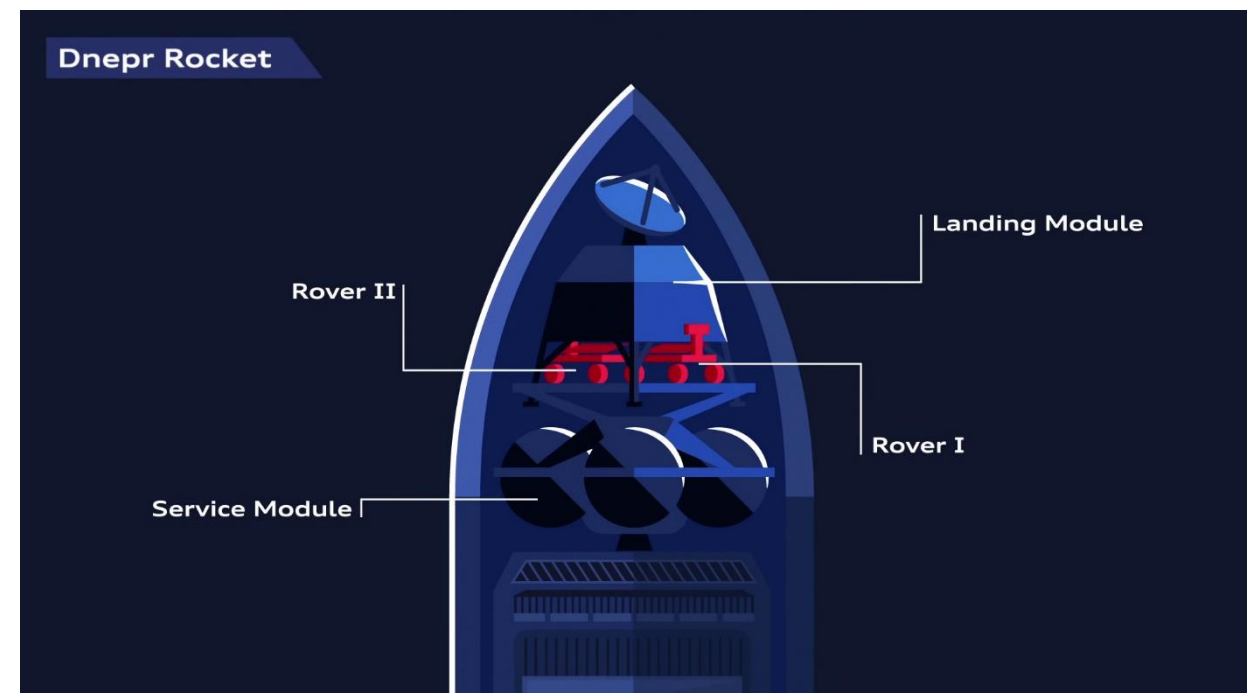
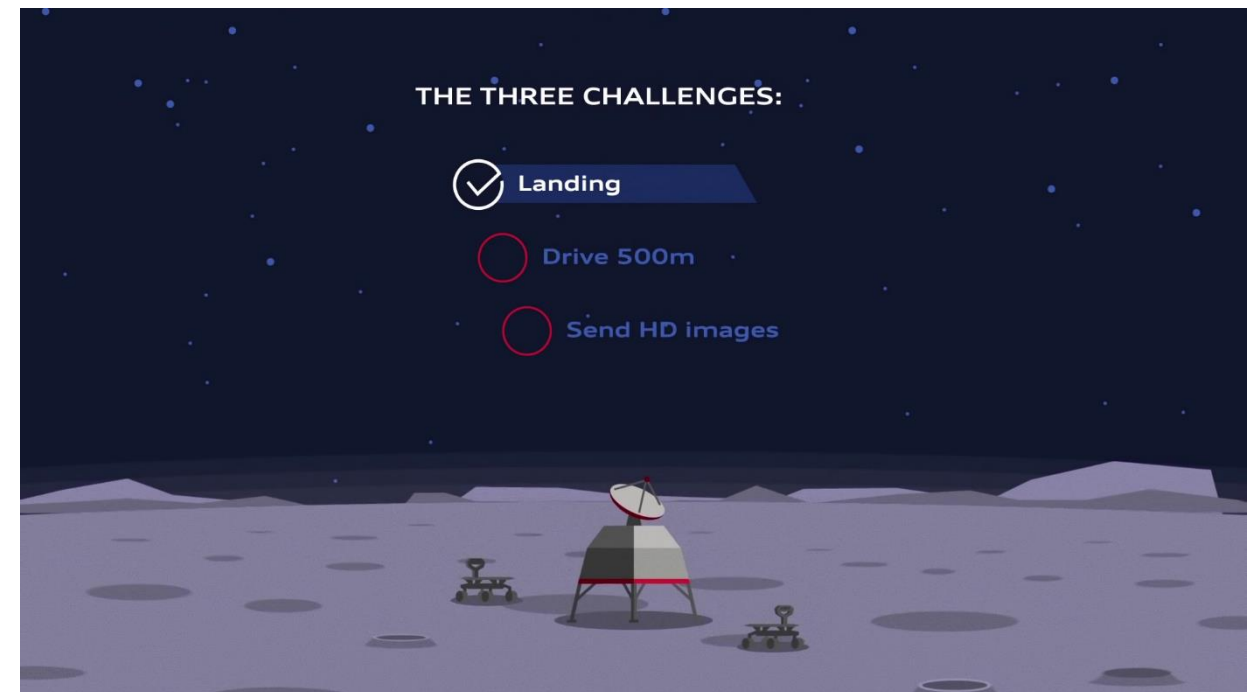
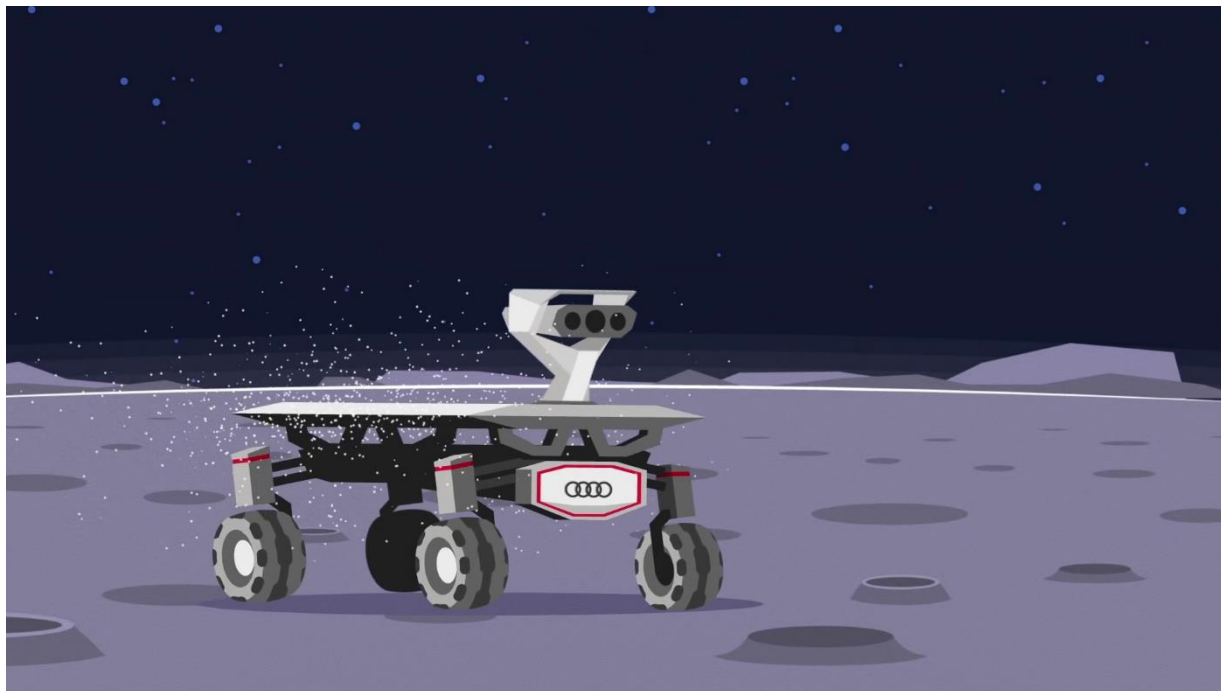
<https://youtu.be/kH1k-rKALnc>

TERRAIN ON THE MOON

The landing module has touched down safely on the lunar surface.

The first task on the way to winning the Google Lunar XPRIZE is complete – two more await the two Audi lunar quattro.

<https://youtu.be/1z9xxth5lxA>



Projects



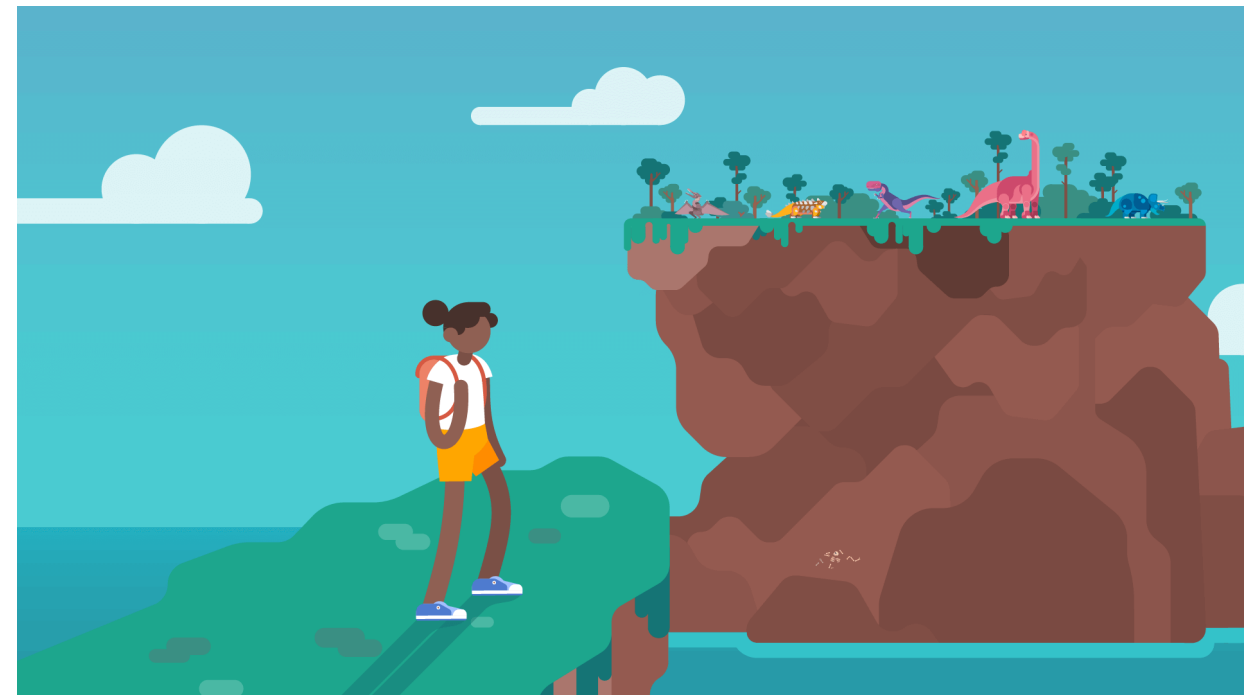
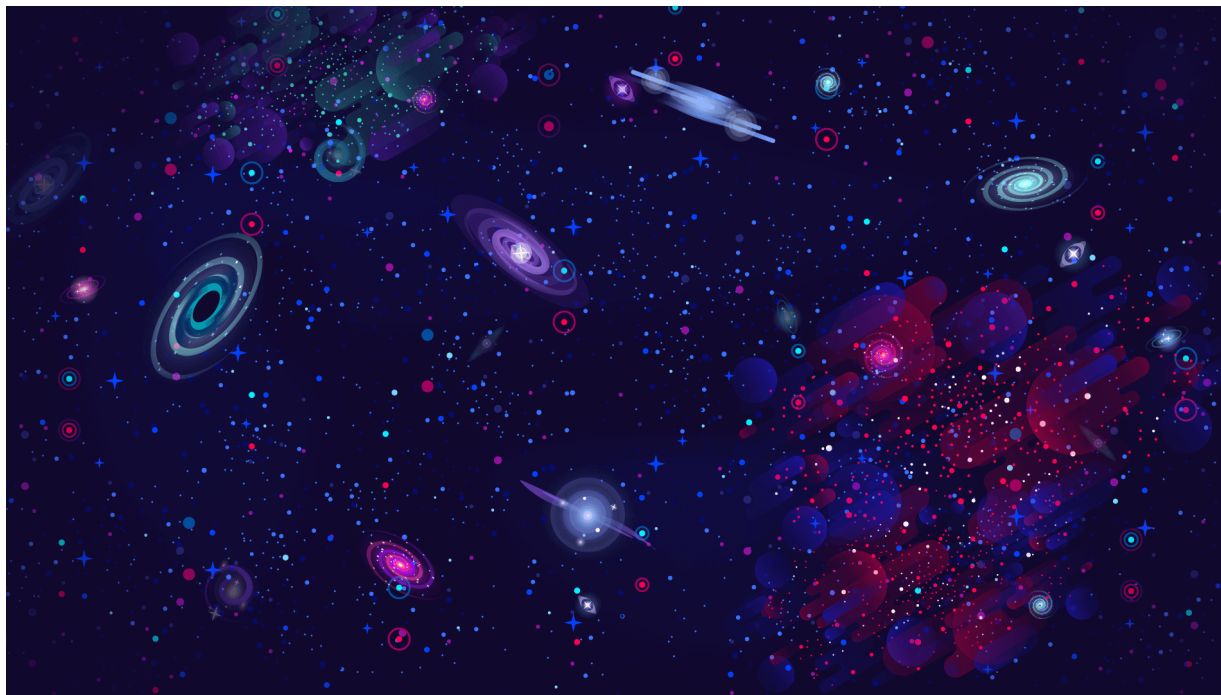
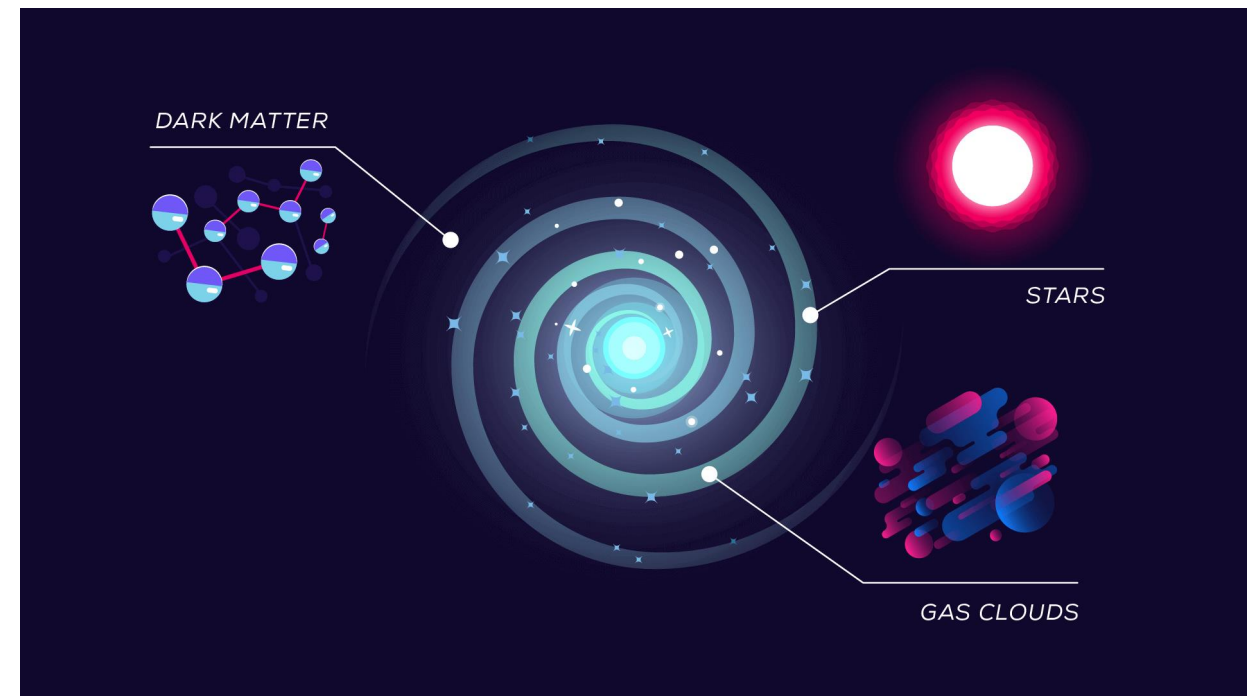
Projects

Limits of Humanity – How Far Can we Go?

Do we just lack the technology to access the whole universe or are there limits to how much of space humanity can explore? This video explains that the playing field for human space travel is smaller than expected and why that is the case.

This video has been viewed almost 6M times as of August 2017.

<https://youtu.be/ZL4yYHdDSWs>



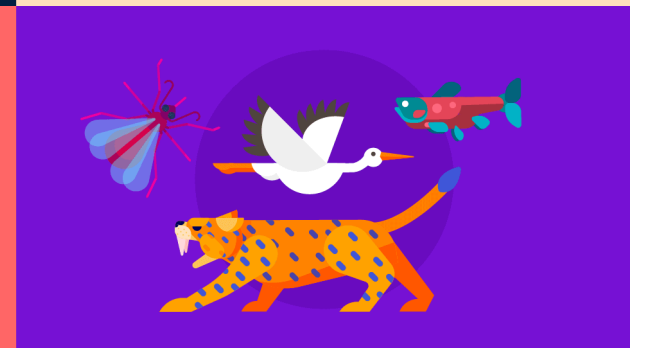
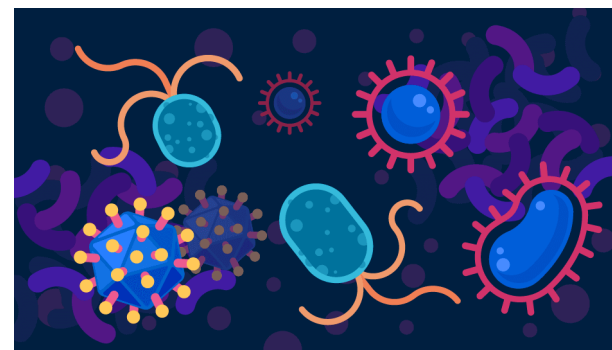
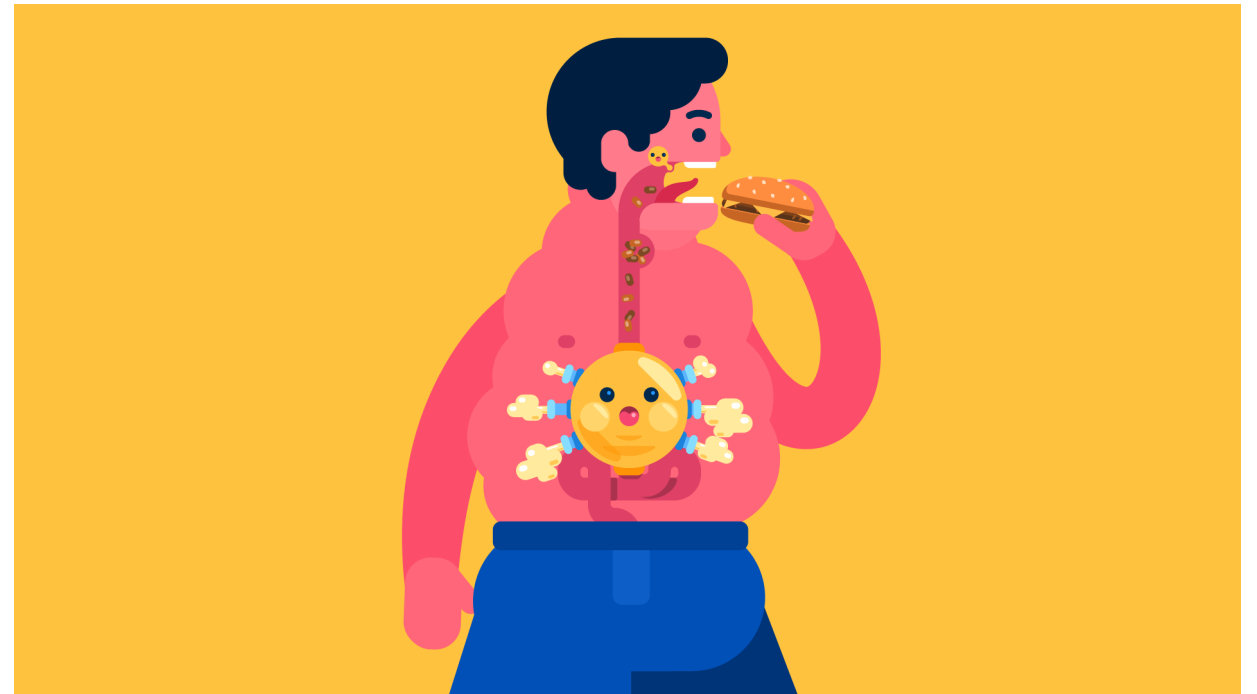
Projects

CRISPR – Genetic Engineering Will Change Everything Forever

Genetic engineering has been gaining ground for years, but the CRISPR technology makes it faster, cheaper and opens up unimagined possibilities – how is this affecting science right now and how will it change our daily lives in the future?

This video has been viewed almost 7M times as of August 2017 and is the most viewed video about CRISPR on YouTube ever.

<https://youtu.be/jAhjPd4uNFY>



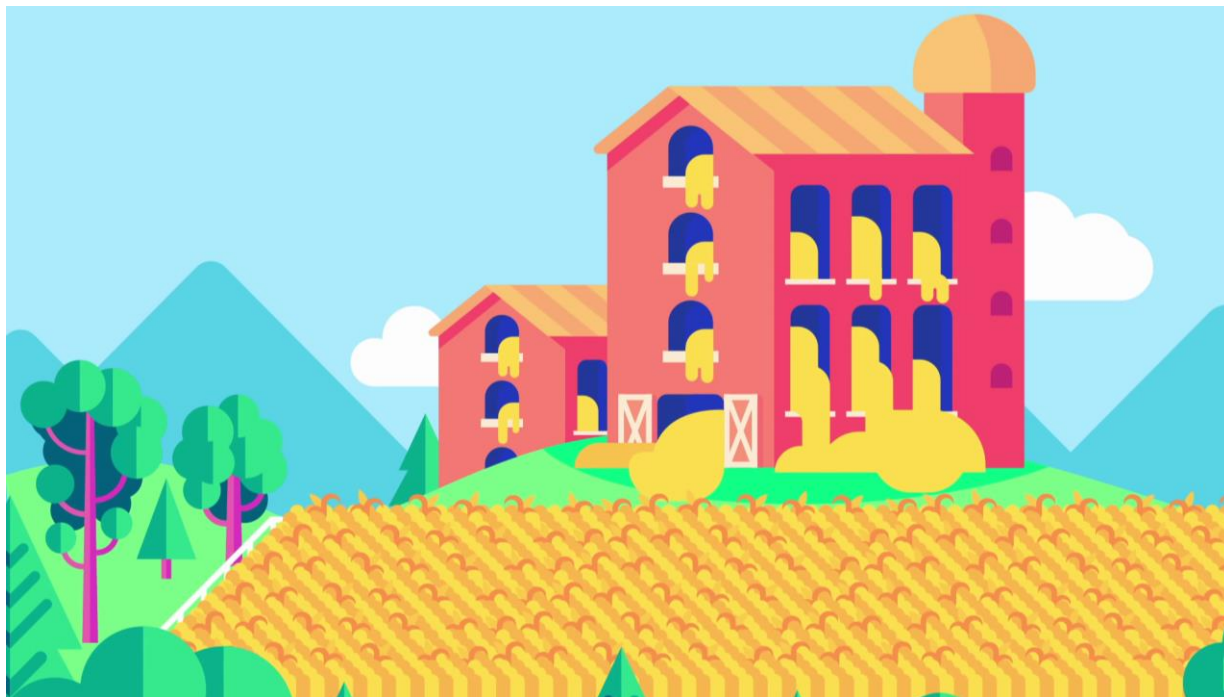
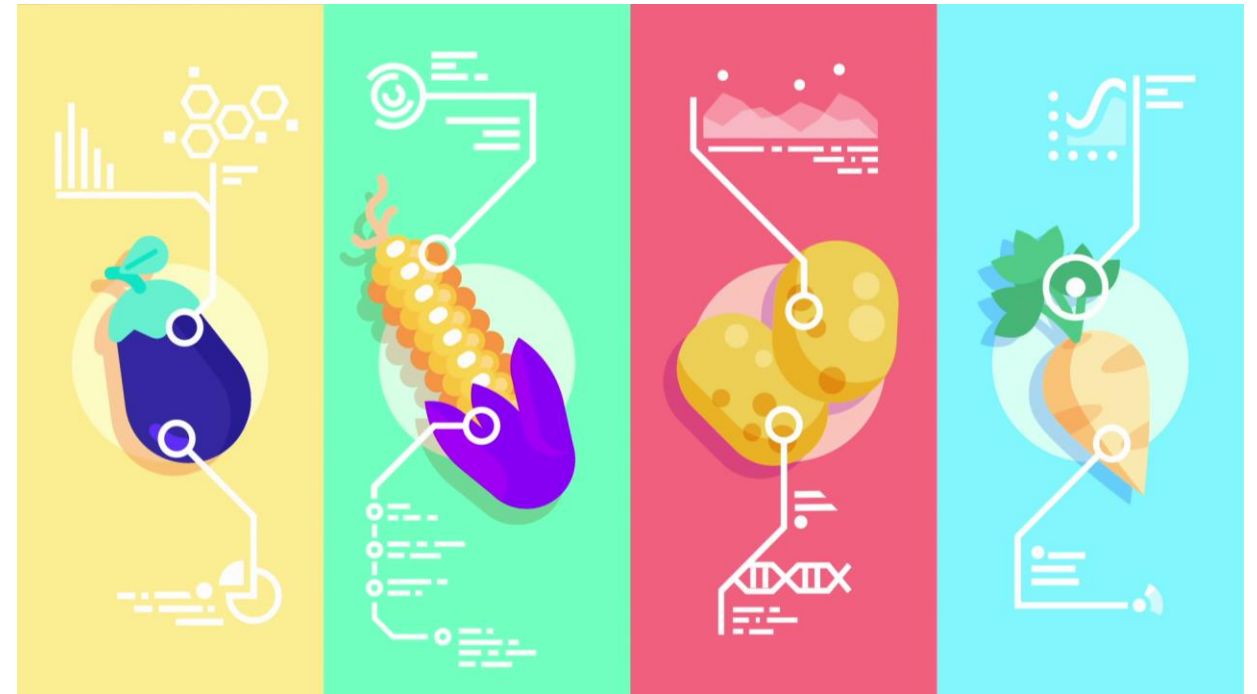
Projects

GMOs

Are GMOs bad for your health? Or is this fear unfounded?

This video has been viewed almost 3.5M times as of August 2017.

<https://youtu.be/7TmcXYp8xu4>



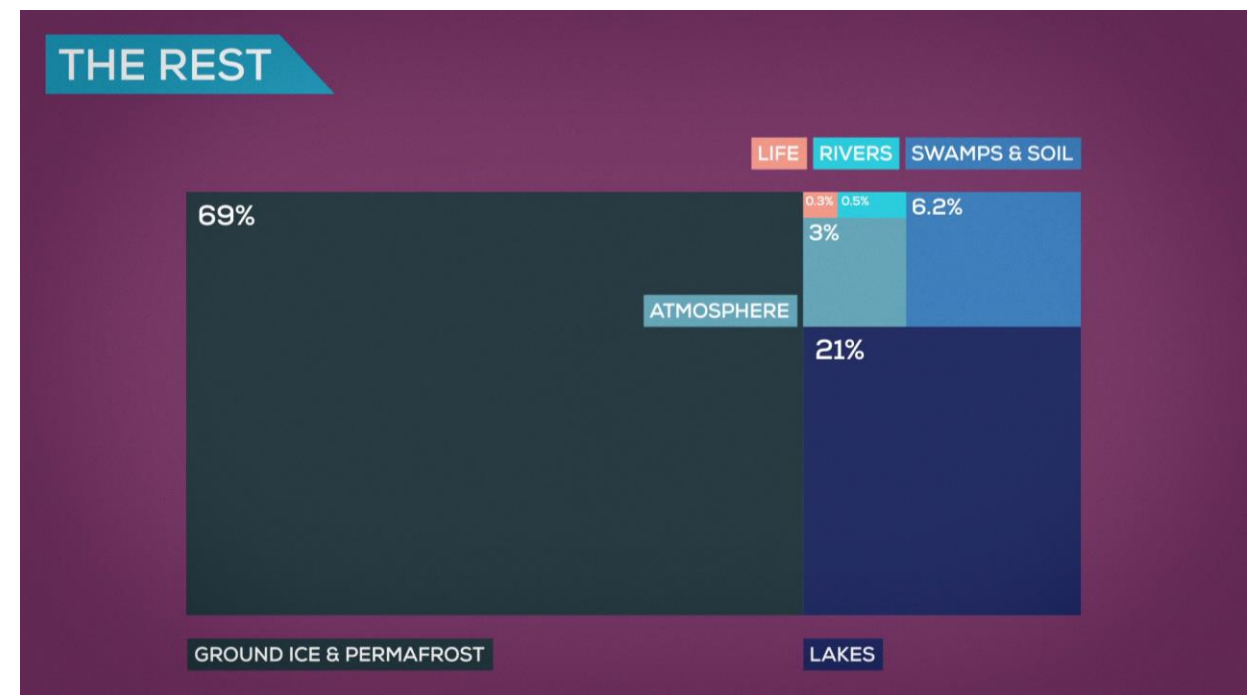
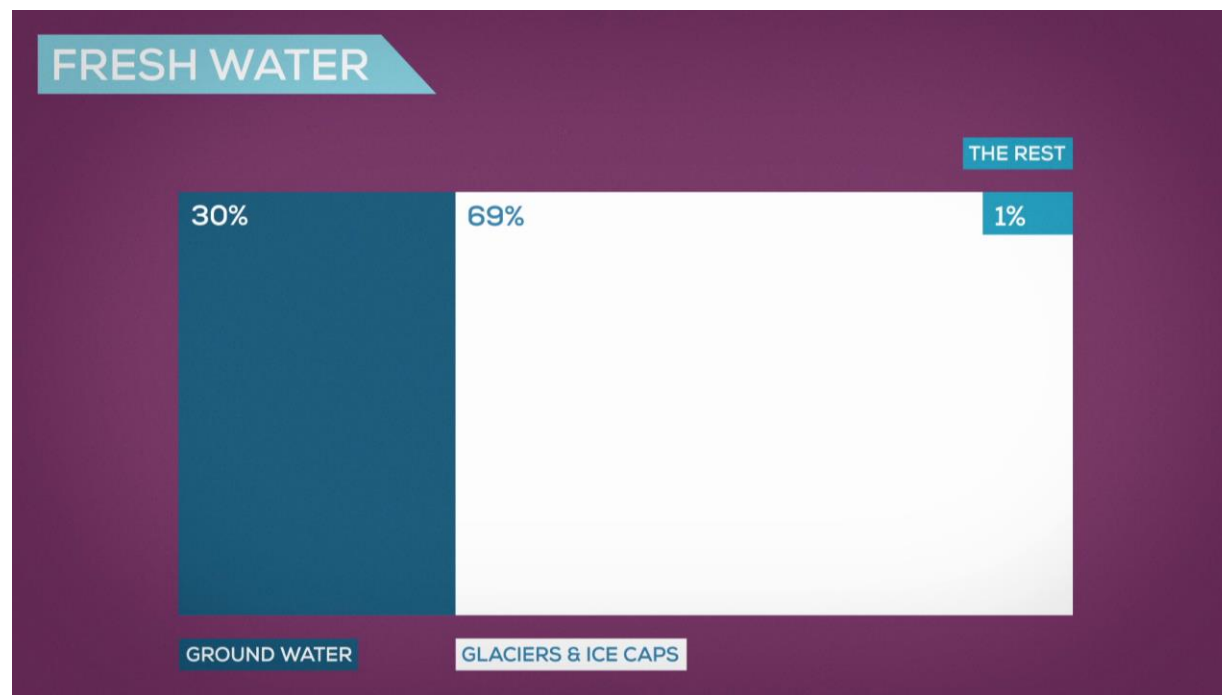
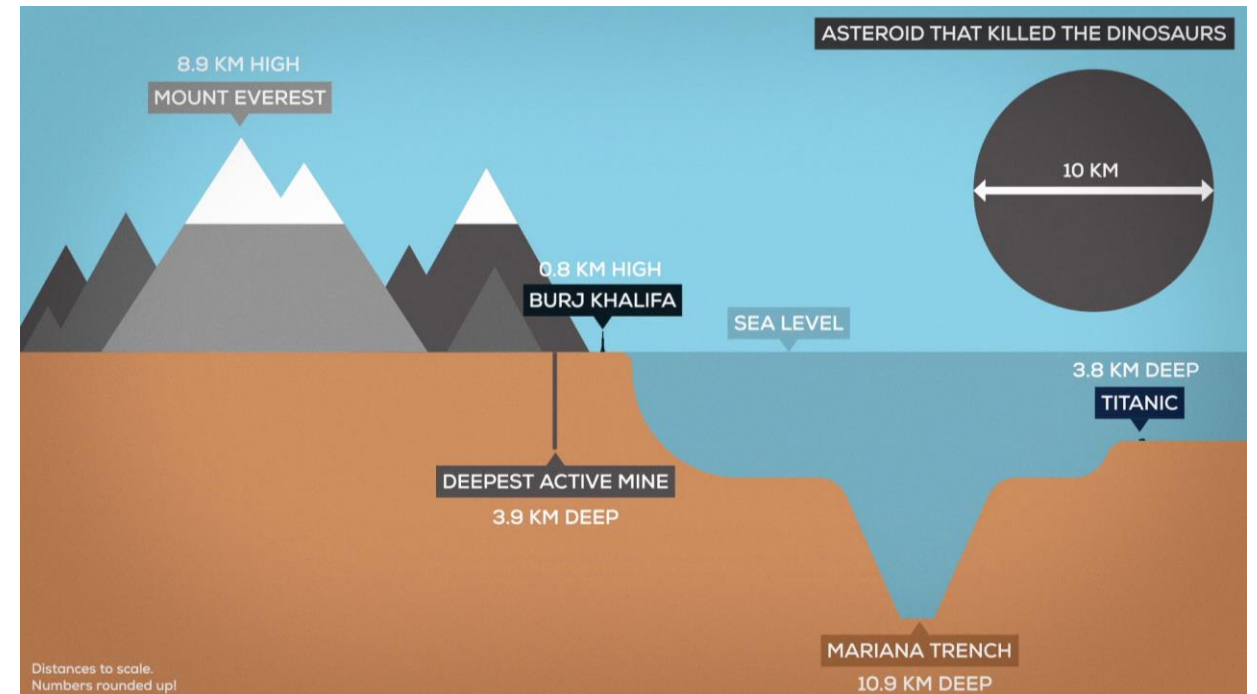
Projects

Everything You Need to Know about Planet Earth

Planet Earth is this solid thing you are standing on right now. In your everyday life you don't really waste a thought about how amazing this is. A giant, ancient, hot rock. How did it come into existence and how big is it really? You will be surprised. The ground you are standing on is just a very, very small part of the big picture.

The video has been viewed almost 4.2M times as of August 2017.

https://youtu.be/JGXi_9A_Vc



Nuclear Energy – Series

Nuclear Energy Explained: How does it work?

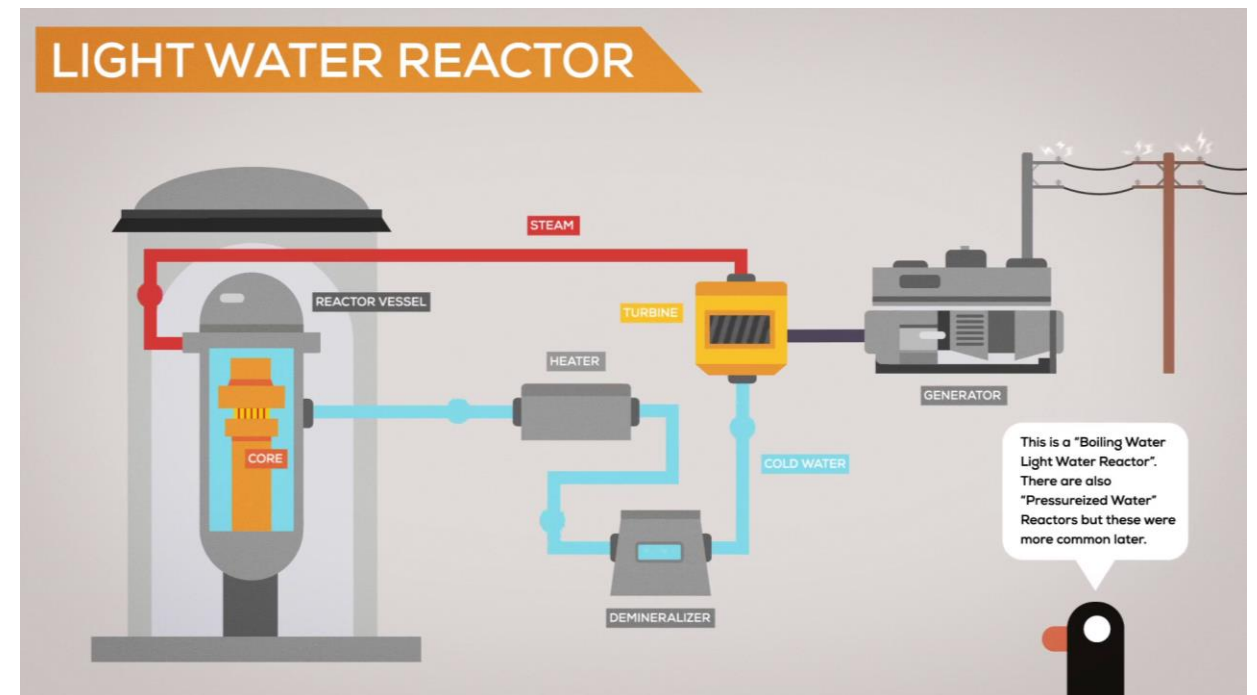
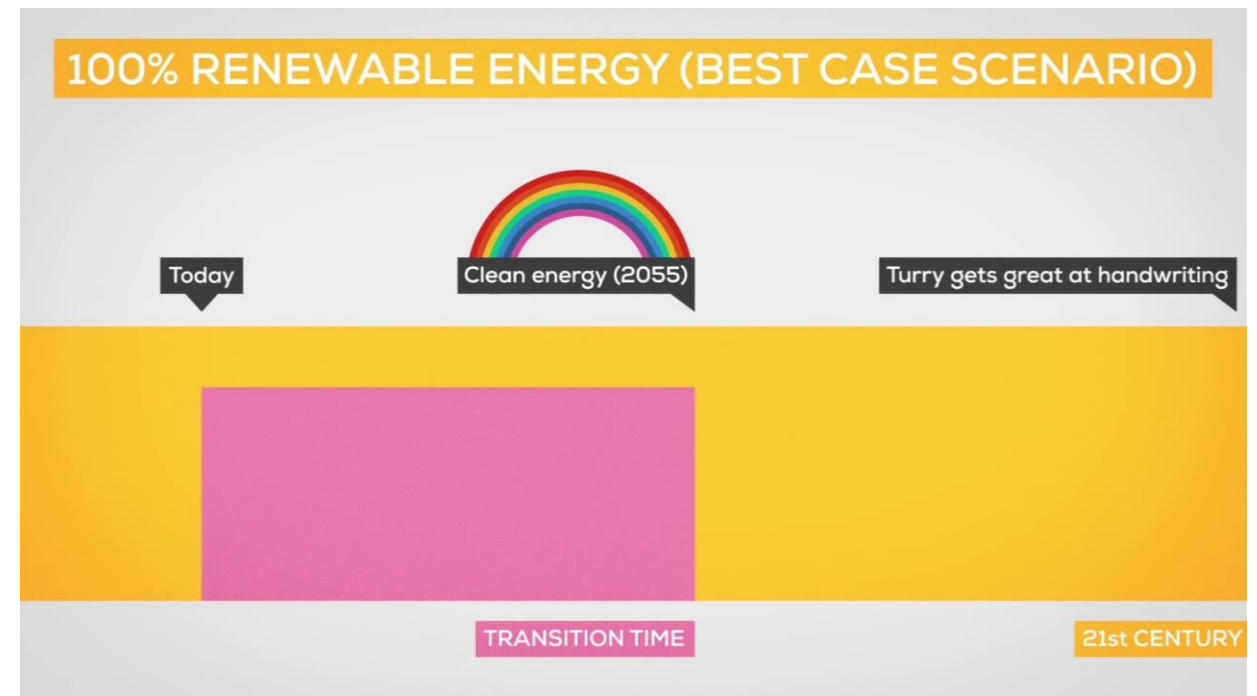
Nuclear Energy is a controversial subject. The pro- and anti-nuclear lobbies fight furiously, and it's difficult to decide who is right. So we're trying to clear up the issue - we discuss how we got to where we are today, we produced 3 videos to show all pros and cons.

This series has been viewed almost 7M times as of August 2017.

<https://youtu.be/rcOFV4y5z8c>

<https://youtu.be/HEYbgyL5n1g>

<https://youtu.be/pVbLlnmxlbY>



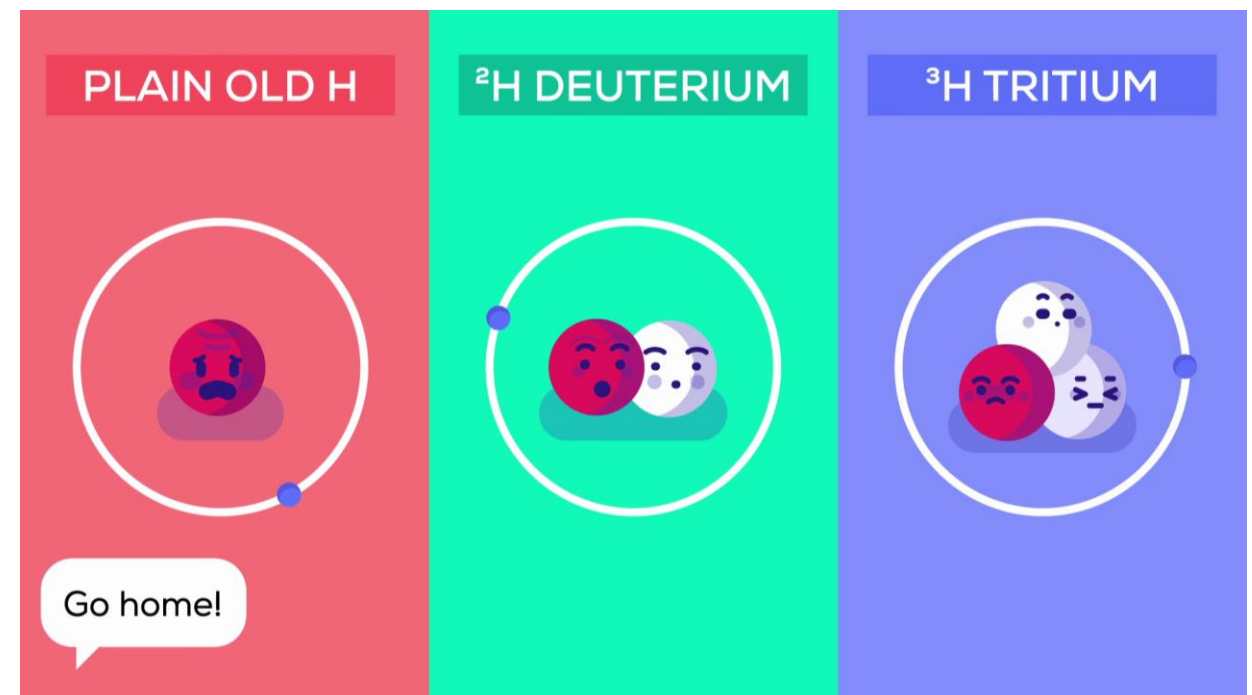
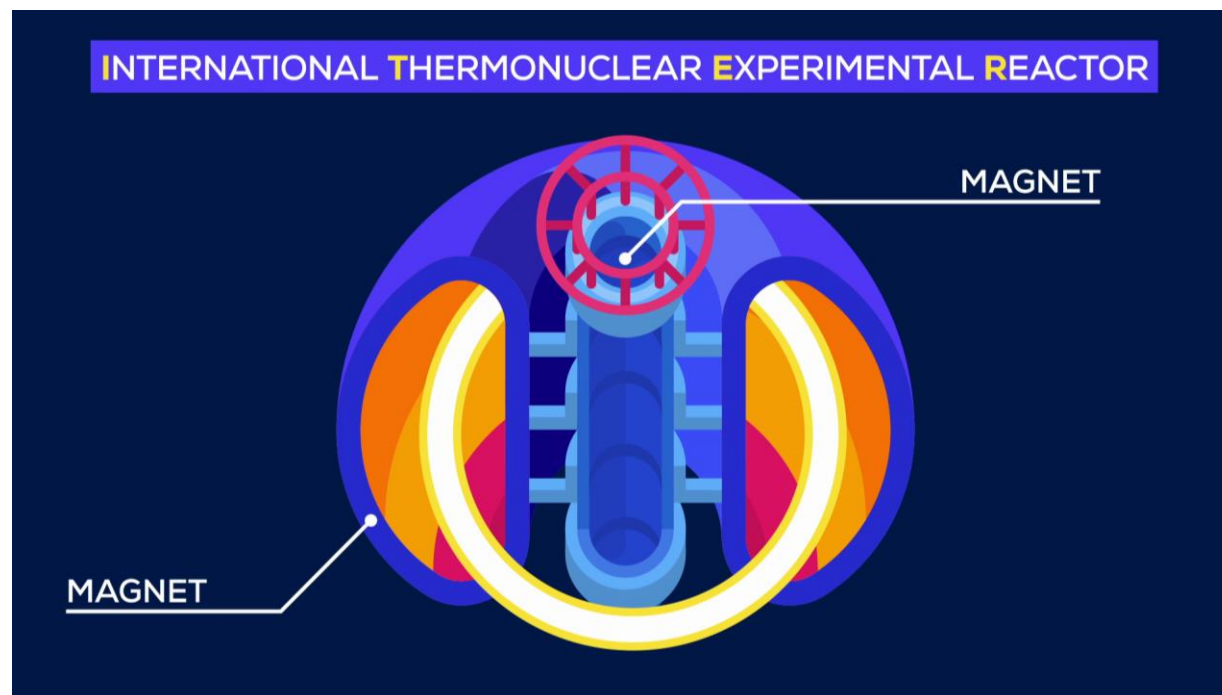
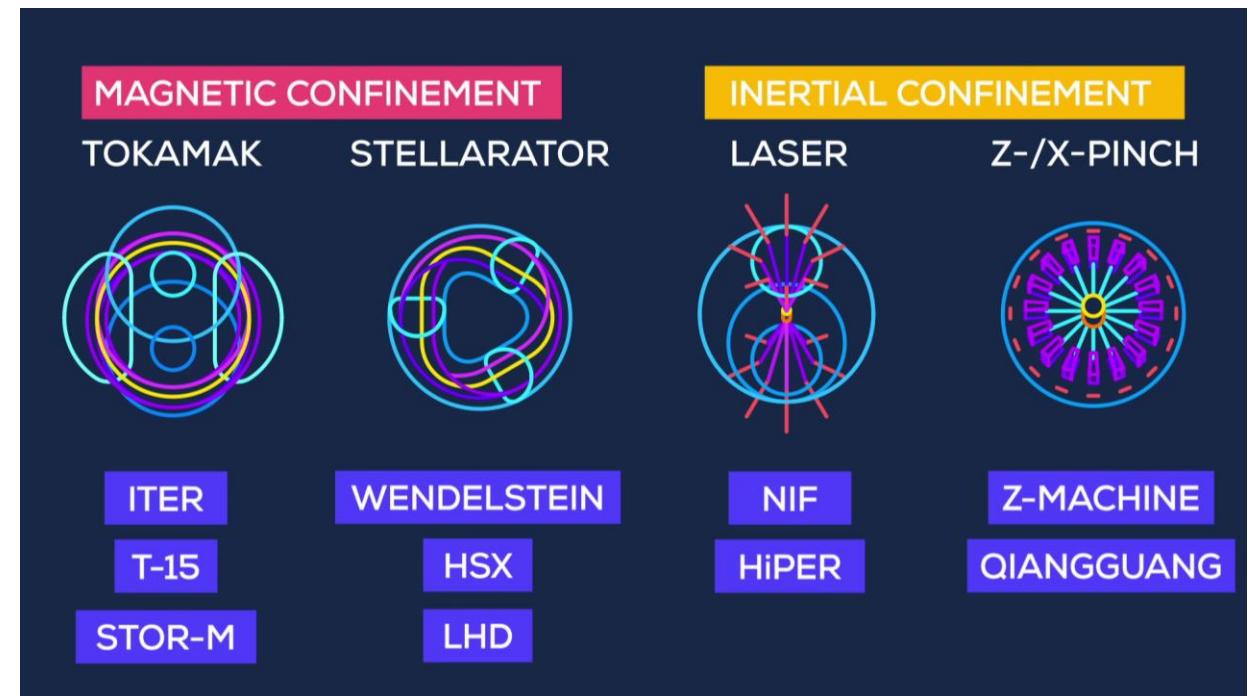
Projects

Fusion

How does Fusion Energy work and is it a good idea?

The video has been viewed almost 3.1M times as of August 2017.

<https://youtu.be/mZsaaturR6E>

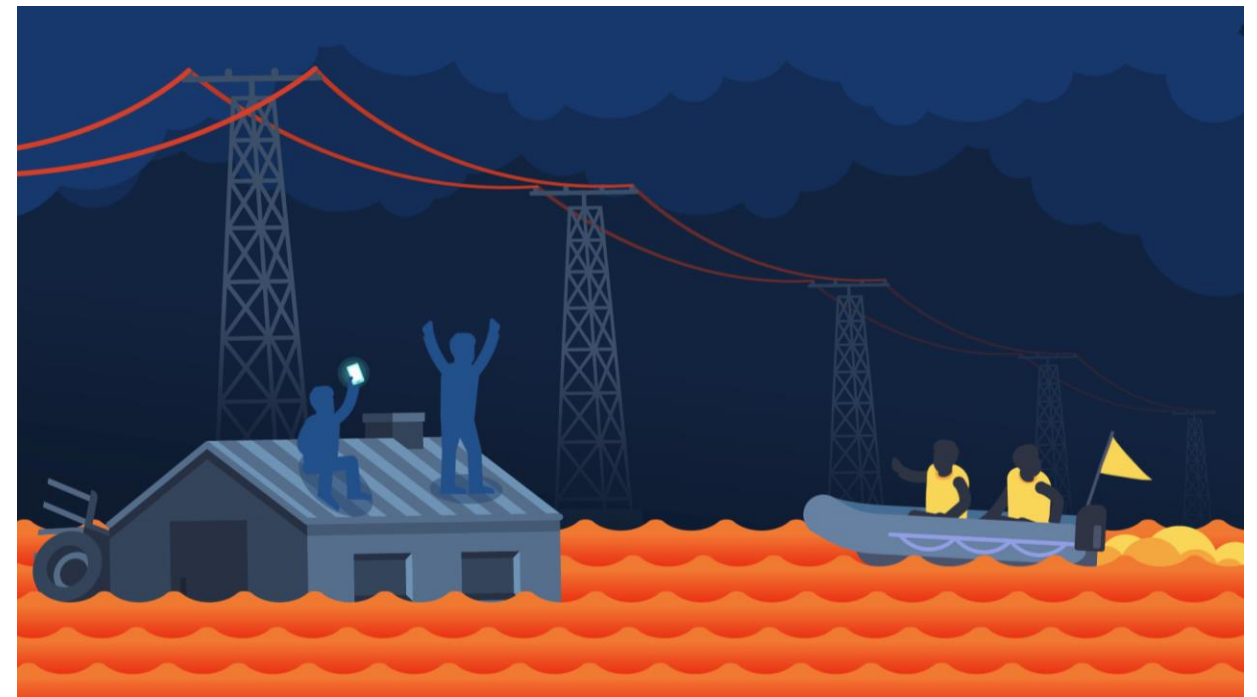
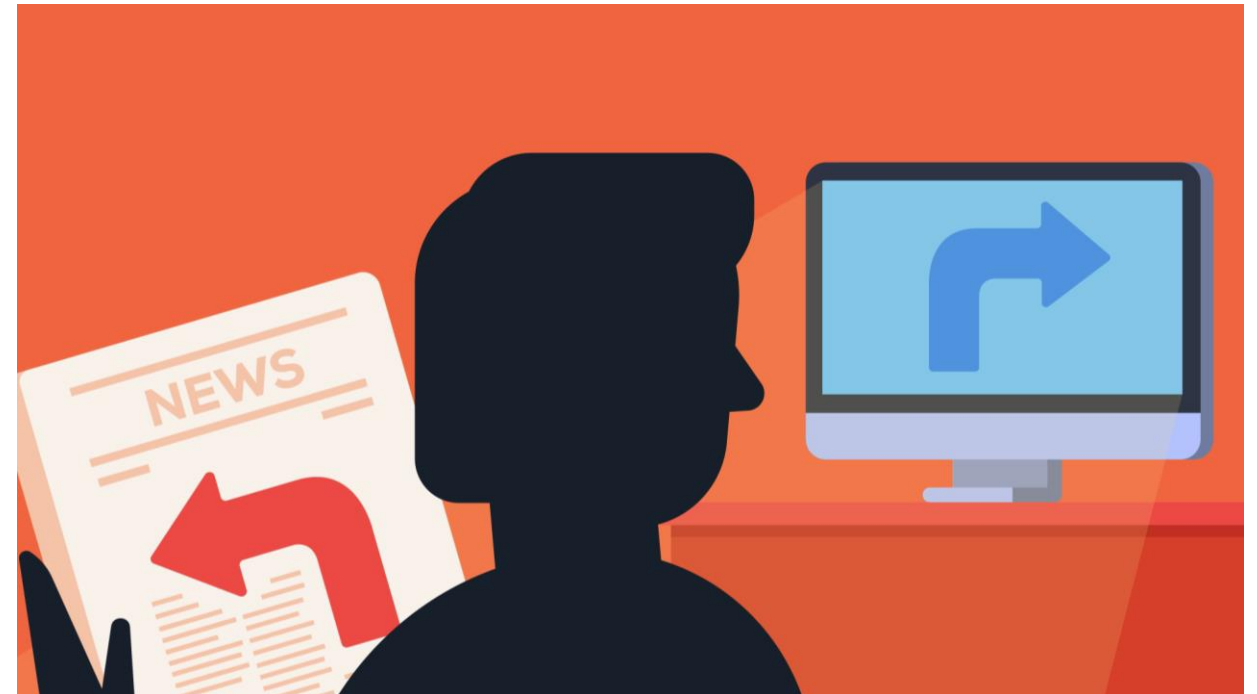


Projects

ICRC – communication is aid

Client: International Committee of the Red Cross

Project: 3 minute video in English, Spanish, French, Arabic



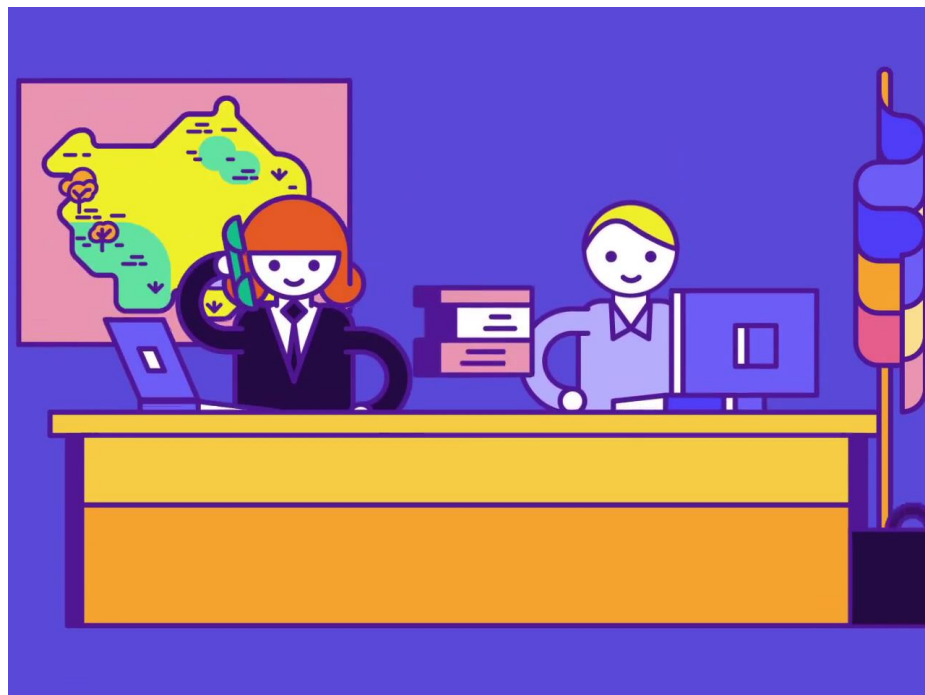
Projects

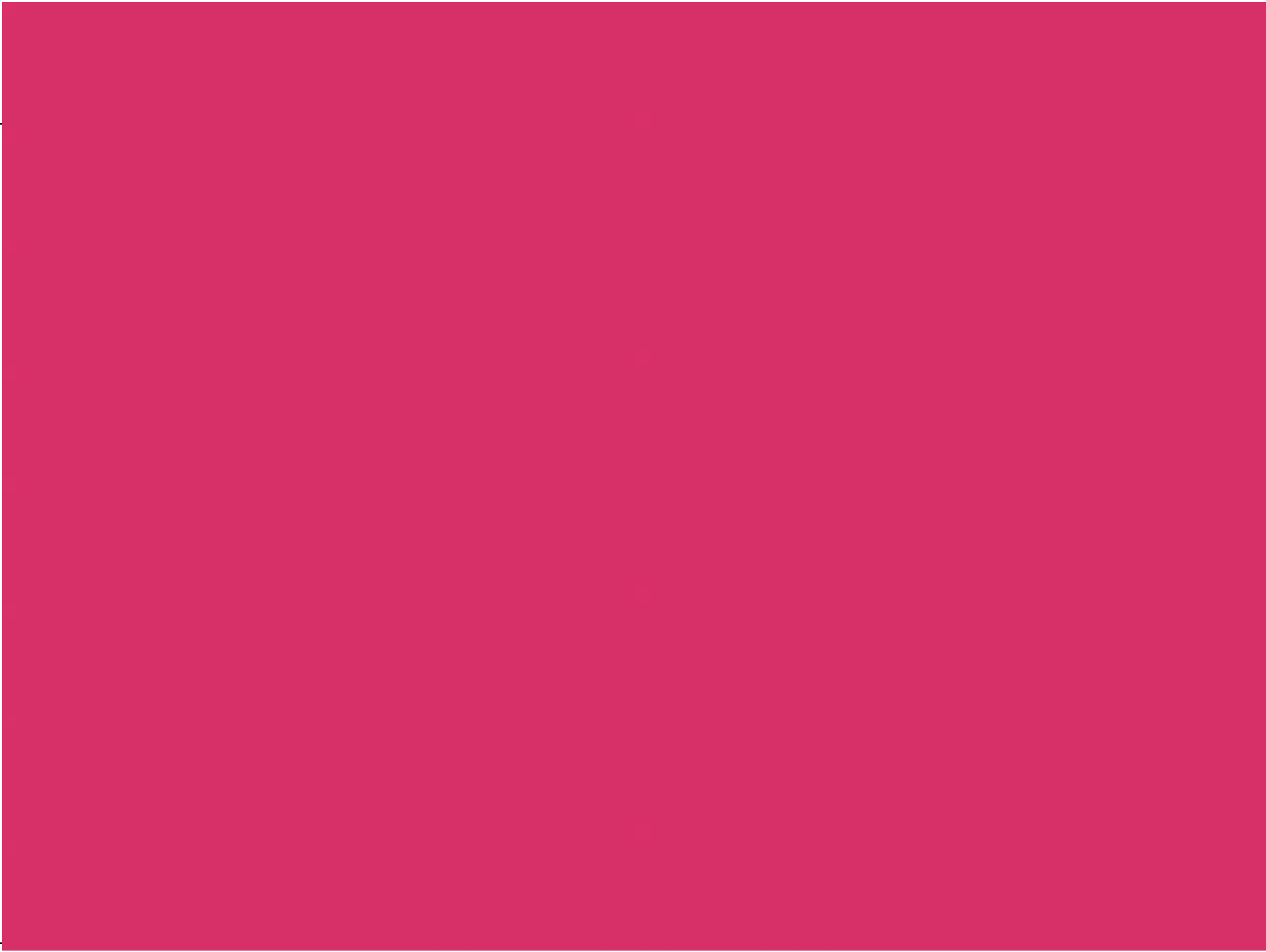
BMFG – Data & Gender

Client: Bill & Melinda Gates Foundation

Project: Millions of women still don't have access to primary health care and are denied basic things like land ownership. A data revolution and new programs can help bridge the gender gap.

<http://bit.ly/2cBkXyT>







Kurzgesagt

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