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"The cover story reports on how Hollywood, which used to just sue YouTube, is now investing in and acquiring YouTube networks."

"You mean investing in things like cats playing piano?"

"Well, there's still that, but it's developed a lot since then."

"So what's popular now?"

"I would ask the writer."

[To writer]

"So what's popular now?"

"I'm still reporting. Let me get back to you."

[Two days later]

"The Cimorelli sisters are popular."

"Never heard of them. Who else?"

"PewDiePie is huge."

"Not ringing a bell. What's that?"

"He's a 24-year-old Swedish guy who reviews video games."

"So he's like the Swedish Roger Ebert of video games?"

"Sort of. He plays video games and then talks about it as he's playing."

"Interesting. And this gets a lot of views?"

"He has 30 million subscribers."

"My God. That's about 29 million more subscribers than *Businessweek*."

"Well, different medium, but technically yes."

"I'm so scared."

