

Why is Baby Shark the most watched video on YouTube?

<https://www.youtube.com/watch?v=XqZsoesa55w>

1. Had you seen this video before?
2. If so, when did you see it and why?
3. Why do you think it is so popular and has remained so popular since 2016?
4. What do you think of it?
5. Would you watch it again or share it with anyone? Why or why not?
6. Why do you think people watch it again and again?
7. How do you think the song was able to reach number 32 on the Billboard Hot 100 in January 2019?
8. How do you think Pinkfong are going to be able to turn it into a movie and a musical? Do you think it has enough substance to be able to do this?
9. Do you think it could be a form of punishment as happened in Oklahoma when three prison workers forced inmates to listen to it for two hours?
10. Final thoughts.
11. Now let's review the vocabulary highlighted below:

"Baby Shark" became a global sensation after it was remixed and recreated by the Seoul-based production company Pinkfong. Sung by 10-year old Korean-American singer Hope Segoine, the video of the English version of the song, released in June 2016, broke the record of being the most watched video on YouTube of all time last week beating the Puerto Rican pop song Despacito by Luis Fonsi and Daddy Yankee. The song has now been played 7.04 billion times. Played back-to-back, that would mean Baby Shark has been streamed continuously for 30,187 years.

It is a song with a **catchy** tune and flashy visuals, that has **caught the fancy** of children across the world although it makes a number of parents and teachers **roll their eyes**. At one minute and 21 seconds long, the song's repetitive "doo doo doo du du du du du" **refrain** invites endless replays. Coupled with simple and easy to follow dance steps, it has become extremely popular among kids, especially under the age of five. Although it is unclear who the original writer of the song is, it is said to be a popular North American campfire song which has been sung and recreated a couple of times.

Although the song is in the public domain and not owned by Pinkfong, the company was sued in 2019 by children's songwriter Jonathan Wright, who had recorded a similar version in 2011 who argued that he held the copyright on his **own take** on the material. SmartStudy responded that their version was "based on a traditional sing-along chant which has passed into the public domain". The case is still under consideration by the Korean Copyright Commission.

Baby Shark became an international hit, reaching number 32 on the Billboard Hot 100 in January 2019 and also make it to the UK Top 40 list. Pinkfong **stand to have made** about \$5.2 million from YouTube streams alone.

The song first went viral in south-east Asia, where popular bands like Red Velvet, Girls' Generation and Blackpink started incorporating it into their concerts and it then spread

globally across the US and Europe. The video inspired the hashtag #BabySharkChallenge with everyone from Indonesian farmworkers to pop stars Cardi B and Josh Groban joining in the fun.

It has now promoted a [spin-off](#) live tour, merchandise, books and more, plus reworkings of the song, including one featuring Luis Fonsi and another promoting handwashing during the COVID-19 pandemic. The company is turning the song into a movie and a musical, and aspires to make Baby Shark another classic for kid's music, like Twinkle Twinkle Little Star.

Last month, the song was [at the centre of](#) another controversy, when three prison workers in Oklahoma were accused of using it to punish [inmates](#). According to court documents, five prisoners were [handcuffed](#) against a wall and forced to stand for two hours while listening to Baby Shark on repeat. Exposure to the song put "undue emotional stress on the inmates who were most likely already suffering", said district attorney David Prater.

But the song has also been put to positive use. When Eliane Jabbour unexpectedly found herself in the middle of an anti-government demonstration in Lebanon, she was concerned the commotion would scare her 15-month-old son, who had just woken from a [nap](#) in the passenger seat of her car. Instead, the protestors circled her car and sang Baby Shark to help calm the [toddler](#) down. A video of the episode in Beirut - with Robin staring wide-eyed at the singing and dancing - itself went viral, and became a symbol of hope amid the protests.

Moreover, the baseball team Washington Nationals now use Baby Shark as a [rallying](#) cry for the Nationals and their fans after outfielder Gerardo Parra began using it as his [walk-up](#) song. Parra, had been in a [slump](#), so he started searching for a new walk-up song to switch things up. He [landed on](#) "Baby Shark" because his 2-year-old daughter, Aaliyah loves the song. "I tried merengue, reggaeton, hip-hop," Parra told reporters after he first used the song last year, according to NBC Sports Washington. "Then I said, 'You know what, I want to put in Baby Shark.' I'm happy for that."

Love it or hate it, it seems like Baby Shark is [here to stay](#).