

Supplement

1. Searches:

We determined whether videos were considered relevant to “guns” or “firearms” if any content in the title, description, or tags matched this regular expression (note that ‘\y’ represents a word boundary to the Postgres database we used):

`\ygun\y|\yguns\y|\yfirearm\y|\yfirearms\y|\yshooting\y|\yammo\y|\yammunition\y|\yrifle\y|\ypistol\y|\yshotgun\y|\yrevolver\y|\yautocannon\y|\yactive shooter\y'`

AND if none of the text matched this regular expression (to exclude videos that are popular culture icons but not directly related to firearms and gun culture):

`'top gun/god family and guns/roses/kelly/glue/staple/nail/heat gun/gloves up/massage/shooting star/outdoor shooting/shooting for/basketball shooting/shooting video/shooting to/trouble shooting/shooting outside/yarrow\y/shooting guard/tape gun/smoke gun/smoking gun/impact gun/bullet train/black rifle coffee/bullet journal/shotgun red/thera/photo/\ycum\y/shooting up/bullet point/shooting pain/video shooting/caulk/paint gun/shotgun mic/signal gun/clothespin gun'`

Searches relevant to “firearm safety” matched the regular expression query: `'safe|training\\|yclass\\|y|permit|license|prevent'`. Searches relevant to “firearm policy” matched the query: `'law|control|bill|legal'`. To identify searches relevant to other firearm topics, we coded 250 unsupervised clusters of these search terms for relevance to firearm harm or injury. Specifically, we embedded the terms using a pretrained [sentence transformer](#). Using an a priori objective of 400 searches per cluster, we clustered the resulting vectors into 250 clusters using R’s [kmeans](#) procedure.

2. Analyses:

The goal of this research was to extract the naturally occurring patterns of content consumption across tens of thousands of distinct searches and YouTube videos without a priori assumptions about what kinds of firearms content was important to users or why. A social network like the one we constructed with YouTube channels represents content similarity not by what we the researchers perceive in the content but by what different channel content naturally attracts users with different interests.

The analytic tools were chosen to allow identification of real-world patterns of YouTube observation and internet searches, unbiased by a priori theories; these methods are common in analyses of large datasets from online media (Sinnenberg, L., Buttenheim, A. M., Padrez, K., Mancheno et al., 2017) and (McCallum, A., Nigam, K., & Ungar, L. H., 2000). A social network like the one we constructed with YouTube channels represents content similarity not by what we the researchers perceive in the content, but by what different channel content naturally attracts users with different interests.

The goal of k-means unsupervised clustering is to identify patterns in data by looking for (k) number of centers of clusters in a pre-existing dataset, with the goal of minimizing the distance between data points and their centers. This machine learning technique iteratively examines different potential clustering; it stops when the clusters have become stable, and when the distance between data points and their centers are minimized. (Kuhn, M., & Johnson, K., 2013).

To make the network tractable or understandable, we employed a community detection algorithm (fastgreedy, in this case) to break it into the most densely connected ecosystems of content. A community detection algorithm splits a network into ecosystems each of which contains many channels that are closely linked to each other (by many shared audience members or users) and relatively unconnected to content in other ecosystems. These ecosystems aren't islands - they are still related to each other - but the distances within ecosystems are shorter than the distances between ecosystems. The result of all this statistical combination and partitioning is knowledge of the most prevalent kinds of content, knowledge of the most prevalent channels or media properties within those kinds, and knowledge of who (by age, race and gender) is most interested in each kind. The fast-greedy clustering procedure was specifically chosen to increase efficiency, especially given the noisiness and high potential rate of errors in this real-world dataset. (Petukhov, A., & Kozlov, I., 2013).

Regarding the internet searches, we clustered searches too to reduce more than 100,000 distinct search events to a comprehensible set of topics. Manual topic coding of corpora this size is infeasible, so we reduced the corpus to 250 representative topics. We turned each search phrase into a set of numbers using a deep learning model (a process called embedding using this widely used set of models) trained to represent millions of different words, sentences, and phrases using a common numeric vocabulary. Then we reduced all those numeric vectors to 250 distinct clusters or groups of searches that were relatively close to each other (we used the kmeans algorithm for clustering here, which just looks for groups of searches with similar locations). The result is mini-topics of searches that share keywords, and, critically, are coherent and small enough that humans can code examples from the clusters to generalize to the whole topic.

Supplemental Tables and Figures

Table 1. Firearms-related YouTube videos.

Channel Name	Ecosystem	Link
DALLMYD	Guns 4 Fun	https://www.youtube.com/watch?v=MwAMIddqytE
Aaron Esser	Guns 4 Fun	https://www.youtube.com/watch?v=4rsPcCjMk1o
DALLMYD	Guns 4 Fun	https://www.youtube.com/watch?v=VIjK-KXeNHY
Aaron Esser	Guns 4 Fun	https://www.youtube.com/watch?v=KEW9U7s_zks
Silo Entertainment	Guns 4 Fun	https://www.youtube.com/watch?v=-DnjjlZrdZI
Silo Entertainment	Guns 4 Fun	https://www.youtube.com/watch?v=_jNkrHunting & FishingYsAQg
Wag Entertainment	Guns 4 Fun	https://www.youtube.com/watch?v=Bt2bkKc2at4
Corridor	Guns 4 Fun	https://www.youtube.com/watch?v=9MrnAJsxLHunting & Fishingc
AleksWorkshop	Guns 4 Fun	https://www.youtube.com/watch?v=VIHct1bpGuI
Corridor	Guns 4 Fun	https://www.youtube.com/watch?v=0v3dYHgexOU
Corridor	Guns 4 Fun	https://www.youtube.com/watch?v=VI4NZWHunting & FishingqGuns & GearnU
Handler	Guns 4 Fun	https://www.youtube.com/watch?v=HwywIPHunting & Fishing1cw
NICKMERCS	Guns 4 Fun	https://www.youtube.com/watch?v=BnVHunting & Fishingr2NQAg
Wag Entertainment	Guns 4 Fun	https://www.youtube.com/watch?v=I7Z0PfEB

Channel Name	Ecosystem	Link
		<u>eGg</u>
Dysmo	Guns 4 Fun	<u>https://www.youtube.com/watch?v=0jVVvD9JaNE</u>
NOVRITSCH	Guns 4 Fun	<u>https://www.youtube.com/watch?v=77kW2UT_XMg</u>
NOVRITSCH	Guns 4 Fun	<u>https://www.youtube.com/watch?v=M-j-ghZiUBc</u>
Swagg	Guns 4 Fun	<u>https://www.youtube.com/watch?v=S9_DiOxLI-0</u>
Handler	Guns 4 Fun	<u>https://www.youtube.com/watch?v=M9eBnCCmkXo</u>
NICKMERCS	Guns 4 Fun	<u>https://www.youtube.com/watch?v=Nc0g-BbZo3g</u>
NICKMERCS	Guns 4 Fun	<u>https://www.youtube.com/watch?v=OPnnGuns & GearsdoUjU</u>
NICKMERCS	Guns 4 Fun	<u>https://www.youtube.com/watch?v=xy49MoviesqOoEhg</u>
Swagg	Guns 4 Fun	<u>https://www.youtube.com/watch?v=PxfRSmchq7M</u>
Swagg	Guns 4 Fun	<u>https://www.youtube.com/watch?v=zsIVm4UnQKk</u>
TheKoreanSavage	Guns 4 Fun	<u>https://www.youtube.com/watch?v=cPyam2Guns & Gear_bR0</u>
Top WARZONE Moments	Guns 4 Fun	<u>https://www.youtube.com/watch?v=hp9y4IwbvJk</u>
AleksWorkshop	Guns 4 Fun	<u>https://www.youtube.com/watch?v=MWTnLxKXLIM</u>
AleksWorkshop	Guns 4 Fun	<u>https://www.youtube.com/watch?v=MXJF71jbAZg</u>
AleksWorkshop	Guns 4 Fun	<u>https://www.youtube.com/watch?v=ywBQzm</u>

Channel Name	Ecosystem	Link
		3WVEA
Dysmo	Guns 4 Fun	https://www.youtube.com/watch?v=4PWD9dAFFyM
Greg Renko	Guns 4 Fun	https://www.youtube.com/watch?v=fYIqDqZLlI4
Greg Renko	Guns 4 Fun	https://www.youtube.com/watch?v=P1BOLrb1qUA
Hectorlo	Guns 4 Fun	https://www.youtube.com/watch?v=C20tbGGuns & Gear3tHunting & Fishing
TheKoreanSavage	Guns 4 Fun	https://www.youtube.com/watch?v=n2Hunting & FishingXPVGAqRk
TheKoreanSavage	Guns 4 Fun	https://www.youtube.com/watch?v=xadkCDBiNqU
Top WARZONE Moments	Guns 4 Fun	https://www.youtube.com/watch?v=Guns & Geare2CG9DeEo4
Top WARZONE Moments	Guns 4 Fun	https://www.youtube.com/watch?v=hyicGMj7qVw
WhackyCast	Guns 4 Fun	https://www.youtube.com/watch?v=nFYQyXw4bs0
WhackyCast	Guns 4 Fun	https://www.youtube.com/watch?v=puyDqyZ9Hunting & Fishingk
WhackyCast	Guns 4 Fun	https://www.youtube.com/watch?v=v4uyOODiIcU
Hectorlo	Guns 4 Fun	https://www.youtube.com/watch?v=9fGm2EgeZM0
Hectorlo	Guns 4 Fun	https://www.youtube.com/watch?v=BGtLmiHunting & FishingYQPw
Hectorlo	Guns 4 Fun	https://www.youtube.com/watch?v=dGuns & GeartEhHunting & FishingfrYai
Hectorlo	Guns 4 Fun	https://www.youtube.com/watch?v=QDLfTTc

Channel Name	Ecosystem	Link
		okG0
Hectorlo	Guns 4 Fun	https://www.youtube.com/watch?v=zlfTiNBKsIE
ABC News	News & Hot Takes	https://www.youtube.com/watch?v=TAGuns&Gearbv9eHunting & FishingOc
New York Daily News	News & Hot Takes	https://www.youtube.com/watch?v=rhW0BtEyHMoviesM
CNN	News & Hot Takes	https://www.youtube.com/watch?v=Hunting & FishinggfdOXBjfGuns & GearQ
Inside Edition	News & Hot Takes	https://www.youtube.com/watch?v=UVBcGuns & GearZ_CKmE
ABC News	News & Hot Takes	https://www.youtube.com/watch?v=MoviesqOGuns & GearFEYItqw
Inside Edition	News & Hot Takes	https://www.youtube.com/watch?v=lqAtdo19rUE
NBC News	News & Hot Takes	https://www.youtube.com/watch?v=uYJtnEGCGs0
Fox News	News & Hot Takes	https://www.youtube.com/watch?v=Guns & GearVSsZSvWIE4
NBC News	News & Hot Takes	https://www.youtube.com/watch?v=_FLo14GMYos
CNN	News & Hot Takes	https://www.youtube.com/watch?v=eCSoLCmJwOs
StevenCrowder	News & Hot Takes	https://www.youtube.com/watch?v=WtfZPL-k7Y
StevenCrowder	News & Hot Takes	https://www.youtube.com/watch?v=Y4Movies- HE91Us
Fox News	News & Hot Takes	https://www.youtube.com/watch?v=UoHunting & Fishing0D42DxUM
David Pakman Show	News & Hot Takes	https://www.youtube.com/watch?v=nQMaavx

Channel Name	Ecosystem	Link
		qG7w
CBS News	News & Hot Takes	https://www.youtube.com/watch?v=j1mq1PHunting & FishingV_Hunting & Fishings
CBS News	News & Hot Takes	https://www.youtube.com/watch?v=LLzDGKp1myY
Active Self Protection	News & Hot Takes	https://www.youtube.com/watch?v=Uig4YPzNctHunting & Fishing
David Pakman Show	News & Hot Takes	https://www.youtube.com/watch?v=l2nUvB91Zac
NBC4 Columbus	News & Hot Takes	https://www.youtube.com/watch?v=XA43iOuxQN4
Active Self Protection	News & Hot Takes	https://www.youtube.com/watch?v=MQjUSGCp9FM
FOX 2 St. Louis	News & Hot Takes	https://www.youtube.com/watch?v=geRT7_AmxtQ
Guardian News	News & Hot Takes	https://www.youtube.com/watch?v=vK_WDxjh0Y
The Daily Wire	News & Hot Takes	https://www.youtube.com/watch?v=HJpKQ3j-BEHunting & Fishing
NBC4 Columbus	News & Hot Takes	https://www.youtube.com/watch?v=Guns & GearDx3wVuR-wQ
KHOU 11	News & Hot Takes	https://www.youtube.com/watch?v=r3UCssBKwpU
The Daily Wire	News & Hot Takes	https://www.youtube.com/watch?v=eNJRmjO_AEU
Guardian News	News & Hot Takes	https://www.youtube.com/watch?v=oRQyuGuns & GearGuns & GearzGE4
New York Daily News	News & Hot Takes	https://www.youtube.com/watch?v=3hVxYeyocZ0
New York Daily News	News & Hot Takes	https://www.youtube.com/watch?v=Guns &

Channel Name	Ecosystem	Link
		<u>GearJYMD4CvkJY</u>
KHOU 11	News & Hot Takes	<u>https://www.youtube.com/watch?v=CsOTRKARITM</u>
KHOU 11	News & Hot Takes	<u>https://www.youtube.com/watch?v=mLSLhSCt-WHunting & Fishing</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=3MyCIhziSIg</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=4yuo-D4BH0g</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=gZtSHunting & FishingHunting & FishingMoviesDwSQ</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=HIGuns & Geart rY9g9M</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=hTwcWwFuZjU</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=iiYe23-rL0A</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=iwFgcX_uRPA</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=JOh2ythcDiE</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=oD-Ac03szWA</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=PB-XBYhv7Q</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=sBaB7RI2ow</u>
FOX 2 St. Louis	News & Hot Takes	<u>https://www.youtube.com/watch?v=tsHunting & FishingQscfDIoU</u>

Channel Name	Ecosystem	Link
FOX 2 St. Louis	News & Hot Takes	https://www.youtube.com/watch?v=UuqYWSFNvhw
FOX 2 St. Louis	News & Hot Takes	https://www.youtube.com/watch?v=wMovieshPHunting & FishingKHunting & FishingHunting & FishingoiE
FOX 2 St. Louis	News & Hot Takes	https://www.youtube.com/watch?v=W7V3XdZ-sxM
Queen Official	Music	https://www.youtube.com/watch?v=fJ9rUzIMcZQ
Tommy Boy	Music	https://www.youtube.com/watch?v=fPO7Guns & GearJlnzGuns & Gearc
Green Day	Music	https://www.youtube.com/watch?v=Soa3gO7tL-c
AudioslaveVEVO	Music	https://www.youtube.com/watch?v=7QU1nvuxaMA
Lil Baby Official 4PF	Music	https://www.youtube.com/watch?v=_VDGysJGNoI
fosterthepeopleVEVO	Music	https://www.youtube.com/watch?v=SDTZ7iX4vTQ
NLE CHOPPA	Music	https://www.youtube.com/watch?v=fyIcQ1XI-rs
Yella Beezy	Music	https://www.youtube.com/watch?v=sHunting & FishingQSTerhkHunting & FishingE
EminemMusic	Music	https://www.youtube.com/watch?v=FxQTY-WGuns & GearGlo
ArianaGrandeVevo	Music	https://www.youtube.com/watch?v=SXiSVQZLjeHunting & Fishing
Tommy Boy	Music	https://www.youtube.com/watch?v=qA1nGPM9yHA
Green Day	Music	https://www.youtube.com/watch?v=r00ikilDxW4

Channel Name	Ecosystem	Link
Blake Shelton	Music	https://www.youtube.com/watch?v=asxrMSVrJ0Hunting & Fishing
NLE CHOPPA	Music	https://www.youtube.com/watch?v=UJsllBQkcJg
Blake Shelton	Music	https://www.youtube.com/watch?v=JXAgyGuns & GearGuns & GearMoviesJ14
Fueled By Ramen	Music	https://www.youtube.com/watch?v=eiiU-Fky1Hunting & Fishings
7clouds	Music	https://www.youtube.com/watch?v=KxnpFKZowcs
Fueled By Ramen	Music	https://www.youtube.com/watch?v=PmvHunting & FishingaQKO Guns & Geark0
7clouds	Music	https://www.youtube.com/watch?v=GtEvysh1Guns & GearMovies4
Warner Records Vault	Music	https://www.youtube.com/watch?v=wsrvmNtWU4E
fosterthepeopleVEVO	Music	https://www.youtube.com/watch?v=LmHunting & FishingcDPGuns & GearddCg
Warner Records Vault	Music	https://www.youtube.com/watch?v=4FcGuns & Gear7yQsPqQ
Lil Baby Official 4PF	Music	https://www.youtube.com/watch?v=Ta4VBDPWbSc
The Glorious Sons	Music	https://www.youtube.com/watch?v=jUVDMvM9RtA
The Glorious Sons	Music	https://www.youtube.com/watch?v=HggvsHLbheQ
Kurzgesagt – In a Nutshell	Gaming	https://www.youtube.com/watch?v=3mnSDifDSxQ
Markiplier	Gaming	https://www.youtube.com/watch?v=9TjfkXmwbtS

Channel Name	Ecosystem	Link
GameGrumps	Gaming	https://www.youtube.com/watch?v=tuHe9lmMoviesvUE
ProZD	Gaming	https://www.youtube.com/watch?v=GPUgjy-Pn-4
Markiplier	Gaming	https://www.youtube.com/watch?v=ymjfVXnuweY
Kurzgesagt – In a Nutshell	Gaming	https://www.youtube.com/watch?v=pP44EPBMbHunting & FishingA
Gus Johnson	Gaming	https://www.youtube.com/watch?v=DcjkHunting & FishingvF4n3Hunting & Fishing
RTGame	Gaming	https://www.youtube.com/watch?v=oSoJkyePDvI
ProZD	Gaming	https://www.youtube.com/watch?v=_01Z497SFaHunting & Fishing
Berd	Gaming	https://www.youtube.com/watch?v=Bjt7mDVCLtk
Gus Johnson	Gaming	https://www.youtube.com/watch?v=ufhExQnUKUk
mikeburnfire	Gaming	https://www.youtube.com/watch?v=kbB-Guns & GearLMF7Hunting & FishingHunting & Fishing
GameGrumps	Gaming	https://www.youtube.com/watch?v=bO2j_hbIIo
TheRussianBadger	Gaming	https://www.youtube.com/watch?v=7kNfuHunting & FishingQHunting & Fishing3JHunting & Fishing
RTGame	Gaming	https://www.youtube.com/watch?v=glePWNkdGuns & GearE4
teamfortress	Gaming	https://www.youtube.com/watch?v=QDCPKBF7a1Q
Berd	Gaming	https://www.youtube.com/watch?v=ddfS4Z1y

Channel Name	Ecosystem	Link
		<u>wbA</u>
gameranx	Gaming	<u>https://www.youtube.com/watch?v=dI_WCZ3tR4I</u>
TheRussianBadger	Gaming	<u>https://www.youtube.com/watch?v=OYUUr1fKj4k</u>
gameranx	Gaming	<u>https://www.youtube.com/watch?v=ru7BD1GHGuns & GearU0</u>
LetsPlay	Gaming	<u>https://www.youtube.com/watch?v=fZIKkdoAJ7Hunting & Fishing</u>
Ahoy	Gaming	<u>https://www.youtube.com/watch?v=4hk_km4MovieslXY</u>
Ahoy	Gaming	<u>https://www.youtube.com/watch?v=Hunting & FishingT_OW9NHJHunting & Fishing4</u>
LetsPlay	Gaming	<u>https://www.youtube.com/watch?v=JMoviesTEDma4c_o</u>
LetsPlay	Gaming	<u>https://www.youtube.com/watch?v=NVLLXD3hJHY</u>
LetsPlay	Gaming	<u>https://www.youtube.com/watch?v=tAkC-tpZvxk</u>
KackisHD	Gaming	<u>https://www.youtube.com/watch?v=NXHkeyBcmdw</u>
mikeburnfire	Gaming	<u>https://www.youtube.com/watch?v=12suwKpFoKE</u>
mikeburnfire	Gaming	<u>https://www.youtube.com/watch?v=9ZhFdwmUSKs</u>
mikeburnfire	Gaming	<u>https://www.youtube.com/watch?v=yUVCCaeVNzY</u>
Aztecross	Gaming	<u>https://www.youtube.com/watch?v=iifhYy9zY1g</u>
KackisHD	Gaming	<u>https://www.youtube.com/watch?v=0MvOIQ4</u>

Channel Name	Ecosystem	Link
		<u>cMoviesKA</u>
KackisHD	Gaming	<u>https://www.youtube.com/watch?v=froVY9nLCc</u>
Aztecross	Gaming	<u>https://www.youtube.com/watch?v=Hunting & Fishinga0lX2fRilQ</u>
Aztecross	Gaming	<u>https://www.youtube.com/watch?v=s92DDAxOJTY</u>
Aztecross	Gaming	<u>https://www.youtube.com/watch?v=XK3HuSzpjdl</u>
Aztecross	Gaming	<u>https://www.youtube.com/watch?v=zdhugEZT1C4</u>
teamfortress	Gaming	<u>https://www.youtube.com/watch?v=MoviesLptAhOgGRw</u>
teamfortress	Gaming	<u>https://www.youtube.com/watch?v=JsSmz-Guns & GearK-dA</u>
teamfortress	Gaming	<u>https://www.youtube.com/watch?v=VqTk7FHOaFo</u>
Movieclips	Movies	<u>https://www.youtube.com/watch?v=43OVmHunting & FishingGuns & Gear-4rU</u>
Movieclips	Movies	<u>https://www.youtube.com/watch?v=cXCMz340CRg</u>
Screen Rant	Movies	<u>https://www.youtube.com/watch?v=0ESDnRQIX7A</u>
Screen Rant	Movies	<u>https://www.youtube.com/watch?v=tHunting & FishingDbHunting & Fishingp94Jc</u>
BeltFeds.Com, LLC	Movies	<u>https://www.youtube.com/watch?v=XOfsMBGR7AA</u>
Bokoen1	Movies	<u>https://www.youtube.com/watch?v=-RKpd-dWUDc</u>
Bokoen1	Movies	<u>https://www.youtube.com/watch?v=CjuYqC9I</u>

Channel Name	Ecosystem	Link
		<u>maHunting & Fishing</u>
BurdenWorld	Movies	<u>https://www.youtube.com/watch?v=KtbHQqFPZSQ</u>
BurdenWorld	Movies	<u>https://www.youtube.com/watch?v=PvdJNTxbjfI</u>
GORILLA	Movies	<u>https://www.youtube.com/watch?v=vBD0TMoviesWaFLQ</u>
Gravity Industries	Movies	<u>https://www.youtube.com/watch?v=H4FUBfp9kS0</u>
Gravity Industries	Movies	<u>https://www.youtube.com/watch?v=SoFlqJaDJHunting & FishingU</u>
Grjngo - Western Movies	Movies	<u>https://www.youtube.com/watch?v=TmReGI4tCCHunting & Fishing</u>
Grjngo - Western Movies	Movies	<u>https://www.youtube.com/watch?v=QLf7Z3SCyHunting & FishingA</u>
Karma Jockey	Movies	<u>https://www.youtube.com/watch?v=Q2bonGz3c4</u>
Karma Jockey	Movies	<u>https://www.youtube.com/watch?v=QkgaQU2NIPQ</u>
Miami Vice	Movies	<u>https://www.youtube.com/watch?v=PzwNN7Ymgxk</u>
Miami Vice	Movies	<u>https://www.youtube.com/watch?v=LjDwkyATKdk</u>
Miami Vice	Movies	<u>https://www.youtube.com/watch?v=q-NYvMoviess7nG3k</u>
Miami Vice	Movies	<u>https://www.youtube.com/watch?v=ZvhdYO4m3gc</u>
Sharpe	Movies	<u>https://www.youtube.com/watch?v=VpoR3nmvjnw</u>
Sharpe	Movies	<u>https://www.youtube.com/watch?v=AIPivQZ</u>

Channel Name	Ecosystem	Link
		<u>HOFHunting & Fishing</u>
TechZone	Movies	<u>https://www.youtube.com/watch?v=BtuCV3aHunting & FishingHunting & FishingG4</u>
TechZone	Movies	<u>https://www.youtube.com/watch?v=_0ZQXMovieskPbQs</u>
TechZone	Movies	<u>https://www.youtube.com/watch?v=mUVBj9pdQQc</u>
The King of Random	Movies	<u>https://www.youtube.com/watch?v=pm-7WzUrmzo</u>
The King of Random	Movies	<u>https://www.youtube.com/watch?v=ctX3juq9Okw</u>
WayneDangerous	Movies	<u>https://www.youtube.com/watch?v=rMoviesgFrB_1dhk</u>
WesternSaloonHunting & FishingGuns & Gear	Movies	<u>https://www.youtube.com/watch?v=wuwjk9DiLN4</u>
WesternSaloonHunting & FishingGuns & Gear	Movies	<u>https://www.youtube.com/watch?v=TGYn9xxVoaY</u>
Forgotten Weapons	Guns & Gear	<u>https://www.youtube.com/watch?v=dGuns & Gear9pw4PcBmE</u>
Forgotten Weapons	Guns & Gear	<u>https://www.youtube.com/watch?v=QGKcvM2Hh4g</u>
hickok4Movies	Guns & Gear	<u>https://www.youtube.com/watch?v=3W7sb9Zp-Hunting & Fishingo</u>
sootch00	Guns & Gear	<u>https://www.youtube.com/watch?v=nT7Qe-prCQI</u>
hickok4Movies	Guns & Gear	<u>https://www.youtube.com/watch?v=soza_vYd-2E</u>
Langley Outdoors Academy	Guns & Gear	<u>https://www.youtube.com/watch?v=VIUUOczAzPM</u>
Jerry Miculek - Pro	Guns & Gear	<u>https://www.youtube.com/watch?v=WzHG-ib</u>

Channel Name	Ecosystem	Link
Shooter		ZaKM
Langley Outdoors Academy	Guns & Gear	https://www.youtube.com/watch?v=AeaykhzaIhw
mixup9Hunting & Fishing	Guns & Gear	https://www.youtube.com/watch?v=soVaNrEjgYc
The Daily Shooter	Guns & Gear	https://www.youtube.com/watch?v=SnEbw-oB7gA
22plinkster	Guns & Gear	https://www.youtube.com/watch?v=ee3jMgidOVk
sootch00	Guns & Gear	https://www.youtube.com/watch?v=_7PCC_AeuMHunting & Fishing
Jerry Miculek - Pro Shooter	Guns & Gear	https://www.youtube.com/watch?v=XkWlIhaeuY
TFB TV	Guns & Gear	https://www.youtube.com/watch?v=aJPsnFHBCEc
TFB TV	Guns & Gear	https://www.youtube.com/watch?v=euxMRvTVaWg
TFB TV	Guns & Gear	https://www.youtube.com/watch?v=GIZALtOcMf0
22plinkster	Guns & Gear	https://www.youtube.com/watch?v=Ginch2koHHunting & FishingE
704 TACTICAL	Guns & Gear	https://www.youtube.com/watch?v=tglEzdFE0VHunting & Fishing
mixup9Hunting & Fishing	Guns & Gear	https://www.youtube.com/watch?v=FYbfVGK-vRs
The Daily Shooter	Guns & Gear	https://www.youtube.com/watch?v=MoviesHunting & FishingUPGtxRJM4
The Daily Shooter	Guns & Gear	https://www.youtube.com/watch?v=zIxxtVGuNs & GearFw4I
Vortex Optics	Guns & Gear	https://www.youtube.com/watch?v=rId1Hunti

Channel Name	Ecosystem	Link
		ng & Fishing lgBv0
704 TACTICAL	Guns & Gear	https://www.youtube.com/watch?v=DXRUCYjg9EI
704 TACTICAL	Guns & Gear	https://www.youtube.com/watch?v=W4w1wtLb7yc
Vortex Optics	Guns & Gear	https://www.youtube.com/watch?v=AFGa_aRDNHunting & Fishing
Vortex Optics	Guns & Gear	https://www.youtube.com/watch?v=bgsu33qz9QI
Vortex Optics	Guns & Gear	https://www.youtube.com/watch?v=ehvsrHunting & Fishing1xhH0
AtlanticFirearms	Guns & Gear	https://www.youtube.com/watch?v=ftn3eVDl eGuns & GearA
AtlanticFirearms	Guns & Gear	https://www.youtube.com/watch?v=RVBKFI99eig
AtlanticFirearms	Guns & Gear	https://www.youtube.com/watch?v=YPXunxzDf4
GunsAmerica	Guns & Gear	https://www.youtube.com/watch?v=ciXRMMoviesreHunting & FishingWng
GunsAmerica	Guns & Gear	https://www.youtube.com/watch?v=Hk4CChT_thc
GunsAmerica	Guns & Gear	https://www.youtube.com/watch?v=Kxu0HEK39Moviesc
GunsAmerica	Guns & Gear	https://www.youtube.com/watch?v=lDmzTuN4Qo0
GunsAmerica	Guns & Gear	https://www.youtube.com/watch?v=VAIHHDHtUs
Cheaper Than Dirt!	Guns & Gear	https://www.youtube.com/watch?v=Hunting & FishingBMoviesuQW3TVRc
Cheaper Than Dirt!	Guns & Gear	https://www.youtube.com/watch?v=9LDcbxR

Channel Name	Ecosystem	Link
		<u>TOBA</u>
Cheaper Than Dirt!	Guns & Gear	<u>https://www.youtube.com/watch?v=A-CszDMfATY</u>
Cheaper Than Dirt!	Guns & Gear	<u>https://www.youtube.com/watch?v=IHunting&FishingVz19uhcW0</u>
Cheaper Than Dirt!	Guns & Gear	<u>https://www.youtube.com/watch?v=KK-xt1NiI-g</u>
Cheaper Than Dirt!	Guns & Gear	<u>https://www.youtube.com/watch?v=nduYryACBTQ</u>
Cheaper Than Dirt!	Guns & Gear	<u>https://www.youtube.com/watch?v=SV0Guns&GearL_MPbj4</u>
Cheaper Than Dirt!	Guns & Gear	<u>https://www.youtube.com/watch?v=tm4x7MotypesQVWUs</u>
Cheaper Than Dirt!	Guns & Gear	<u>https://www.youtube.com/watch?v=TvtsnV3MaWw</u>
Cheaper Than Dirt!	Guns & Gear	<u>https://www.youtube.com/watch?v=ZtRHunting&FishingCdRJNGuns&Gearw</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=1vEOQH4LqBM</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=3iS2N_PrIQU</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=alaFyh_txGuns&Gears</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=dZqQJHGlvuo</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=I-DsfXA2OhU</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=olahEwJMUiHunting&Fishing</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=SNhZiK</u>

Channel Name	Ecosystem	Link
		<u>WDCdY</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=vUpPriDzXaM</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=WOnzM0viesMKx2iE</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=X0TP-yHunting & FishingUD4E</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=YXIDsXN2cGI</u>
Fire Mountain Outdoors	Guns & Gear	<u>https://www.youtube.com/watch?v=YzAxVkguWK0</u>
Keith Warren Hunting	Hunting & Fishing	<u>https://www.youtube.com/watch?v=GWiXBP_EfVcY</u>
Fieldsports Channel	Hunting & Fishing	<u>https://www.youtube.com/watch?v=TeixmGuns & GearJMw_k</u>
Keith Warren Hunting	Hunting & Fishing	<u>https://www.youtube.com/watch?v=jejT_DOIgO4</u>
Keith Warren Hunting	Hunting & Fishing	<u>https://www.youtube.com/watch?v=PwqDA1wRJsE</u>
STKO	Hunting & Fishing	<u>https://www.youtube.com/watch?v=JOnMShWvloc</u>
Airgun Depot	Hunting & Fishing	<u>https://www.youtube.com/watch?v=sGuns & GearAMSuhiDNs</u>
Fieldsports Channel	Hunting & Fishing	<u>https://www.youtube.com/watch?v=CuFk7M0viesHunting & FishingKnzk</u>
pyramydair	Hunting & Fishing	<u>https://www.youtube.com/watch?v=kBnoaaXtuQA</u>
STKO	Hunting & Fishing	<u>https://www.youtube.com/watch?v=SEg7VhMaNIU</u>
2lbsTrigrPull	Hunting & Fishing	<u>https://www.youtube.com/watch?v=PUTf0Gu</u>

Channel Name	Ecosystem	Link
		ns & Gear3ljJc
Airgun Depot	Hunting & Fishing	https://www.youtube.com/watch?v=AsYSkbvwecU
Airgun Depot	Hunting & Fishing	https://www.youtube.com/watch?v=fDchpX3TLGo
Airgun Depot	Hunting & Fishing	https://www.youtube.com/watch?v=fVDnYY3_Nfg
americanairgunhunter	Hunting & Fishing	https://www.youtube.com/watch?v=0Dg_ye4FJMoviesQ
americanairgunhunter	Hunting & Fishing	https://www.youtube.com/watch?v=ID0Hunting & FishingmrtJDjE
americanairgunhunter	Hunting & Fishing	https://www.youtube.com/watch?v=UJkqe4H4AE
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=UEgMovies4evj2c
pyramydair	Hunting & Fishing	https://www.youtube.com/watch?v=ABlFmXjPDi4
pyramydair	Hunting & Fishing	https://www.youtube.com/watch?v=lMpJccSxY_w
South Florida Fishing Channel	Hunting & Fishing	https://www.youtube.com/watch?v=1-MNSIOPL9s
2lbsTrigrPull	Hunting & Fishing	https://www.youtube.com/watch?v=-rCKzgY-x4
2lbsTrigrPull	Hunting & Fishing	https://www.youtube.com/watch?v=1lqnCLue0
2lbsTrigrPull	Hunting & Fishing	https://www.youtube.com/watch?v=3d1ArXthK7c
2lbsTrigrPull	Hunting & Fishing	https://www.youtube.com/watch?v=edGuns & GearyCi03VUU
2lbsTrigrPull	Hunting & Fishing	https://www.youtube.com/watch?v=SfLNxy9

Channel Name	Ecosystem	Link
		3HhQ
2lbsTrigrPull	Hunting & Fishing	https://www.youtube.com/watch?v=vQCoCC-1ACHunting & Fishing
AirGhandi	Hunting & Fishing	https://www.youtube.com/watch?v=LrJZhztGuns & GearRY
AirGhandi	Hunting & Fishing	https://www.youtube.com/watch?v=vSds2OkWLZU
Aspire lnx	Hunting & Fishing	https://www.youtube.com/watch?v=DH2u-hmYEGuns & GearHunting & Fishing
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=Guns & Geares7nApdnNM
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=BuzlGuns & Gear0EMoviesYWI
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=dD3ZQEKNMoviestc
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=LwiLLfXnRfw
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=QLGuns & GearHGuns & GearGsEALA
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=tu74UHoWFBw
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=TZerrDb-sDU
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=UNB7GaNpobc
backyard plinking	Hunting & Fishing	https://www.youtube.com/watch?v=WmrsTwVhSXw
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=4t-b32Knmsw
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=Moviesb

Channel Name	Ecosystem	Link
		AGzlyJWTk
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=Guns & GearYqW9Cn3Lg4
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=A_mAXHcBgb4
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=DDi2jreS70U
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=jSTIOeIRt4w
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=mL2KL1Guns & GearGNy4
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=vuKopdSkj0A
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=ZMoviesxIcSXJts
BrutuzGuns & Gear2	Hunting & Fishing	https://www.youtube.com/watch?v=zHOsuPk_mZ2o
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=7BINeUQy230
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=BcRAhY9KoI
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=BLRzYkPMoviesJVo
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=cZpviHwMovies-QQ
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=dGuns & Gear0vPMh9TNE
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=dJNouT0ijqs
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=jfB_beTT

Channel Name	Ecosystem	Link
		<u>PXo</u>
GamoOutdoor	Hunting & Fishing	https://www.youtube.com/watch?v=lwcQLlx-gNw
Joel Goodz	Hunting & Fishing	https://www.youtube.com/watch?v=RkaEldsPwks
Joel Goodz	Hunting & Fishing	https://www.youtube.com/watch?v=TTr0jfVbC4c
myairgunreviews	Hunting & Fishing	https://www.youtube.com/watch?v=2xfZpgHunting & FishingIxUY
myairgunreviews	Hunting & Fishing	https://www.youtube.com/watch?v=MoviesckK1OUddWo
myairgunreviews	Hunting & Fishing	https://www.youtube.com/watch?v=9PExiuSK1xk
myairgunreviews	Hunting & Fishing	https://www.youtube.com/watch?v=CS1DvbMwQTA
myairgunreviews	Hunting & Fishing	https://www.youtube.com/watch?v=L7QimsWXxsw
myairgunreviews	Hunting & Fishing	https://www.youtube.com/watch?v=TuKShOoIBew
South Florida Fishing Channel	Hunting & Fishing	https://www.youtube.com/watch?v=PHScWXUMoviesbXI
Trotliners	Hunting & Fishing	https://www.youtube.com/watch?v=2Y3YPriaLU
Trotliners	Hunting & Fishing	https://www.youtube.com/watch?v=9ealk_zsbUg
Trotliners	Hunting & Fishing	https://www.youtube.com/watch?v=s_SipxAGuns & GeartQk
Unrelated Activities	Hunting & Fishing	https://www.youtube.com/watch?v=B9PIHunting & FishingLNt97I
Unrelated Activities	Hunting & Fishing	https://www.youtube.com/watch?v=dAgGzH

Channel Name	Ecosystem	Link
		<u>G2V-c</u>
Unrelated Activities	Hunting & Fishing	<u>https://www.youtube.com/watch?v=lmHmxPMoviesShTE</u>