

Baby Shark is the first YouTube video to cross 10 billion views

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"Baby Shark," the musical earworm that's become one of the most popular children's songs, reached a big milestone.

The kids' tune has become the first video on YouTube to cross [10 billion views](#). The Pinkfong Company, creators of the "Baby Shark" video, confirmed the milestone in a post on Twitter.

As of Friday morning, the video racked up an additional 8.7 million views since crossing the 10 billion mark.

YouTube celebrated the milestone on Twitter with a familiar message: "ten billion views doo doo doo doo doo doo."

The video for "Baby Shark" posted in 2016, and has been a huge hit among younger crowds ever since. Three years later, the song was so popular it cracked the Billboard Hot 100's Top 40. In 2020, Baby Shark became the most viewed video ever on YouTube, according to CNN.

More recently, the song's taken on a new life as running joke on the Emmy-winning soccer comedy "Ted Lasso." When Richmond AFC striker Jamie Tartt (Phil Dunster) makes a big play, fans cheer, "Jamie Tartt, doo doo doo doo doo doo."

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