

# Mukbang: The Joy of Eating for an Audience

Bethany Gaskin binge-eating seafood online is viewing material for a faithful audience numbering in the tens of thousands. She's a notable star among many for a growing genre in the reality streaming business: mukbang (i.e., inhaling huge quantities of food for a community of gawking onlookers). The term comes from Korean, combining words for *let's eat* and *to broadcast*.

"I think of mukbanging as a ministry," Gaskin says.

She has an Instagram following of a million and her YouTube channel boasts nearly two million subscribers. Her nettings are in excess of a million dollars, which has enabled her husband to claim early retirement from a previous job and join her team as full-time manager.



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