

Louis CK's record: 1 million dollar in 12 days for his show - thanks  
the 'Net

You may (or you may not) know [Louis CK](#), an outspoken, 47 yo stand-up comedian.

He's just scored two records at once.

On December 10th he launched a brand new idea - and a show too.

The idea: sell *tickets* for his new stand-up show online, directly (Paypal helped a lot) to his fans, for a quite low price tag - \$5 (that's right, five bucks).

He was going to produce high quality footage of some premium standup performances (giving details about the shooting, production costs).

*People of Earth (minus the ones who don't give a shit about this): it's been amazing to conduct this experiment with you. The experiment was: if I put out a brand new standup special at a drastically low price (\$5) and make it as easy as possible to buy, download and enjoy, free of any restrictions, will everyone just go and steal it? Will they pay for it? And how much money can be made by an individual in this manner?*

On the fourth day, he reached \$ 170,000...

On the 12th day he announced he reached **one million dollars** - that's right!

As far as I know these are two hits in a row: never ever a comedian attempted such experiment, and never reached that much money.

It's a social experiment of what may be called **showbiz crowdfunding**, he leveraged the web - and his fans, in a way that no one has done before.

On his website, Louis CK himself makes a public statement of what will happen of all that money: paying production costs, his crew, some charity and... his share (220K) that he'll use for... well, that's Louis's business!

Kudos to Louis CK!

[Via [Louis CK](#)]