Supplementary Table 1. Channels screened for Social Blade ranking, as of December 31, 2020.

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| **Channel** | **Channel Rank** | **SB Rank** | **SB Grade** | **Subscribers** |
| Chloe Ting | 1 | 1,219 | A- | 15900000 |
| Pamela Reif | 2 | 2,600 | A- | 5040000 |
| Yoga with Adriene | 3 | 6,673 | B+ | 8590000 |
| Roberta’s Gym | 4 | 7,878 | B+ | 2760000 |
| ATHLEAN-X | Excl. | 8,211 | B+ | 10,900,000 |
| MadFit | 5 | 8,262 | B+ | 4860000 |
| Emi Wong | 6 | 8,909 | B+ | 3190000 |
| Walk at Home with Leslie Sansone | 7 | 9,656 | B+ | 2720000 |
| Popsugar Fitness | 8 | 10,380 | B+ | 5260000 |
| Lilly Sabri | 9 | 10,707 | B+ | 1420000 |
| Jeremy Ethier | Excluded | 17,618 | B+ | 3020000 |
| Bradley Martyn | Excluded | 17,703 | B+ | 2620000 |
| Fitness Blender | 10 | 22,477 | B+ | 6470000 |
| Fitness Marshall | 11 | 23,217 | B+ | 2,960,000 |
| The Body Coach TV | 12 | 25,509 | B | 2580000 |
| Blogilates | 13 | 25,973 | B | 5390000 |
| Body Project | 14 | 28,872 | B | 1120000 |
| Lucy Wyndham-Read | 15 | 29,717 | B | 1610000 |
| Yoga with Kassandra |  | 30,983 | B | 1180000 |
| Matt does fitness |  | 32,563 | B | 1950000 |
| Bodybuilding.com |  | 33,660 | B | 5240000 |
| Fitmuscle TV |  | 37,487 | B | 1740000 |
| Buff Dudes |  | 37,997 | B | 2330000 |
| Kali Muscle |  | 40,097 | B | 2130000 |
| Holly Dolke |  | 42,282 | B | 1280000 |
| Workout |  | 42,994 | B | 2220000 |
| Joanna Soh |  | 46,113 | B | 2200000 |
| HASfit |  | 50,114 | B | 1550000 |
| Scott Herman Fitness |  | 52,240 | B | 2430000 |
| Natacha Oceane |  | 52,602 | B | 1170000 |
| Sarah Beth Yoga |  | 53,415 | B | 1170000 |
| Body Building Workout Routine and Diet Planning |  | 60,395 | B | 5260000 |
| Vicky Justiz |  | 62,874 | B | 1600000 |
| Womens workout channel |  | 77,513 | B | 1800000 |
| Whitney Simmons |  | 80,823 | B | 1990000 |
| Mike Thurston |  | 85,731 | B | 1060000 |
| Koboko fitness |  | 94,133 | B | 1410000 |
| XHIT Daily |  | 104,861 | B | 3290000 |
| BeFit |  | 105,253 | B | 3060000 |
| Strength Camp |  | 248,458 | B | 1810000 |
| Sixpackabs.com |  | 310,907 | B- | 4760000 |
| *Note.* SB = Social Blade. | | | | |