



# **Bert Is Evil: The True Story Behind the Web's First Viral Hit**

*Bill Meeks*

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**This is the story of the web's first viral hit.**

Bert Is Evil, a website created in 1997, “collected incriminating images and documents that prove that Bert is not the lovable harmless geek he so successfully makes us think he is.”

The site sent shocks waves across the Internet, from New York to Bangladesh. Bill Meeks tells the story of Dino Ignacio, a young college student who rocked the online world with his satirical look at Bert from Sesame Street. Ignacio becomes embroiled in conflicts a world away, dodges the Children's Television Workshop, and suffers attacks from journalists as one of the web's first superstars.

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