



Says

What have we heard them say?
What can we imagine them saying?

CarryMinati.
CarryMinati also
known as Ajay
Nager
is one of the top
youtubers in India.

The Youtube is most
used for top four
content categories
watched by
youtubers are
Comedy, Music,
entertainment/pop
culture, and "how to".

Advantages of youtube:
1. Youtube as an information
disseminating platform for students.
It's the perfect place to learn and
gain expertise.
2. Youtube's user-friendliness.
3. Youtube's free Brand Promotion.
4. Youtube benefits talented people.
5. Easy Earning is at the very top of the
list of youtube benefits for bloggers.

Create a personal Channel:
1. Sign in to Youtube on a computer
or the mobile site.
2. Click your profile picture. Create
a Channel.
3. You'll be asked to create a
channel.
4. Create the details (with your
google account name and photo)
and confirm to create your channel.

Indian american Neal
Mohan is the new Chief
Executive Officer of Youtube
, as Susan Wojcicki
announced her decision to
step down from her role
after nine years to focus on
her family, health, and
personal projects.

CarryMinati
Becomes Asia's
No. 1 Youtuber,
Beats Atta
Halalintar - You
tube.



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Short summary of
the persona

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



1. you tube starts
on February
14,2005.

The "You" represents
that the content is user
generated created
by individual users and
not the site itself, and
"Tube" is a nod toward
an older original term
for television.

Youtube is an
American free,
international, video
sharing and social
networking website
and app on the
internet.

There are more than
114 million active
Youtube channels with
over 10,000 partners
using content ID -
which includes
broadcasters, movie
studios, record labels
and more.

The youtube partner
program's creator base is
now more than 2 million
strong and youtube says
there are more than 40,000
channels on the platform in
India that have more than
100,000 subscribers.

The average salary for a youtuber is
Rs.3,12,25,000 per month in India.
The average additional cash
compensation for a youtuber in
India is Rs.3,12,00,000 with a
range Rs.3,12,00,000-
Rs.3,12,00,000. Salary estimates
are based on 45 salaries submitted
anonymously to Glassdoor by
youtuber employees in India.

Youtube has more than
2.70 billion active users as
of 2023. Youtubers
premium has 80 million
active users worldwide in
2023. 52% of internet
users access youtube
at least once a month
over 122 million people
visit youtube every day
via its website and apps.



Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

