

Says

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

Thinks

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

Cocomelon -  
First English  
Channel

T-Series  
- Top Music  
Channel

Dude Perfect  
-Best Sports  
Channel

Blackpink -  
Topnotch  
Korean  
Channel



Content  
Genres



Creating  
Regular  
Contents

Growth Rate  
of channel

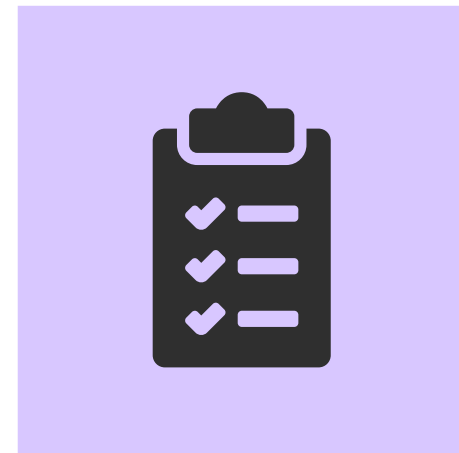
Revenue  
Generation



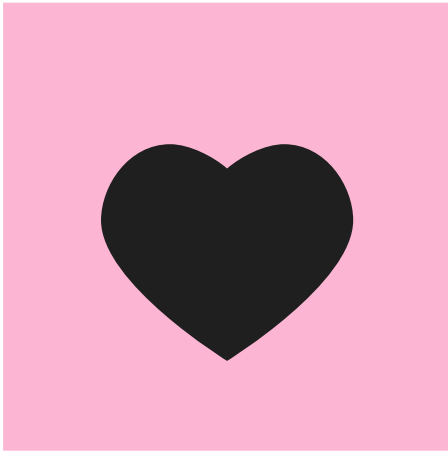
Content  
Quality

Brand  
Advocate

Boosting the  
Count



Copyrights  
Protection



Creative  
Platform

Limit Ads

HD Video  
Quality

Reduce High  
Data  
Consuming

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?