

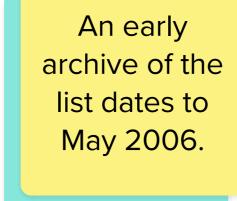
s well as the

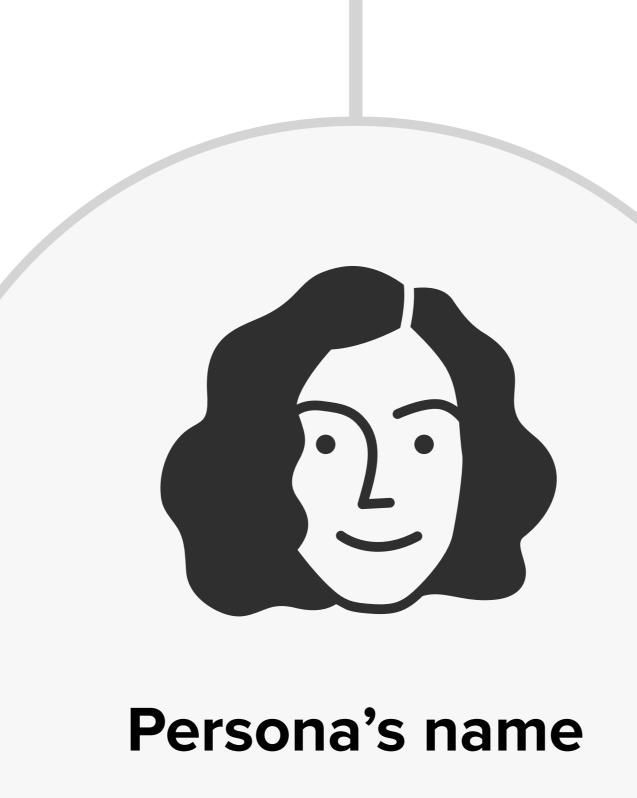
primary language

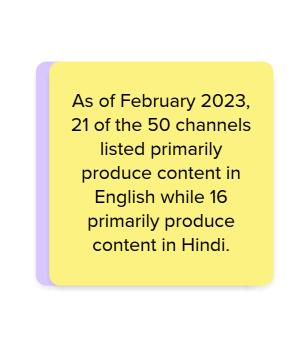
and content

channel.

category of each



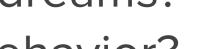






All 50 of the channels have surpassed 40 million subscribers,

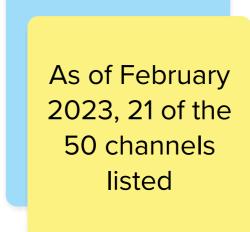


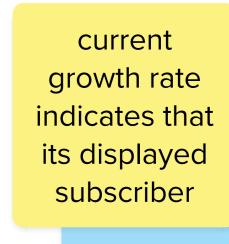


**Thinks** 

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







Short summary of the persona



16 of them have surpassed 70 million subscribers,

12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers.



## Does

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



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



**Feels** 

