



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?



**Persona's name**  
Short summary of the persona

The ability to subscribe to users was introduced in October 2005.

s well as the primary language and content category of each channel.

An early archive of the list dates to May 2006.

As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi.

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current growth rate indicates that its displayed subscriber

As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi.

All 50 of the channels have surpassed 40 million subscribers,

39 of them have surpassed 50 million subscribers,

23 of them have surpassed 60 million subscribers,

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?



Feels

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