



s well as the

primary language

and content

channel.

category of each

The ability to

subscribe to

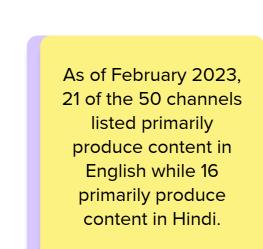
An early





## Persona's name

Short summary of the persona



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.

current

growth rate

indicates that

its displayed

subscriber



## Does

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



**Feels** 

**Thinks** 

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

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

primarily produce

content in Hindi.

As of February

2023, 21 of the

50 channels

listed

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

