



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?

Music content occupies more than 30 percent of the top 100 channels on YouTube

There are almost 86% of people use YouTube to learn and explore new things

YouTube is now the second largest source of information after Google

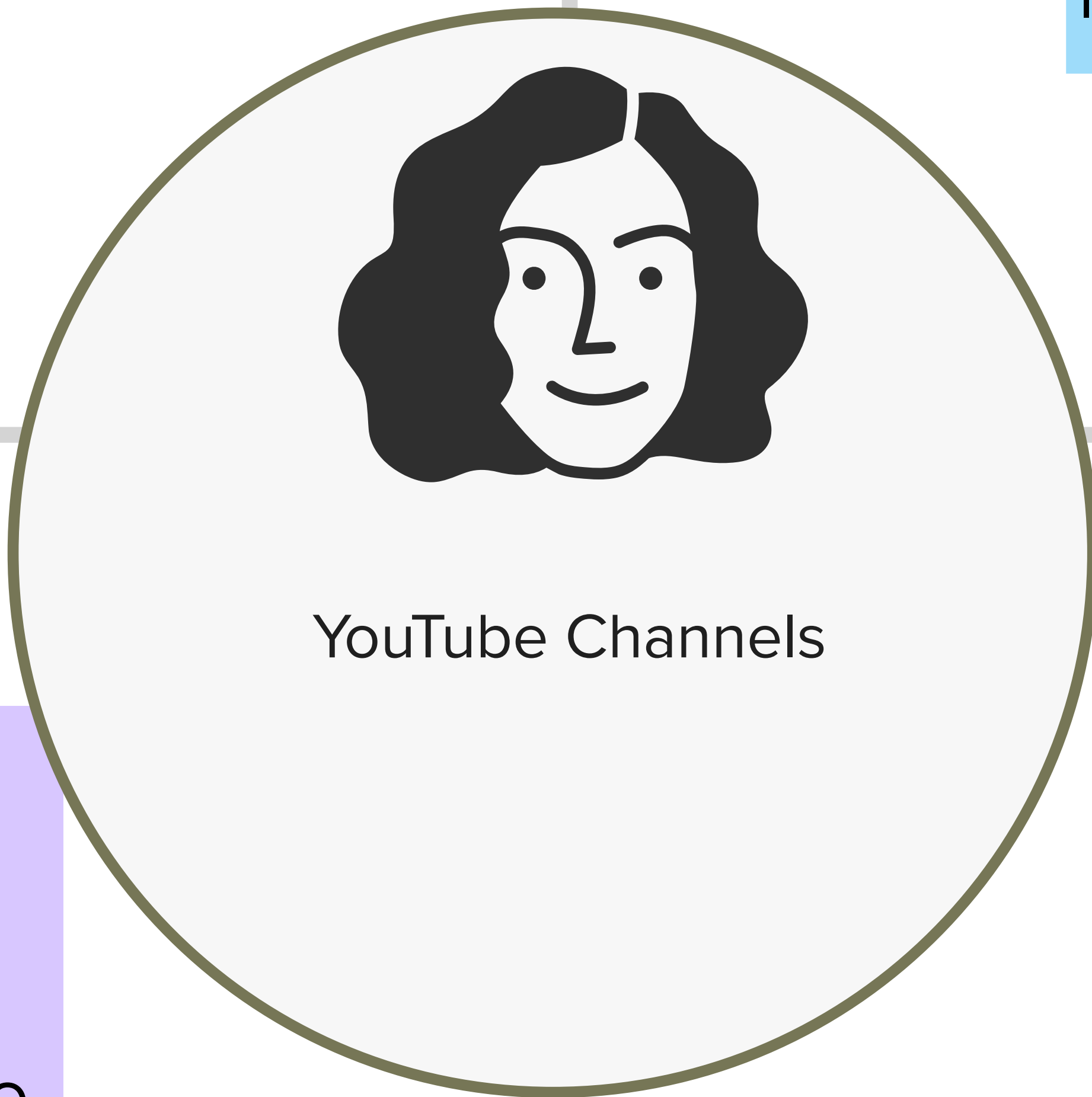
YouTube is a powerful platform for content creators, influencers and entrepreneurs

Content developers from your organization upload hundreds of hours of videos each minute on YouTube

Unique content strategy that combines entertainment and generosity, leading to viral fame

Views of travel-related videos increased by 41%, watch time of morning-routine videos tripled in the last two years

According to the most recent data, YouTube has around 2.3 billion active users as of 2021



YouTube channels help you to engage with the rest of the world

Starting a YouTube channels can make you more confident

Watching YouTube videos, which include a lot of commercials

A lot of distraction while wathcing a YouTube vidoes

YouTube offers a wealth of tutorials and instructional vidoes that can teach you new skills

It helps you to complete the information around your business and your products or services

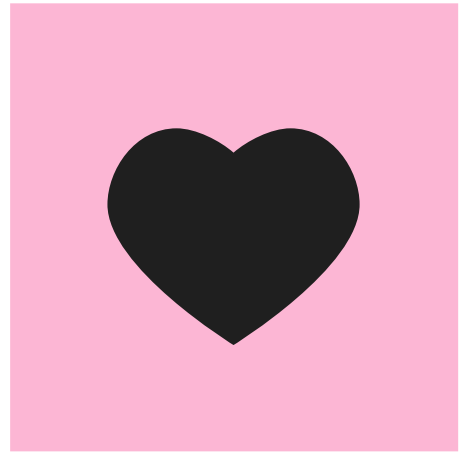
Sharing information can be a way to increase an emotional connection in a relationship-hangover

YouTube comments is too simply ignore them



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?