



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?

The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most- subscribed channels in April 2006.

Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded.

The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel

MrBeast, also known as Jimmy Donaldson, holds an unrivalled throne as the most followed individual on YouTube and the second of the most subscribed YouTube channels.

Believe it or not, the most followed YouTube channel hails from India. With its captivating Bollywood songs and snippets, T-Series claims the top spot among the top 10 YouTube channels with the most subscribers **(as of September 04, 2023)**

Soaring to fame and fortune, he has amassed an immense subscriber count, placing him among the wealthiest YouTubers.



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Subscribers Galore:  
Exploring World's  
Top Youtube  
Channels

MrBeast's inspiring journey, with the 100,000-counting feat in 2017, electrifying viral stunts, jaw-dropping \$456,000 prize challenges, and Squid Game set recreation showcases his mesmerising devoted fan base with captivating content.

Cocomelon, a beloved kids' YouTube channel, is ranked third among the most subscribed channels on YouTube. Its entertaining and educational content, including nursery rhymes, made it the best YouTube channel for kids.

The channel uses bright colours, catchy music, and simple language to ensure repeated views and high engagement. Its famous "Bath Song" has garnered over 5 billion views, making Cocomelon a hit.

Launched in 1995, it holds a significant advantage as one of the oldest players in the Bollywood industry. Various dramas and reality shows fuel the channel's popularity.

Sony Entertainment Television (SET) India is a prominent Hindi entertainment channel, ranking fourth in the list of the most subscribed YouTube channels.

SET India's 24/7 entertainment offerings appeal deeply to its dedicated user base, making it one of the most-viewed YouTube channels worldwide.



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?