

CONTENT CREATOR

Excited to share their passion to the world through videos.

VIEWERS

Finding entertainment and informative videos

CONTENT CREATOR

Content resonantes with viewers and gain strong following

VIEWER

Discover something interesting or learn new things

SPONSOR

Target audience throughs ads

PLATFORM

Aim to recommend the most relevant content to users

SPONSOR

Brand gets positive exposure recognition

PLATFORM

Analyze users behaviour to optimize recommentations

CONTENT CREATOR

Research video ideas, plans content creation schedule

VIEWER

Searches for specific topics, subscribe to favourite channels, likes and comments

EXPLORING THE TOP YOUTUBE CHANNELS

CONTENT
CREATOR
Excited about
the potential to
connect with
the audieces

VIEWER
Curious when searching for contents and frustated by excessive ads

SPONSOR

Creates ads, compaigns, analyze performances, identifies potential content for sponsorship

PLATFORM

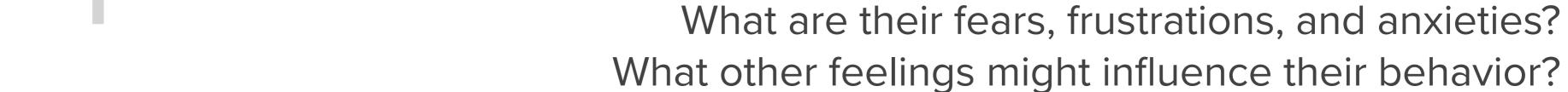
Analyze
users data adjust
recommendation
algorithm

SPONSOR
Concerned
about ads
viewability
and audience
perception

PLATFORM
Concerned
about the
balance
between
popular and
diverse content

Does

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



See an example

Feels

