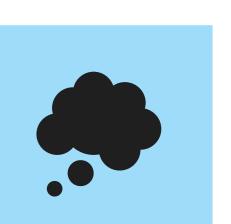


Says

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?



Enthusiastic viewers seeking engaging content.

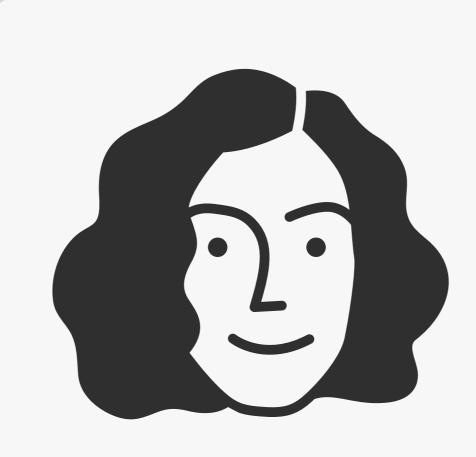
Content creators looking for inspiration and strategies to grow their channels.

Marketers
interested in
advertising
opportunities on
popular channels.

Viewers want entertaining, educational, or informative content.

Creators aim to understand what makes a channels successful.

Marketers
consider which
channels align
with their target
audience.



World's Top You tube Channels.

Viewers subscribe, like, and comment on videos.

Creators analyze trends, create content, and engage with their audience.

Marketers research and negotiate partnerships with popular channels. Viewers
desire to be
entertained,
informed, or
inspired.

Creators may feel pressure to perform or innovate.

Marketers
seek channels
that resonate
with their
brand's value.



Does

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



See an example

Feels



