



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?

What size
is best?

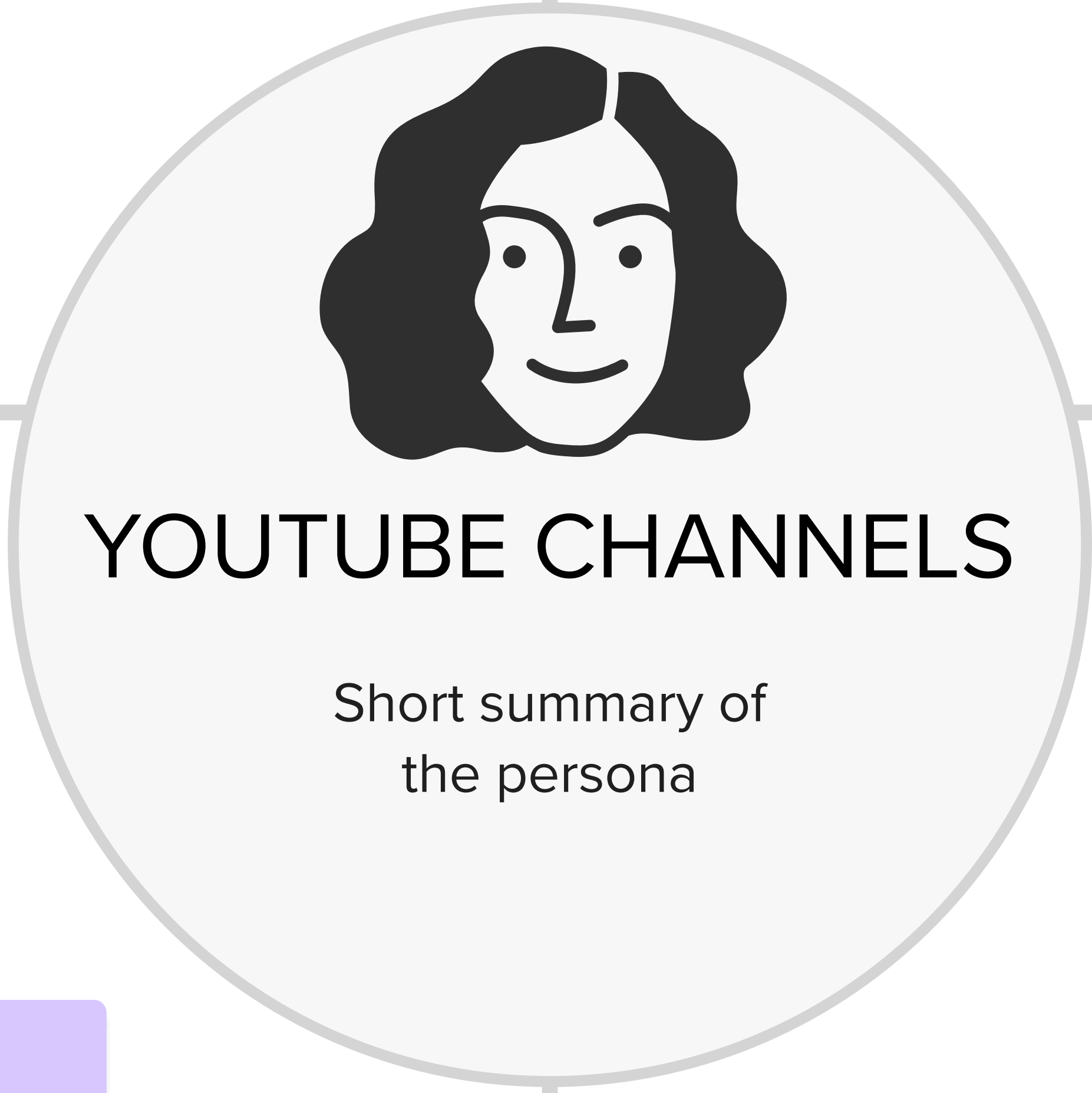
What do
you think?

What
brand do
you like?

To many
acronyms

I want
something
awesome.

What is
best for
me?



The ability to
subscribe to
users was
introduce in
october 2005.

You tube begin
publishing a list of
its most -
subscribed
channels in April
2006.

An early
archive of the
list date's to
May 2006.

All 50 of the channels have
surpassed 40 million subscribers ,39
of them have surpasses 50 million
subscriber ,23 of them have
surpasses 60 million subscribers,16
of them have surpasses 70 million
subscribers,12 of them have
surpasses 80 million subscribers,10
of them have surpasses 90 million
and 7 of them have surpasses 100
million subscribers.

The following
table lists the 50
most-subscribed
youtube
channels.

Only one
channel has
surpassed 200
million
subscribers.



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?