



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. An early archive of the list dates to May 2006.

The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed

Only 1 channel (T-Series) has surpassed 200 million subscribers.

A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed.

the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated



Persona’s name
Short summary of the persona

The following table lists the 50 most-subscribed YouTube channels,

. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi.

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.

12 of them have surpassed 80 million subscribers,

. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi.



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?