



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?

YouTube began publishing a list of its most- subscribed channels in April 2006. An early archive of the list dates to May 2006.

The ability to subscribe to users was introduced in October 2005.

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

Since its launch in 2005, YouTube has become the ultimate destination for entertainment, offering a diverse range of content, from hilarious moments to news updates and educational resources.

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

Among the plethora of channels, a select few have risen to the top, securing a place in the world's top 10 most subscribed YouTube channels.



S.kiruthika

Short summary of the persona

The Reigning Champion With an astounding 248 million subscribers, T-Series claims the title of the most-followed YouTube channel globally.

Originating from India, T-Series captivates audiences with enchanting Bollywood soundtracks and captivating Indian pop music.

Offering a delightful blend of entertainment and education through nursery rhymes, Cocomelon has become a go-to channel for young viewers.

Its vibrant visuals, catchy tunes, and simple language ensure high engagement and repeated views.

A Nursery Rhyme Sensation Cocomelon, a beloved kids' YouTube channel, takes the third spot with 164 million subscribers.

Their journey began in 1983, offering a rich array of content including music videos, movie trailers, and interviews.



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?