



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?

A subscriber to a channel on the video - sharing you tube is a user.

Who has chosen to recive the channel's content by clicking on that channel's "subscribe" button and each users

You Tube began publishing a list of its most-subscribed channels in April 2006.

An early archive of the list dates to May 2006.

subscription feed consists of videos published by channels to which the user is subscribed.

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

The following table lists the 50 most-subscribed You Tube channels, as well as primary language content category channel.

The channels are ordered by number of subscribers; those whose displayed subscribercounts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first.



Vennila K

Short summary of the persona

Automatically generated channels that lack their own videos and channels that have been made effectively obsolete as a result of the transferal of their content are excluded.

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

... have surpassed 70 million subscribers, 12 of them have subscribers,

12 of them have surpassed 80 million subscribers,

All 50 of the channels have surpassed 40 million subscribers, 16 of them have surpassed

Does

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

40 million subscribers, 39 of them have surpassed 60 million subscribers,

10 of them have surpassed 100 million subscribers.

Only 1 channels has surpassed E200 million subscribers.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?