



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?

T-Series stands first among the world's top 10 most subscribed YouTube channels. This Indian record label and film production powerhouse has enchanted audiences worldwide with captivating Bollywood soundtracks and mesmerising Indian pop music. Their journey started in 1983, offering users diverse language options and engaging content like music videos, movie trailers, and interviews.



MrBeast, also known as Jimmy Donaldson, holds an unrivalled throne as the most followed individual on YouTube and the second of the most subscribed YouTube channels. Soaring to fame and fortune, he has amassed an immense subscriber count, placing him among the wealthiest YouTubers.

Sony Entertainment Television (SET) India is a prominent Hindi entertainment channel, ranking fourth in the list of the most subscribed YouTube channels. Launched in 1995, it holds a significant advantage as one of the oldest players in the Bollywood industry.

Cocomelon, a beloved kids' YouTube channel, is ranked third among the most subscribed channels on YouTube. Its entertaining and educational content, including nursery rhymes, made it the best YouTube channel for kids.



Persona’s name

Short summary of the persona

Kids Diana Show, an English-language series for children, features 7-year-old Diana and her brother Roma in playful and entertaining videos. The channel's excellent editing, engaging content, and consistent uploads have made them a top-rated YouTube star in the kids' entertainment category.

PewDiePie, whose real name is Felix Arvid Ulf Kjellberg, is a renowned online personality known for his diverse YouTube content, including gaming, challenges, reactions, and travel videos. PewDiePie's consistency in uploading videos and collaborations with other YouTubers have contributed to his success.

Vlad and Niki is one of the most-viewed YouTube channels among the kids, featuring the American-born brothers Vladislav and Nikita Vashketov. Their channel stands out by providing entertainment and informative content, such as cooking videos and lessons on various cultures and languages.

Zee Music Company, one of India's leading entertainment companies, has garnered immense popularity on YouTube with a massive library of 222,000 hours of television content.

At just eight years old, Anastasia Radzinskaya, popularly known as Like Nastya, has become a sensation on YouTube with her family-friendly content. Like Nastya holds the seventh spot on the list of the most subscribed YouTube channels.

The WWE channel on YouTube has amassed a massive following of subscribers, catering to fans worldwide with entertaining content featuring favourite WWE superstars and live shows like Raw and SmackDown.



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?