



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?



Feels

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



Does

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



Exploring world's  
top youtube  
channels



YouTube is an American online video-sharing platform headquartered in San Bruno, California, founded by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim— in February 2005.

Google bought the site in November 2006 for US\$1.65 billion, since which it operates as one of Google's subsidiaries

The main T-Series channel primarily contains Indian music and Indi-pop) as well as Bollywood film trailers, and releases several videos every day, having uploaded over 20 thousand videos as of July 2023.

The company's main T-Series channel on YouTube primarily shows music videos as well as film trailers.

Mr. Beast began his career on YouTube at the young age of 13, initially posting videos of video game walkthroughs.

Over the years, he shifted his focus to producing content that mixed philanthropy with grand, often outrageous, challenges and stunts.

Jimmy Donaldson, better known as MrBeast online, is an American YouTube personality, entrepreneur, and philanthropist, who has recently become only the second creator to reach 100 million subscribers.

The 24-year-old pioneered a content genre focusing on expensive stunts, challenges and donations.

Cocomelon  
Cocomelon (stylized as CoComelon) is an American YouTube channel acquired by the British company Moonbug Entertainment and maintained by the American company Treasure Studio.

How Much Do Cocomelon Make A Year? Cocomelon is one of the most successful children's channels on YouTube, with over 60 million subscribers and over 10 billion views.

Cocomelon specializes in 3D animation videos of both traditional nursery rhymes and their own original children's songs.

The channel is estimated to make around \$12 million per year from YouTube ad revenue alone.

Sony Entertainment Television India  
Sony Entertainment Television (SET) is an Indian Hindi-language general entertainment pay television channel, that was launched on 30 September 1995, and is owned by Culver Max Entertainment.

Kids Diana show  
Diana's content includes children's songs, unboxings, vlogging, educational entertainment, and roleplays. Her older brother, Roma Kidisyuk, runs a YouTube channel entitled ★ Kids Roma Show.

It was from here that his content diversified even more. In addition to uploading video game content, he also did so on current news, memes, or his personal life, always with the irony that characterizes him.

It is a fun family activity and the best job in the world." The reason Kidisyuk believes their videos have proven to be such a hit with kids around the globe? "Diana's videos show her as she is, a young girl who loves to pretend play, be silly, play with her brother, and who loves her family,