

## Says

What have we heard them say? What can we imagine them saying?

YouTube is a free video sharing website that **makes it easy to** watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

Jawed Karim (born October 28, 1979) is an American software engineer and Internet entrepreneur. He is a cofounder of YouTube and the first person to upload a video to the site.

MrBeast, also known as Jimmy Donaldson, holds the crown as YouTube's most subscribed creator. He can boast a subscriber base of over 180 million. While a handful of channels may have more massive audiences, they're all run by studios rather than individual creators.

**Exposure to Worlwide** Audience... Gain Qualified Traffic... YouTube Ads can Help you Reach Even More people.... other Ways to Repurpose your Videos.

The average salary for Youtuber Rs3,12,25,000 per month in the Inidia.

## Does

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

**Thinks** 

What are their wants, needs, hopes, and dreams? What othe thoughts might influence their behavior?



Ads a drawback of YouTube For th audience. There are some distinct disadvantages of watching YouTube videos which include a lot of commericals.

'Despaction' by Luis Fonsi left featuring Paddy Yankee right has been the most like video on Youtube since July 2017, with over 51 million likes as of April 2023.

> Carryminati aka Ajey Nagar is the number one youtuber of India with over 38 million Subscriber and 182 videos. he is known for his roasting videos

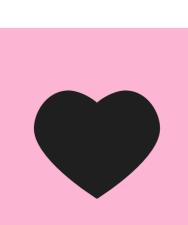
## SUBSCRIBES GALORE

The most subscribed channel is the Indian record label TSeries which hosts its music videos on its channel.

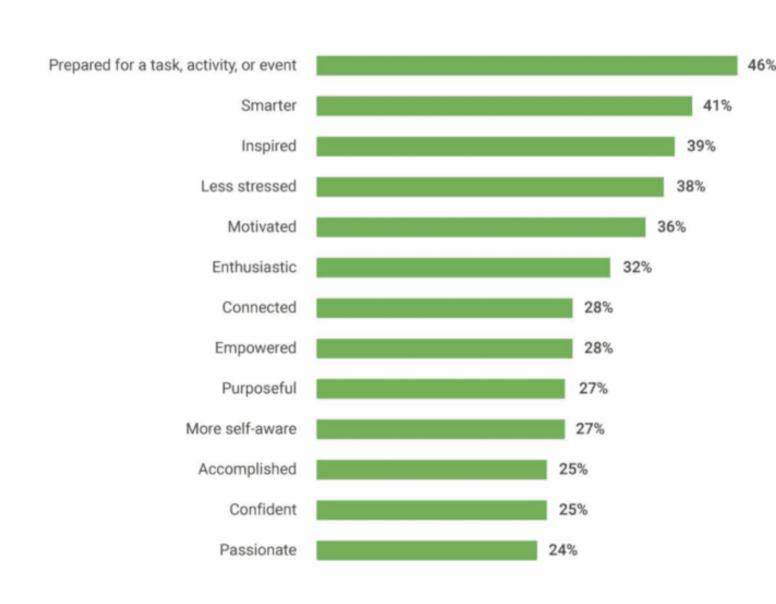
With over 250 million subcribers as October 2023, the channel has the top position since April 14, 2019.

## **Feels**

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



How watching videos on YouTube makes people feel



A lot of distraction... Obscenting one of the biggest drawbaks that Youtube has...



See an example

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The average additional cash

compensation for a Youtuber

in the Inida is Rs3,12,00,000

with a range from

Rs.3,12,00,000 salaries

estimates are based on 45

salries submitted

anonymously to Glassdoor

by Youtuber employees in