



Angela Knight <angelamarienknight@gmail.com>

Hey Angela, add the upcoming YouTube Multicultural Summit to your calendar

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Thu, Nov 4, 2021 at 8:38 PM

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PRE:VIEW



Get Ready for The YouTube Multicultural Summit

Join us on November 10 to uncover better ways of resonating with the diverse

consumers, creators and content on YouTube — driving growth for your brand today and business tomorrow.

WATCH TRAILER

TRENDING THIS WEEK



Mark Rober • 15.9M views

This Robot Eats Trash #TeamSeas

Former NASA Engineer, Mark Rober, unleashed a trash-eating robot on the high seas for #TeamSeas, while MrBeast helped in shoreline cleanup. See who collected the most toward the 30M ton garbage goal.

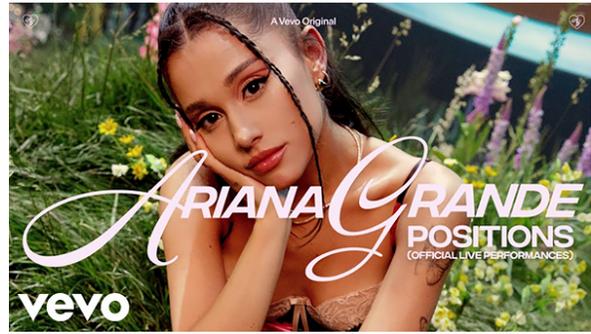
Watch now



MrBeast • 30.5M views

**I Cleaned The World's Dirtiest Beach
#TeamSeas**

Watch now



Ariana Grande • 2M views

**Ariana Grande - Positions Album
(Official Live Performance) | Vevo**

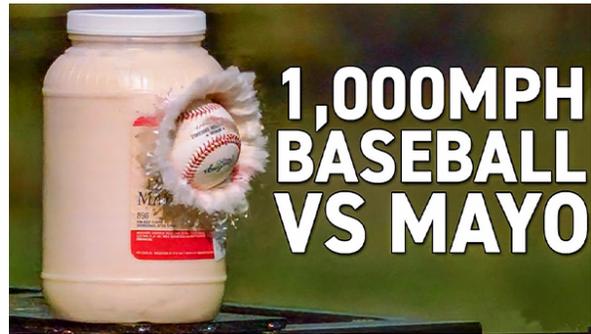
Watch now



First We Feast • 3.9M views

**Mila Kunis Hits the Ranch While
Eating Spicy Wings | Hot Ones**

Watch now



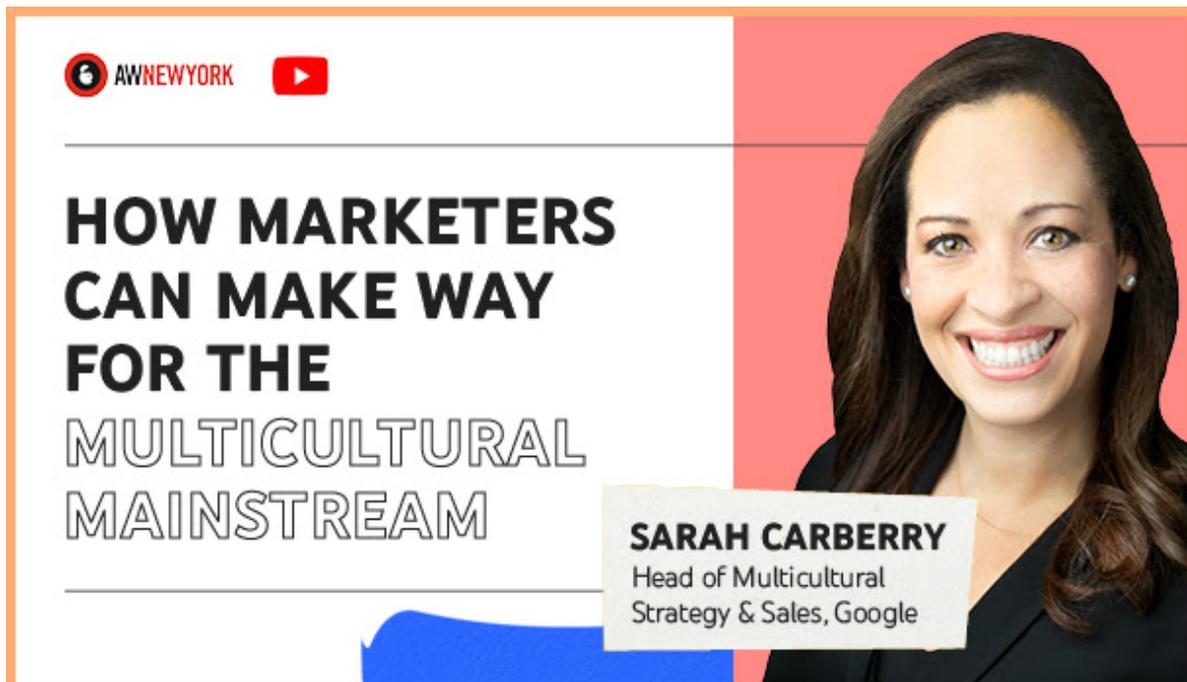
SmarterEveryDay • 2M views

**1,074 MPH BASEBALL vs. 1 Gallon of
Mayonnaise - Smarter Every Day 264**

Watch now

WATCH ALL

INSIGHTS TO KNOW

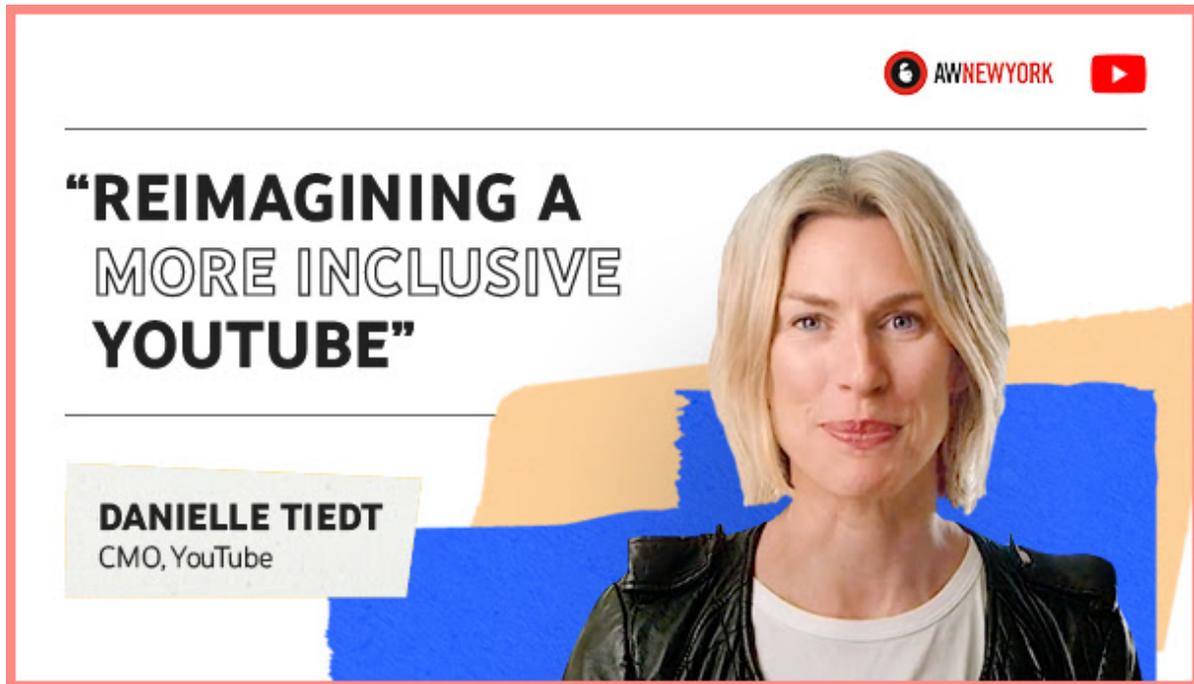


How marketers can make way for the multicultural mainstream

For years, video viewers have been skewing more diverse, socially conscious, and digitally native than ever before. New research suggests that this shift is most prevalent among multicultural audiences. In this article, Sarah Carberry explains how multicultural audiences are accelerating the streaming boom and what they want to hear from brands.

[LEARN MORE](#)

↗ ONE LAST THING



Reimagining a More Inclusive YouTube

People come to YouTube to tell their stories — and the incredible diversity of our viewers and creators is what makes our platform so special. Through our efforts to make YouTube a more welcoming place, we’ve learned three key lessons: that visibility is not the same as inclusivity, that we need to listen more, and that change takes more than just a marketing campaign. Our CMO Danielle Tiedt shares more of what we learned by questioning what inclusivity means on YouTube.

[LEARN MORE](#)

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8/25/23, 3:06 PM

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