

Kids Love These YouTube Channels. Who Creates Them Is a Mystery | WSJ

By Yoree Koh and Betsy Morris

April 12, 2019

The most popular YouTube channel for children features a video of animated toddlers in a bubble bath singing along to the “Baby Shark” melody. The video, on the CoCoMelon channel, has been viewed 1.4 billion times and has generated millions of dollars in advertising revenue.

Other top 10 kids channels feature “unboxing” videos of children unwrapping presents and shrieking with joy, and reviews of popular toys.

[...]

Source: [Kids Love These YouTube Channels. Who Creates Them Is a Mystery. - WSJ](#)