

My name is Nami and my YouTube channel, NamiiCho, produces a variety of beauty content, sharing beauty tips, trying and experiencing different beauty processes, and video-logging my family and relational stories through my life. Our viewers respond very well to my experimental hair videos, where I like to chemically process my hair with bleach and color it a variety of different colors. I believe they experience these hair changes second-hand and our videos allows them to live a hair change with no commitment to their own hair, which holds a strong identity to who they choose to express themselves as. Our viewers also have a strong connection to our family content where I share about my life stories growing up in Canada as a refugee, fleeing from an abusive home in South Korea, experiencing teenage pregnancy and my journey through parenthood, and our continued stories building up our marriage and relationship with our children. I believe many of our viewers feel a connection to the underlying stories of familial relations, conflict within parent child relationships, struggles growing up in poverty, and many express their experiences in the same circumstances.

I started viewing content on YouTube as a child in middle school and fell in love with the personable, funny, informative videos on the platform. The first creators I watched were ladies showing their everyday makeup routines in their kitchens, or on the floor of their bedrooms; creators who created content for reviewing products and sharing their opinions and experiences on cosmetic performance too recommend only the best makeup or haircare products for their viewers; creators who made non-sense comedy videos full of un-funny puns that just put smiles on our faces. As a lonely child who had a hard time making genuine friends, I felt close to these creators, as if they were my friends, role models, and brothers and sisters I could look up to. When I became old enough to create my own account, I started uploading random content as well, sitting and eating pizza, talking about my favorite colors, and quick videos on how to remove contact lenses. Initially, I never had the heart or intention to want to become a creator but just wanted to share my experiences, thoughts, and hobbies, in hopes of any information being of help to anybody. Committing myself to this platform that was held in such a special place in my heart, where I believed the people I e-spent my time with, I started to gain a sizable community as well. I think these people are what push me to continue creating content, opening dialogue, in hopes of creating a space where we could share our experiences and struggles to know that we are not alone through any and all of it.

Open platforms like YouTube really allows for individuals to share small or big things they experience, they really allow for individuals to find small or big things someone shares that they can relate to, and they really allow for individuals to find and further understand small or big things they never knew existed. I believe seeing always leads to more knowing and knowing always leads to more understanding and understanding always leads to more love. We need more of this in our everyday, sharing, exchanging, feeling, loving; and many may not be able to have the resources or experiences to do these things in person. Perhaps they are disabled, or experience social anxieties, are bound at home due to familial conflict, or were dealt a bad hand of friends like myself-- the internet, and open platforms like YouTube allow us to share and find what is important to us. Though I find toxicity can grow as well in these fields of sharing, and often numbers can be used to define worth of a brand, we have been able to build an audience through the open platform of YouTube just by sharing, encouraging, and intentionally fostering community.

Our audience mostly resides in USA, UK, Canada, Germany, and Australia and range mostly

between 18-36 years of age. They are mostly interested in hair coloring as hobbies and we also have a group of viewers who are highly interested in Korean and Canadian culture. Our Canadian audience hovers around 5-7% of our entire audience as Canadian content on the internet is the most exportable of all countries. I believe much of Canadian content implements elements relevant to many different cultures, making it incredibly digestible for many foreign countries. We find that our content is popular in mainly English-speaking countries as our main language used in our content is English and East and South Asian countries falling shortly under the main English-speaking countries in engagement. We believe this demographic has a huge interest to our Korean-Canadian culture and how we embed this fusion of culture into our content.

Most of our revenue as content creators personally comes from AdSense revenue companies pay to have their advertisements shown in front of and during our content. About the same amount, if not less, is generated through brand deals, where we feature a company and/or its product/service in our content for strategized social marketing. We have done one campaign funded fully by our viewers, when raising funds for a trip for me to return to reunite with my longlost family and friends in Korea and Japan. We would love to do more fundraising to donate to important causes through crowdfunding streams in the future.

We believe Article 13 and broadcasting measures like these will ultimately extremely limit content creatability and sharability. If the internet looked anything like television broadcasting, I find the internet would become almost a monopoly held by big corporations and individuals would not be able to share on a non-open platform at all. This will definitely completely change the culture of the electronic world and many genres of content creation will have to be shut down, especially when reviewing a previously created work or even when referencing an internet joke, also known as a 'meme'. I personally do not find difficulty with fair use/fair dealing on copyrighted material as most of my content usually documents my hair journey- however, will greatly affect the content I personally watch, where individuals upload news content on what is happening in pop culture in a different country, or upload personal covers of music I love hearing renditions of. I believe the Copyright Act should make accommodations for the internet and content creation, where individuals create transformative content in an artistic manner to share inspiration. Please consider the fair use/dealing revisions and the Copyright Act in light of content building audiences on open platforms and creators making livelihoods from this content.