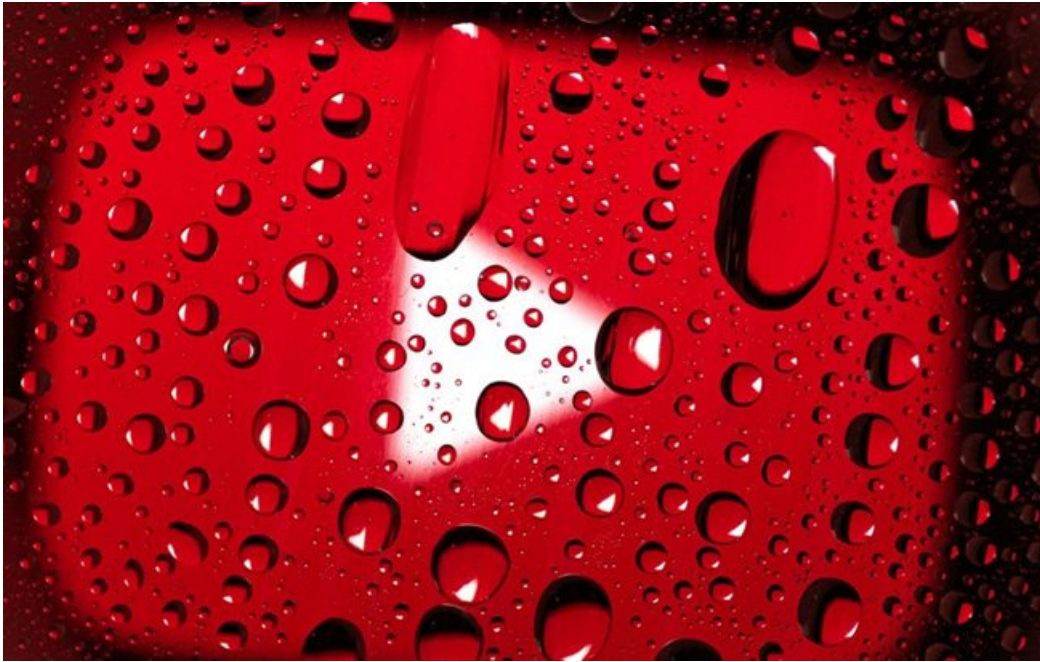


# YouTube scales back; invests in YouTube Kids, Black Voices Fund

 By [Evan-Lee Courie](#)

19 Jan 2022

It's been reported that YouTube will scale back a significant portion of YouTube Originals, which produced original content including scripted series, educational videos, music and celebrity programming.



Source: [www.pexels.com](http://www.pexels.com)

Robert Kyncl, chief business officer at YouTube, issued a statement on Twitter, saying that Susanne Daniels, global head of YouTube Originals - which was first created in 2016 - and her team, created an international slate of award-winning programmes collectively amassing billions of views, shining a light on incredible creators, important social topics, and introducing YouTube to new audiences.

“ An update on YouTube Originals: [pic.twitter.com/PixhgZ2yhU](https://pic.twitter.com/PixhgZ2yhU)— Robert Kyncl (@rkyncl) [January 18, 2022](#) ”

This rapid growth comes with new opportunities and now their investments can make a greater impact on even more creators.

In addition, it has been announced that Susanne Daniels, a veteran entertainment executive and the global head of original content at YouTube, will [exit](#) on 1 March 2022.

Daniels joined YouTube in 2015 to create a slate of original dramas, comedies and unscripted series, aiming to attract high-end advertisers and persuade more of the site's users to pay for a premium service

Going forward, the company will only fund originals in the YouTube Kids Fund and the Black Voices Fund, a programme created in 2020 that committed \$100m to "amplify" Black creators on the platform.



## Eight African artists join #YouTubeBlack Voices Music Class of 2022

22 Oct 2021



---

Kyncl concluded that YouTube will honour their commitment for already contracted shows in progress and creators who are involved with those shows should expect to hear from us directly in the coming days.

## ABOUT EVAN-LEE COURIE

Group Editor: Retail and Lifestyle

- #AfricaMonth: A look at music publishing in SA with Eddie Hatitye of Music In Africa Foundation - 24 May 2022
- #Newsmaker: Karena Crerar, new Edelman Africa CEO - 24 May 2022
- Wonder celebrates a year of leading purpose-based brands - 24 May 2022
- kykNET's *Kassie-Kuiers* reaches 500,000 views in six months - 18 May 2022
- Castle Lager to embrace township economy in new brand positioning - 17 May 2022

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>