

YouTube planning original content for Middle East and Africa

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Luke Hyams, the online platform's head of originals for Europe, Middle East and Africa said YouTube is aiming to bring more original content and drive more premium-subscription by bagging more potential international comedies and other dramas departing from the usual sitcom template.



@Aleksey Boldin via [123RF](#)

Hyams said, “In scripted, we’re looking for personality-driven, authored pieces that have potential for international appeal and that take us into a new world or environment that maybe we haven’t seen in a drama before.”

He added, “Focusing on one person’s narrative works really well for us.”

Commenting on comedy-centred content, Hyams said he was looking out to “more serialised half-hours than your usual sitcoms”.

Elaborating on the YouTube Premium subscription service where giants like Netflix and Amazon are already running ahead with original productions, he said YouTube already boasts a vast array of free content and only needs to convince viewers to switch to its premium service.

Source: <http://nextvafrica.com>.

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