

Here is the #YouTubeBlack Voices Creator Class for 2023!

Fifteen South African creators have been chosen to be part of the #YouTubeBlack Voices creators and artist cohorts. The YouTube initiative which is in its third year is a follow-up to a global, multi-year commitment made in 2020 to uplift and grow Black creators, artists, songwriters, and producers on the platform.



Source: www.unsplash.com

African creativity

Forty creators from Sub-Saharan Africa will be part of the 135 #YouTubeBlack Voices Creators selected globally who are enrolled into the cohort. Among the 23 #YouTubeBlack Voices Artists selected for the programme are African fast-rising musical artists, Gyakie from Ghana, Kamo Mphela from South Africa, Asake from Nigeria, and BNXXN from Nigeria. The cohort will also include Hip Hop producer MashBeatz from South Africa and Nairobi-based producer Ukweli, who will be joining 17 #YouTubeBlack Voices songwriters and producers globally.

As support from YouTube, grantees will receive \$20,000 and \$50,000 as seed funding, dedicated partner support for six months and have the opportunity to participate in programmes including bespoke training, workshops and networking programmes spread out across the year.



The ingenuity behind Young Guns 20 creative Imraan Christian

Karabo Ledwaba 10 Nov 2022



“We are excited about the creators, musical artists and producers from Africa joining others from across the world in the 2023 #YouTubeBlack Voices Fund. The initiative is dedicated to equipping up-and-coming Black creators and artists with the resources to succeed on our platform,” says Alex Okosi, MD, emerging markets, YouTube EMEA.

The artists, songwriters, and producers joining the #YouTubeBlack Voices Music Class of 2023 will be required to set goals, develop content strategy, and engage with their fans on YouTube, with the assistance of a YouTube partner manager. There will be networking opportunities with other artists, songwriters, and producers included in the #YouTubeBlack Voices Fund, and a chance to maximise the impact of their channels as they provide catalogue-development opportunities.

African investment

“We are seriously interested in the growth of the creative community in Africa. For the creators, artists, songwriters and producers that will be joining this third cohort, we will go beyond the initial training to measure our success with them over a long-term period, thereby ensuring that they achieve sustained success,” Okosi adds.

Over the next few years, YouTube will be directly investing in more than 500 creators and artists from across the world to support, grow, and fund their channels and content development through the #YouTubeBlack Voices Fund.

Below is Africa’s full list of the #YouTubeBlack Voices Creator Class of 2023 (in alphabetical order per country).

Channel	Creator	Country
Stylebyreme	Egbor Osereme	Nigeria
Femi Olaniyan	Oluwafemi Olaniyan	Nigeria
Pot of Flavours	Latifat Kilani	Nigeria
Kortyeo	KortyEO	Nigeria
Denixx Kreatives	Dennis Akpan	Nigeria
Louis ihuefo	Louis Ihuefo	Nigeria
Bof games	Oluebube Belonwu	Nigeria
234drive	Olatunbosun Gbenga	Nigeria
Football Fans Tribe	Tokoni Iderima	Nigeria
Chantel Anyanwu	Kelechi Anyanwu	Nigeria
IFY'S KITCHEN	Ifeyinwa Mbgekwa	Nigeria
Kagan	Segun Oladapo-Ogunsanya	Nigeria
Izzi Boye	Izzi Boye	Nigeria
TAAOOMA's Cabin	Maryam Apaokagi	Nigeria
Foodies And Spice	Gina Ehikodi-Ojo	Nigeria
Madam Speaker	Perseverance Maremeni	South Africa
Muzi Sambo	Muzikayifani Sambo	South Africa
Reggie Mhlabi	Reginald Mhlabi	South Africa
Perima's Kitchen	Solina Naidoo	South Africa
Zillewizzy	Matlala Mbkehle	South Africa
Tsoanieskits	Tsoanelo Mboyo	South Africa
Thuli Madlamuka	Thulile Dlamuka	South Africa
Moghelingz	Banele Ndaba	South Africa
Seithati Letsipa	Seithati Letsipa	South Africa
coffeenomilk	Clalissa Magunde	South Africa
OhSmallstuff	Oyisa Matebese	South Africa
Mzwandile & Siza	Mzwandile and Siza Ndlovu	South Africa
Centtwinz TV	Innocent and Millicent, Sadiki and Mashile	South Africa
Sinikiwe Kademaunga	Sinikiwe Kademaunga	South Africa
Tumi Mbliko	Tumelo Mbliko	South Africa

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