New YouTube face just dropped

The faces on YouTube thumbnails might start to look a bit different. A *lot* of thumbnails feature a person with an open mouth in shock, awe, excitement, or horror because of a belief that the open-mouth face entices people to click on a video. But MrBeast, the individual with the most subscribers on YouTube, said Wednesday that he's starting to see longer watch times on videos where his thumbnail face has a closed mouth instead of an open one.

You can see his results for yourself thanks to some screenshots he shared on X (formerly Twitter) of what appears to be YouTube's creator dashboard. The screenshots don't include numbers about differences in watch time (and that metric doesn't necessarily translate to more views), but they all show that the thumbnails where MrBeast has a closed mouth are a "winner" over the one where he has an open one. (Generally, in the closed-mouth thumbnails, MrBeast is smiling.)