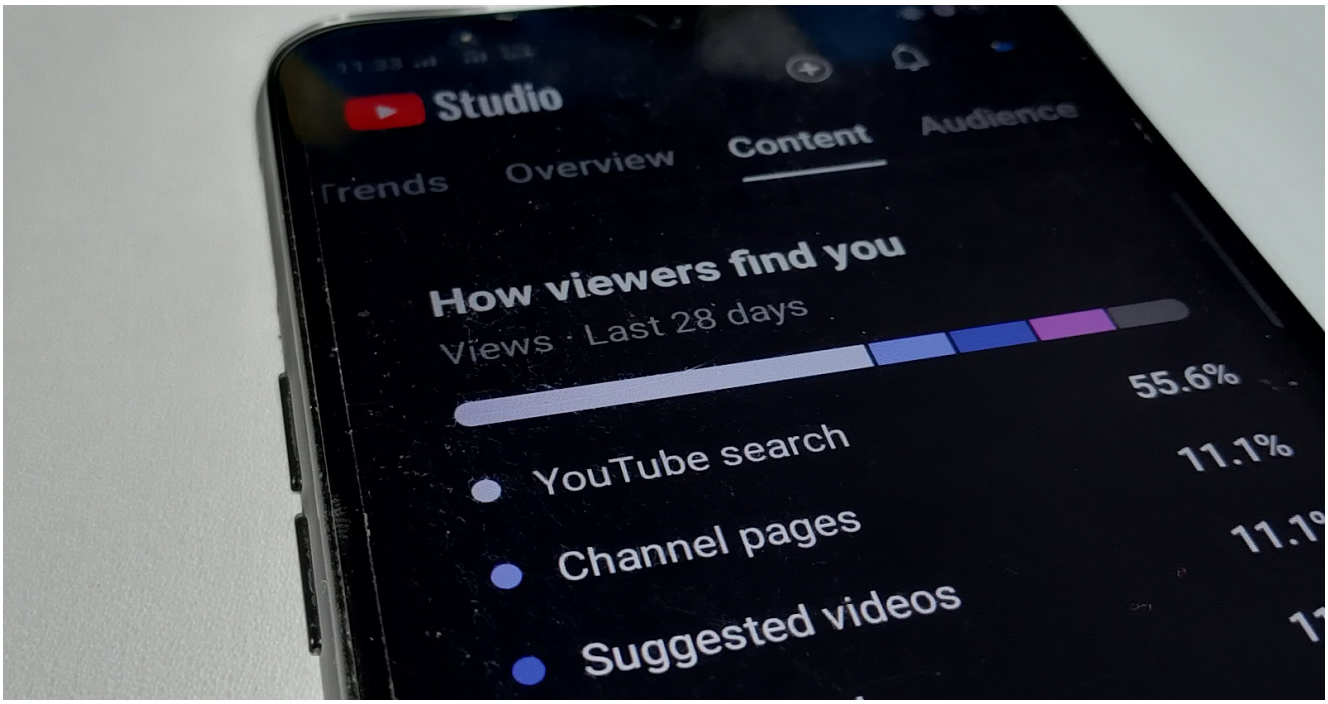
YouTube Introduces ‘Ask Studio’ AI For Channel Analytics via @sejournal, @MattGSouthern



YouTube launched Ask Studio, an AI assistant built into YouTube Studio that analyzes channel data to provide insights and content suggestions.

The tool appears as a chat interface accessed through a sparkle icon in YouTube Studio. You can ask for comment summaries, video performance analysis, and content ideas based on your channel’s data.

What’s New

Ask Studio analyzes three primary types of channel data: comments, analytics, and past content performance.

For comments, Ask Studio can summarize key themes and sentiment across videos. You can ask for summaries on a

specific video or get an overall view of what viewers are talking about.

For analytics, Ask Studio pulls from the same performance metrics already in YouTube Studio. It identifies patterns and suggests areas for improvement based on the channel's data.

For content planning, Ask Studio can generate ideas tailored to what viewers already respond to. You can prompt it for new angles on an ongoing series, ask what topics are resonating with your audience, or get title and outline suggestions.

See a full walkthrough in the video below:

[embedded content]

How It Differs From Inspiration Tab

Ask Studio and the Inspiration Tab are both designed to help with content ideas, but they work differently.

Inspiration Tab is a visual surface. It shows idea cards, images, and thumbnail suggestions for creators who like to browse concepts.

Ask Studio is conversational. You type a prompt and get an answer in plain language. It's meant for creators who already have a direction and want help sharpening the angle, planning the next video, or understanding what viewers are saying.

Both use your channel data, but Ask Studio responds in real time. Inspiration Tab curates pre-generated suggestions.

Availability

Ask Studio is currently available in English to a limited group of creators in the United States.

YouTube says it's continuing to expand access to more U.S.

creators, experimenting with additional languages, and working on international rollout.

Some prompts may return a generic response or “I can’t help with that.” YouTube says that happens when Ask Studio doesn’t have enough context or doesn’t support that request yet.

Why This Matters

Ask Studio can surface patterns in your comments and analytics without manually digging through dashboards or scrolling hundreds of viewer messages. That reduces the time spent on reporting and lets you focus on packaging the next video.

The current limitation is reach. Right now it’s U.S.-only, English-only, and only some channels are in the test group, which restricts access for international creators and teams that work across multiple languages.

Looking Ahead

YouTube says it plans to roll out Ask Studio to more creators in the United States before expanding internationally. The company is also testing additional language support but hasn’t announced specific languages or dates.

The launch continues YouTube’s push toward AI-assisted creator tools inside YouTube Studio, alongside features like the Inspiration Tab for idea generation.

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