

SUBSCRIBERS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1. Introduction:

1.1. Overview

A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most-subscribed channels in April 2006. An early archive of the list dates to May 2006. The following table lists the 50 most-subscribed YouTube channels, as well as the Primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transfer of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.

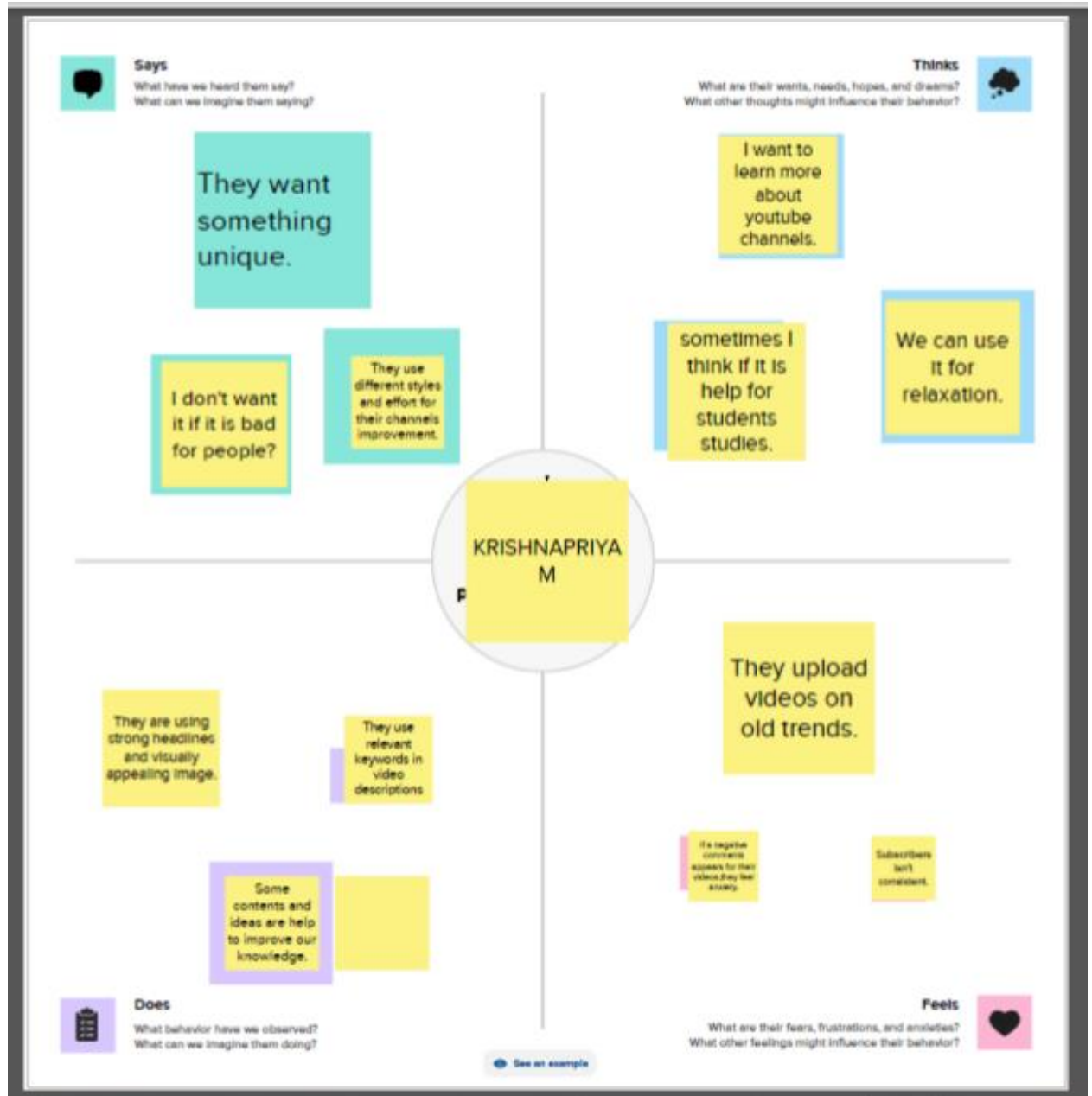
1.2. Purpose:

Project is used to identify the world's top YouTube channels. To succeed on YouTube, you need to understand how the platform works and optimize your content accordingly. Focus on creating engaging, high-quality videos that are in line with YouTube's algorithm, which prioritizes watch time and audience retention.

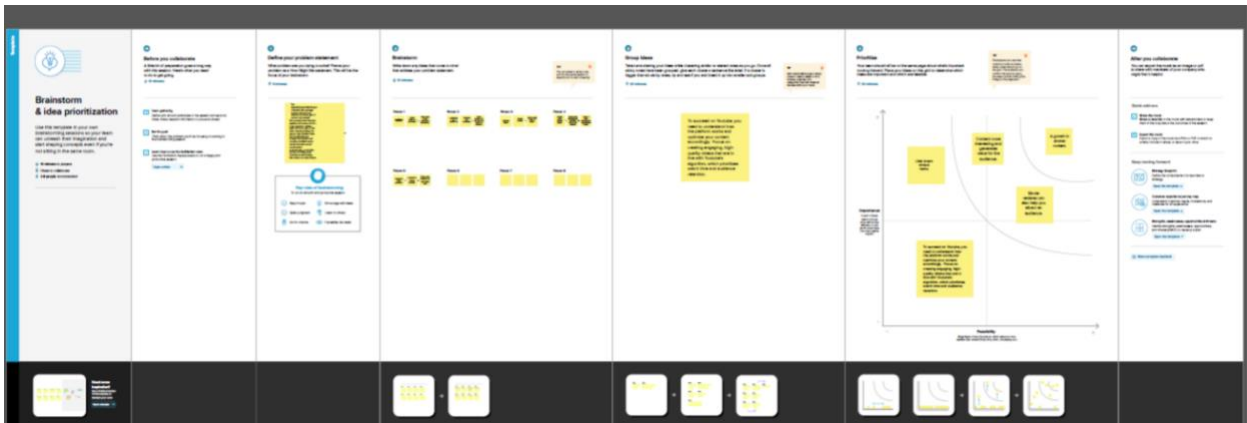
2. Problem statement & Design thinking:

Too disorderly, overwhelming, and flooded with garbage content. Attracts and rewards the worst type of content and people. Since people have become wealthy and famous off of it, it has created a modern gold rush but to get to that point requires playing the game right (clickbait titles and thumbnails, long enough time length, and covering mindless topics mainly oriented around consumerism, entertainment, and online drama) and likely some cheating as well (buying fake views and subscribers). This has resulted in the platform getting flooded with absolute garbage from narcissistic, greedy, opportunistic, doing nothing beneficial for society people and these videos get tens of millions of views. Not that all creators and the content they upload is bad, just the vast majority seems to be, at least of what is getting recommended and getting millions of views in a short time.

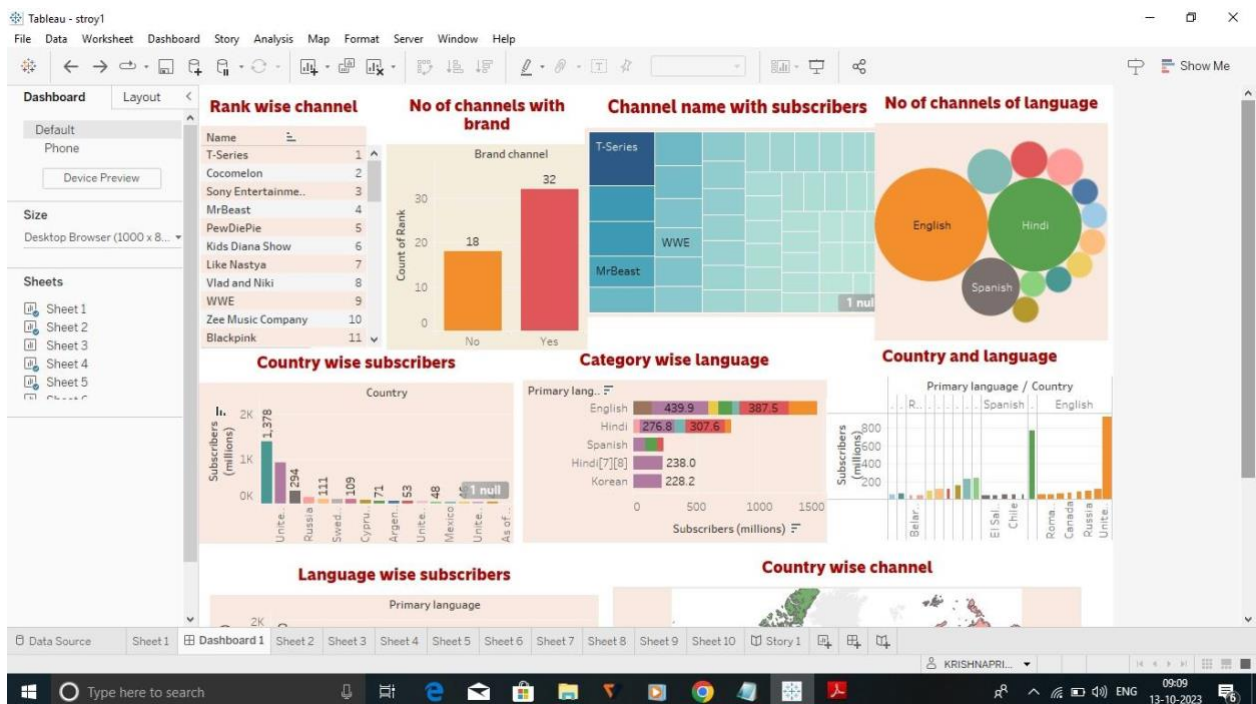
2.1. Empathy map:

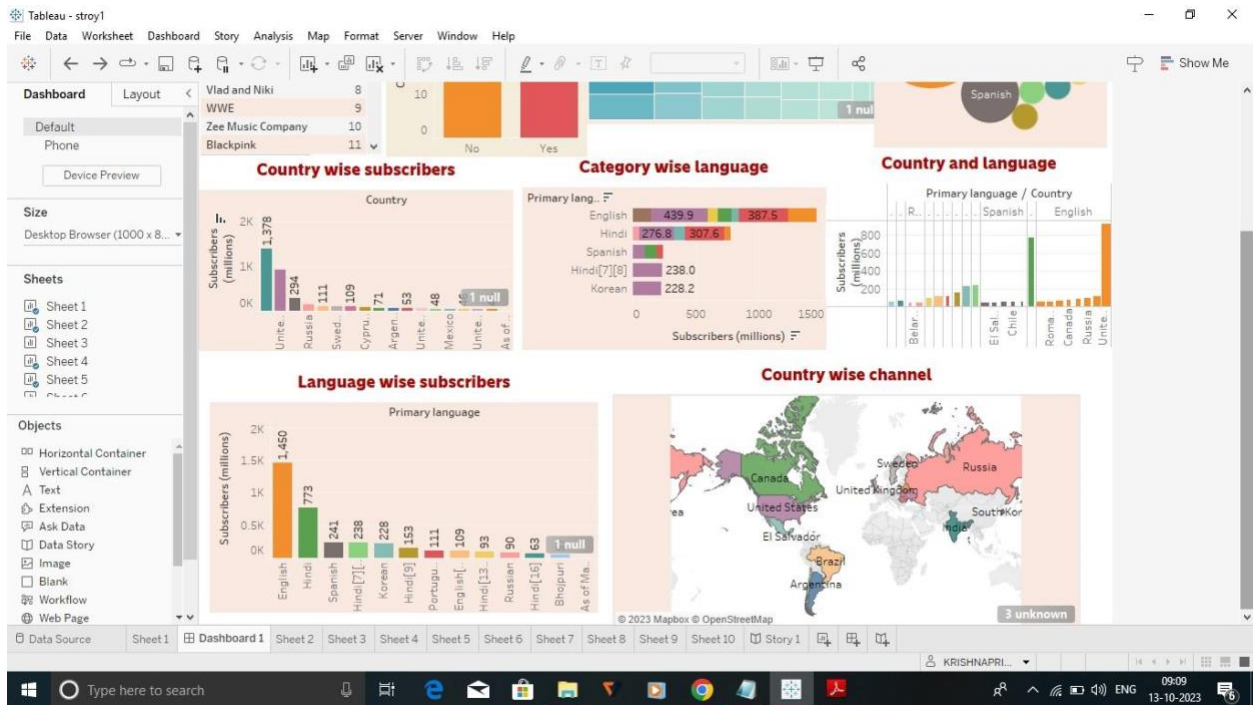


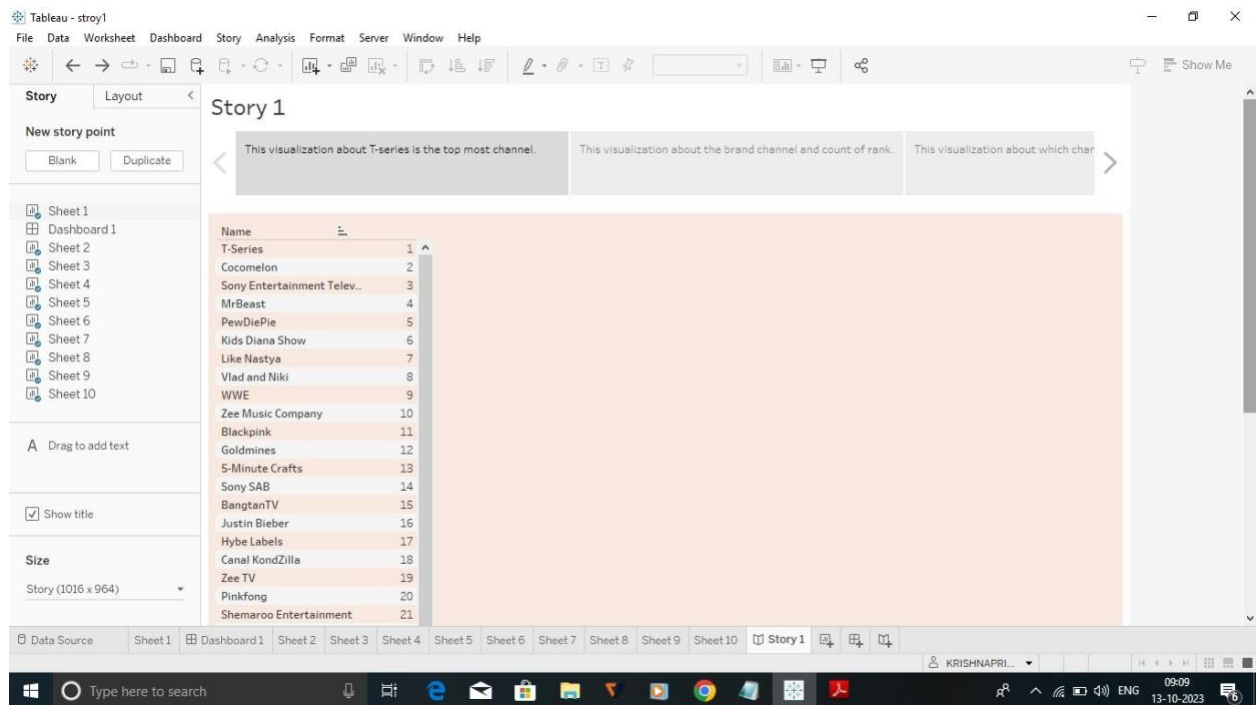
2.2. Ideation and Brainstorming map:



3. Result:







4. Advantages & disadvantages:

There are many advantages and disadvantages of using YouTube. Some advantages include YouTube being the most popular video-sharing website and the 2nd-largest search engine in the world. A few of the biggest disadvantages of YouTube are needing recording equipment to produce videos and some basic video editing skills

5. Application:

Wherever there are opportunities for data visualization and data collections are more, then it's applications are more.

6. Future scope:

This project is used to in future generations how to start Youtube Channels and growth it. To take many ideas of the top most youtubers how to increase our subscribers and create different type of content.

7. Conclusion:

This project is about World's top youtube channels analysis. It contains many ideas for new YouTubers. In this project shown rank wise, category Wise and language wise subscribers and channels analysis.