

SUBSCRIBERS GALORE - LIST OF **WORLD TOP YOU TUBE CHANNELS**

1.INTRODUCTION :

In this topic we can discuss about the world top you tube channels, their usage, brand etc. This also says about how youtube channels are used.

1.1 OVERVIEW :

The overview in you tube analytics gives you a high level summary of how your channel and videos are performing on You tube. The key metrics card shows your views, watch time, subscribers, and estimated revenue.

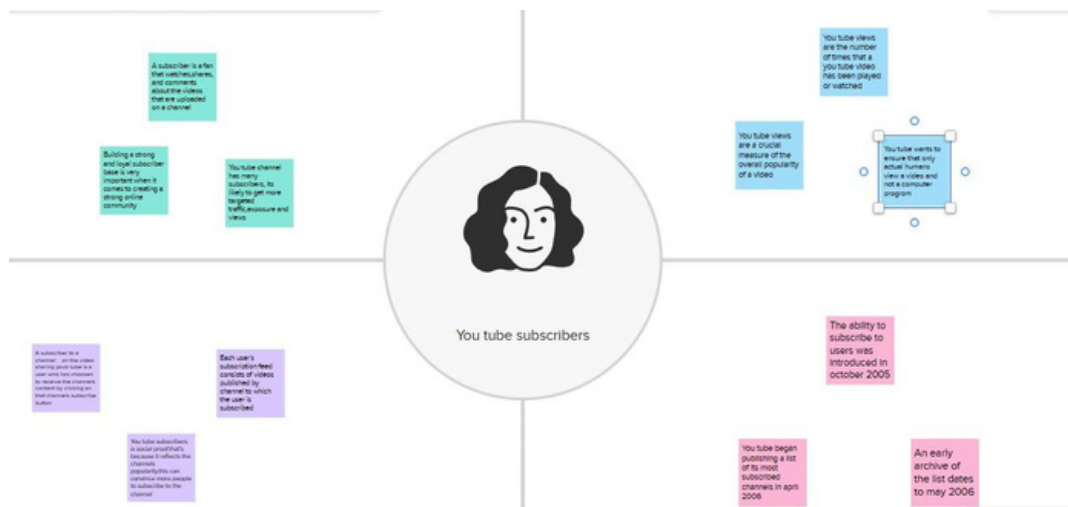
1.2 PURPOSE :

The purpose of you tube is to provide a platform for users to watch, share and create videos. In the last decade, You tube has just become the most popular video sharing platform in the world.

2. PROBLEM DEFINITION & DESIGN THINKING :

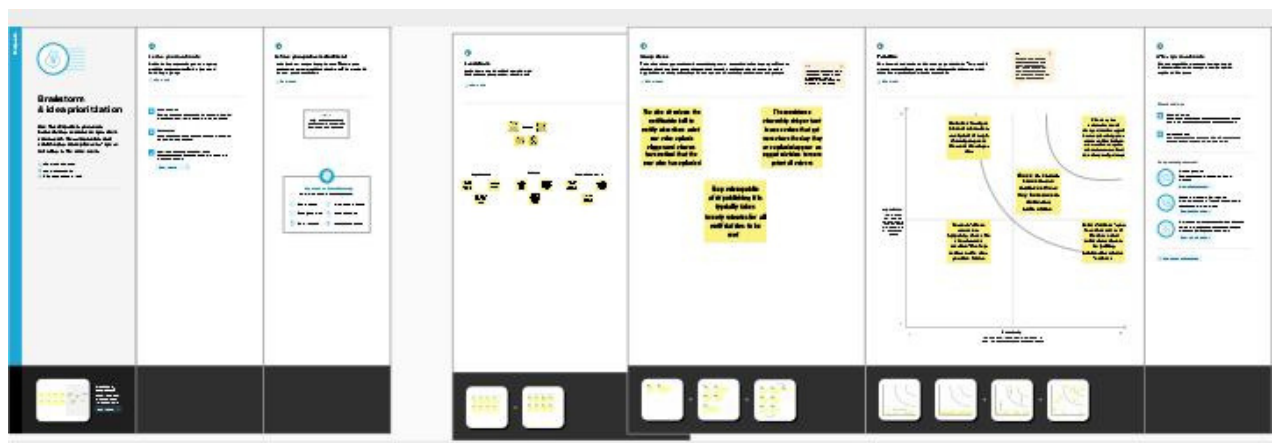
In this problem definition and design thinking we will see the ideation and thought of this topic through empathy and brainstorming map.

2.1 EMPATHY MAP :



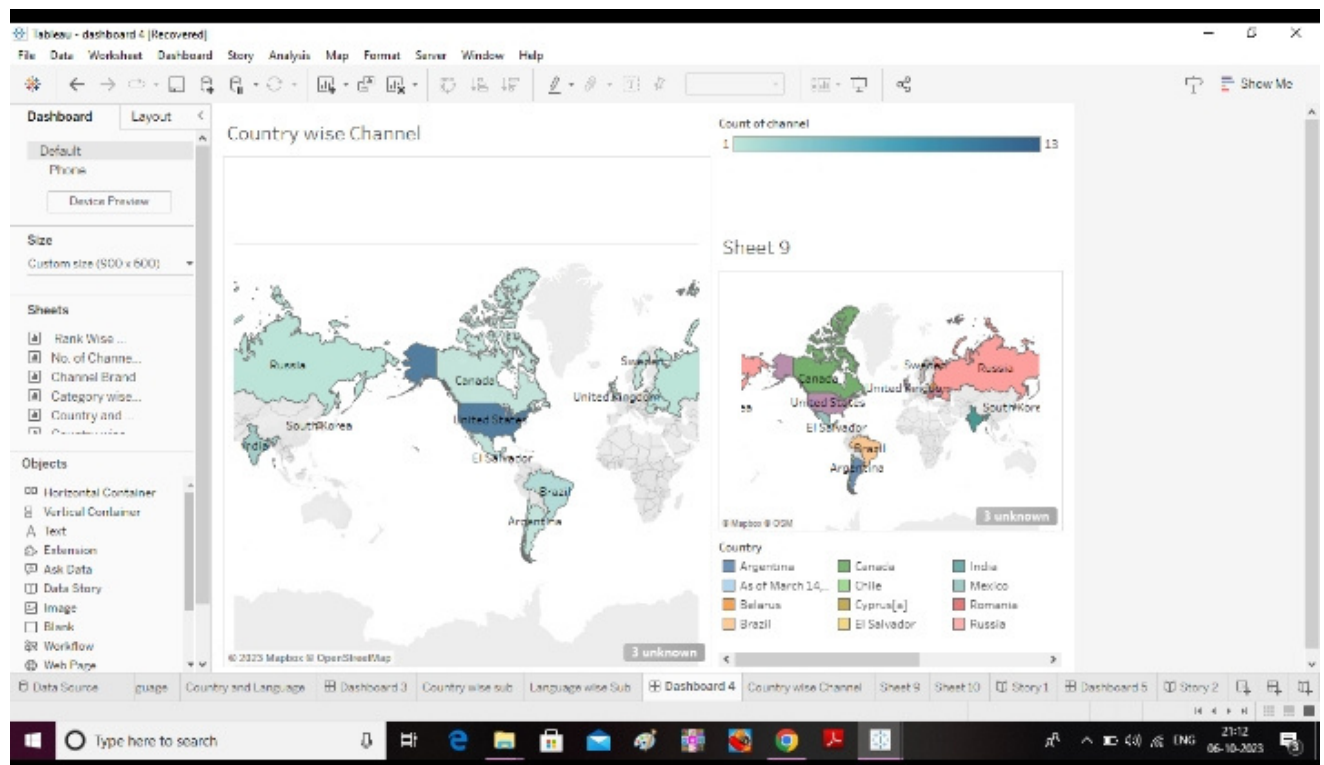
In this empathy map we saw the subscribers thoughts and ideas before subscribing a you tube channel.

2.2 BRAINSTORMING MAP



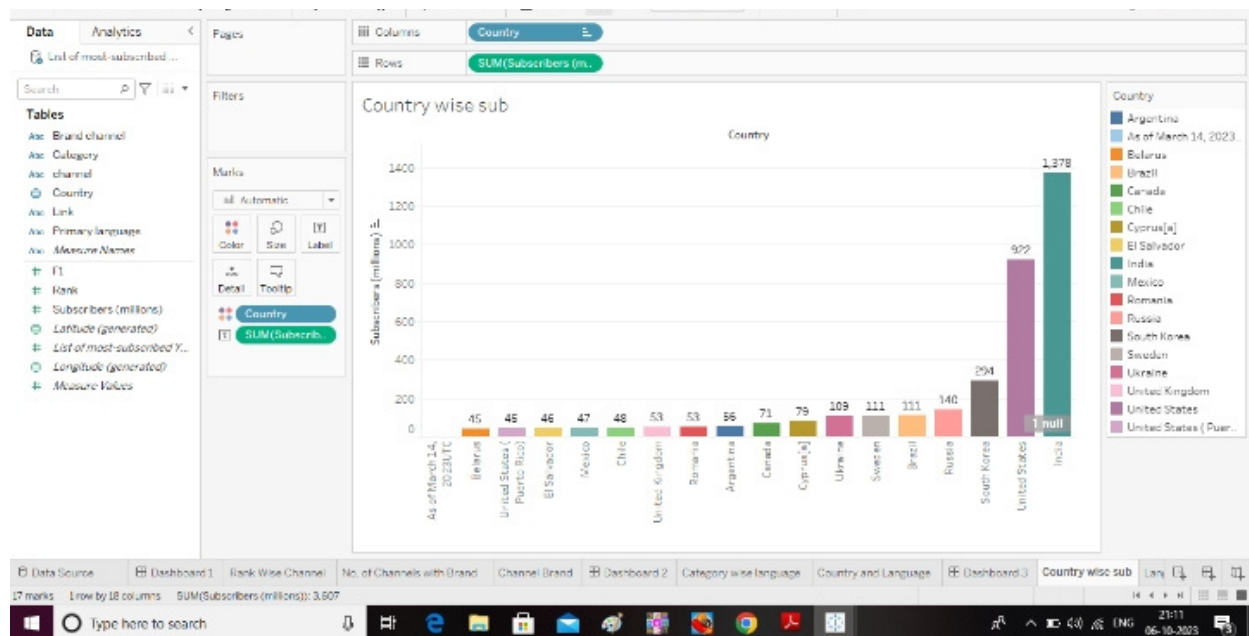
In the brainstorming ideation we saw the overall reasons of subscribers before subscribing a you tube channel

3. RESULT :



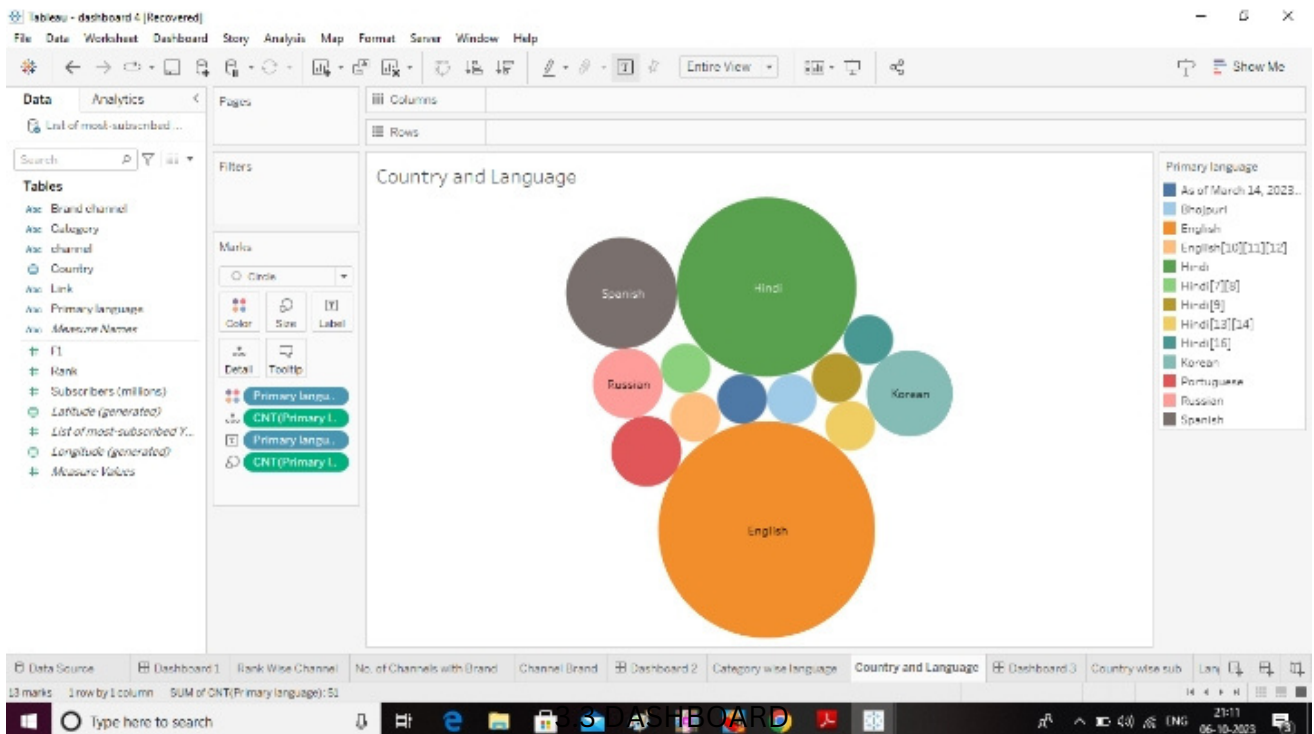
3.1 DASHBOARD

In the dashboard 3.1 we the location map of you tube channels in the world.

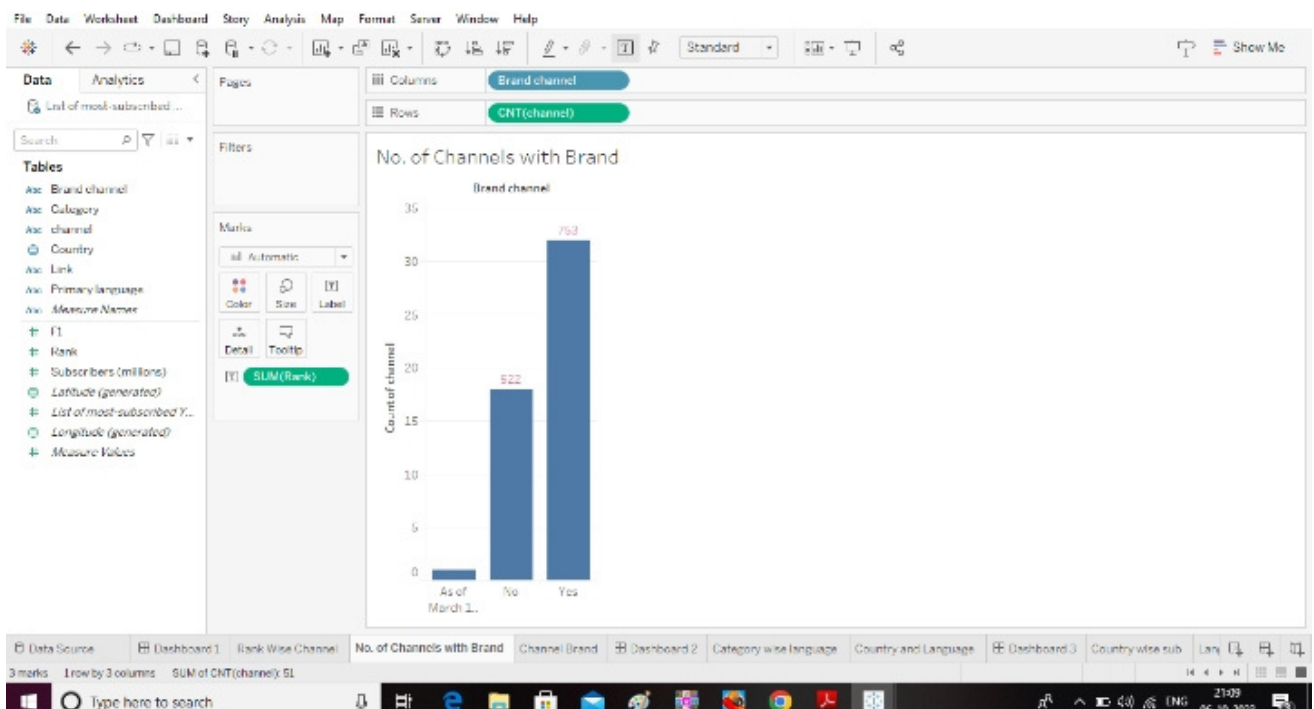


3.2 DASH BOARD

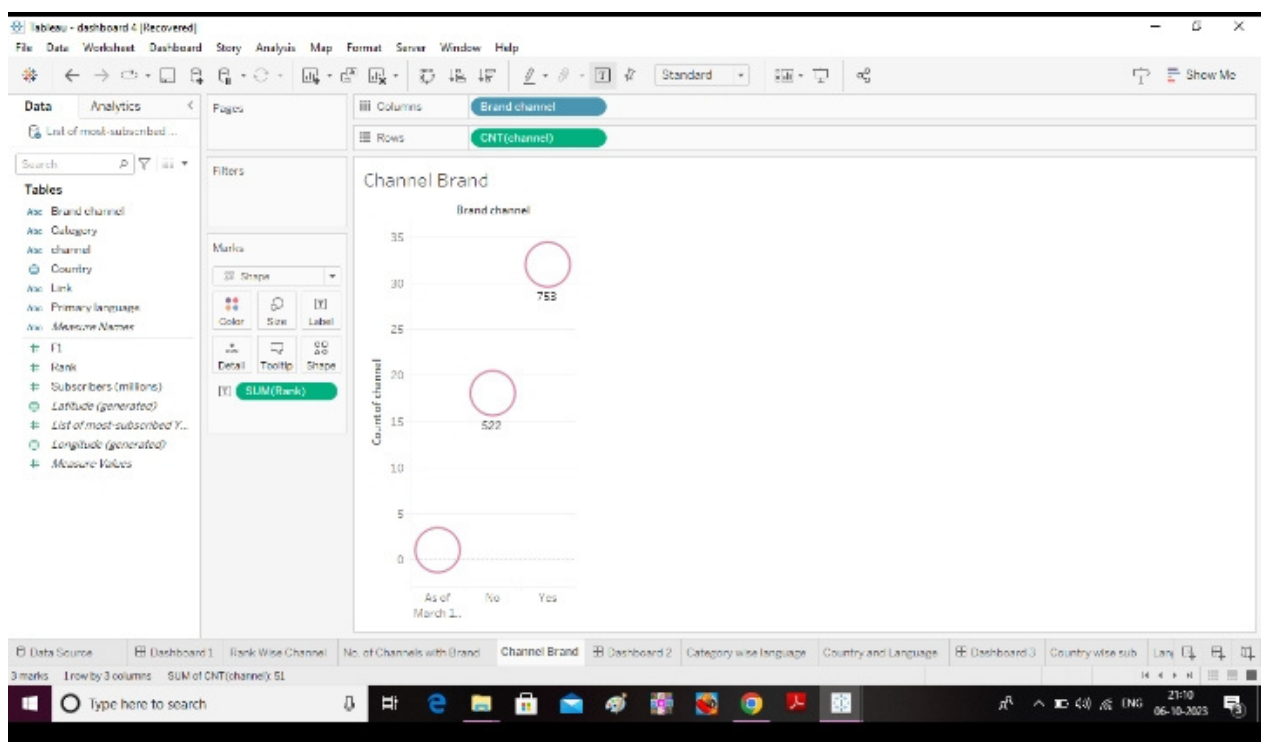
In the dashboard 3.2 we saw the bar chart of various country wise subjects that are uploaded in you tube



In this above dashboard 3.3 we saw the pie chart of you tube channels of various countries and their languages.

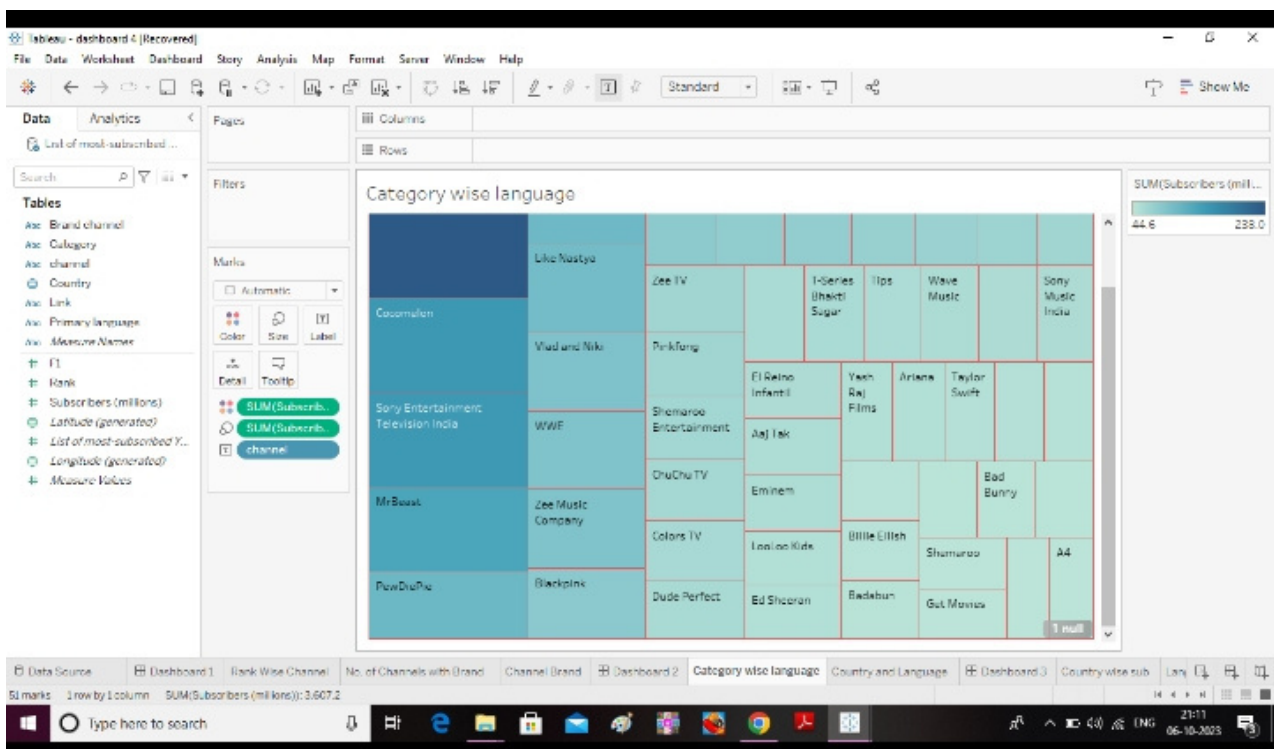


DASHBOARD 3.4

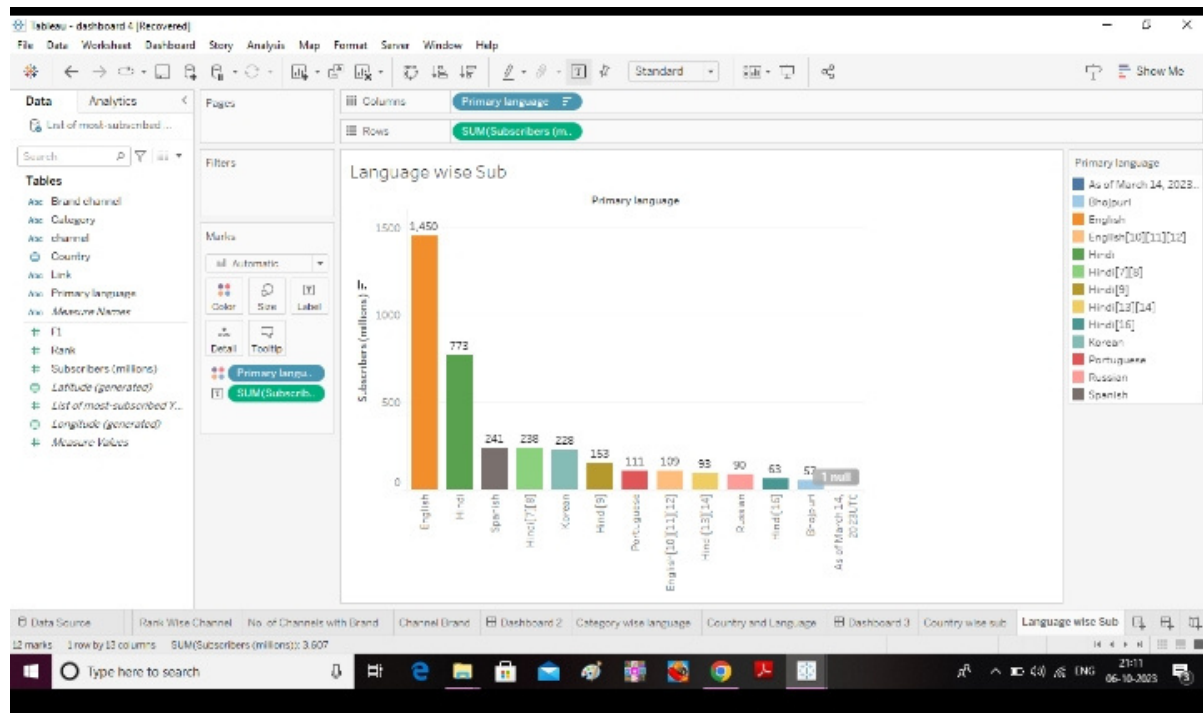


DASHBOARD 3.4

In this dash board 3.3 & 3.4 we saw about the branded you tube channels



DASHBOARD 3.5



DASHBOARD 3.6

In the dashboard 3.6 we saw a bar chart the subject wise content in you tube channels based on their languages.

4. ADVANTAGES AND DISADVANTAGES :

ADVANTAGES :

- Marketing on you tube will help you get found on Google.
- Gain qualified traffic.
- You tube ads can help you reach you more people.
- Other ways to repurpose your videos.
- Encourages creativity in students.
- Exposure to a world wide audience

DISADVANTAGES :

- Viewers can skip them after a few seconds.
- Lot of distractions among people.
- Too many ads for audience.
- No control over link permanence.
- Quality or accuracy issues.

5. FUTURE SCOPE :

You tube will evolve into an on-demand video destination and allow the viewers to have a more active role in show creation. You tube creators may leverage in all available technologies such as artificial intelligence, machine learning and virtual reality. You tube creators will look different than they do today.

6. CONCLUSION :

From the above we can conclude that You tube provides a greater role in society as well as for people welfare. If I were to follow up on this research, I would definitely like to get survey responses from younger students such as middle schoolers and high schoolers

This would give me more of a understanding on what younger students think about You tube in the educational sense. Even though you tube has positive as well as negative content we can grab the positive content.