

GLOBAL YOUTUBE STATISTICS IN 2023

PROBLEM STATEMENT

We aim to perform a comprehensive analysis of YouTube analytics in 2023 to gain insights into channel performance, content strategy, regional influencers, geospatial visualization, and trending topics. Our project will address the following key questions and objectives:

YouTube Analytics:

1. *Top YouTube Channels:* Determine the top 10 YouTube channels based on subscribers in 2023 to identify the most influential creators in the platform.
2. *High-View Channels Analysis:* Investigate how channels with the highest video views differ in terms of category, country, and channel type to understand the factors contributing to their success.

Content Strategy:

1. *Content Category Analysis:* To provide the insights into successful content strategies, identify content categories with the highest average video views and subscribers in 2023.

2. *Common Content Categories*: Determine the top 20 most common content categories in different countries to understand global content preferences.
3. *Subscriber Milestone*: Explore how many YouTube channels have achieved the remarkable milestone of over one hundred million subscribers.

Regional Influencers:

1. *Global Ranking Comparison*: To understand international influencer dynamics Compare influencers from different countries in terms of their global ranking based on subscribers and video views.

Geospatial Visualization:

1. *Country Channel Analysis*: Calculate the total channels in each country, along with their average subscribers and video views, to visualize the distribution of YouTube creators across the globe.

2. *Geospatial Visualization*: Investigate if we can visualize the geographical distribution of successful YouTube channels using latitude and longitude data based on their subscribers, offering a unique perspective on the platform's global presence.

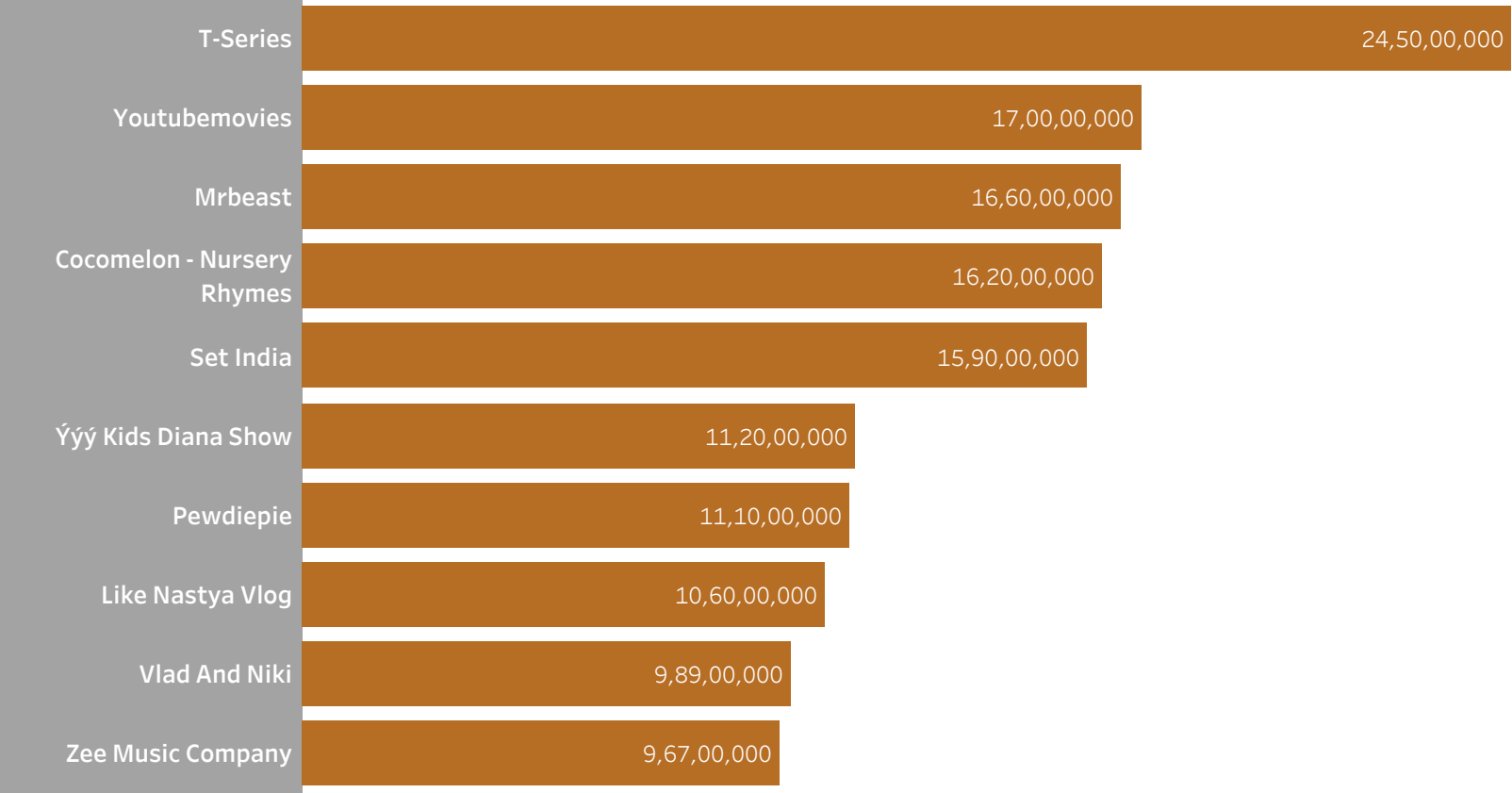
Trending Topics:

1. *Top Trending Categories*: Identify the top three content categories that have experienced the highest growth in video views over the last 30 days, providing valuable insights into current trends on the platform.

We will leverage data from the "GLOBAL YOUTUBE STATISTICS IN 2023" dataset to perform these analyses and present findings that will inform content creators, marketers, and YouTube enthusiasts about the latest trends, strategies, and regional influences within the YouTube ecosystem in 2023.

Top 10 YouTube Channels by Subscribers

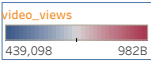
YouTube channel na..



Sum of Subscribers for each YouTube channel name. The data is filtered on Action (Category,Country) and Action (Category,Country,Channel Type). The Action (Category,Country) filter keeps 189 members. The Action (Category,Country,Channel Type) filter keeps 318 members. The view is filtered on YouTube channel name, which keeps 10 of 867 members.

Highest Video Views Channels diifer in Category, Country & Channel Type

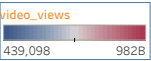
Channel ..	Country	Category													
		Autos & Vehicles	Comedy	Education	Entertainment	Film & Animation	Gaming	Howto & Style	Movies	Music	Nan	News & Politics	Nonprofits & Acti..	People & Blogs	Pets & Animals
Animals	United Stat..													18,917,687,143	25,217,568,458
Autos	Japan				8,615,618,825										
Comedy	United Arab..	5,405,563,355													
	Argentina		9,477,021,288												
	Brazil		22,690,961,696												
	Canada		3,517,662,420												
	Colombia		10,317,306,313												
	France		3,086,254,545												
	Germany				31,494,513,067										
	India		68,275,479,897		6,047,584,292									13,542,939,513	
	Indonesia													4,122,634,467	
	Iraq		5,863,456,698												
	Japan		13,562,853,889												
	Latvia		20,919,403,720												
	Mexico		15,211,438,311												
	Spain		4,079,141,673												
Education	United King..														
	United Stat..		127,931,906,230		38,081,765,297	2,244,318,380								4,329,121,104	
	Venezuela													9,673,649,438	
	Vietnam		5,457,203,710												
	Argentina			11,445,492,404											
	Brazil				8,897,705,695										
	Canada			44,900,897,958											
	Germany			2,378,448,129											
	India			174,038,107,342						1,991,789,713					
	Indonesia			11,819,051,552											
Entertain..	Mexico			23,019,716,248										8,984,089,026	
	Russia					36,458,726,976									
	Spain			6,956,320,454						6,662,288,136					
	United King..					22,919,271,731									
	United Stat..			348,491,025,598	2,465,473,772					329,774,870				19,203,878,786	
	Argentina		18,656,172,459		6,041,264,489										
	Bangladesh											12,129,583,055			
	Brazil	9,597,894,786	2,992,398,505		72,843,149,902	15,660,994,946	13,061,739,758			4,684,983,333				31,498,886,904	
	Canada				10,992,308,812		6,412,313,570			22,390,359,741					
	Colombia				2,951,914,200										
	Ecuador				2,613,197,447										
	Egypt													5,324,913,850	
	France						9,983,065,083			7,126,210,721					
	Germany				15,278,668,857										
	India		13,370,161,702		440,961,962,241	36,370,609,980				14,864,294,792				25,810,313,170	
Entertain..	Indonesia			4,991,607,420	62,867,897,274					11,372,071,889				22,205,363,313	
	Italy				19,894,897,856										
	Japan				34,445,500,273					29,058,044,447					
	Kuwait									4,521,573,939					
	Malaysia					9,059,696,049									
	Mexico				14,492,419,283					7,489,455,451		15,013,096,899		4,674,164,601	
	Netherlands							1,778,318,927							
	Pakistan				102,923,768,021										
	Peru				1,629,801,448										
	Philippines				20,919,761,396									52,052,671,776	
	Russia		4,448,334,716		15,046,354,103									9,338,206,370	
	Saudi Arabia				5,203,460,254									17,507,060,680	
	Singapore				20,522,339,099										
	South Korea				33,943,063,456					23,962,070,944					
	Spain				1,506,796,393		4,236,036,141								
	Sweden							2,214,167,846							
	Thailand		7,798,314,629		134,873,813,982										
	Turkey				17,113,117,334										
	Ukraine				29,199,434,846										
	United Arab..		2,764,127,969				11,513,738,907								
	United King..		11,717,217,293		41,897,591,128		12,148,658,397	26,236,790,209		22,777,753,486				30,207,148,169	9,685,060,624
	United Stat..		49,266,287,960	4,924,054,368	628,595,681,749	46,119,020,509	60,420,579,182	9,700,773,646		20,349,924,042	161,187,024,700	3,010,784,935		135,265,234,569	



Sum of video_views broken down by Category vs. Channel Type and Country. Color shows sum of video_views. The marks are labeled by sum of video_views. The data is filtered on Action (YouTube channel name) and Action (Category,Country). The Action (YouTube channel name) filter keeps 867 members. The Action (Category,Country) filter keeps 189 members.

Highest Video Views Channels diifer in Category, Country & Channel Type

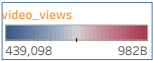
Channel ..	Country	Category				
		Science & Technol..	Shows	Sports	Trailers	Travel & Events
Animals	United Stat..					
Autos	Japan					
	United Arab..					
Comedy	Argentina					
	Brazil					
	Canada					
	Colombia					
	France					
	Germany					
	India					
	Indonesia					
	Iraq					
	Japan					
	Latvia					
	Mexico					
	Spain					
	United King..		10,602,236,110			
	United Stat..					
	Venezuela					
	Vietnam					
Education	Argentina					
	Brazil					
	Canada					
	Germany					
	India		6,646,953,396			
	Indonesia					
	Mexico					
	Russia					
	Spain					
	United King..					
	United Stat..		16,174,530,046			
Entertain..	Argentina					
	Bangladesh					
	Brazil			9,029,609,749		
	Canada					
	Colombia					
	Ecuador					
	Egypt					
	France					
	Germany					
	India		339,030,245,946		15,653,786,446	
	Indonesia					
	Italy					
	Japan					
	Kuwait					
	Malaysia					
	Mexico					3,140,883,140
	Netherlands					
	Pakistan					
	Peru					
	Philippines					
	Russia					
	Saudi Arabia					
	Singapore					
	South Korea					
	Spain					
	Sweden					
	Thailand					
	Turkey					
	Ukraine		5,585,085,130			
	United Arab..					
	United King..					
	United Stat..	18,495,012,018	13,930,021,471			



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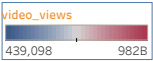
Channel ..	Country	Category													
		Autos & Vehicles	Comedy	Education	Entertainment	Film & Animation	Gaming	Howto & Style	Movies	Music	Nan	News & Politics	Nonprofits & Acti..	People & Blogs	Pets & Animals
Film	Brazil				9,867,515,979	47,109,229,011									
	India		5,525,773,746	5,141,201,173	9,574,379,750	38,452,567,831		15,383,255,129					857,725,714		
	Mexico					5,997,599,089			9,660,950,823						
	Russia				30,788,679,536										
	Saudi Arabia														
	Thailand								12,884,264,778						
	United King..				3,632,438,963	7,920,637,200									
	United Stat..			25,607,397,308	16,608,037,763	72,432,786,353	6,889,304,306		9,927,699,419	161,254,021			11,081,602,368		
Vietnam								9,763,592,867							
Games	Afghanistan								13,397,000,296						
	Argentina				11,356,526,449		6,534,326,412								
	Australia						14,037,756,692								
	Brazil		11,627,437,847				21,630,968,666								
	Canada						27,294,795,580								
	Chile						20,937,914,855								
	Ecuador												2,879,263,916		
	El Salvador						10,323,391,593								
	Finland						2,036,408,398								
	Germany												272,678,287		
	India				3,912,334,359		3,864,199,945			1,159,290,255			1,674,409,945		
	Indonesia				1,517,638,132		7,279,937,034								
	Mexico				12,440,420,413		8,352,474,788								
	Netherlands						2,480,957,682								
	Russia						17,845,869,329						1,845,329,502		
	Saudi Arabia						12,890,504,965						21,528,116,909		
	South Korea						8,739,174,649								
	Spain		7,038,827,526		4,977,284,539		54,875,912,763						3,337,074,920		
	Sweden						374,123,483								
	Thailand						9,269,174,070								
Turkey									19,180,039,918						
United King..						40,632,140,249			2,214,684,303						
United Stat..		34,300,482,066	7,510,018,529	23,353,115,850	16,335,693,442	138,516,316,308			2,733,682,792						
Howto	Australia							6,679,542,571							
	Brazil							3,551,889,957					3,213,324,455		
	China							2,977,741,577							
	Colombia												27,568,757,295		
	Egypt							4,499,826,716							
	India							17,394,874,711		264,228,052			1,758,603,195		
	Indonesia												4,750,420,071		
	Mexico							16,580,101,127					5,019,136,690		
	Ukraine							7,018,015,062							
	United Stat..							43,569,198,935					19,431,604,175		
Music	Argentina					17,247,584,185				92,430,021,132					
	Australia									21,037,851,468					
	Barbados				22,477,745,835										
	Brazil									175,460,216,395					
	Canada									66,819,289,585					
	Colombia									111,644,874,564					
	France									1,698,279,553			8,663,830,163		
	India				70,499,057,092	35,302,243,691				658,760,905,266					
	Iraq									11,144,195,464					
	Jordan				36,791,737,055					16,298,342,829					
	Mexico				20,657,571,751			2,750,902,766							
	Morocco														
	Netherlands									4,315,486,422					
	Philippines									19,607,009,165					
	Samoa									6,048,517,979					
	Saudi Arabia				7,886,440,199					6,637,820,731					
	South Korea									6,386,271,870					
	Spain									91,708,193,276			32,144,597,566		
	Sweden				16,784,318,065					13,203,479,184					
	Thailand									10,292,874,715					
									71,885,004,055						



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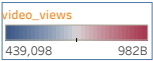
Channel..	Country	Category				
		Science & Technol..	Shows	Sports	Trailers	Travel & Events
Entertain..	Vietnam					
Film	Brazil					
	India					
	Mexico					
	Russia					
	Saudi Arabia		8,265,129,639			
	Thailand					
	United King..					
	United Stat..		24,519,022,988			
	Vietnam					
Games	Afghanistan					
	Argentina					
	Australia					
	Brazil					
	Canada					
	Chile					
	Ecuador					
	El Salvador					
	Finland					
	Germany					
	India					
	Indonesia					
	Mexico					
	Netherlands					
	Russia					
	Saudi Arabia					
	South Korea					
	Spain					
	Sweden					
	Thailand					
Howto	Turkey					
	United King..					
	United Stat..					
	Australia					
	Brazil					
	China					
	Colombia					
	Egypt					
	India					
	Indonesia					
Music	Mexico					
	Ukraine					
	United Stat..					
	Argentina					
	Australia					
	Barbados					
	Brazil					
	Canada					
	Colombia					
	France					
	India				17,608,931,161	
	Iraq					
	Jordan					
	Mexico					
	Morocco					
	Netherlands					
	Philippines					
	Samoa					
	Saudi Arabia					
	South Korea					
	Spain					
	Sweden					
	Thailand					



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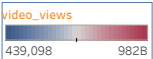
Channel ..	Country	Category													
		Autos & Vehicles	Comedy	Education	Entertainment	Film & Animation	Gaming	Howto & Style	Movies	Music	Nan	News & Politics	Nonprofits & Acti..	People & Blogs	Pets & Animals
Music	Turkey				21,190,975,881					56,106,087,508					
	United King..				27,870,396,630	13,013,567,335				155,168,988,915					
nan	United Stat..									981,845,232,854	4,821,183,481	10,463,166,404		38,684,932,206	
	Germany	1,573,058,816													
	India				7,707,224,467										
	Pakistan														
News	Singapore							3,696,973,456						2,303,069,221	
	Spain														
	India				4,935,793,409							110,082,745,690		23,406,131,441	
	Indonesia											11,827,310,821			
	Pakistan											5,727,888,539			
	Philippines				11,364,908,616							35,124,935,617			
	Russia													439,098	
	Thailand				13,043,561,912							14,563,841,315			
	Ukraine											8,396,875,537			
	United Arab..													7,520,379,951	
Nonprofit	United King..											4,598,387,043			
	United Stat..											39,453,303,492			
People	Brazil												3,523,578,665		
	United Stat..												7,339,333,120		
	Argentina									21,226,945,136					
	Australia			8,903,647,480						5,129,529,846					
	Brazil	2,990,185,467			5,094,050,461		4,959,982,720							4,668,076,012	
	Chile						8,409,641,722								
	Colombia													1,714,955,279	
	Cuba						22,936,630,813								
	India	12,547,223,105						1,002,219,689							
	Indonesia										4,205,664,894			55,693,997,167	
	Mexico				2,135,644,776									4,051,072,188	
	Pakistan													22,599,866,941	
	Philippines									301,547,793					
	Russia									2,215,333,992				1,401,914,513	
	Singapore													109,076,813,013	
	South Korea									6,153,495,609					
	Ukraine				8,265,920,659					26,594,323,476				8,500,262,049	
	United Arab..														
	United Stat..	20,724,282,989			6,359,835,535	8,588,704,539	9,052,367,553			24,231,979,060				23,884,824,160	
Sports	Australia									30,241,152,309				134,846,298,113	
	Spain														
	Sweden										7,155,736,006				
	Switzerland														
	United King..														
	United Stat..													4,306,212,515	
Tech	Brazil							3,980,991,248							
	Canada														
	Germany														
	India				7,705,492,350						1,739,129,375				
	United King..														
	United Stat..													2,551,113,422	



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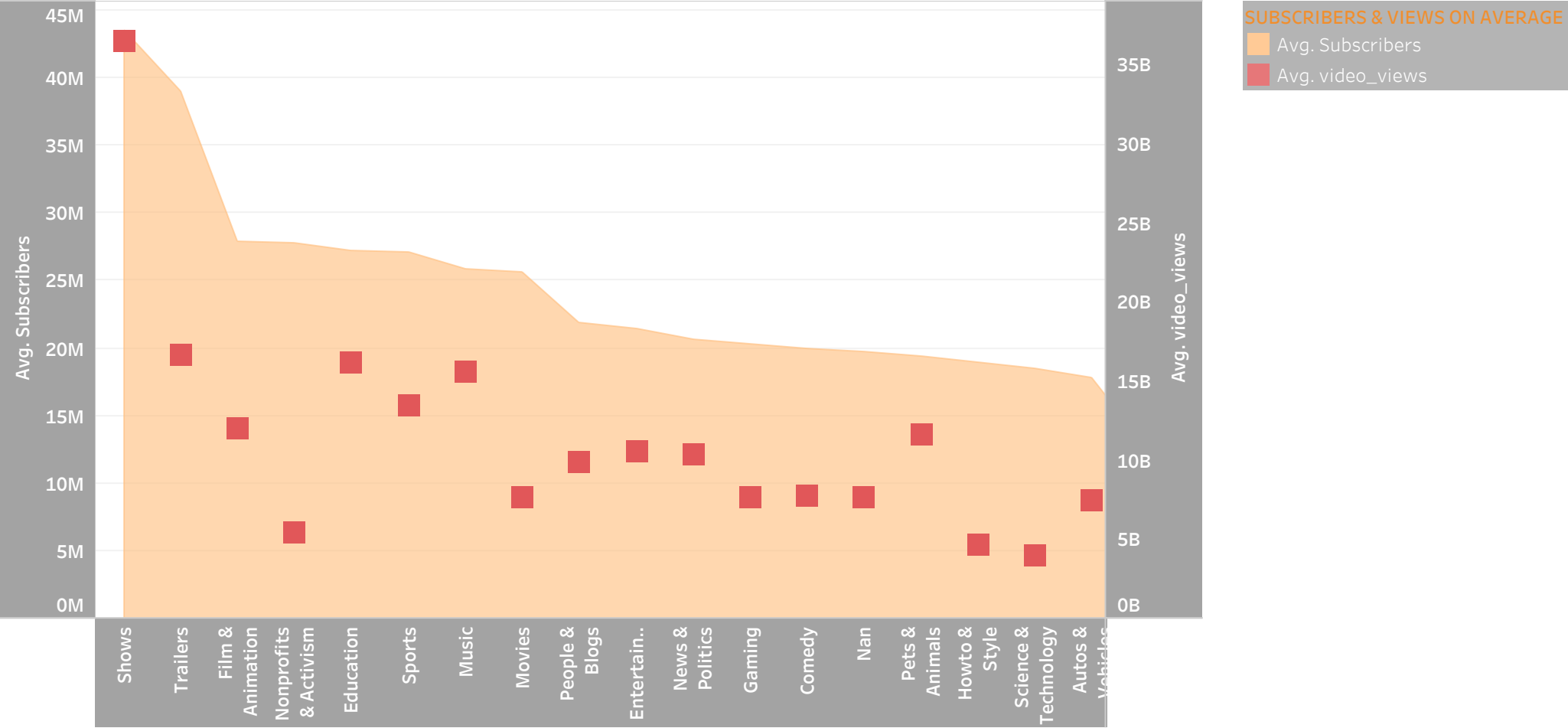
Highest Video Views Channels diifer in Category, Country & Channel Type

Channel ..	Country	Category				
		Science & Technol..	Shows	Sports	Trailers	Travel & Events
Music	Turkey					
	United King..					
	United Stat..		13,151,870,846			
nan	Germany					
	India					
	Pakistan	4,340,213,066				
	Singapore					
	Spain					
News	India					
	Indonesia					
	Pakistan					
	Philippines					
	Russia					
	Thailand					
	Ukraine					
	United Arab..					
	United King..					
	United Stat..					
Nonprofit	Brazil					
	United Stat..					
People	Argentina					
	Australia					
	Brazil					
	Chile					
	Colombia					
	Cuba					
	India					
	Indonesia					
	Mexico					
	Pakistan					
	Philippines					
	Russia					
	Singapore					
	South Korea					
	Ukraine					
	United Arab..					
	United Stat..					
Sports	Australia			9,601,137,077		
	Spain			5,166,281,149		
	Sweden					
	Switzerland			5,529,131,886		
	United King..			3,280,481,927		
	United Stat..			115,379,648,832		
Tech	Brazil					
	Canada	8,992,946,421				
	Germany	3,234,880,084				
	India	12,490,209,066				
	United King..	3,736,069,980				
	United Stat..	8,281,324,876				



Sum of video_views broken down by Category vs. Channel Type and Country. Color shows sum of video_views. The marks are labeled by sum of video_views. The data is filtered on Action (YouTube channel name) and Action (Category,Country). The Action (YouTube channel name) filter keeps 867 members. The Action (Category,Country) filter keeps 189 members.

Content Categories With the Highest Video Views and Subscribers on Average



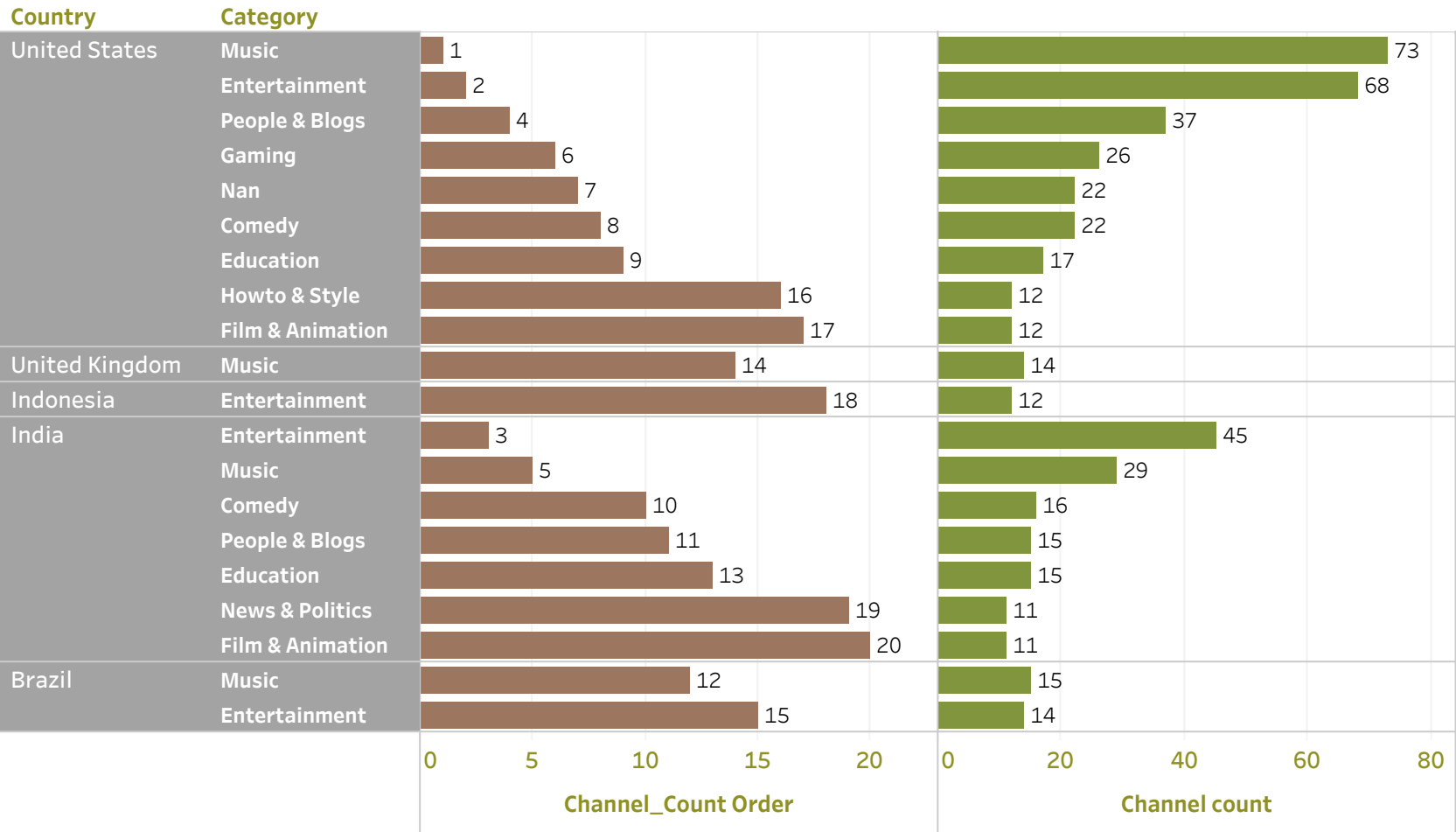
Avg. Subscribers and Avg. video_views for each Category. Color shows details about Avg. Subscribers and Avg. video_views. The data is filtered on Action (YouTube channel name), Action (Category,Country) and Action (Category,Country,Channel Type). The Action (YouTube channel name) filter keeps 867 members. The Action (Category,Country) filter keeps 189 members. The Action (Category,Country,Channel Type) filter keeps 318 members. The view is filtered on Category, which keeps 19 of 19 members.

Content Categories With the Highest Video Views and Subscribers on Average



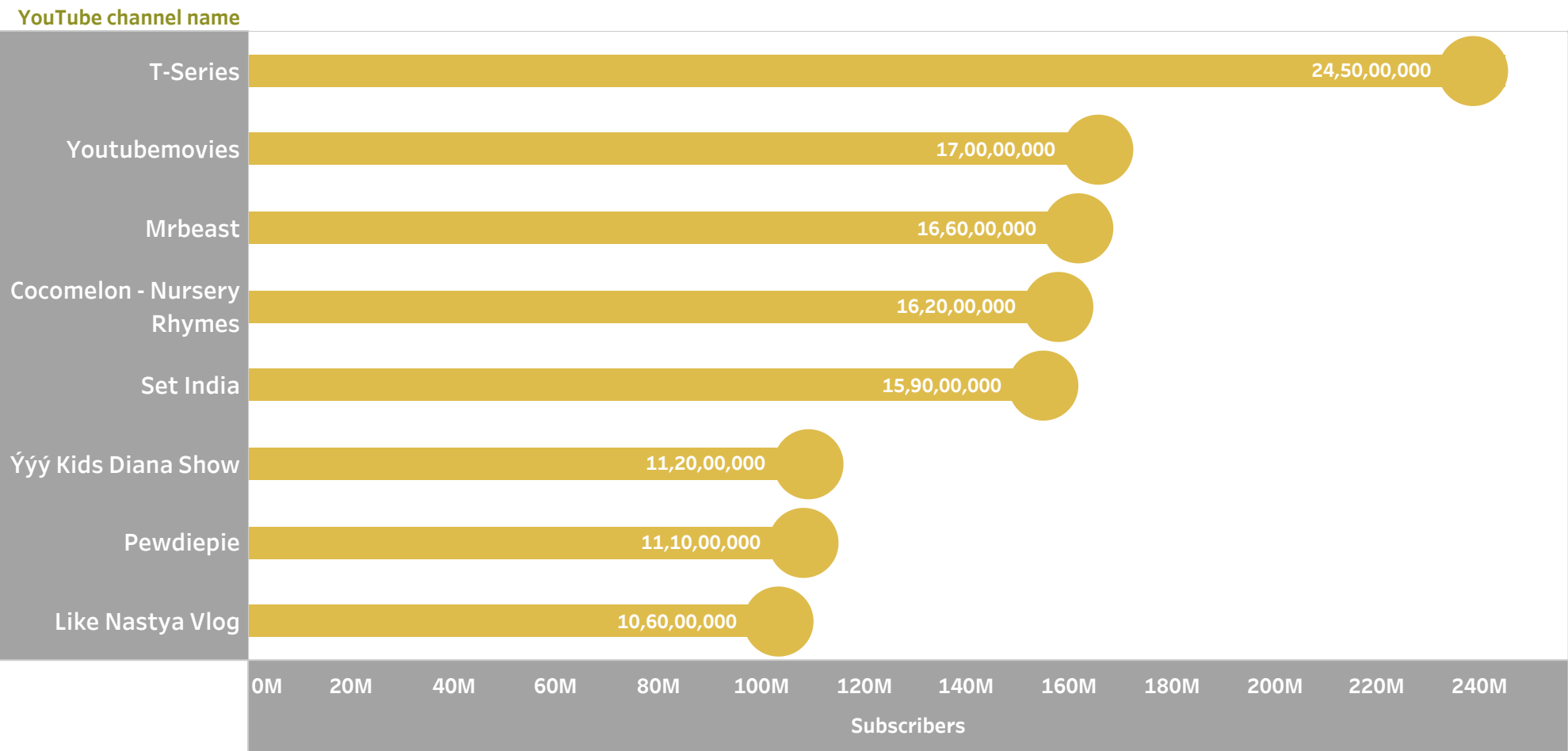
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Top 20 Common Content Categories in Different Countries



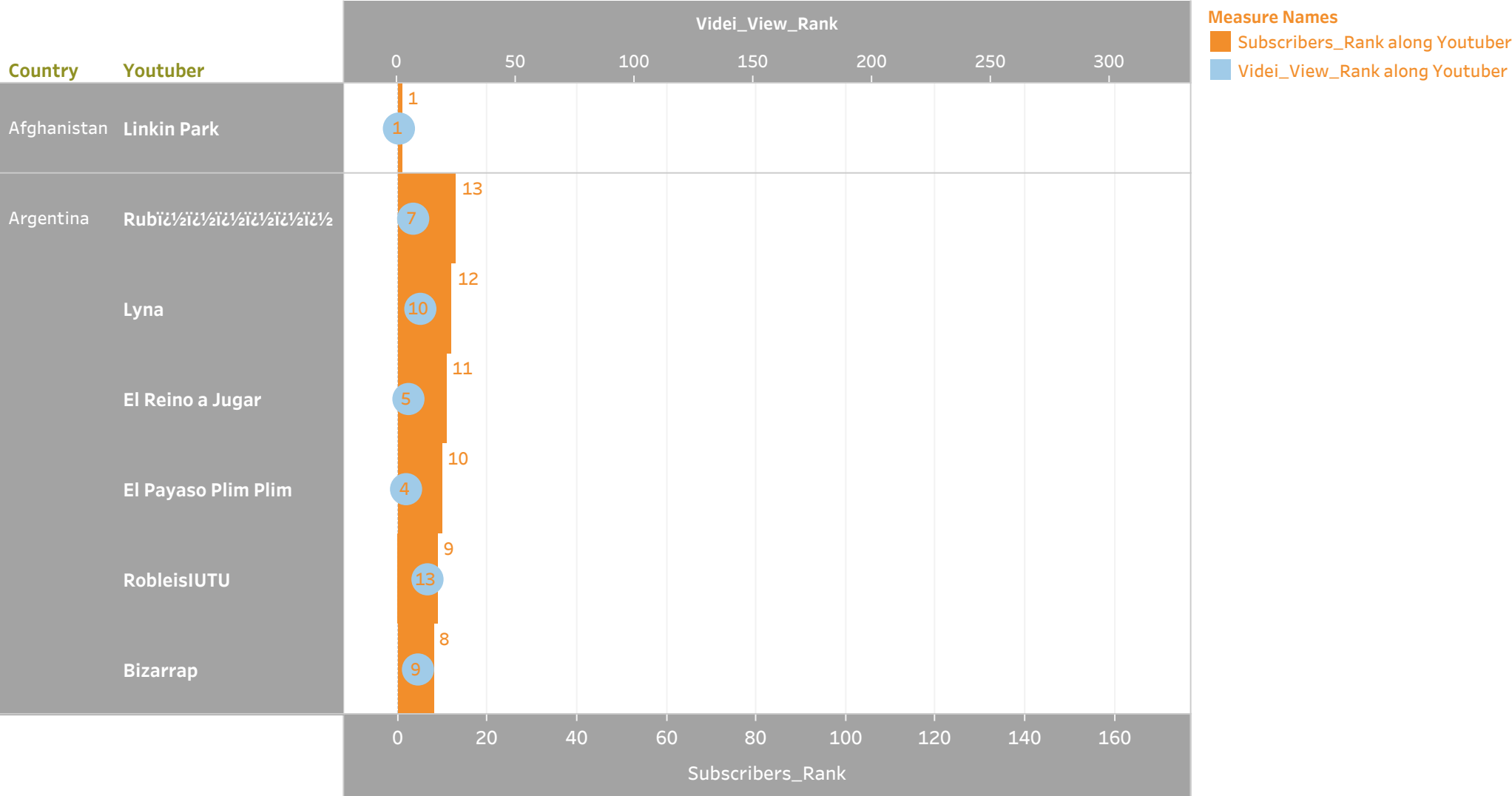
Channel_Count Order and Channel count for each Category broken down by Country. The data is filtered on Channel_Count Order, Action (YouTube channel name) and Action (Category,Country,Channel Type). The Channel_Count Order filter ranges from 1 to 20. The Action (YouTube channel name) filter keeps 867 members. The Action (Category,Country,Channel Type) filter keeps 318 members.

Channels Over One Hundred Million Subscribers



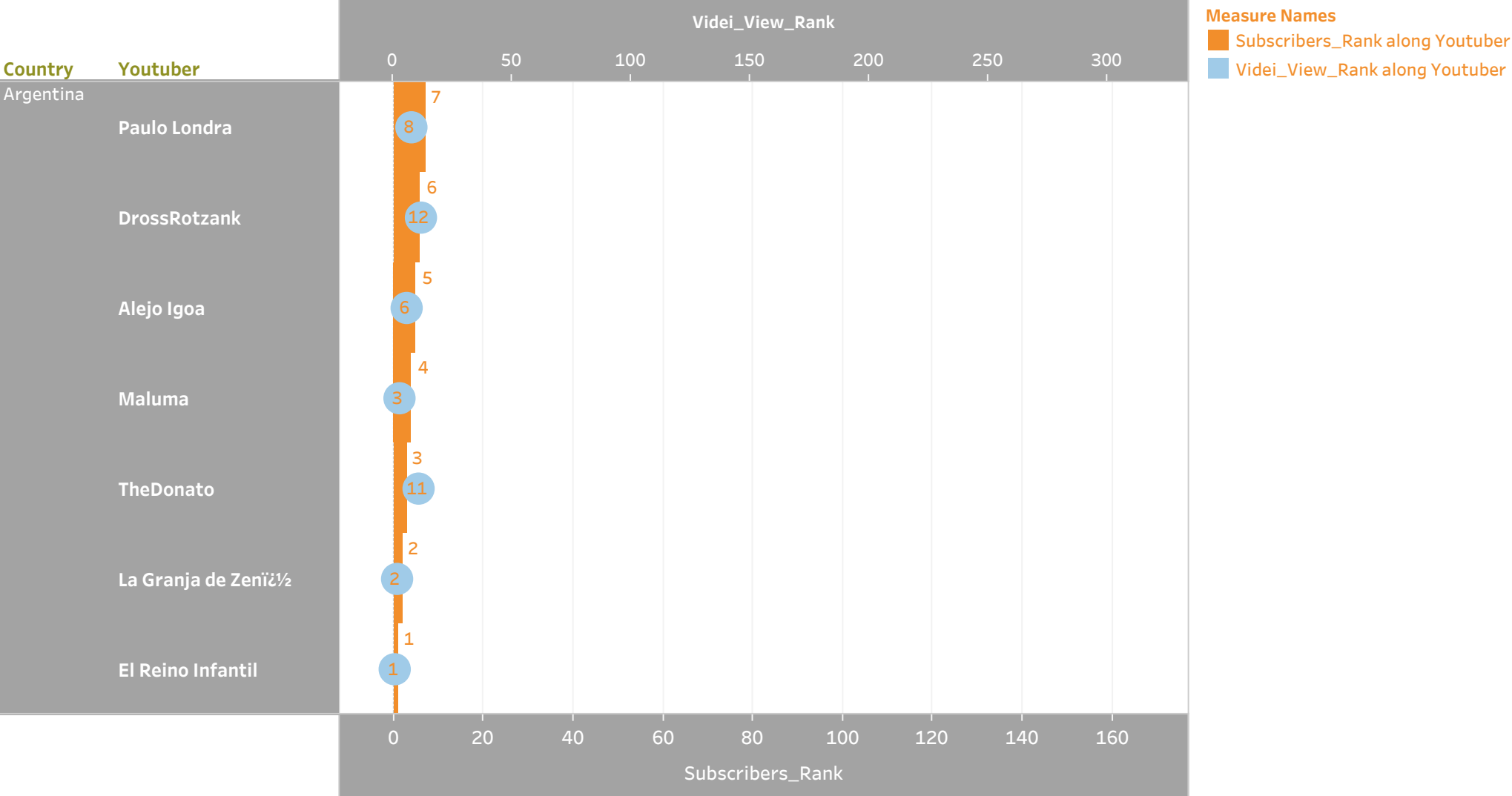
Sum of Subscribers and sum of Subscribers for each YouTube channel name. The marks are labeled by sum of Subscribers. The data is filtered on Action (Category,Country), Action (YouTube channel name) and Action (Category,Country,Channel Type). The Action (Category,Country) filter keeps 189 members. The Action (YouTube channel name) filter keeps 867 members. The Action (Category,Country,Channel Type) filter keeps 318 members. The view is filtered on sum of Subscribers, which includes values greater than or equal to 10,00,00,000.

Global Ranking Based on Subscribers and Video Views



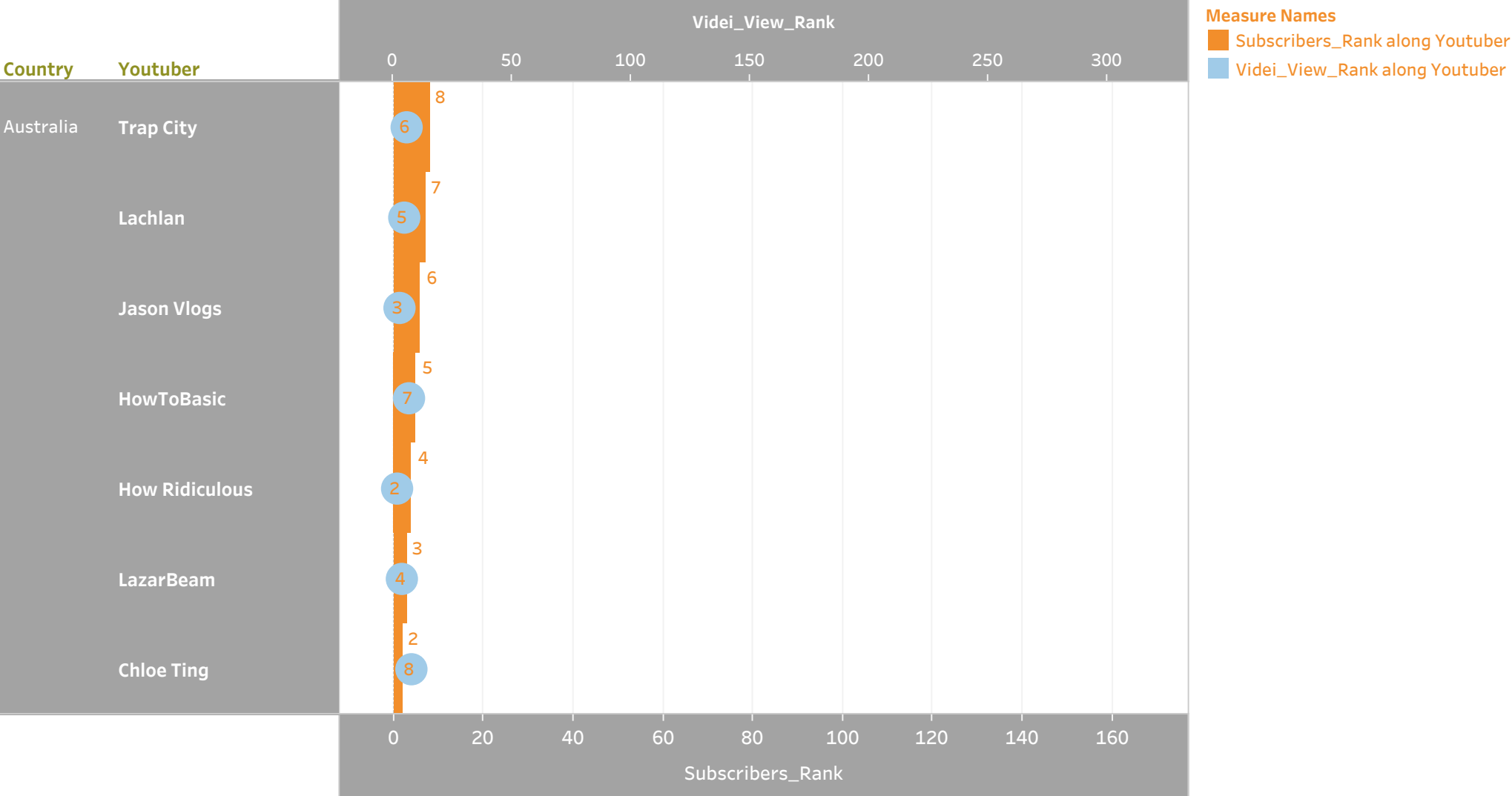
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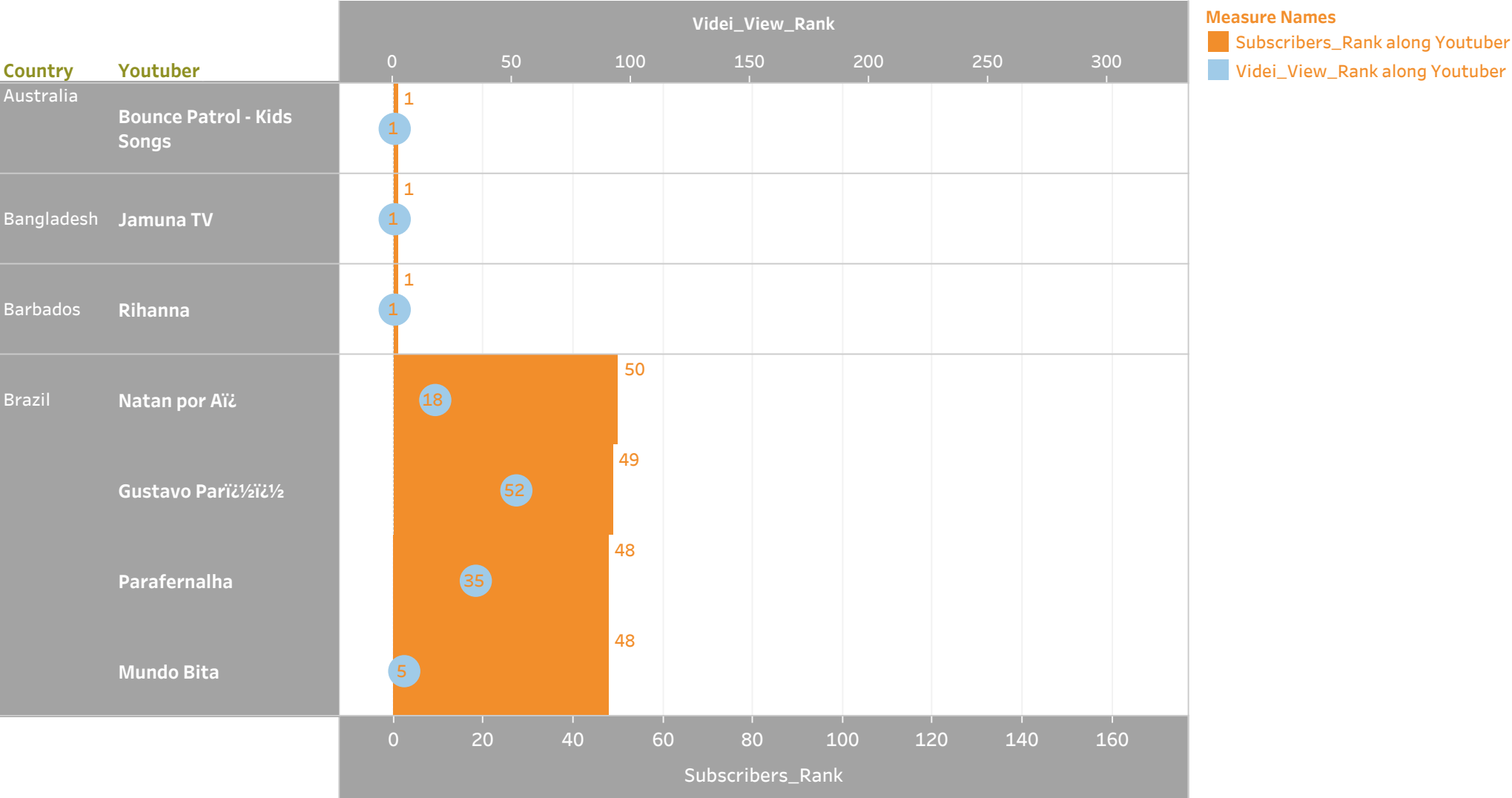
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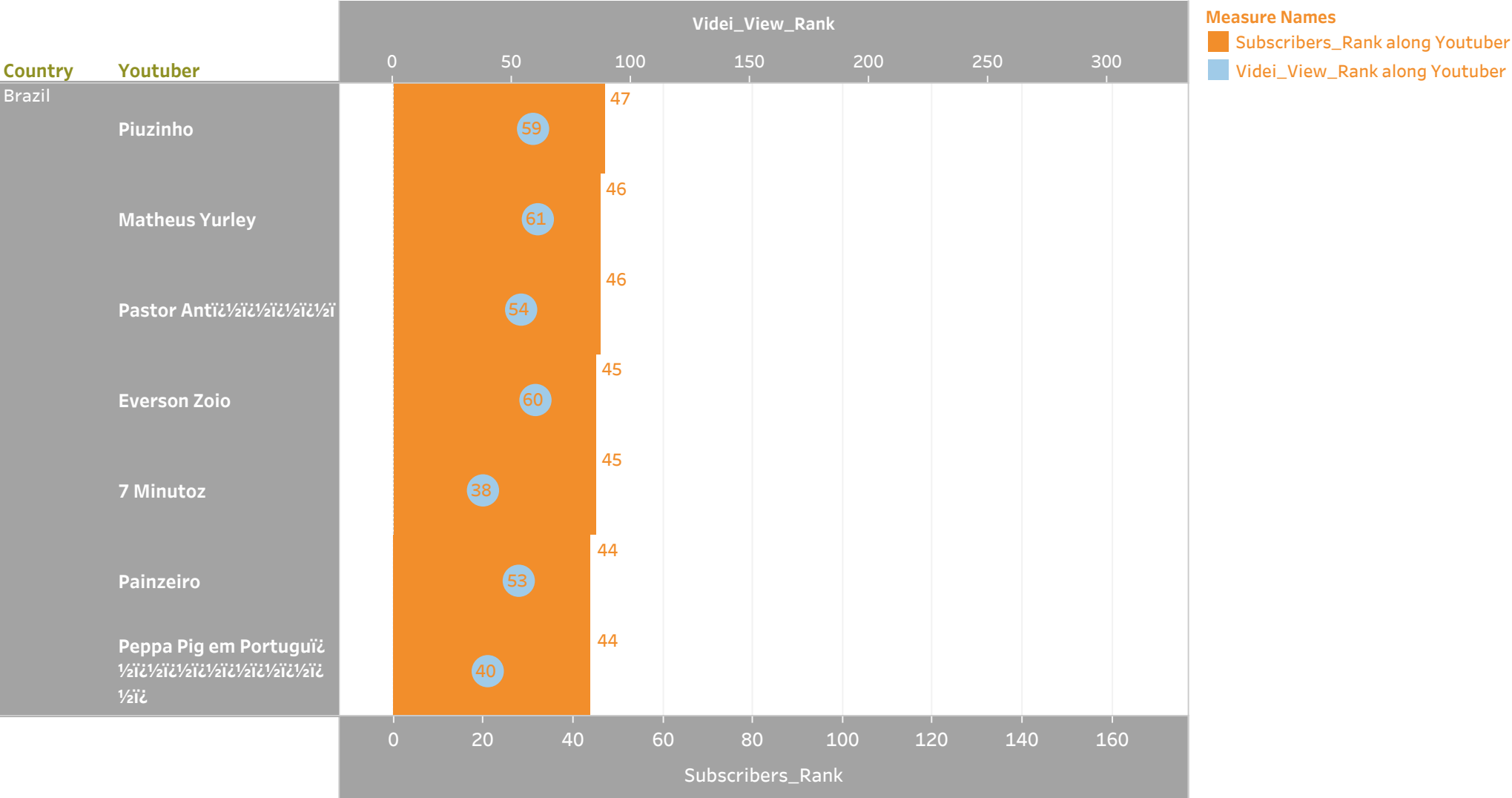
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Global Ranking Based on Subscribers and Video Views



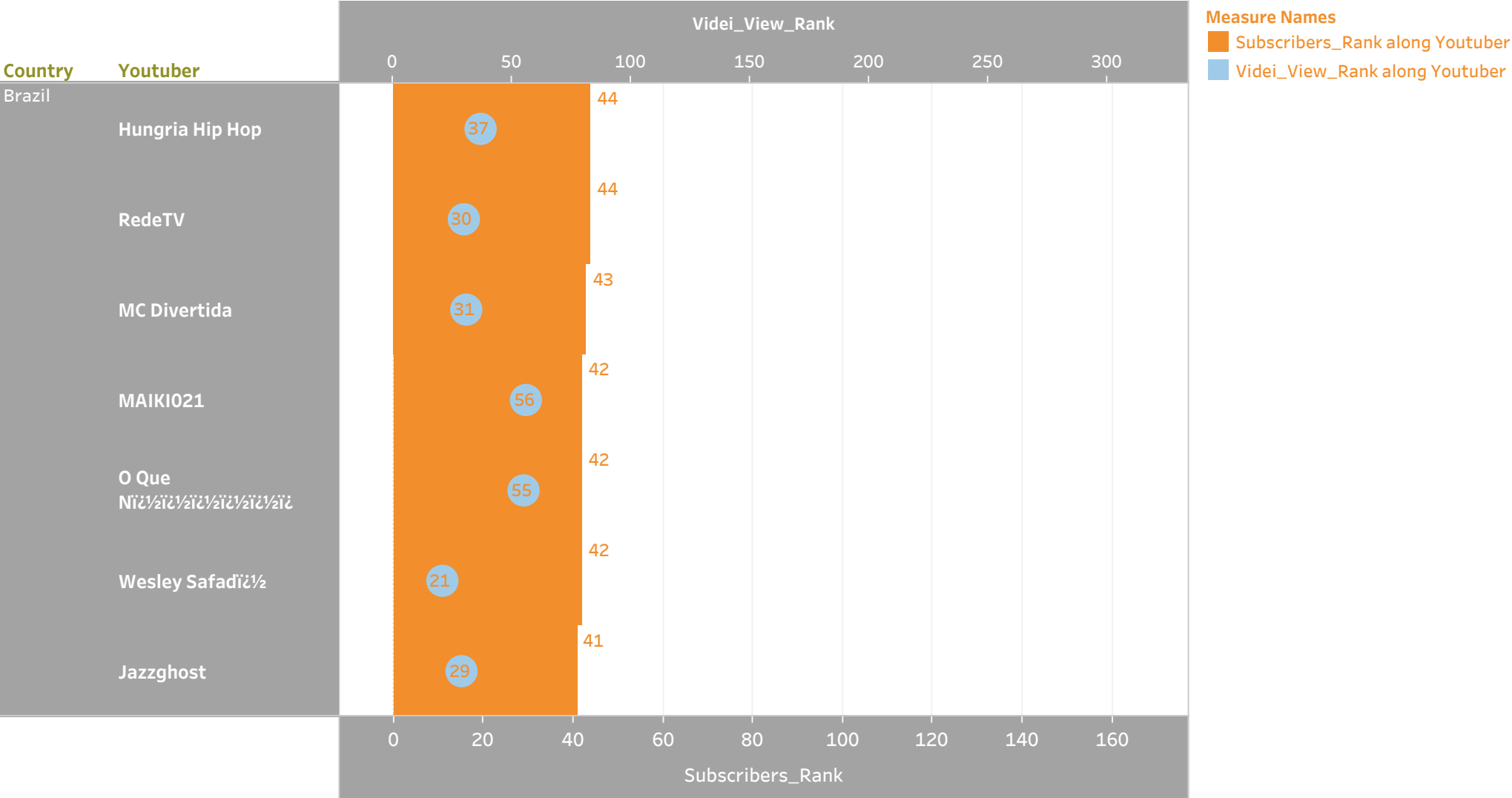
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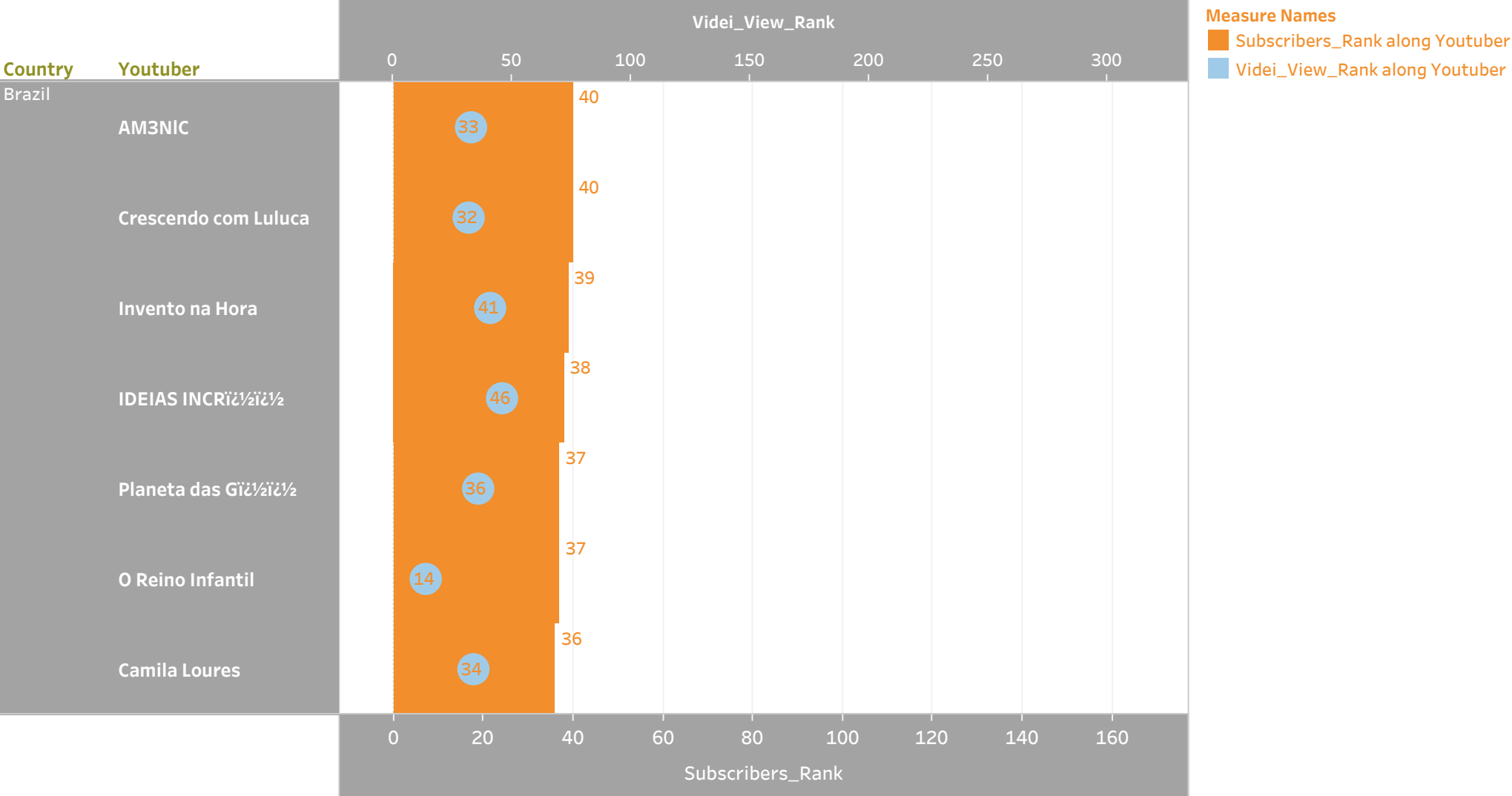
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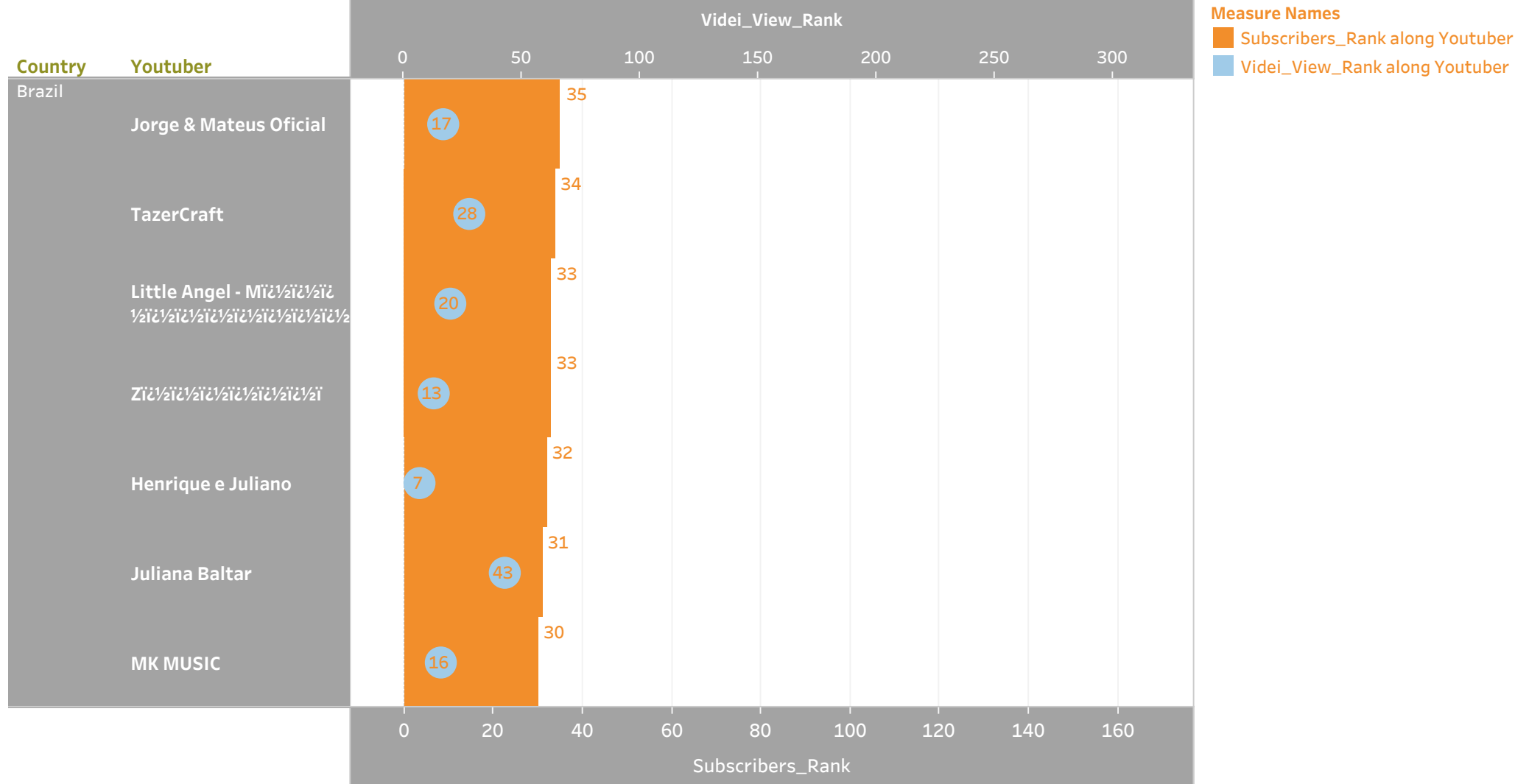


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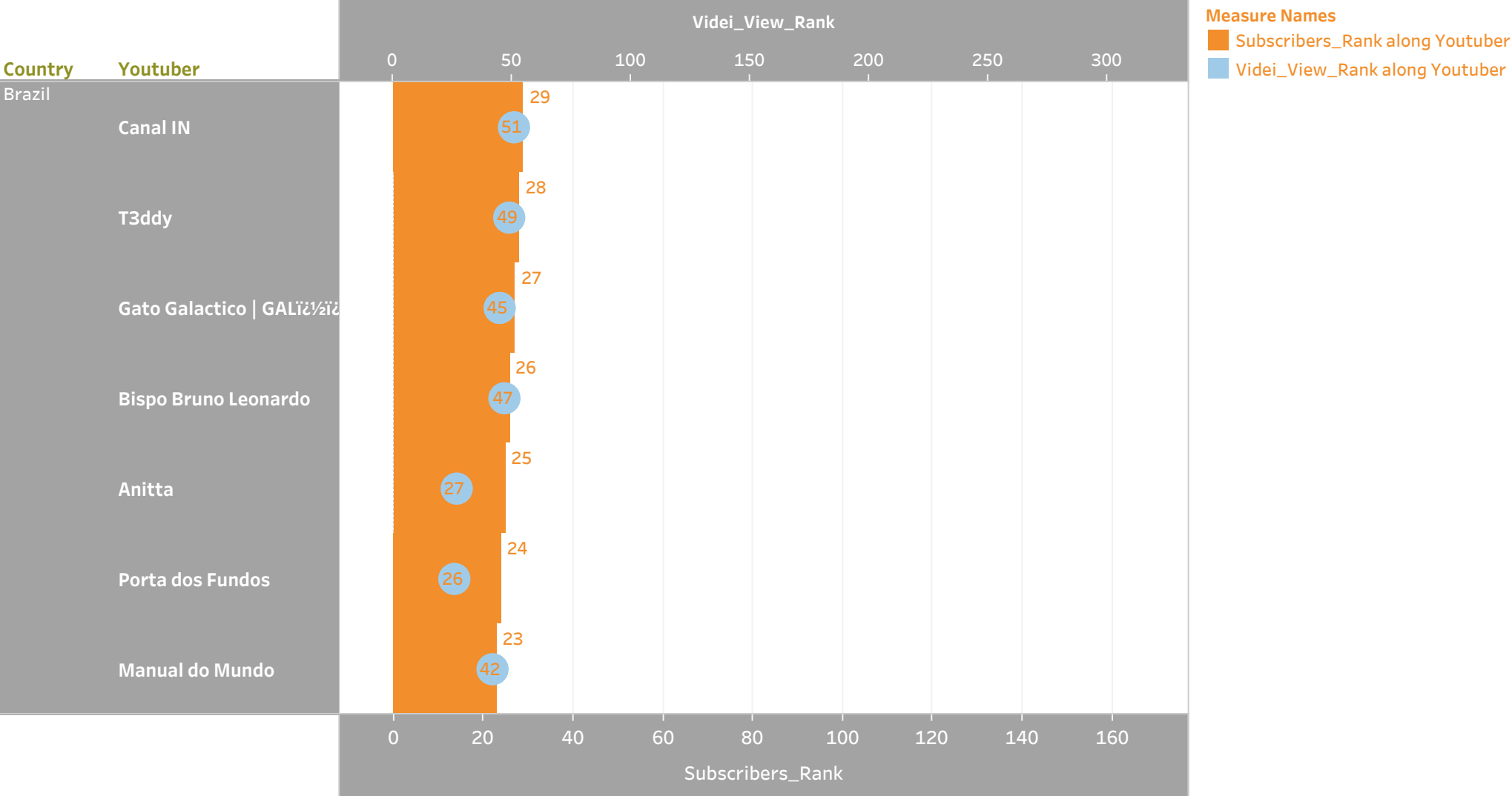


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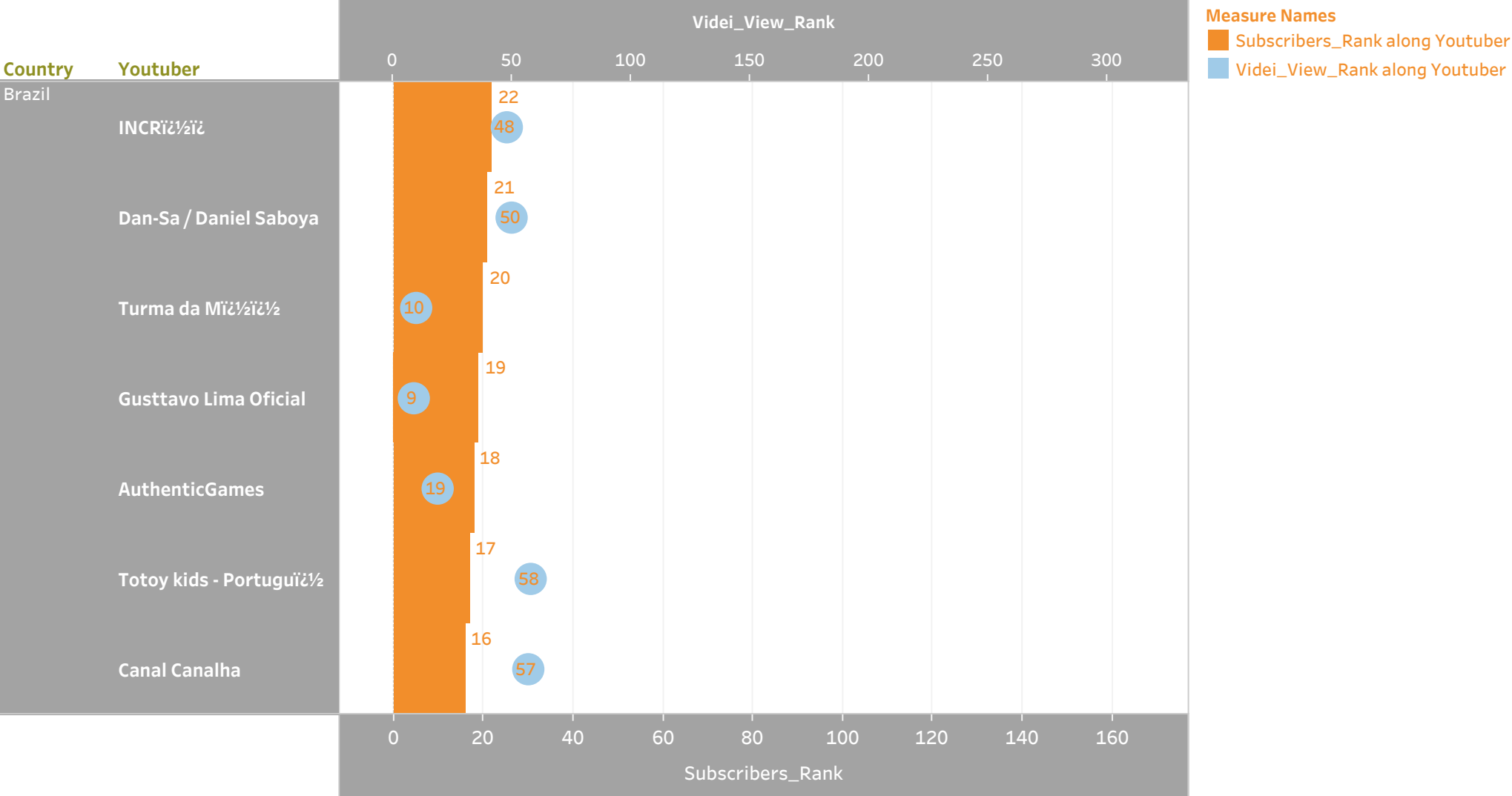
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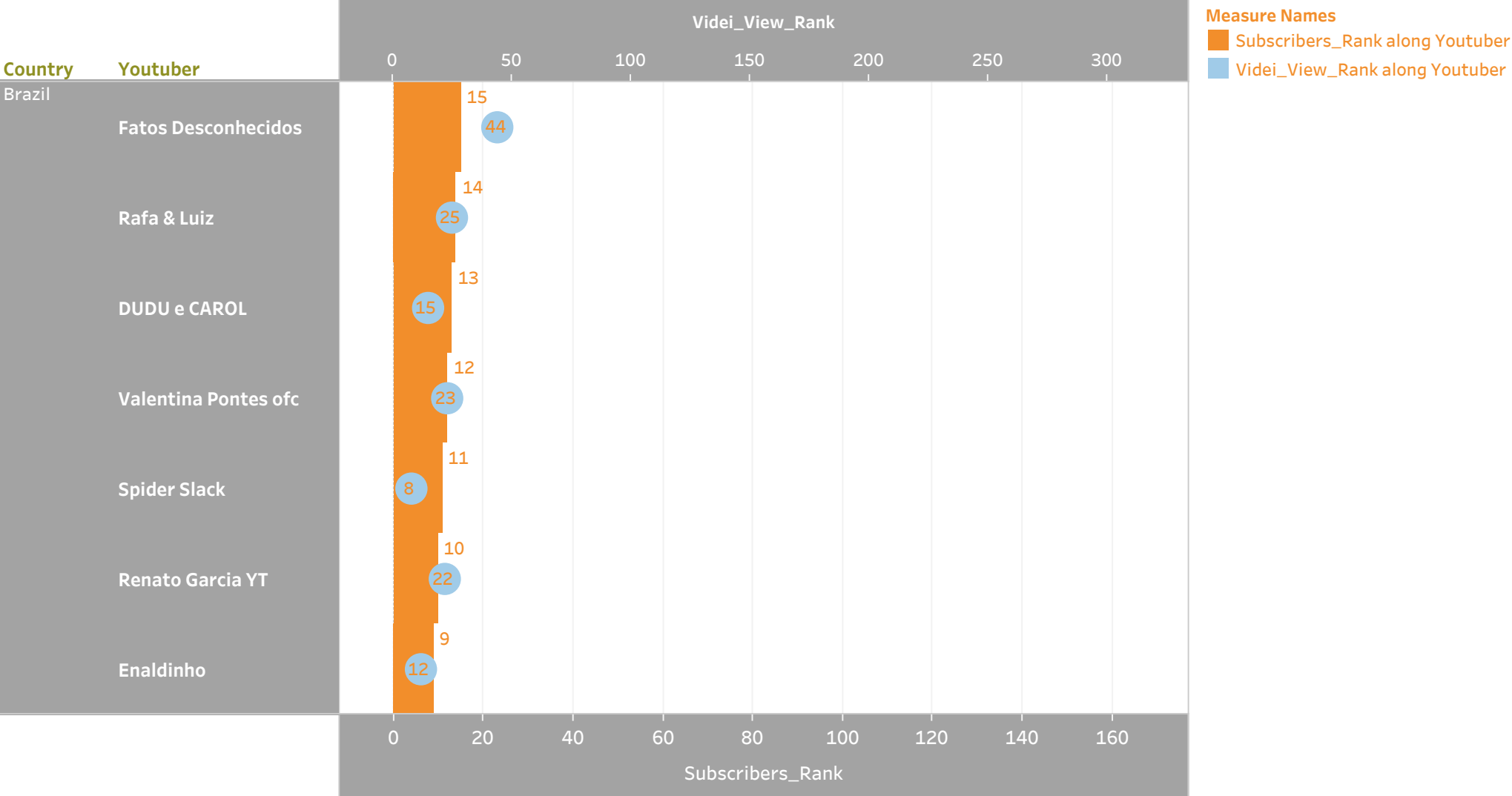
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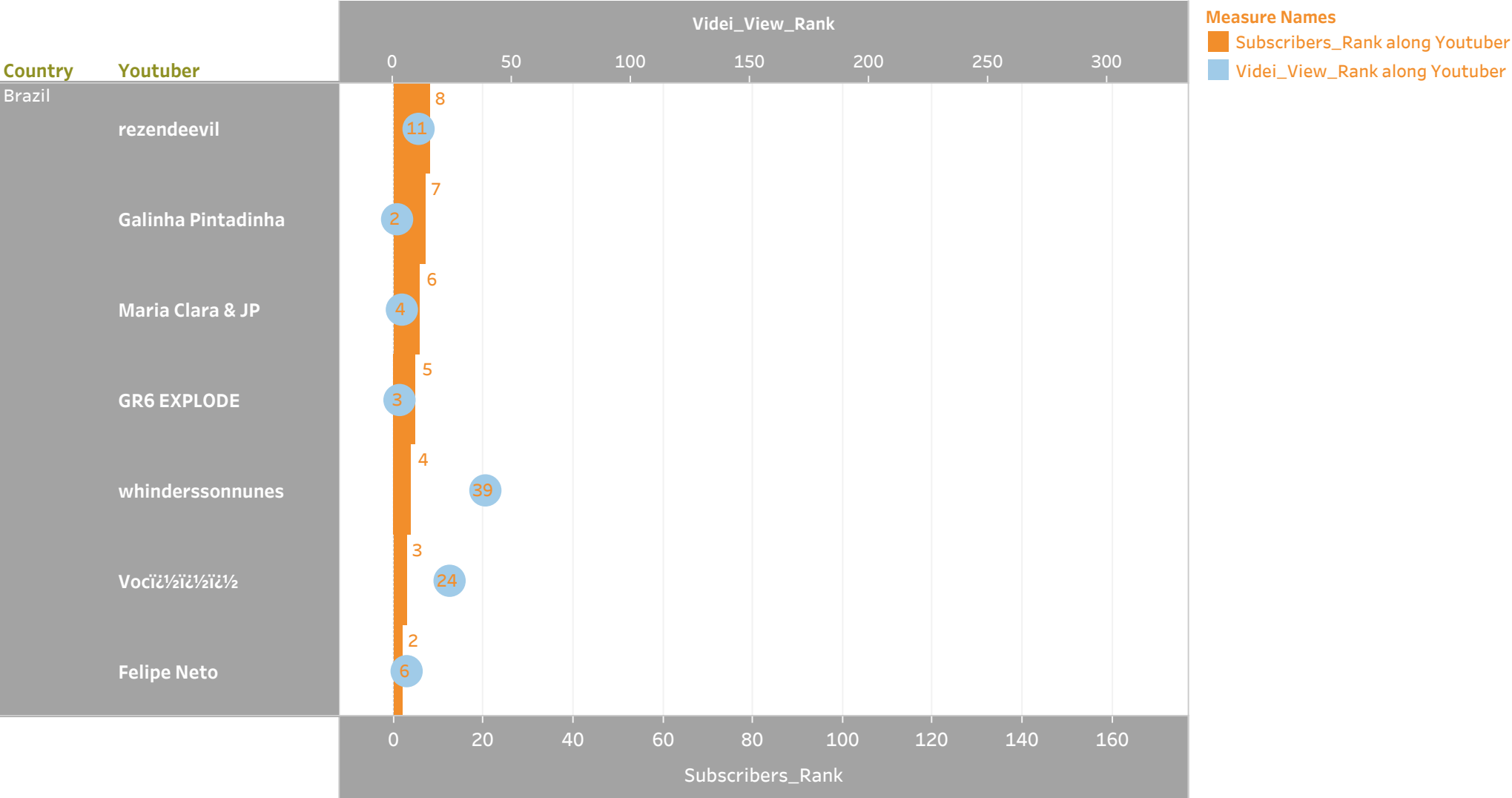
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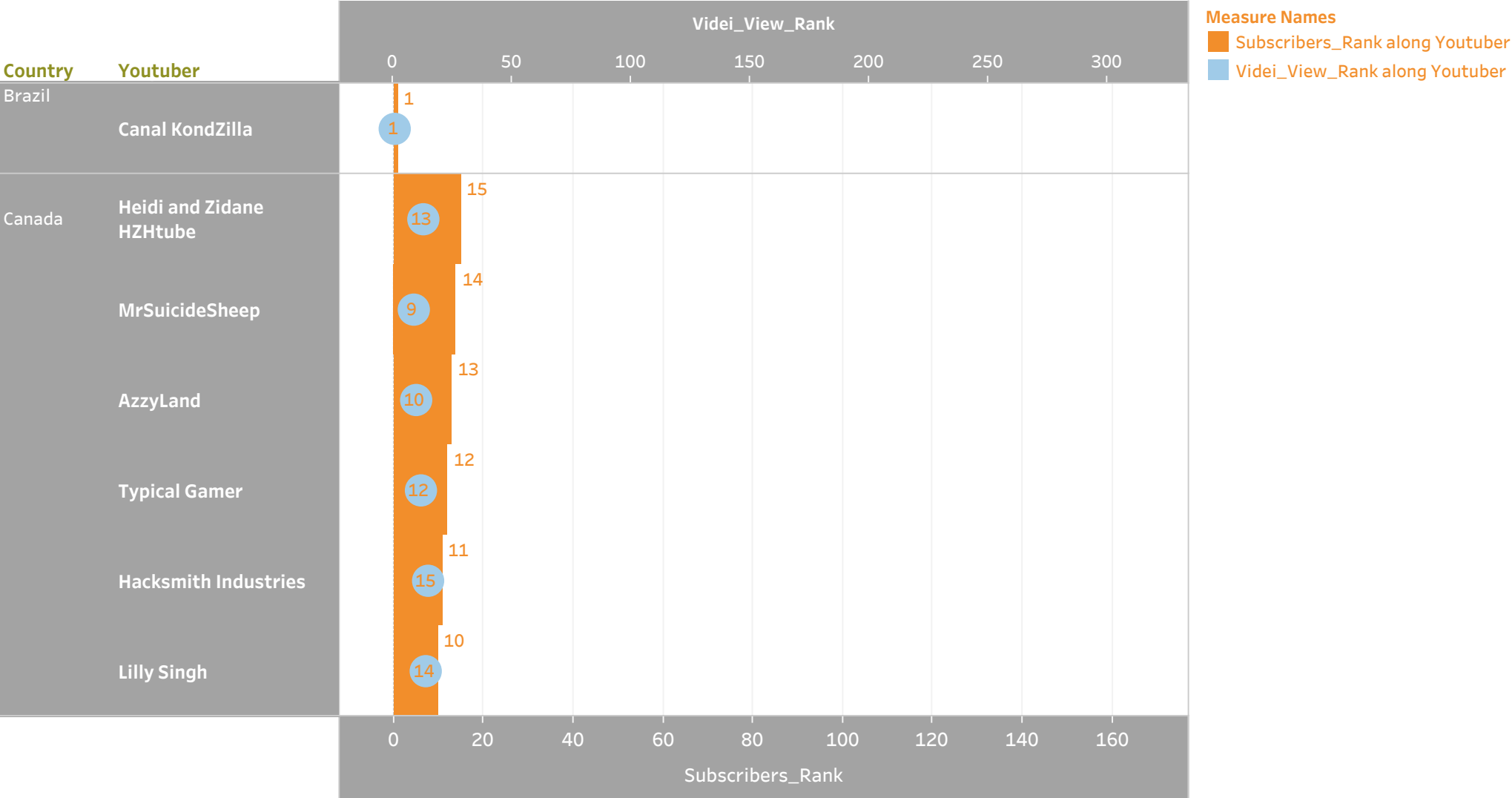
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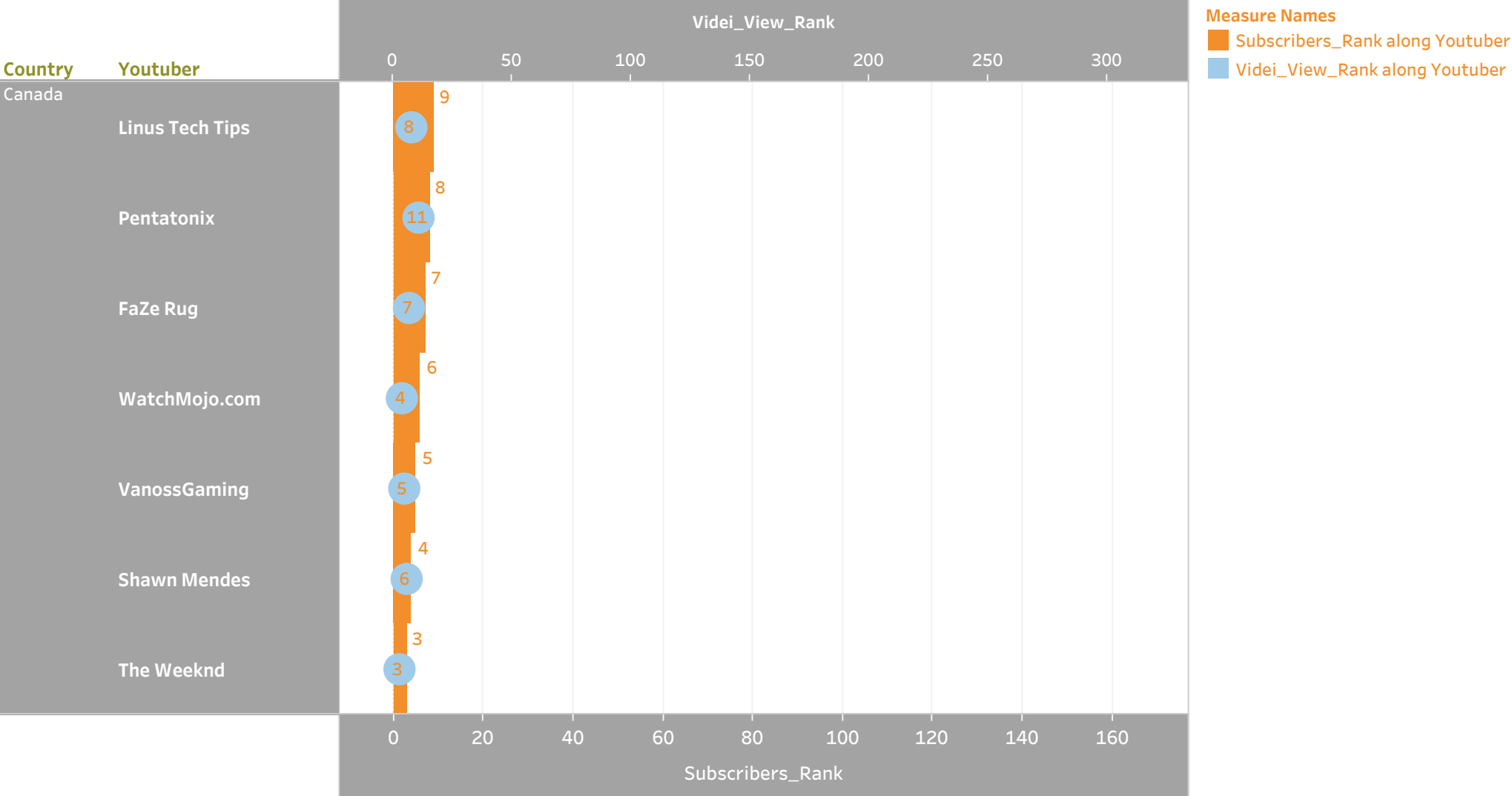
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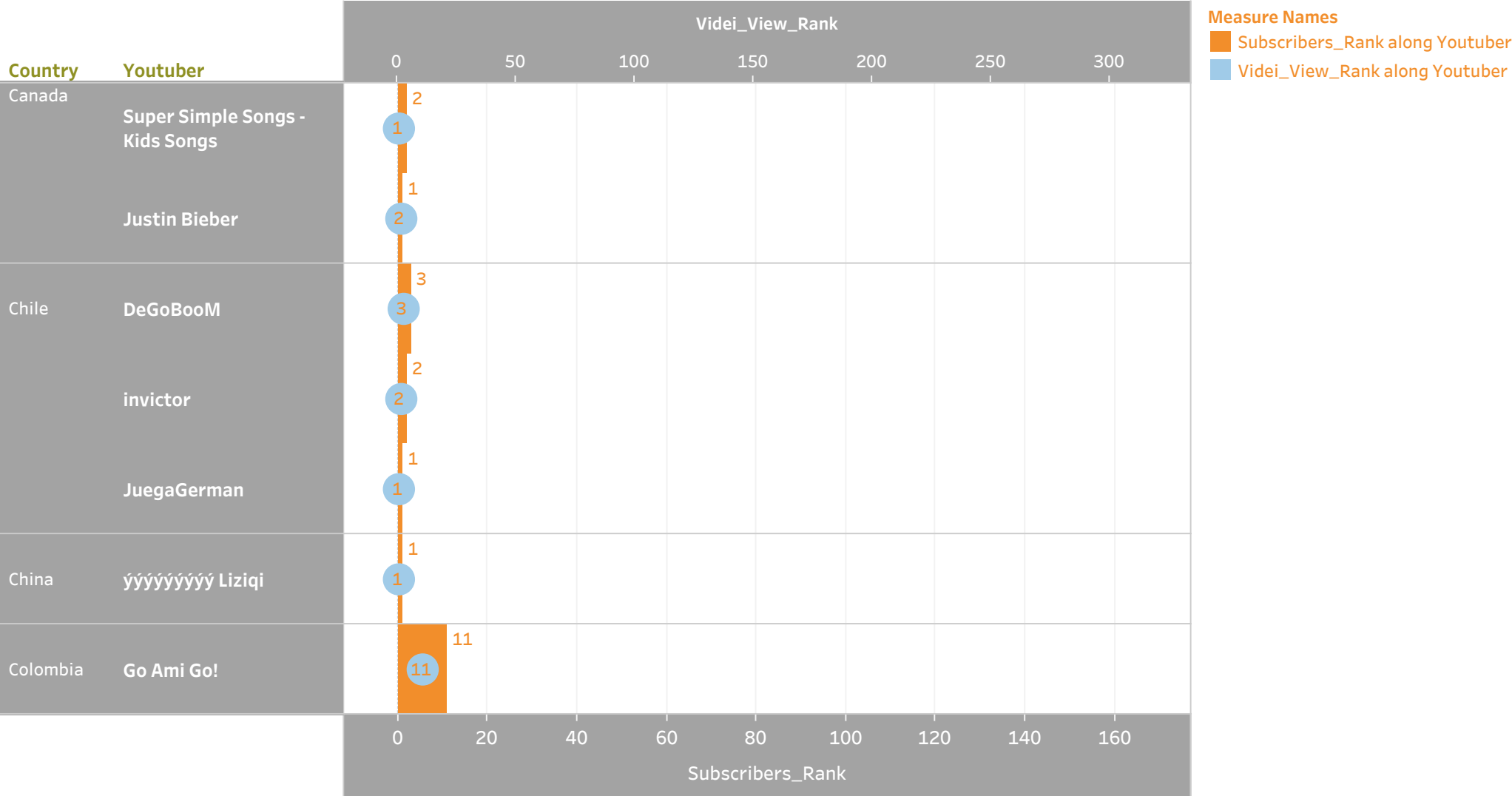
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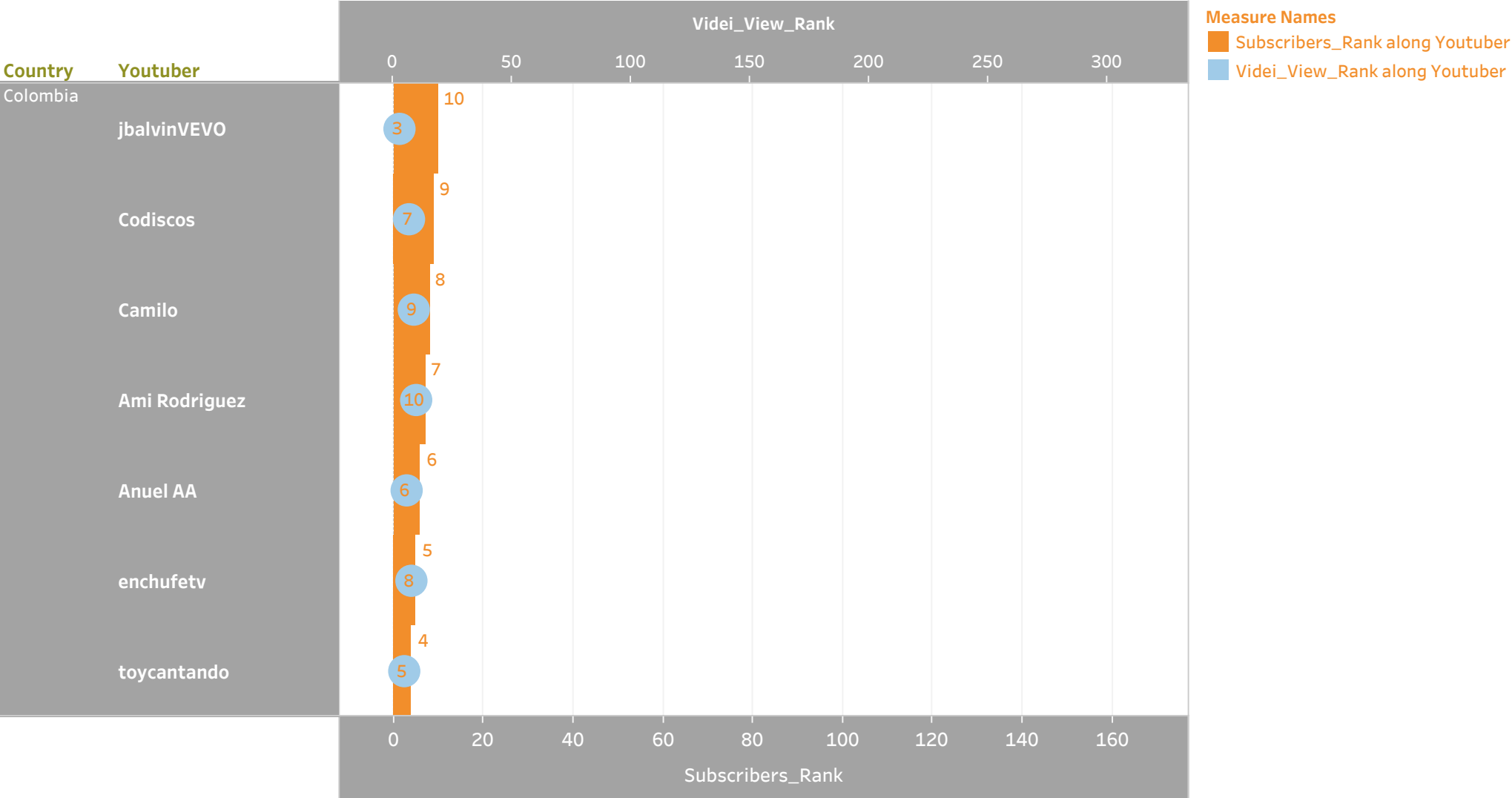
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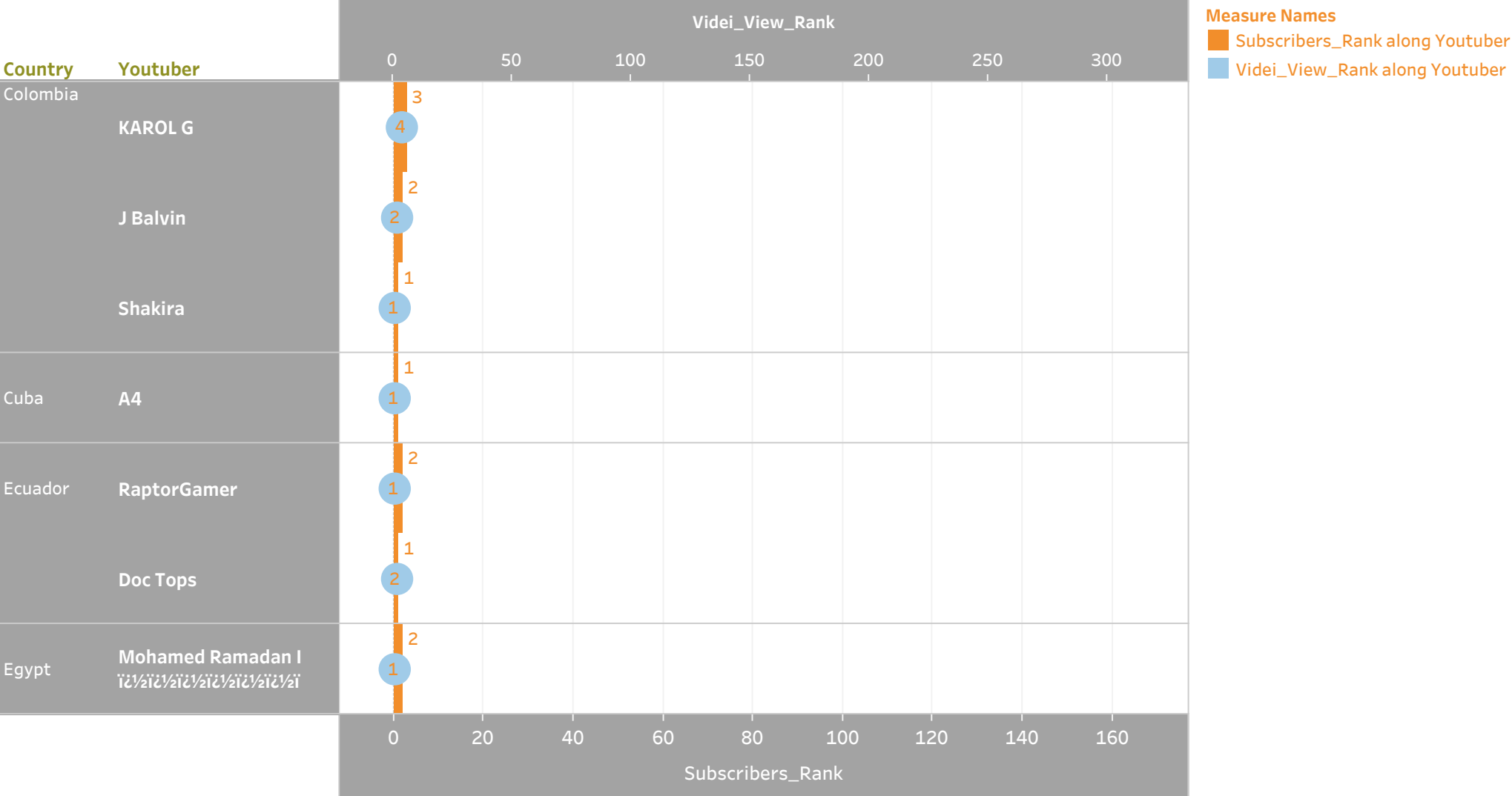
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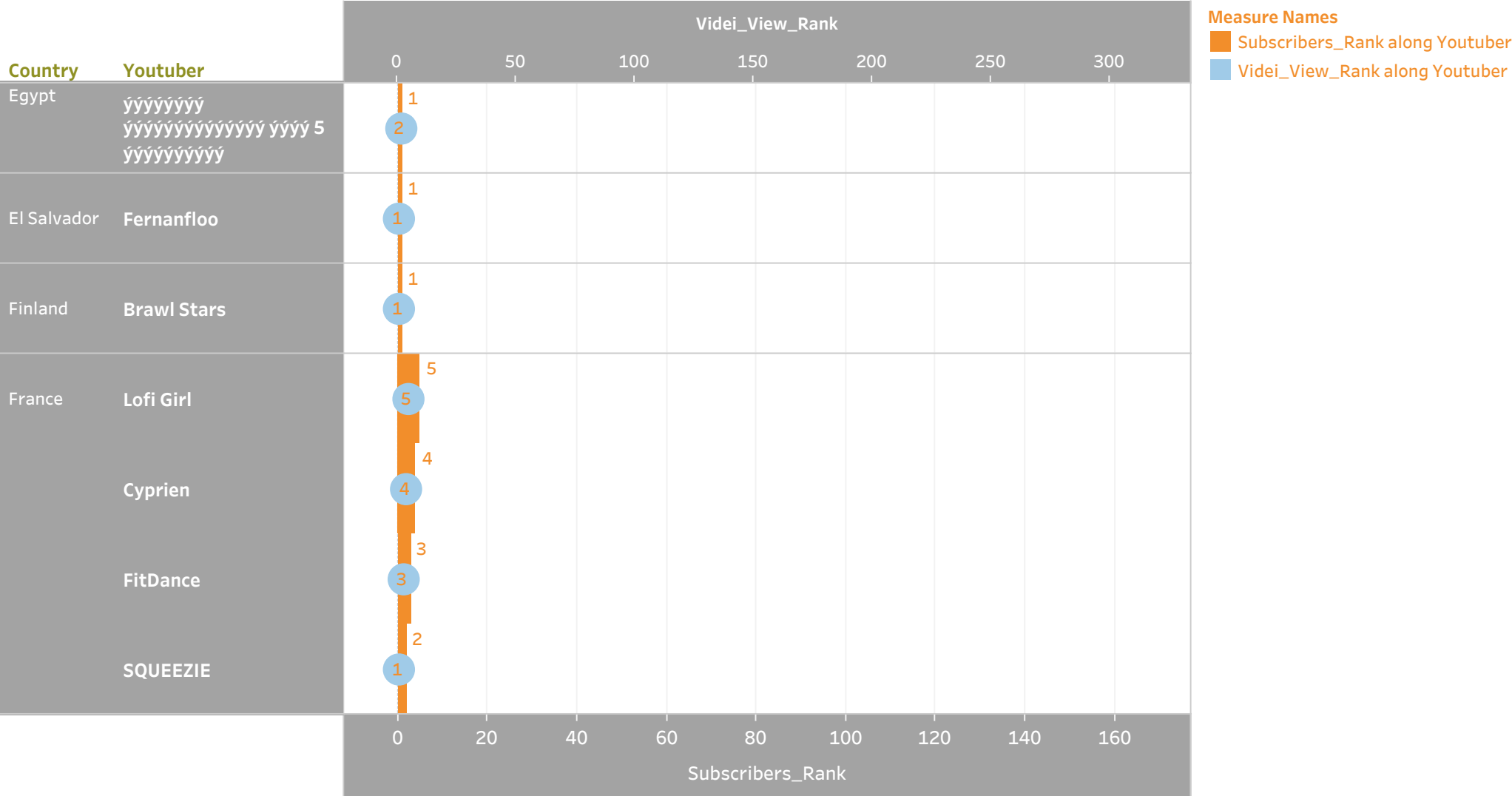


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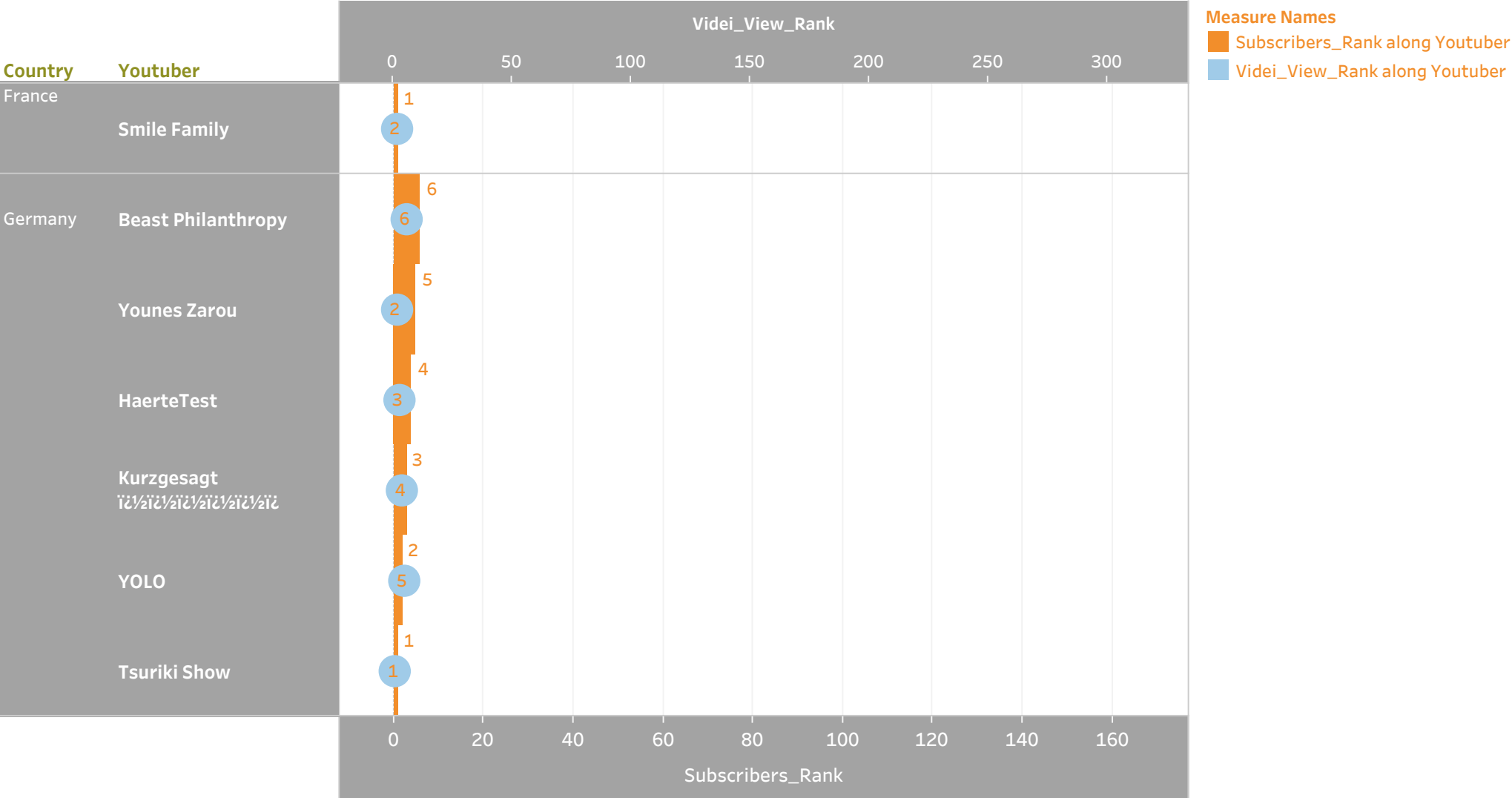


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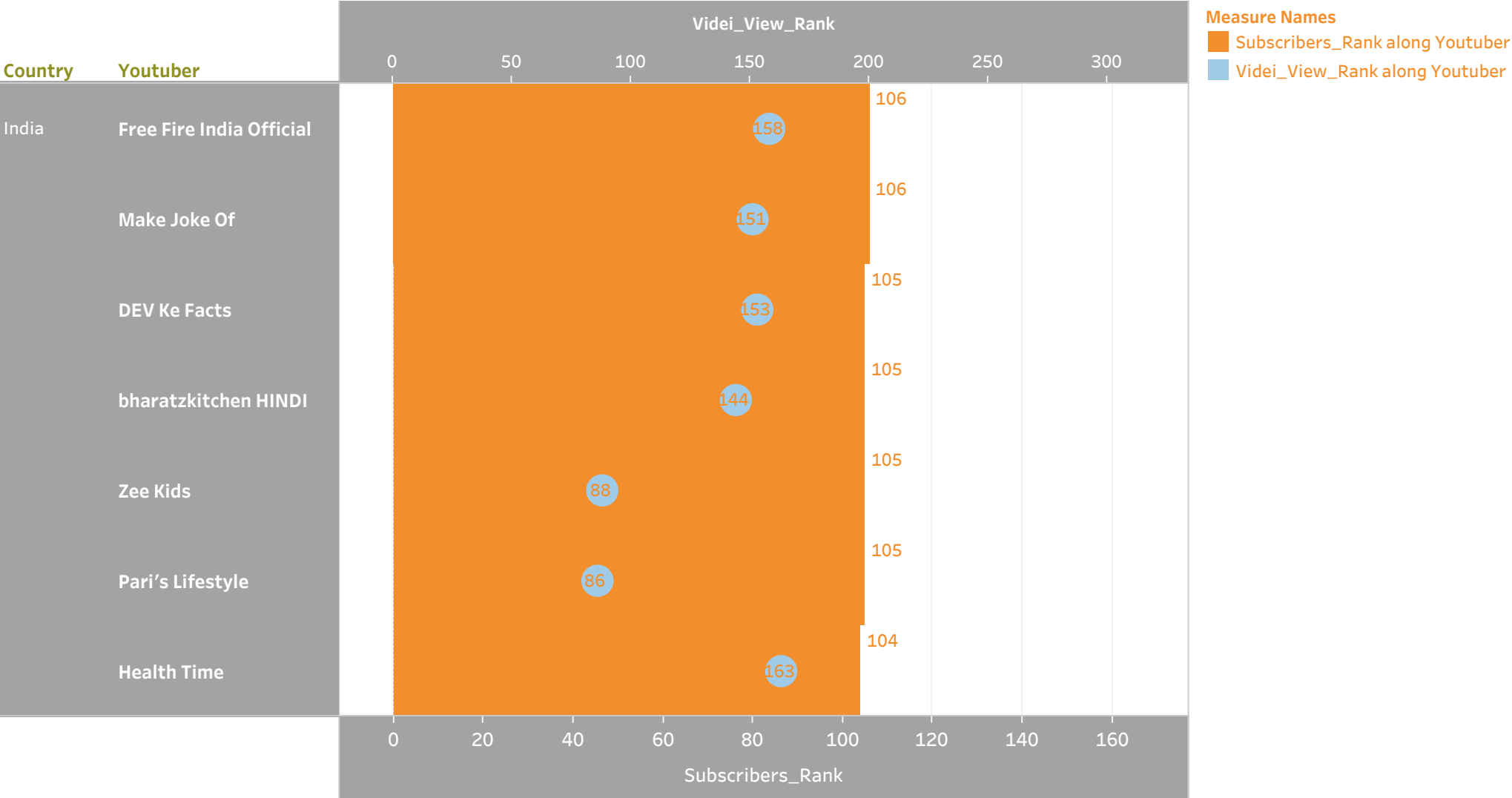
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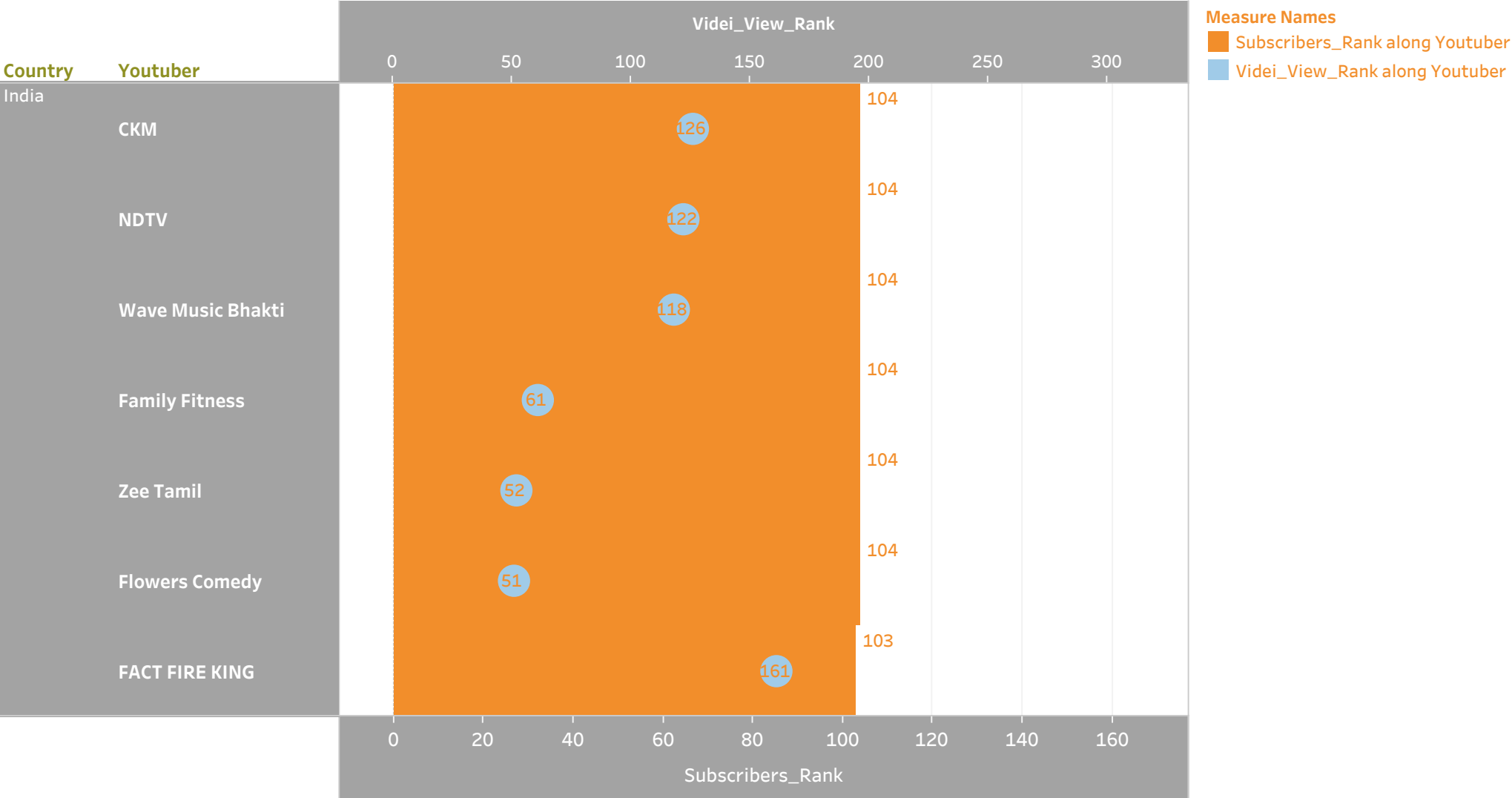
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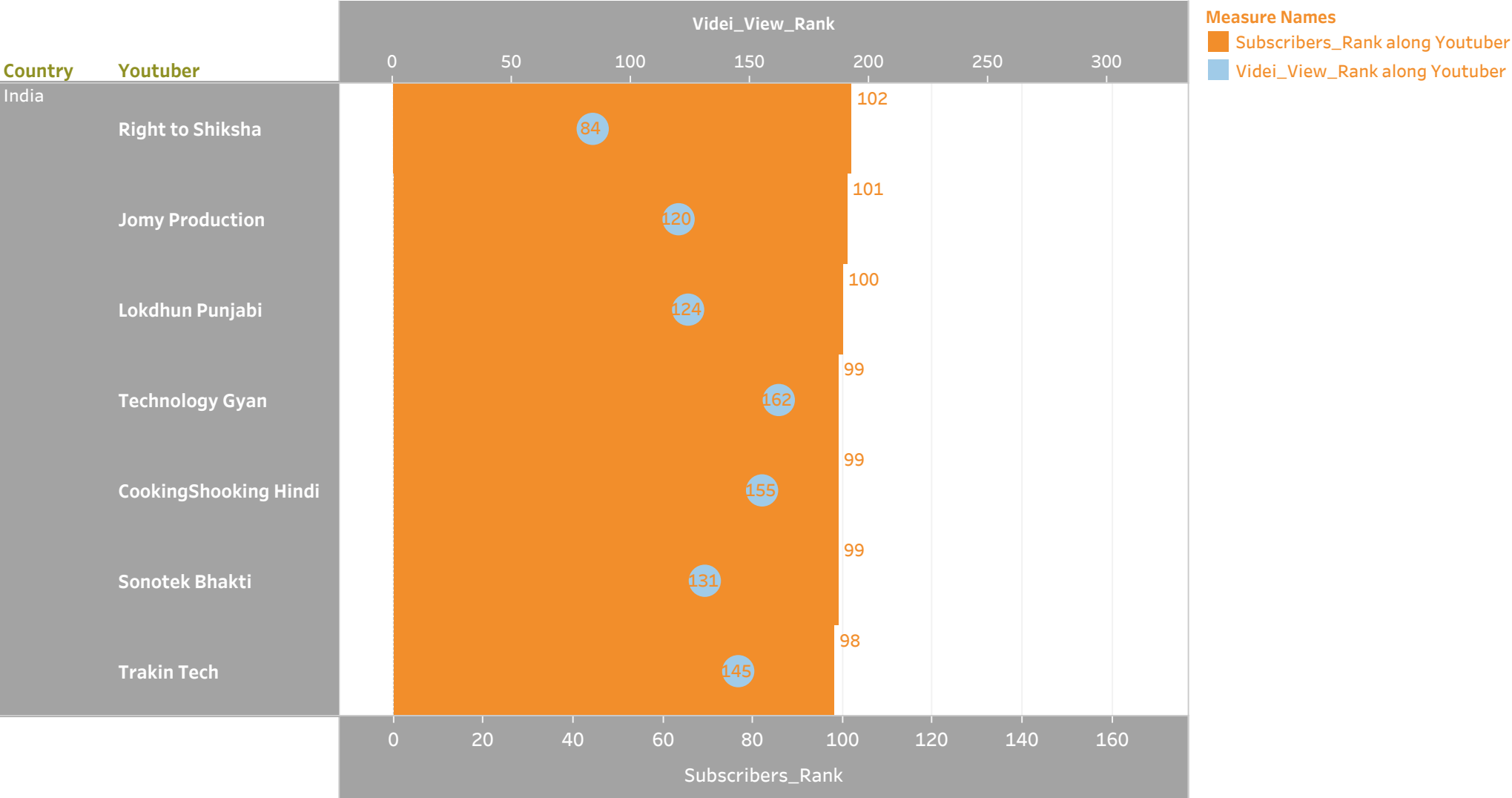
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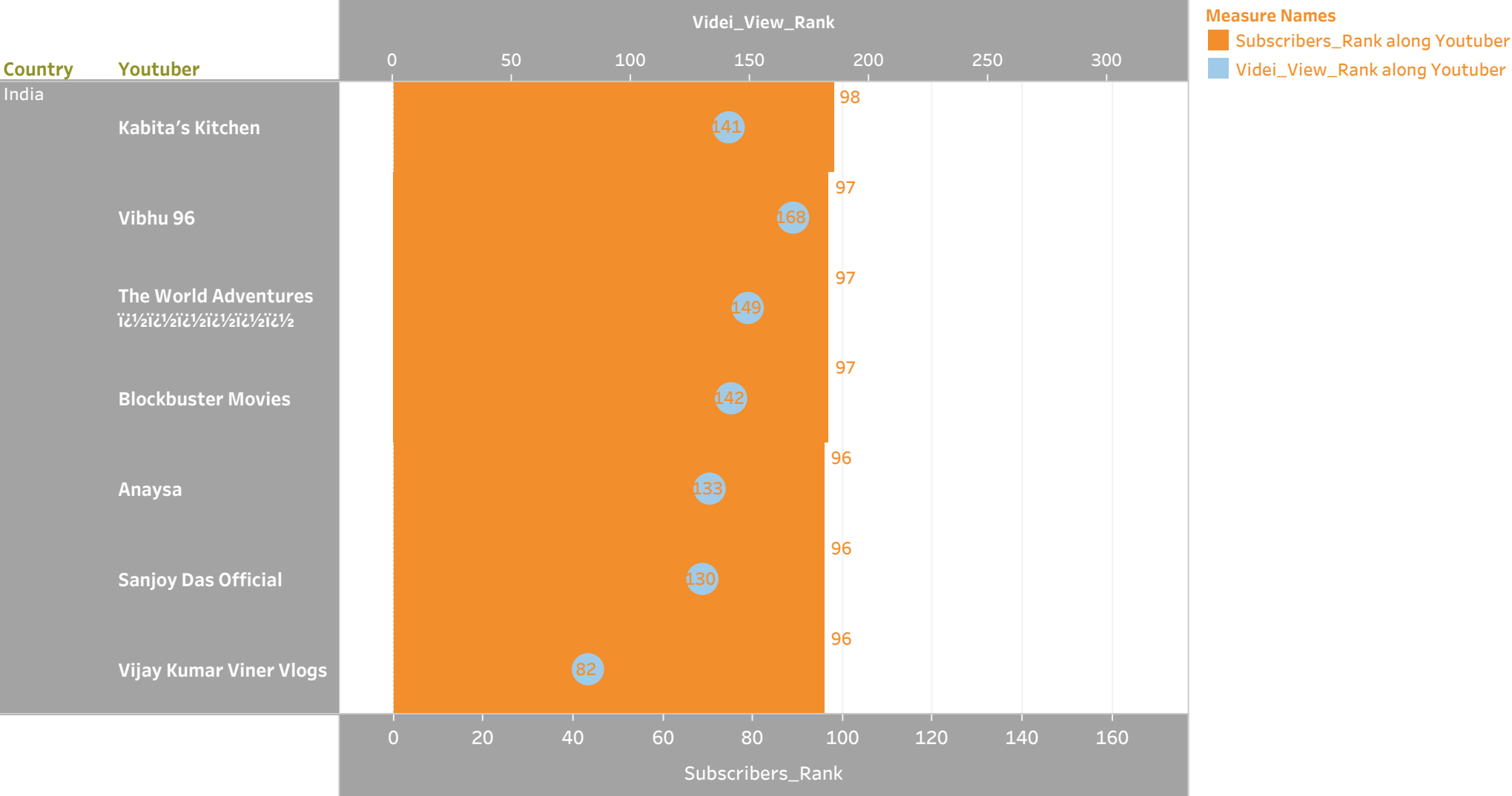
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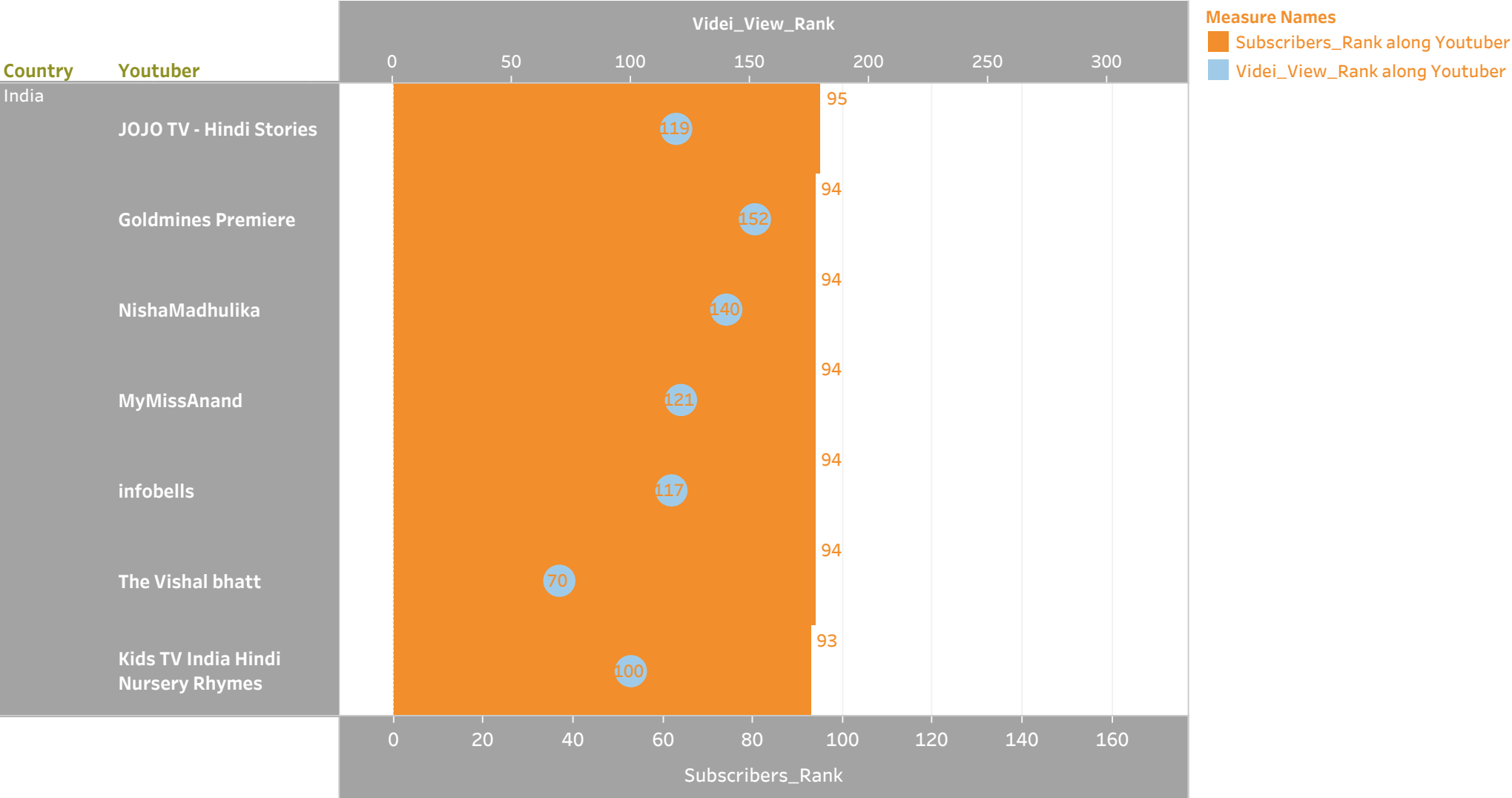


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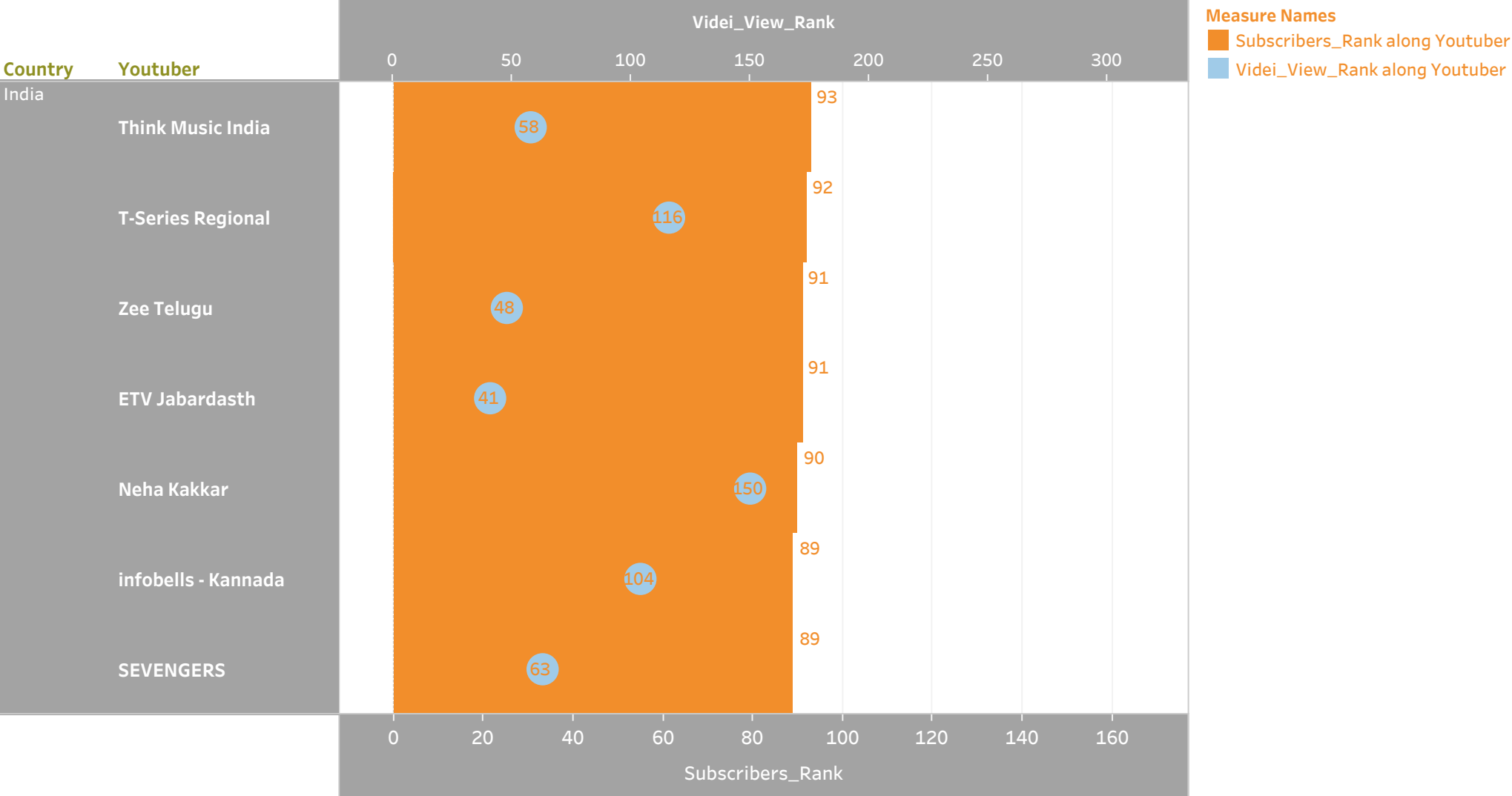


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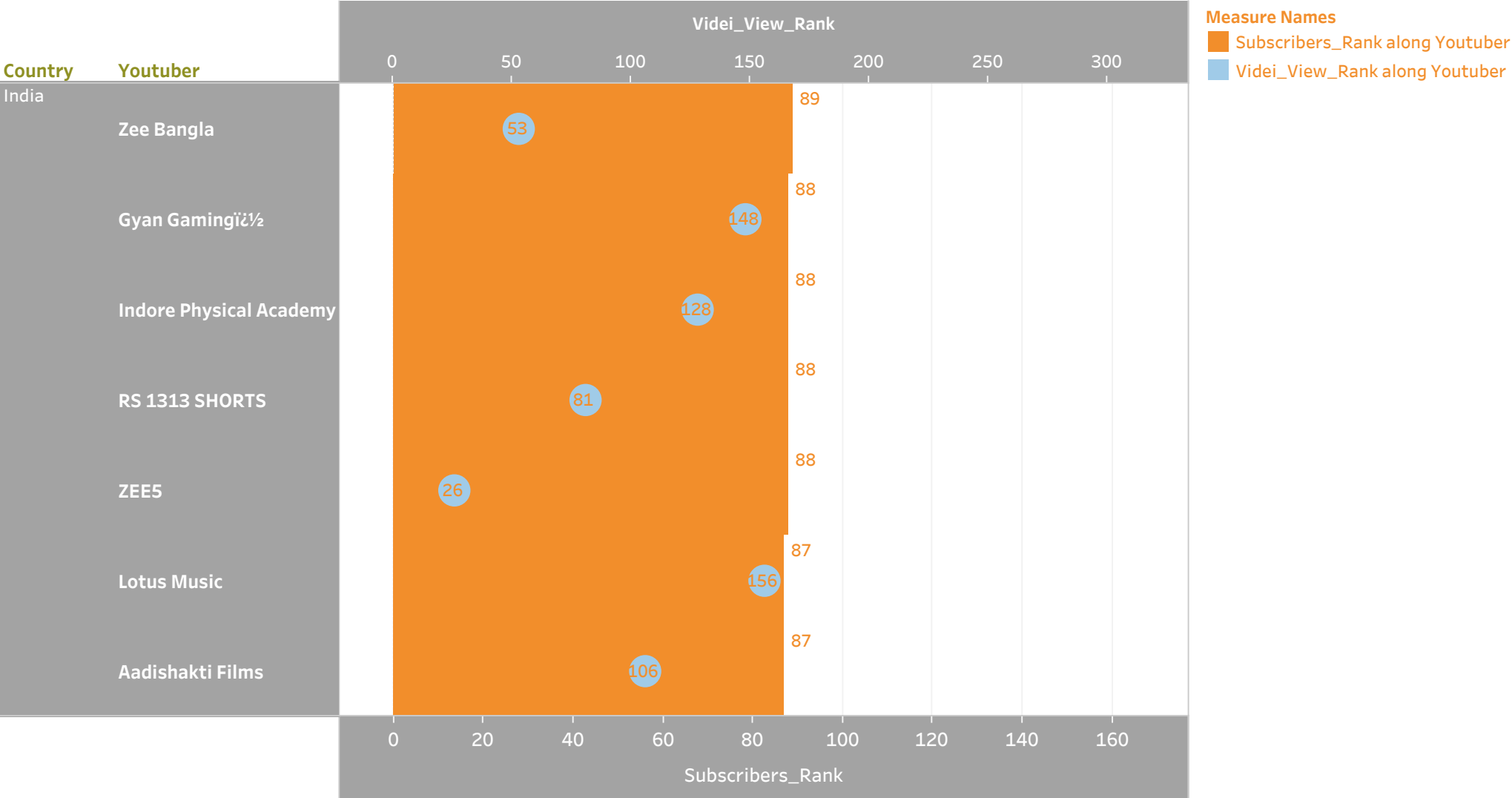
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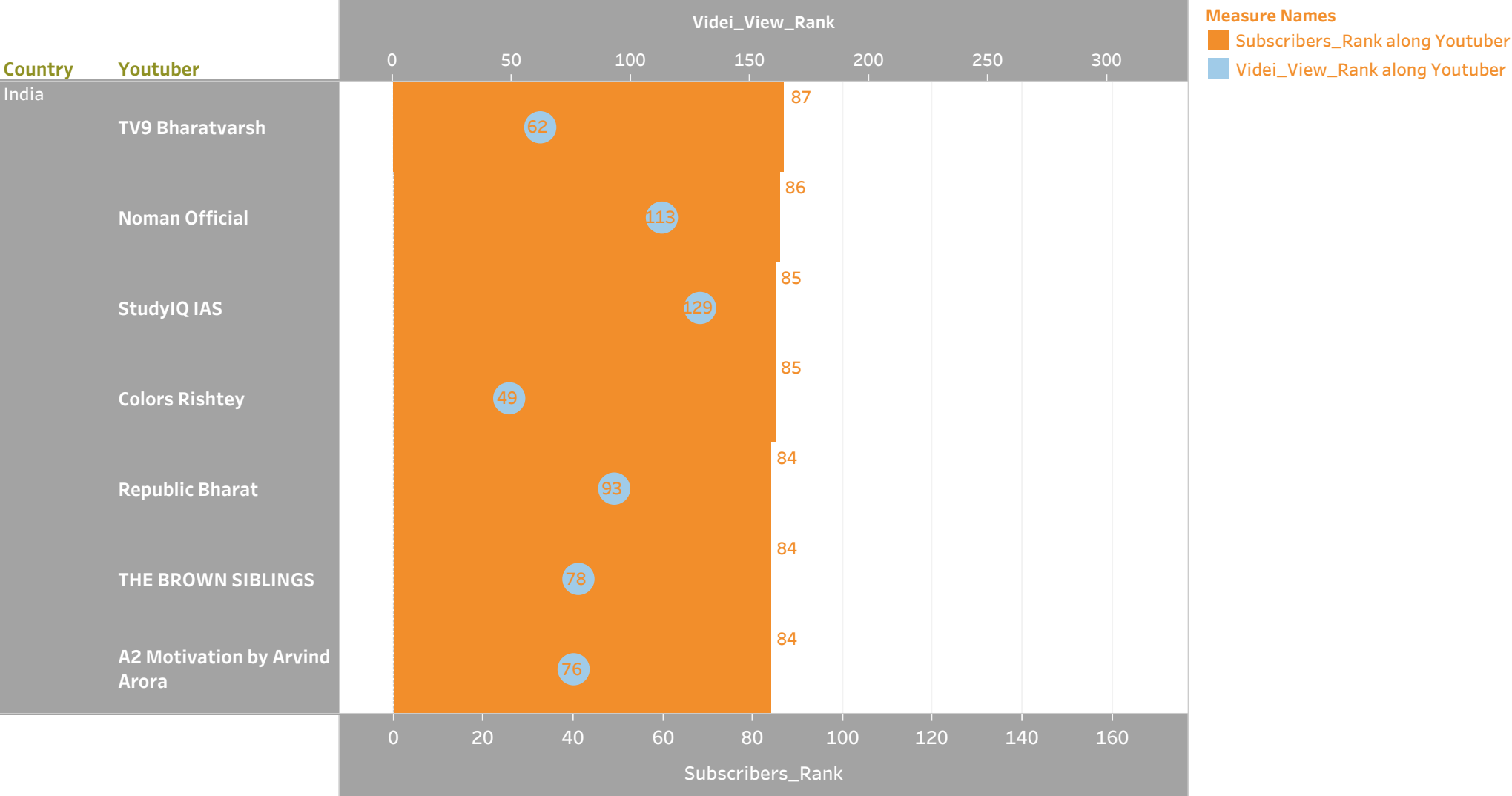
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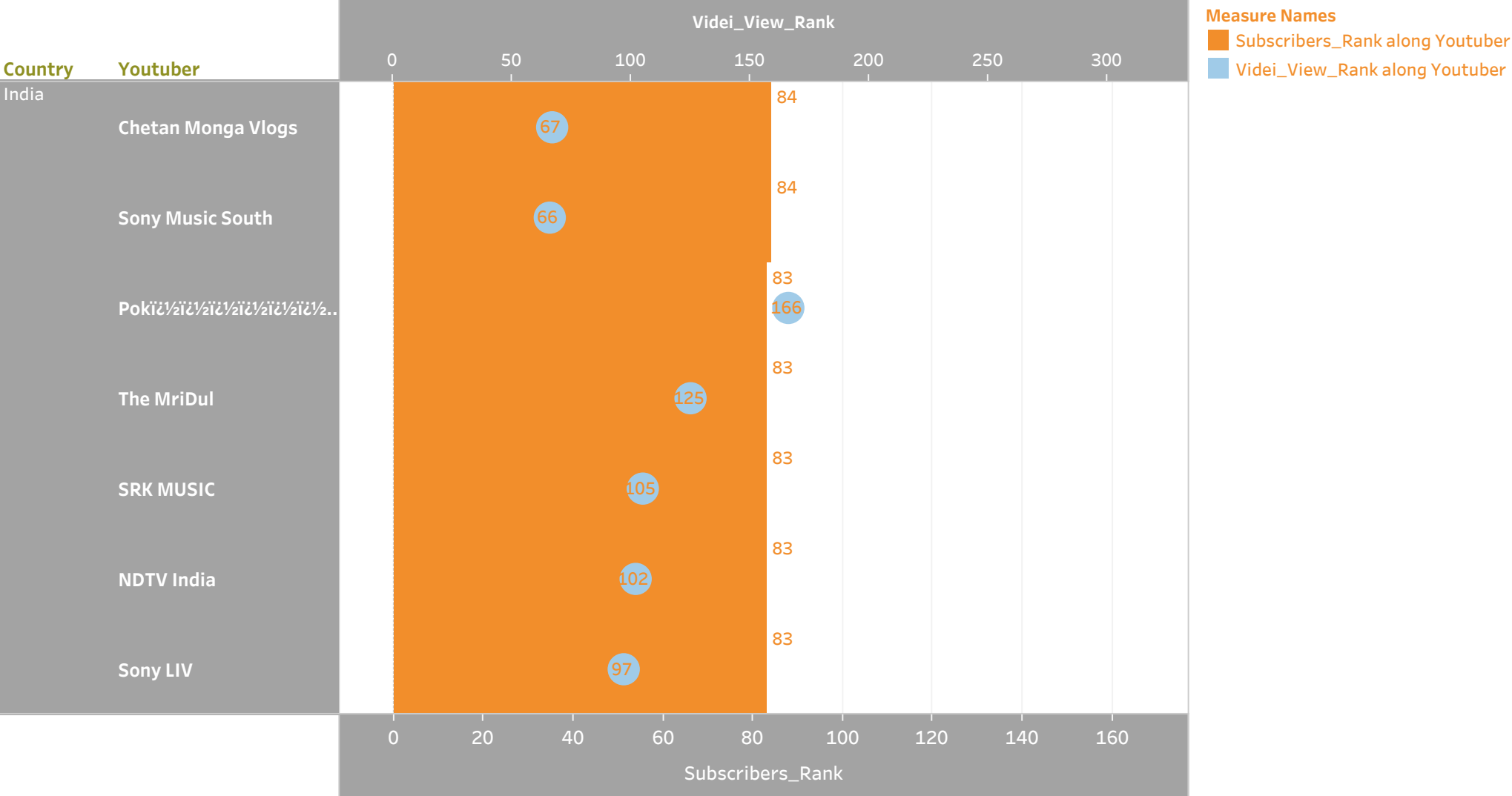
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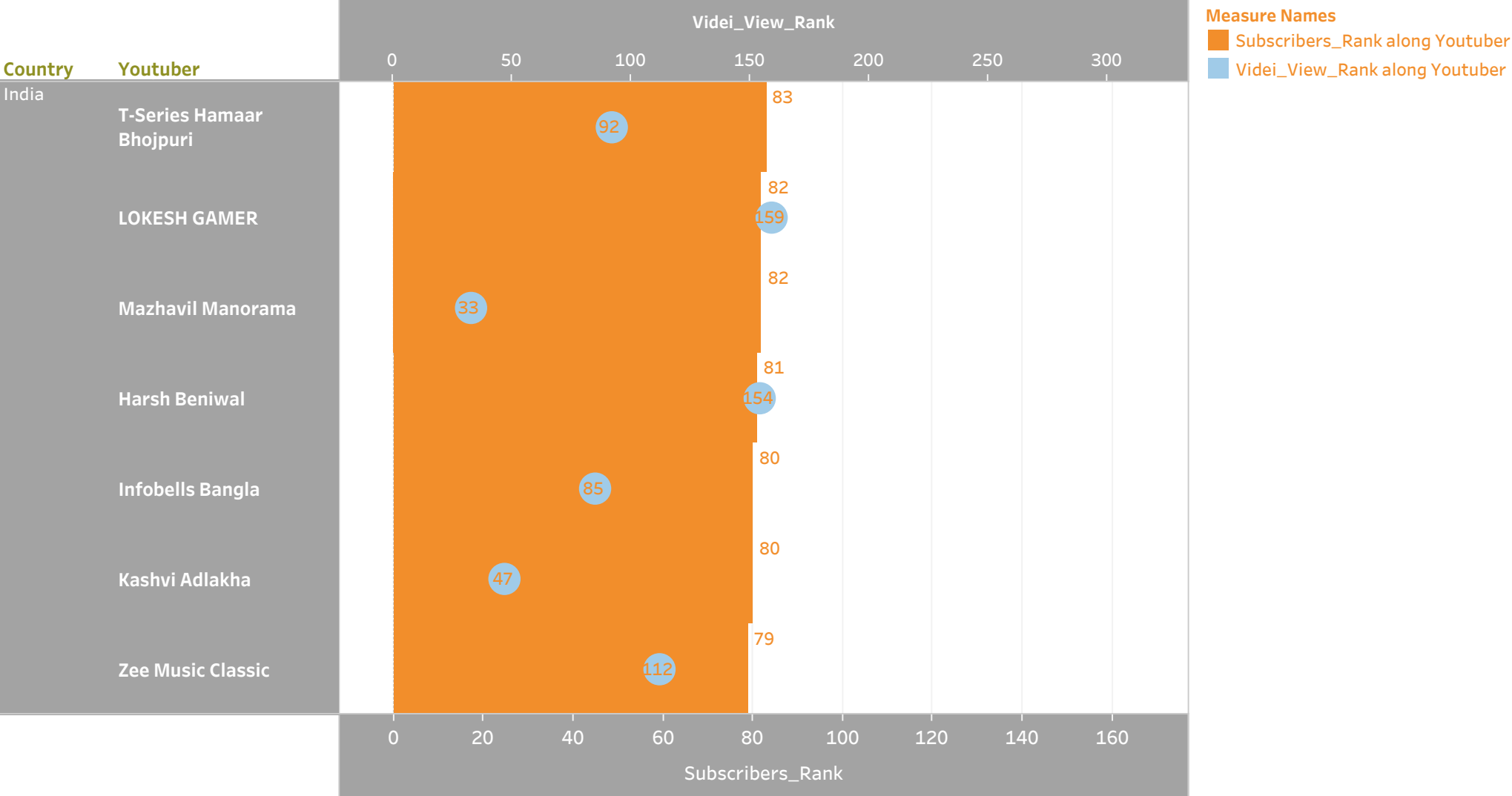
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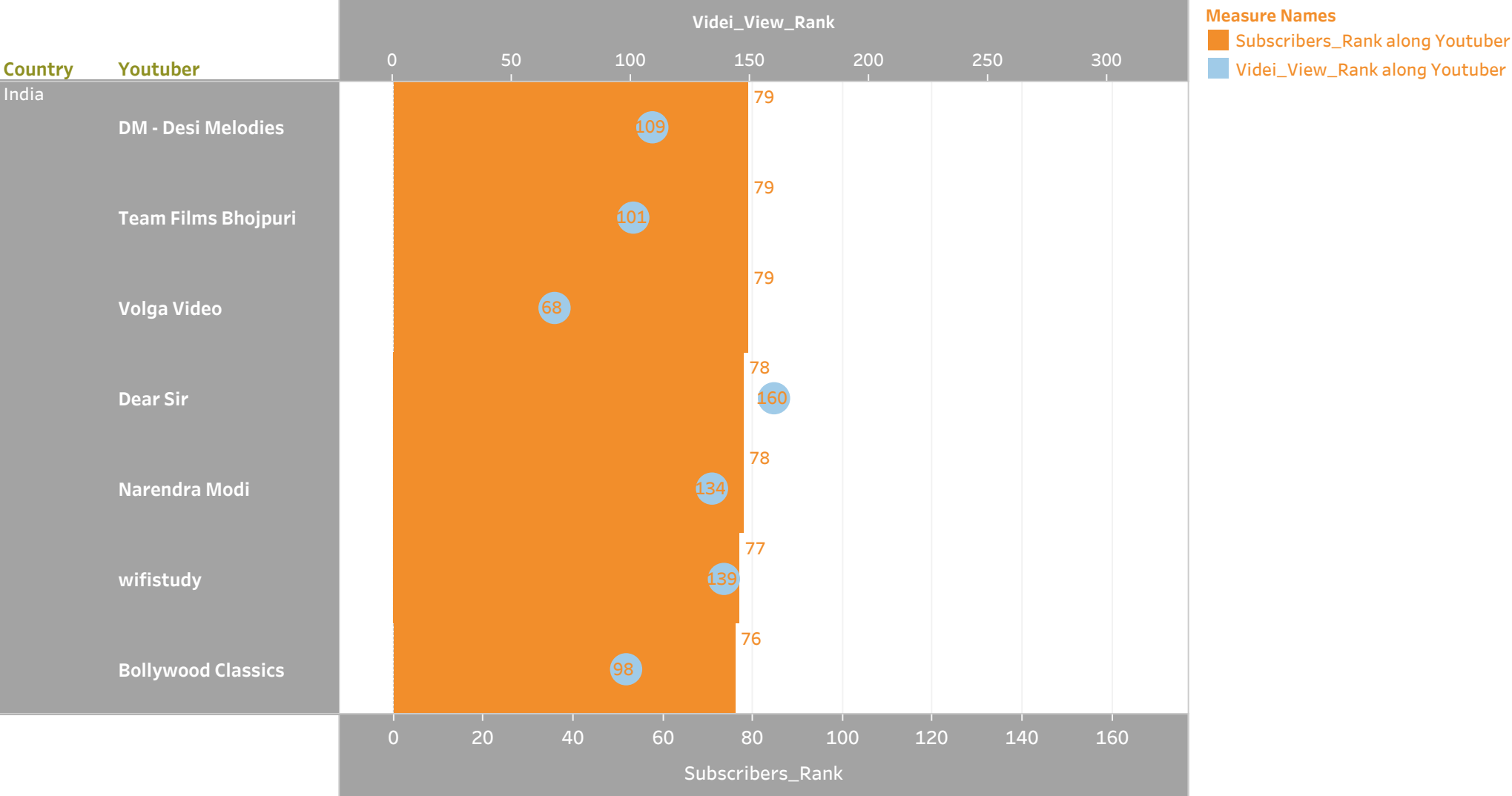
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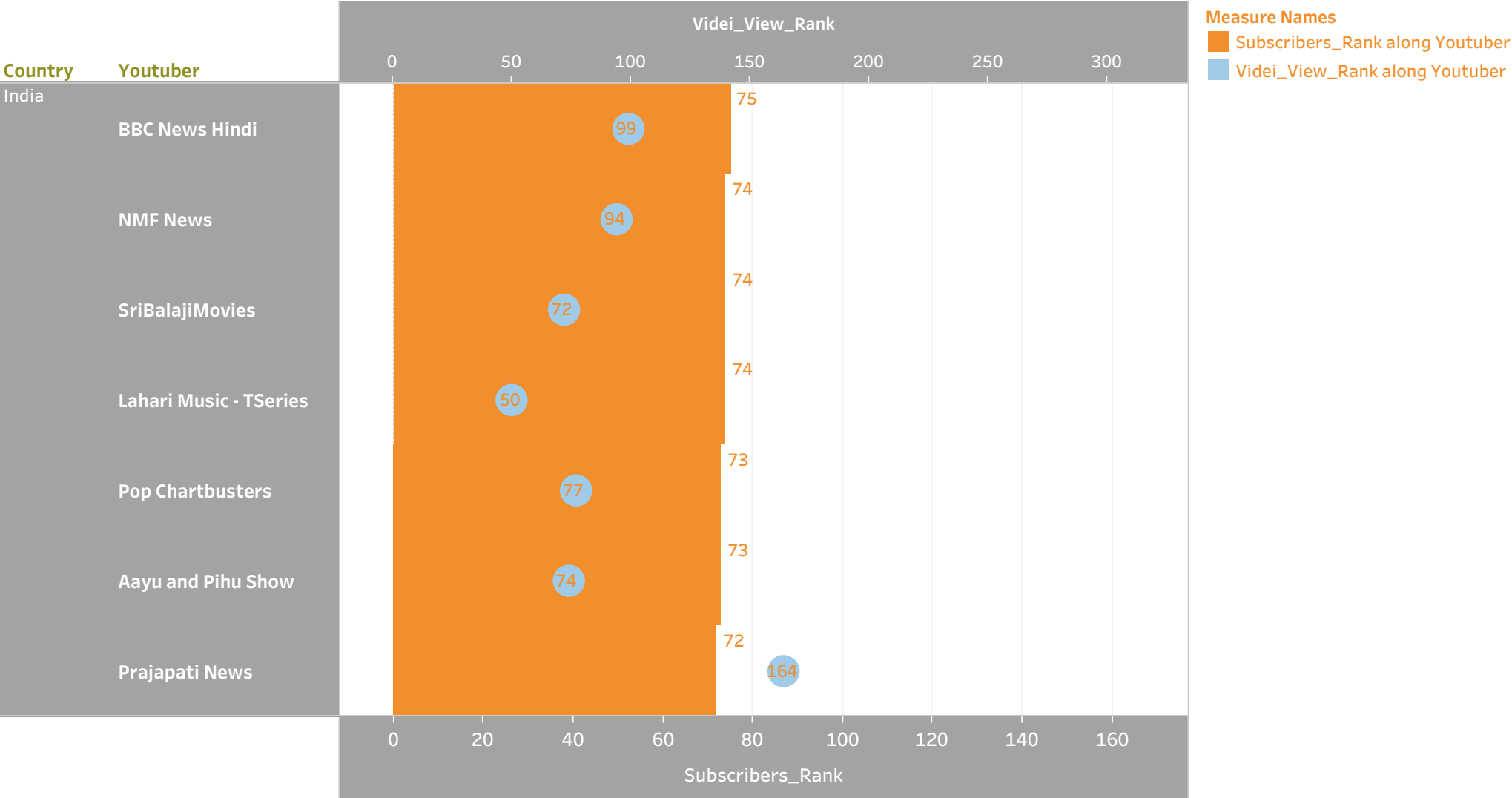
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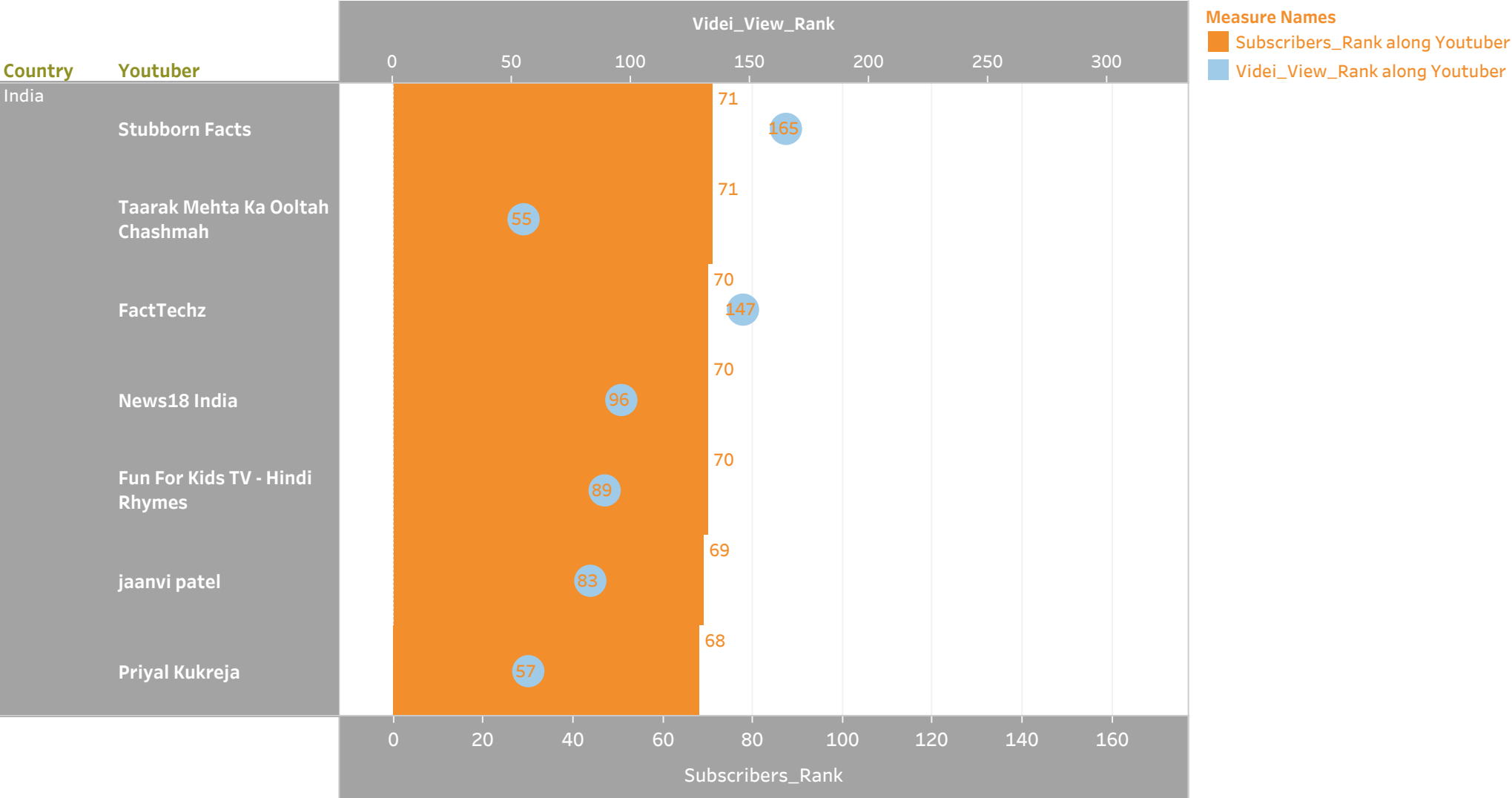
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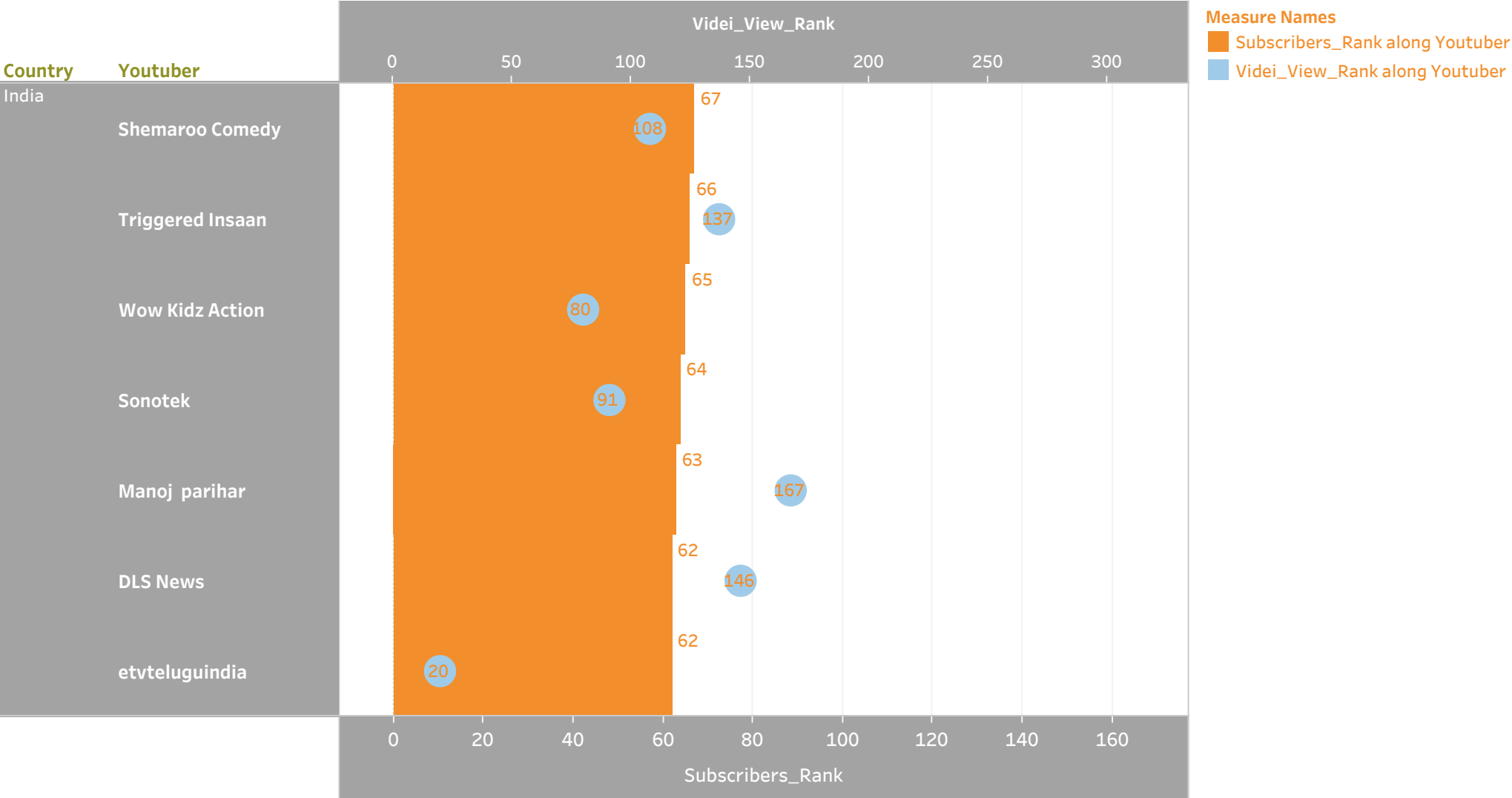
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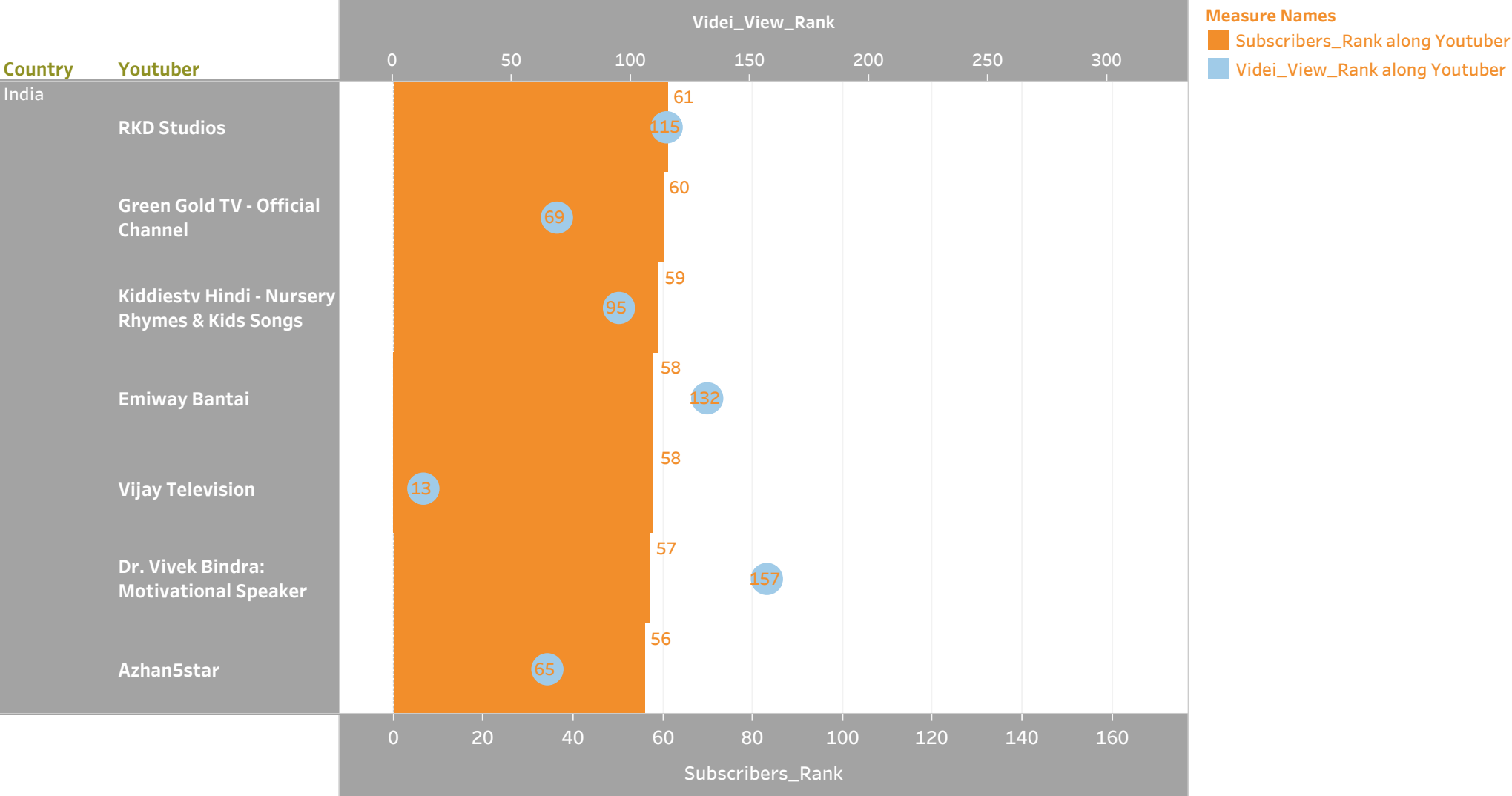
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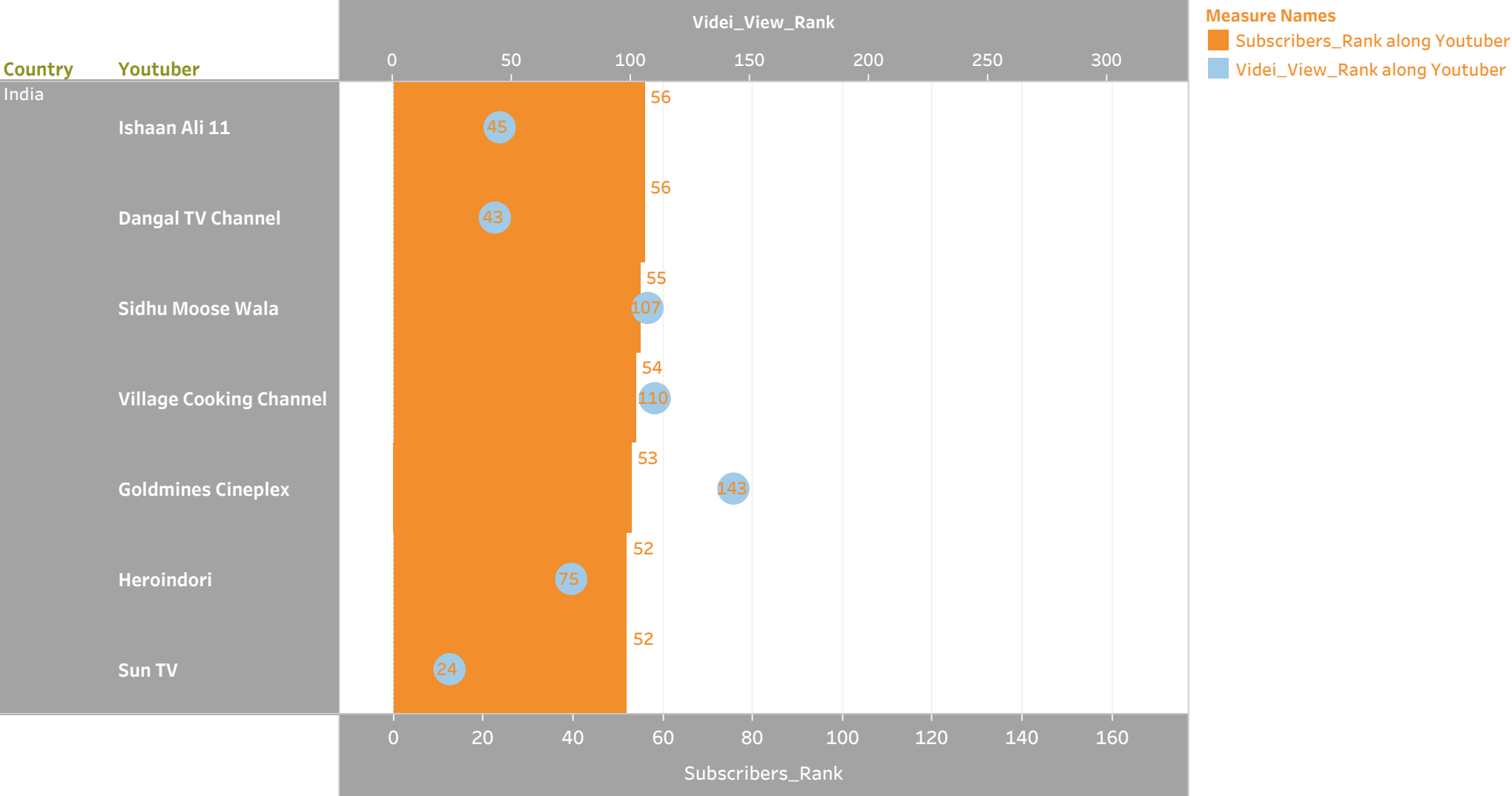
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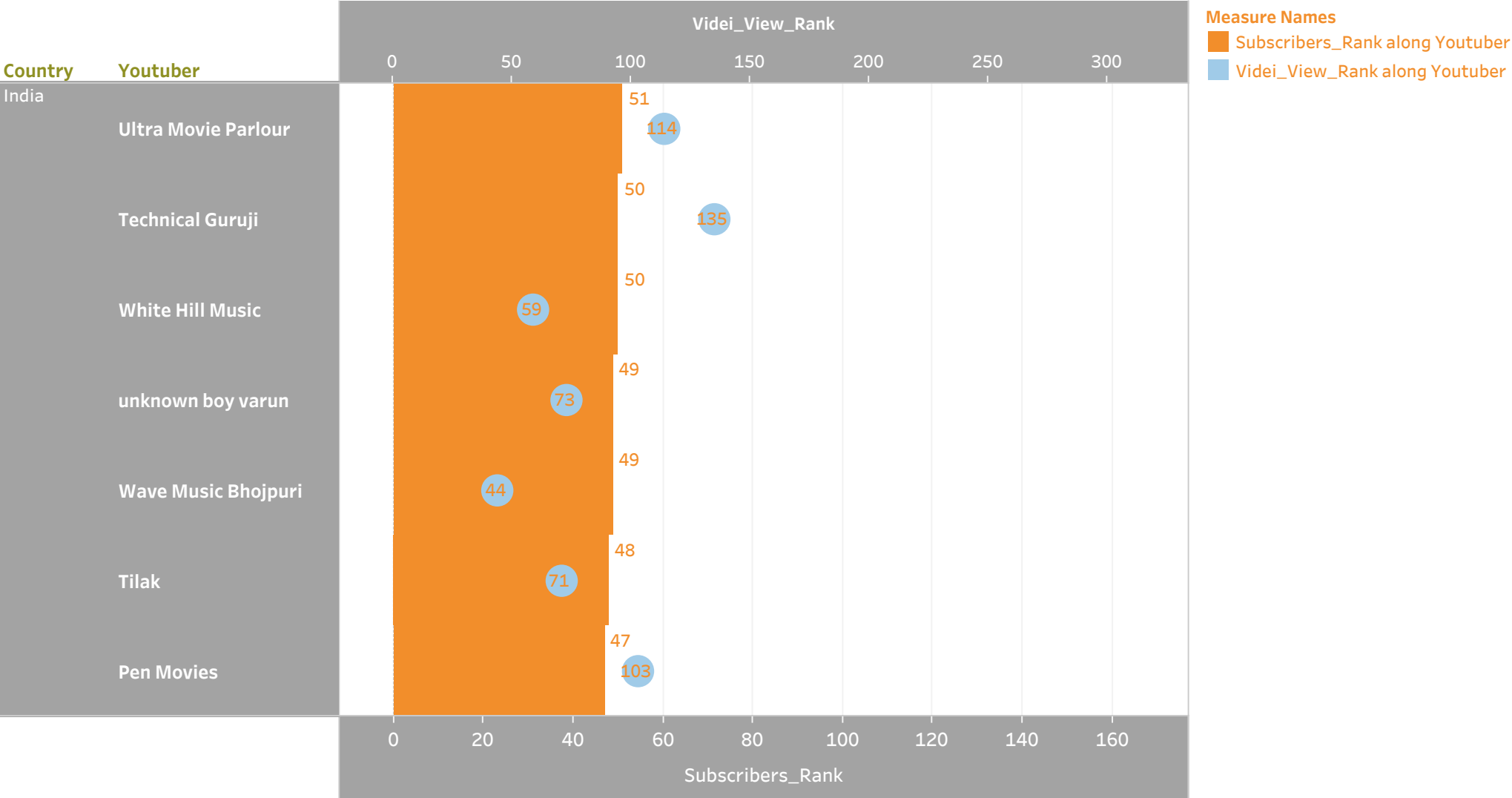
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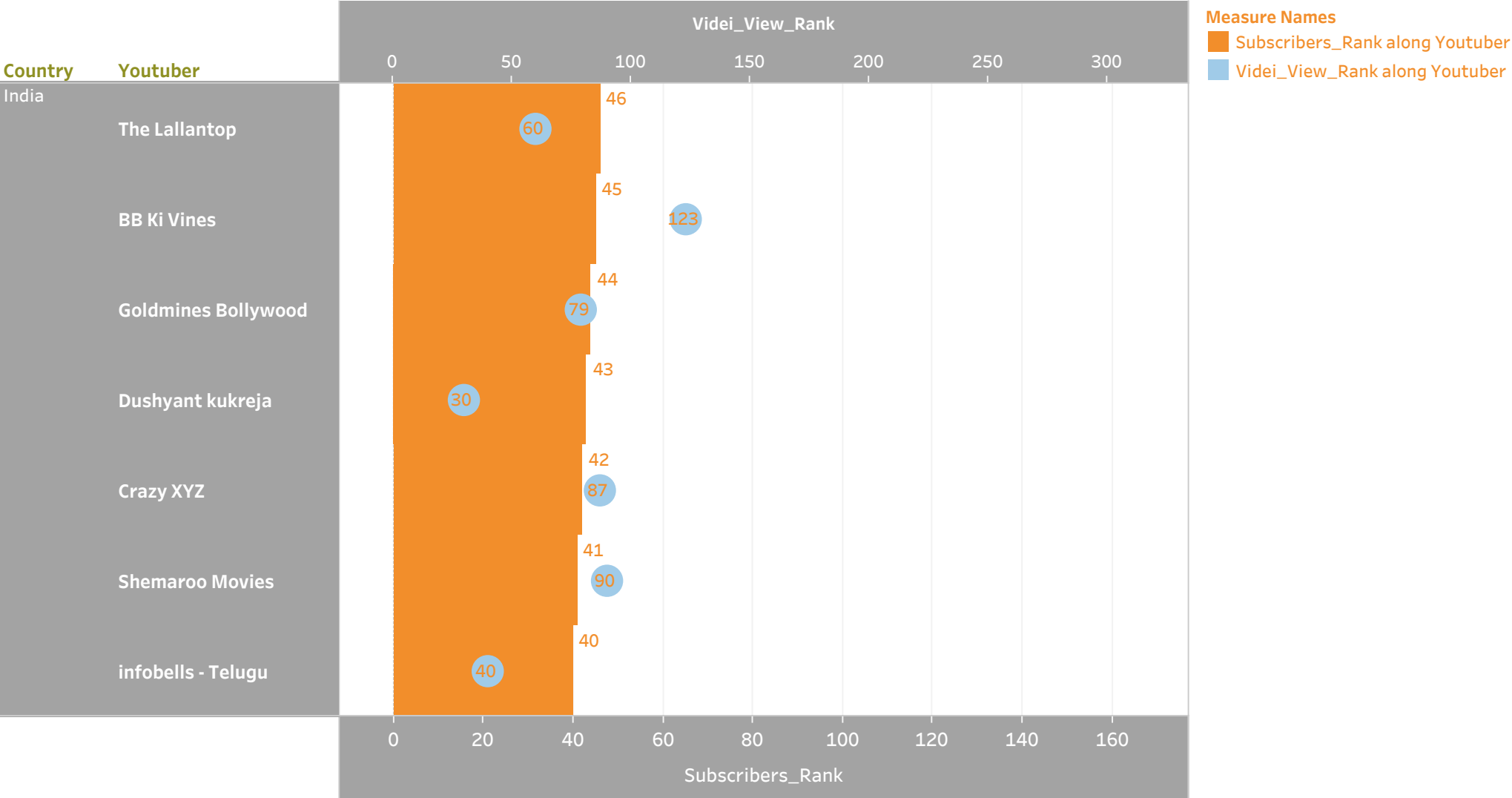
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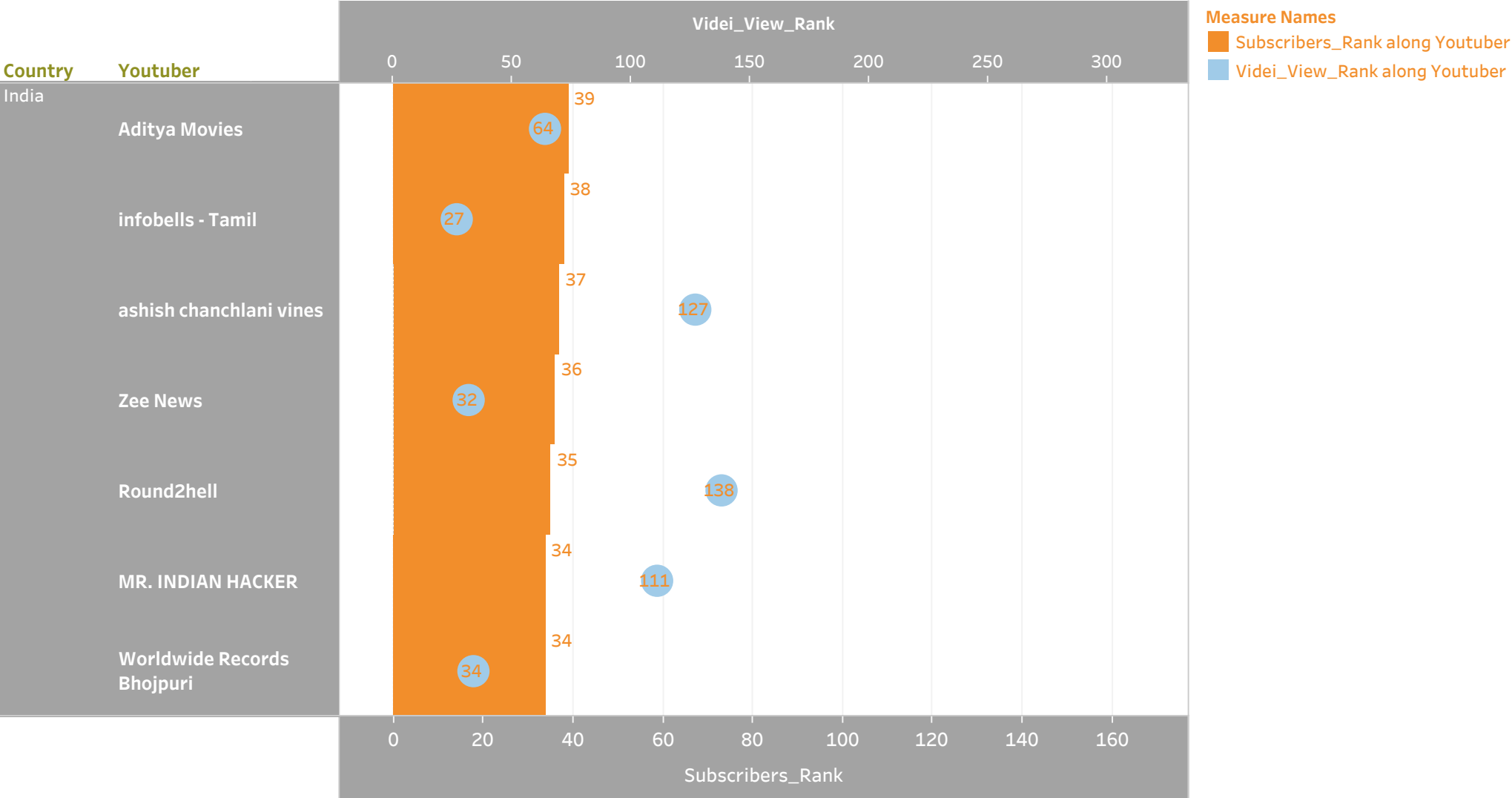
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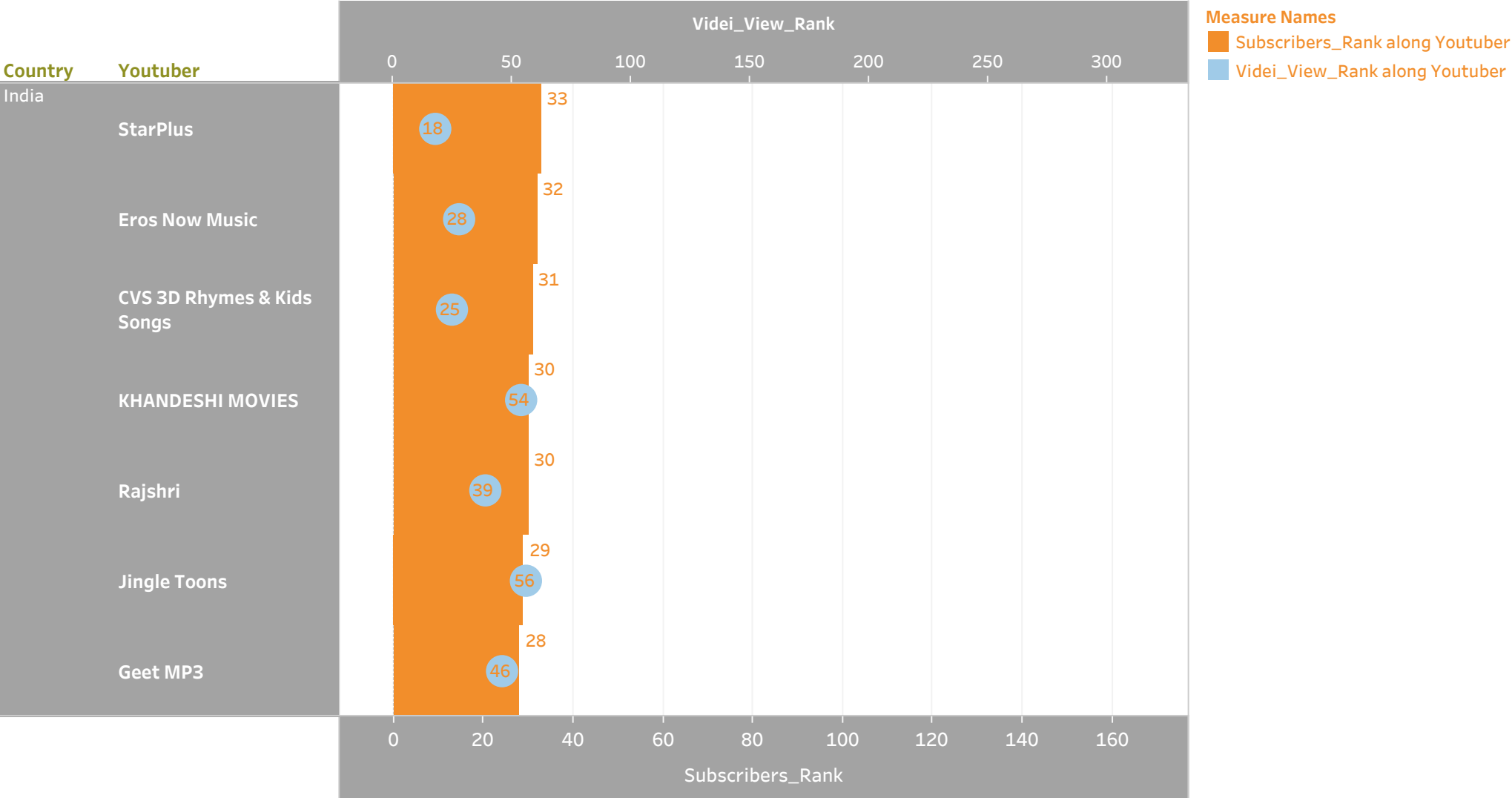
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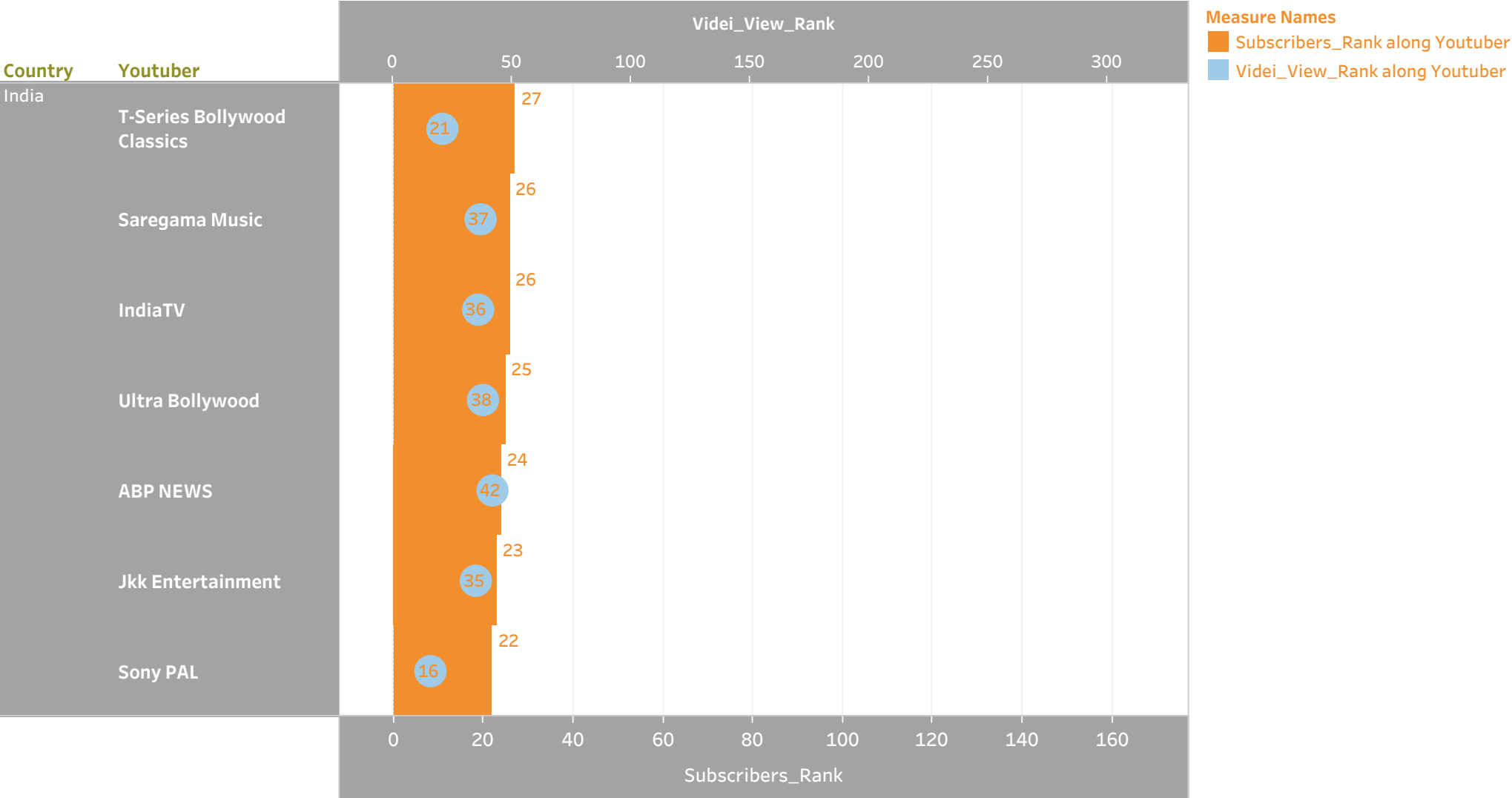
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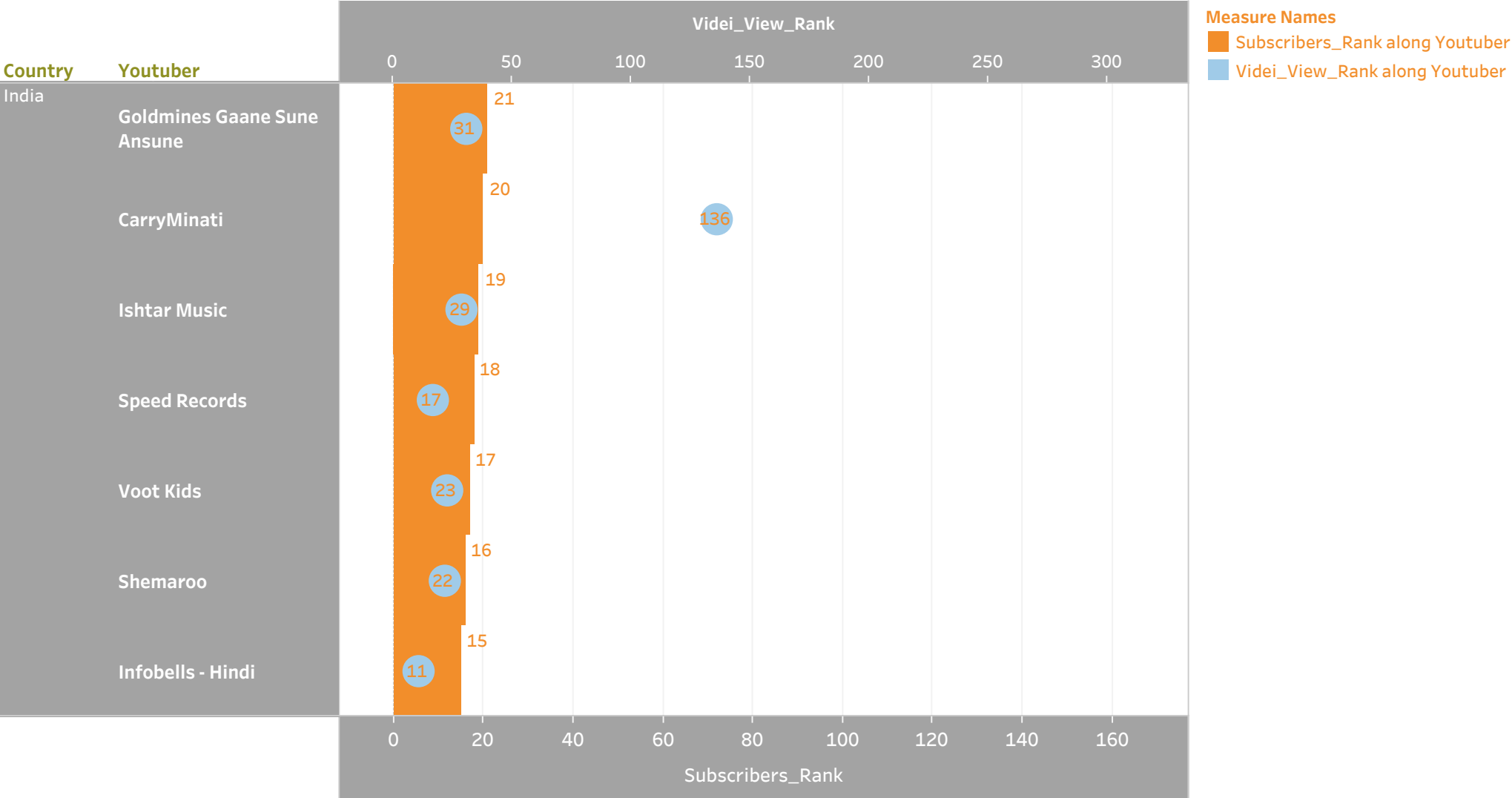
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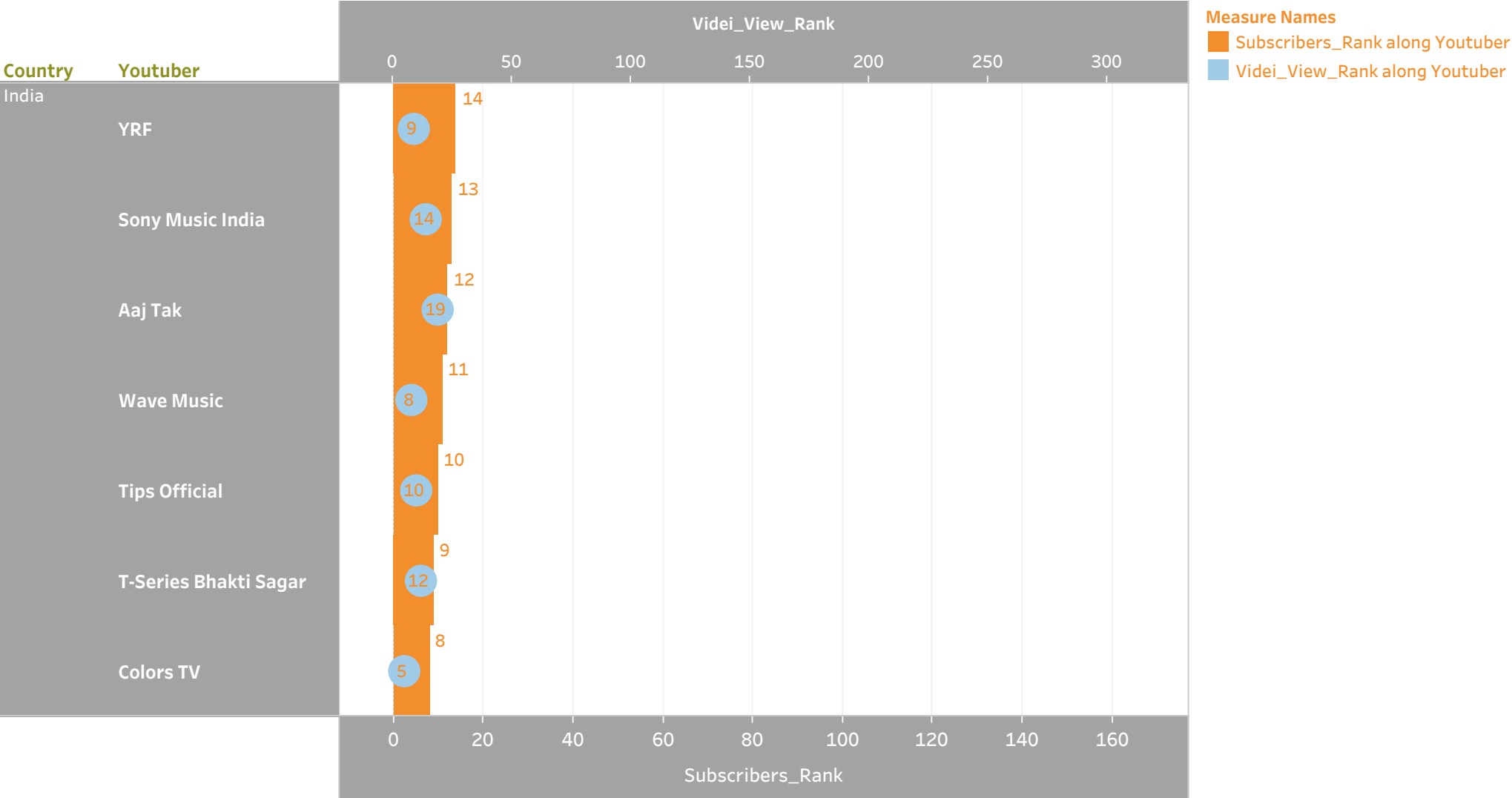
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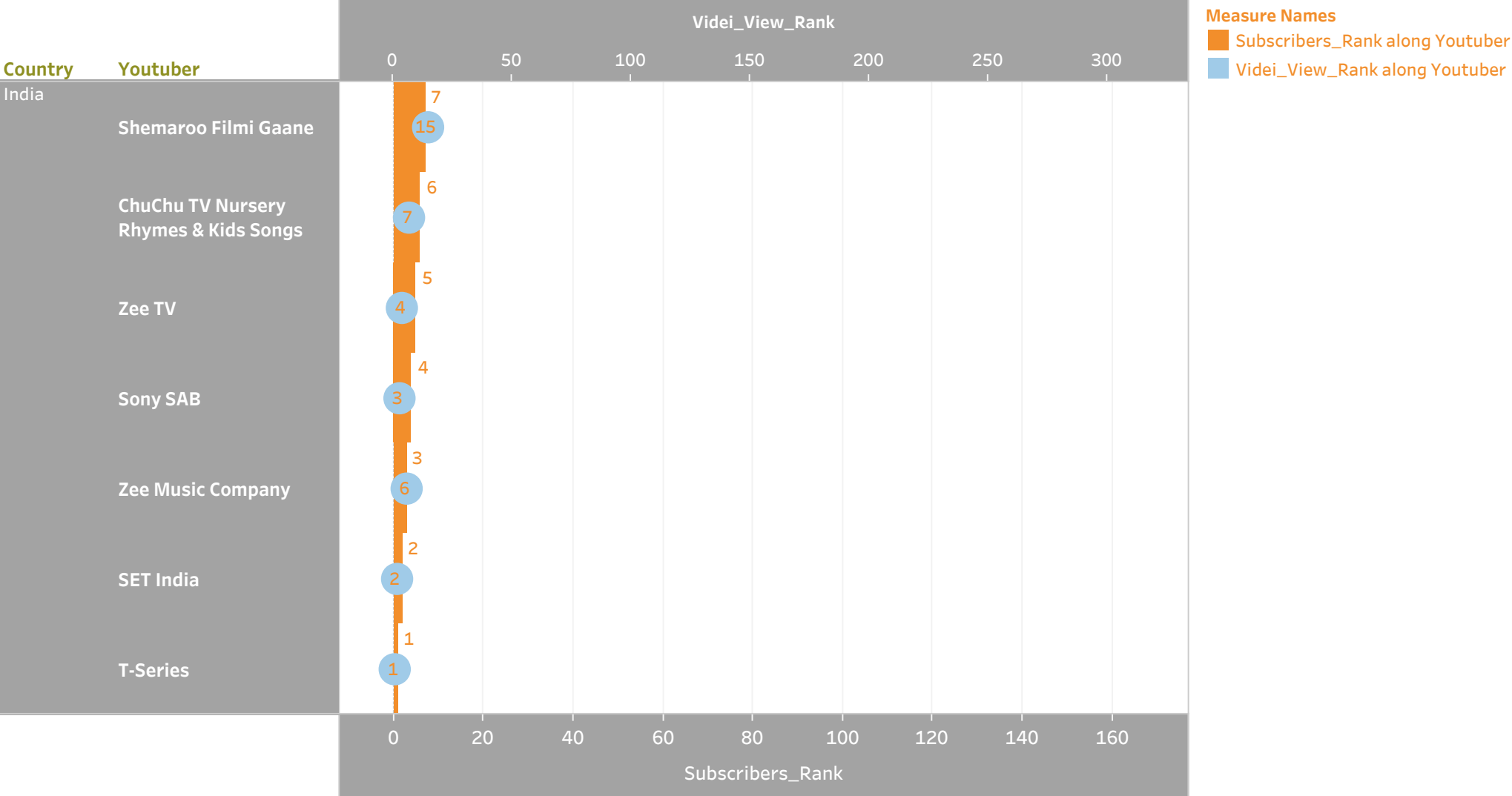
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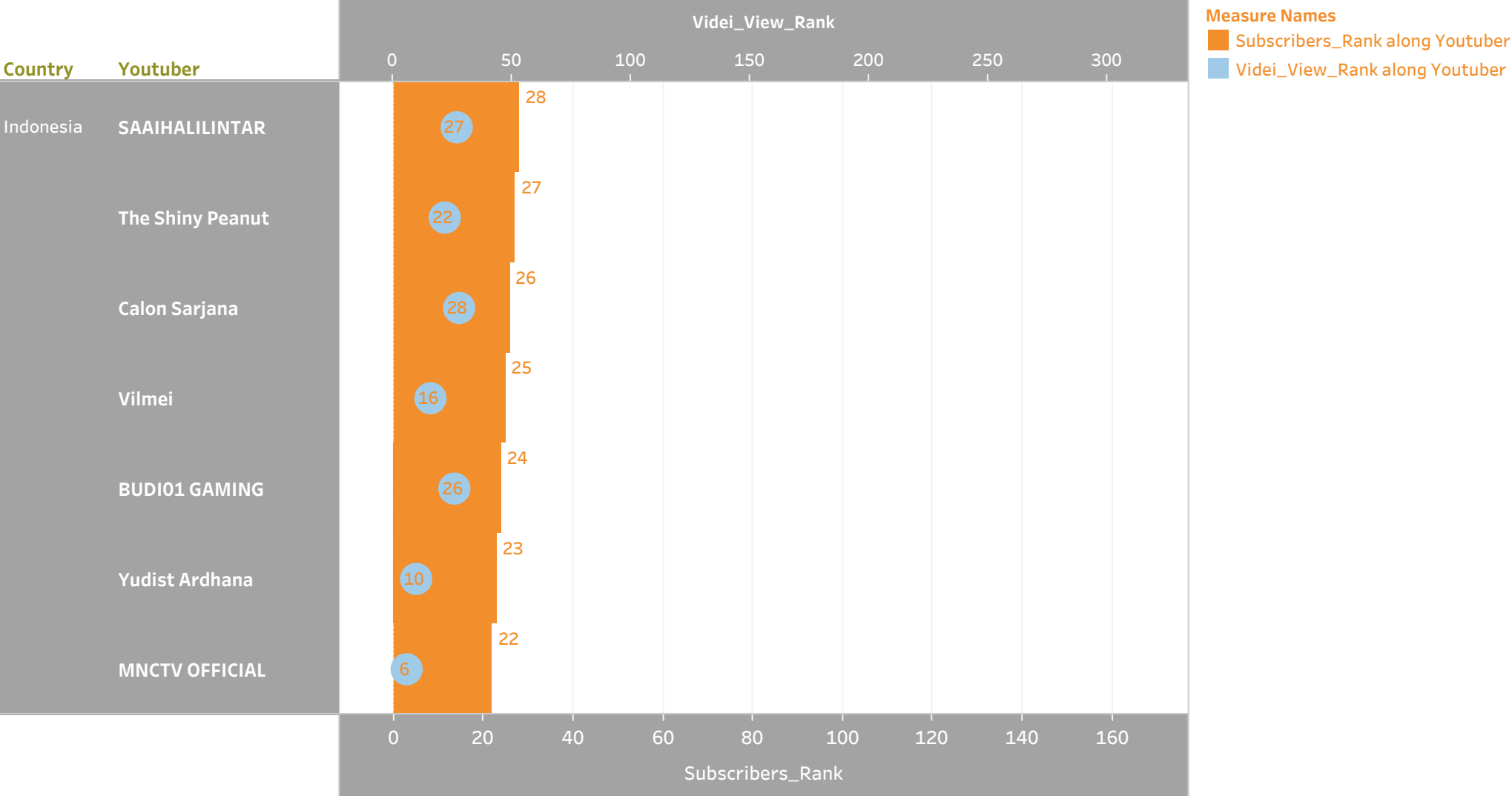
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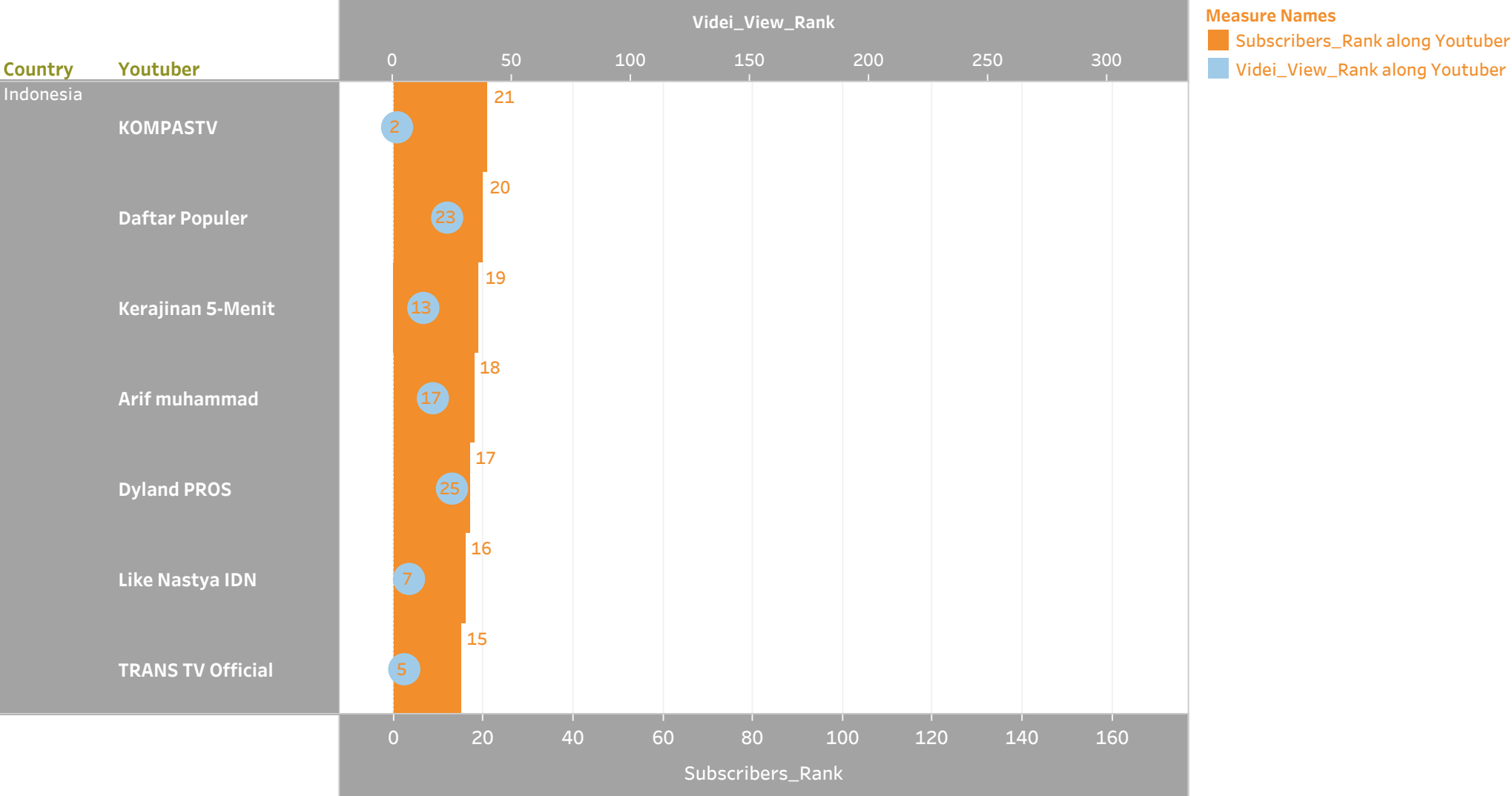
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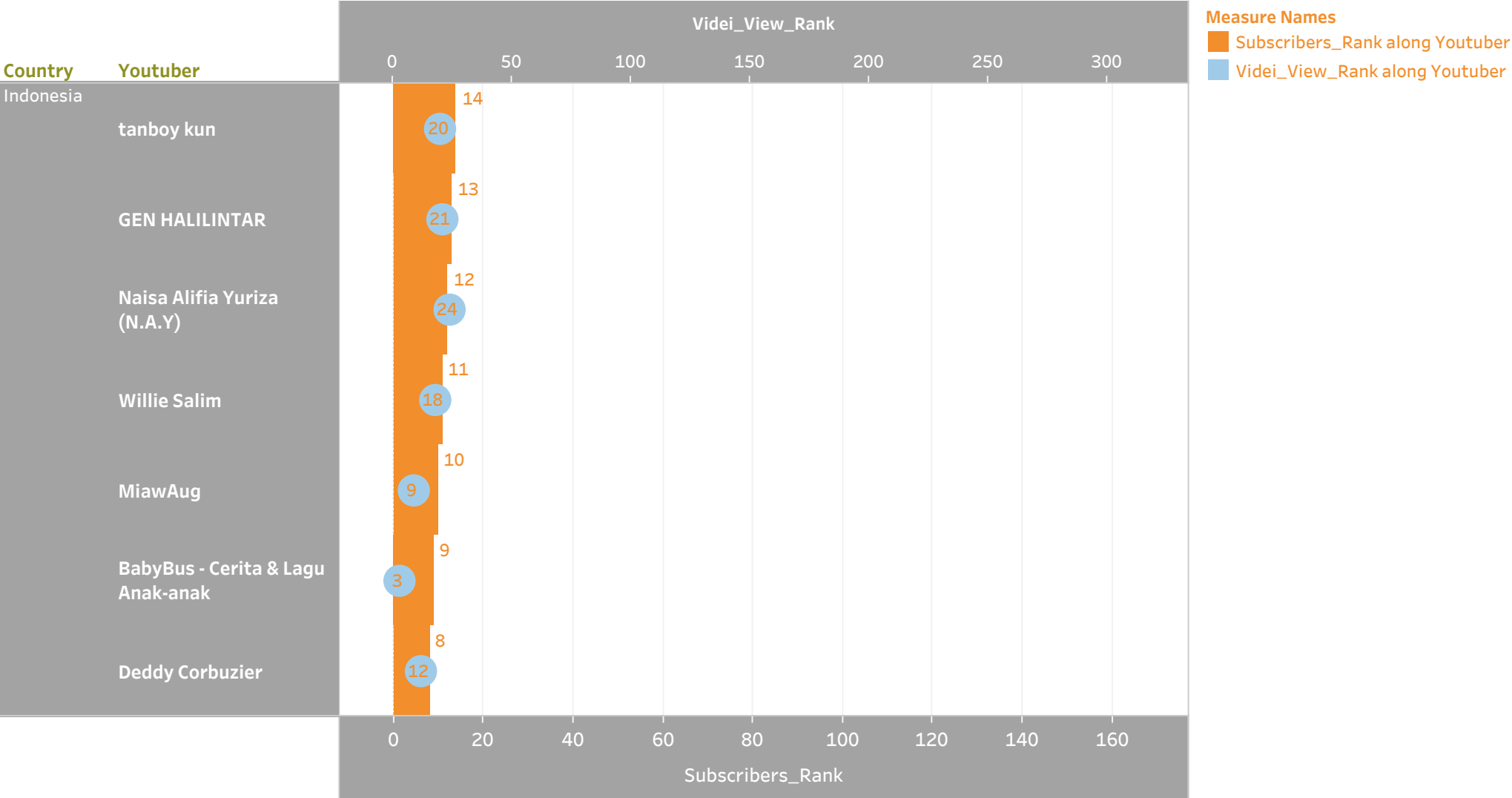
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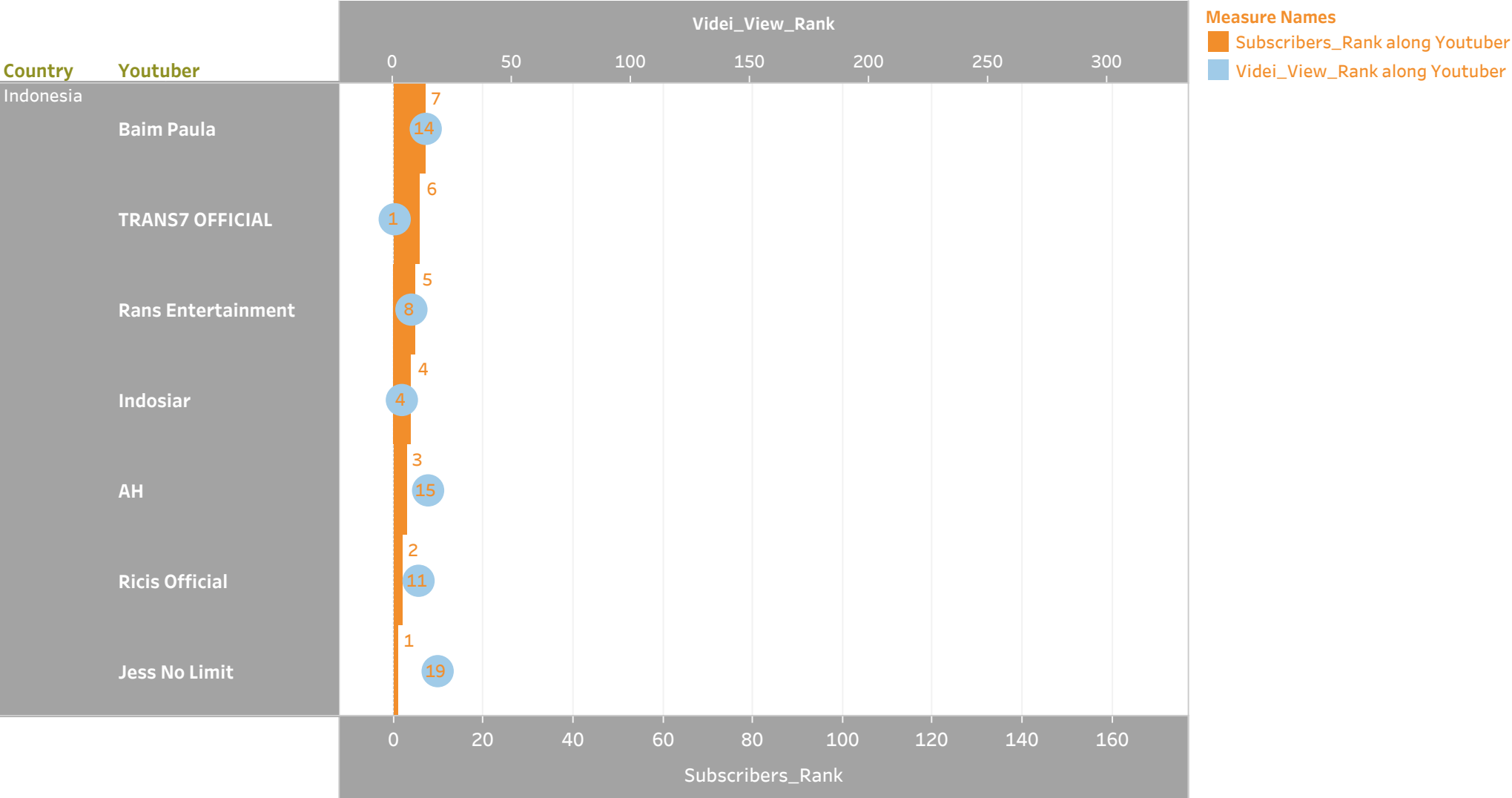
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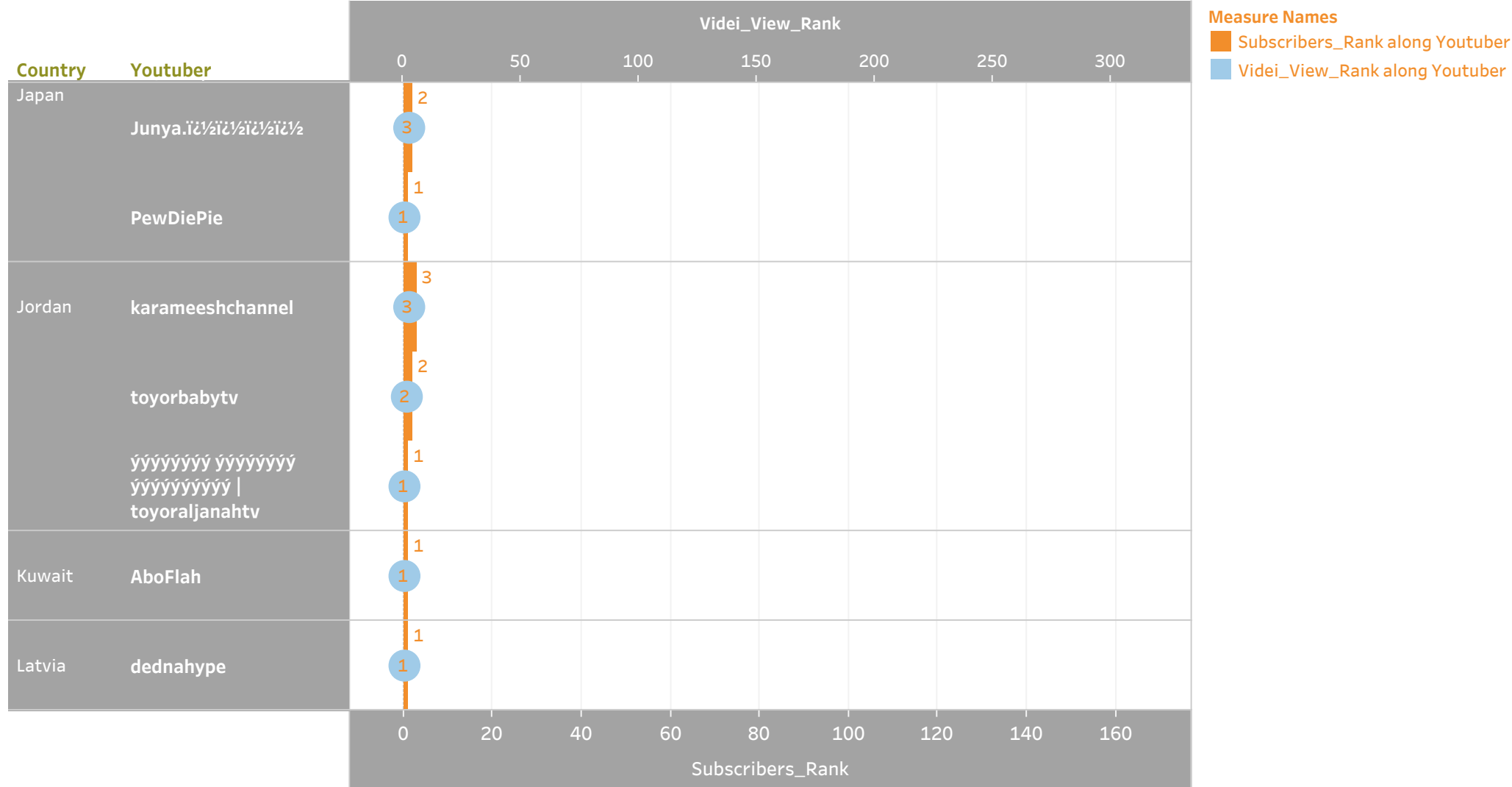
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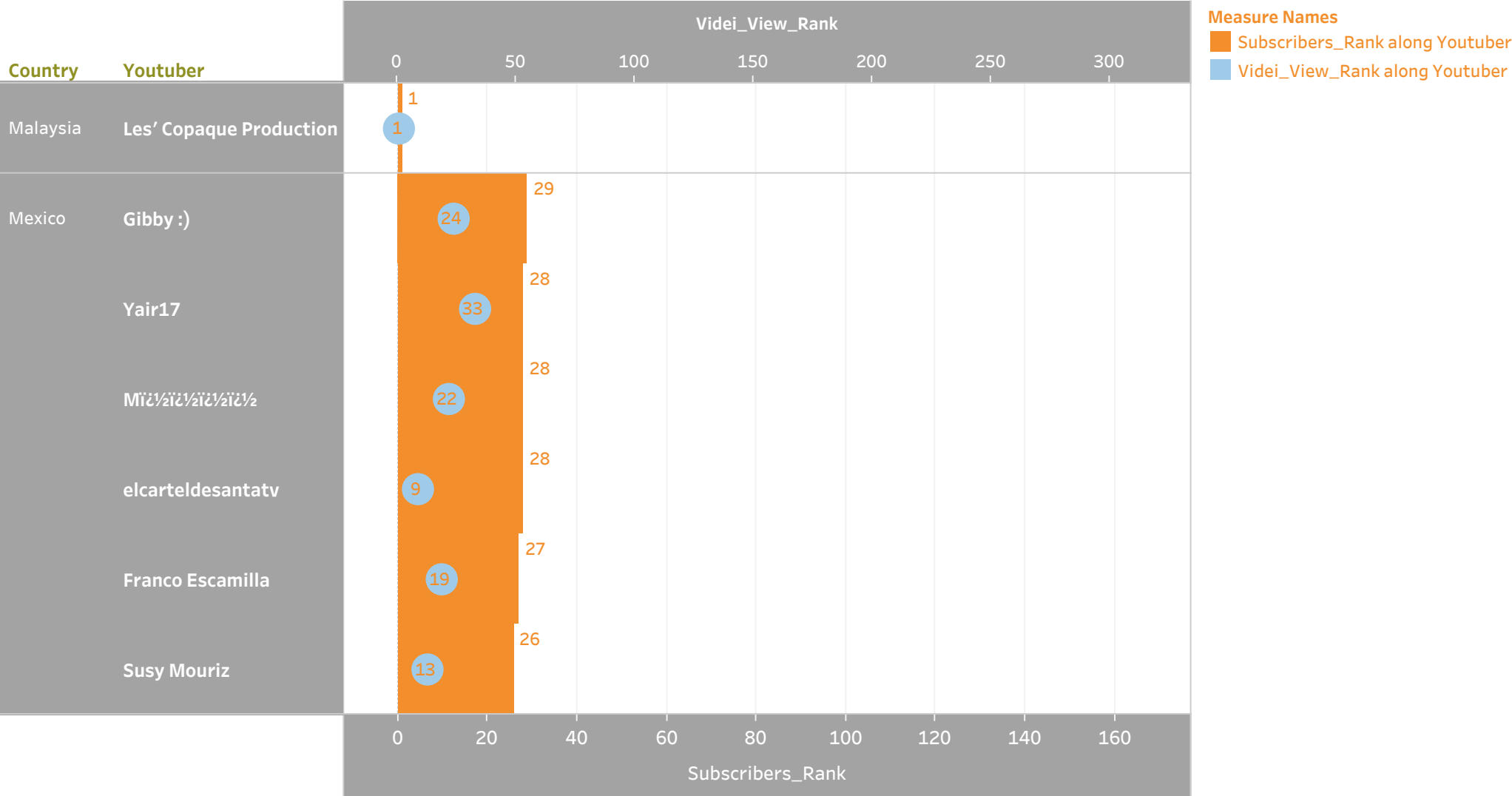
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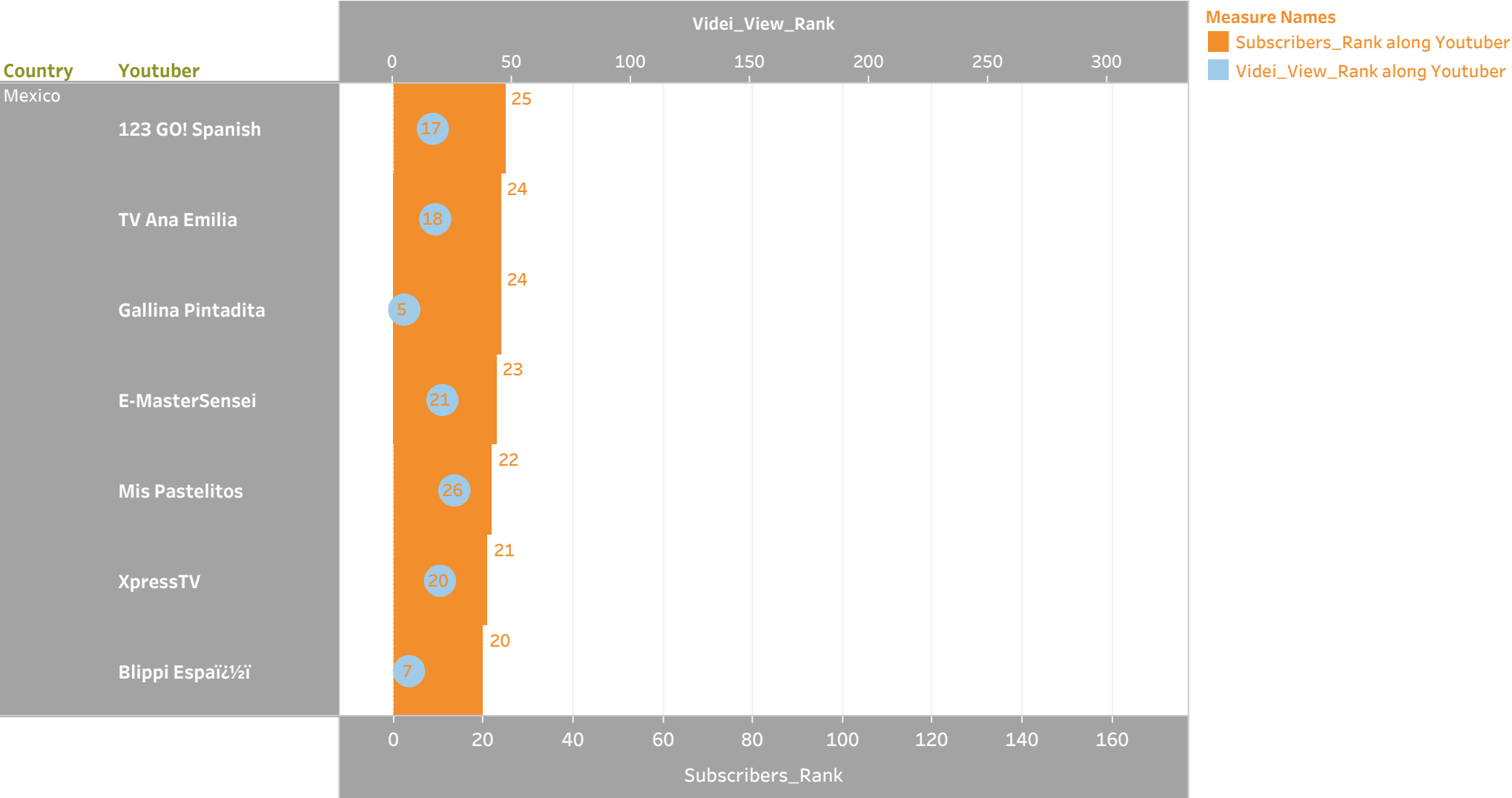
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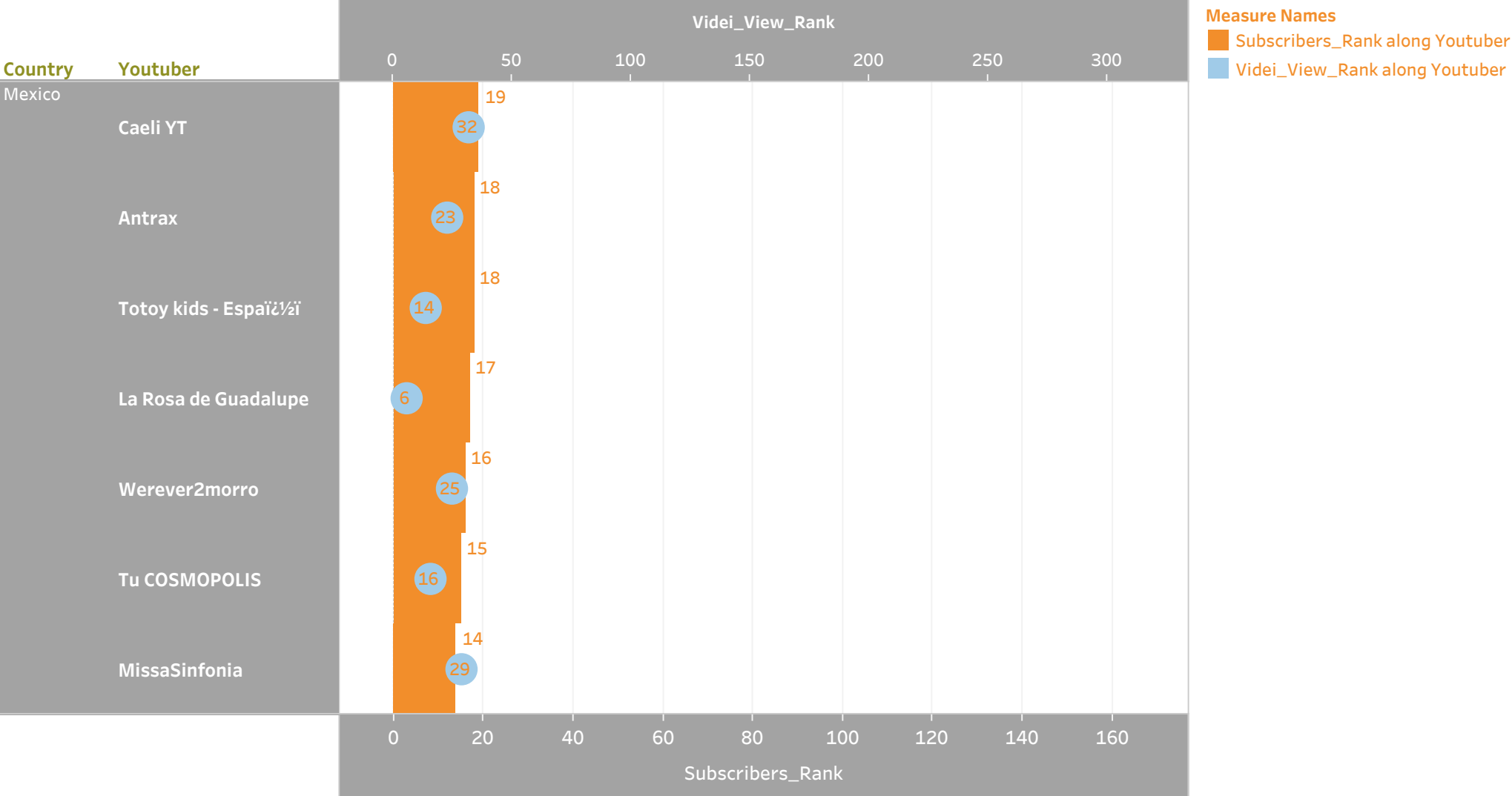
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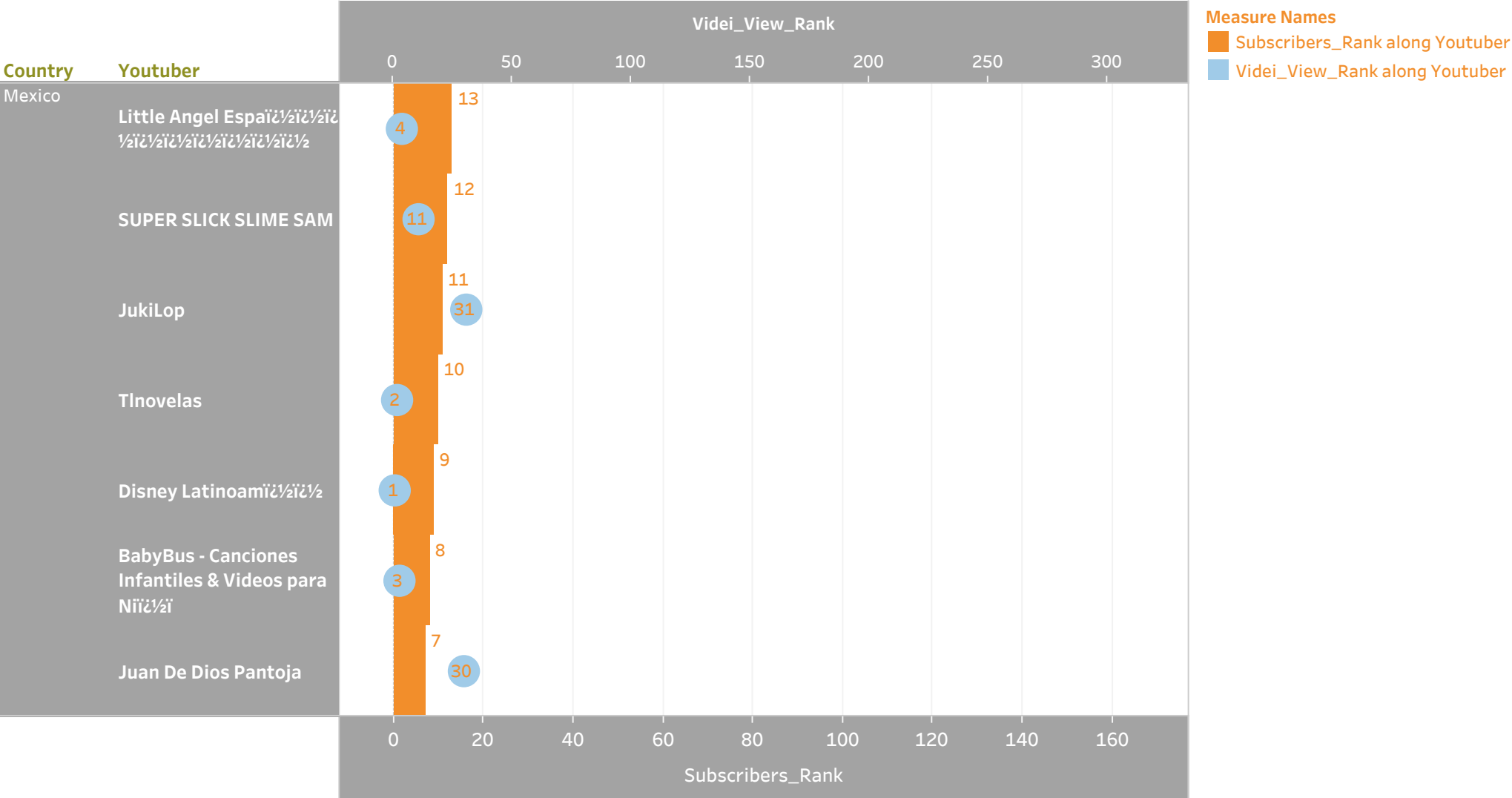
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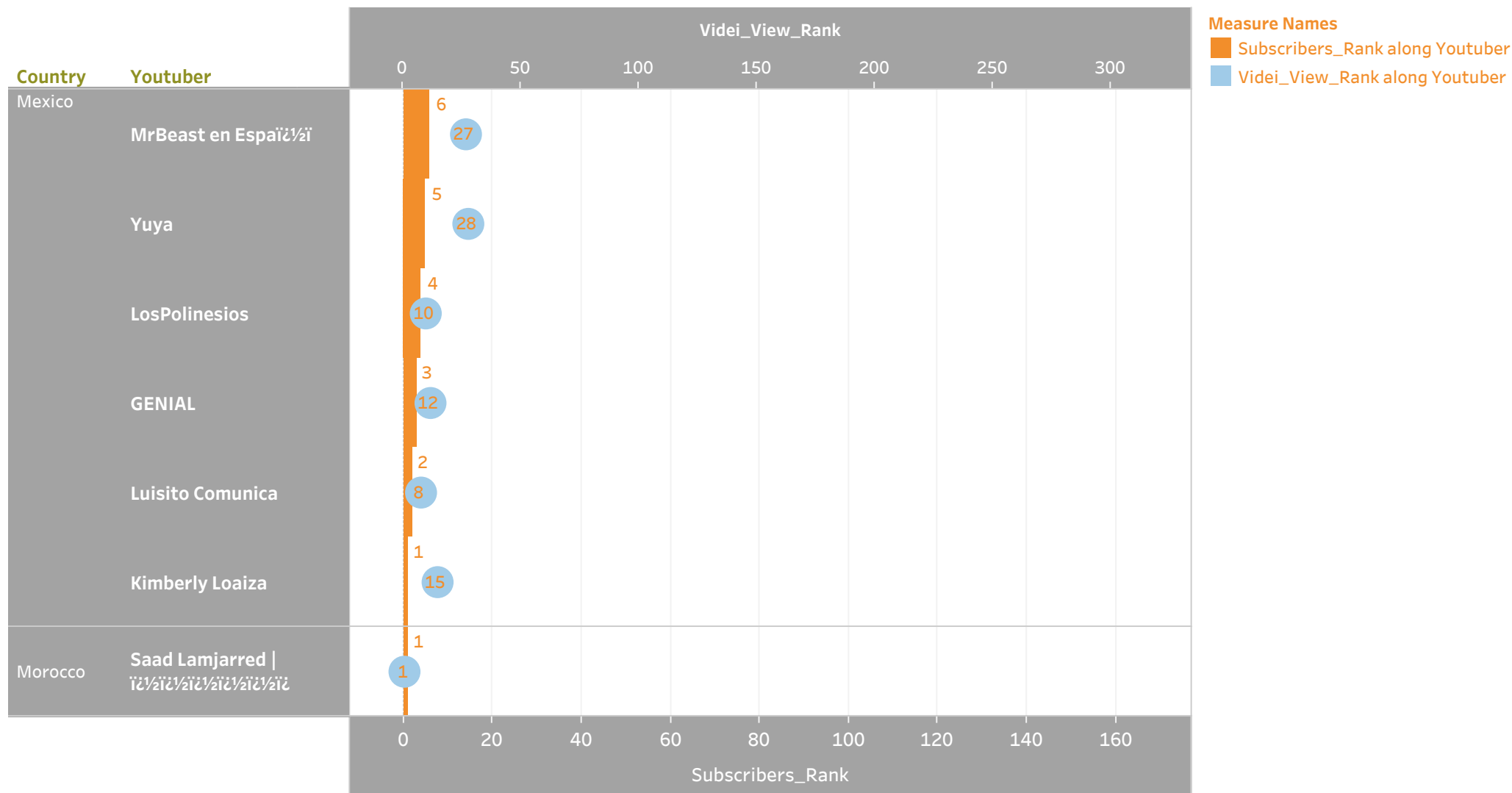
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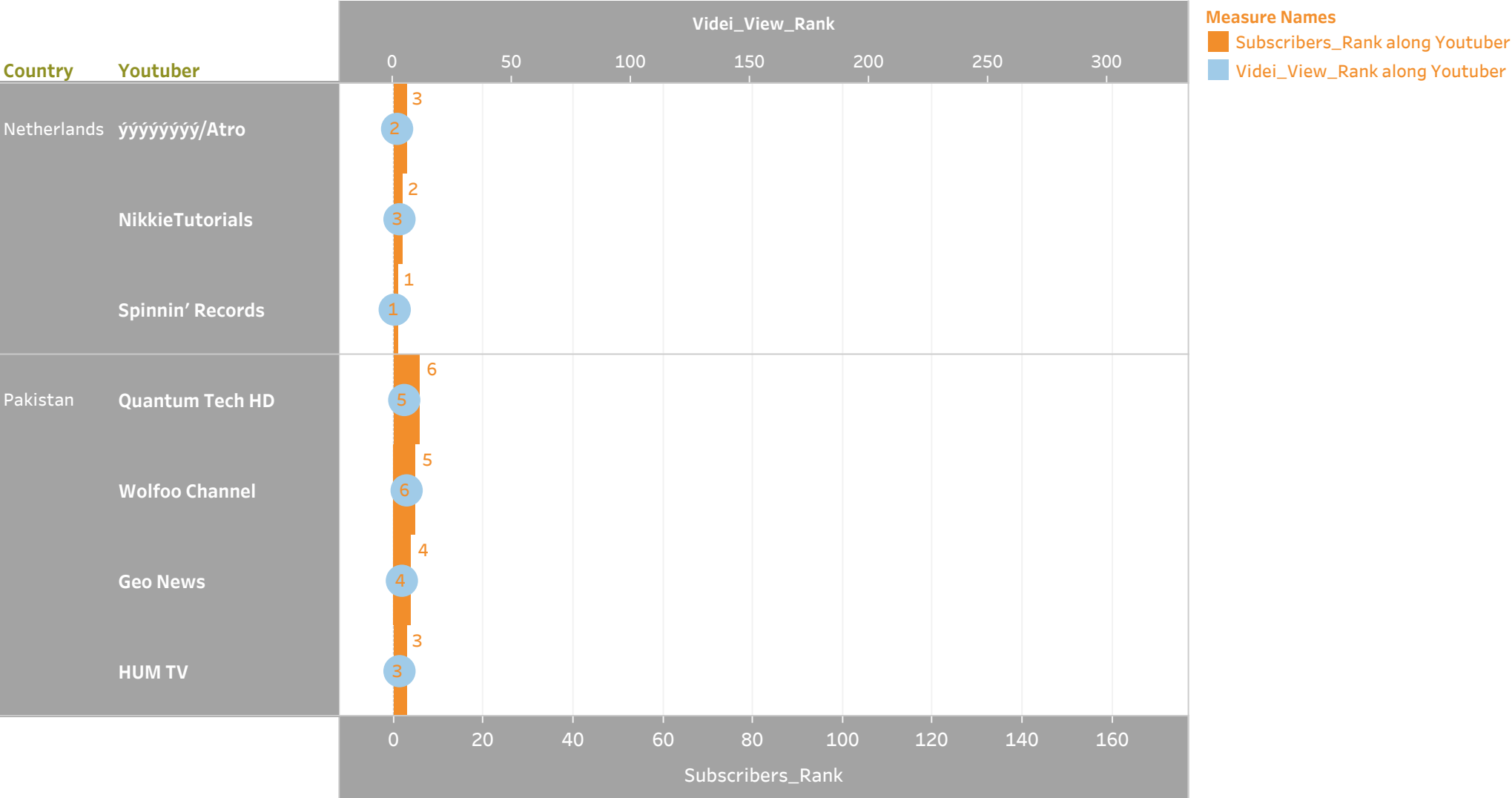
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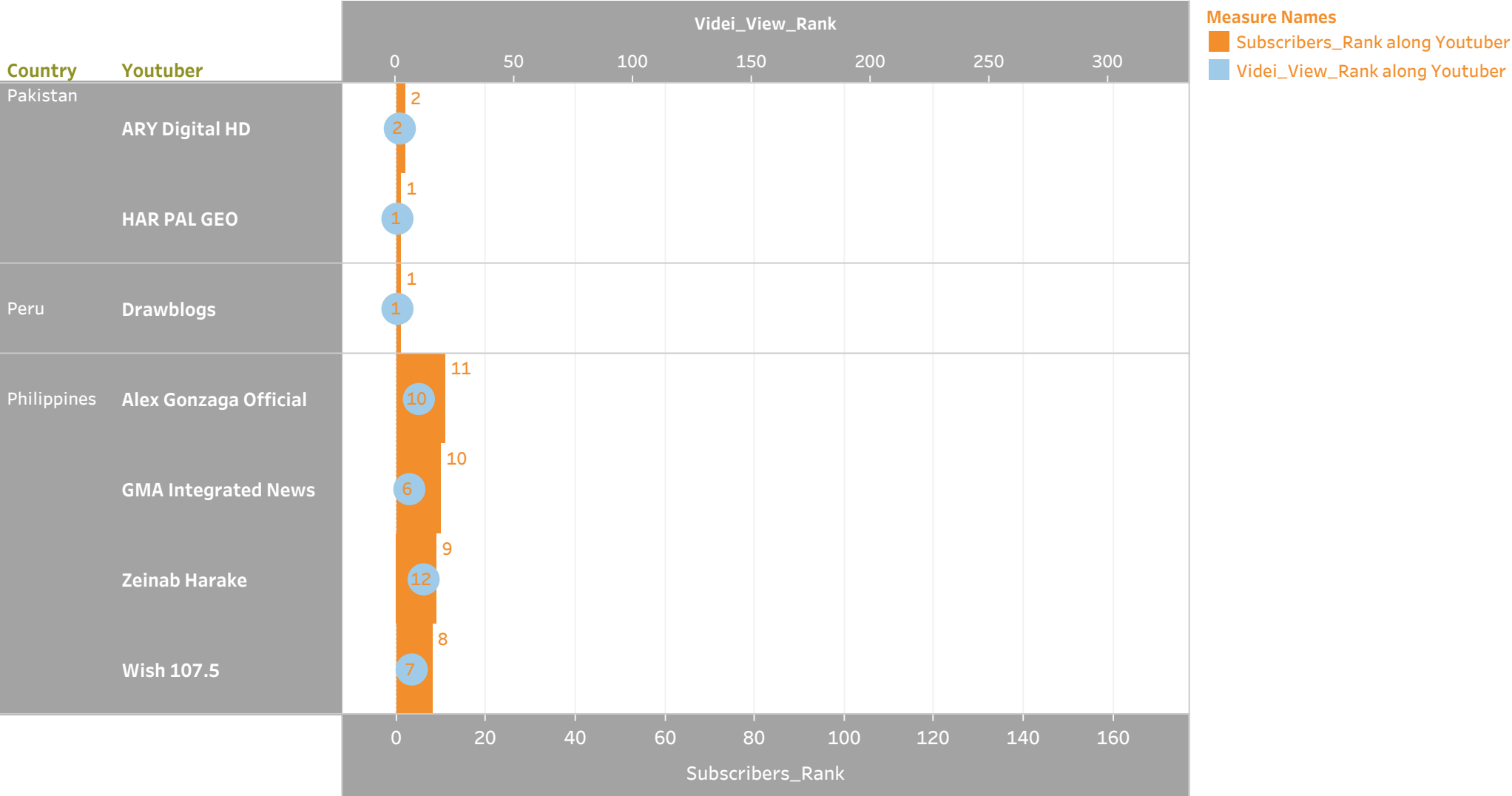
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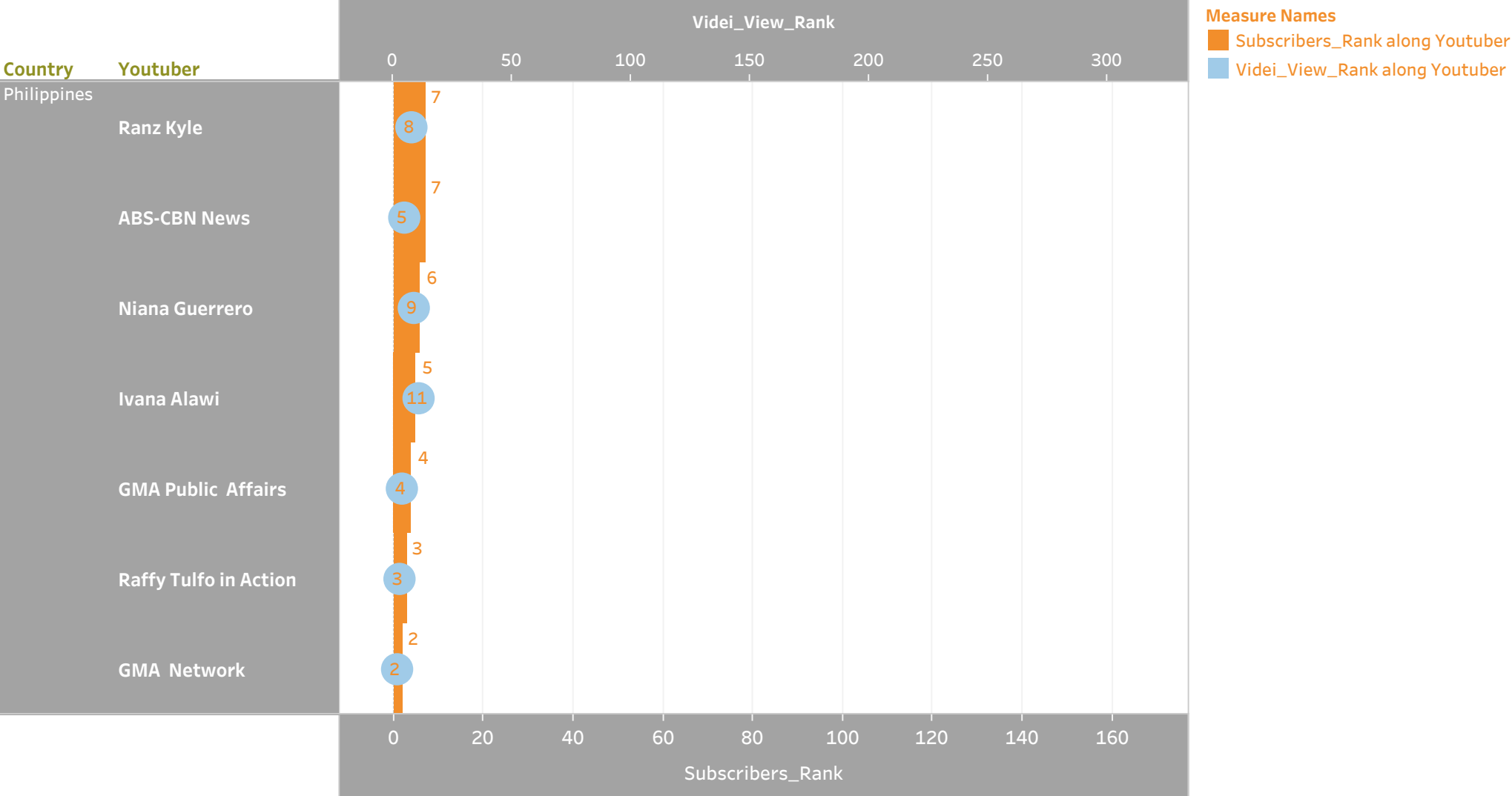
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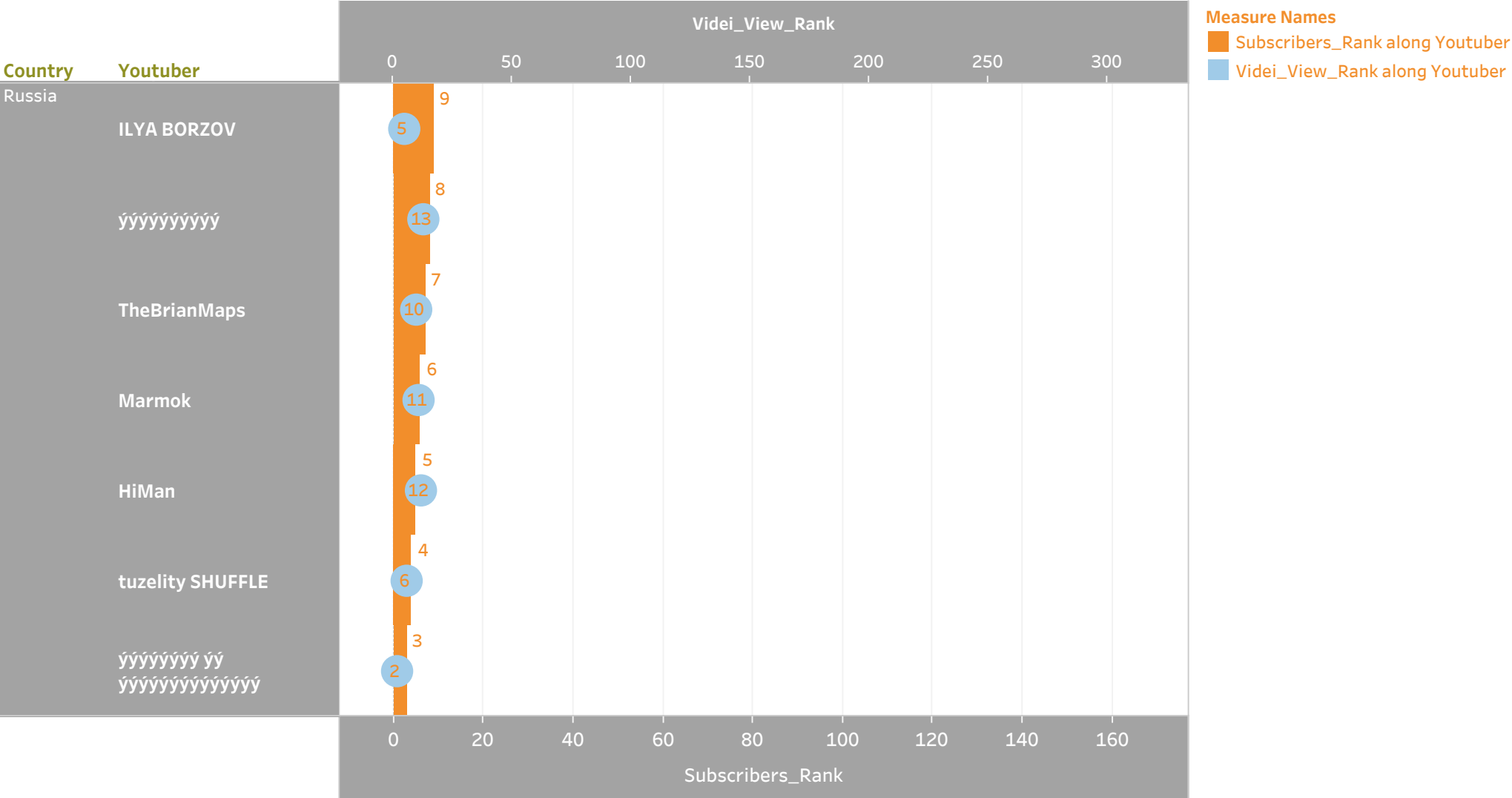


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Country	Youtuber	Subscribers_Rank	Videi_View_Rank
Philippines	ABS-CBN Entertainment	1	1
Russia	БИБО	14	14
	Ураган	9	13
	Ураган	7	12
	Ураган	15	11
	EdisonPts	8	10
	Chapitosiki	4	10

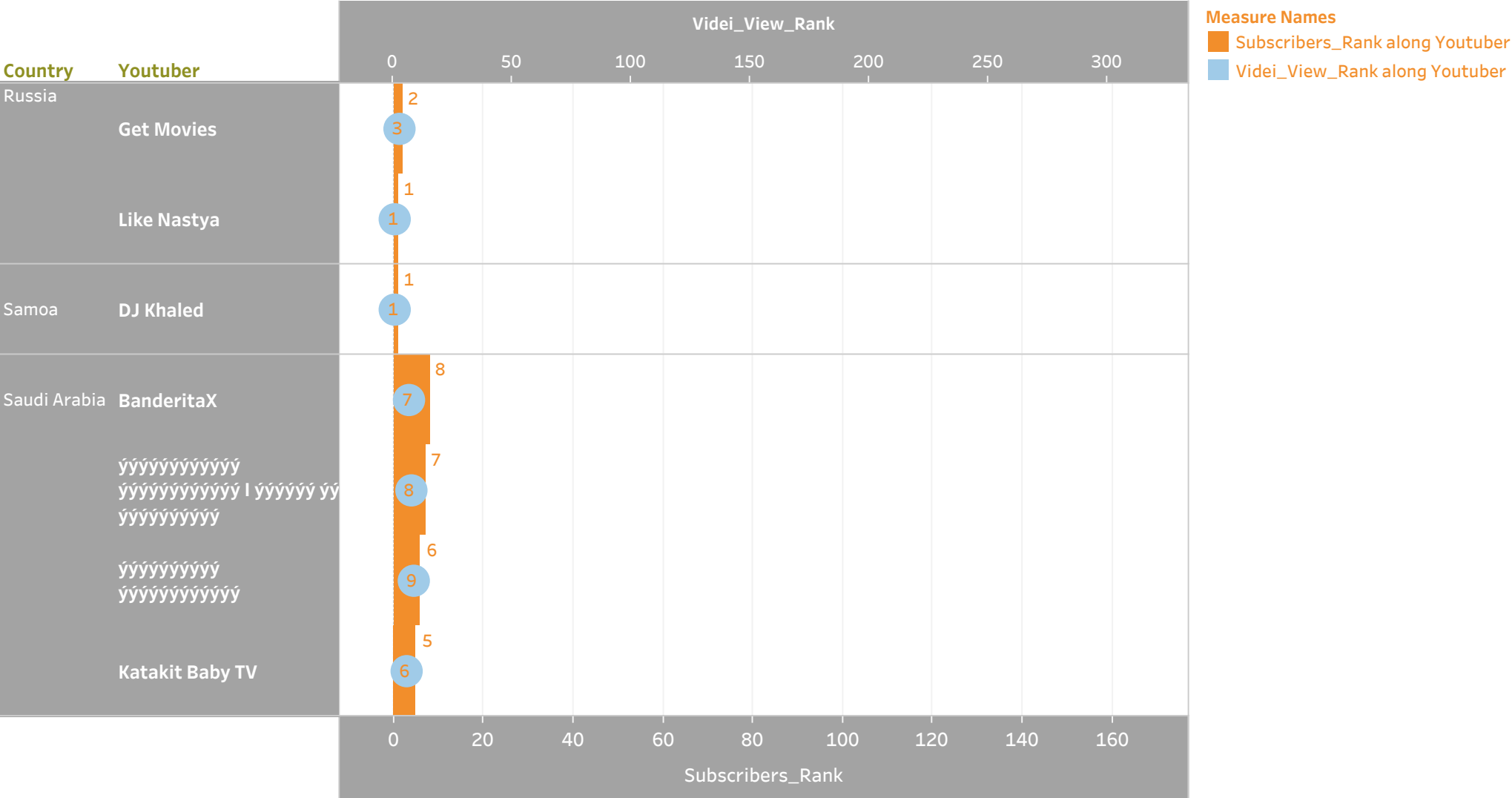
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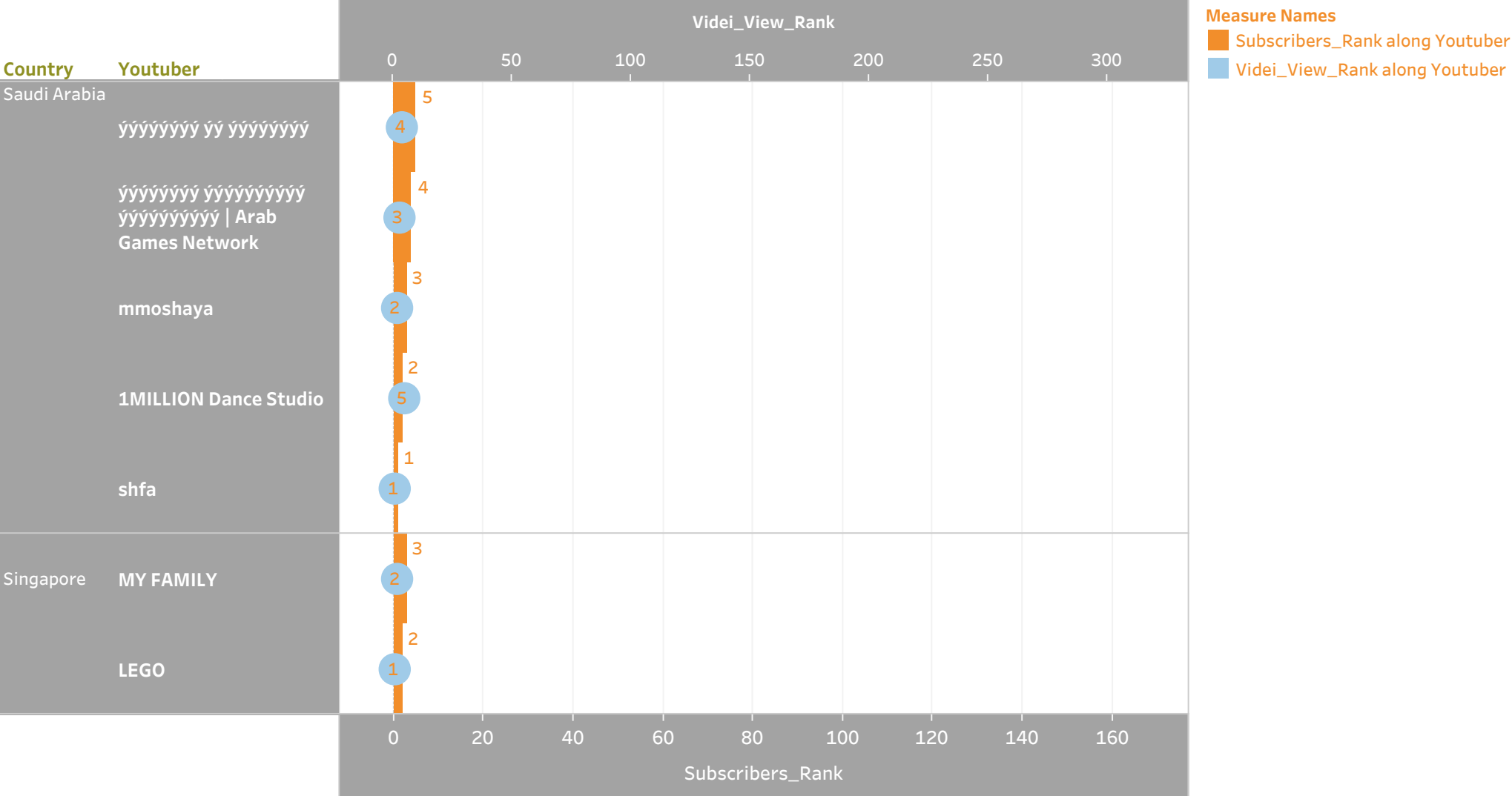
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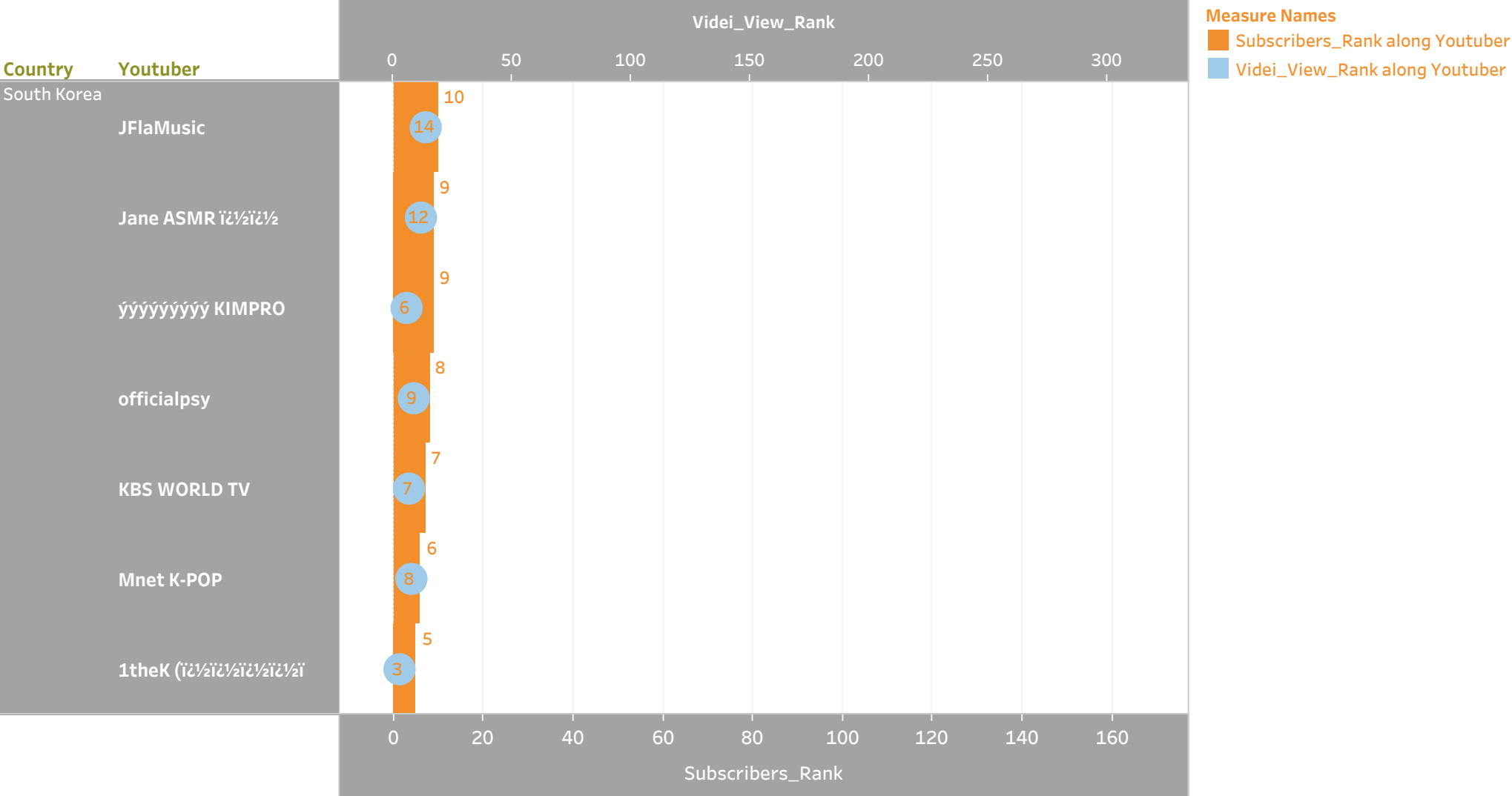


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Country	Youtuber	Videi_View_Rank	Subscribers_Rank
Singapore	Sandeep Maheshwari	3	16
South Korea	ய்ய்ய்ய்ய்ய்ய்யSULGI	15	15
	BIBOí¼½í¼½í¼½í¼½	16	14
	GH'S	10	13
	ய்ய்ய்ய்ய்ய்ய்யய்ய்ய்யய்ய்ய்ய	17	12
	Boram Tube ToysReview [í¼½í¼½í¼½í¼½í¼½í¼½í¼½í¼½í¼½]	13	11
	BIGBANG	11	

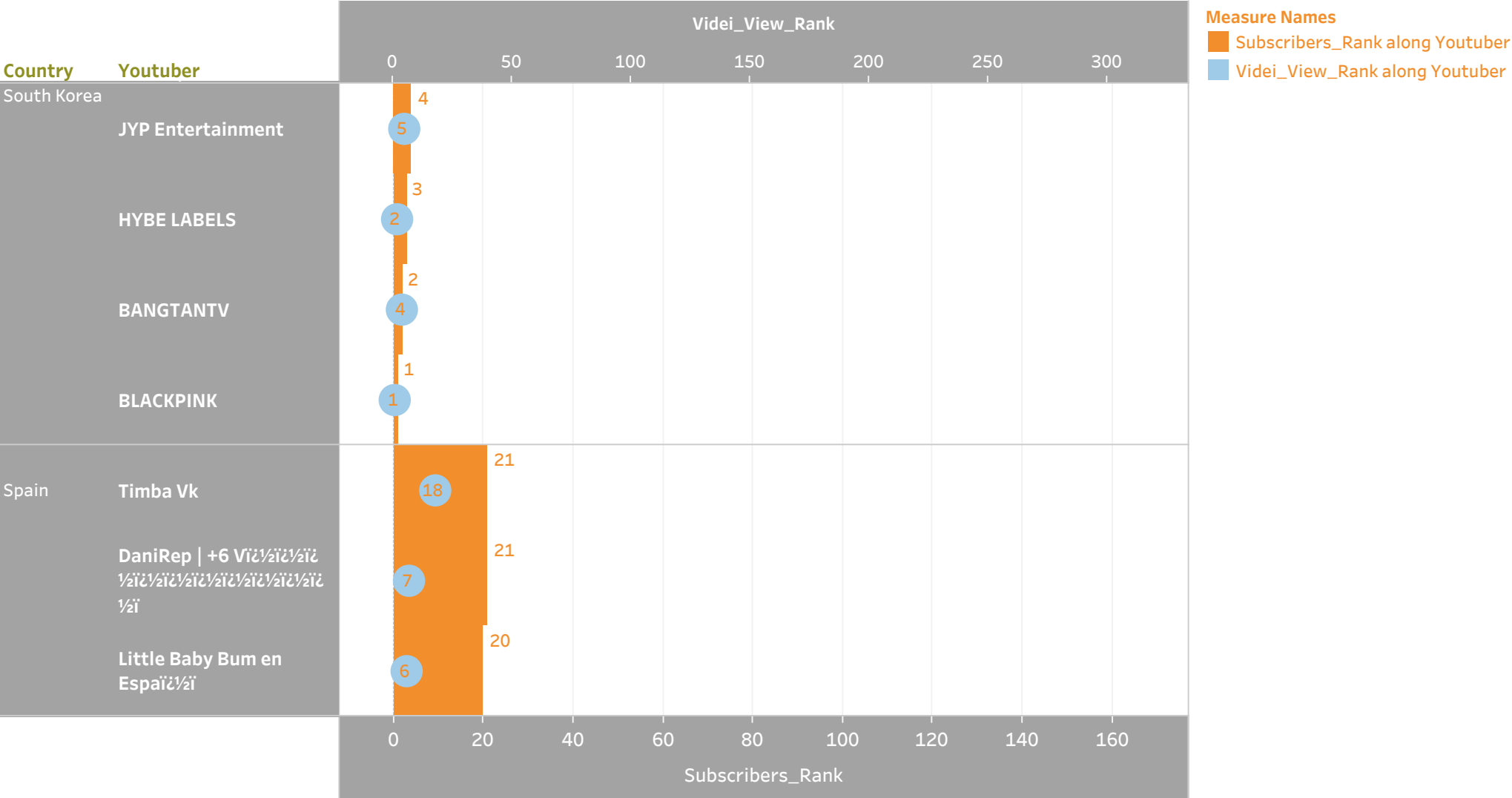
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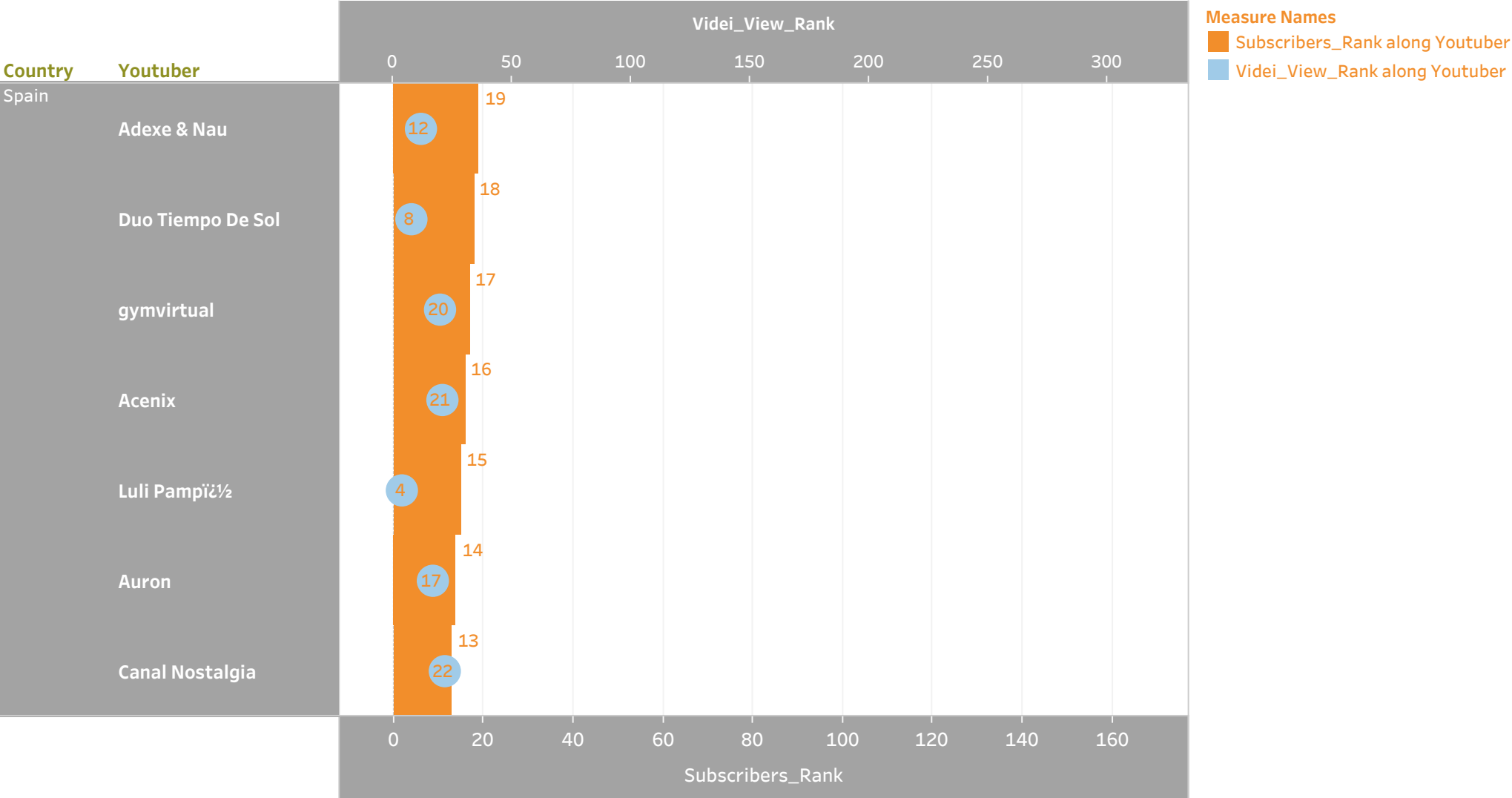
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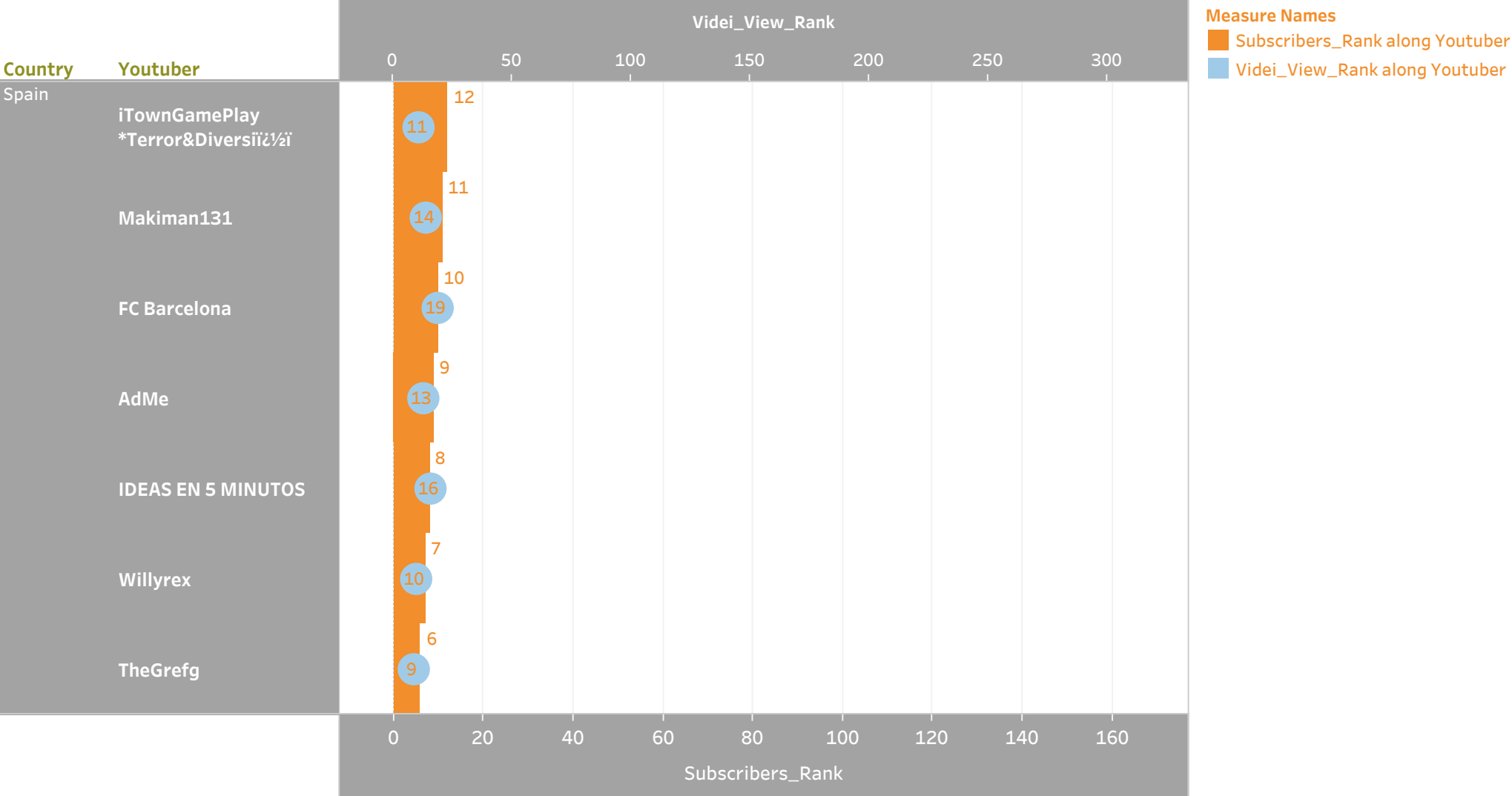
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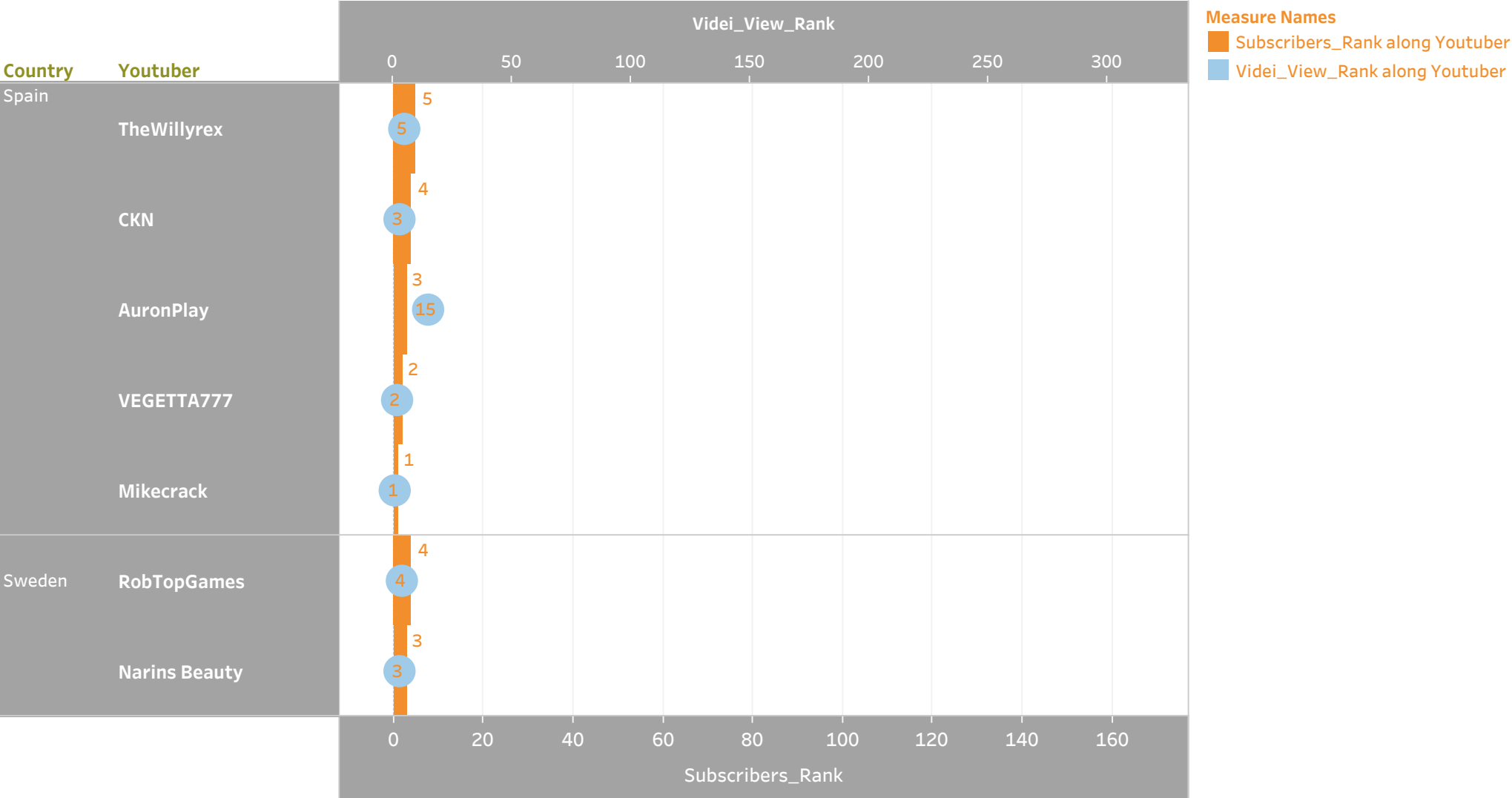
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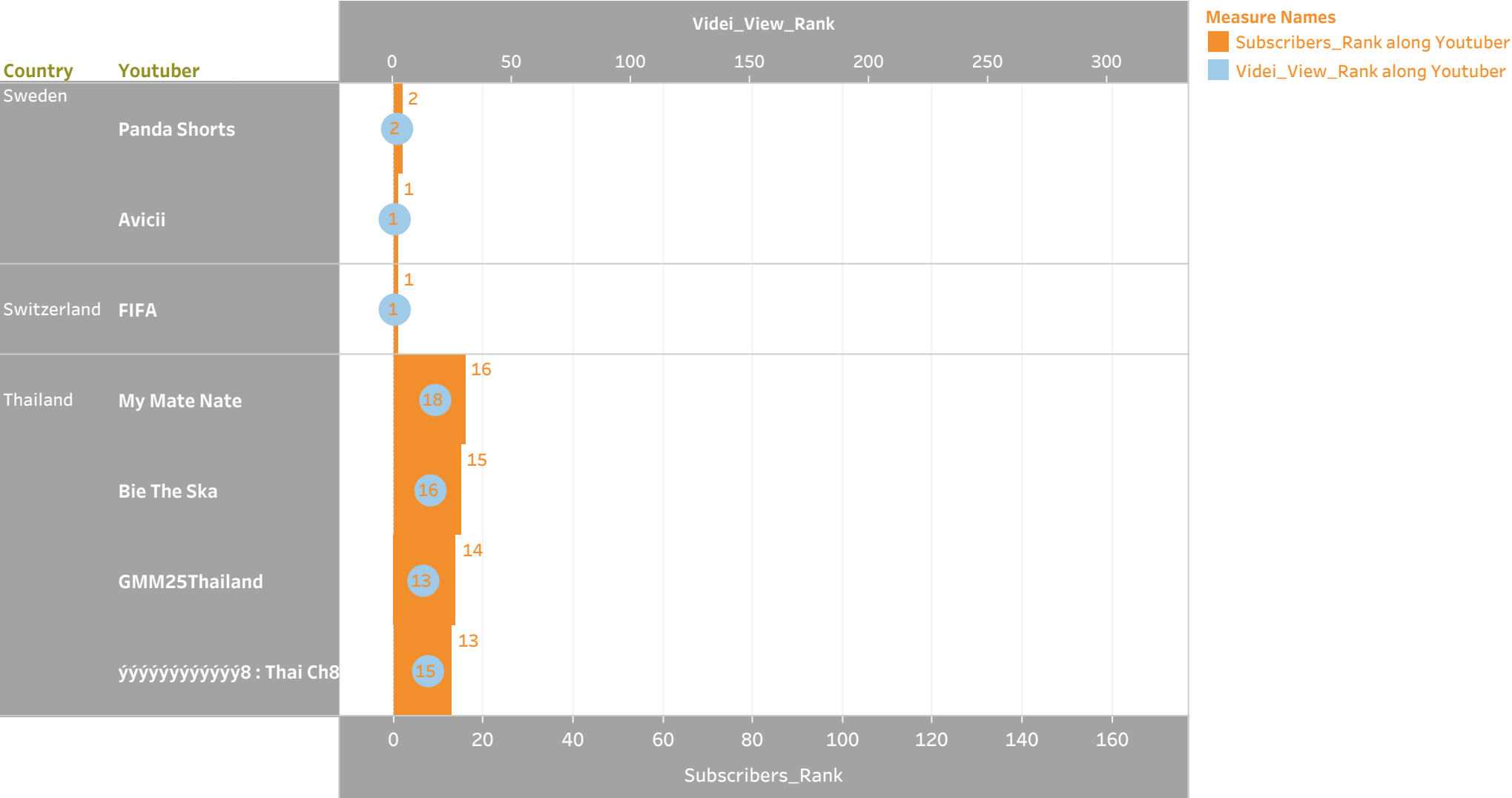
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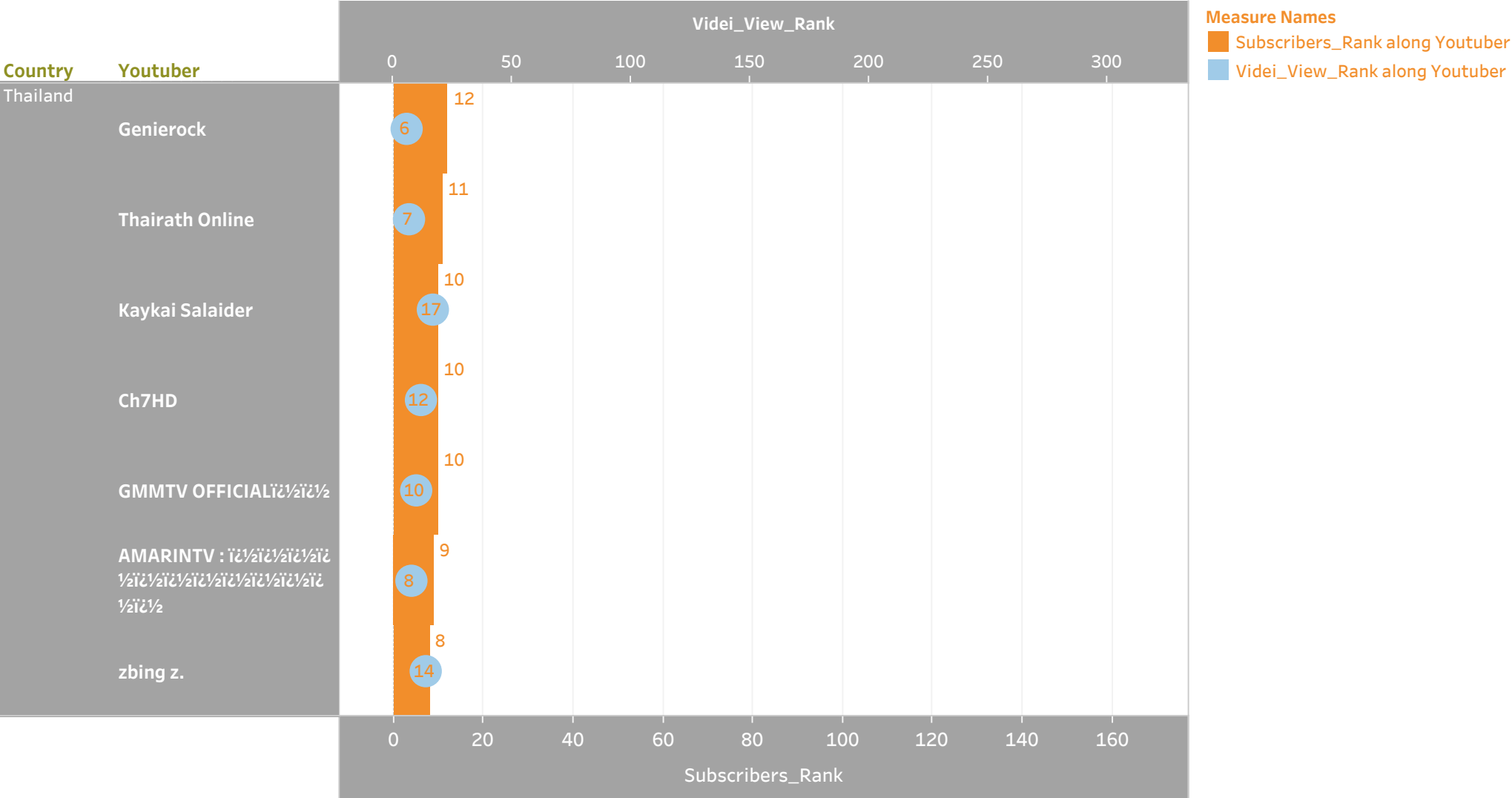
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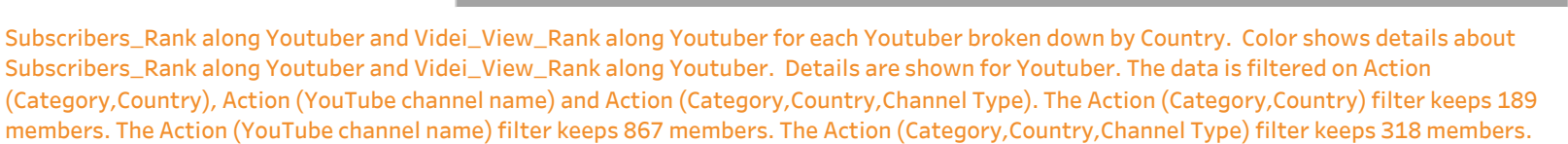
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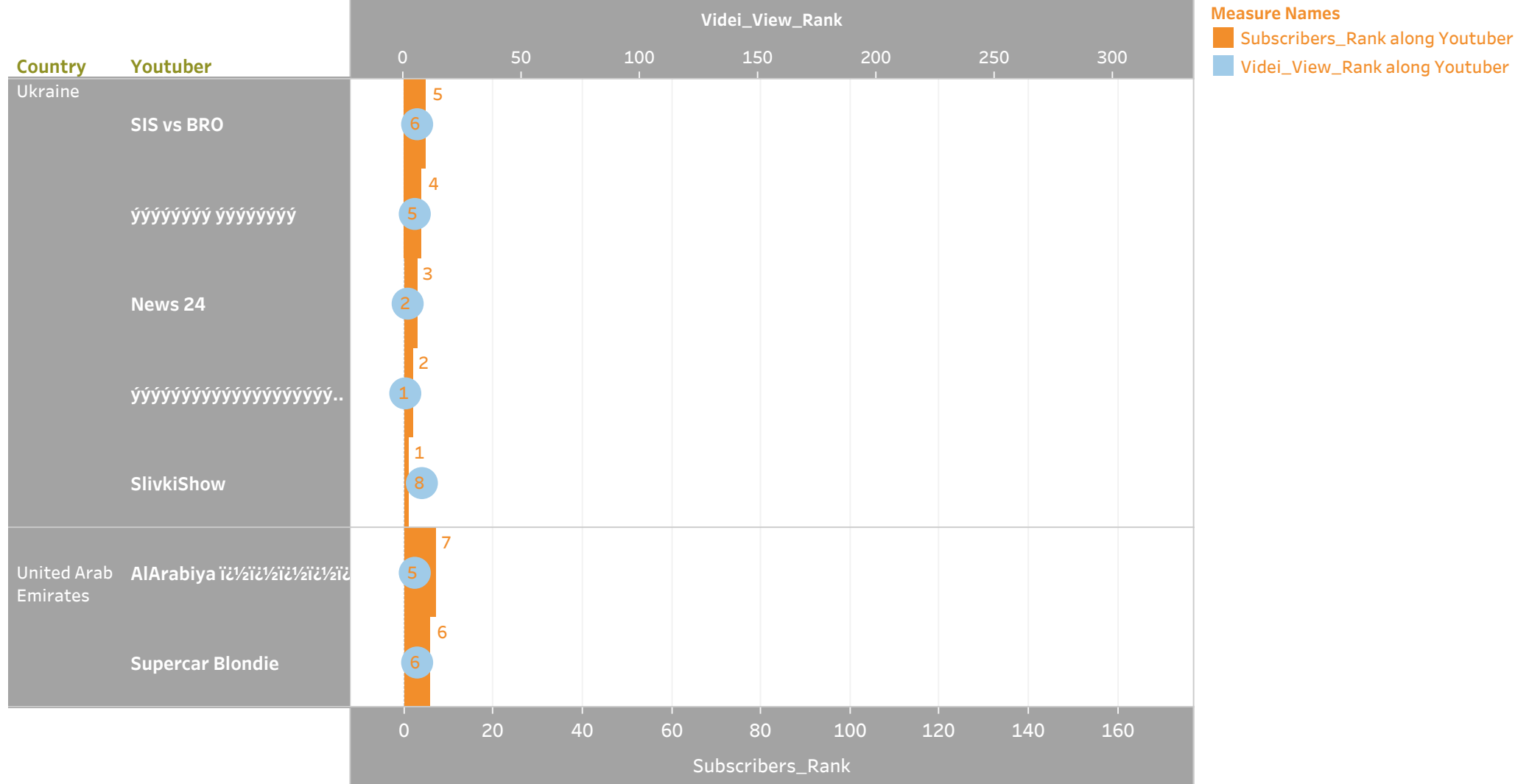


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Country	Youtuber	Subscribers_Rank	Videi_View_Rank
Thailand	Alan Walker	9	1
	WorkpointOfficial	1	2
	yyyyyyyyyyyy one31	3	3
	Ch3Thailand	2	4
	GMM GRAMMY OFFICIAL	4	5
	GRAMMY GOLD OFFICIAL	5	6
	RsiamMusic : ไร้ขีดจำกัด	11	7

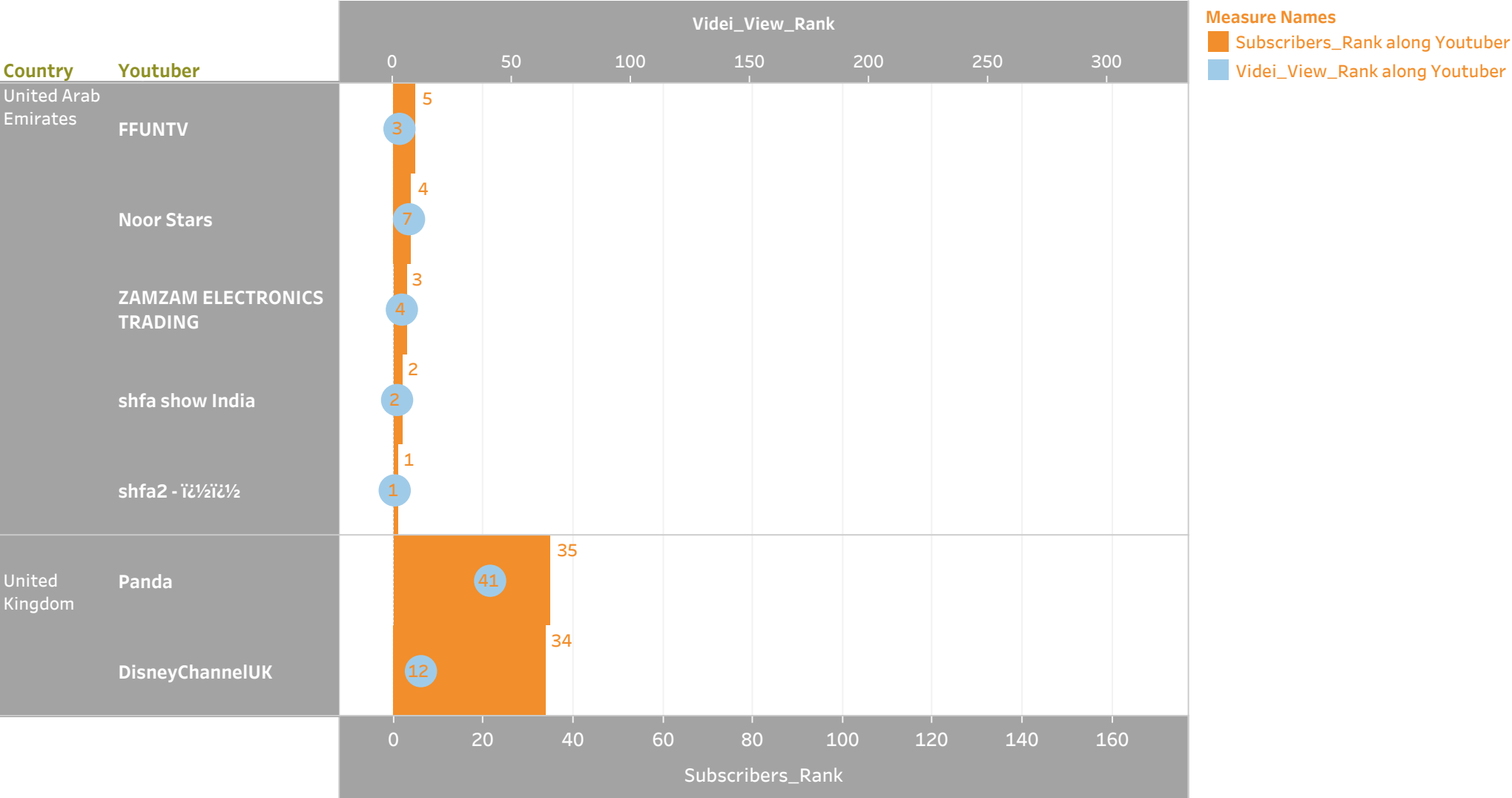
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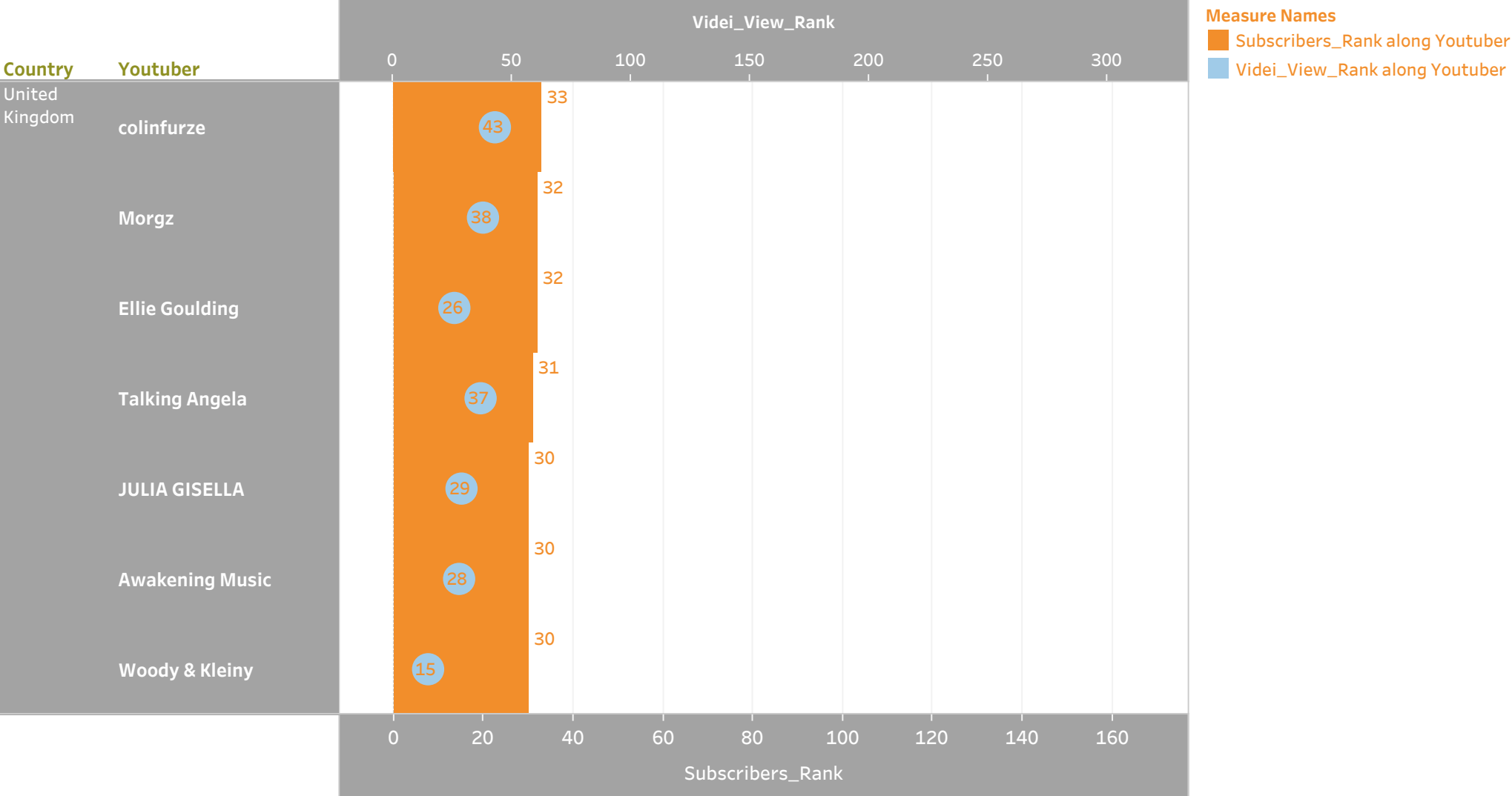
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Global Ranking Based on Subscribers and Video Views



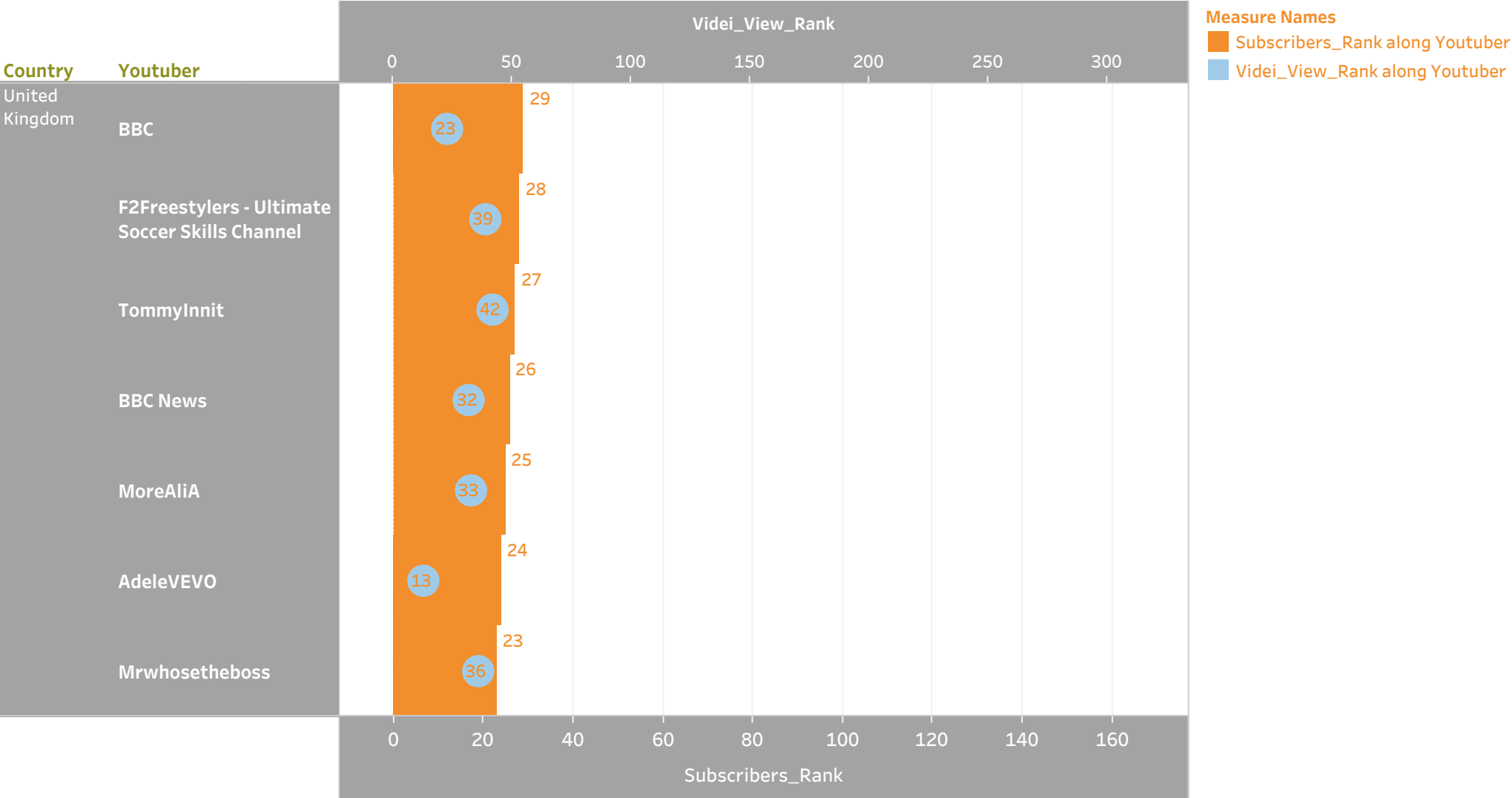
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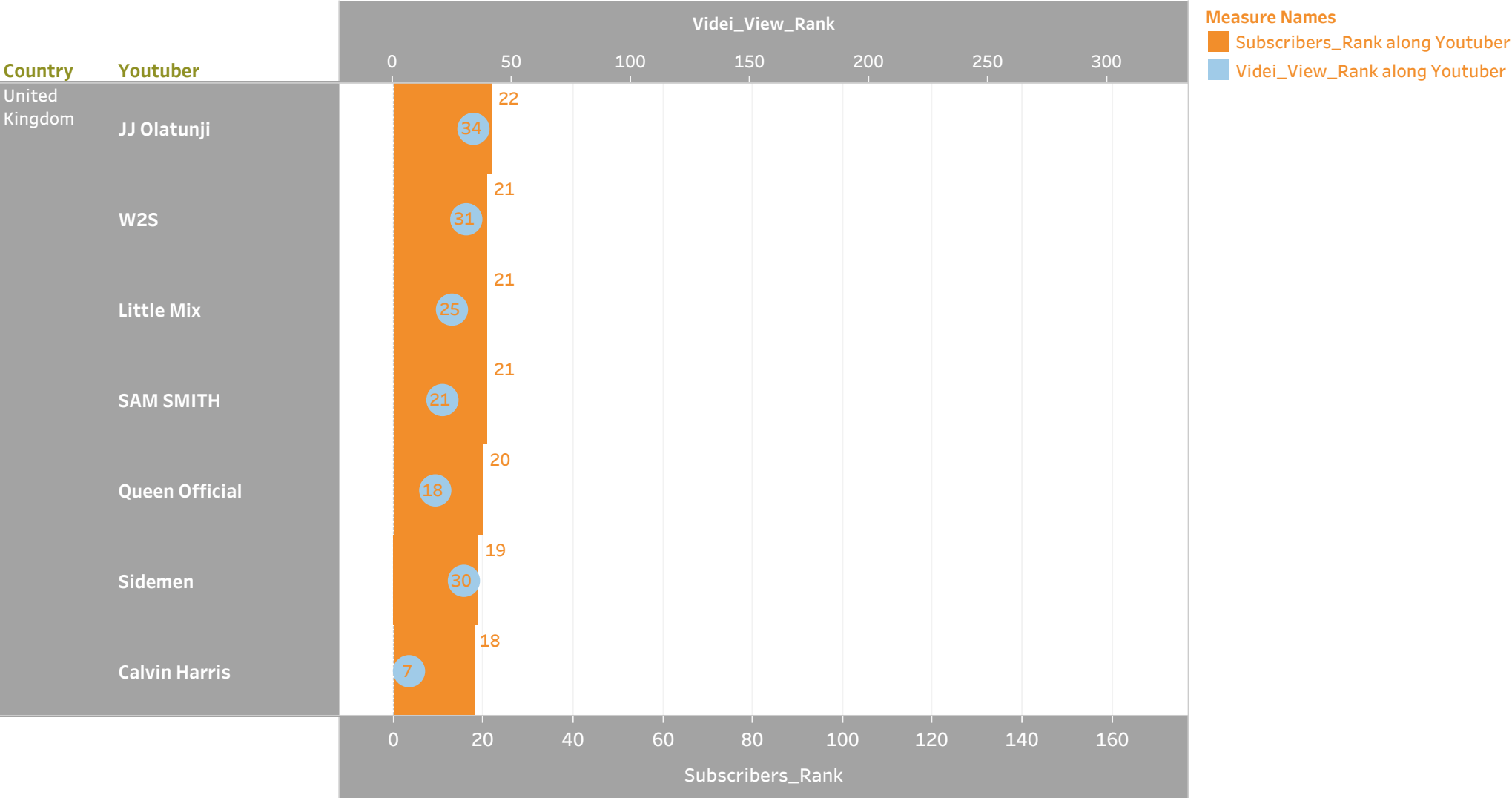
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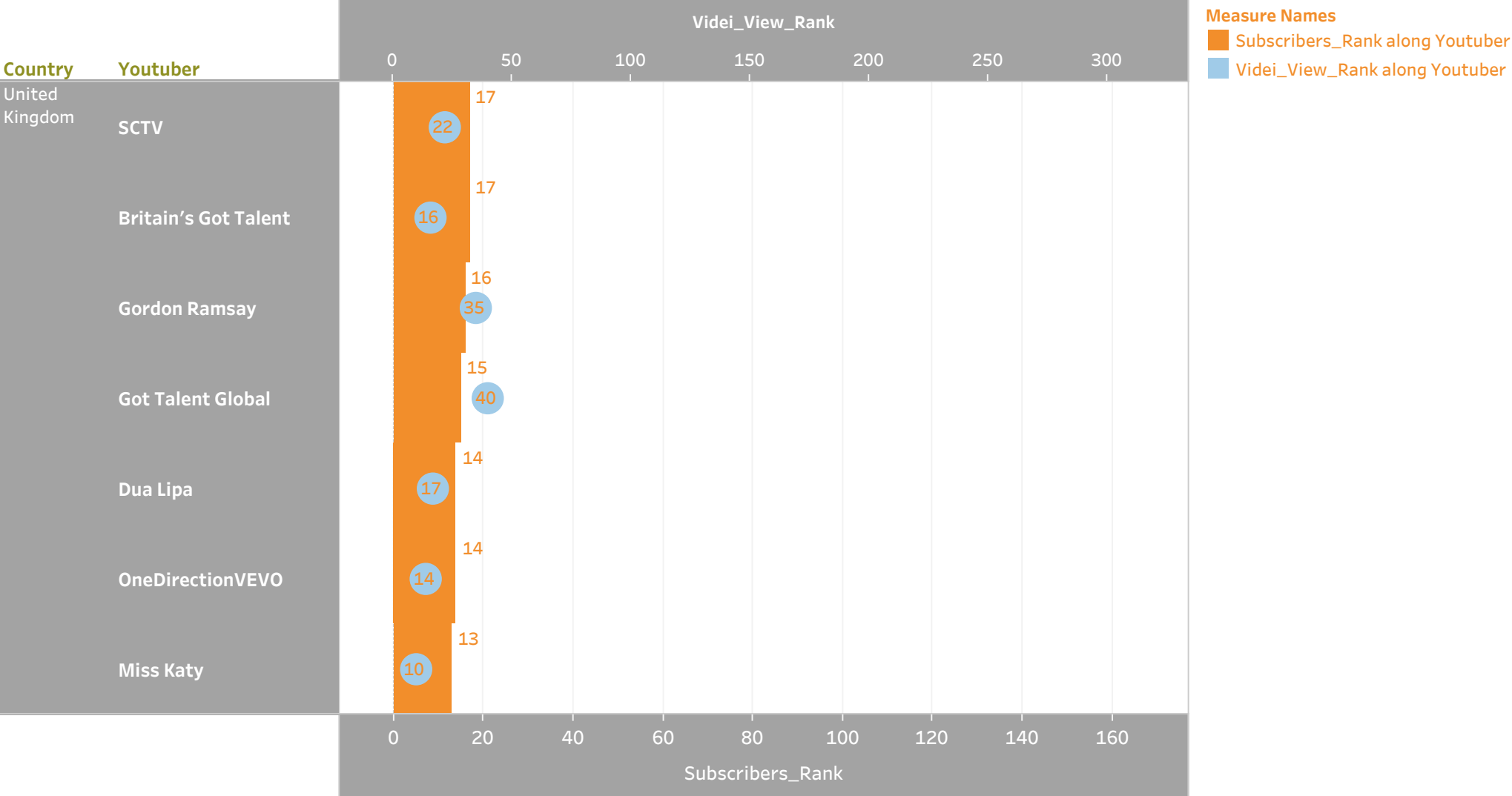
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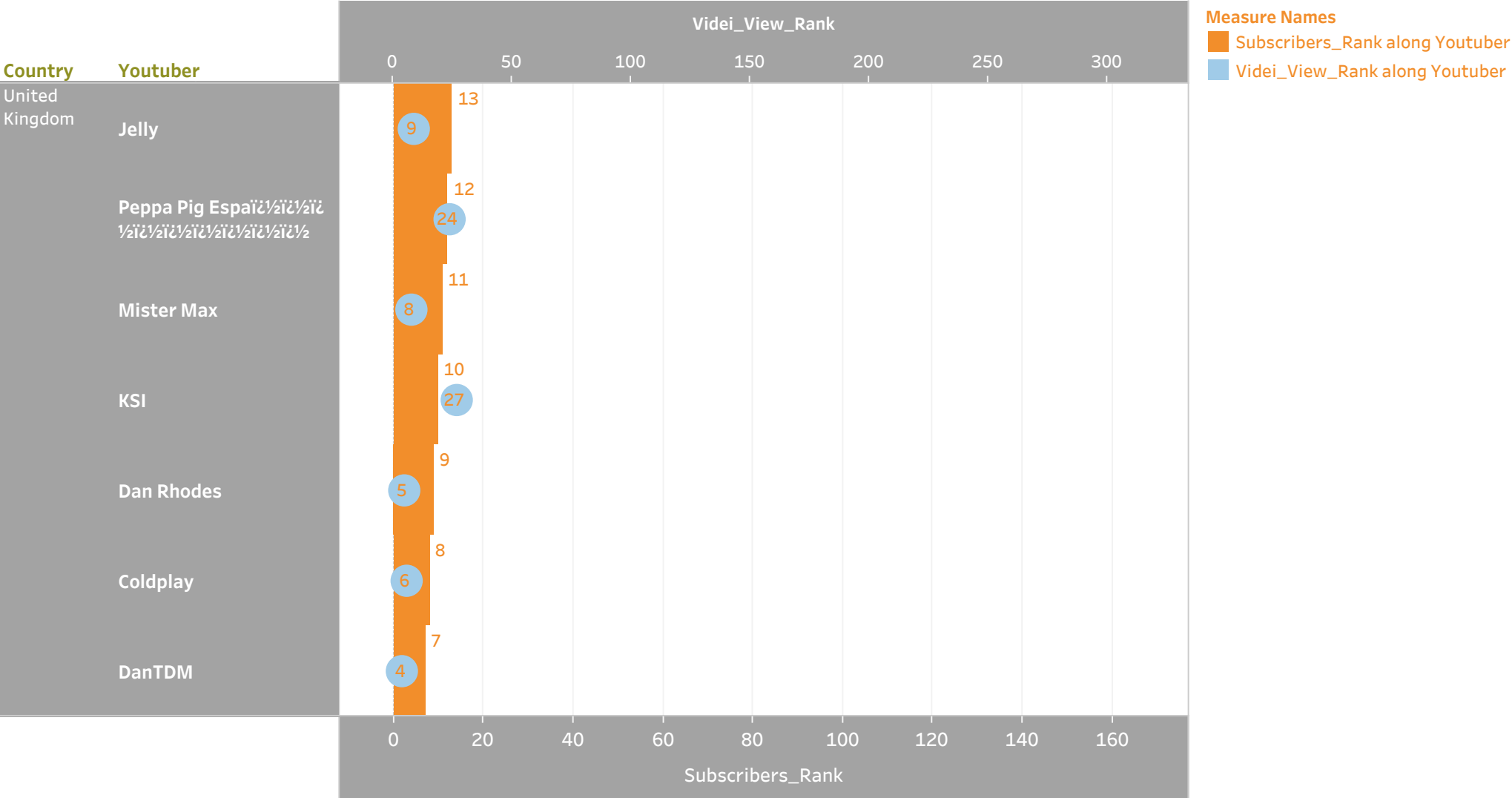
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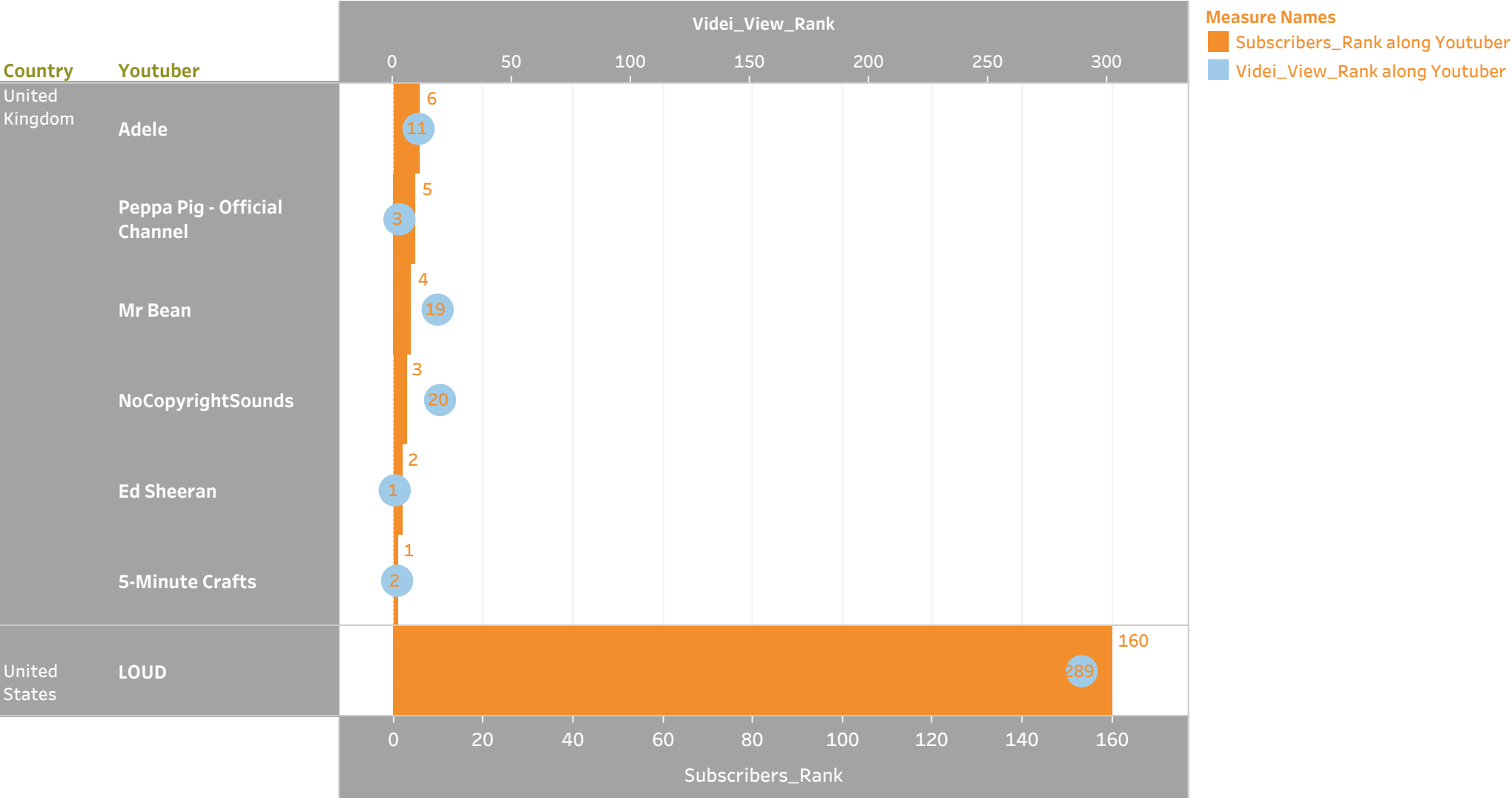
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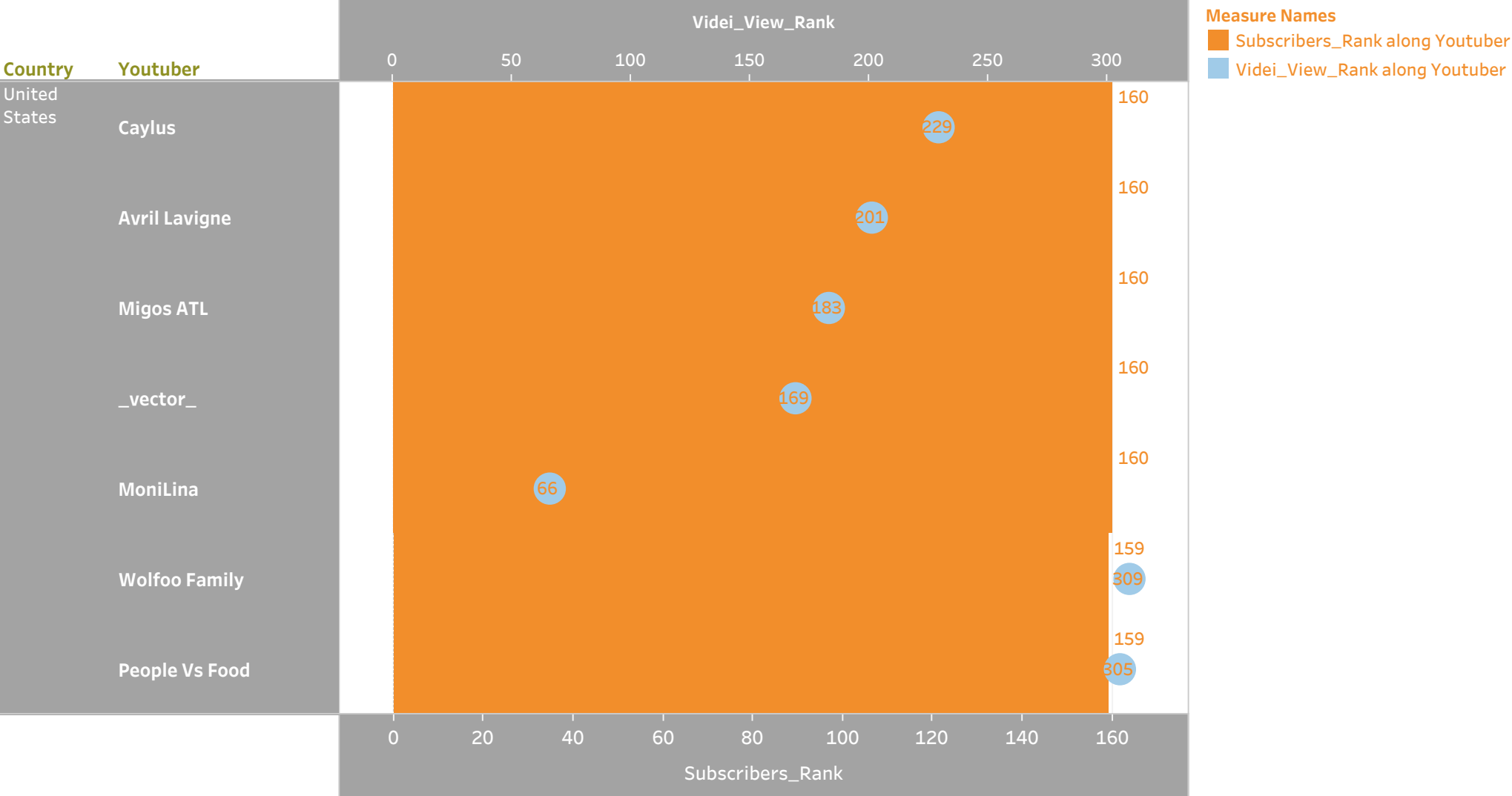
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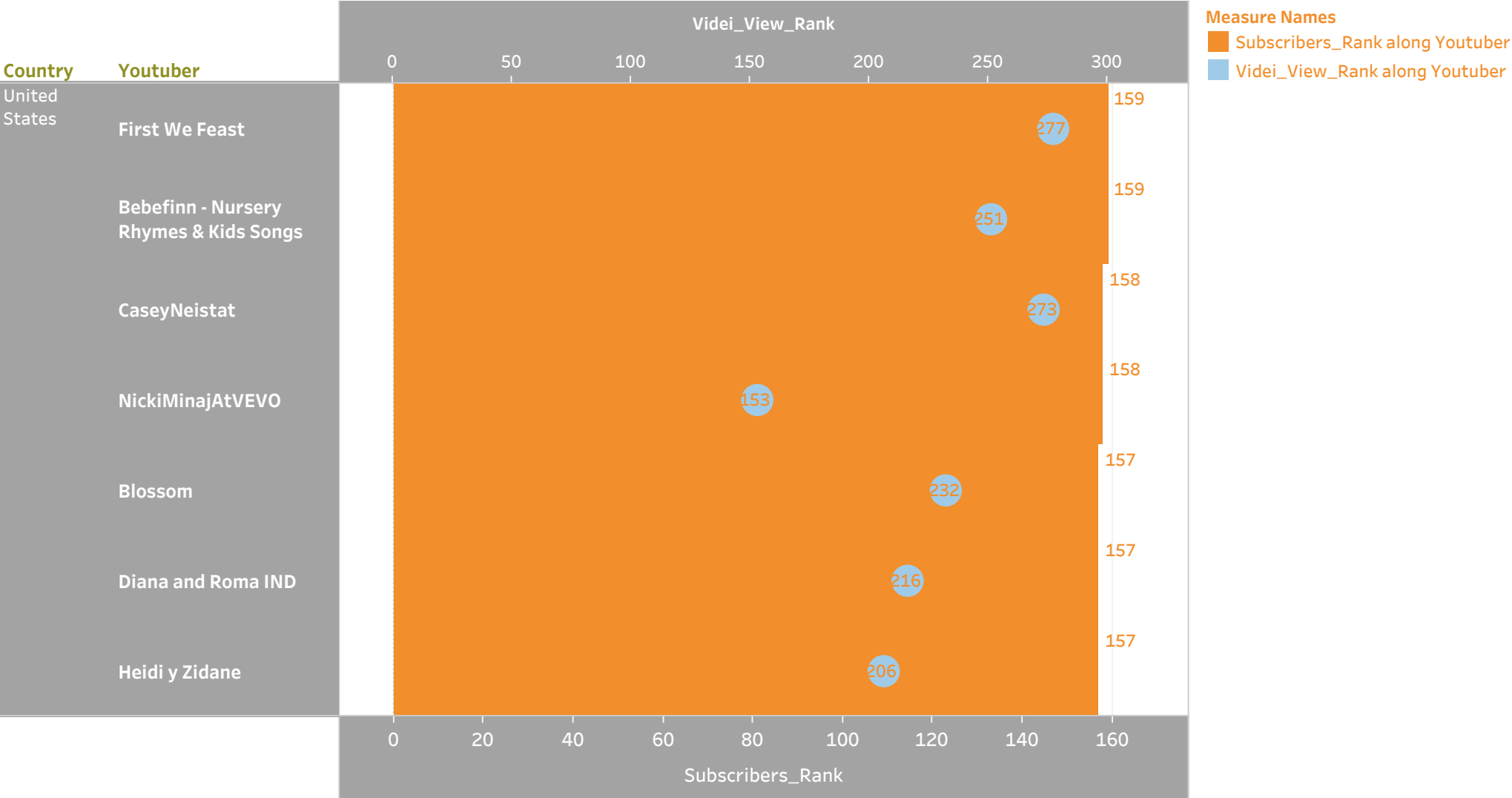
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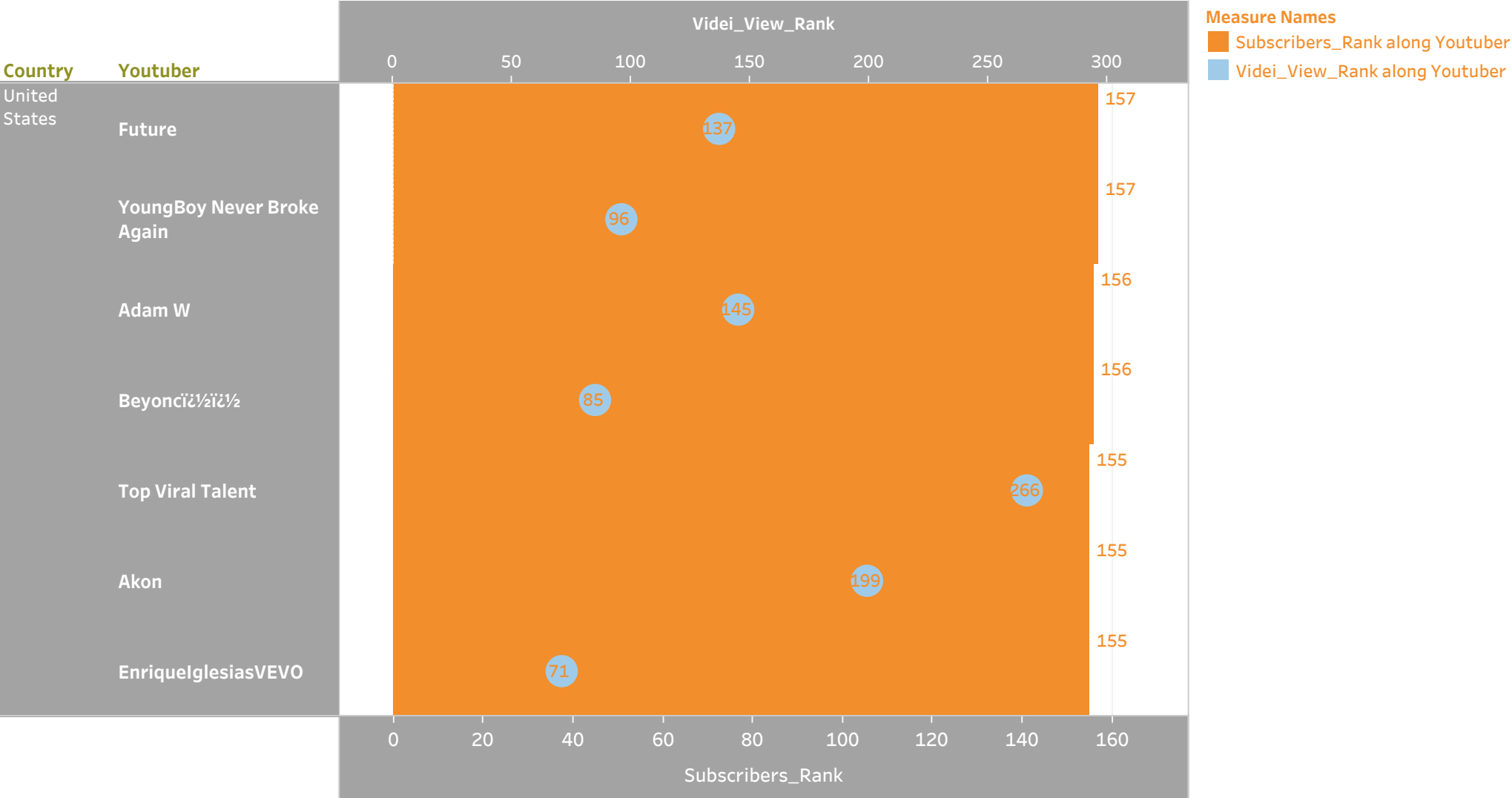
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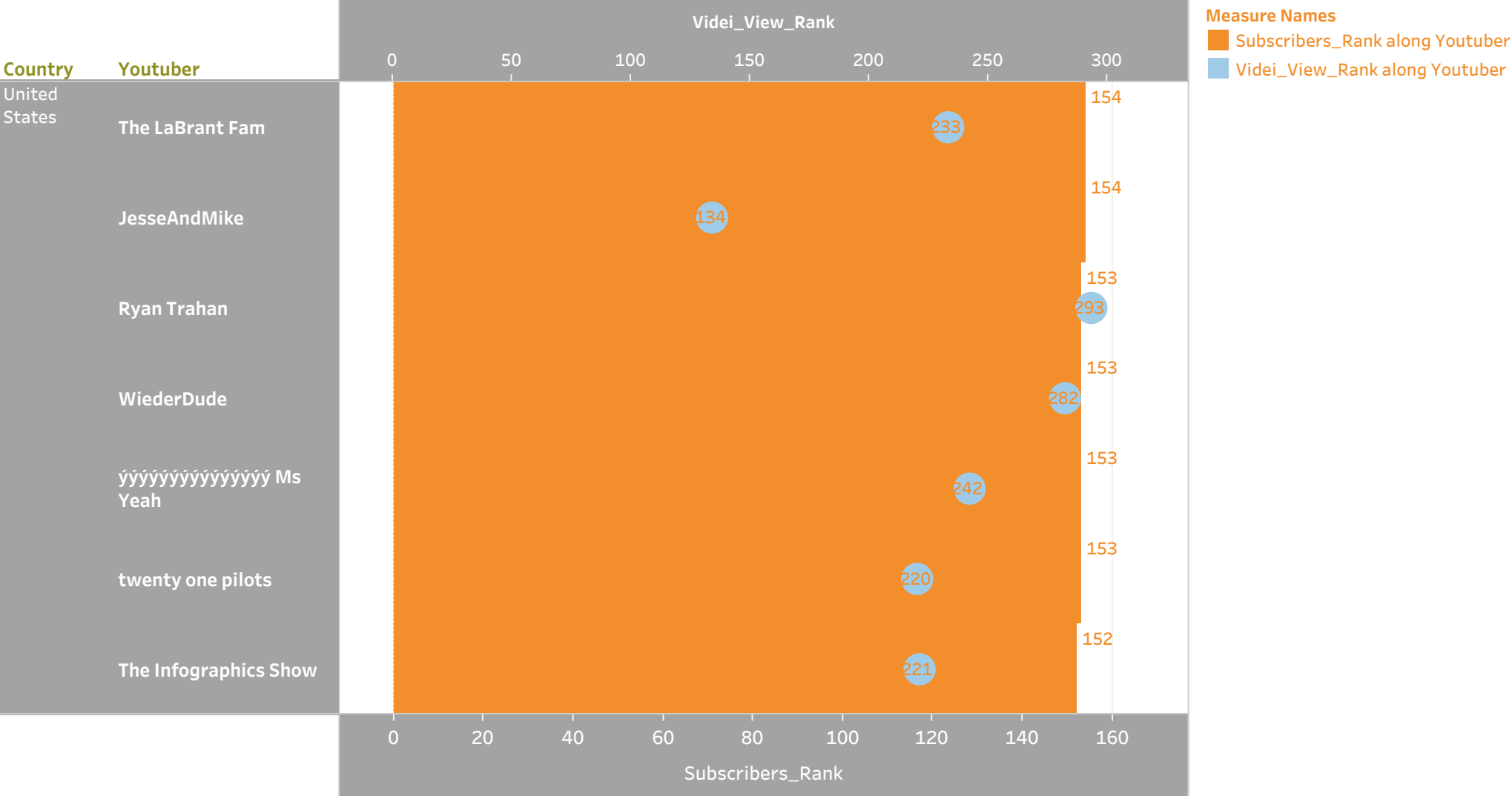
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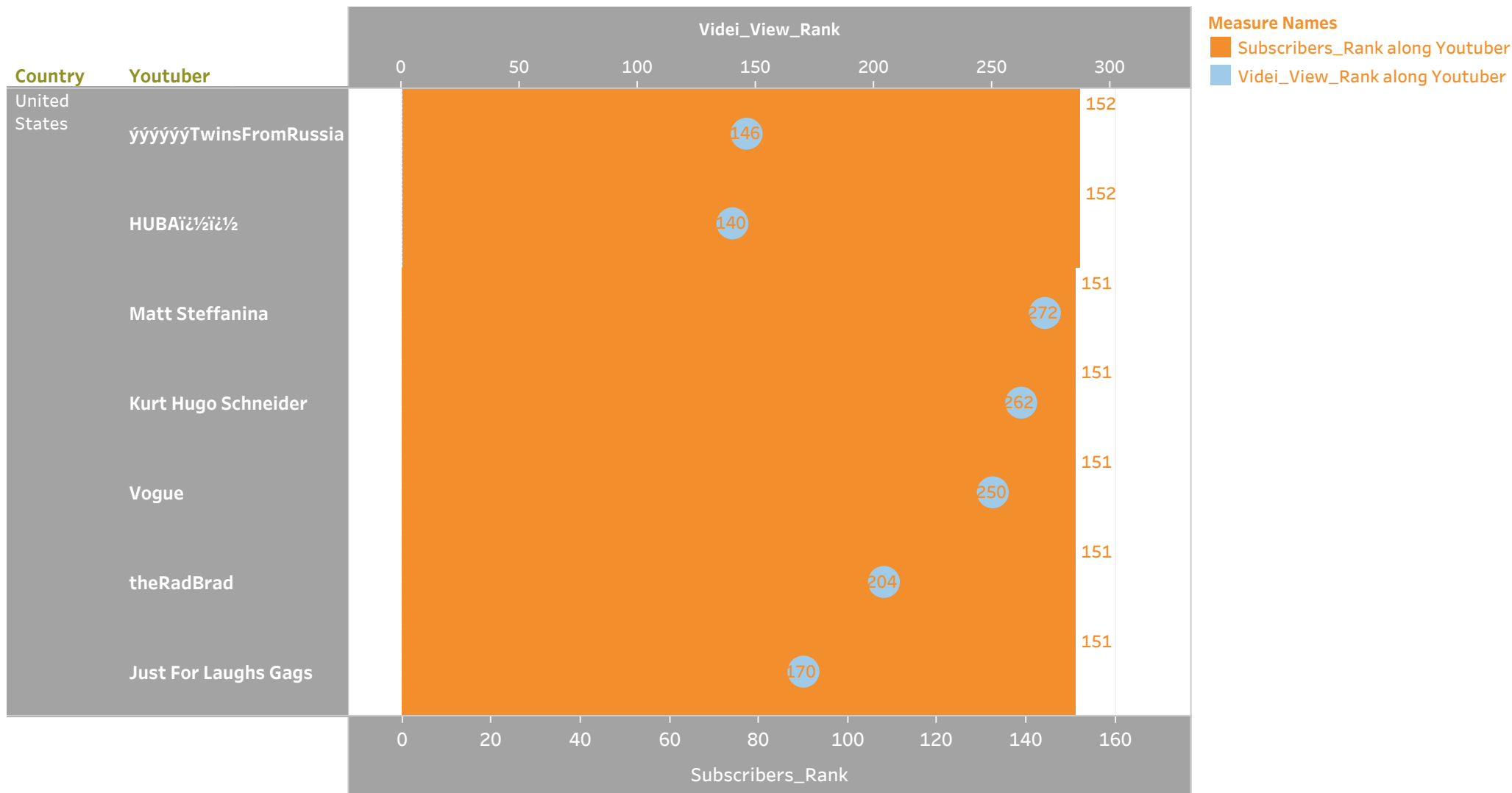
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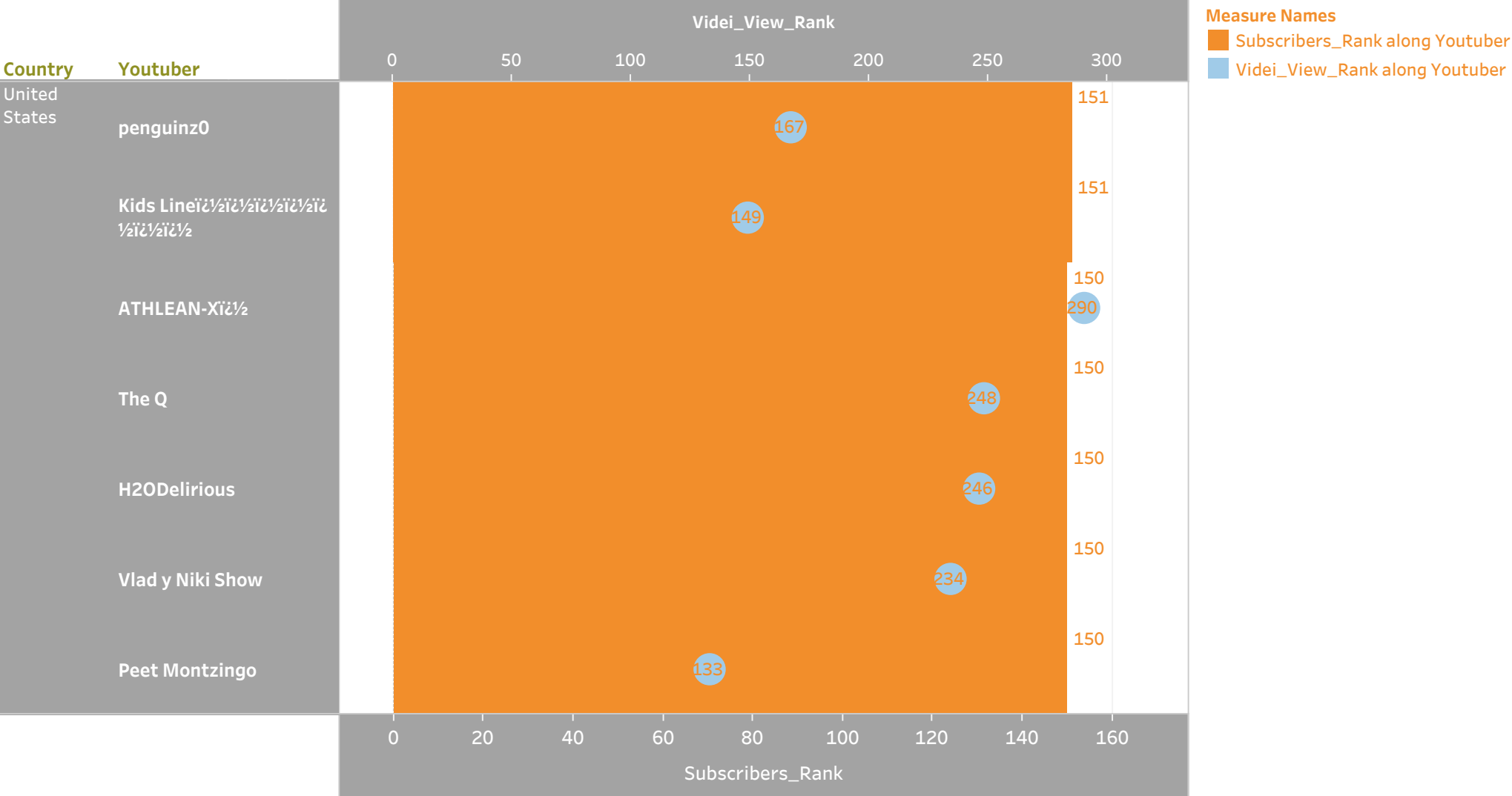
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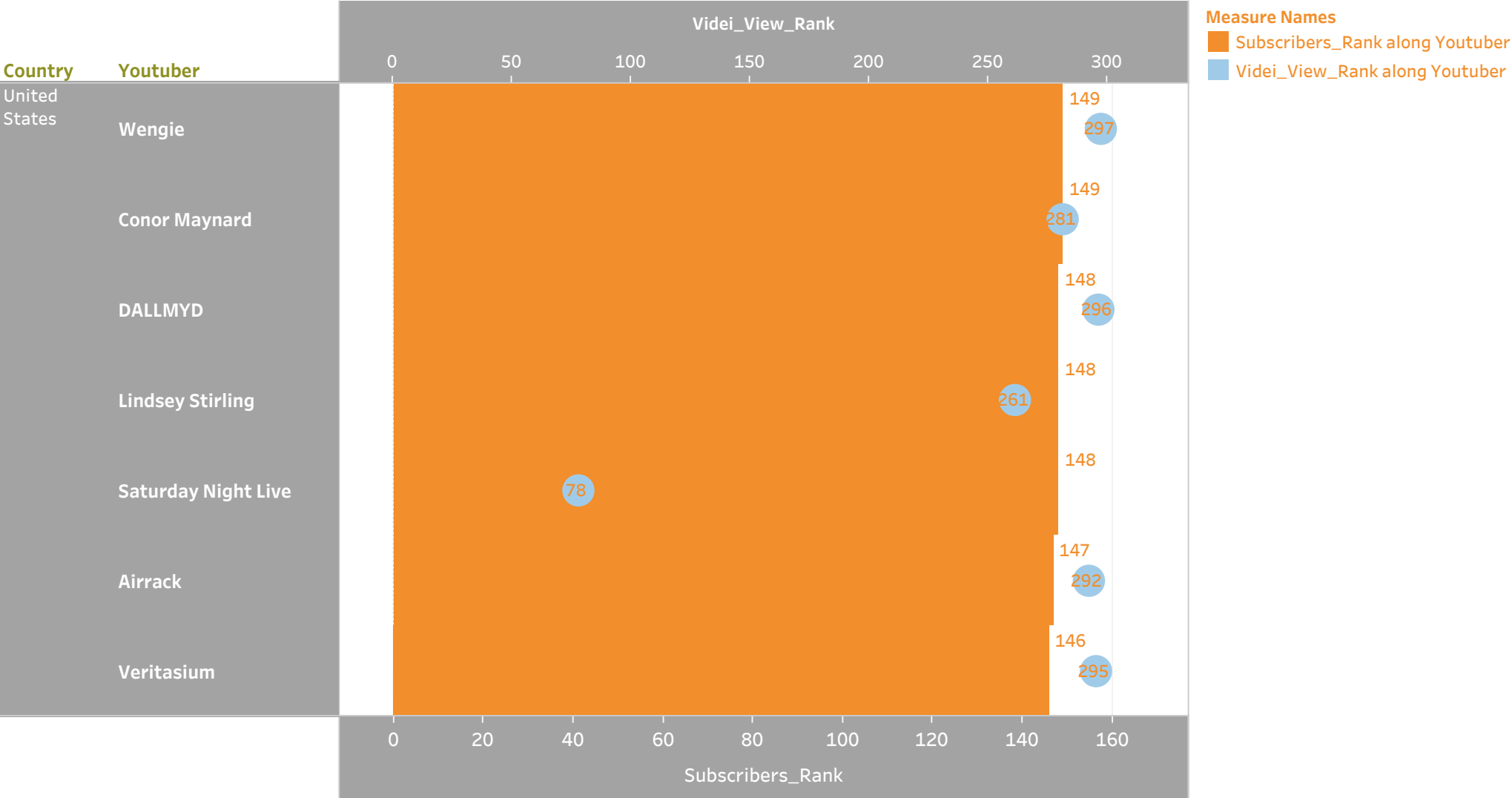
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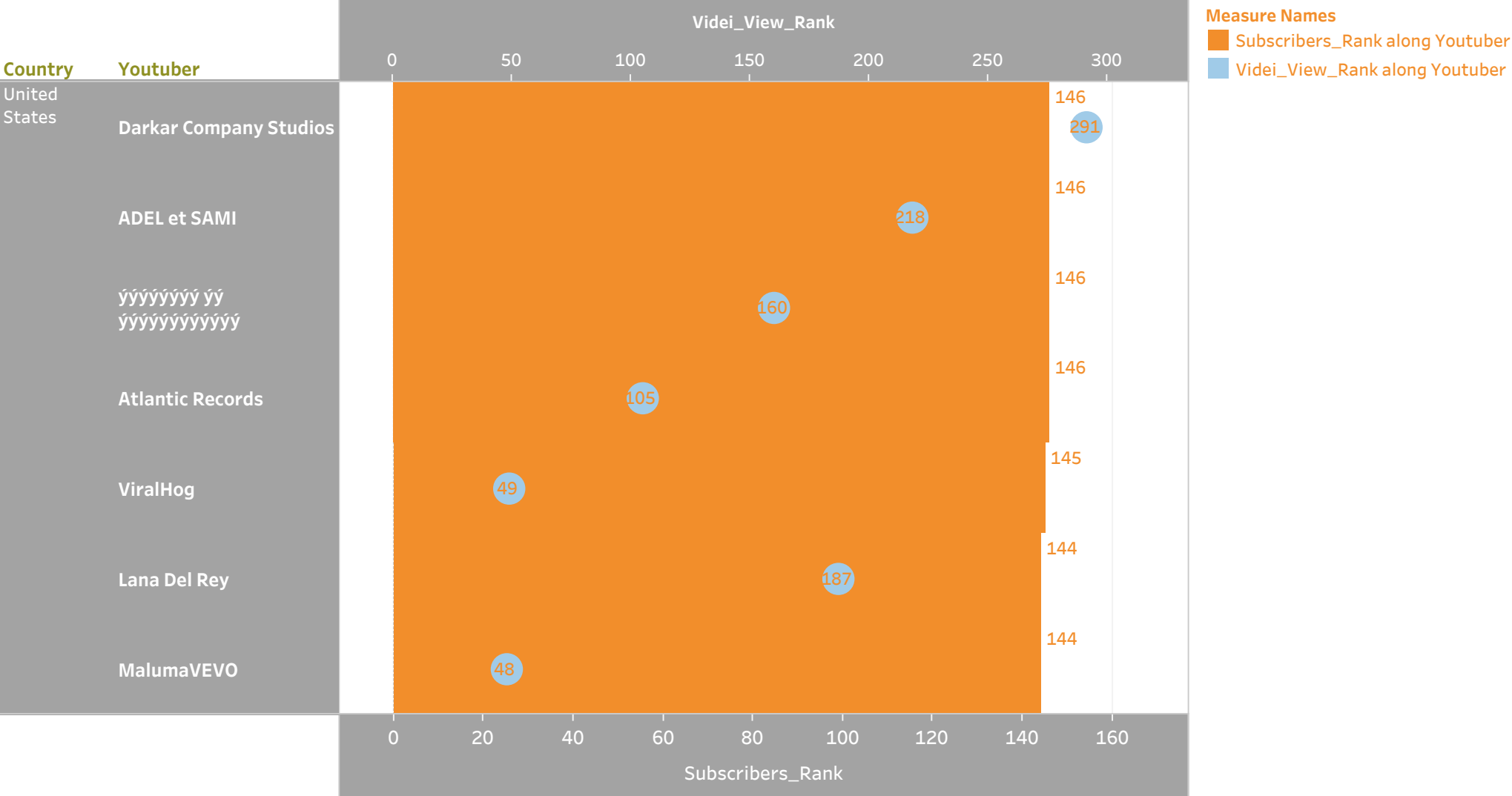
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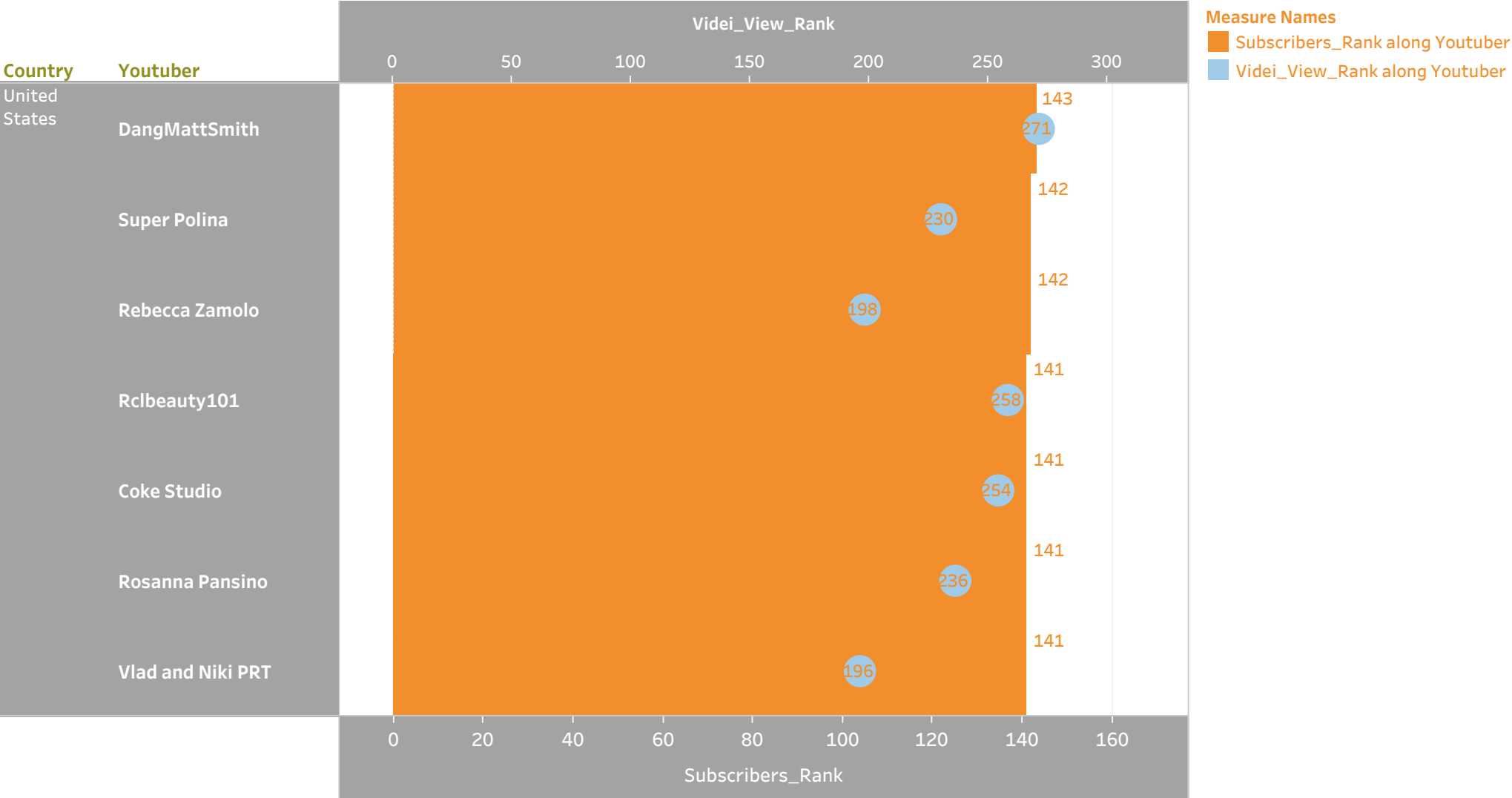
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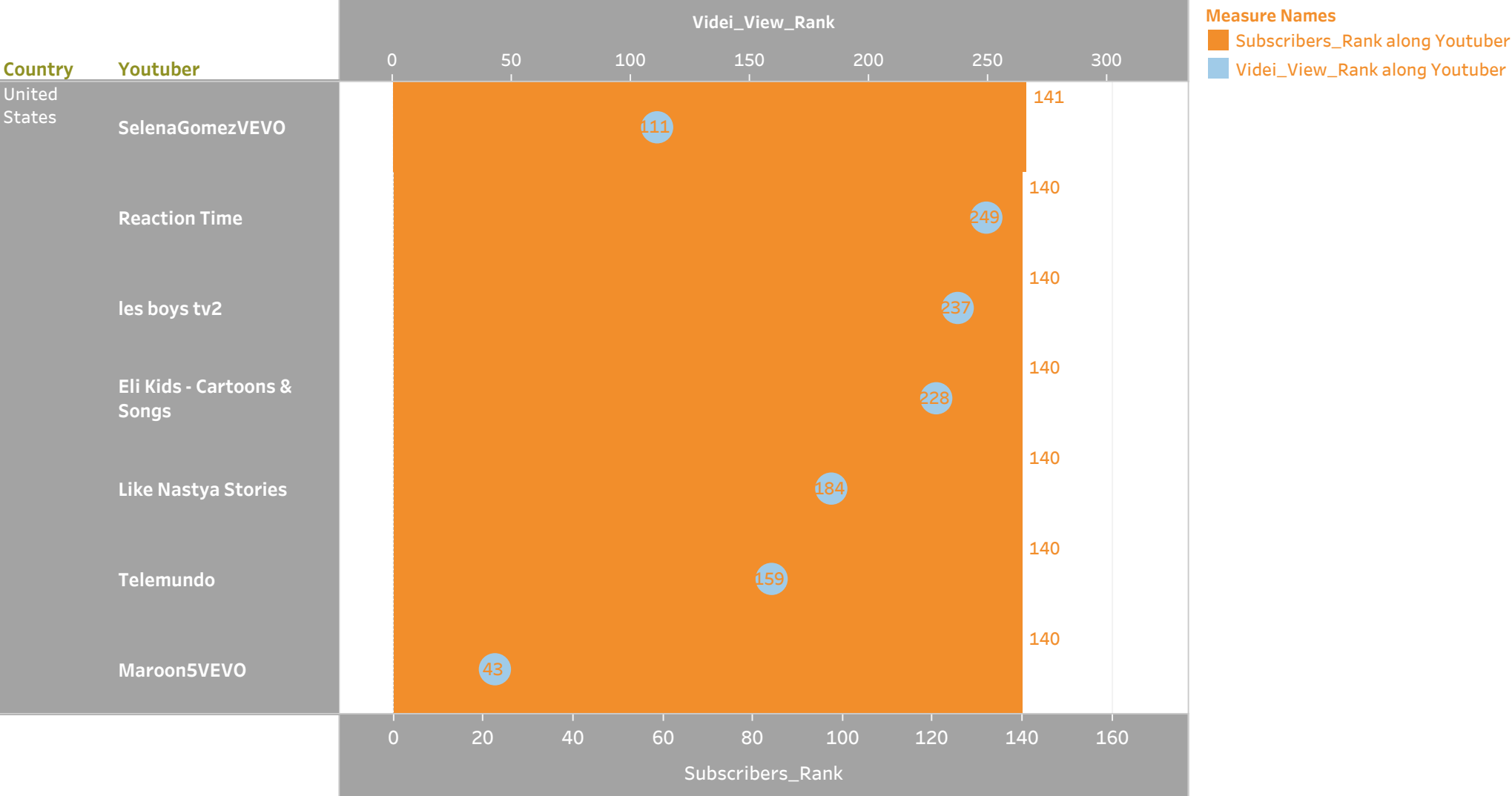
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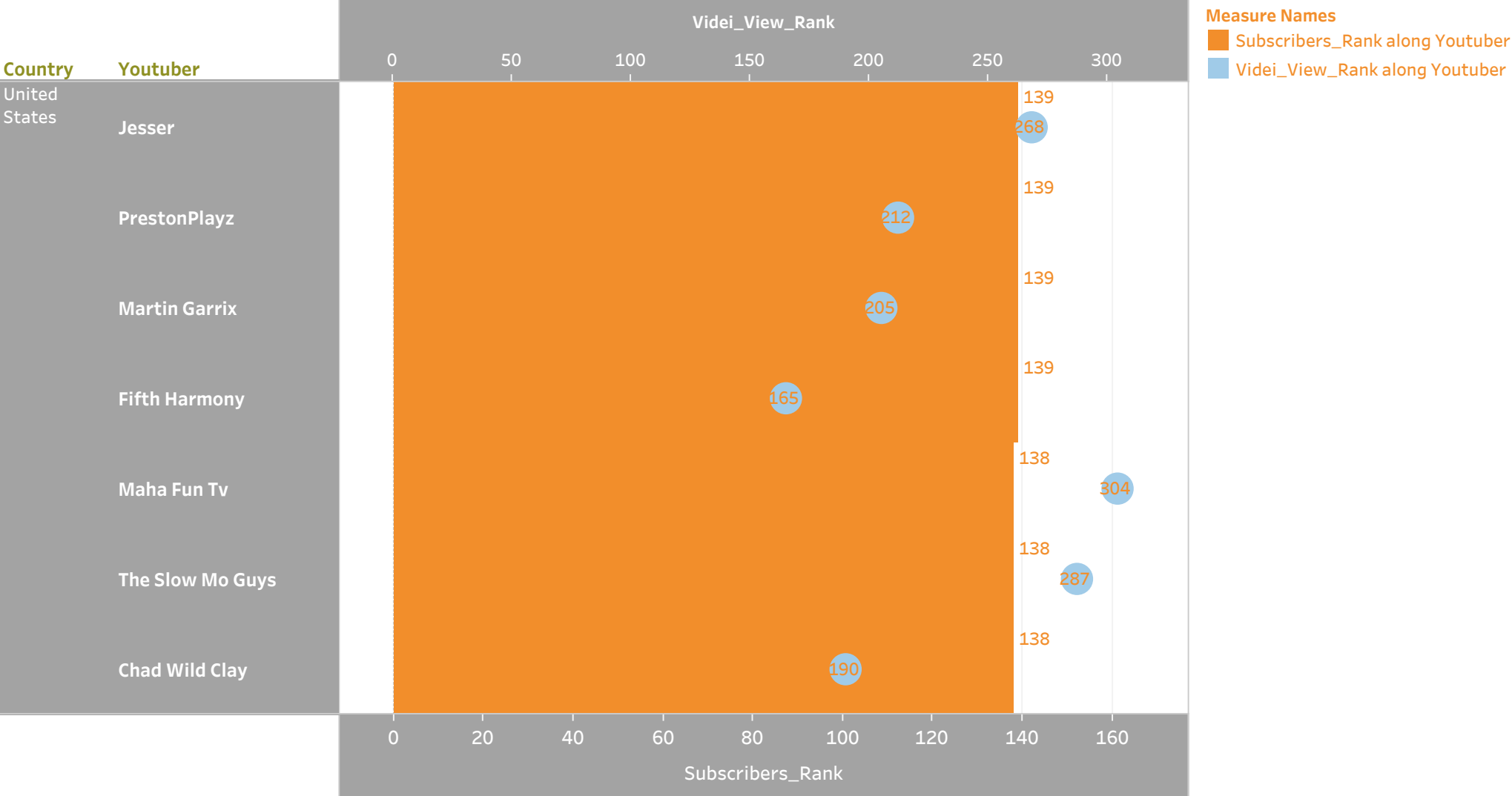
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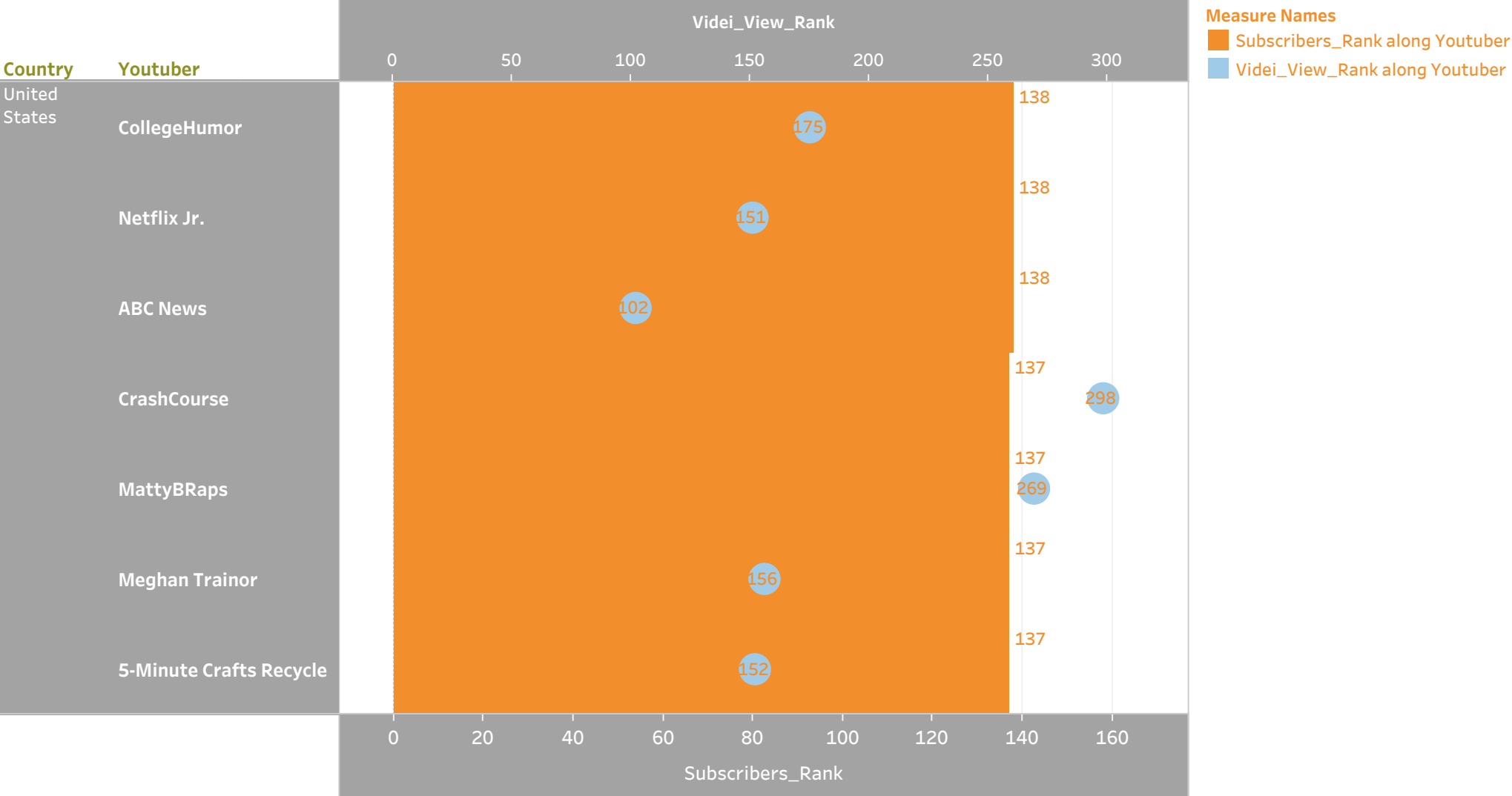
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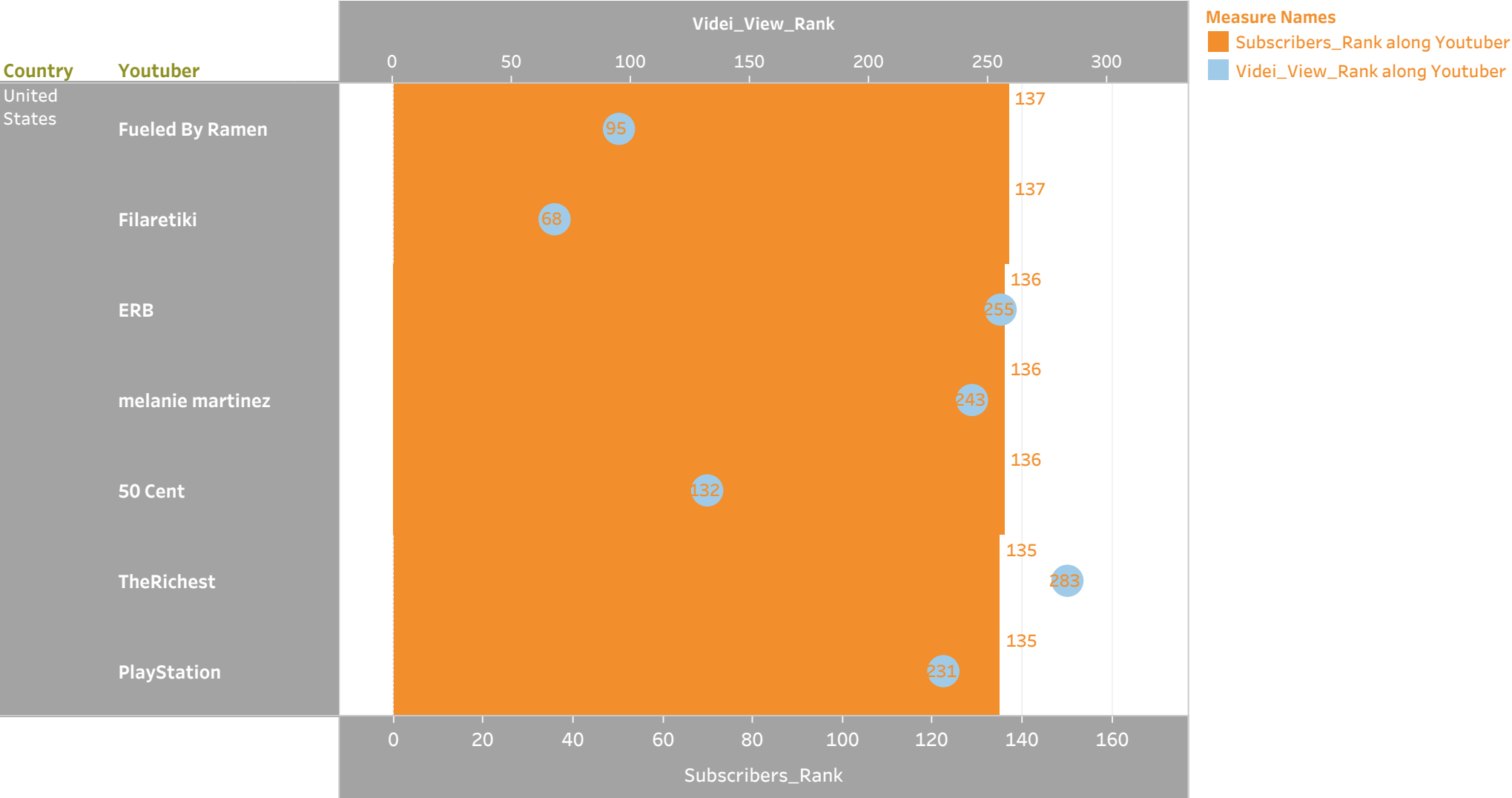
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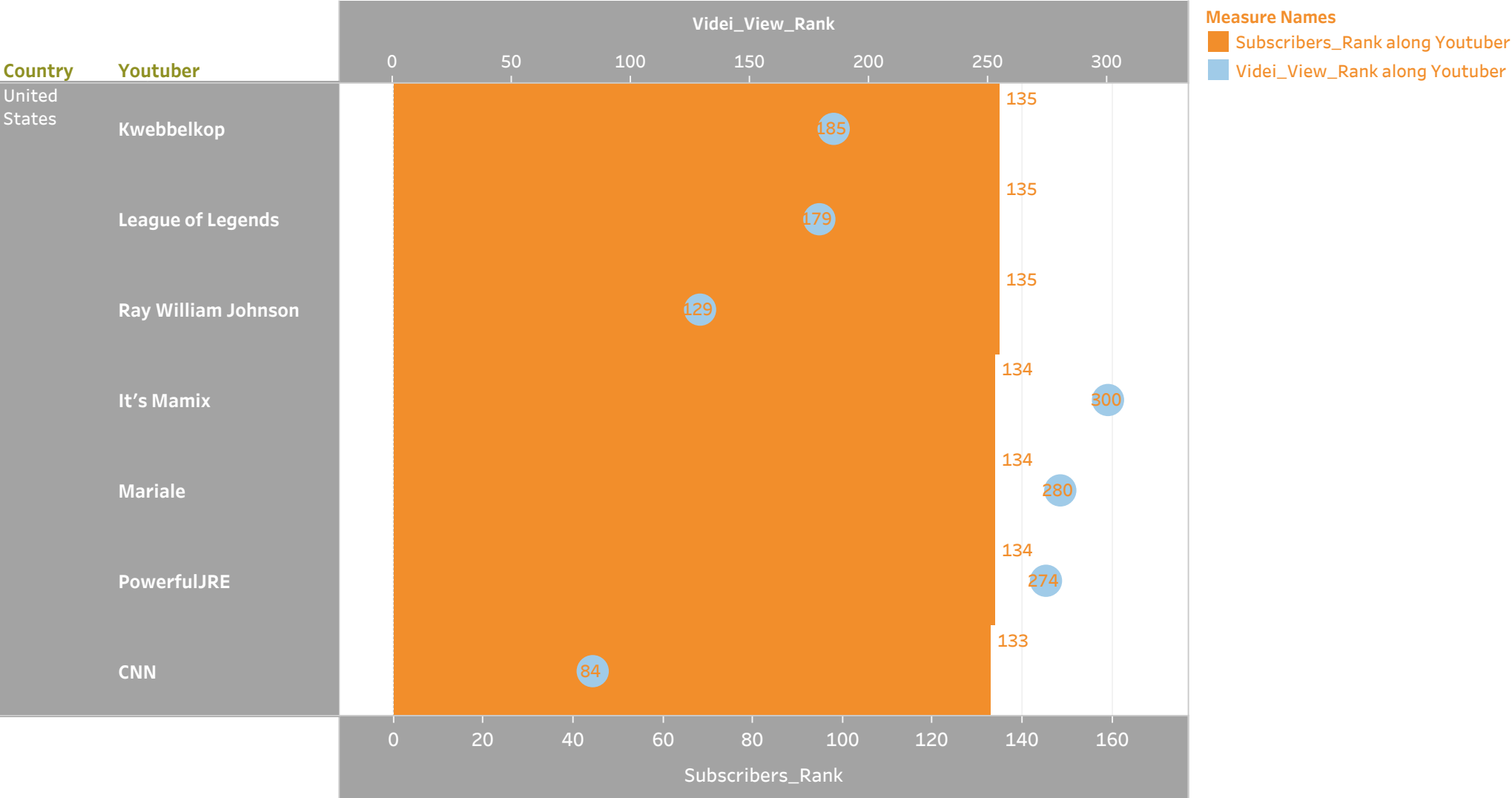
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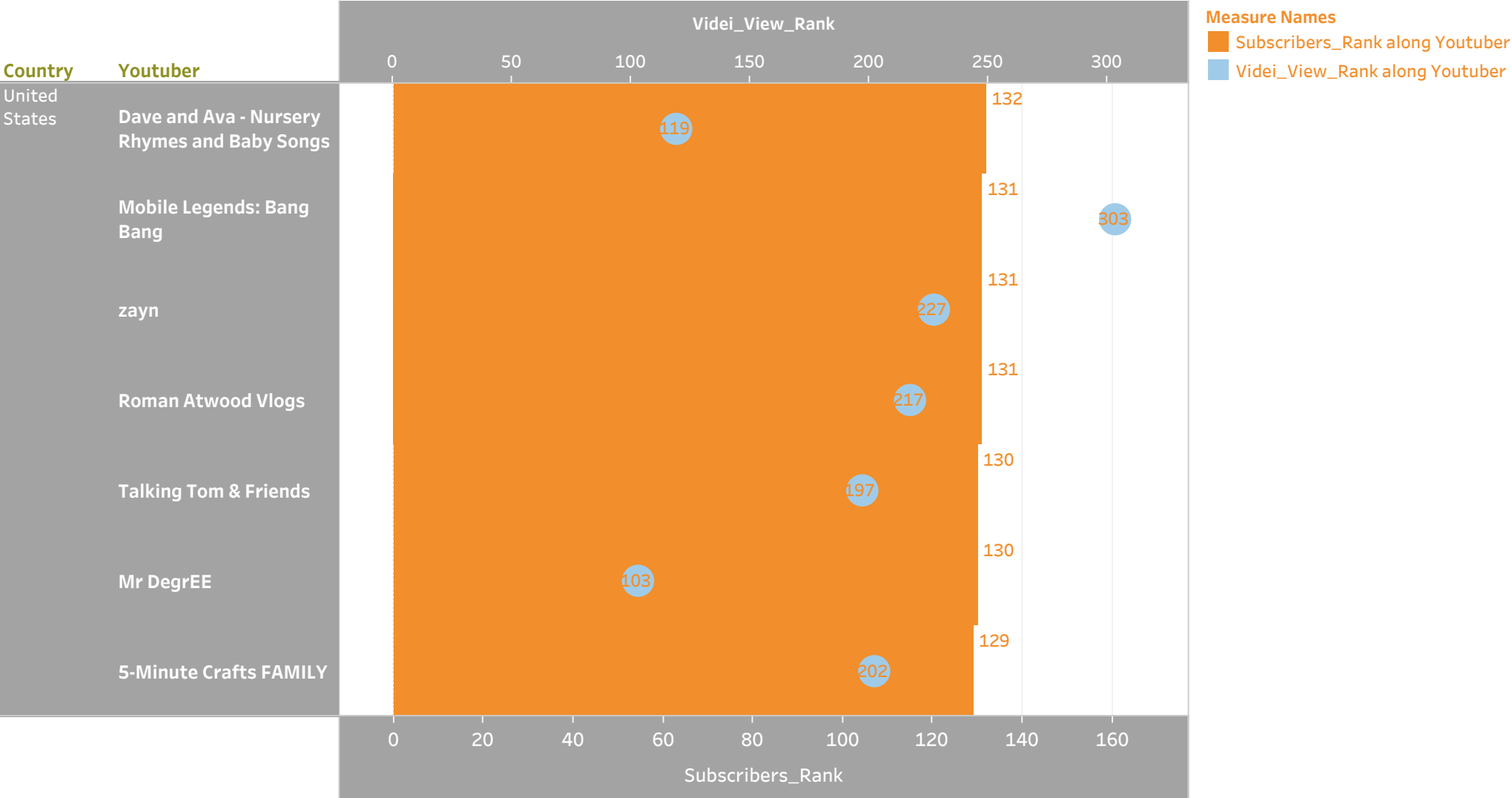
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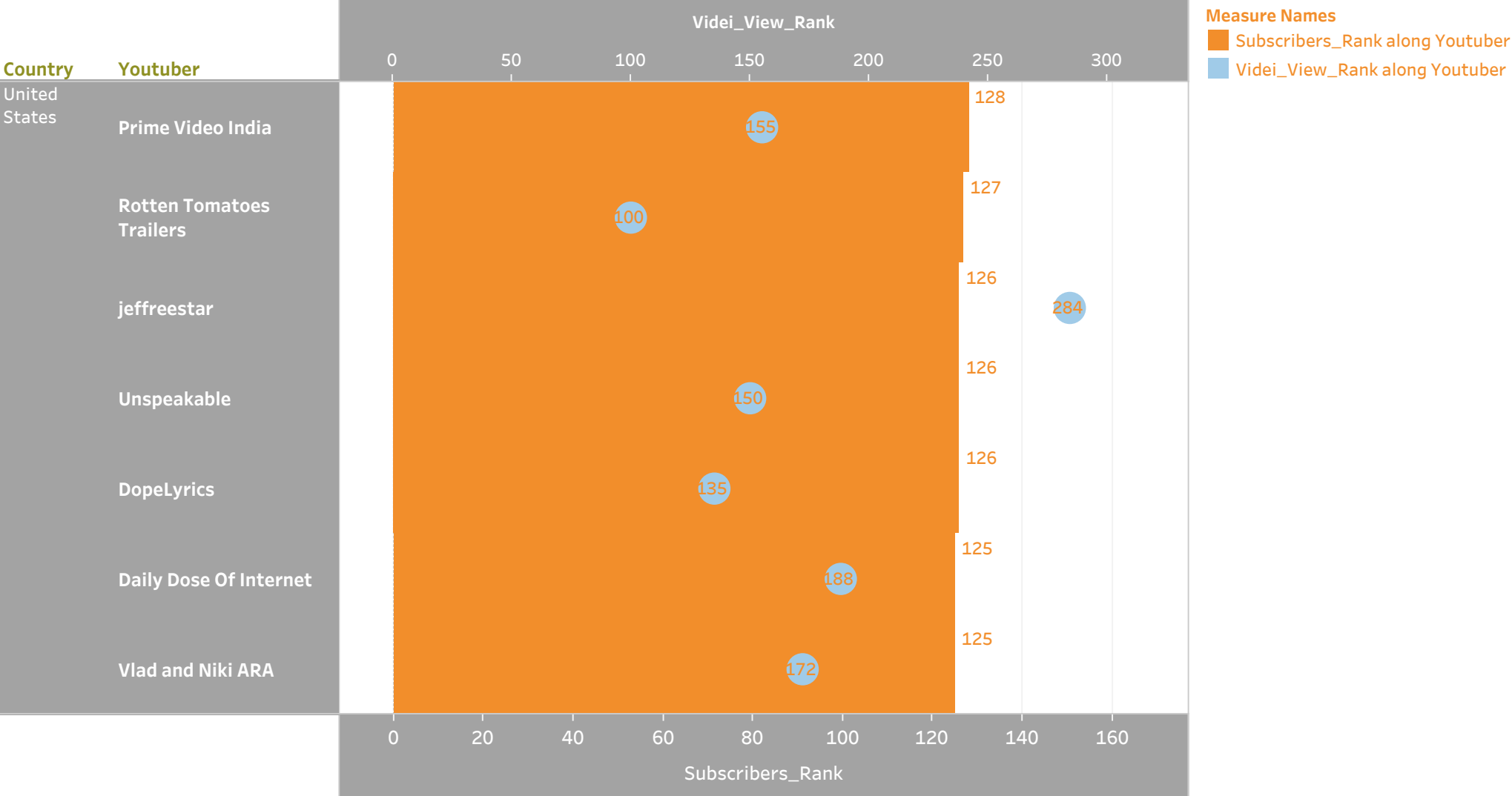
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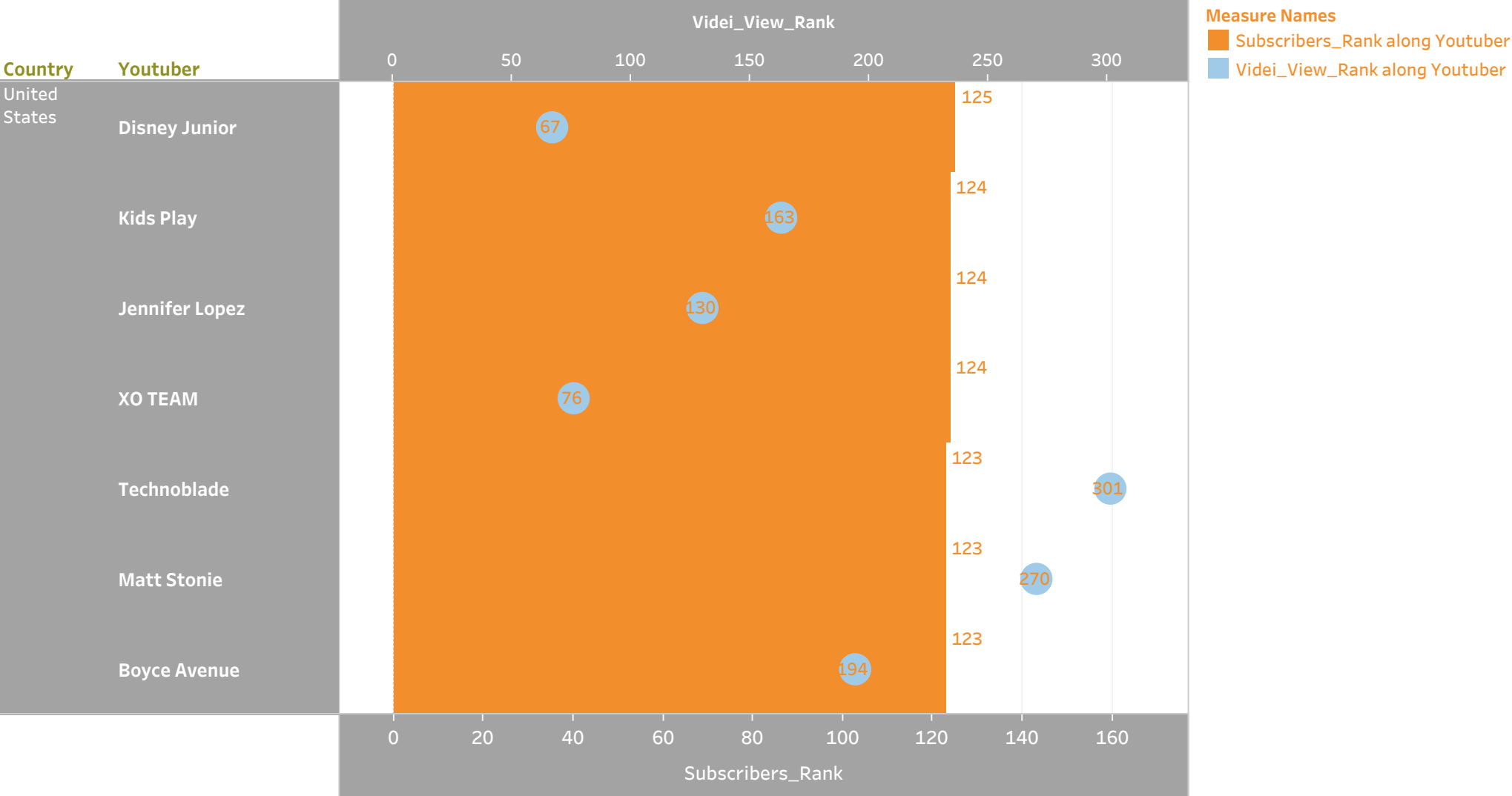
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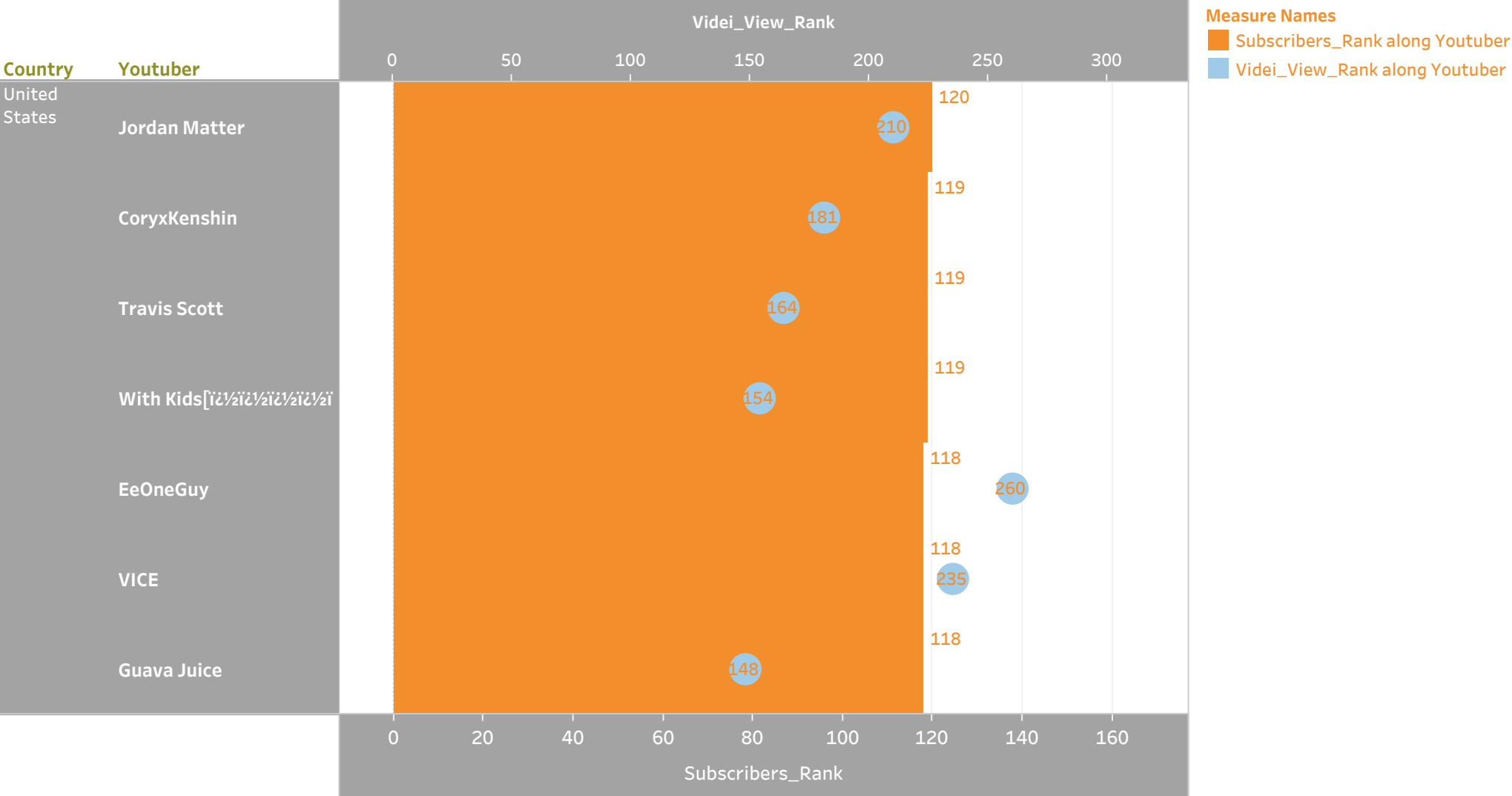
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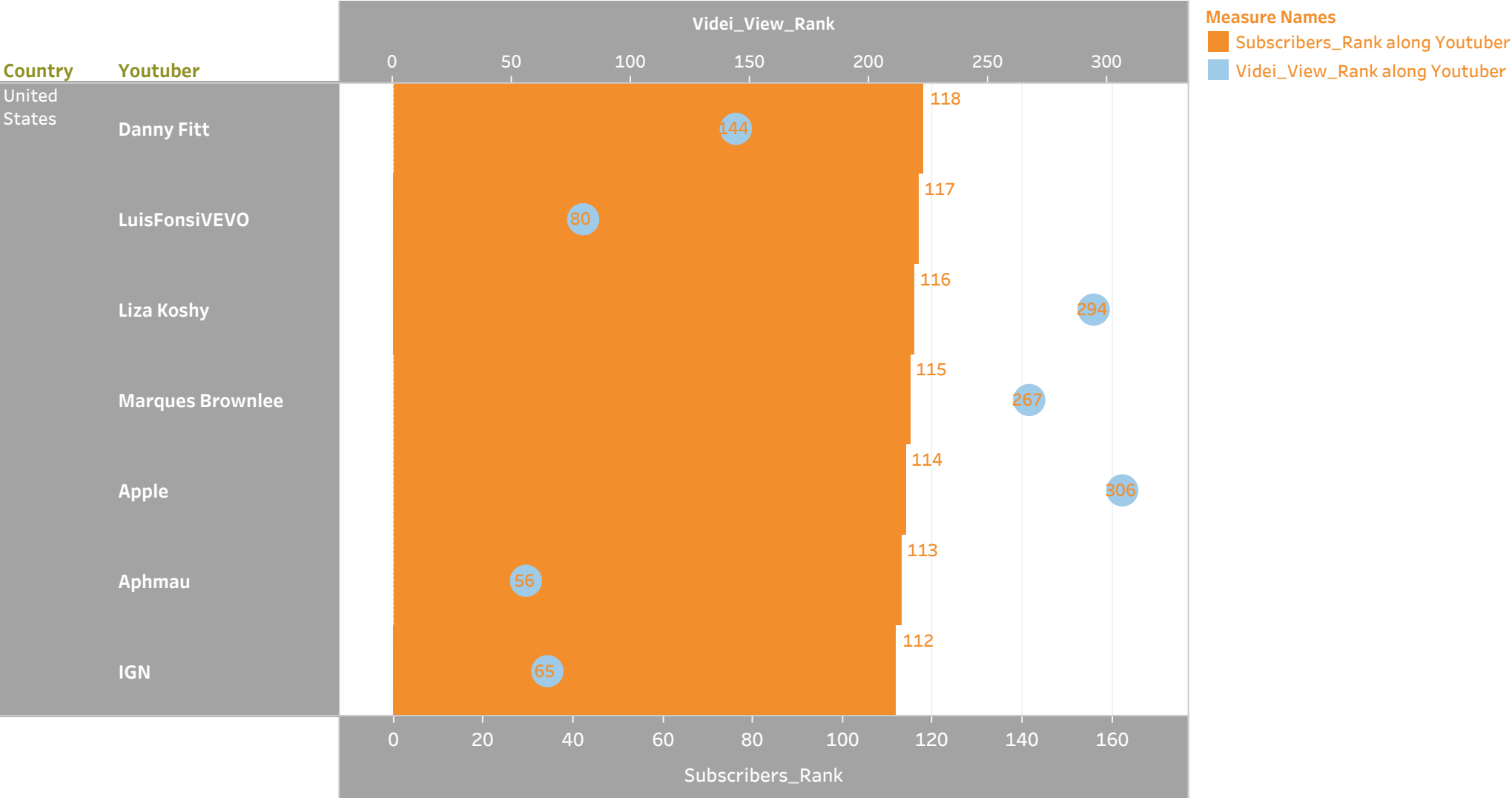


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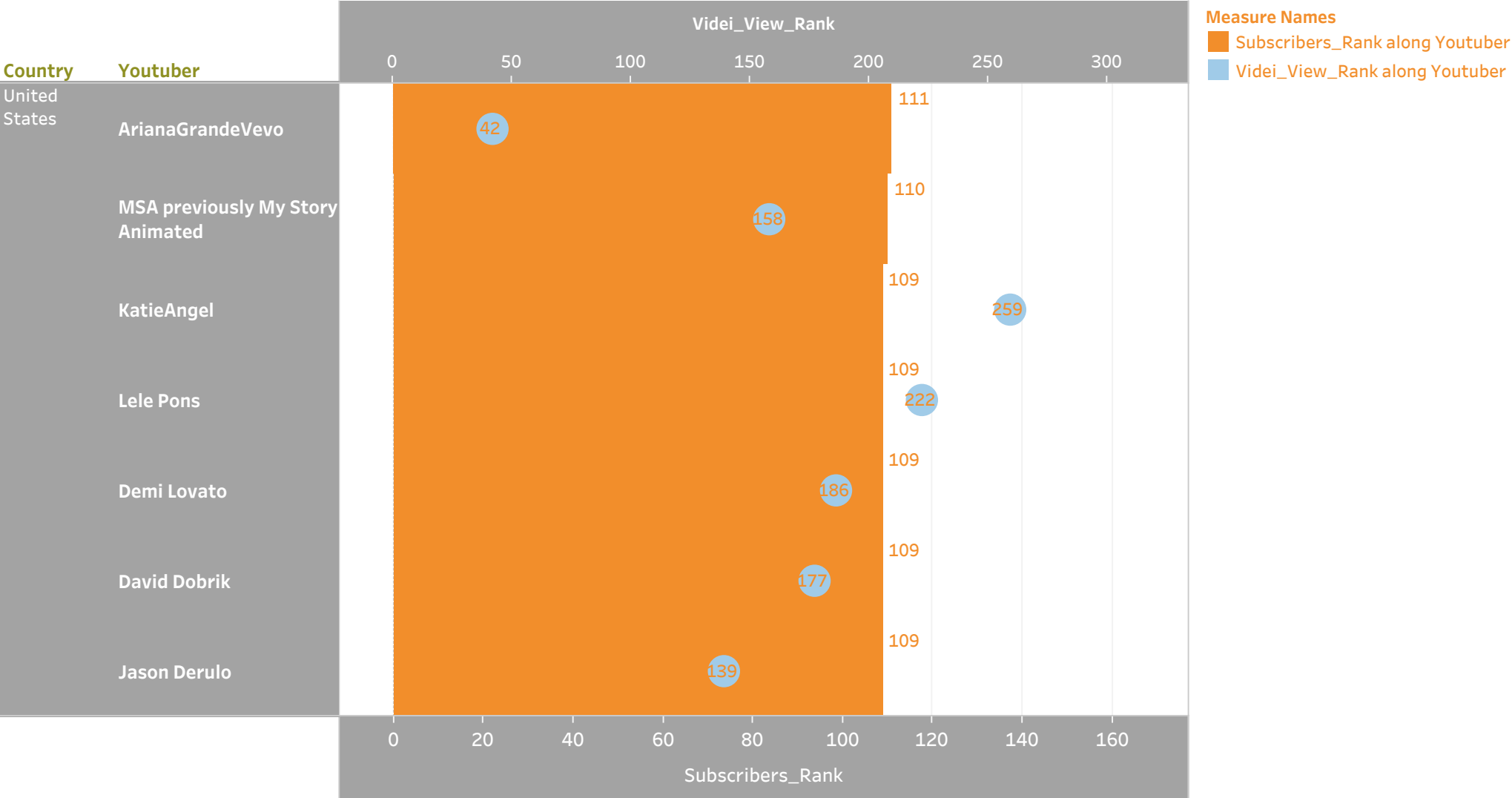
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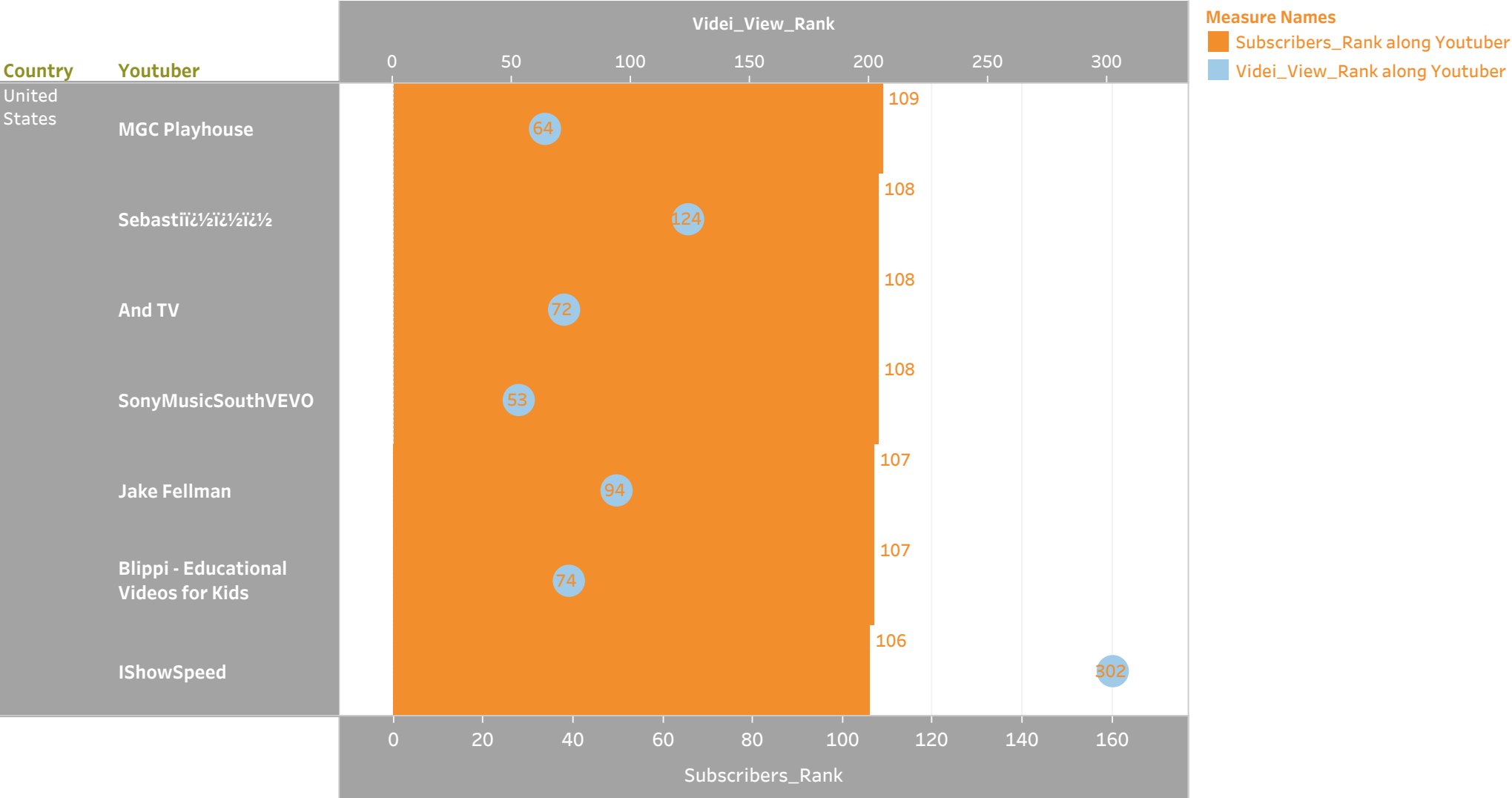
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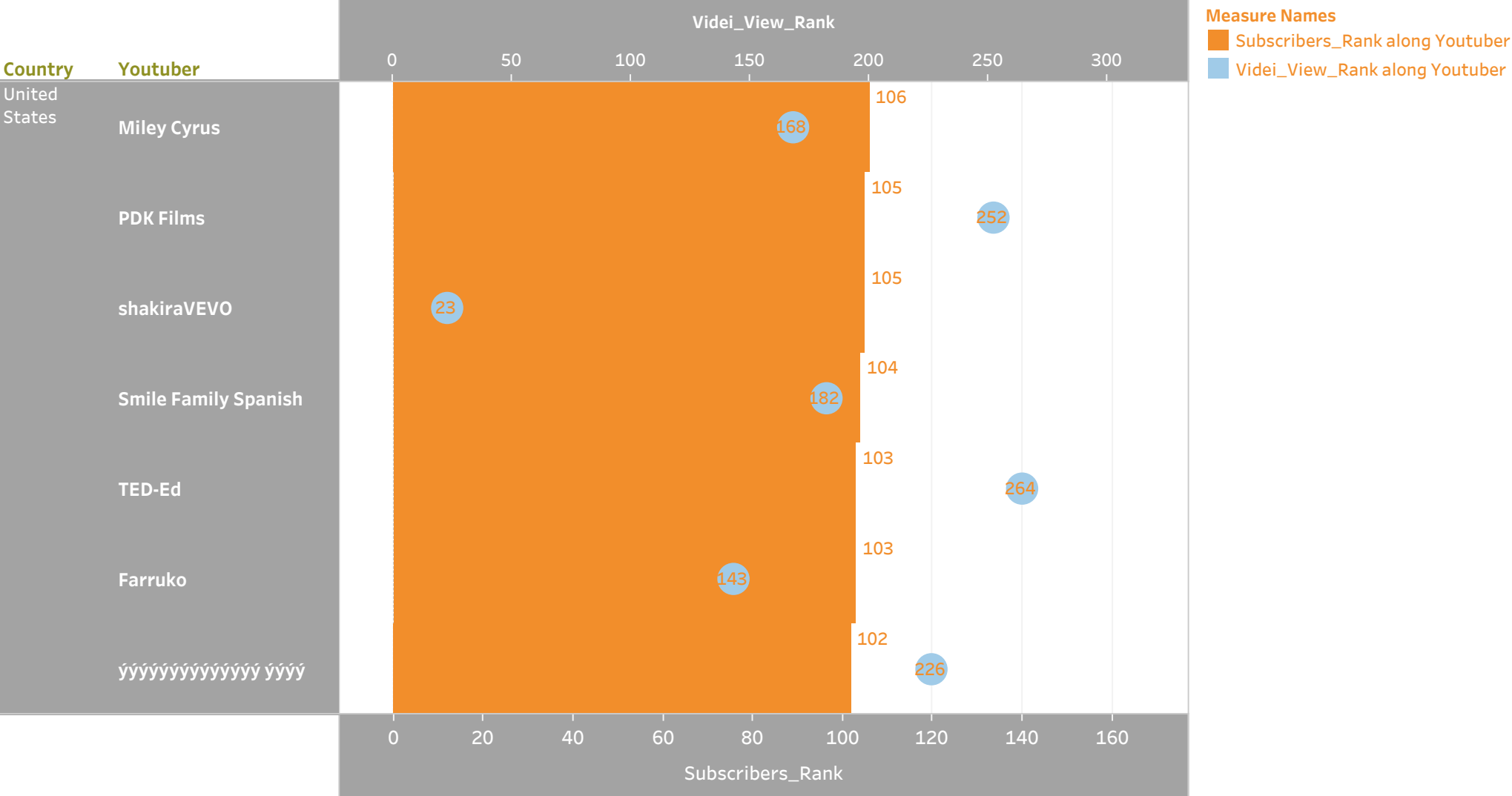
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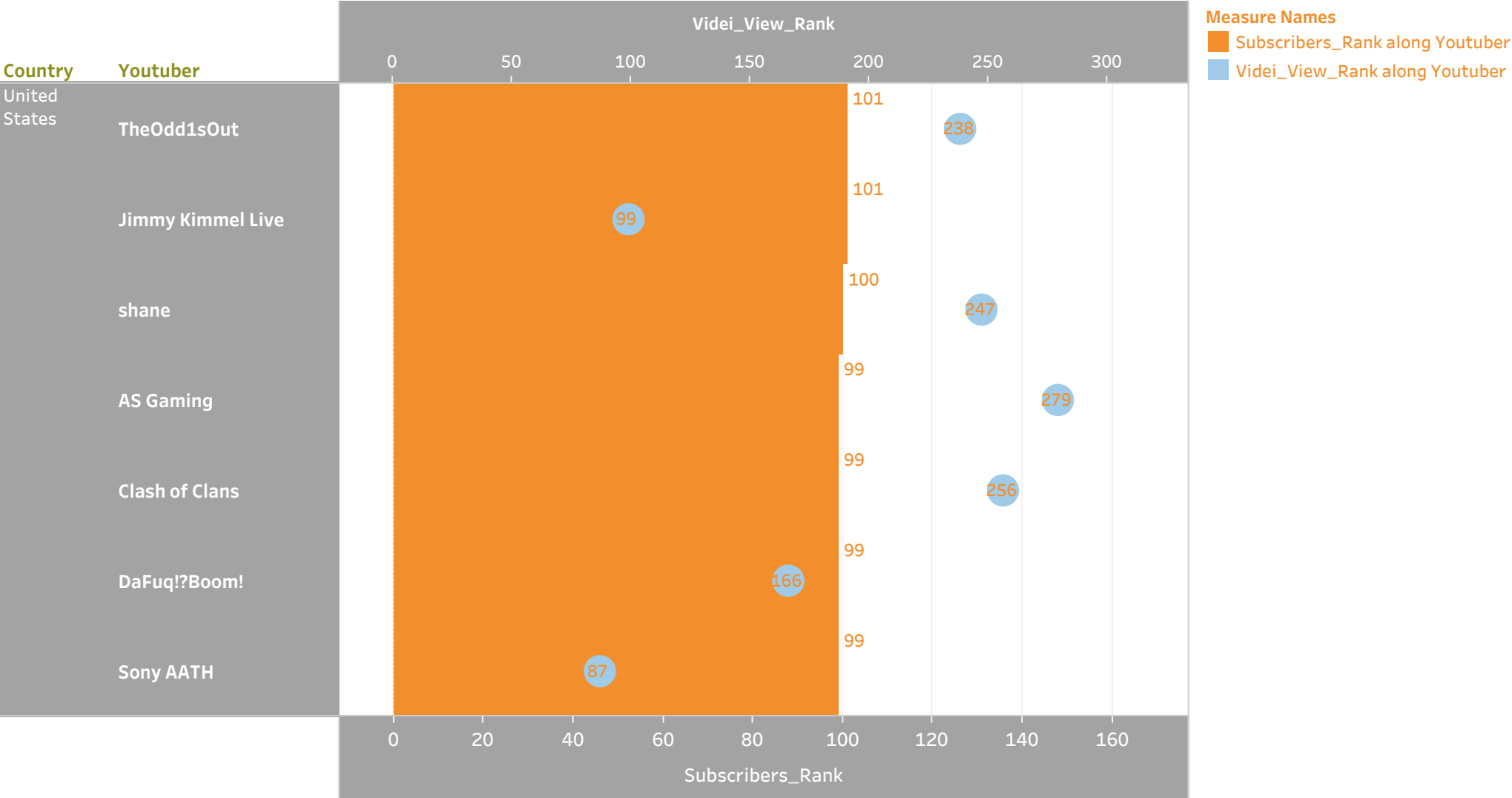
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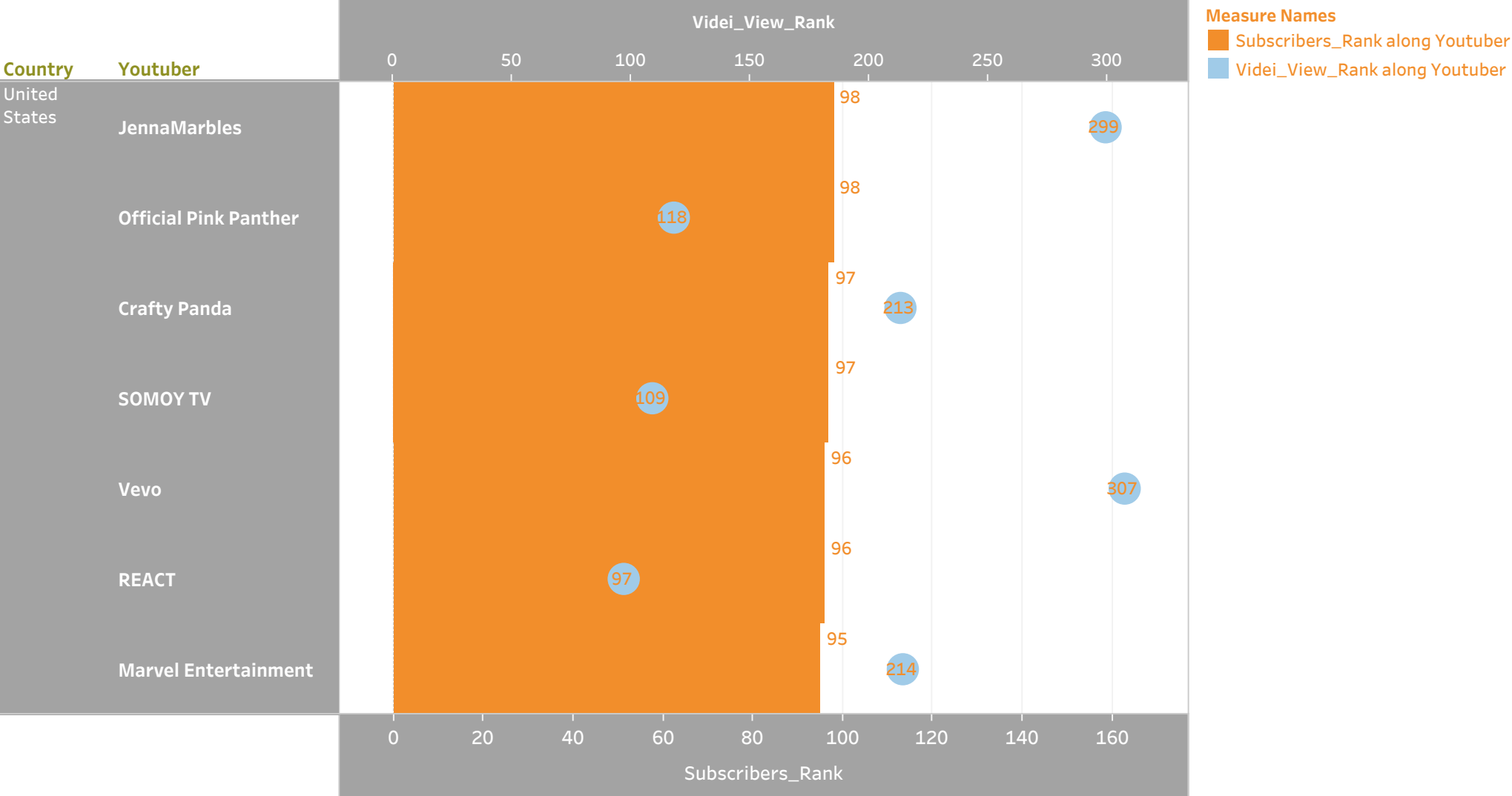
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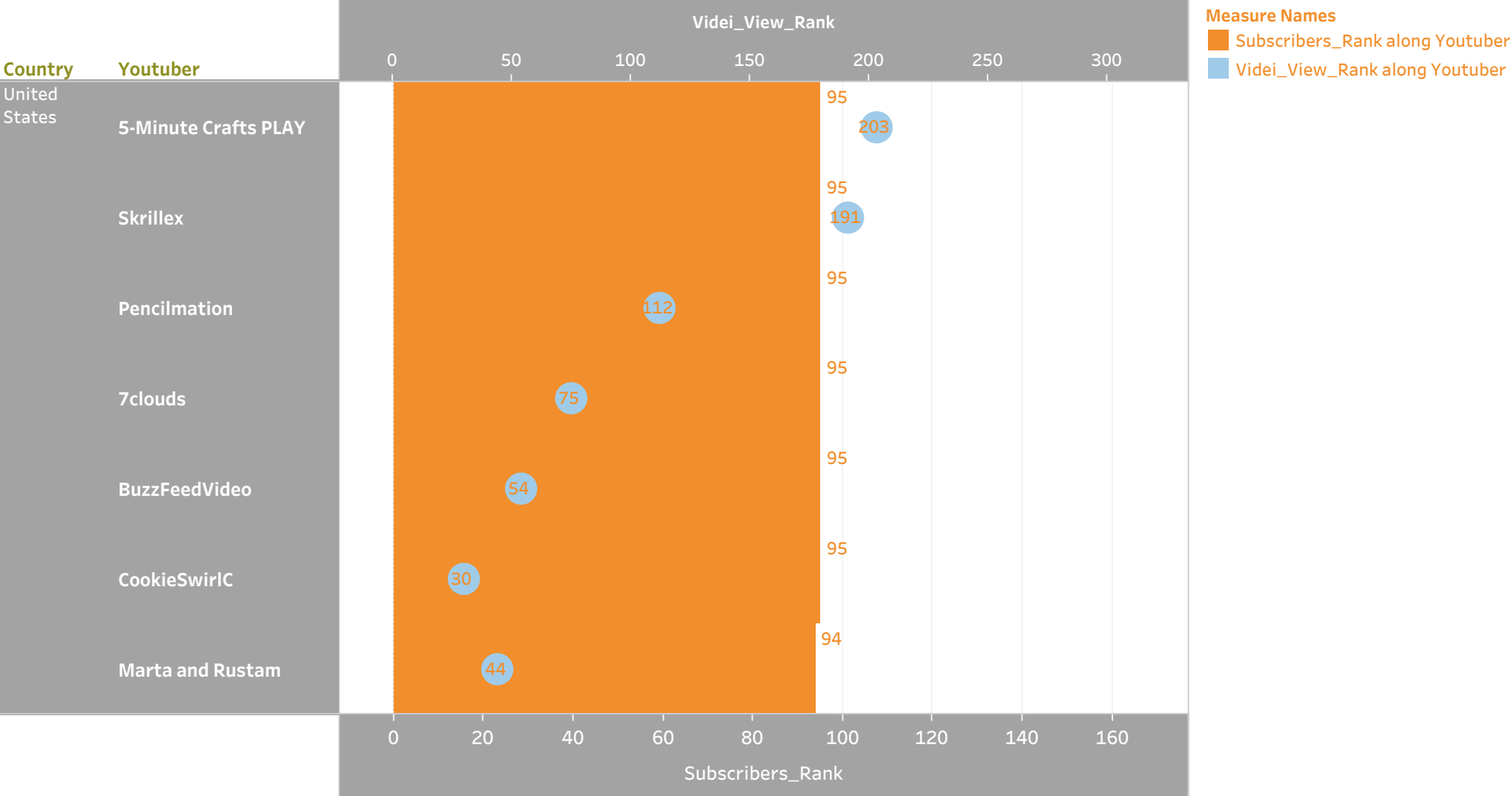
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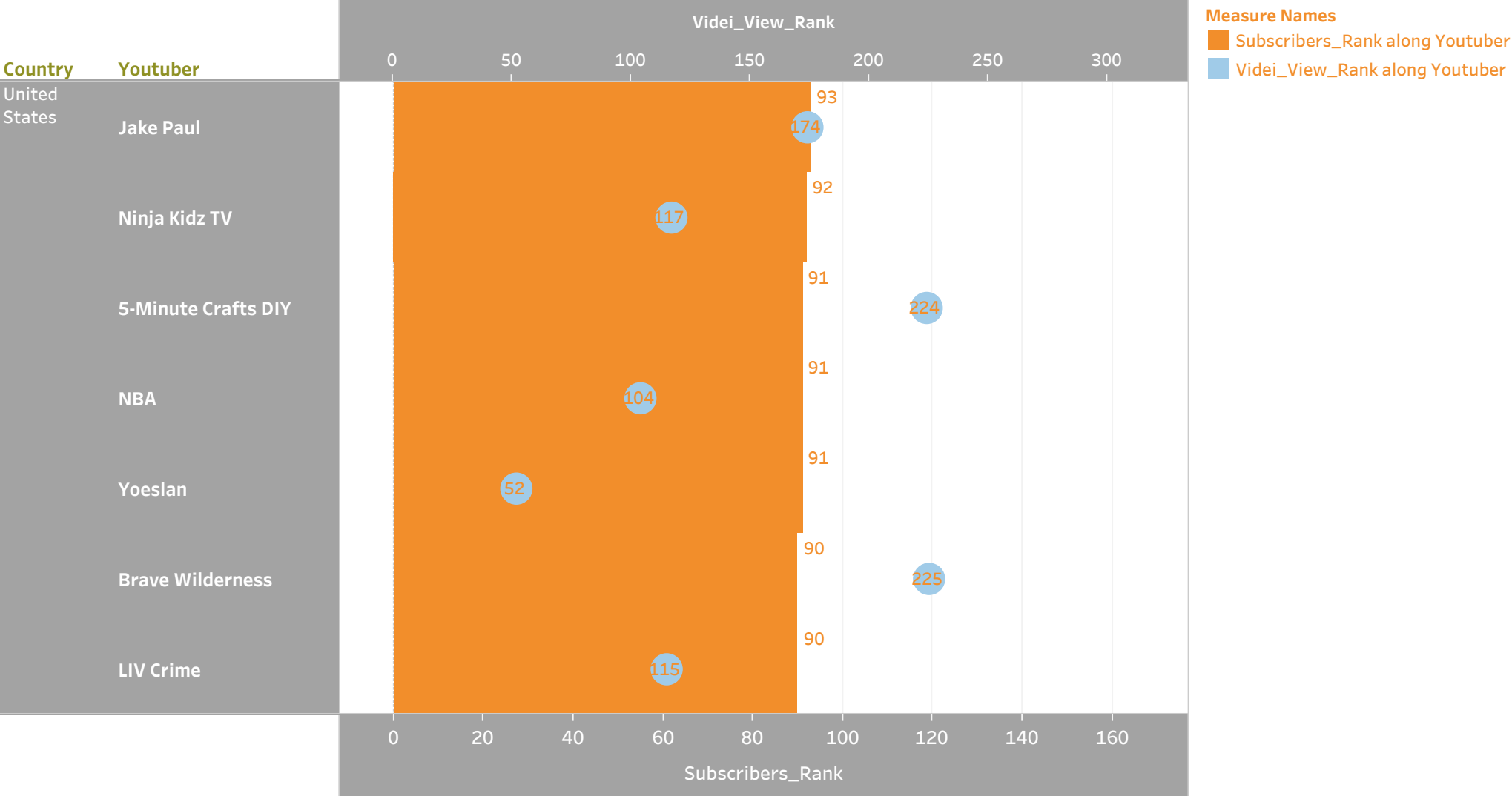
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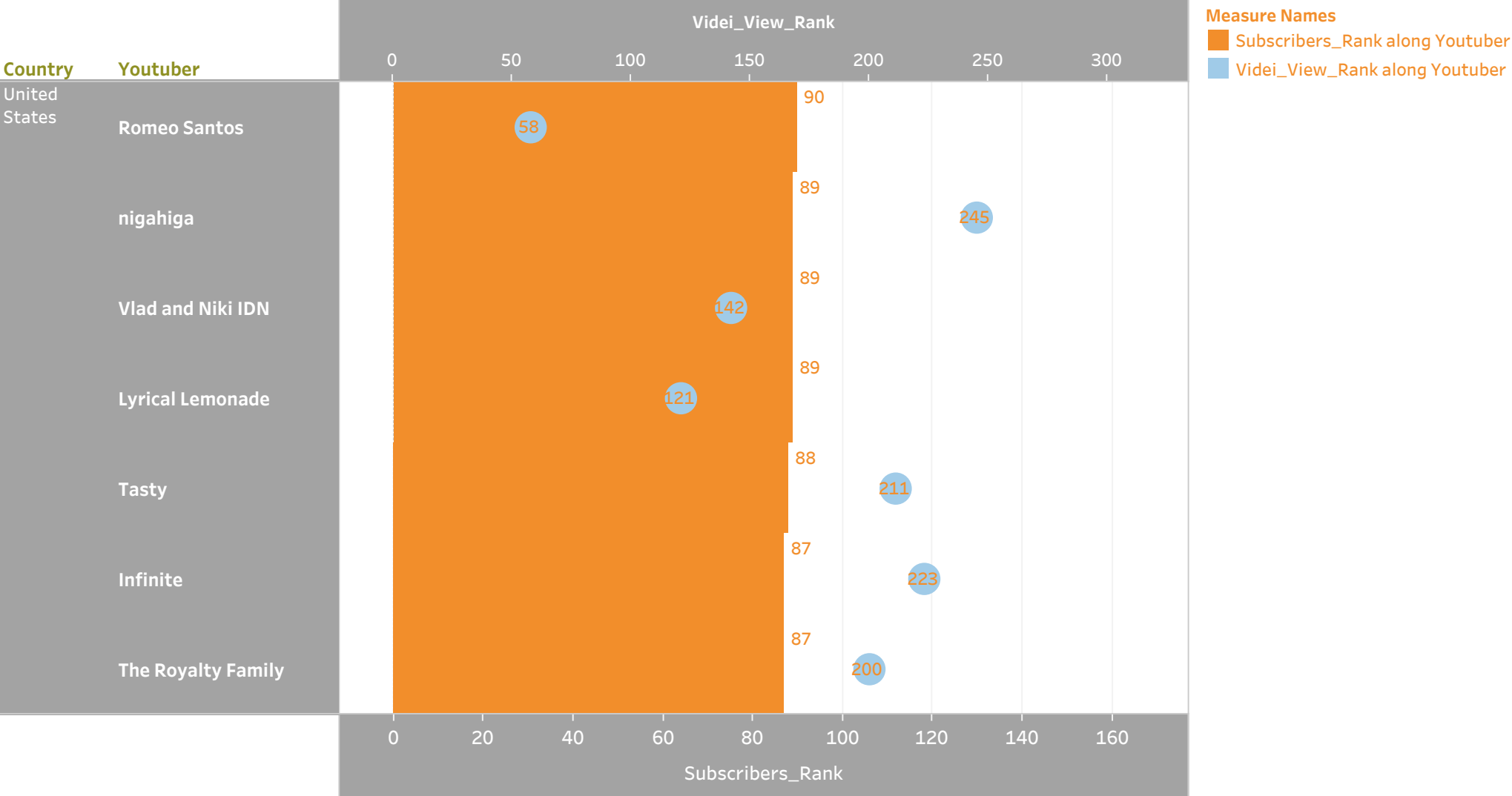
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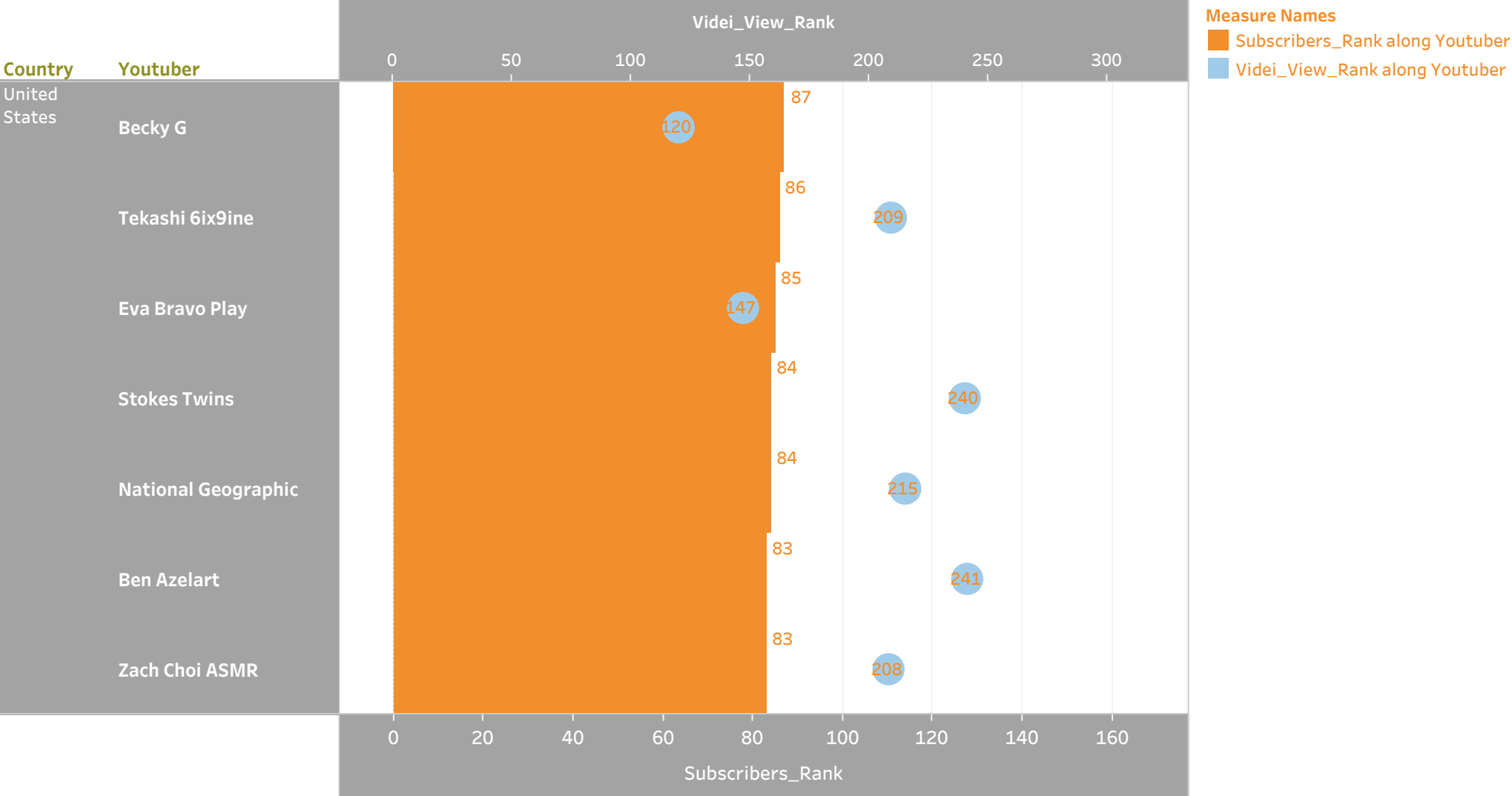
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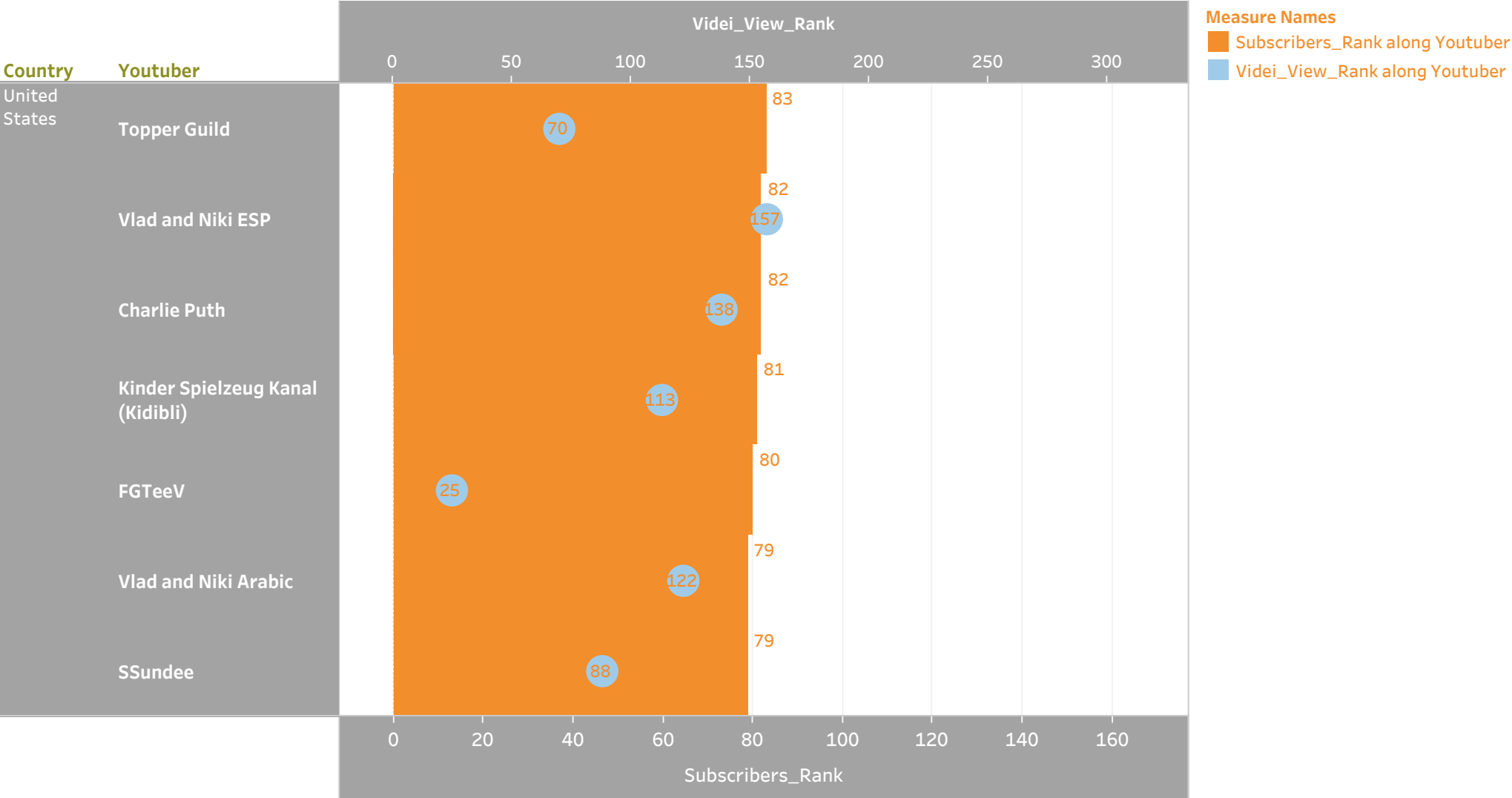
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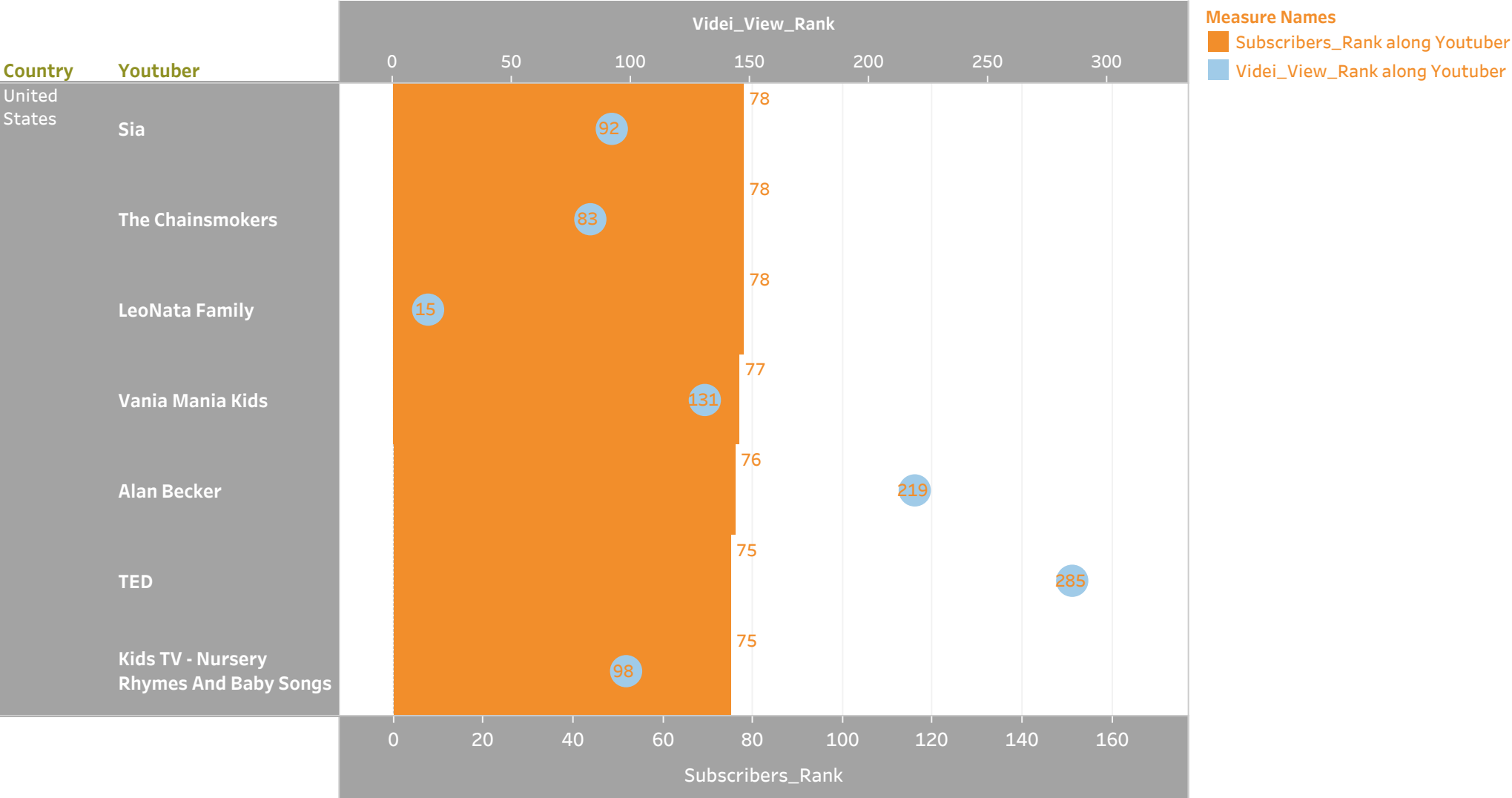
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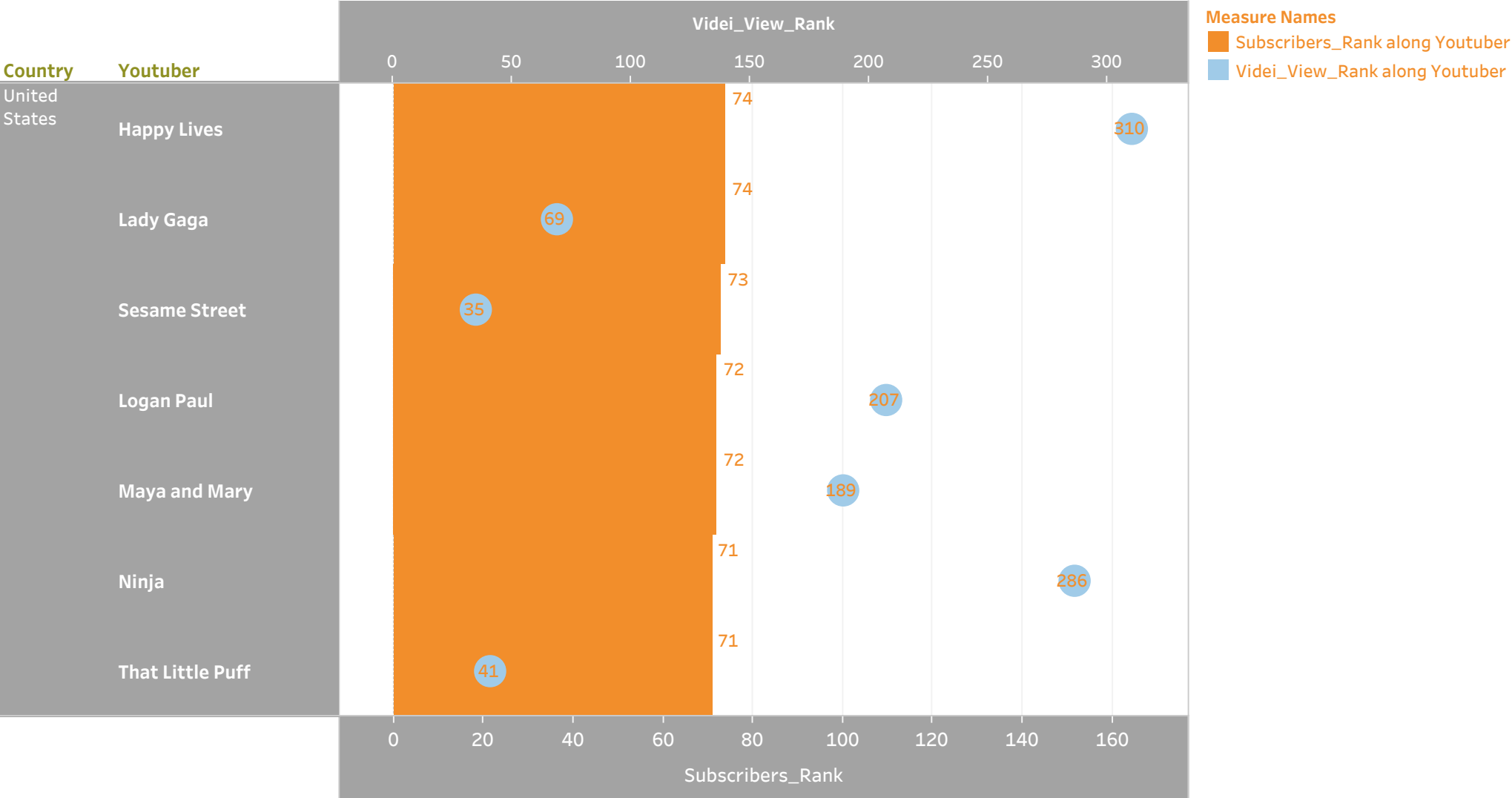
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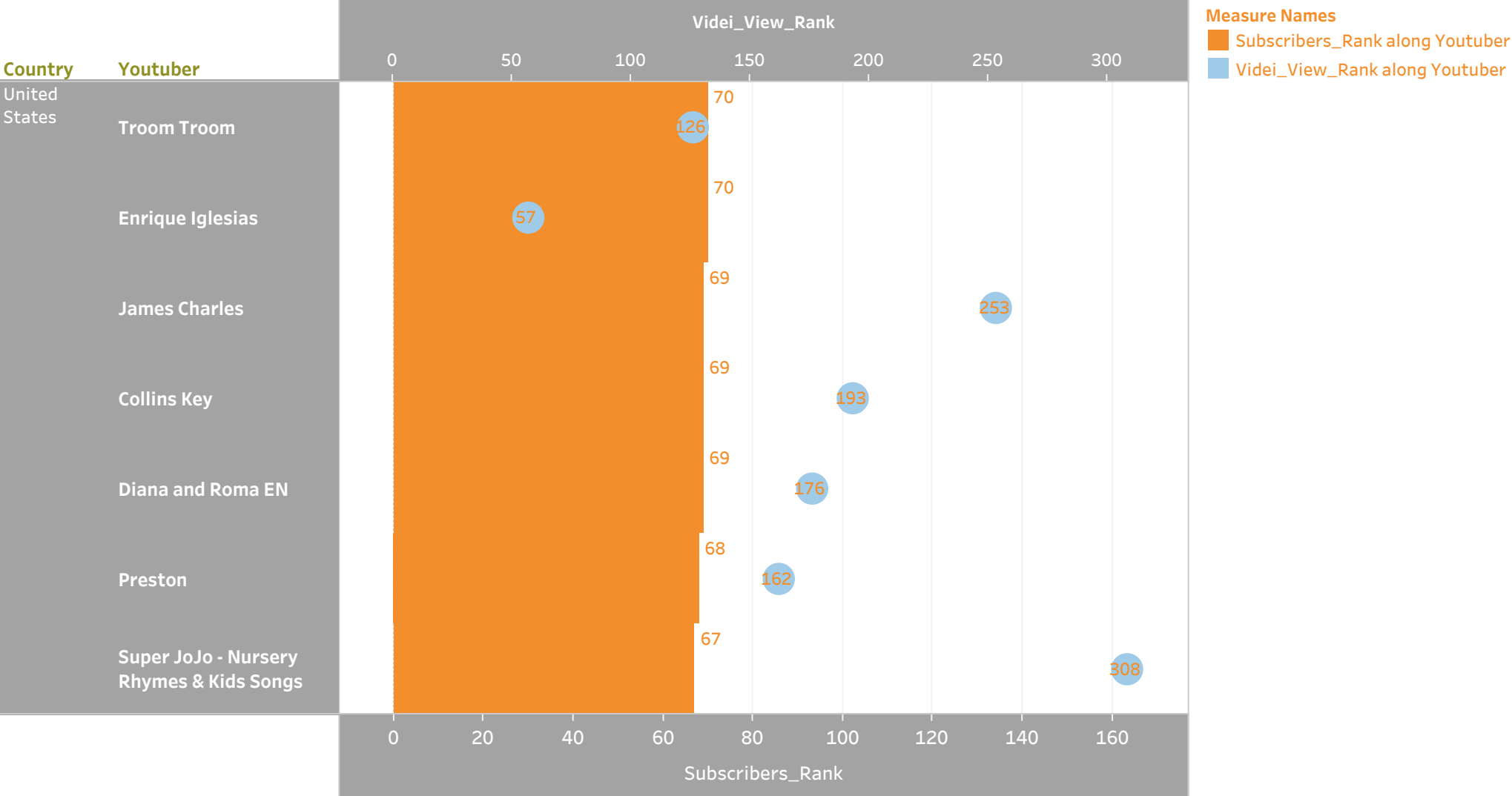
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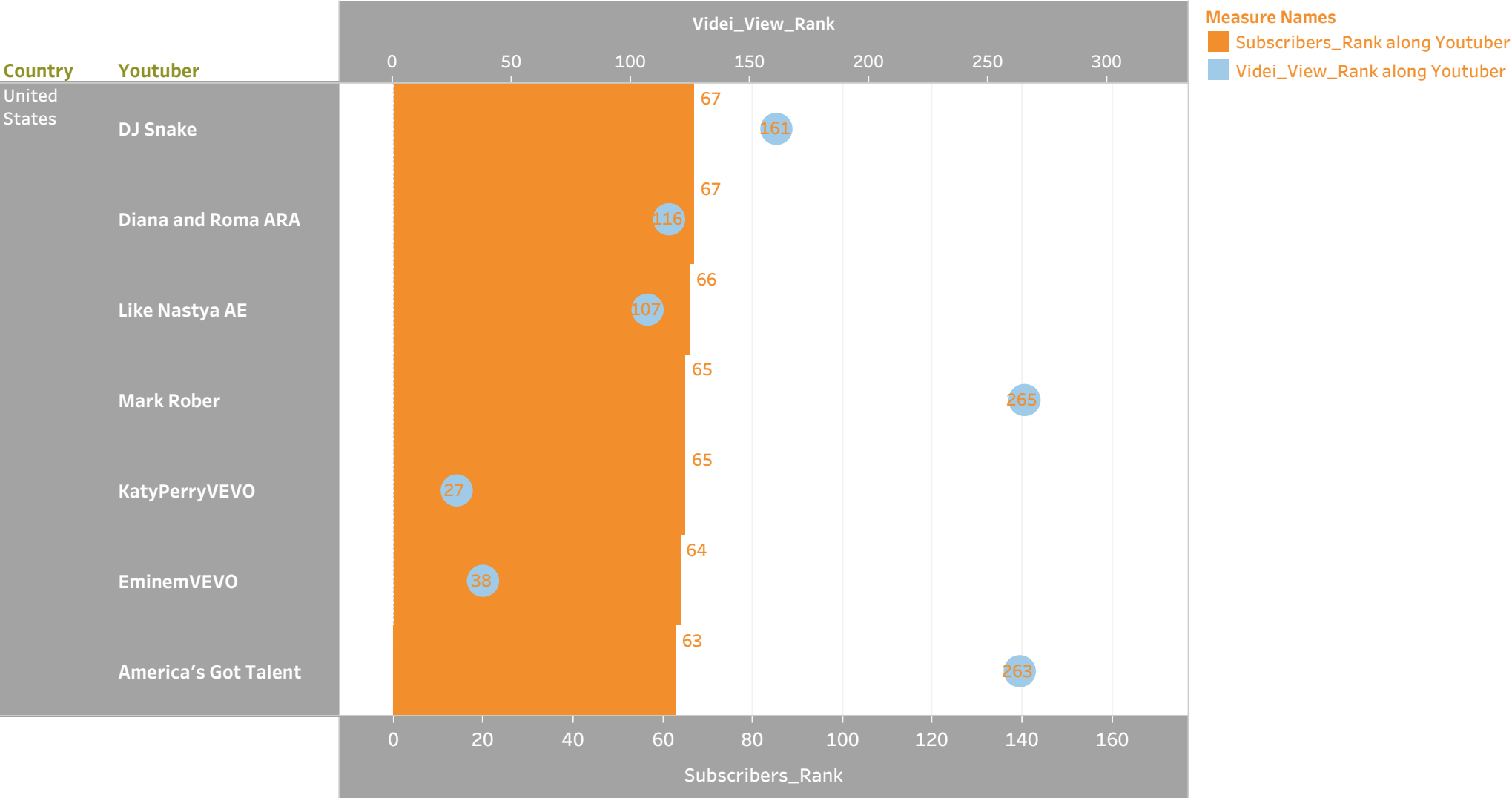
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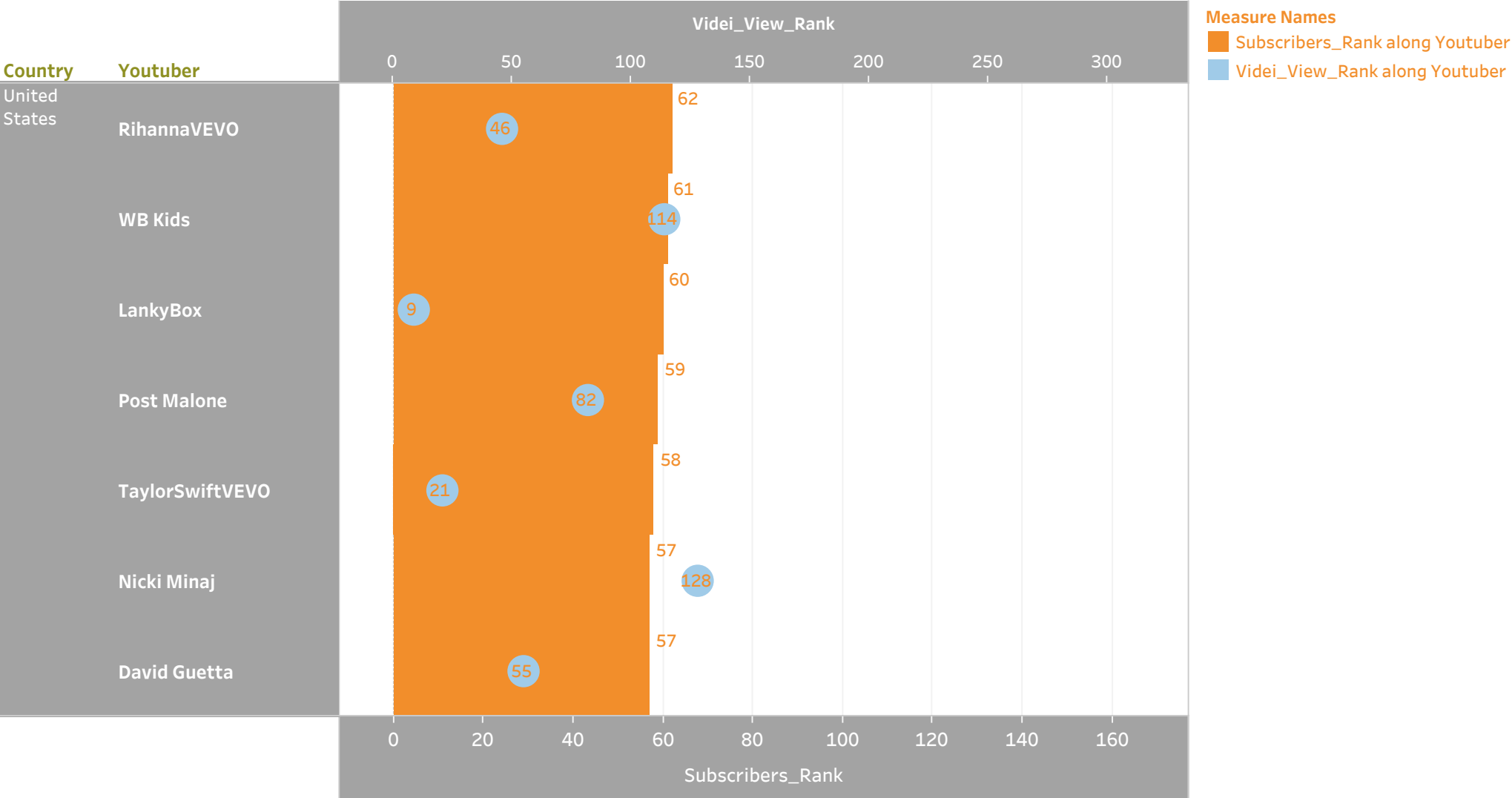
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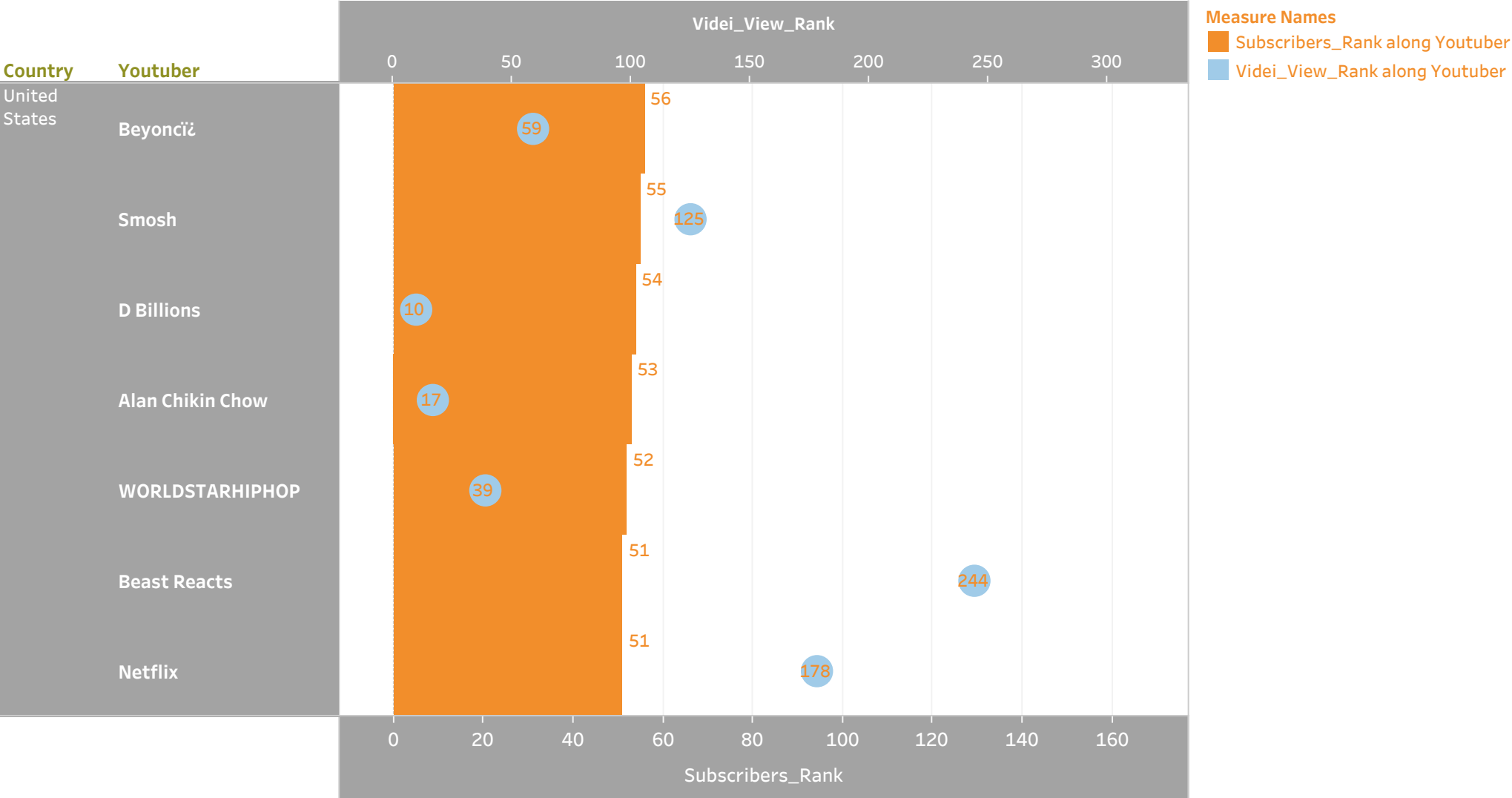
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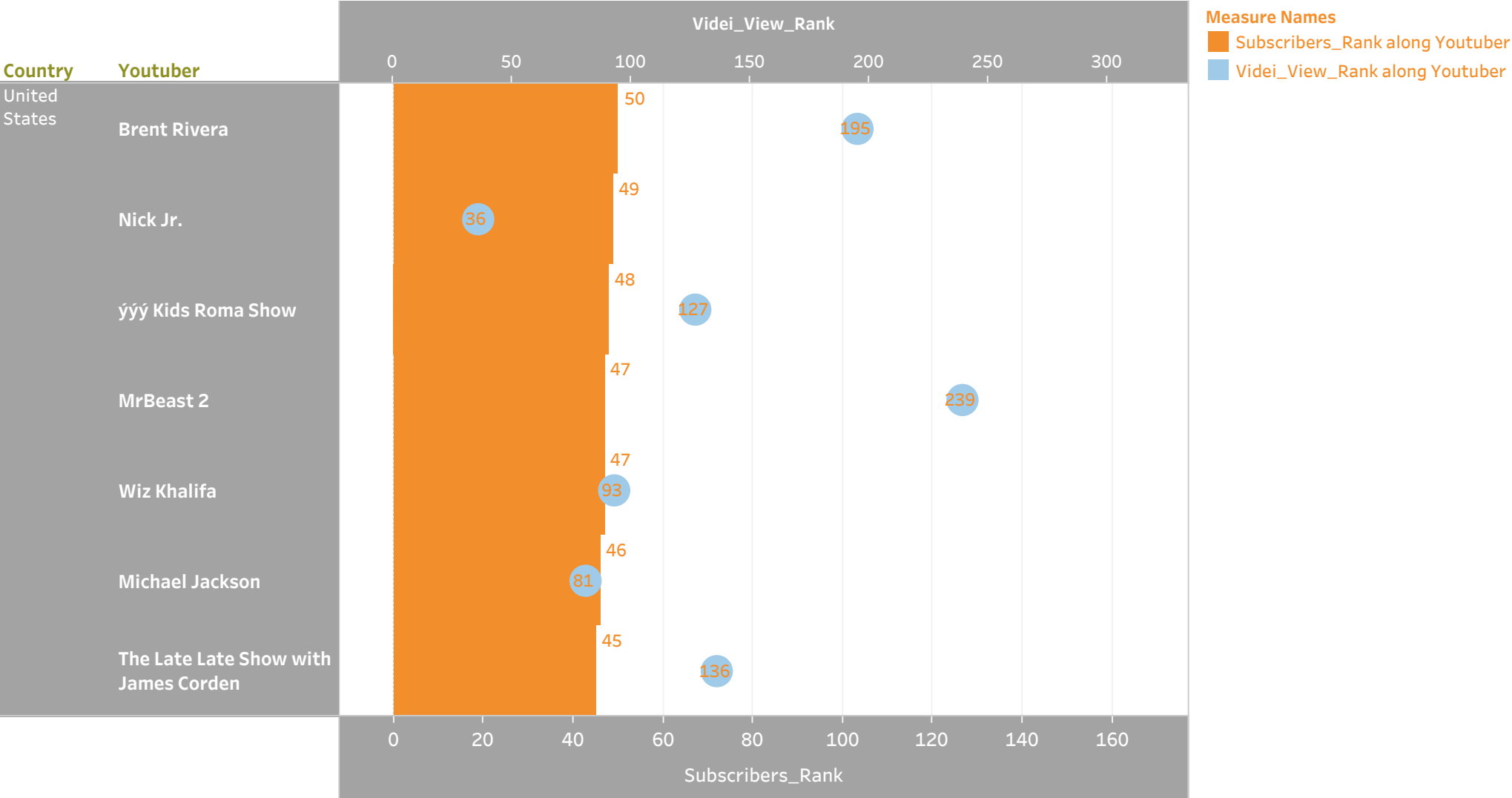
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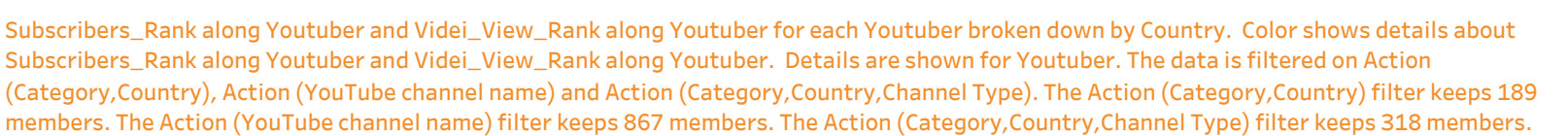


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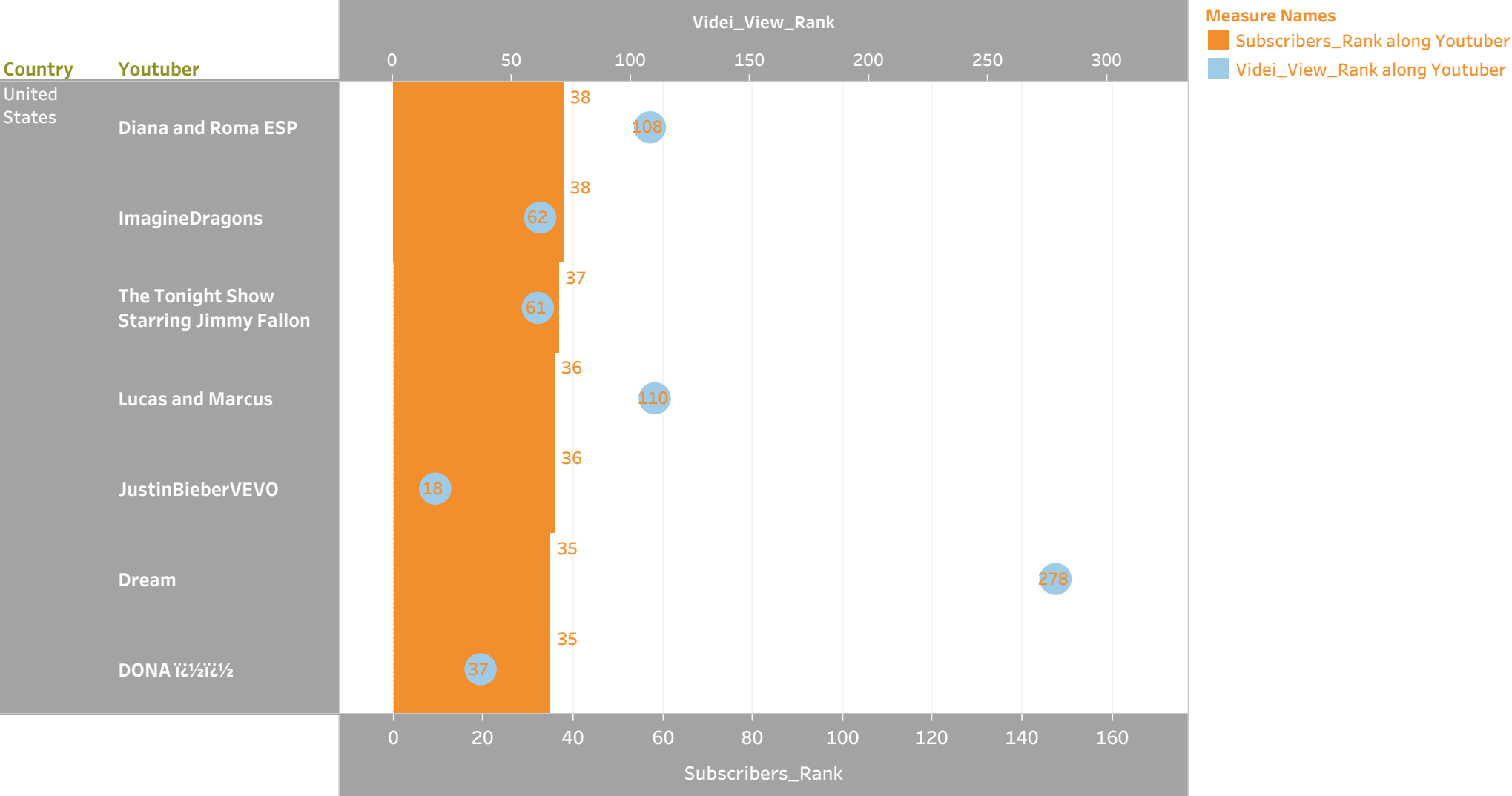


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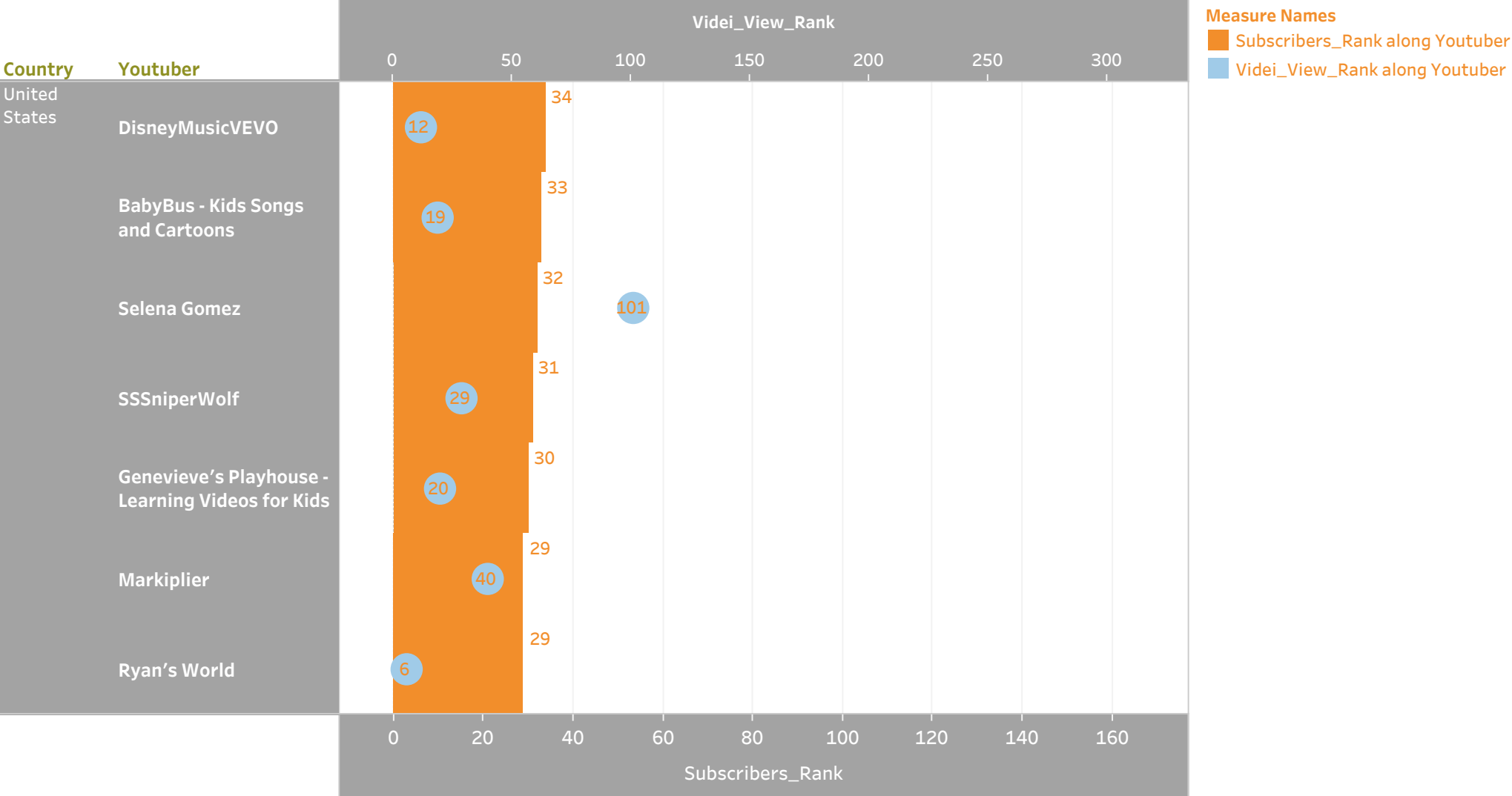
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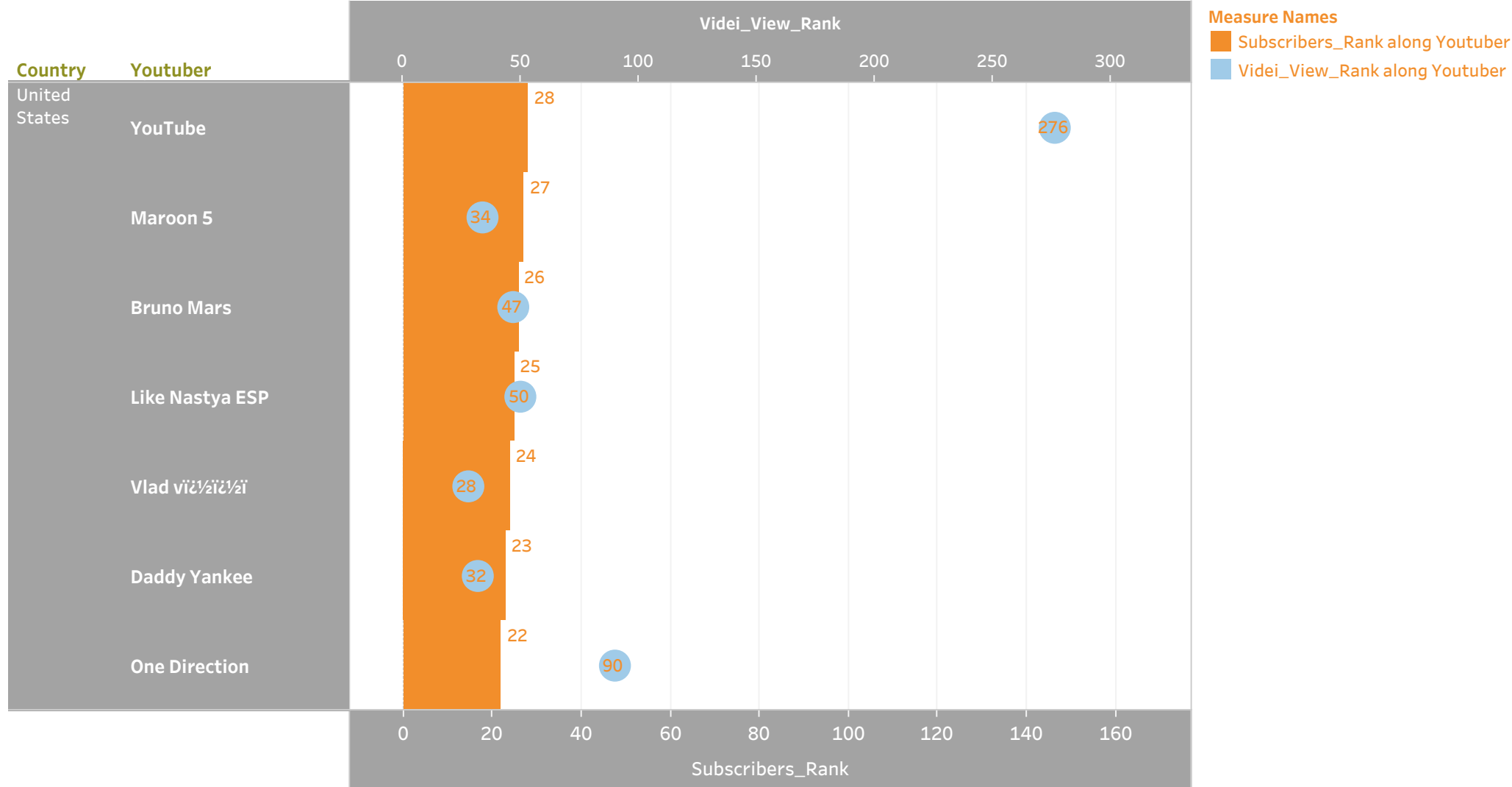


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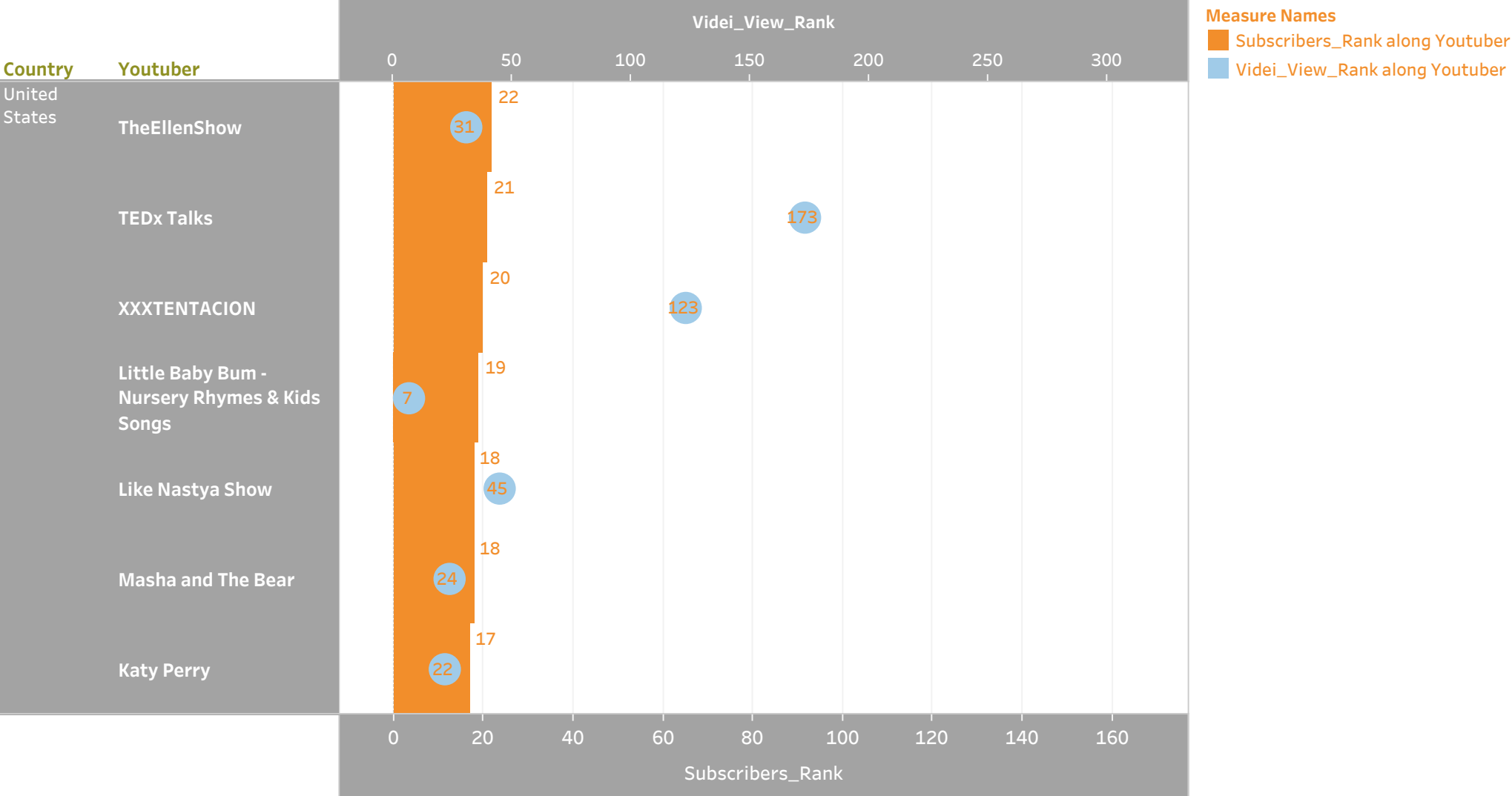


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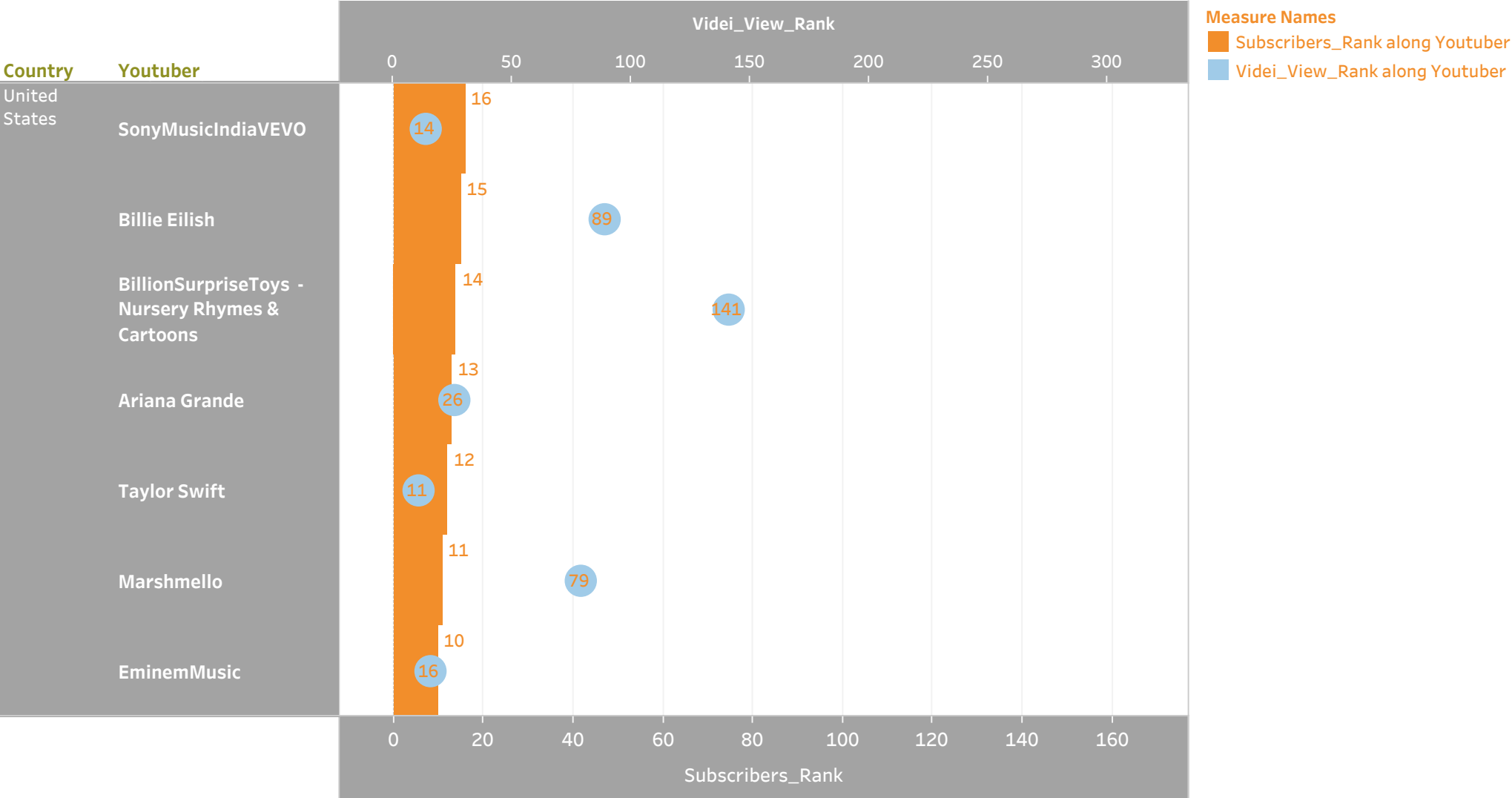
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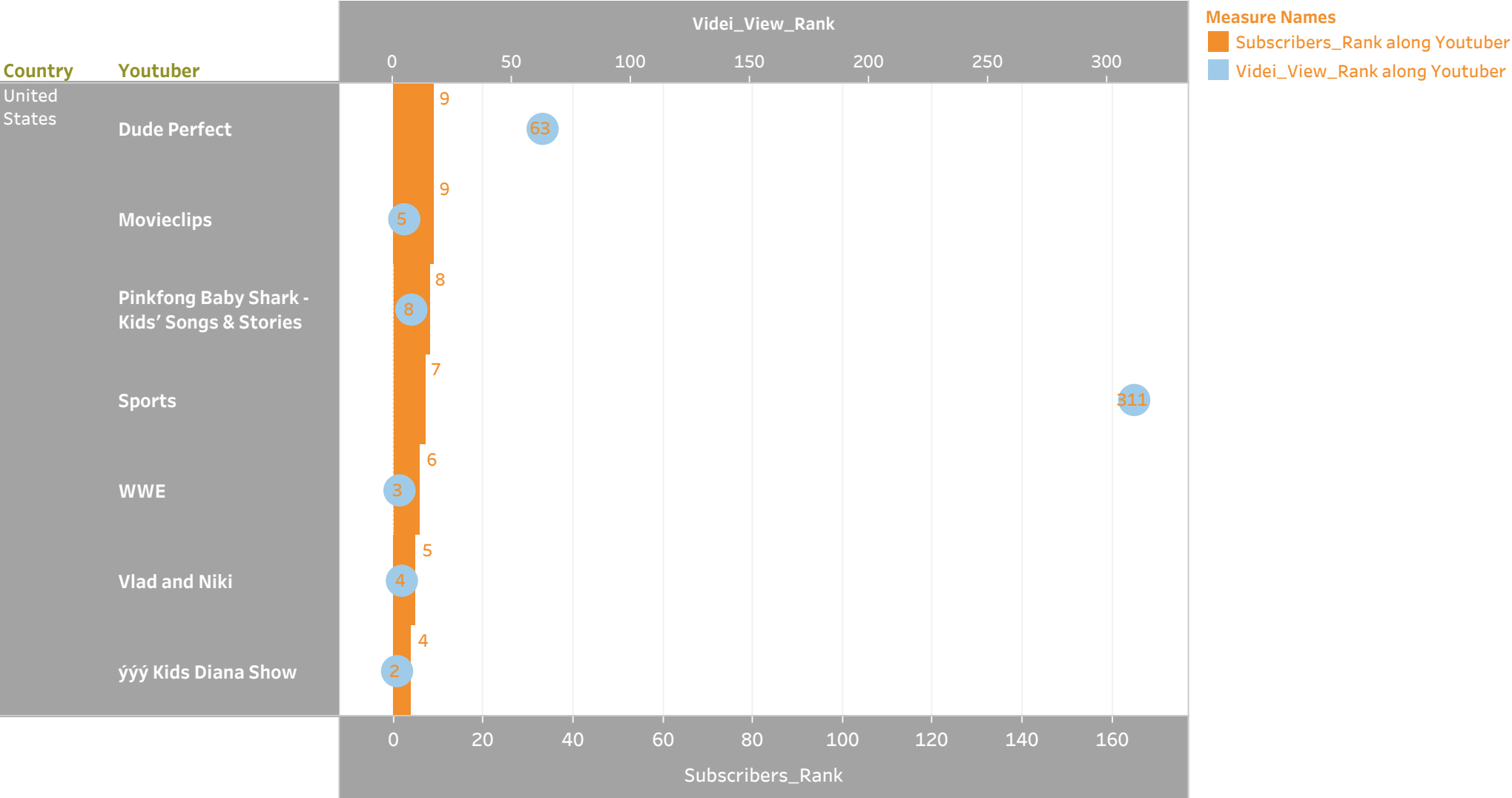
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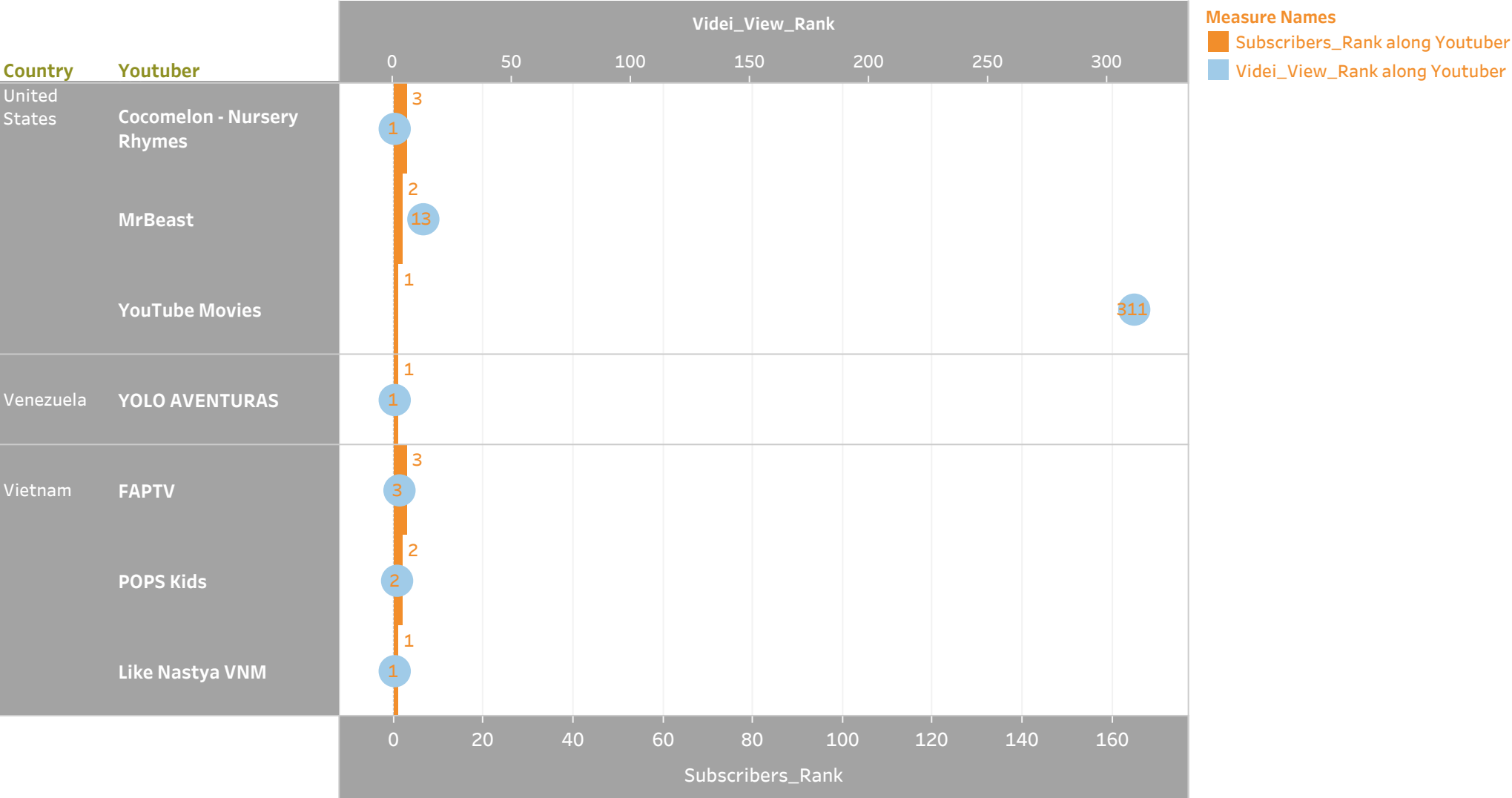
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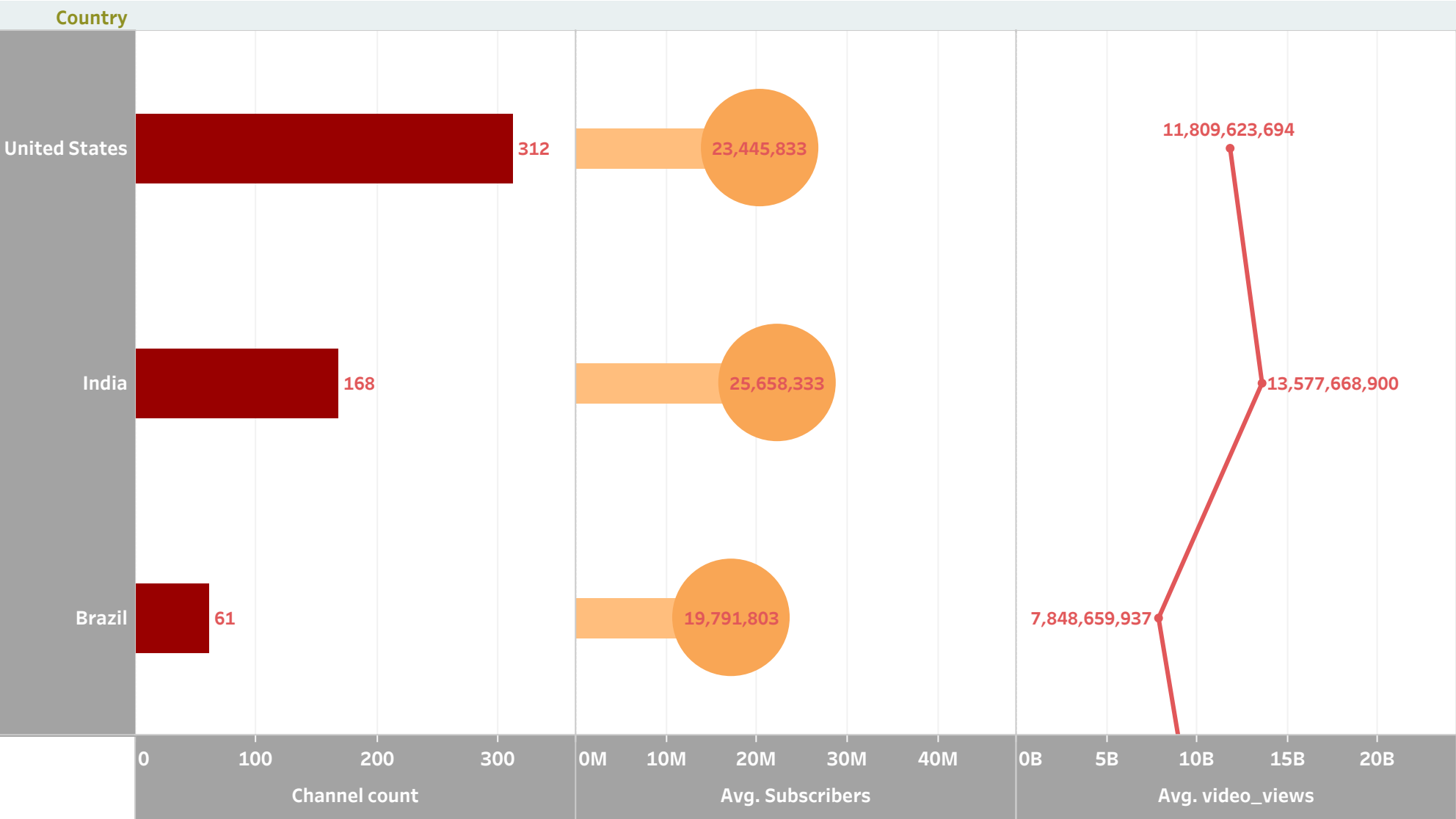
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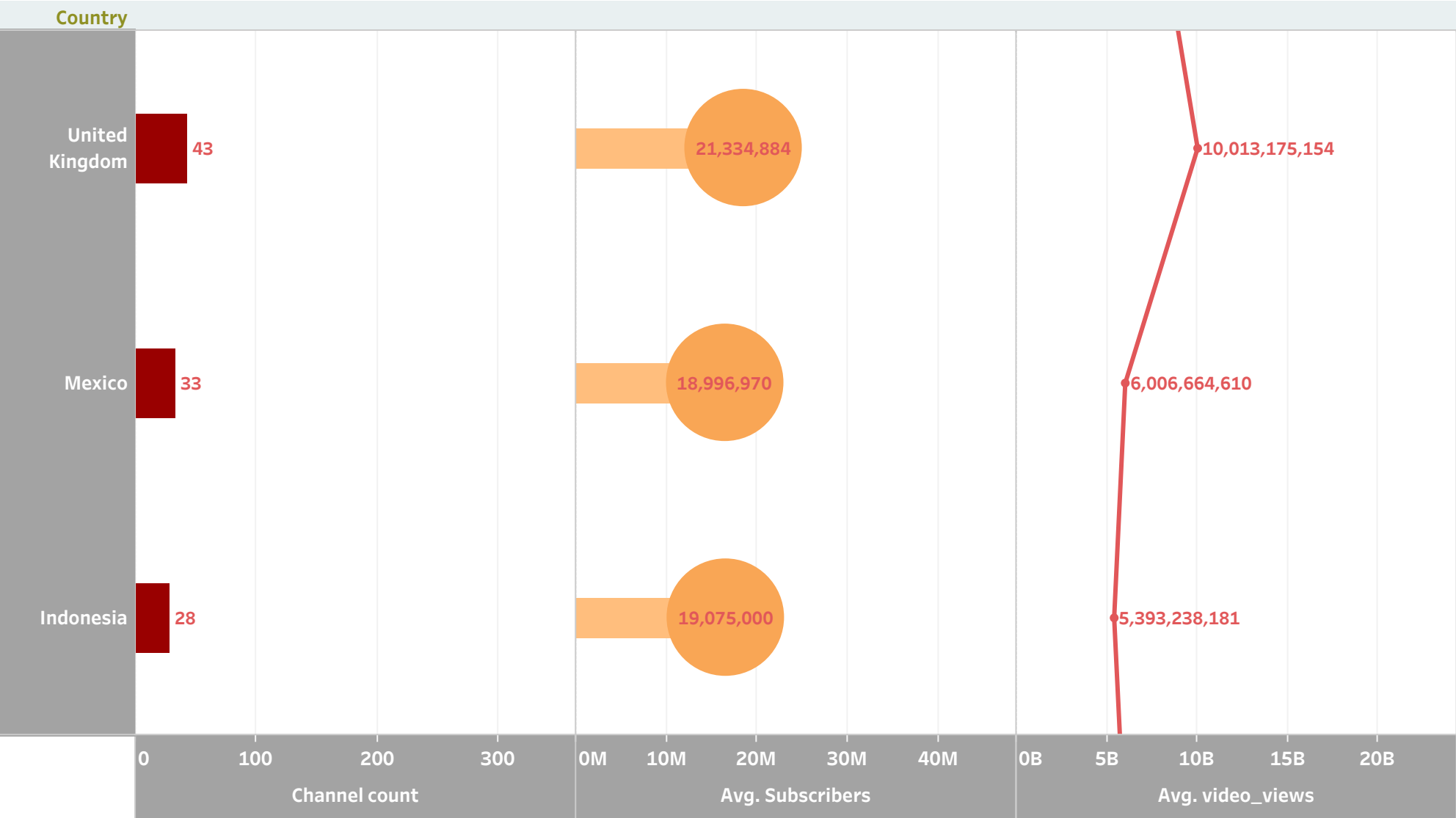
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Total Channels Count of Each Country With Their Average Subscribers and Video Views



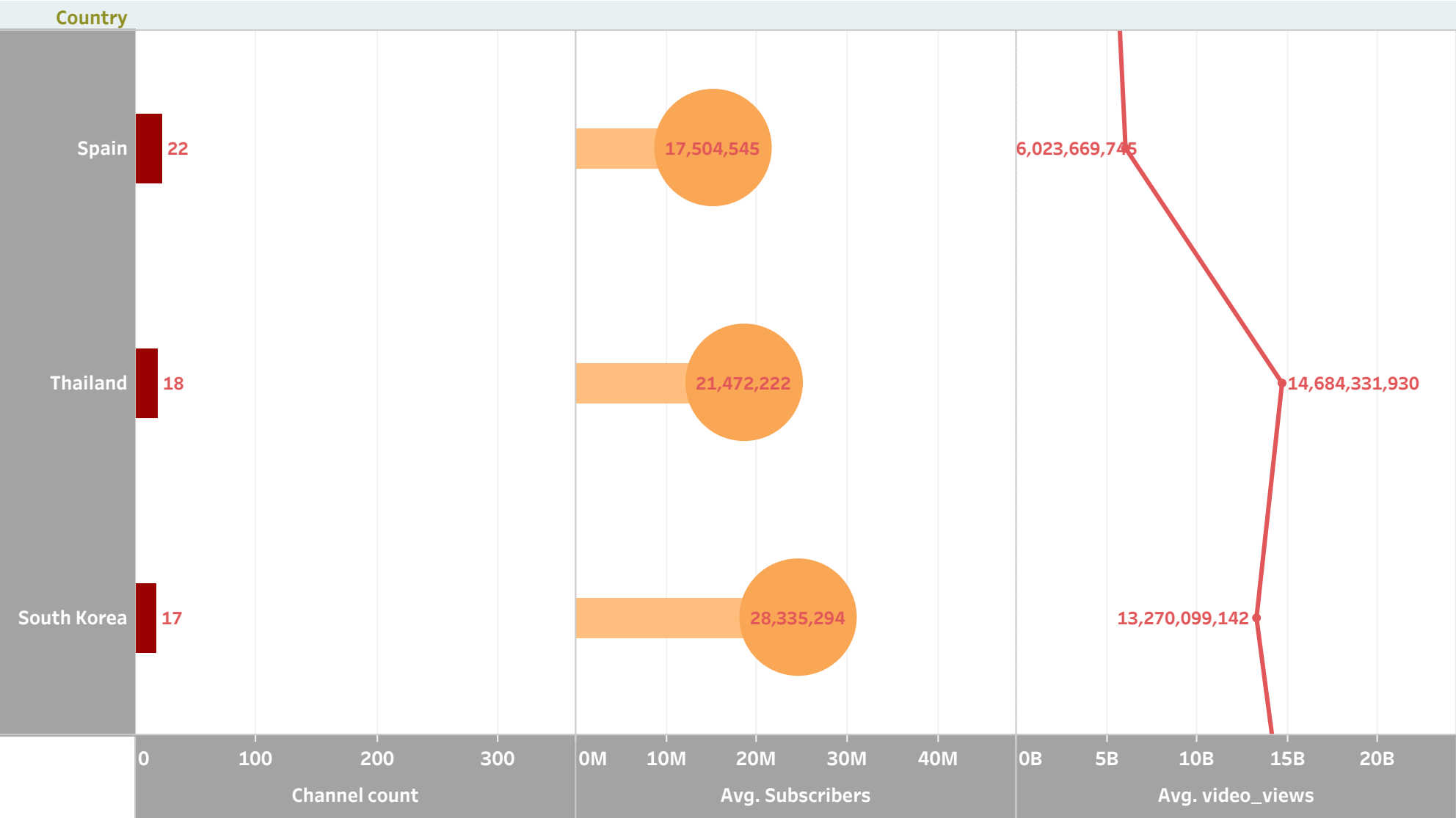
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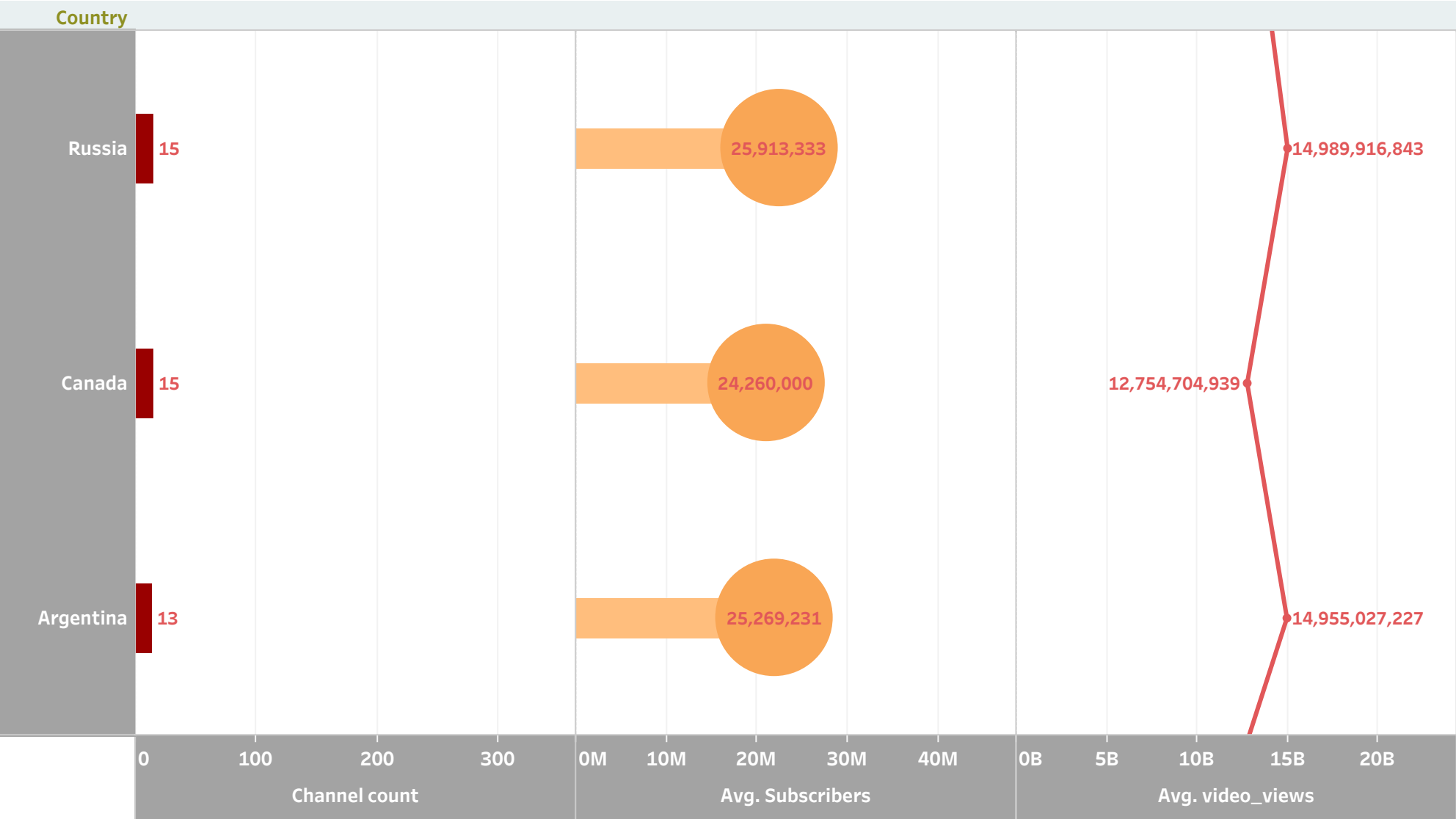
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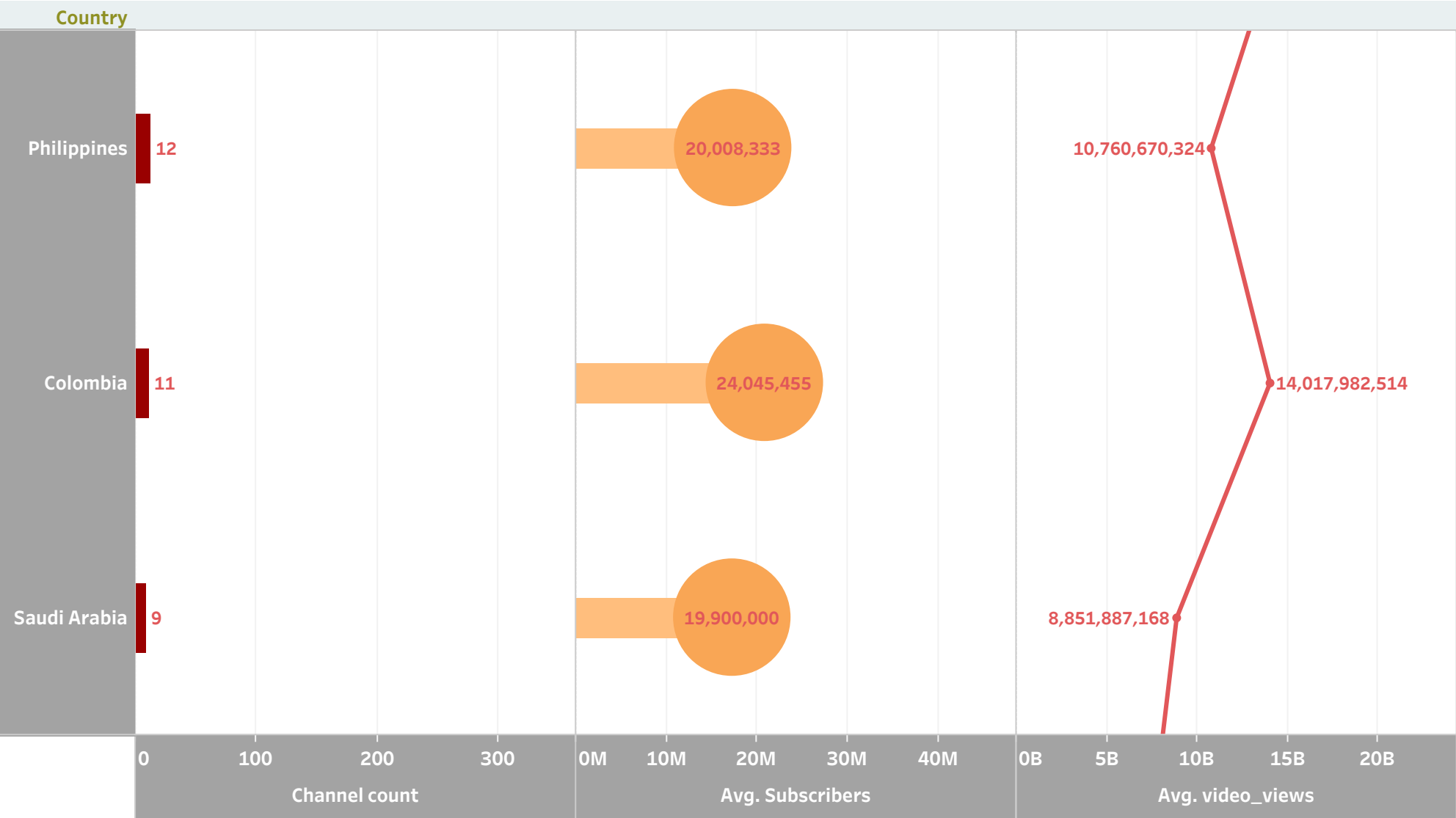
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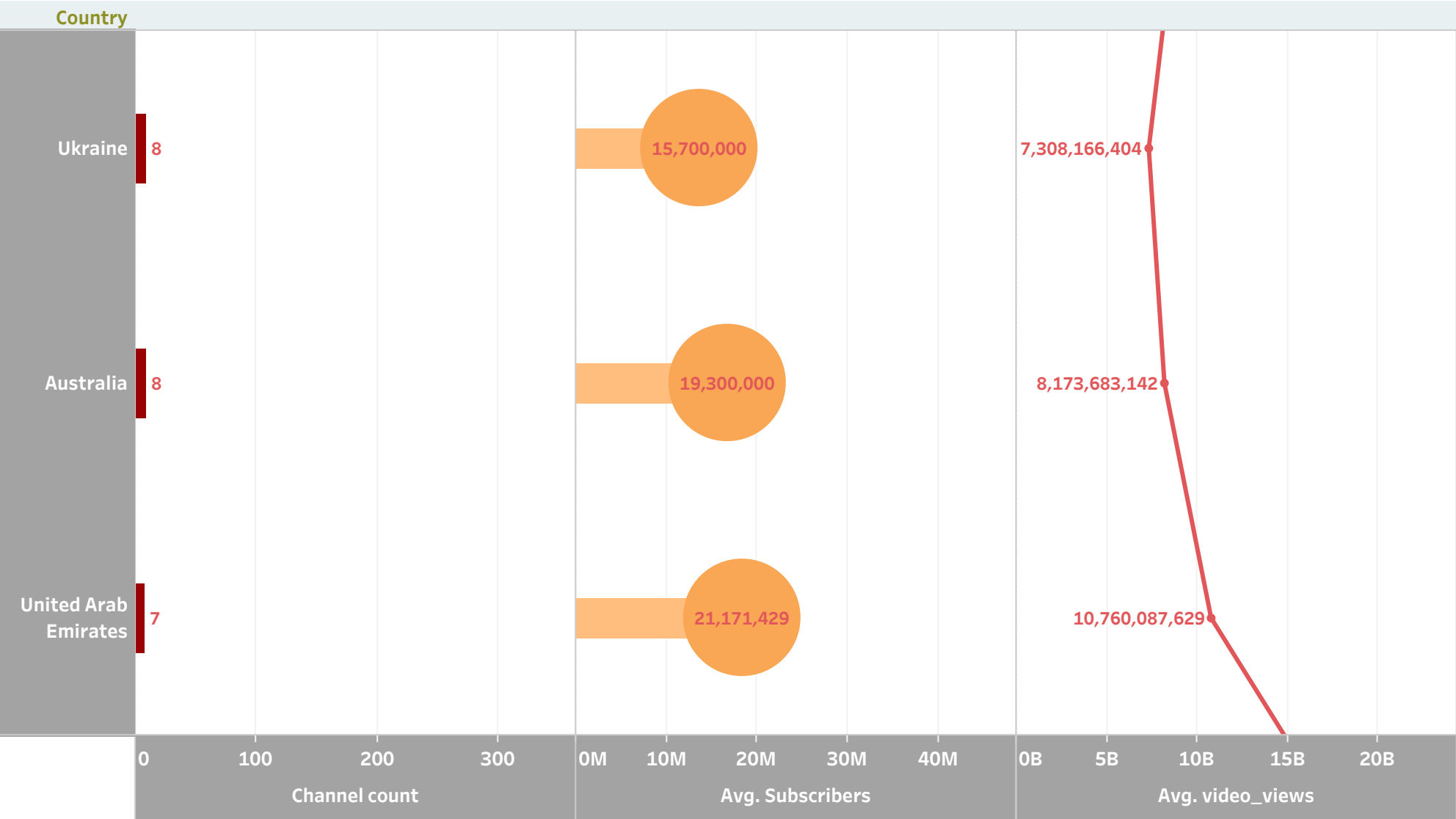
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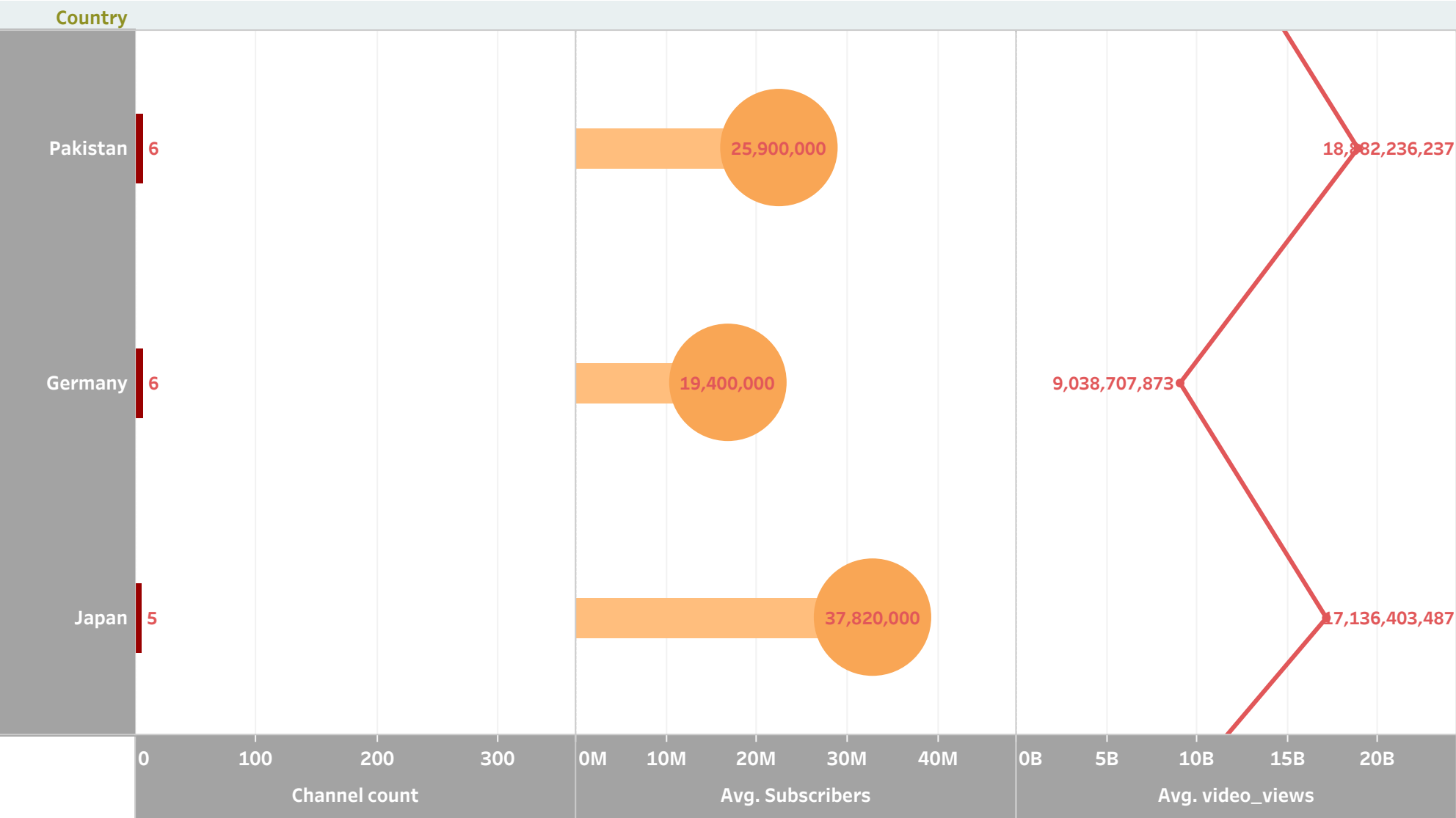
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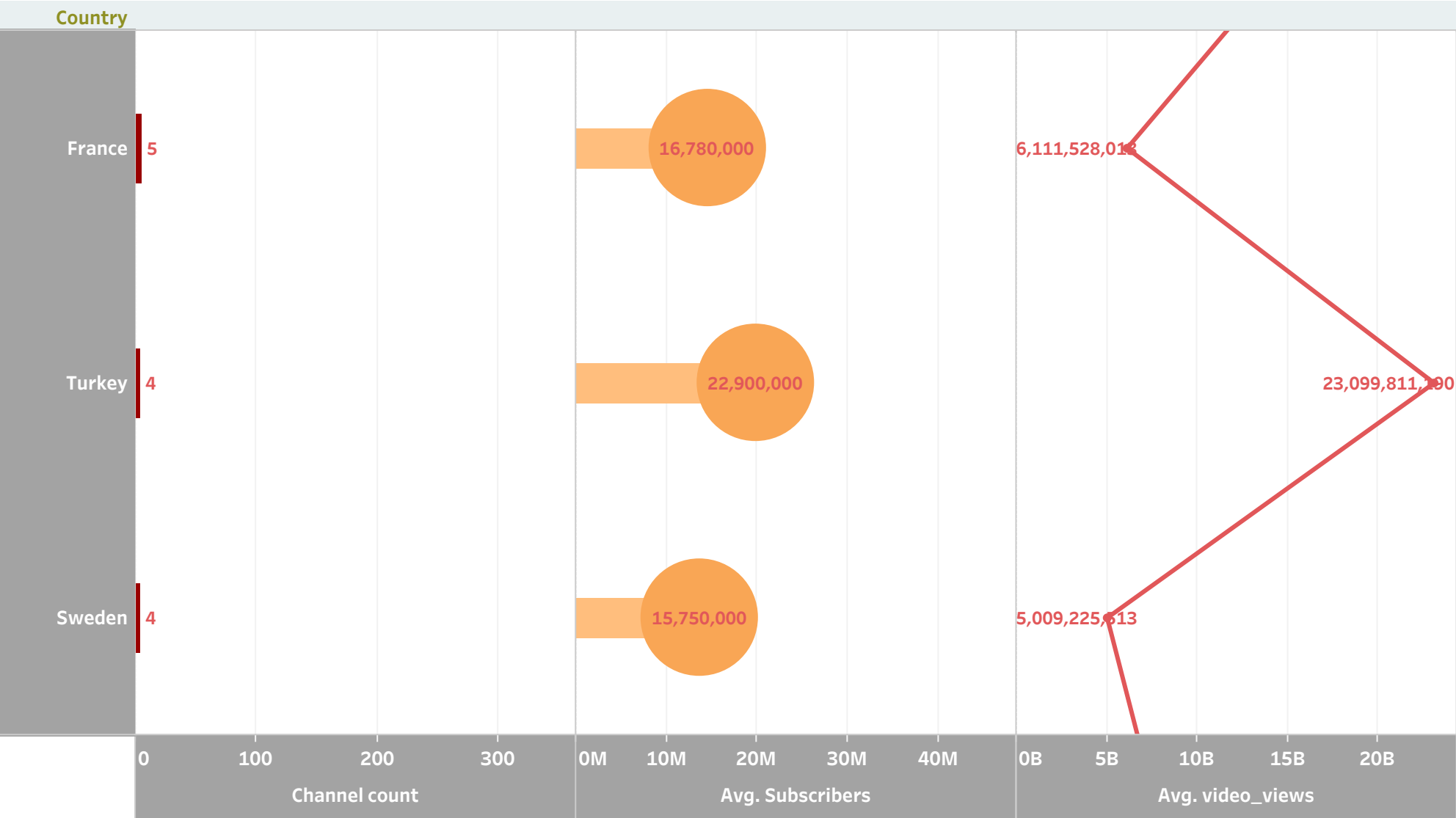
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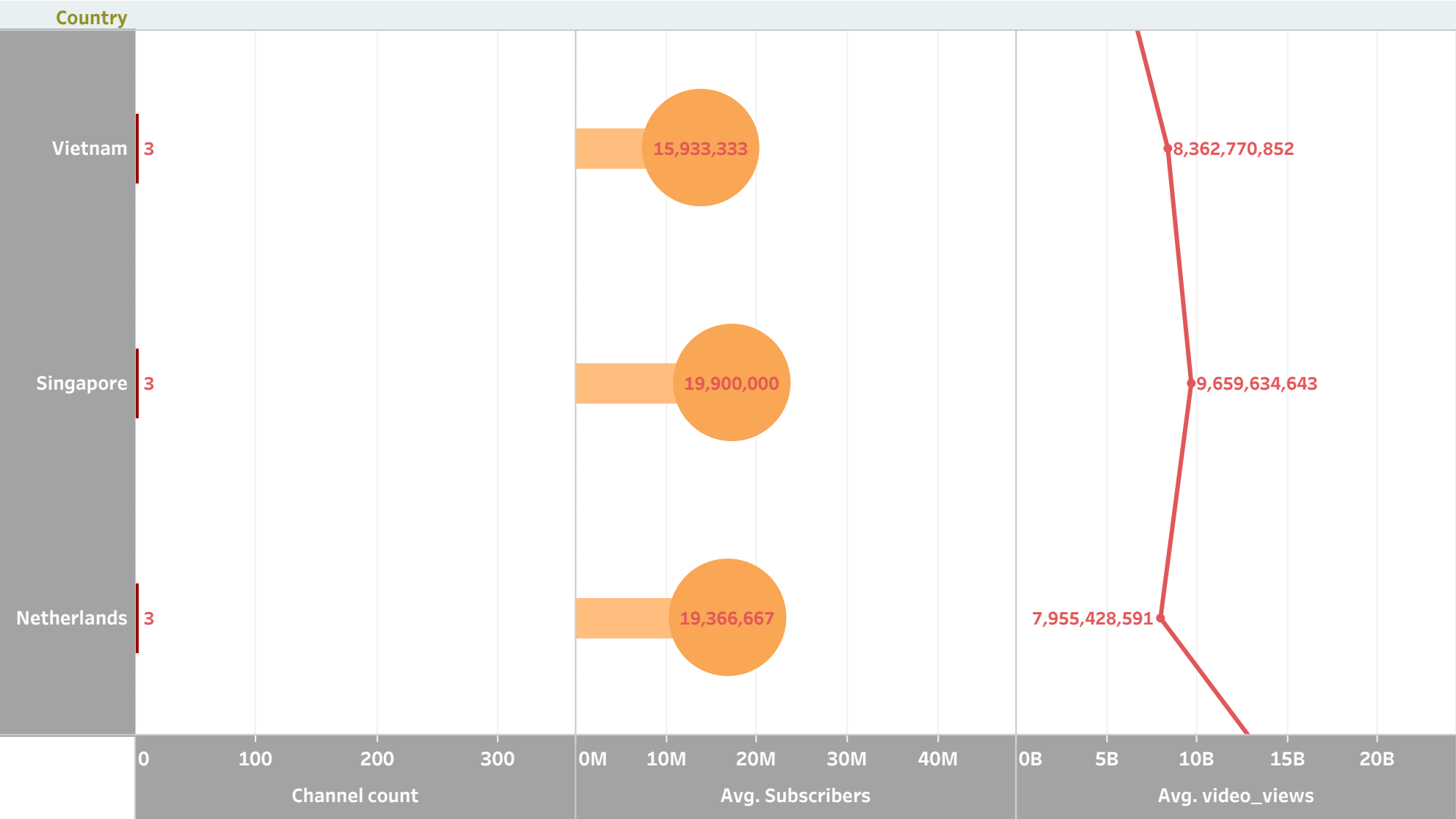
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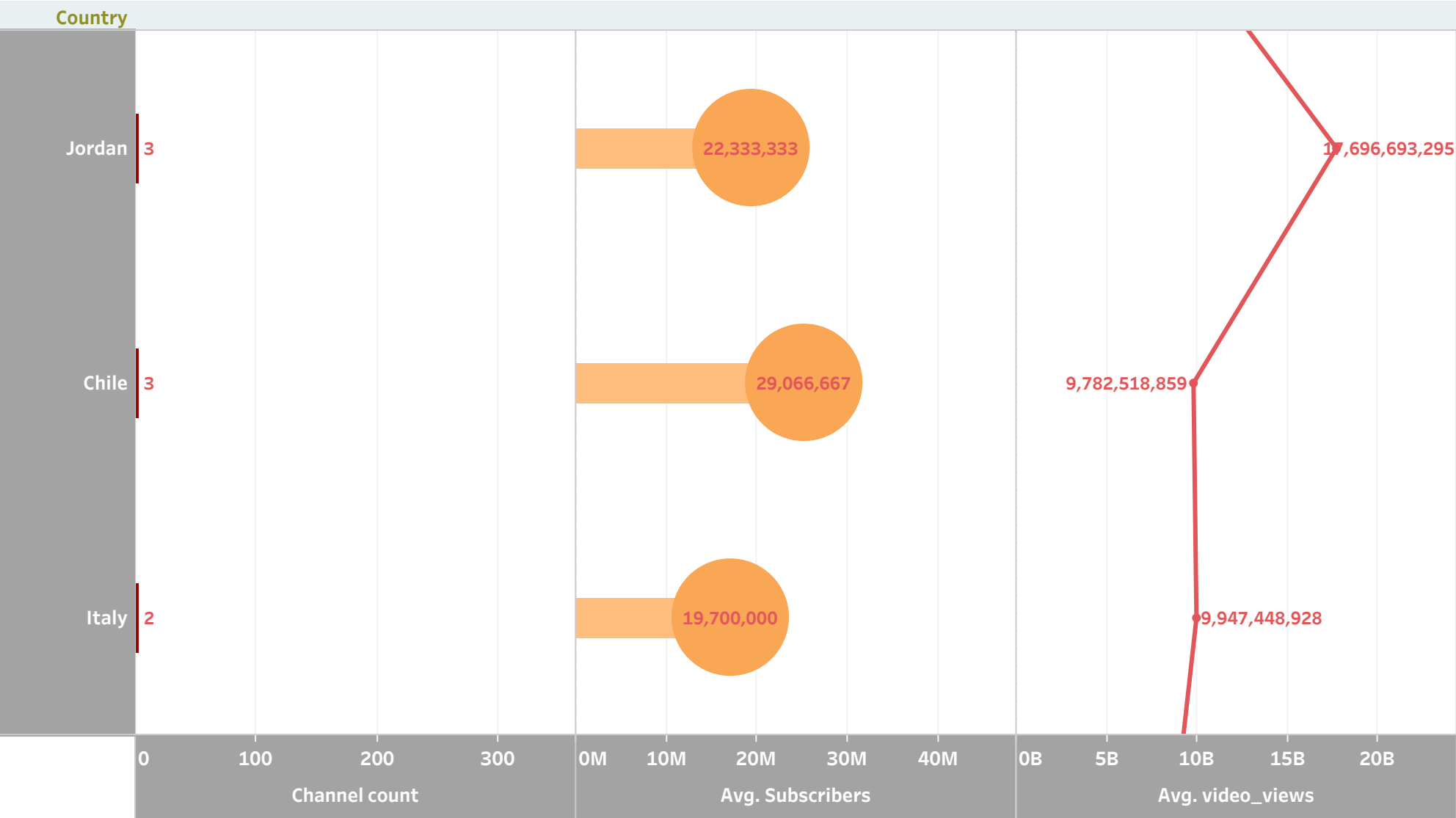
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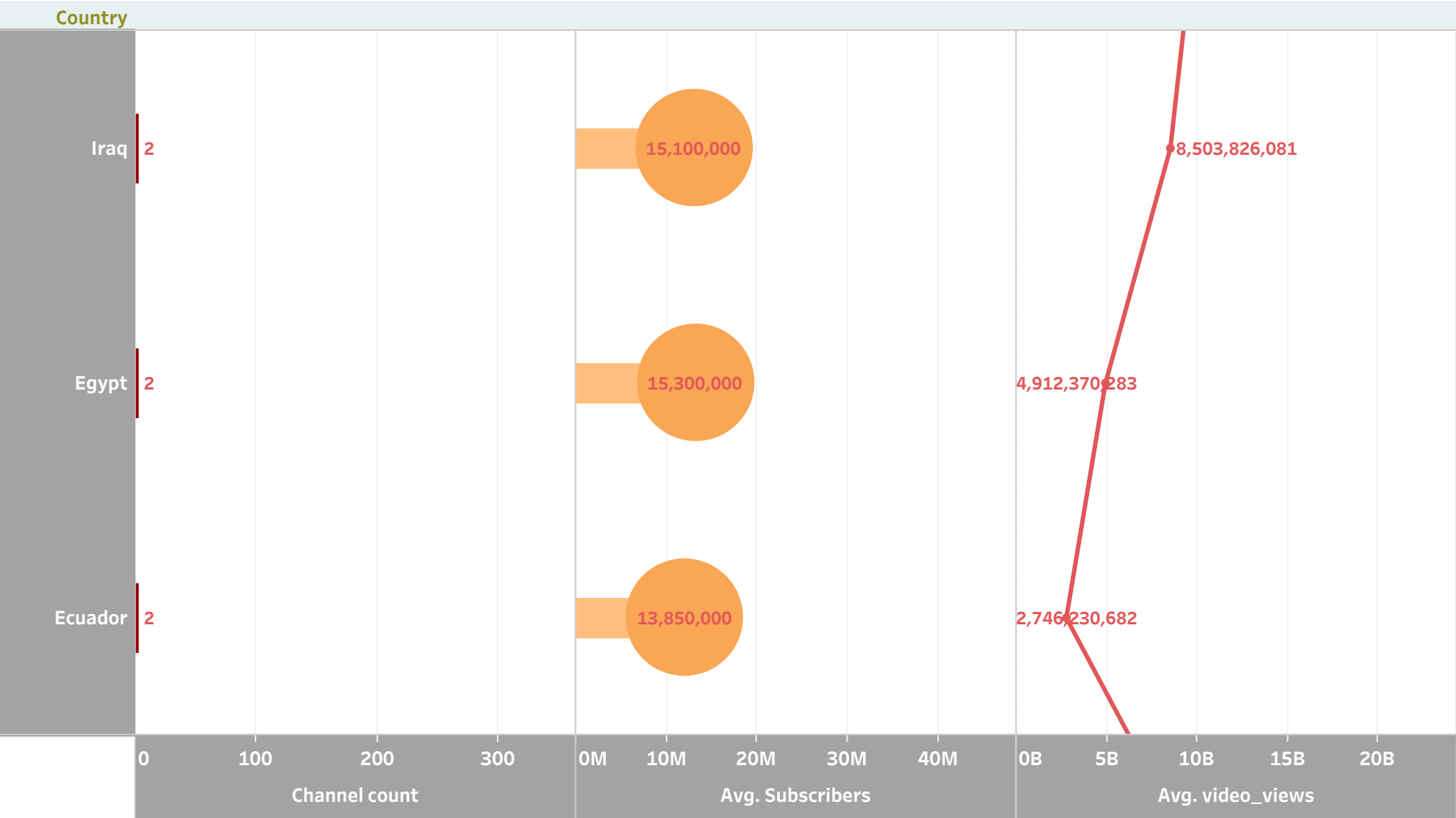
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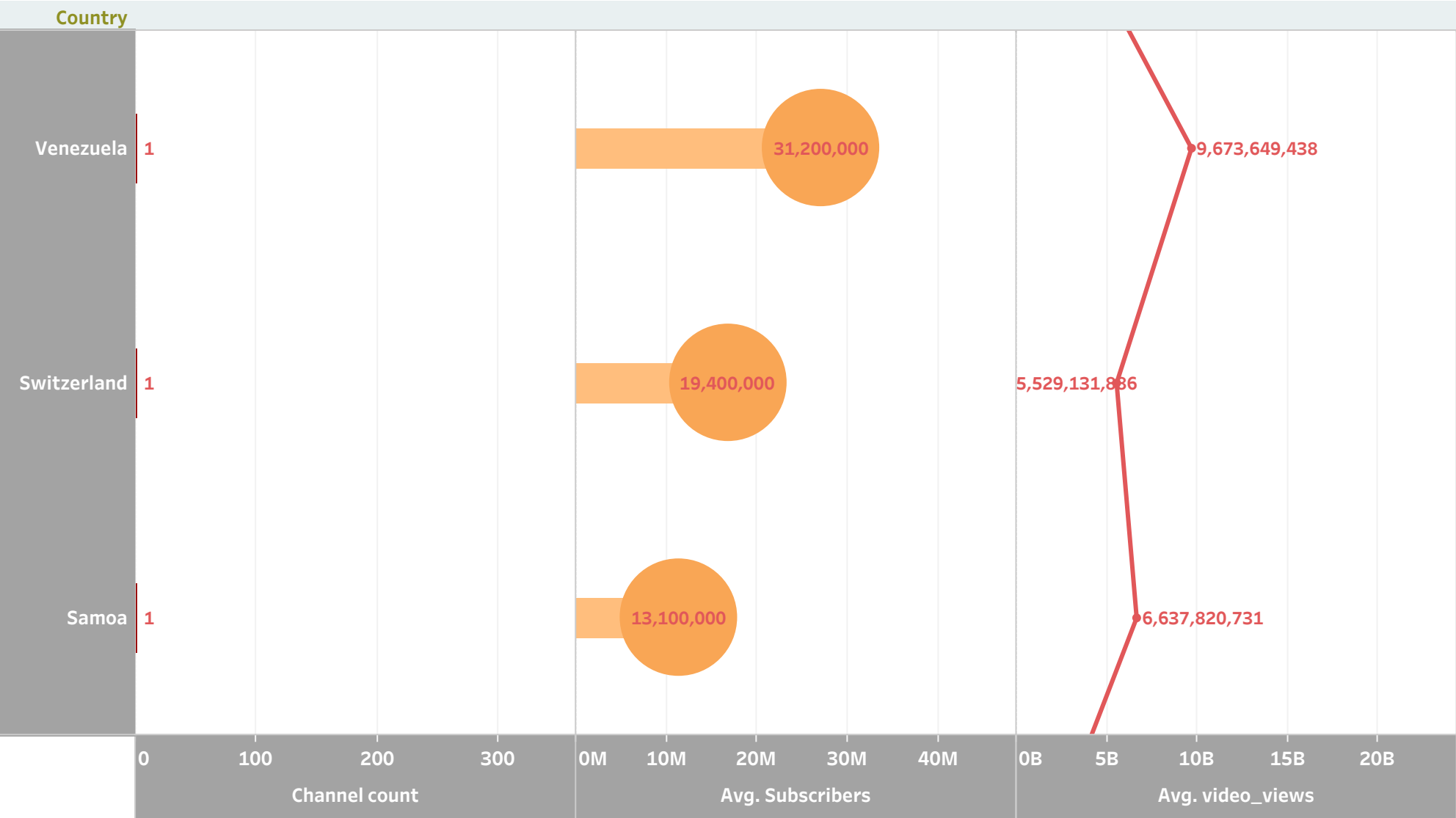
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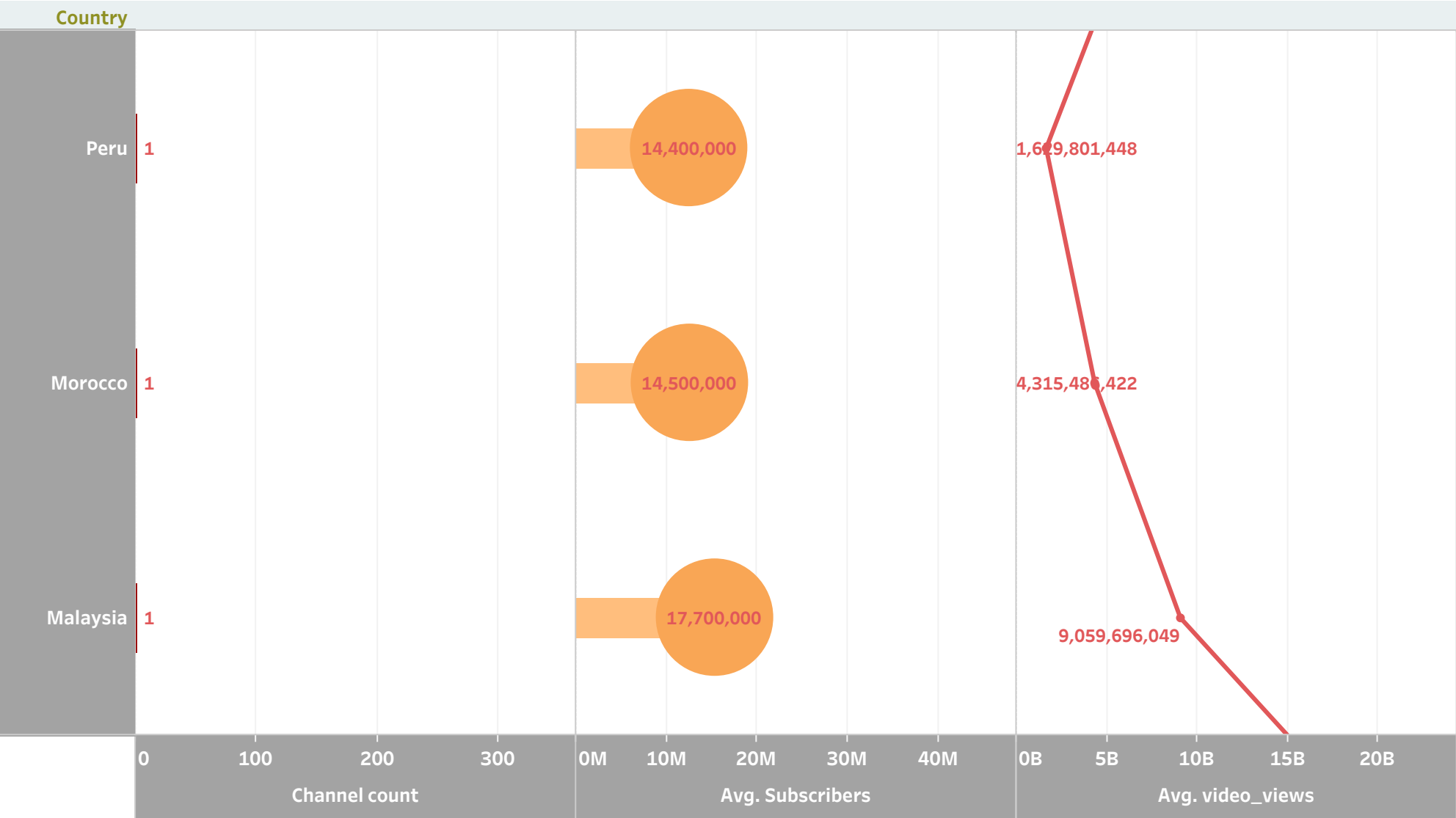
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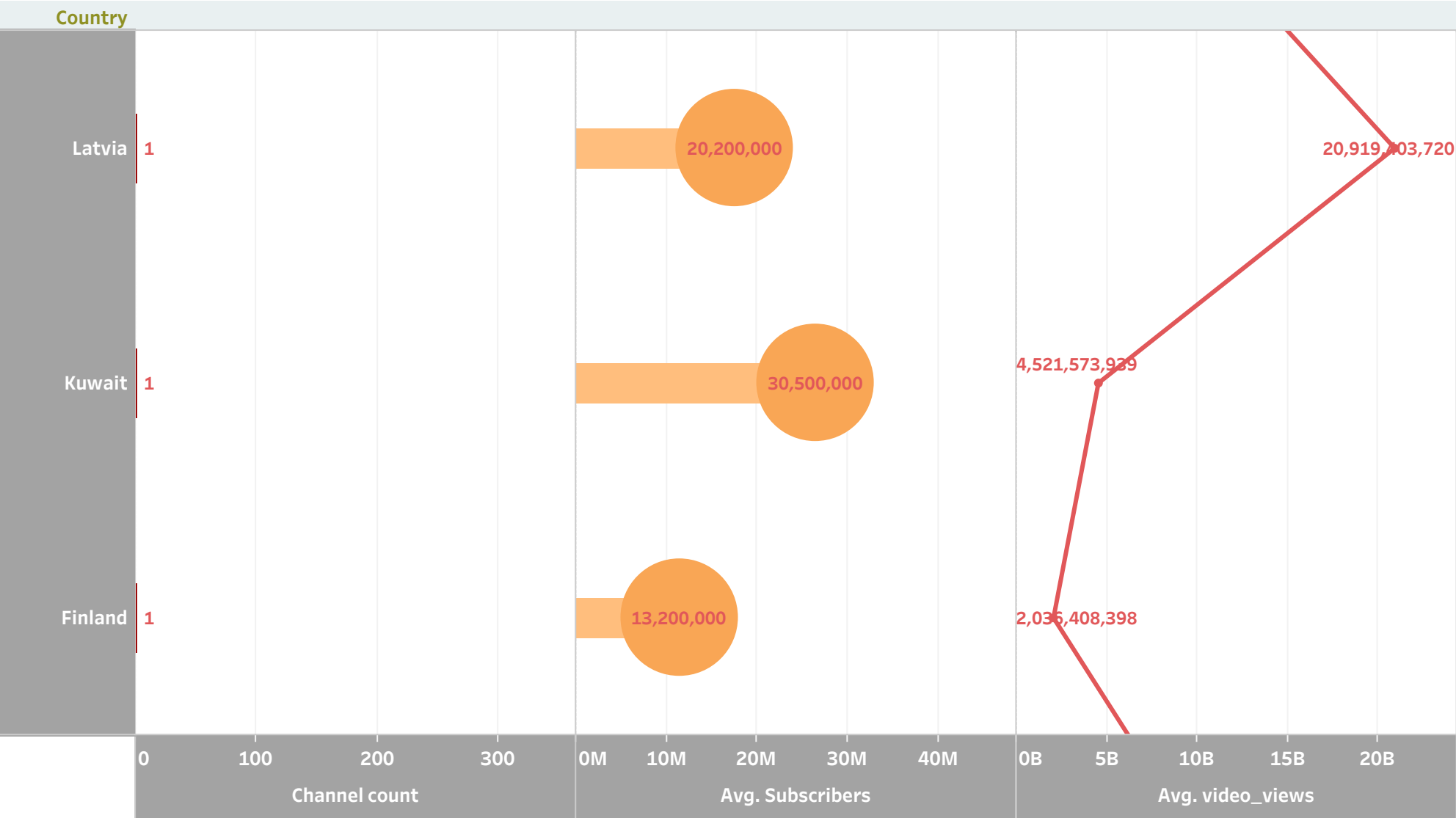
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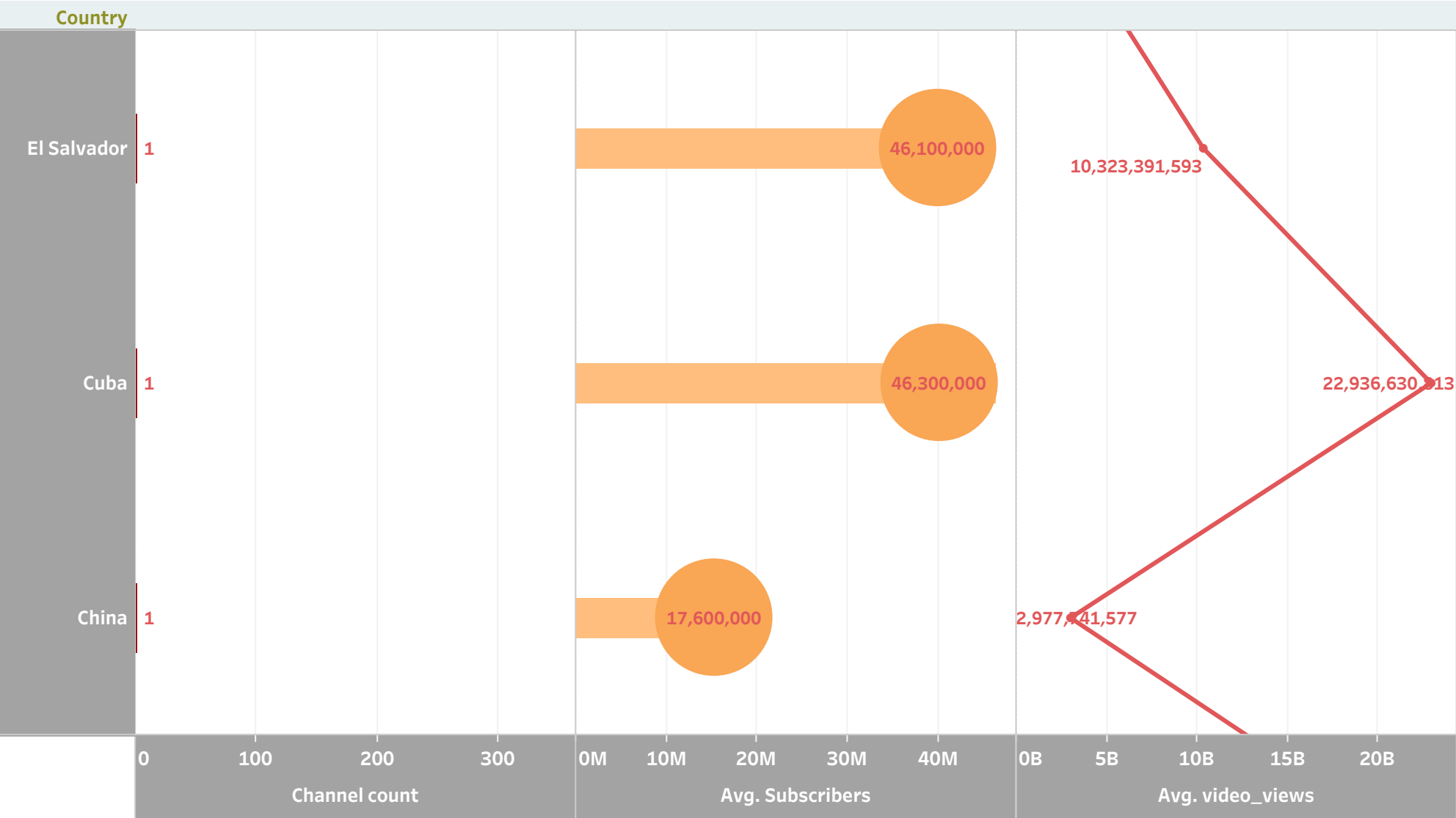
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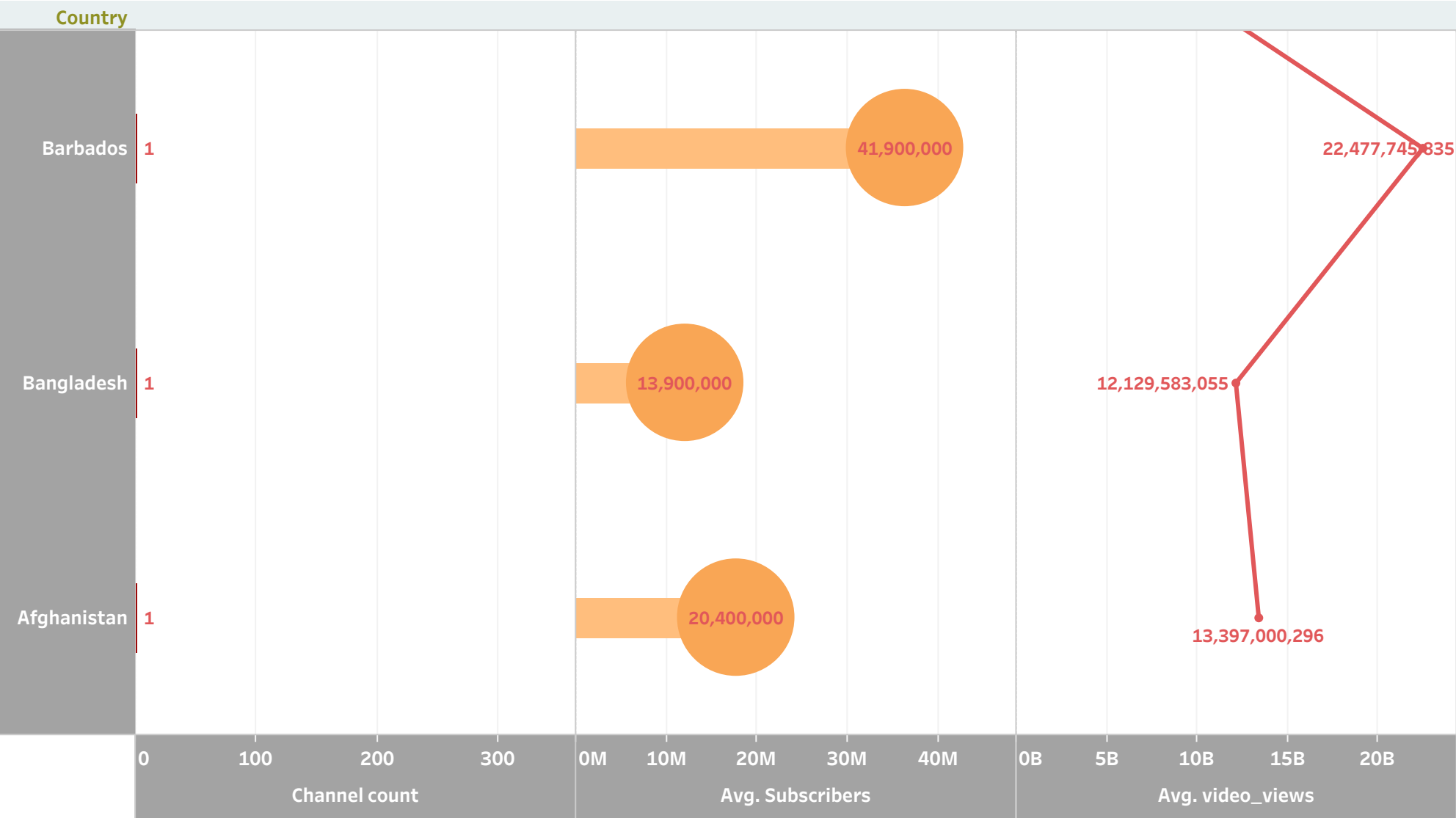
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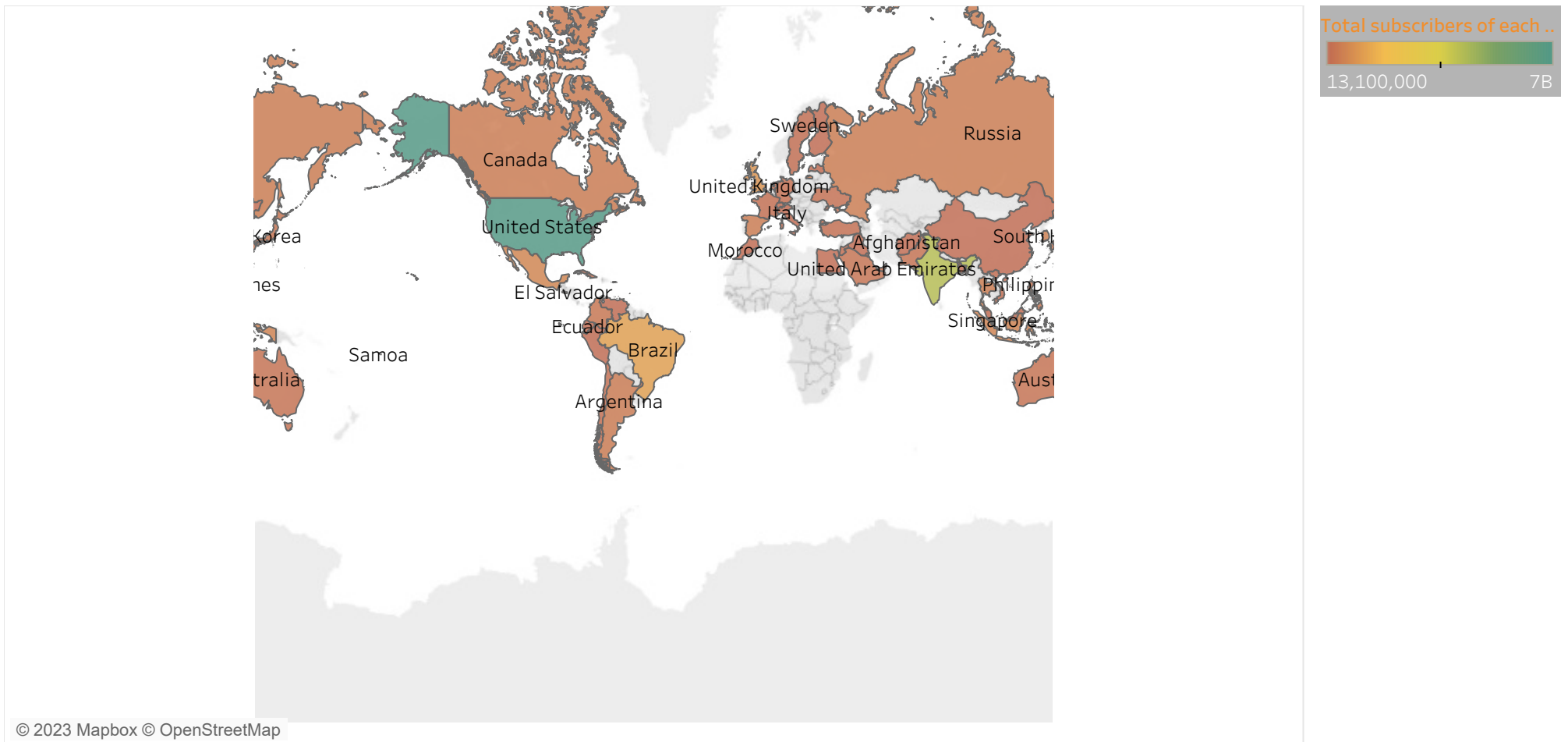
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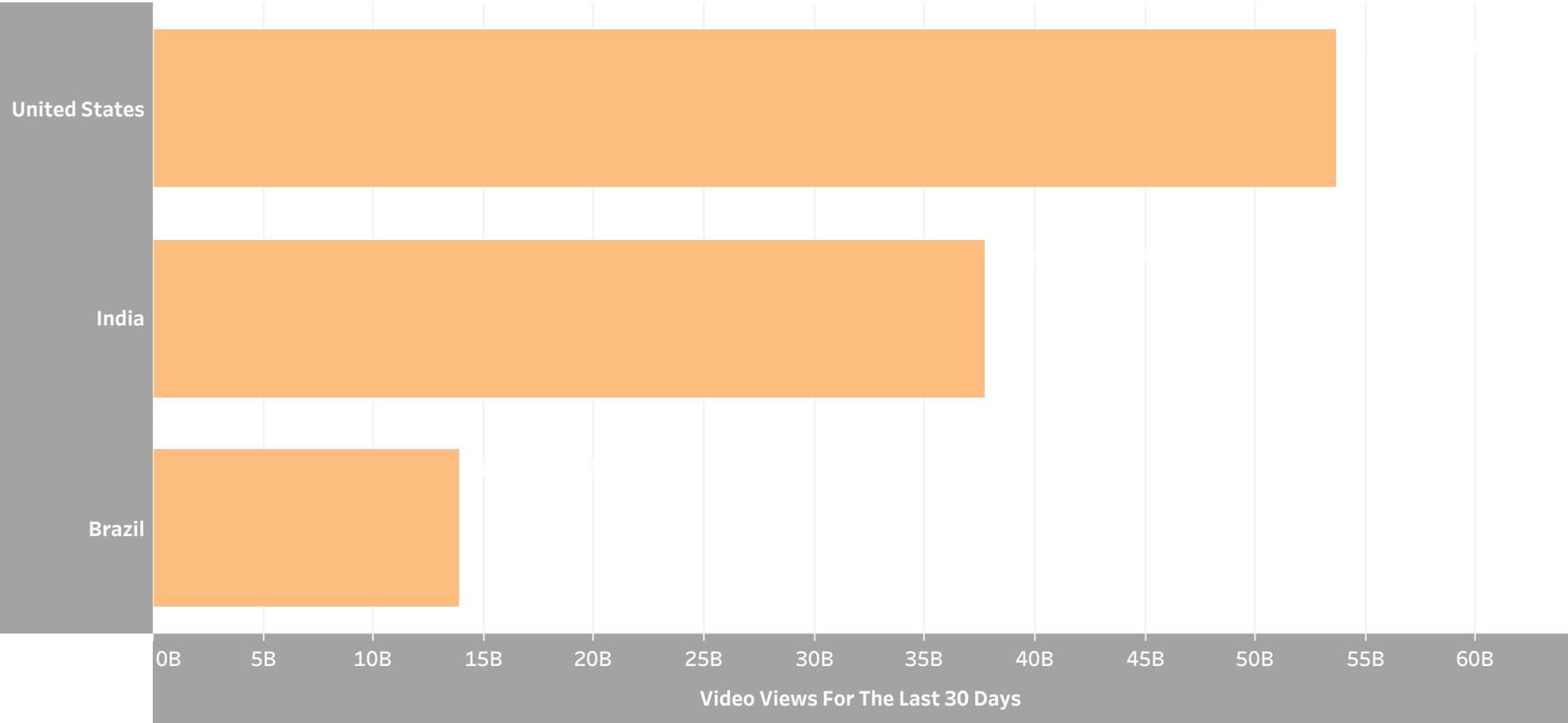
Geographical Distribution of YouTube Channels Based on Their Subscribers



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Subscribers. The marks are labeled by Country. Details are shown for Country. The data is filtered on Action (Category,Country), Action (YouTube channel name) and Action (Category,Country,Channel Type). The Action (Category,Country) filter keeps 189 members. The Action (YouTube channel name) filter keeps 867 members. The Action (Category,Country,Channel Type) filter keeps 318 members. The view is filtered on sum of Subscribers, which ranges from 1,31,00,000 to 7,31,51,00,000.

Top 3 Highest Growth Content Categories Over Last 30 days

TOP 3 CONTE..



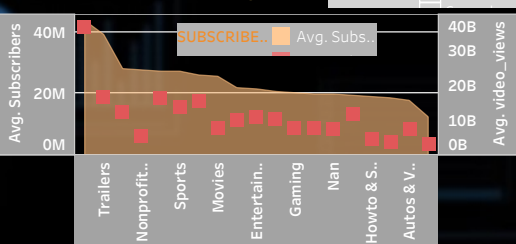
Sum of Video Views For The Last 30 Days for each TOP 3 CONTENT FOR LAST 30 DAYS. The marks are labeled by sum of Video Views For The Last 30 Days. The data is filtered on Action (Category,Country), Action (YouTube channel name) and Action (Category,Country,Channel Type). The Action (Category,Country) filter keeps 189 members. The Action (YouTube channel name) filter keeps 867 members. The Action (Category,Country,Channel Type) filter keeps 318 members. The view is filtered on TOP 3 CONTENT FOR LAST 30 DAYS, which keeps 3 members.

GLOBAL YOUTUBE STATISTICS IN 2023

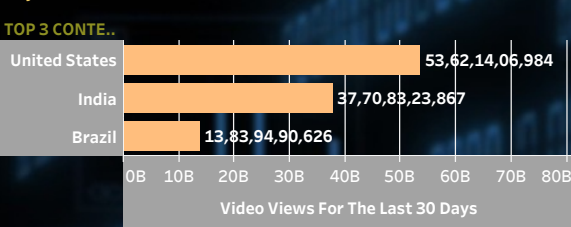
Top 10 YouTube Channels by Subscribers



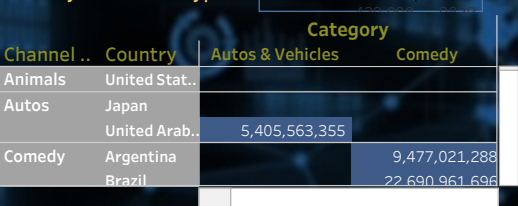
Content Categories With the Highest Video Views and Subscribers on Average



Top 3 Highest Growth Content Categories Over Last 30 days



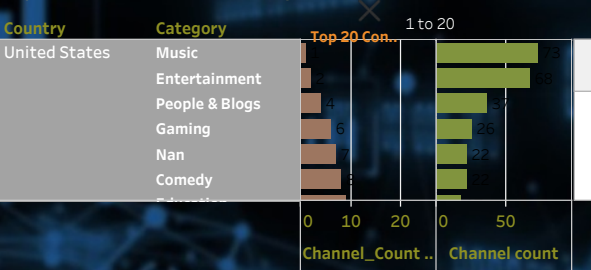
Highest Video Views Channels differ in Category, Country & Channel Type



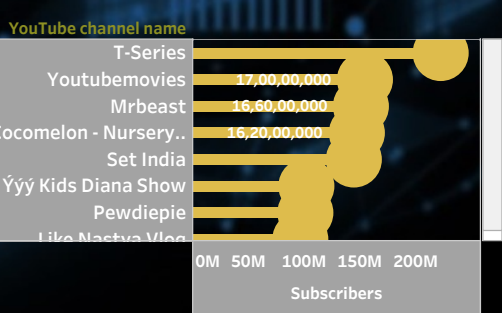
Geographical Distribution of YouTube Channels Based on Their Subscribers



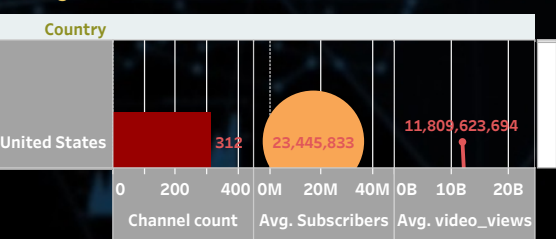
Top 20 Common Content Categories in Different Countries



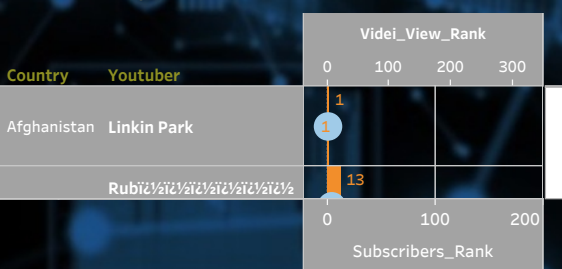
Channels Over One Hundred Million Subscribers



Total Channels Count of Each Country With Their Average Subscribers and Video Views



Global Ranking Based on Subscribers and Video Views



INSIGHT OF GLOBAL YOUTUBE STATISTICS IN 2023

YouTube Analytics:

1. **Top 10 YouTube Channels:** By identifying the top 10 YouTube channels based on subscribers in 2023, we can recognize the most influential creators on the platform. This insight can be valuable for collaborations, sponsorships, and understanding audience preferences.
2. **High-View Channels Analysis:** Analysing channels with the highest video views allows us to understand how content categories, countries, and channel types contribute to their success. This insight can guide content creators and marketers in optimizing their strategies.

Content Strategy:

1. **High-Performing Categories:** Identifying content categories with the highest average video views and subscribers in 2023 can guide content creators in selecting topics that resonate with a broad audience
2. **Global Content Preferences:** Determining the top 20 most common content categories in different countries reveals global content preferences.

- 3. *Subscriber Milestone:*** Knowing the number of YouTube channels with over one hundred million subscribers highlights the elite group of creators who have achieved remarkable success on the platform. This insight can inspire aspiring creators and attract potential partnerships.

Regional Influencers:

- 1. *Global Influencer Ranking:*** Comparing influencers from different countries in terms of their global ranking based on subscribers and video views provides insights into the impact of cultural diversity and regional content on the YouTube landscape.

Geospatial Visualization:

- 1. *Country Channel Distribution:*** Counting the total channels in each country and analysing their average subscribers and video views allows us to visualize the distribution of YouTube creators worldwide. This insight can be useful for understanding where YouTube is most popular and for regional marketing strategies.
- 2. *Geographical Distribution:*** Visualizing the geographical distribution of successful YouTube channels using latitude and longitude data based on subscribers offers a unique perspective on the global reach of content creators. This insight can help identify geographic trends in content creation.

Trending Topics:

1. ***Emerging Content Categories:*** Determining the top three content categories that have experienced the highest growth in video views over the last 30 days reveals current trends on the platform. Content creators and marketers can use this insight to align their strategies with trending topics for increased visibility.

These insights not only provide valuable information for content creators, marketers, and YouTube enthusiasts but also offer a comprehensive view of the YouTube ecosystem in 2023, including trends, global influences, and opportunities for growth and collaboration