

# **SUBSCRIBERS GALORE : EXPLORING WORLDS TOP YOUTUBE CHANNEL**

## **1.INTRODUCTION:**

### **1.1: OVERVIEW:**

One of the most popular channels is T-Series, an Indian music video channel with billions of views. Another top channel is PewDiePie, a Swedish YouTuber known for his gaming and commentary videos. There's also Dude Perfect, a channel featuring incredible sports trick shots. And who can forget about Ryan's World, a channel where a young boy named Ryan reviews toys and games. These are just a few examples, but there are so many amazing YouTube channels out there covering a wide range of topics. It's always fun to explore and discover new content!.

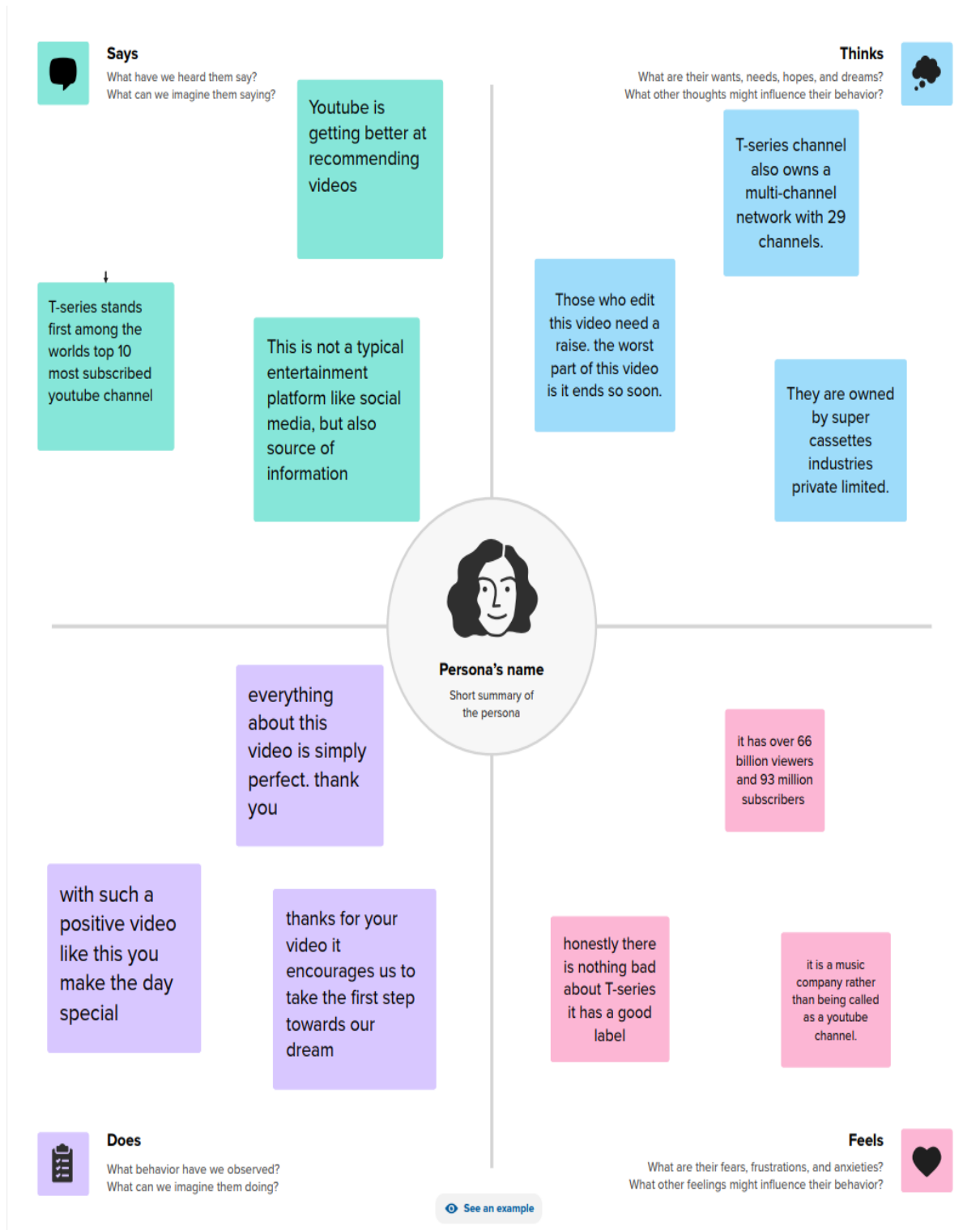
### **1.2 : PURPOSE:**

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

YouTube is special because it is a platform that allows people to share their ideas, stories, and lives with the world. It is also a platform that enables people to learn, be entertained, and be inspired, all without having to leave their homes. Furthermore, YouTube is a great place to discover new content and connect with other people who share similar interests.

## 2. PROBLEM DEFINITION AND DESIGN THINKING :

### 2.1. EMPATHY MAP:



## 2.2 BRAIN STROM :



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2-8 people recommended



#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

#### 1 Team gathering

HARITHA G  
KALAIAMUDHAN G  
KARISHMA KUMARI R  
KARTHIKEYAN M  
MANMATHARAJA M  
MATHUMITHA B  
SHERIN E

#### 2 Set the goal

EXPLORING WORLDS TOP  
YOUTUBE CHANNEL

#### 3 Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



#### Key rules of brainstorming

To run an smooth and productive session

- 🕒 Stay in topic.
- 💡 Encourage wild ideas.
- 🕒 Defer judgement.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

2

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**Tip**  
You can select a sticky note and hit the pencil (which is shown) to edit the content.



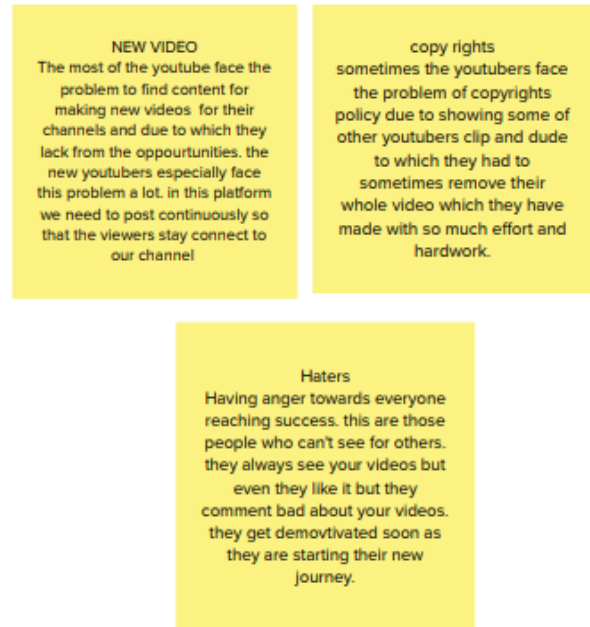
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## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**Tip**  
Add color-coded tags to sticky notes to make it easier to find, browse, export, and categorize important ideas as themes within your mural.



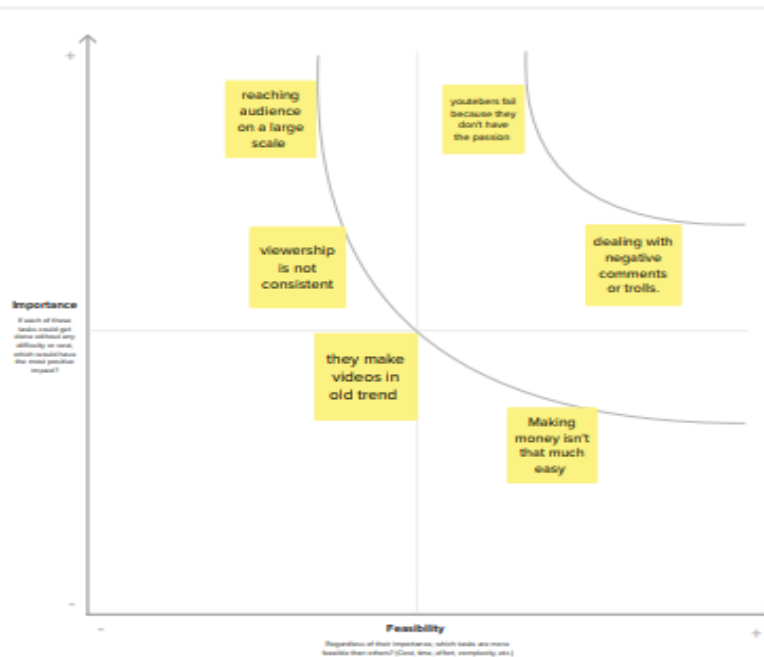
4

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**Tip**  
Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer (holding the R key on the keyboard).



5

## After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

- Share the mural**  
Share a view link to the mural with collaborators to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to your drive.

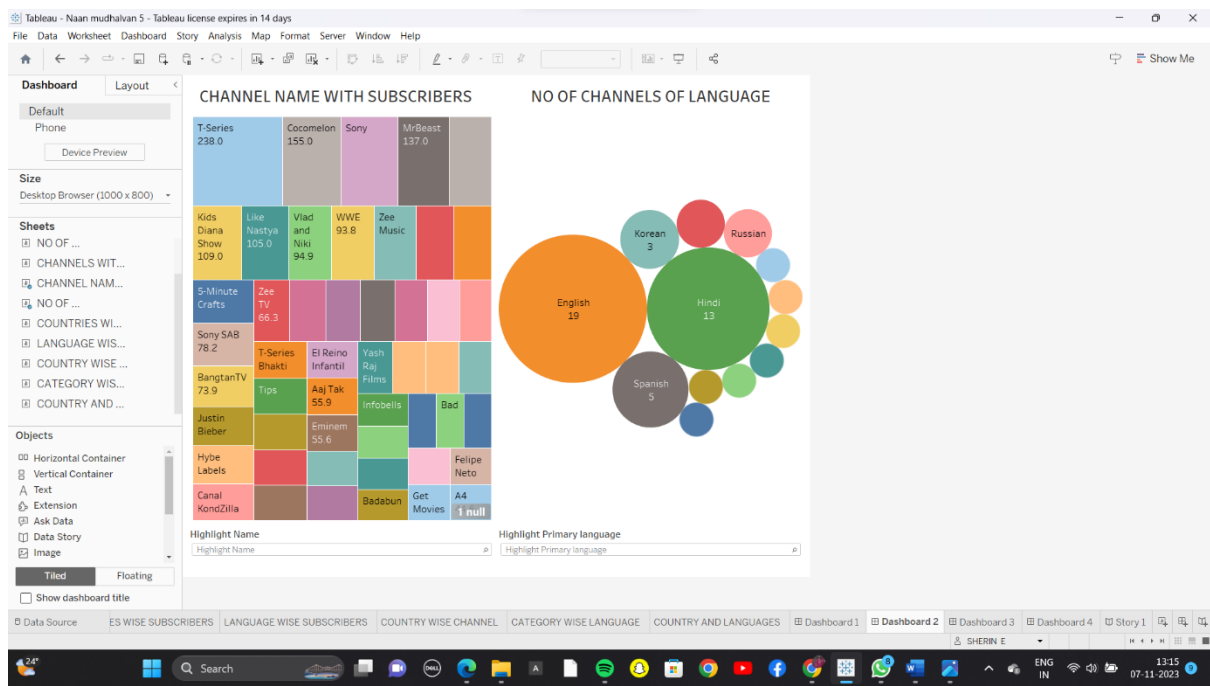
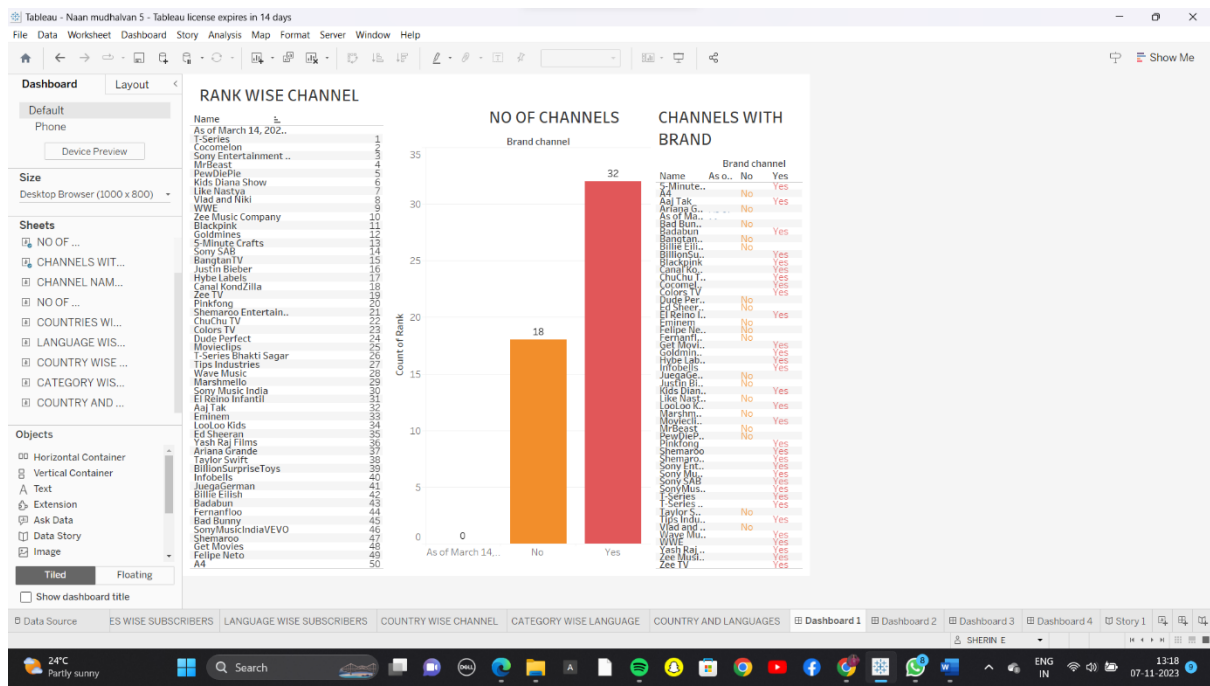
### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

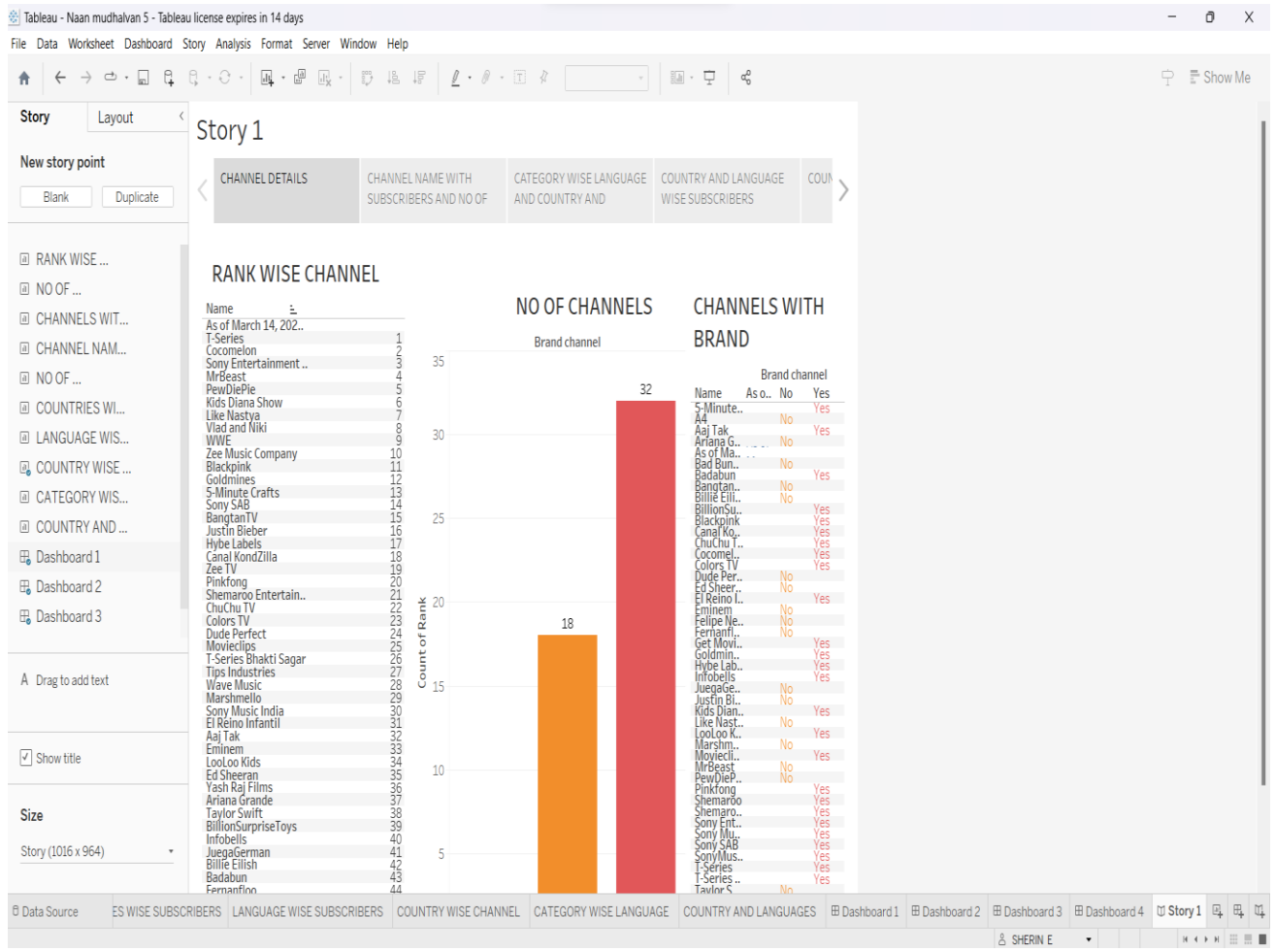
[Share template feedback](#)

# 3.RESULT :

## 3.1 DASH BOARD:



## 3.2 STORY :



#### **4.ADVANTAGES :**

Having a YouTube channel has some awesome advantages. First, it's a great platform to share your creativity and passions with the world. You can create videos on any topic you love, whether it's cooking, gaming, or even DIY projects. YouTube also allows you to reach a massive audience, potentially connecting with people from all over the globe. Plus, if your channel grows, you may have opportunities to collaborate with other creators and even earn money through ads and sponsorships. It's a fantastic way to express yourself and connect with others who share your interests.

#### **DISADVANTAGES :**

Having a YouTube channel does come with some challenges. Firstly, creating and editing content can be time-consuming and require a lot of effort. Additionally, the platform is highly competitive, so it may take time to build an audience and gain subscribers. Consistently engaging your viewers and coming up with fresh ideas can also be a challenge. Lastly, dealing with negative comments or trolls can be emotionally draining. However, with dedication and perseverance, these challenges can be overcome.

#### **5.FUTURE SCOPE :**

There are many possibilities for future growth and success on top YouTube channels. Keep creating amazing content and engaging with your audience to reach new heights!

**The future scope of the world's top YouTube channels is quite promising. They can continue to grow and evolve in various ways:**

**Diversification:** Top channels can expand into different content niches to reach a broader audience and adapt to changing trends.

**International Expansion:** Global outreach and audience diversification can be achieved by providing content in multiple languages and catering to a more international audience.

**Merchandising:** Many YouTubers create merchandise related to their content, which can be a lucrative source of income.

**Collaborations:** Collaborating with other popular YouTubers and creators can help in cross-promotion and mutual growth.

**Live Streaming:** Incorporating live streaming for interactive content and real-time engagement with the audience can enhance the channel's appeal.

**Patrons and Memberships:** Channels can offer premium content and exclusive perks to paying subscribers and patrons.

**Sponsorships and Brand Deals:** Partnering with brands for sponsored content can be a substantial source of revenue.



**Podcasts and Other Platforms:** Expanding onto other platforms like podcasts, social media, and streaming services can increase the channel's reach.

**Consistent Quality:** Maintaining high-quality content and staying relevant to the audience's interests is essential for long-term success.

**Adaptation to Trends:** Keeping up with technological and content trends is crucial to remain competitive in the YouTube space.

Overall, the future scope of top YouTube channels largely depends on their ability to adapt, diversify, and engage with their audience while staying true to their unique content style and brand.

## **6.CONCLUSION :**

In conclusion, the world's top YouTube channels have a promising future as long as they continue to adapt and evolve in response to changing trends and audience preferences. Diversification, international expansion, collaborations, and various revenue streams such as merchandising, sponsorships, and memberships can contribute to their sustained success. Maintaining consistent quality and staying relevant to the ever-evolving digital landscape is vital for their continued growth.