

SUBSCRIBERS GALORE :

EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1. INTRODUCTION

1.1 Overview

YouTube is a platform that's captivated audiences across the world. Launched back on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google and is the second most visited website in the world, after Google Search. YouTube's popularity has only skyrocketed as more people gained access to the internet. Although several other platforms like Vimeo, Vidme, and Dailymotion have tried, YouTube has stood unfaltering at its top position. In time, YouTube caught the attention of marketers around the world. Soon enough, advertisements began to show up on YouTube, from banner ads to video advertisements, all of which were built on the robust infrastructure Google provided. 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 psychology behind YouTuber's success and popularity is down to their authenticity, inclusiveness and how relatable they are. YouTube offers 'real' opinion, houses a community of people sharing interests and views, there are few restrictions, and anyone can be part of it.

Have you ever wondered which YouTube channels holds the title of being the most followed in the world? Well, the answer might surprise you. Believe it or not, the most followed YouTube channels hail from India. With its captivating Bollywood songs and snippets, T-Series claims the top spot among the top 10 YouTube channels with the most subscribers.

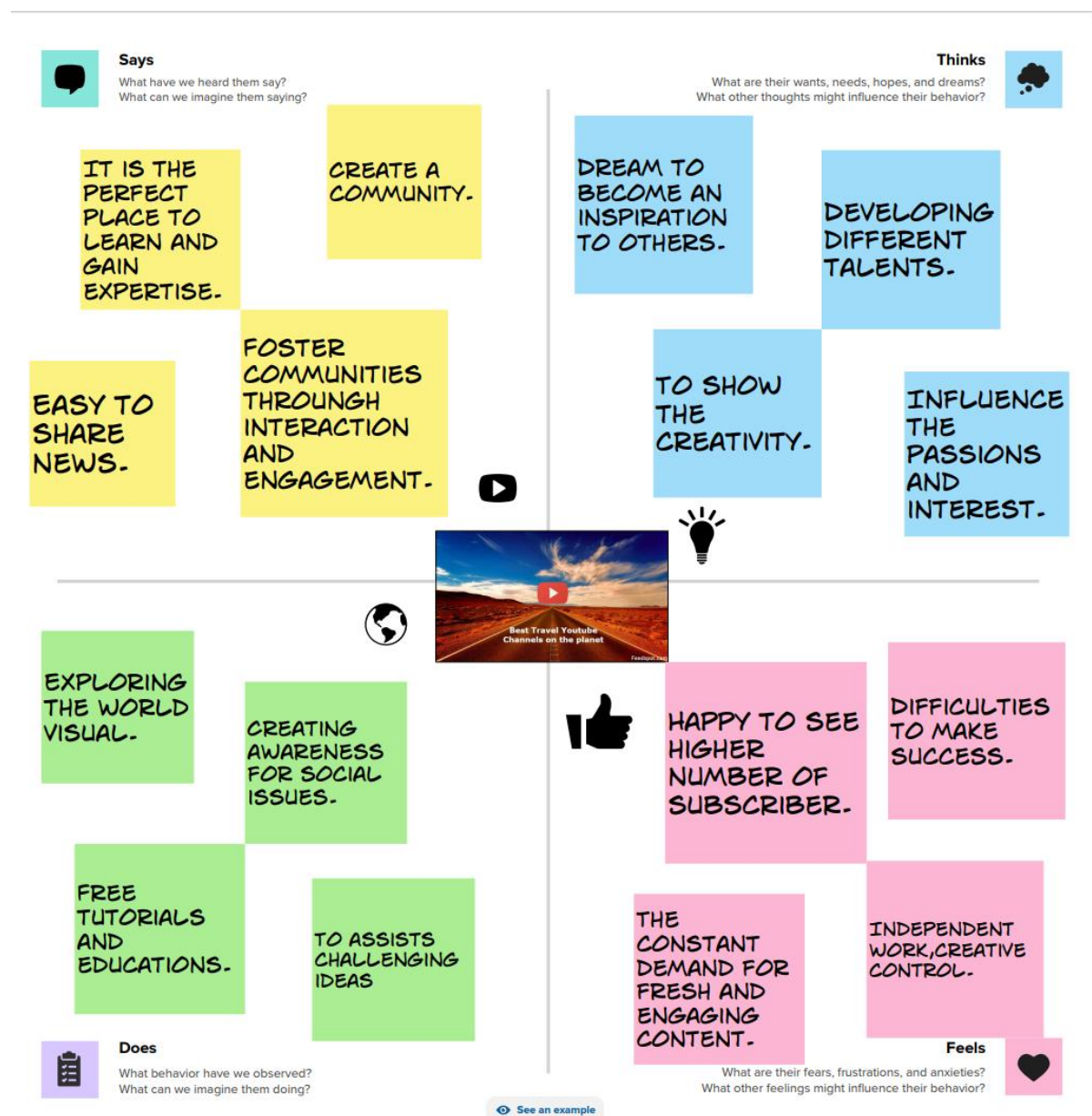
1.2 Purpose

The point of YouTube is to share videos and footages among people over the internet. To improve videos include a wide range of genre and content, as you could imagine. The main purpose is to improve the technical methods and provide a more platform for users to watch, share, and create videos. The main goal is to make an easy communication to the world and

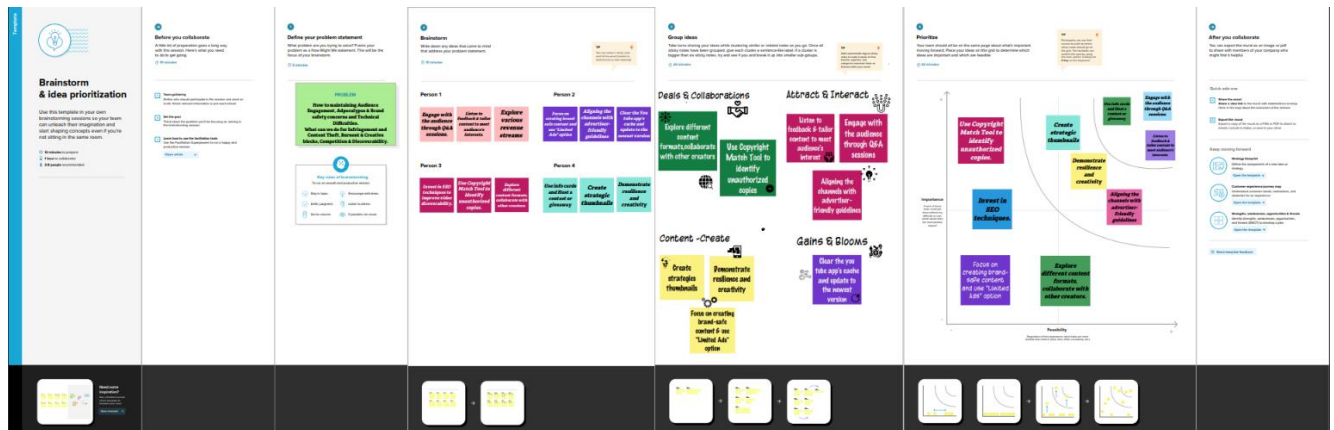
the users and getting a more knowledge in any type of different sources and topics in every language as like users want and wish. Also, giving a Reliable & secure content and providing a space for users to built their careers on this platform.

2. Problem Definition & Designing Think

2.1 Empathy Map



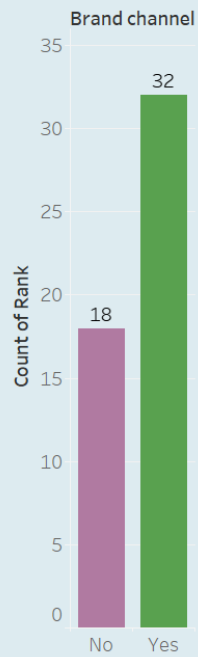
2.2 Ideation & Brainstorming Map



3. RESULTS

Rank wise Channel		
Name		
T-Series	1	
Cocomelon	2	
Sony Entertainment Television India	3	
MrBeast	4	
PewDiePie	5	
Kids Diana Show	6	
Like Nastya	7	
Vlad and Niki	8	
WWE	9	
Zee Music Company	10	
Blackpink	11	
Goldmines	12	
5-Minute Crafts	13	
Sony SAB	14	
BangtanTV	15	
Justin Bieber	16	
Hybe Labels	17	
Canal KondZilla	18	
Zee TV	19	
Pinkfong	20	
Shemaroo Entertainment	21	
ChuChu TV	22	
Colors TV	23	
Dude Perfect	24	

No of channels with Brand



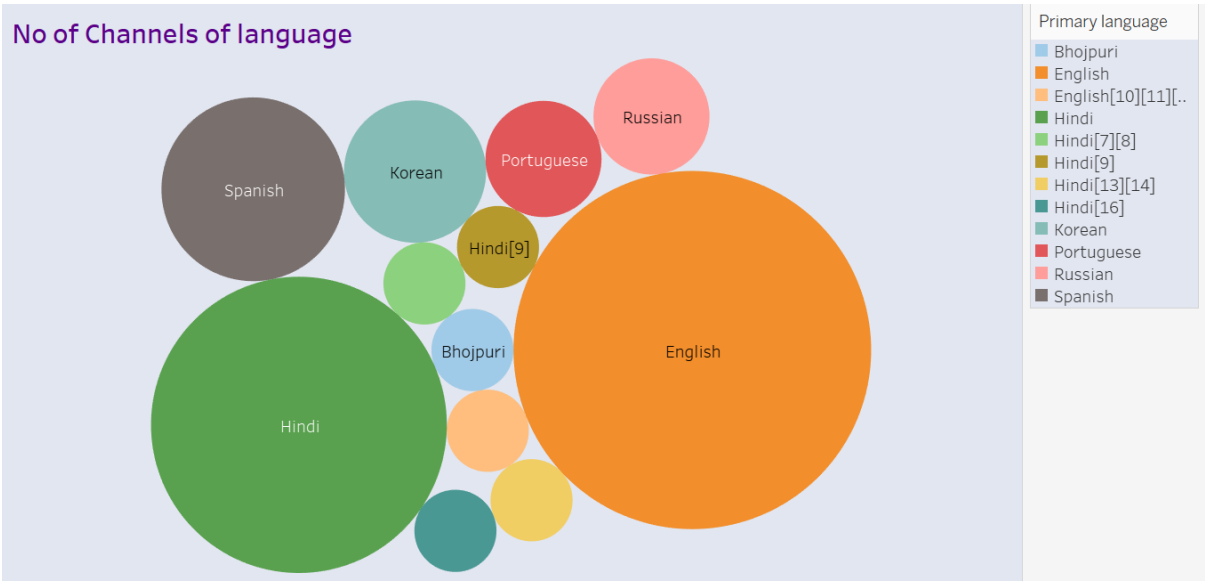
Channel Brand

Name	A Z	Brand channel	
		No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
BillionSurpriseToys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Infantil			Yes
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	
Get Movies			Yes
Goldmines			Yes
Hybe Labels			Yes
Infobells			Yes

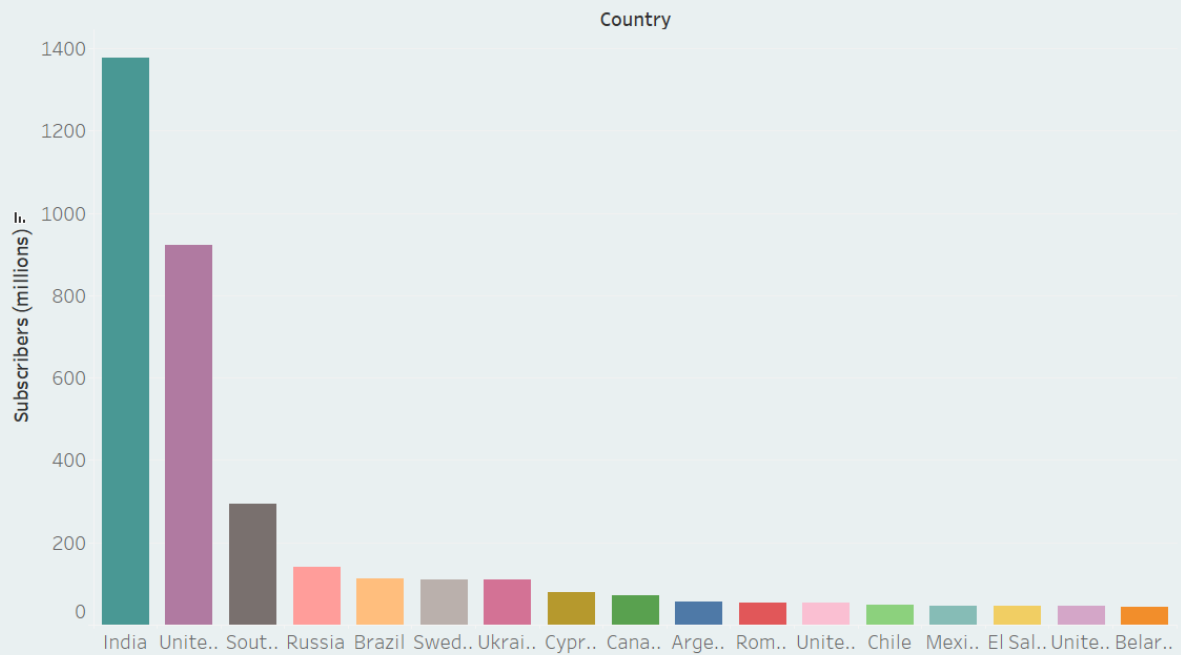
Channel name with Subscribers

T-Series	PewDiePie	Zee Music Company	Justin Bieber	Colors TV	Dude			Tips	Wave Music
	Kids Diana Show	Blackpink	Hybe Labels						
			Canal KondZilla		LooLoo Kids	Ed Sheeran	Yash Raj Films	Ariana Grande	
Cocomelon	Like Nastya	Goldmines	Zee TV	Sony Music India	Taylor Swift	Billie Eilish			
Sony Entertainment Television India	Vlad and Niki	5-Minute Crafts	Pinkfong	El Reino Infantil					
		Sony SAB	Shemaroo Entertainment	Aaj Tak	Infobells	Bad Bunny	Get		
MrBeast	WWE	BangtanTV	ChuChu TV	Eminem		Shemaroo	A4		

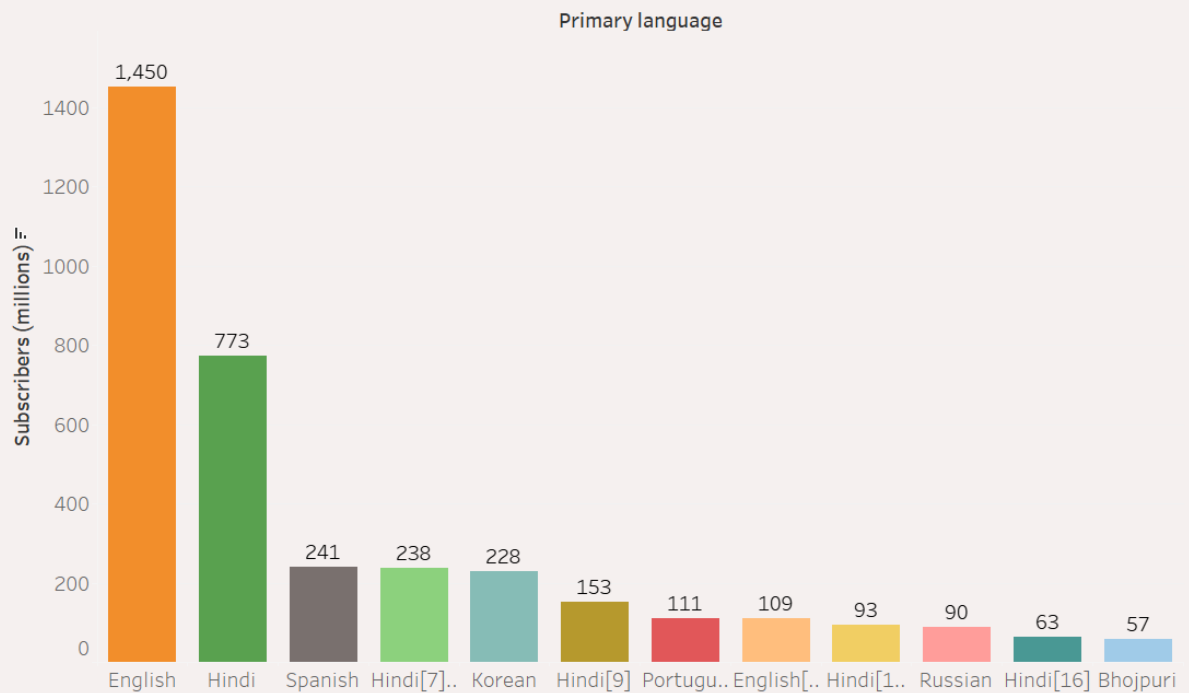
No of Channels of language



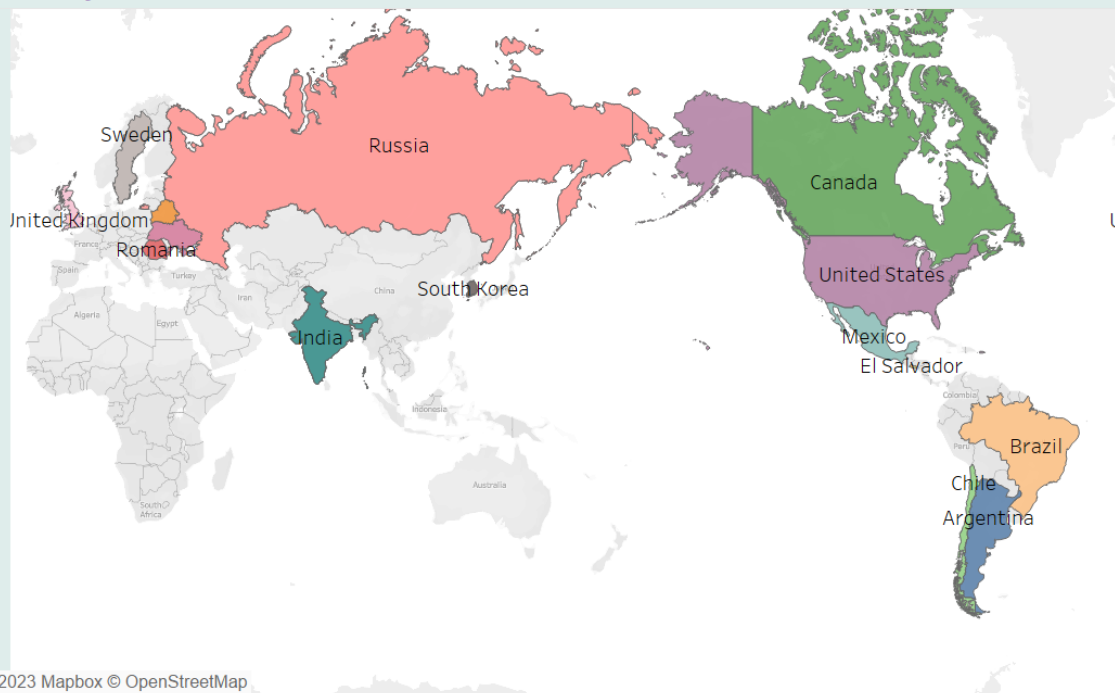
Country wise Subscribers



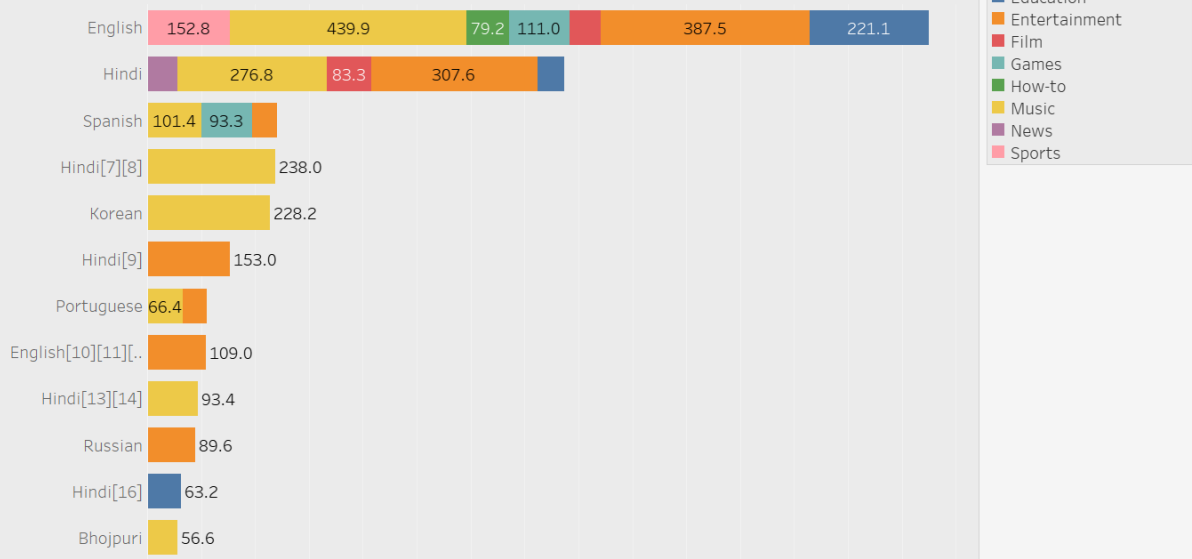
Language wise Subscribers



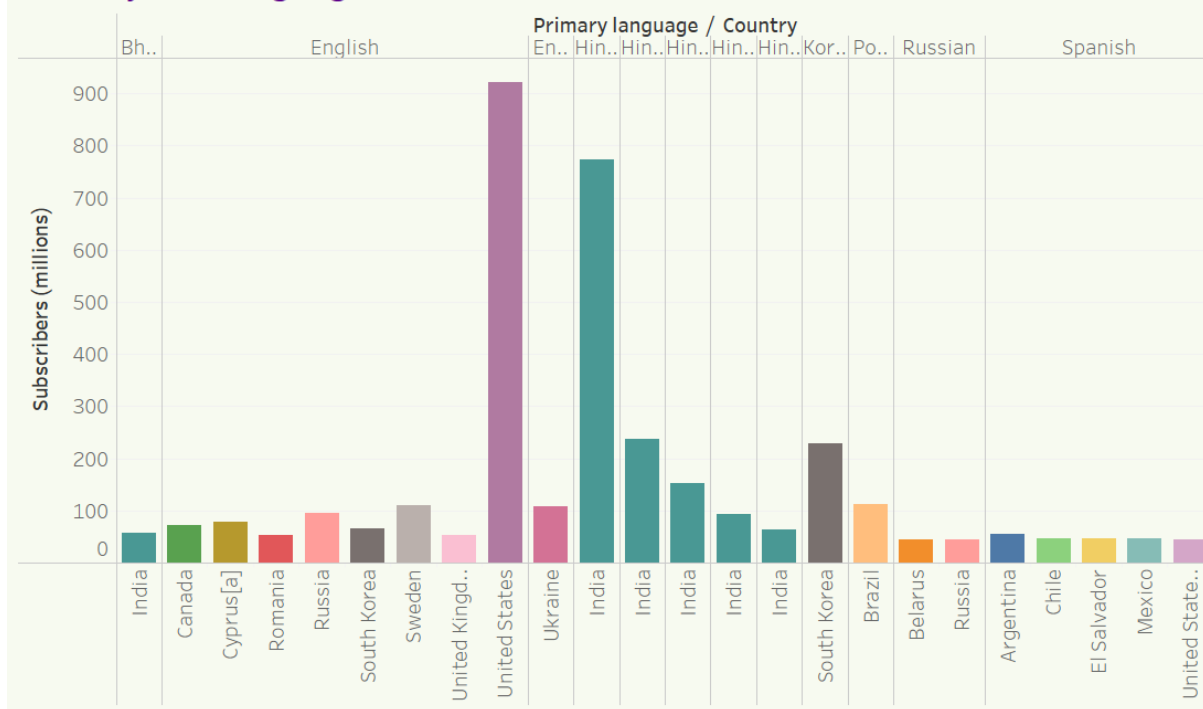
Country wise Channel



Category wise language



Country and Language



4. ADVANTAGES & DISADVANTAGES

Advantages:

- YouTube offers a wealth of content that can be used for learning, inspiration, entertainment, connection, and personal growth.
- Easy Earning is at the very top of the list of YouTube benefits for Vloggers.
- Encourages creativity and user-friendliness.
- YouTube for Brand Promotion and increase the source to the global level of communications.
- It's the perfect place to learn and gain expertise.

Disadvantages:

- Decreased Revenue. When you use a distribution channels, complexity.
- No Direct Link with Customers, too many Participants and Confusion.
- Loss of the Value of Products, and account can be disabled without any Reason.
- Everything is Public, Many Rules. Like any other social media platform, YouTube has many rules which restrict what you can do within your channel.
- Any advertiser can put an add on your video.

5. APPLICATIONS

YouTube is a way to connect people through the knowledge sharing, as news and entertainment. It's very easy to use, and it's an amazing tool to promote business, and share it to everyone.

It's easy to collect and search content. Students can improve their listening and punctuation abilities. And YouTube's latest meet live sharing feature might come in handy. It has the Smart Downloads and high Premium.

6. CONCLUSION

We can firmly conclude that social media has a very strong impact on YouTube, since it makes the producers content reach more people, it facilitates the incorporation of new subscribers to a channel, and it make it seem more local or familiar. YouTube in India is Good as a full-time career with endless number of possibilities.

7. FUTURE SCOPE

The future of YouTube is hard to predict but based on some of the latest statistics and trends, we can make some educated guesses. Here are some possible scenarios for YouTube in 2025: **YouTube will become an all-encompassing entertainment service, where you can watch videos, listen to music, and play games.**

YouTube will evolve into an OnDemand video destination and allow the viewers to have a more active role in show creation.

THE END
