

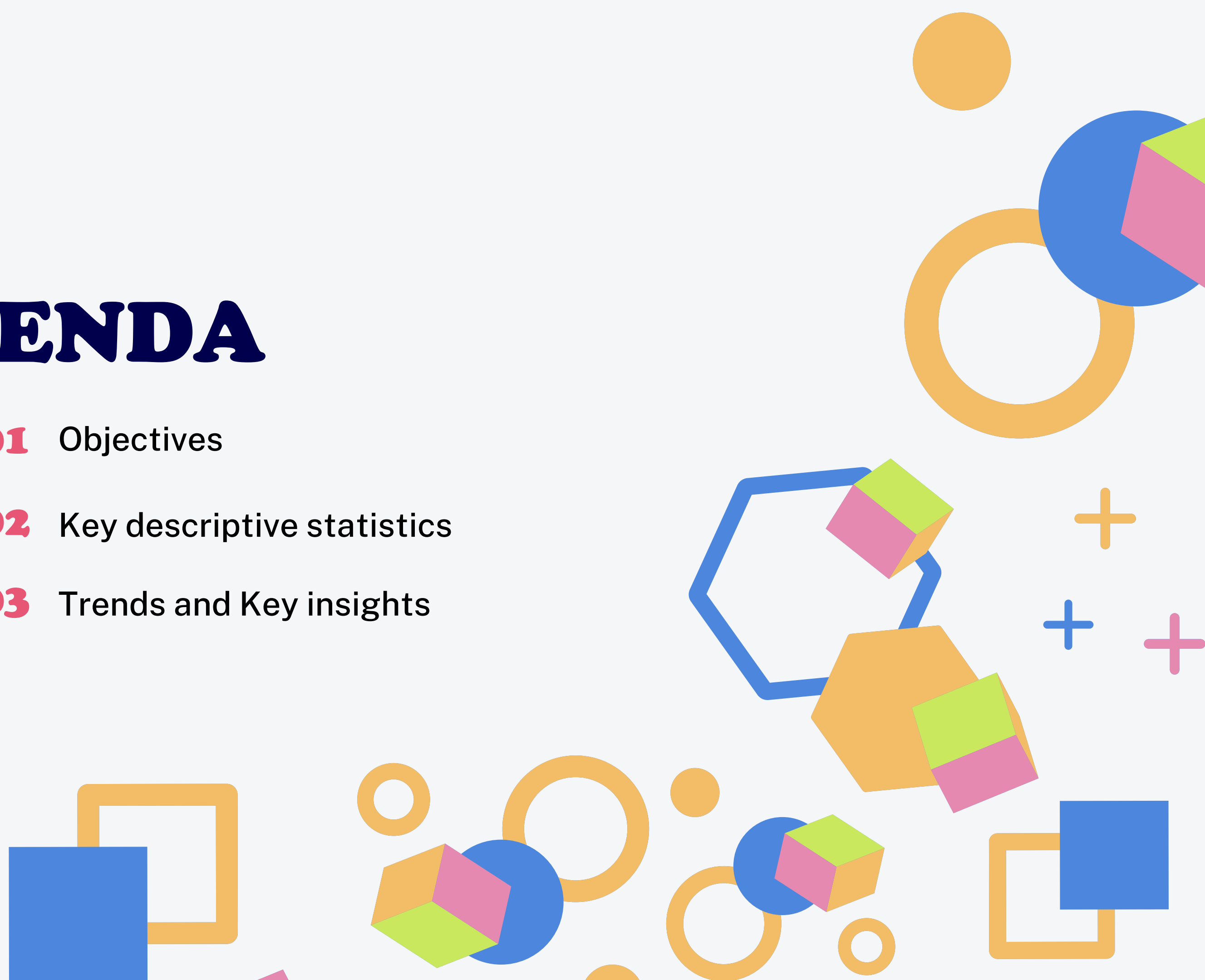


MOST-SUBSCRIBED YOUTUBE CHANNELS ANALYSIS (1970-2021)

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AGENDA

- 01 Objectives
- 02 Key descriptive statistics
- 03 Trends and Key insights



OBJECTIVES

- **Identify the leading channels by subscribers and views.**
- **Compare average subscribers across different channel creation eras.**
- **Highlight simple patterns and insights for future, deeper analysis.**

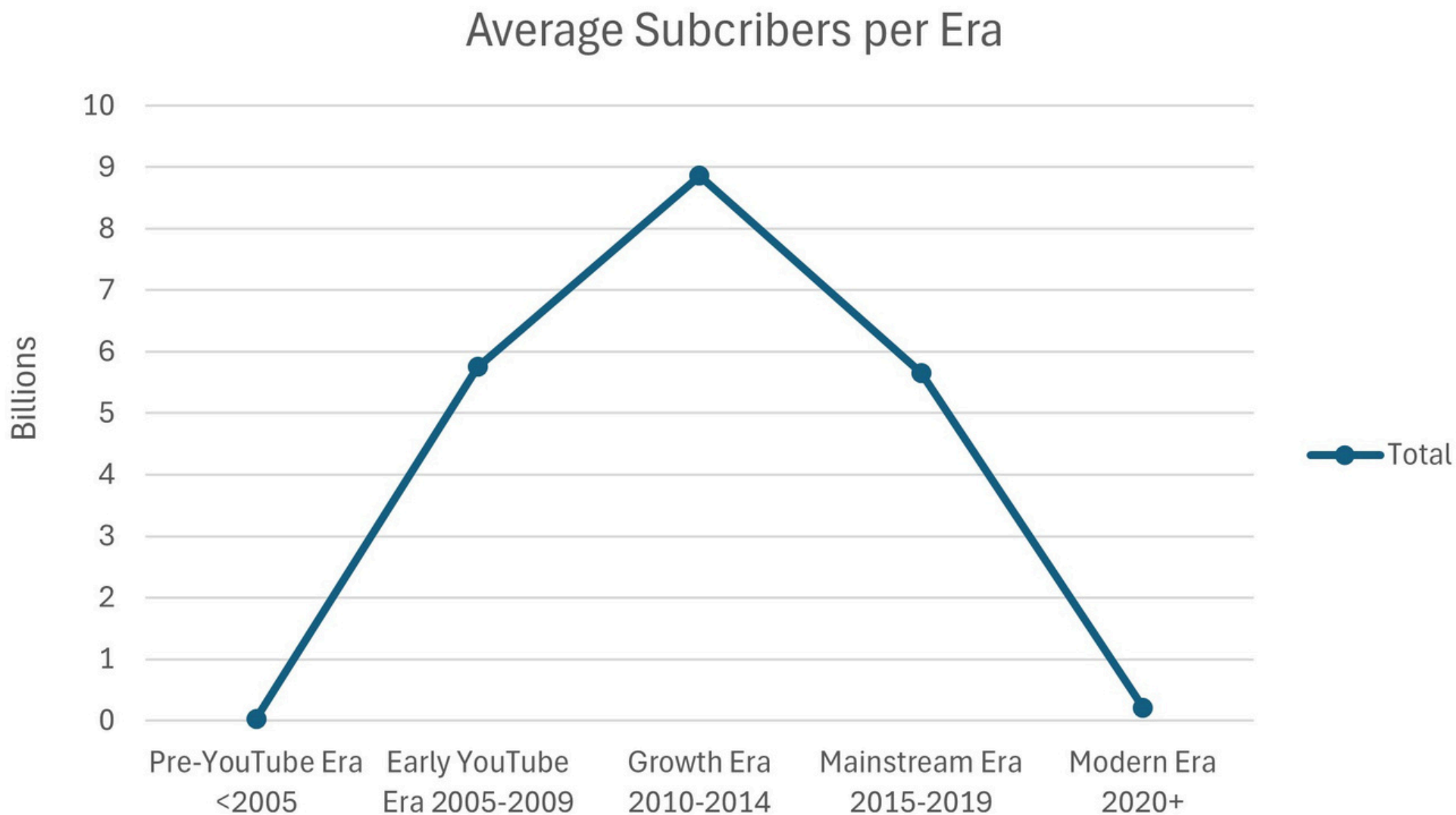




KEY DESCRIPTIVE STATISTICS

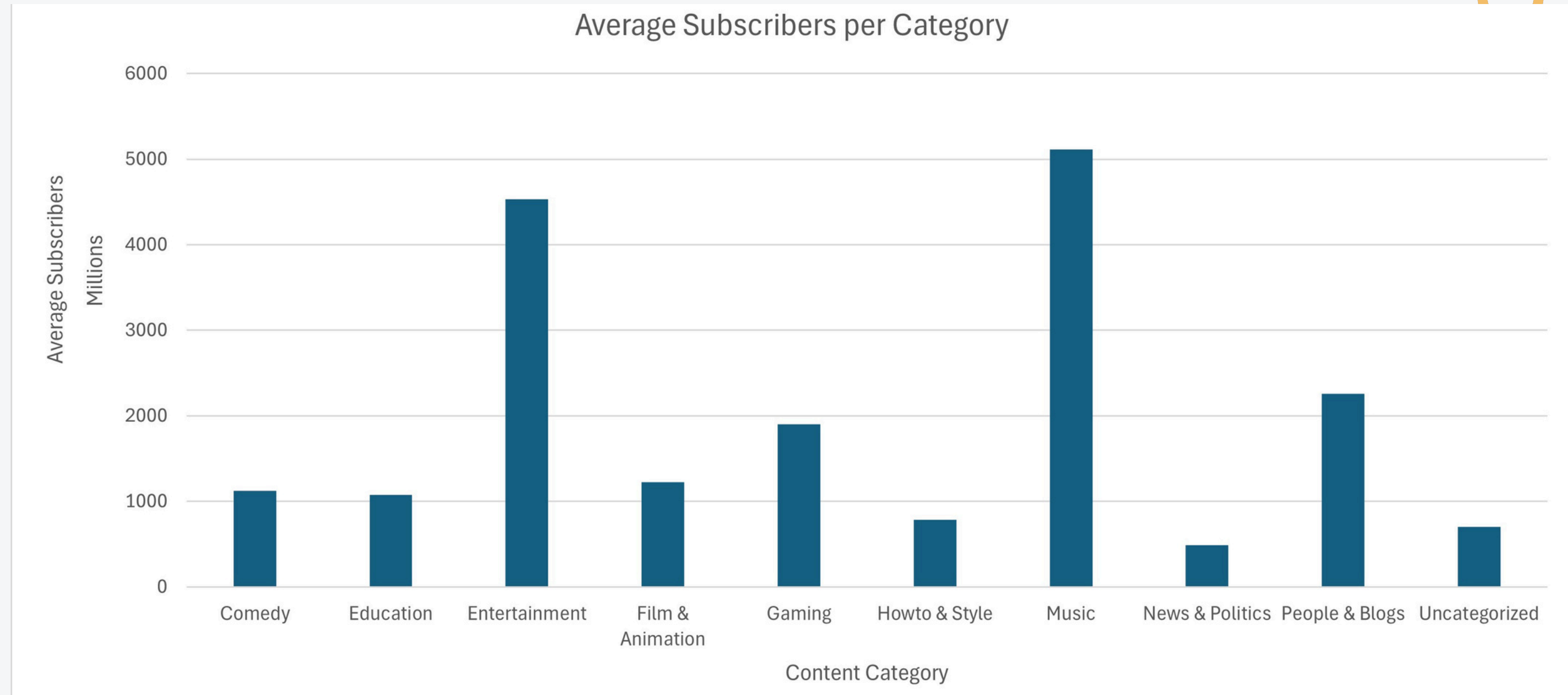
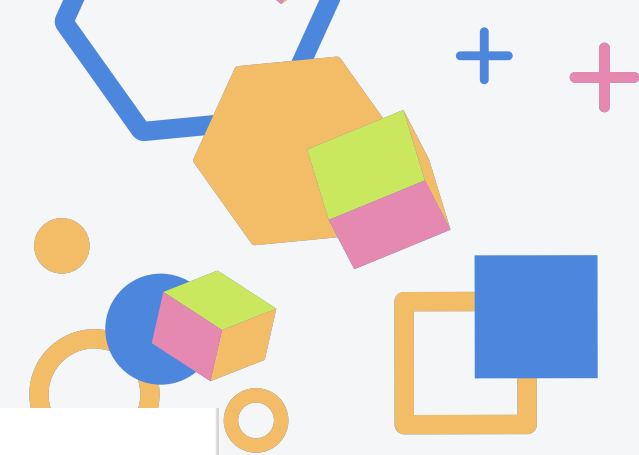
- Average Subscribers: 20519400
- Average video views: 9197024546
- Earliest year: 1970
- Latest year: 2021
- Total subscribers across dataset: 20519400000

YEAR/ERA TRENDS



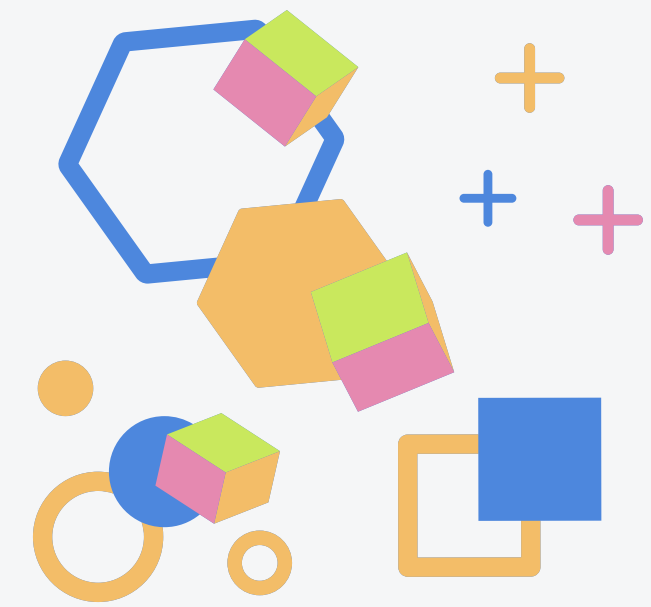
- The subscribers peaks during the Growth era (2010-2014)
- Average subscribers declines for channels created after 2015, suggesting tougher competition and change in algorithms.

CATEGORY BREAKDOWN

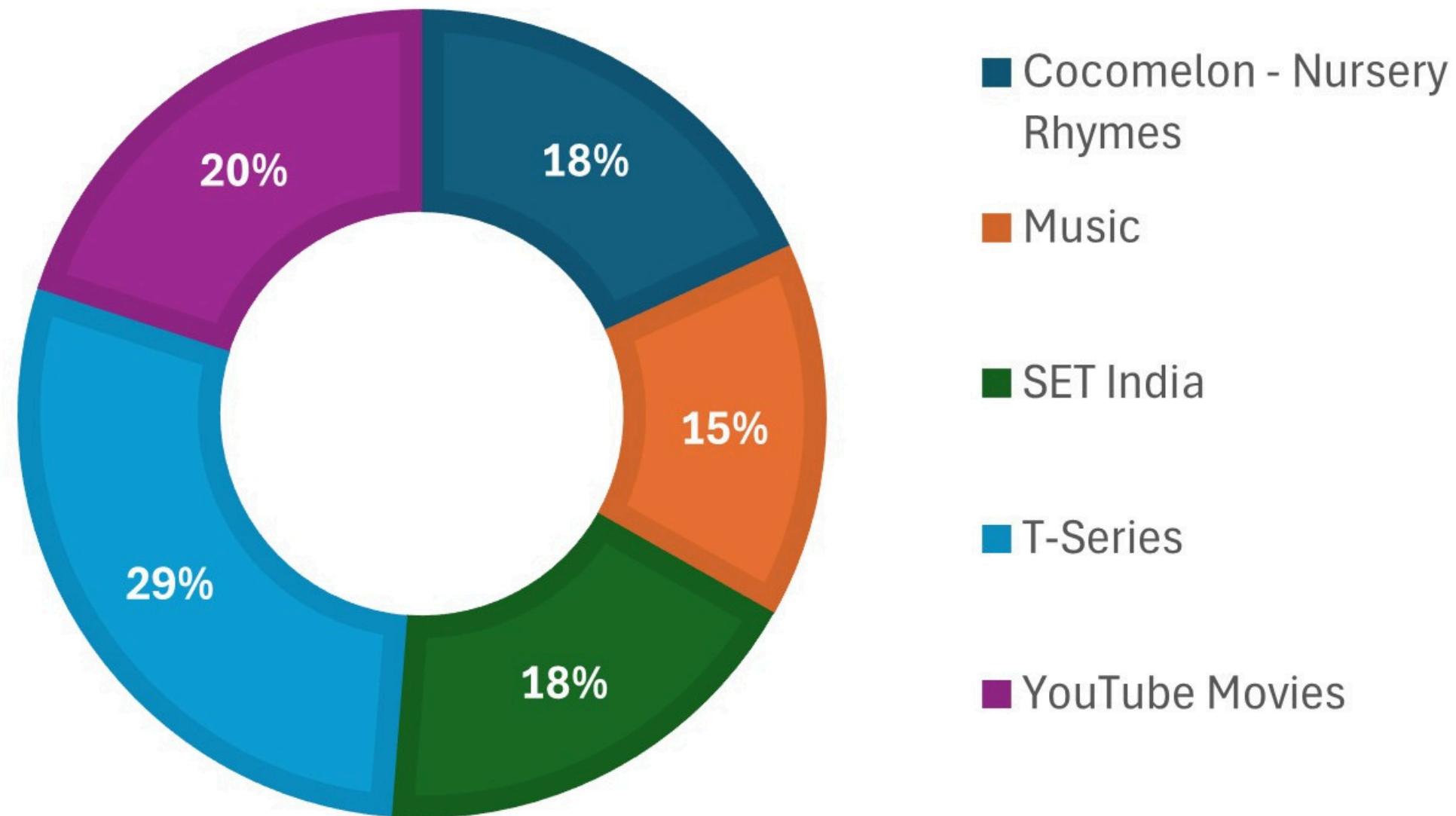


- Music and Entertainments contributes the highest to the average subscribers
- The lowest number of subscribers comes from the News & Politics category

TOP 5 CHANNELS



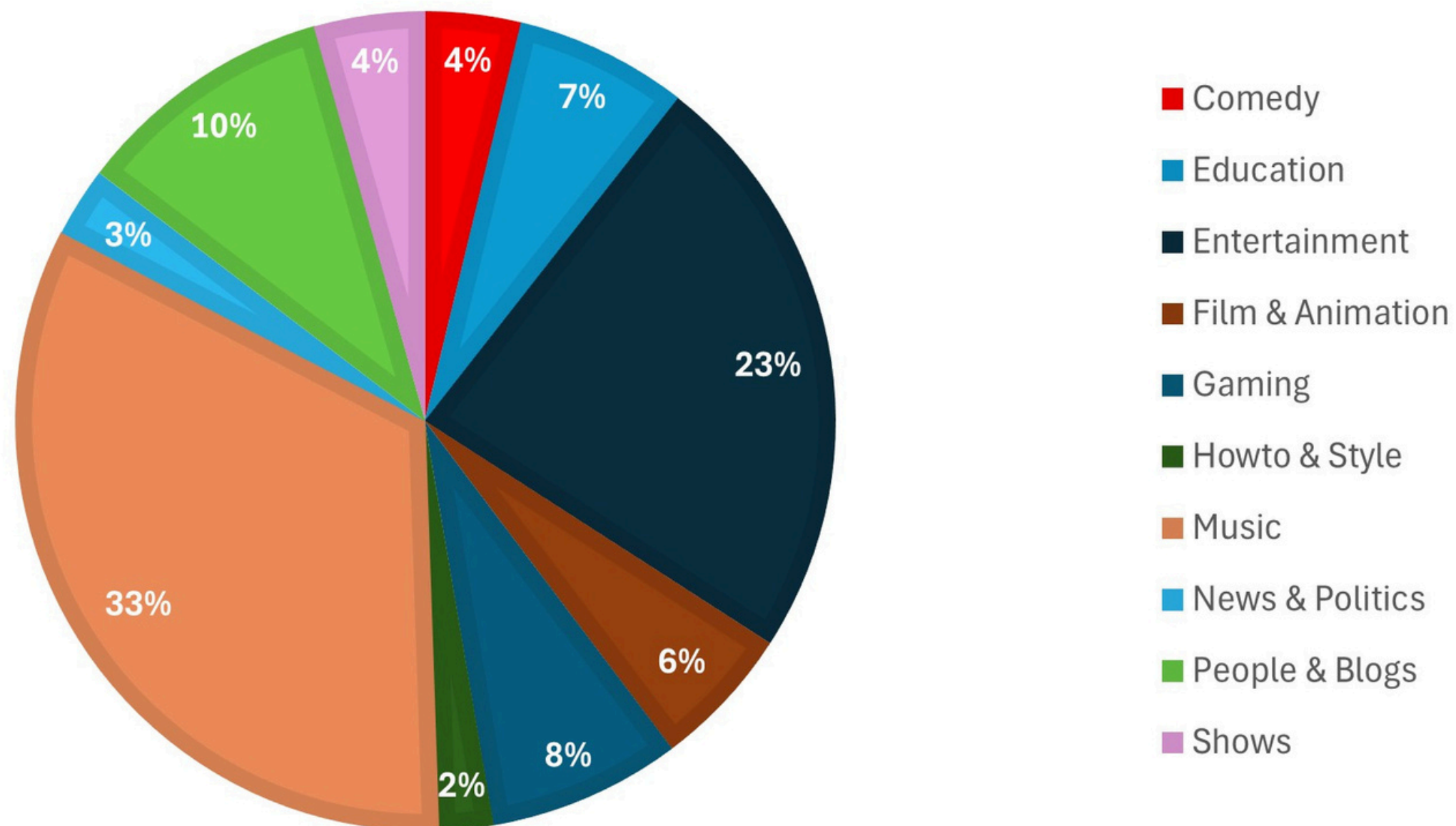
TOP 5 CHANNEL BY SUBSCRIBERS



- T-series contributes 29% of the subscribers, making it the highest channel with a large base
- Children's and general entertainment dominated the next spots
- Platform-owned channels (Youtube Movies and Music) still secure major subscriber bases.

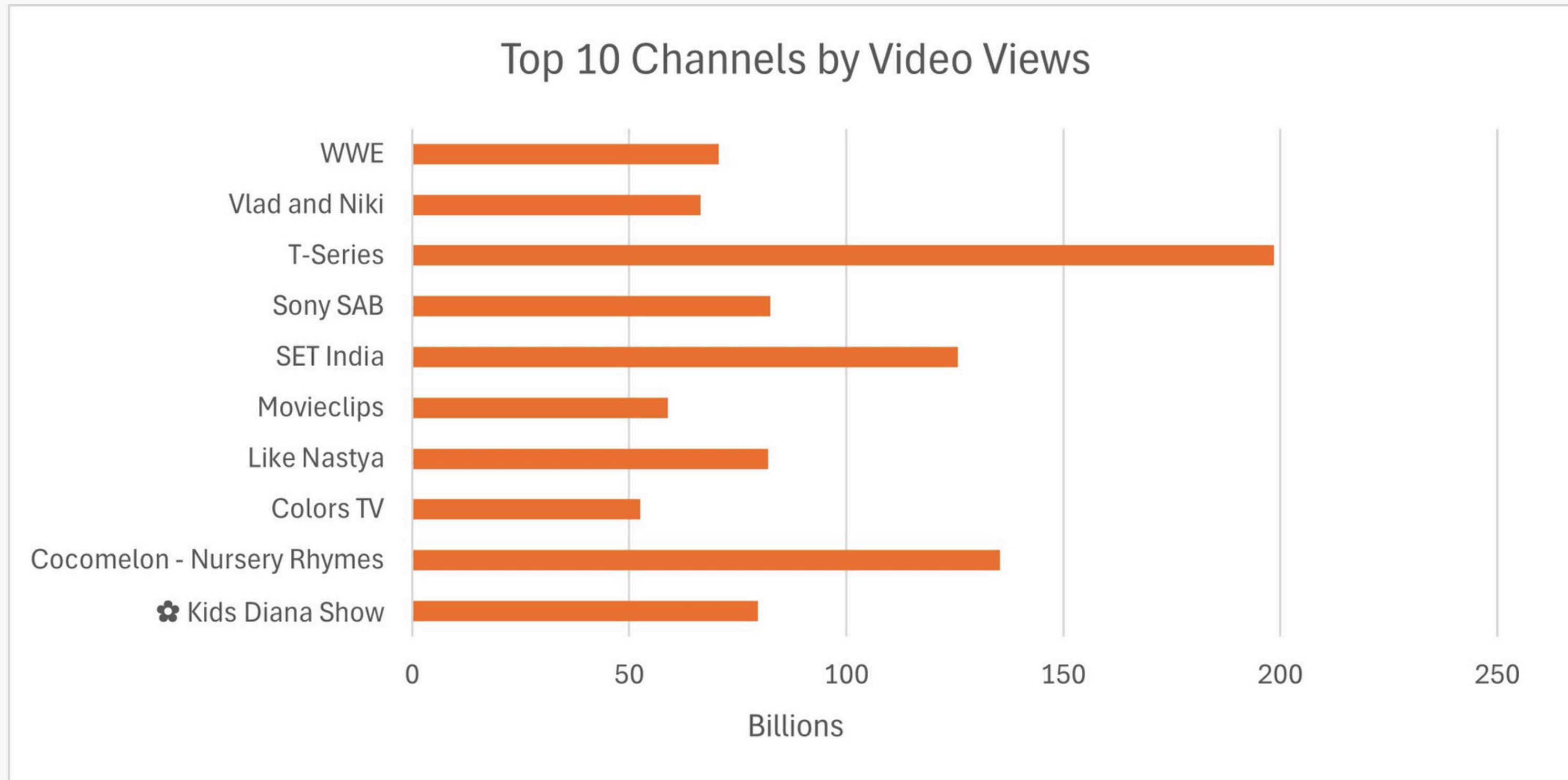
VIDEO VIEWS

TOTAL VIDEO VIEWS PER CATEGORY

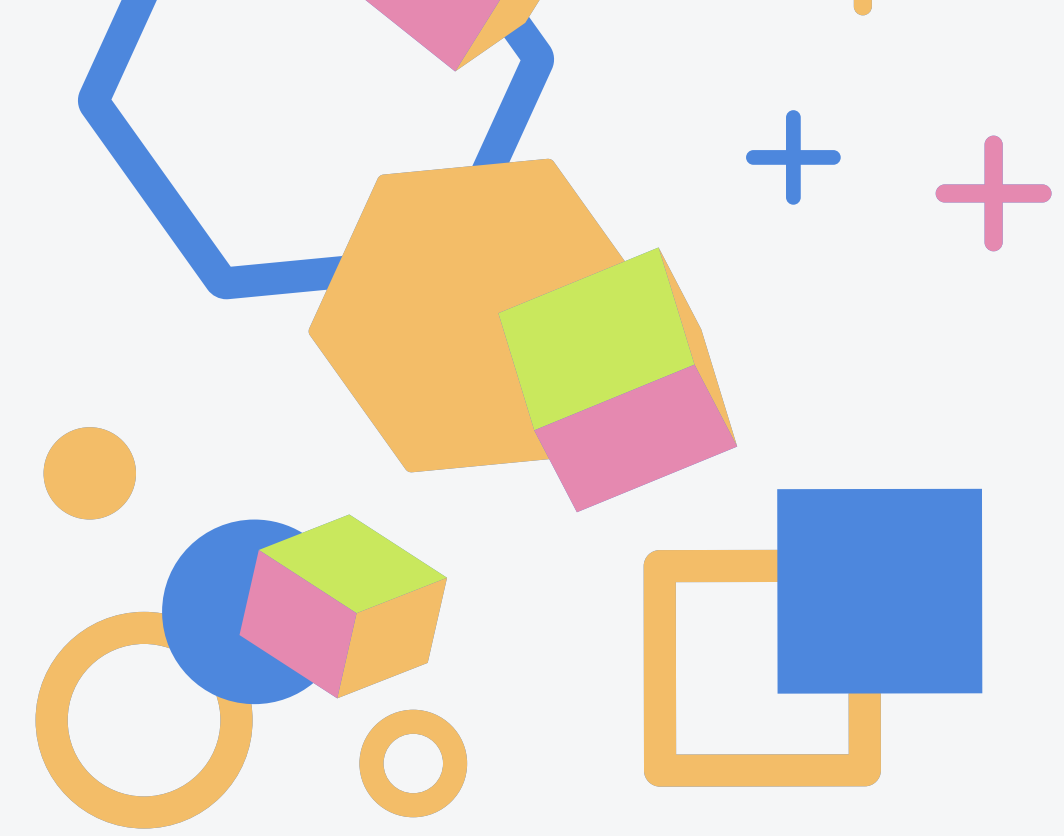


- Music (33%) and Entertainment (23%) have the highest video views
- The lowest category is Howto & Style with just 2% of the views

TOP CHANNELS BY VIDEO VIEWS



- T-Series leads globally, surpassing 200 billion views, with Cocomelon and SET India also showing huge audience reach.
- Wide content appeal, as music, kids' shows, TV clips, and movies all attract massive engagement.



THANK YOU

