

Subscribers Galore: Exploring World's Top Youtube Channels

1. INTRODUCTION :

1.1 Overview :

In this project, we are exploring the current state of social media. The world's most downloaded application is YouTube, which has more than 40 million subscribed channels. This project aims to clearly express the present highly subscribed channels. The ability to subscribe to users was introduced in October 2005, and YouTube began publishing a list of its most-subscribed channels in April 2006. An early archive of the list dates back to May 2006.

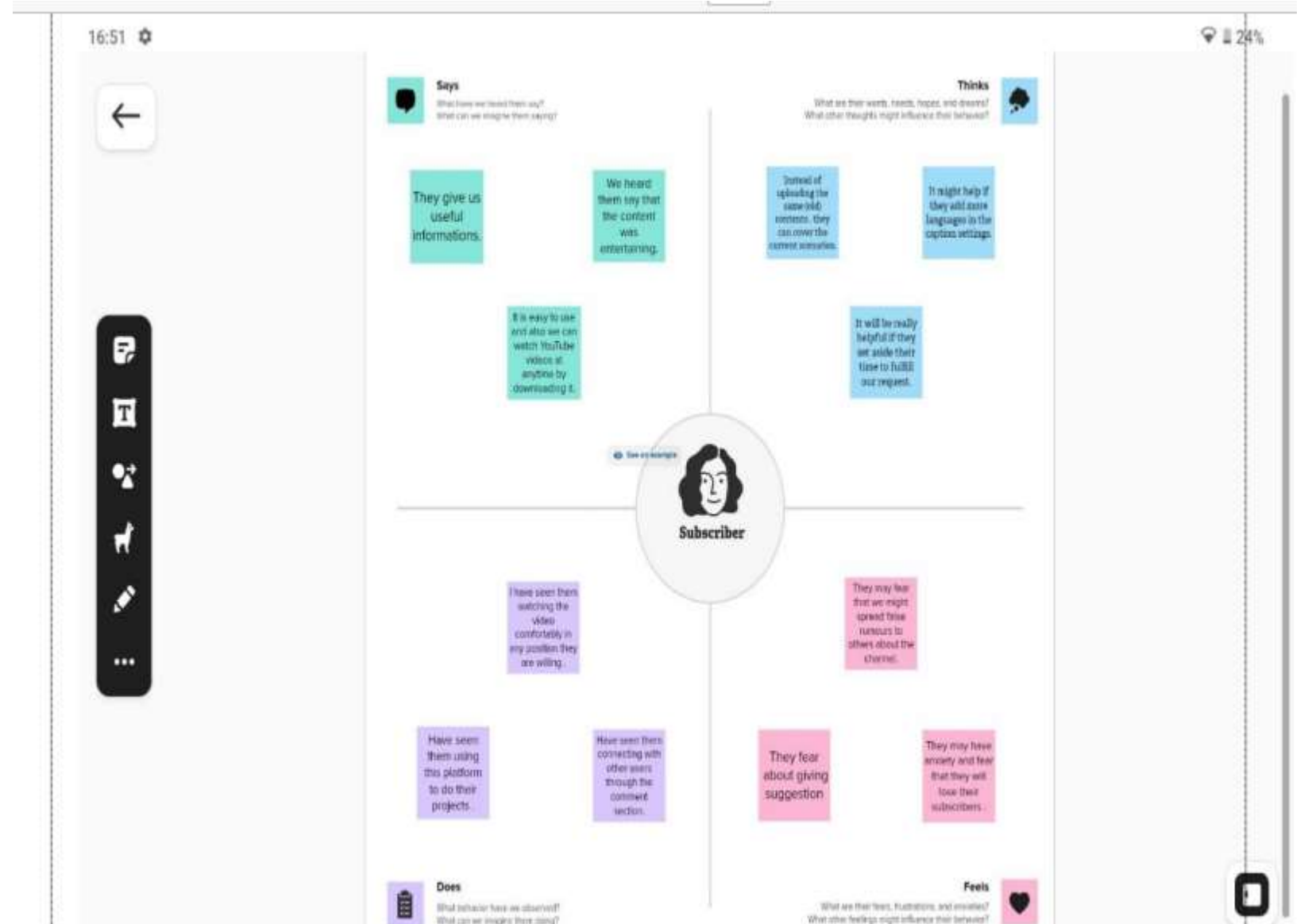
1.2 Purpose :

The purpose of the project "Subscribers Galore: Exploring World's Top YouTube Channels" is to analyze the most subscribed YouTube channels and provide insights into the most popular content creators on the platform 1. The project aims to clearly express the present highly subscribed channels and offer valuable insights into the online audience's trends and

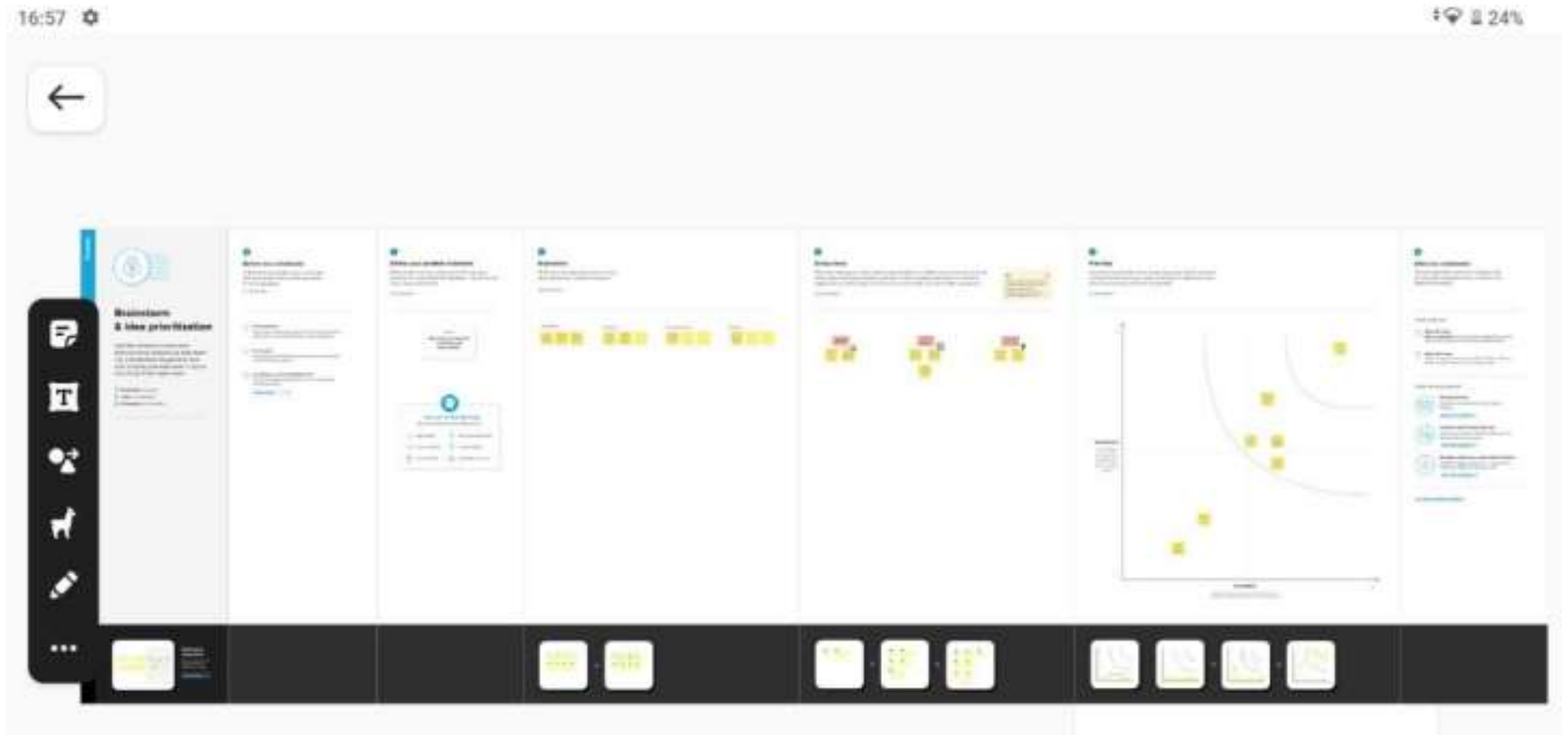
content creators on the platform 1. The project aims to clearly express the present highly subscribed channels and offer valuable insights into the online audience's trends and preferences 1. The project also provides a list of the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first.

2. Problem Definition & Design Thinking :

- 2.1 Empathy Map:

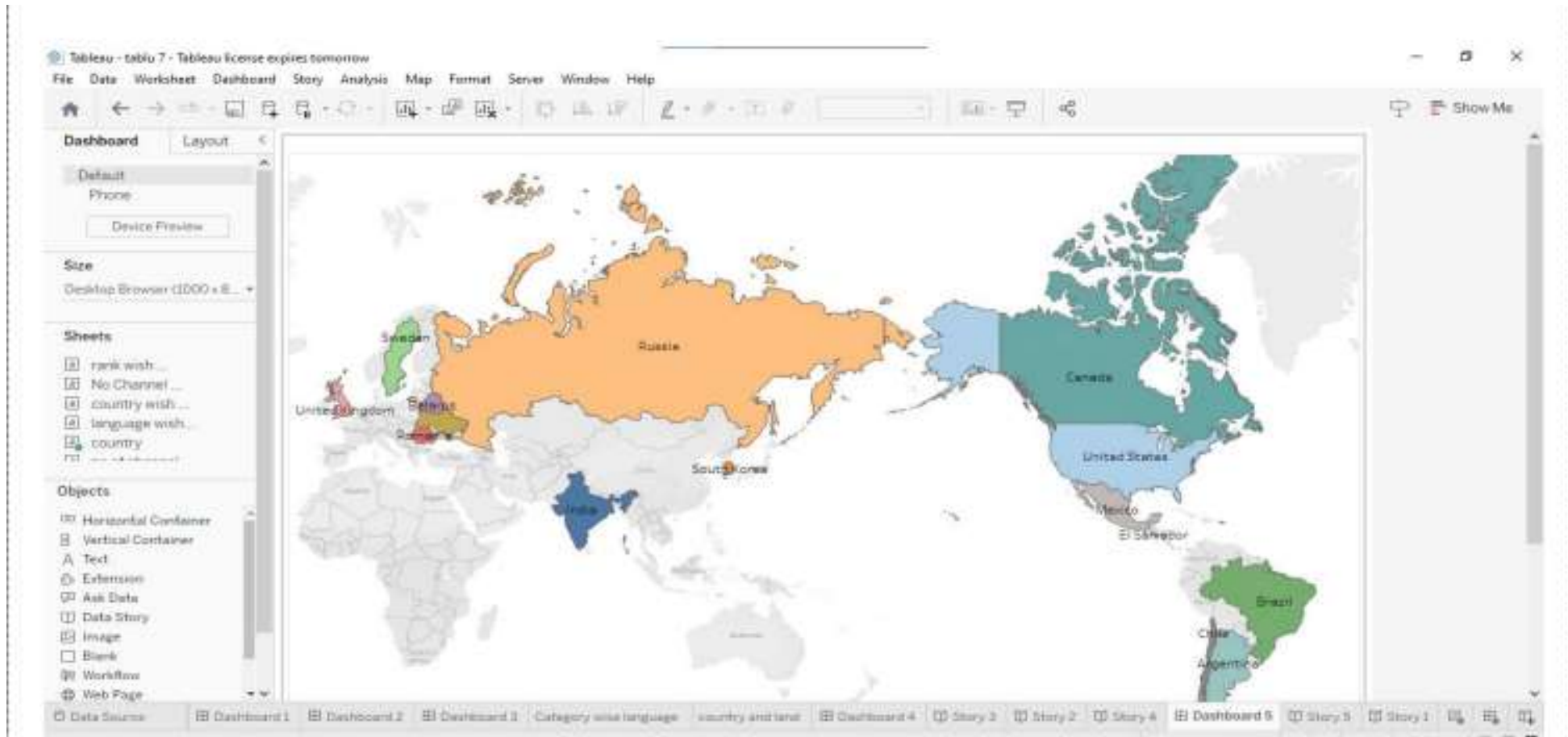


2.2 ideation & brainstorming Map:



3. Result :

- Dashboard screen shot :



Dashboard Layout

Default

Phone

Device Preview

Size

Desktop Browser (1000 x 800)

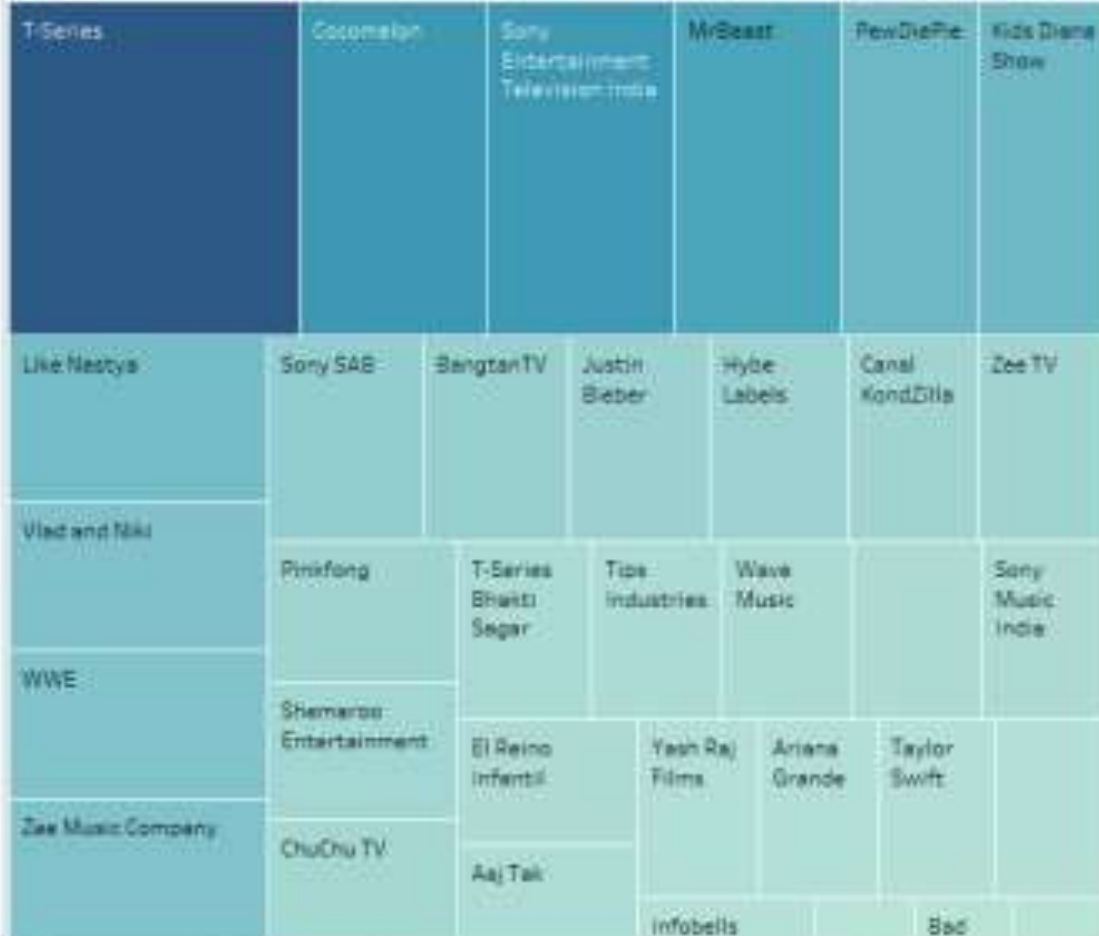
Sheets

- rank wish ...
- No Channel ...
- country wish ...
- language wish ...
- country

Objects

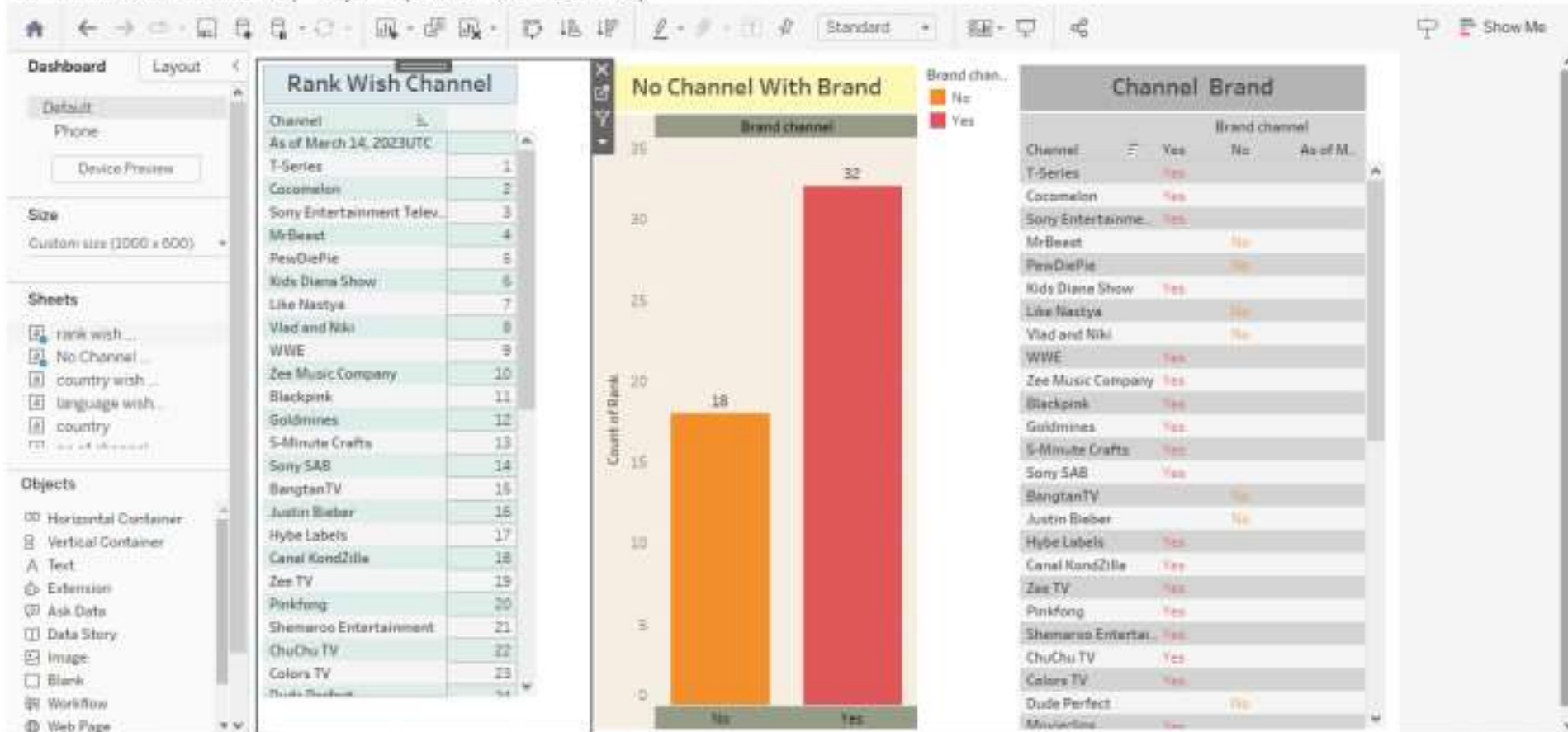
- Horizontal Container
- Vertical Container
- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

Channel Name With Subscribers



No Of Channel Of a Language





Dashboard

Layout

Product:

Phytocine

Device Preview

Size

Desktop Browser (1000 x 8... •

Streets

☐ tank w/str

☐ No Channel

☐ country with ...

☐ language with

☐ country

□ 2008 年 12 月 1 日

Objects

④ Horizontal Container

Vertical Container

A Test

Extension

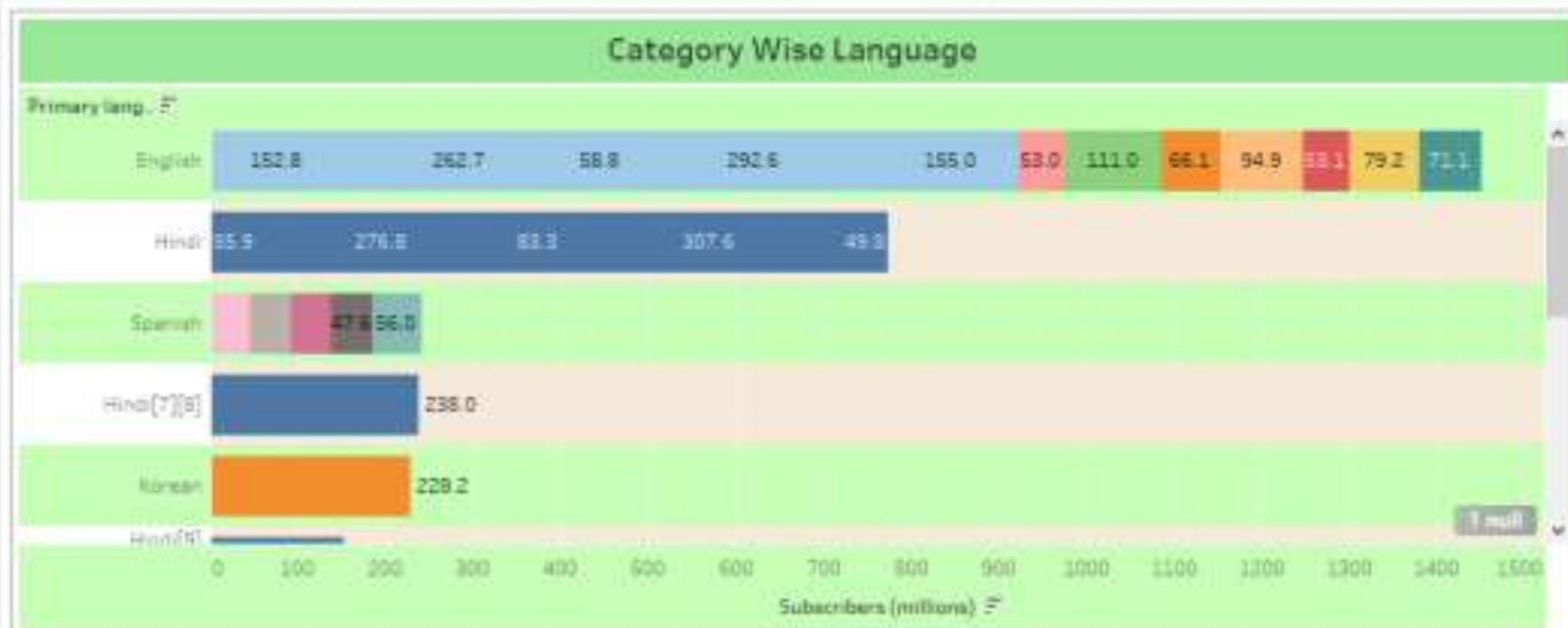
Ask Data

☐ Data Story

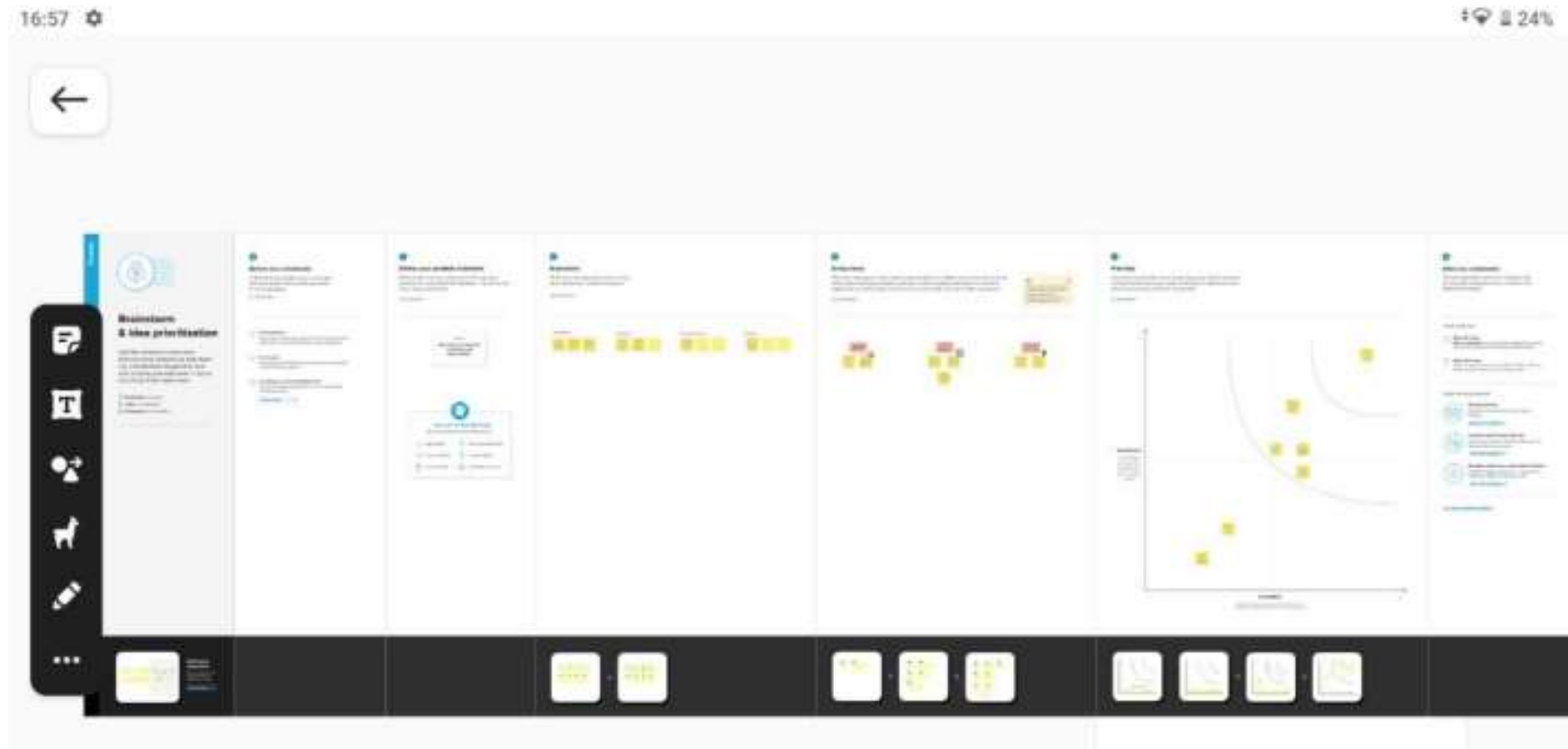
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ipd Workflow

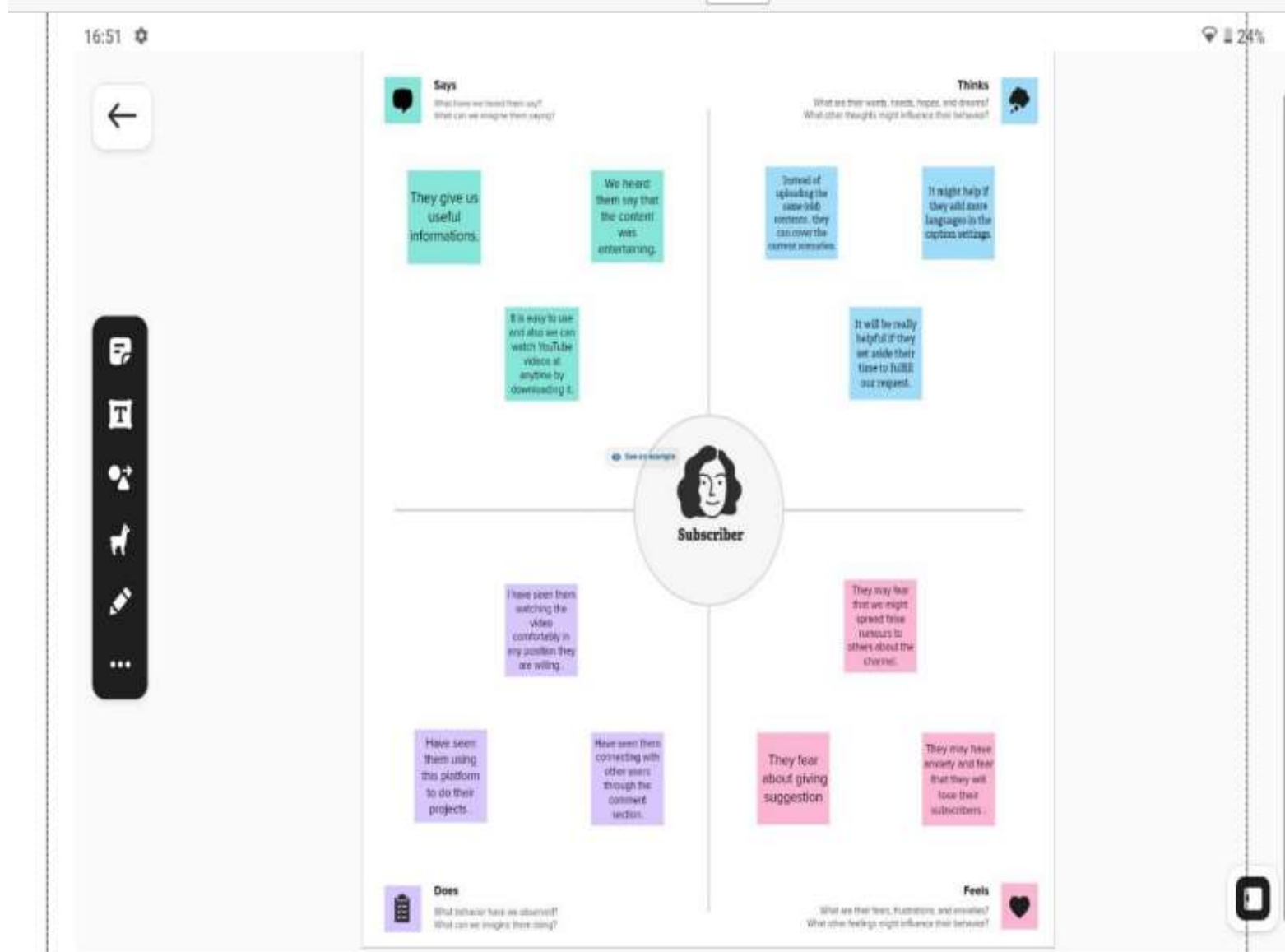
Web Page



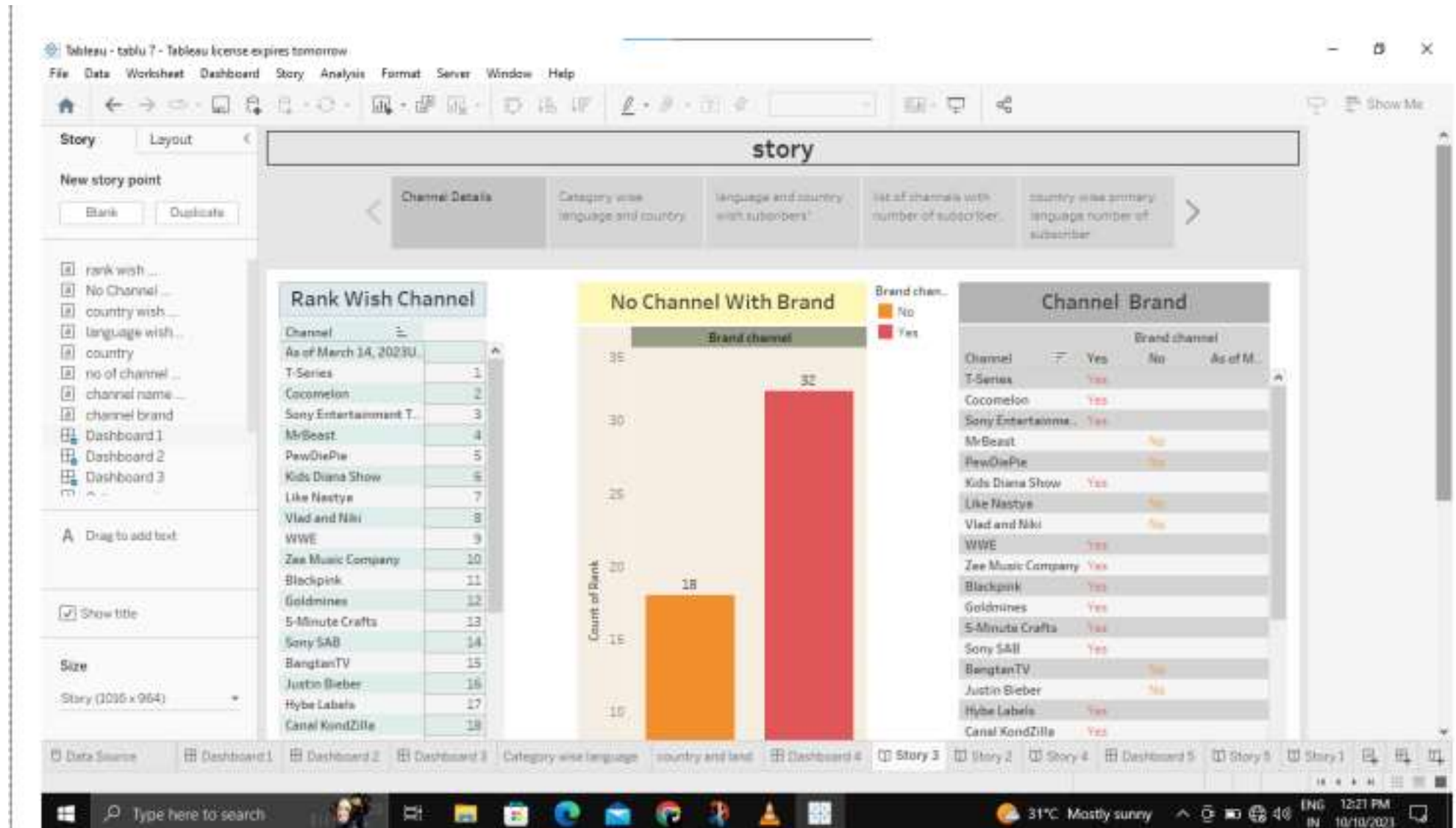
Brain storming :

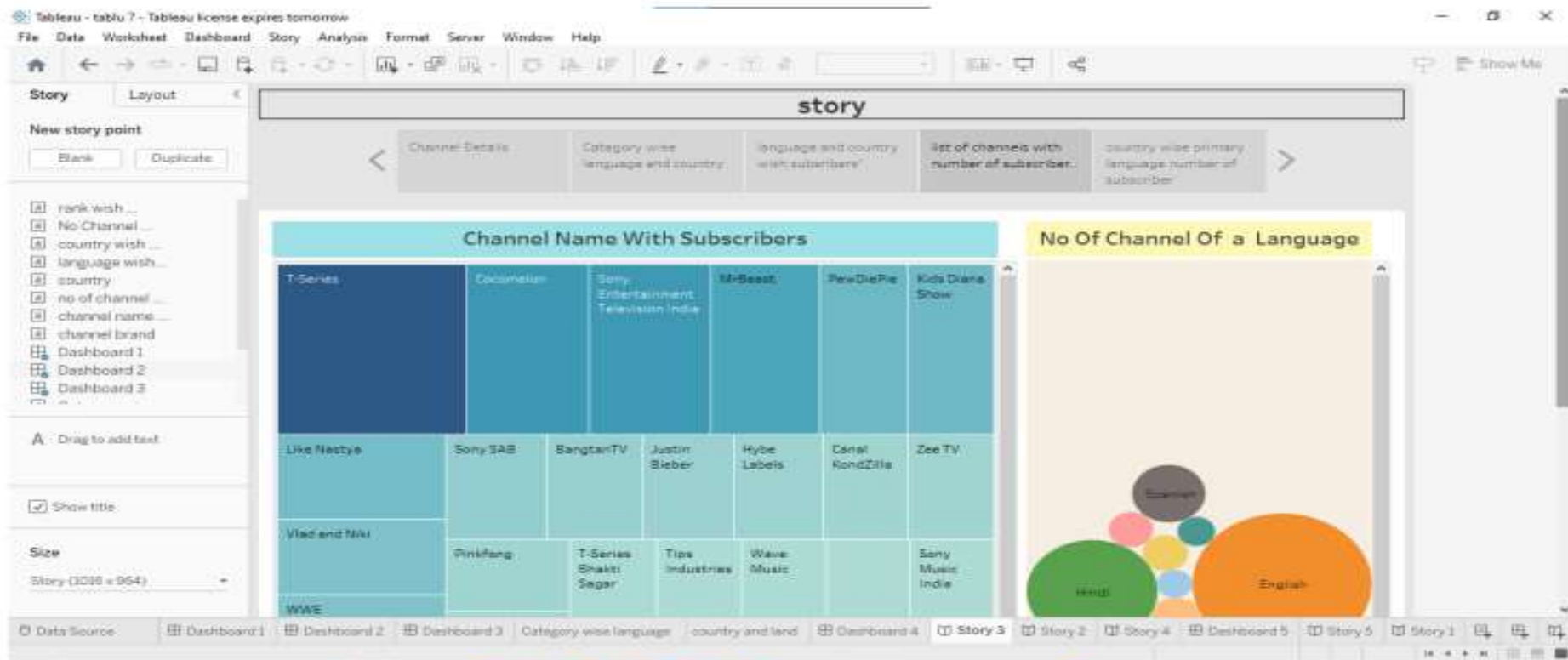
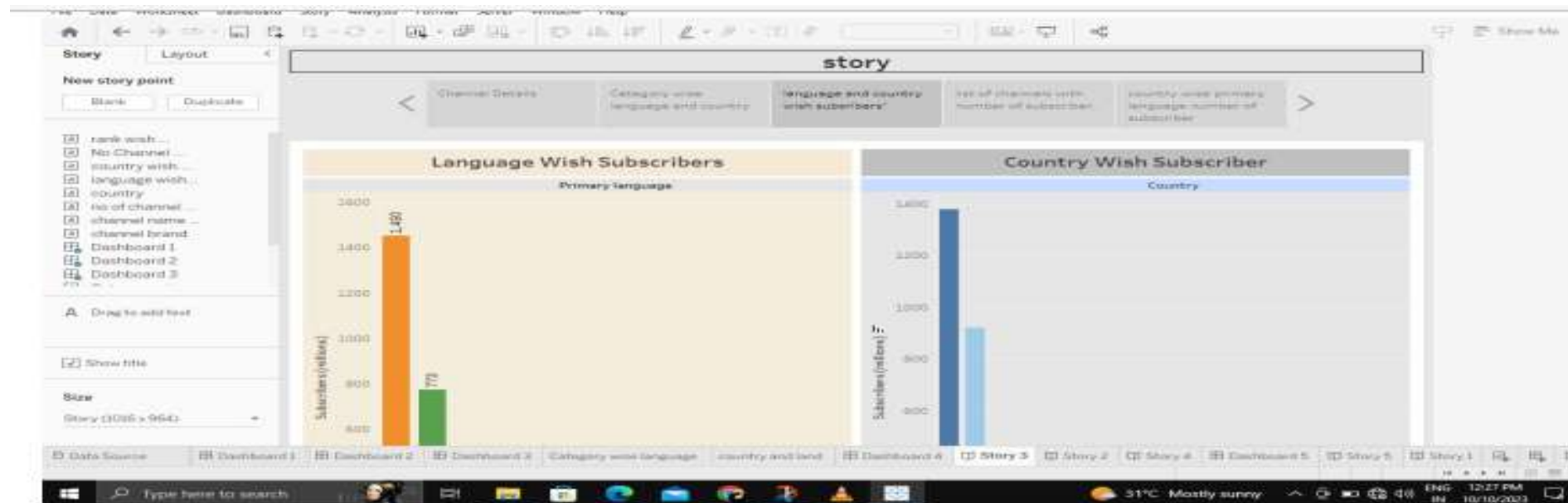


Empathy Map



Story screen shot :







Story Layout

New story point

Blank Duplicate

- rank wish...
- No Channel...
- country wish...
- language wish...
- country
- no of channel...
- channel name...
- channel brand
- Dashboard 1
- Dashboard 2
- Dashboard 3

Drag to add text

Show title

Size

Story (1026 x 954)

story

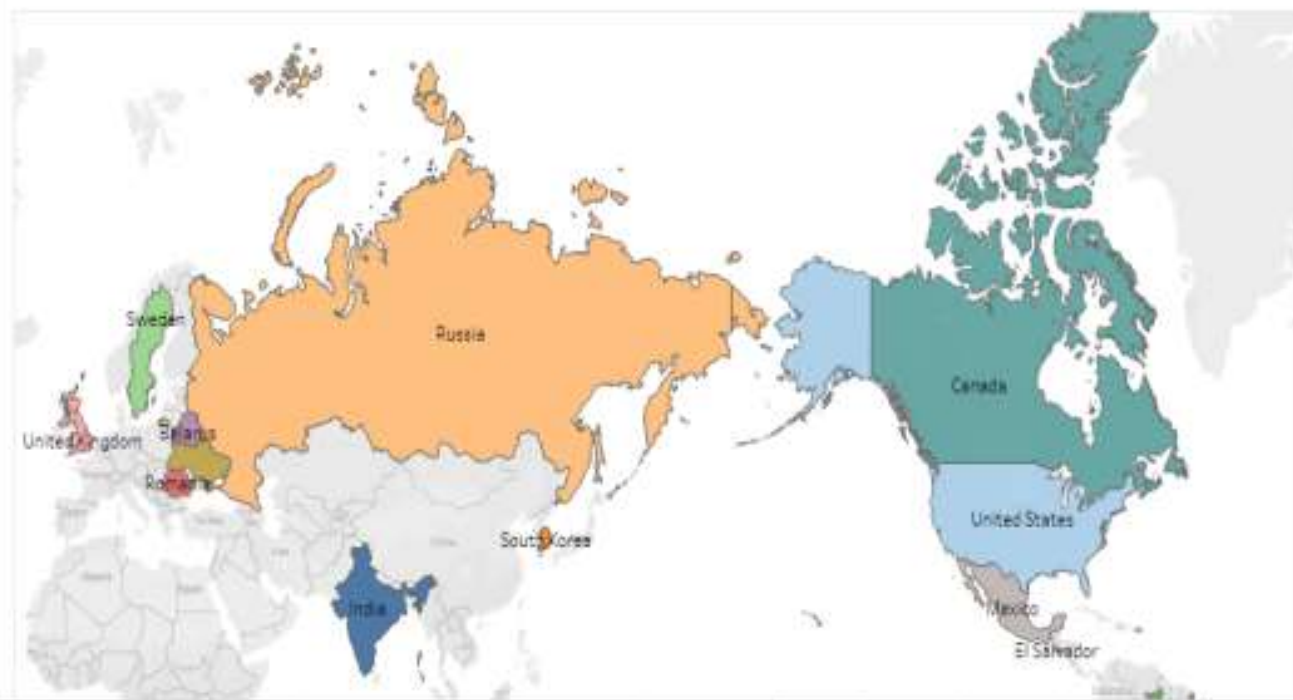
Channel Details

Category wise language and country

language and country wish subscribers

list of channels with number of subscriber

country wise primary language number of subscriber



Data Source Dashboard 1 Dashboard 2 Dashboard 3 Category wise language country and land Dashboard 4 Story 3 Story 2 Story 4 Dashboard 5 Story 5 Story 1

4 . ADVANTAGES & DISADVANTAGES :

- Advantages:

- Increased visibility: Channels with a high number of subscribers are more likely to appear in search results and recommendations, which can lead to increased visibility and exposure for the channel.

- * Monetization opportunities: Channels with a large subscriber base can monetize their content through ads, sponsorships, and merchandise sales

Disadvantages

- Pressure to maintain quality: Channels with a large subscriber base may feel pressure to maintain the quality of their content, which can be stressful and time-consuming
- Risk of burnout: Creators with a large subscriber base may experience burnout due to the demands of creating content on a regular basis

5. Application ;

- Marketing: Brands can collaborate with popular YouTubers to promote their products or services to a large audience
- Research: Researchers can analyze the content and engagement of top subscribed YouTube channels to gain insights into audience behavior and preference
- Content creation: Creators can study the content and production quality of top subscribed YouTube channels to improve their own content and grow their audience

6.Conclusion :

- Some advantages of having a large subscriber base include increased visibility, monetization opportunities, community building, and increased credibility. However, there are also some disadvantages such as pressure to maintain quality, risk of burnout, and risk of negative feedback 4.
- YouTube channels to gain insights into audience behavior and preferences, creators can study the content and production quality of top subscribed YouTube channels to improve their own content and grow their audience, and viewers can watch the videos of top subscribed YouTube channels for entertainment and leisure purposes

7. Future scope :

- ▪ Global analysis: The data on top subscribed YouTube channels can be analyzed at a global level to gain insights into cross-cultural differences in audience behavior and preference
- ▪ Real-time tracking: The data on top subscribed YouTube channels can be updated in real-time to provide more accurate and up-to-date information