

LIST OF MOST SUBSCRIBED YOUTUBE CHANNELS

INTRODUCTION

Overview:

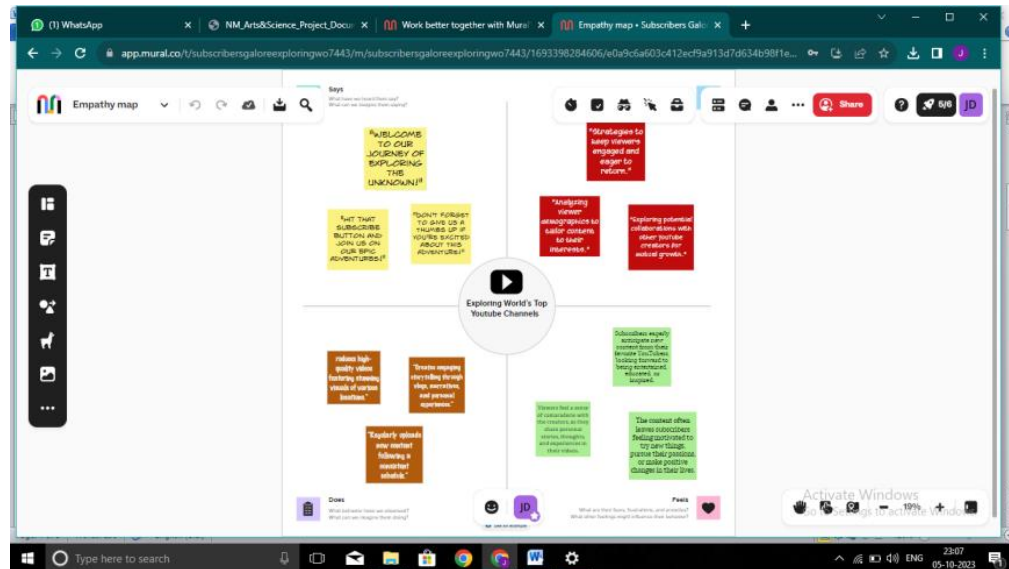
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most-subscribed channels in April 2006. An early archive of the list dates to May 2006. 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. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded.

Purpose:

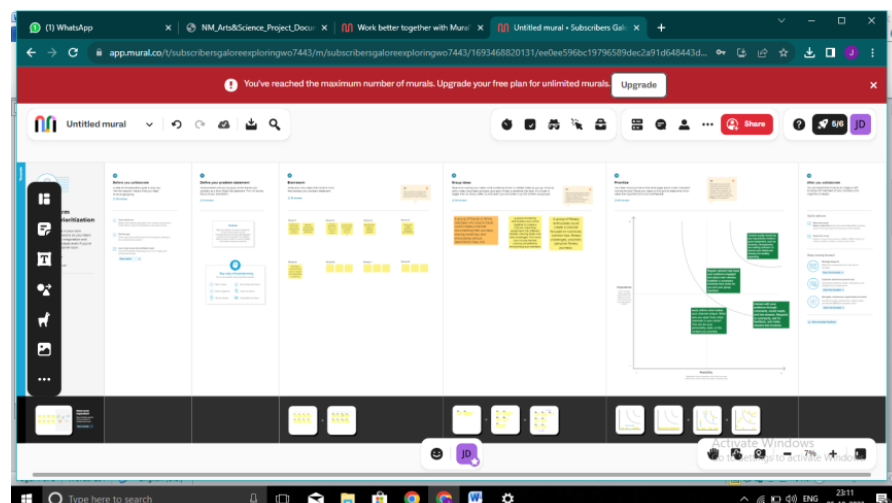
To understand the current trends in online content consumption and identify which types of content or genres are most popular among YouTube viewers. For academic purposes, to study the dynamics of online platforms and social media, exploring the factors that influence audience engagement and channel popularity.

PROBLEM DEFINITION & DESIGN THINKING

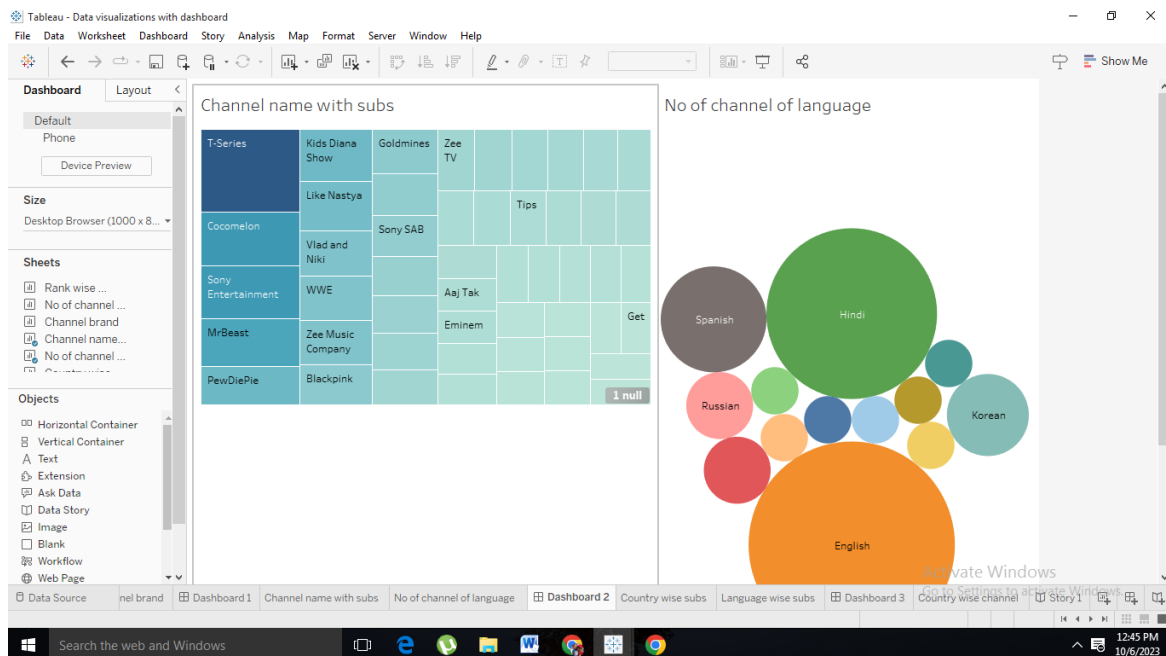
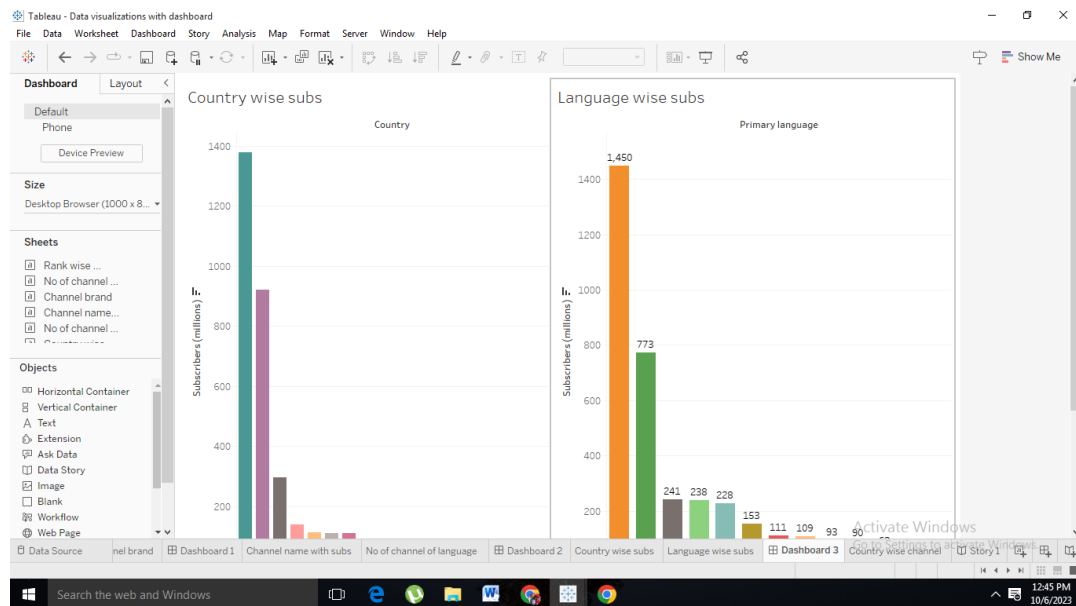
Empathy Map:

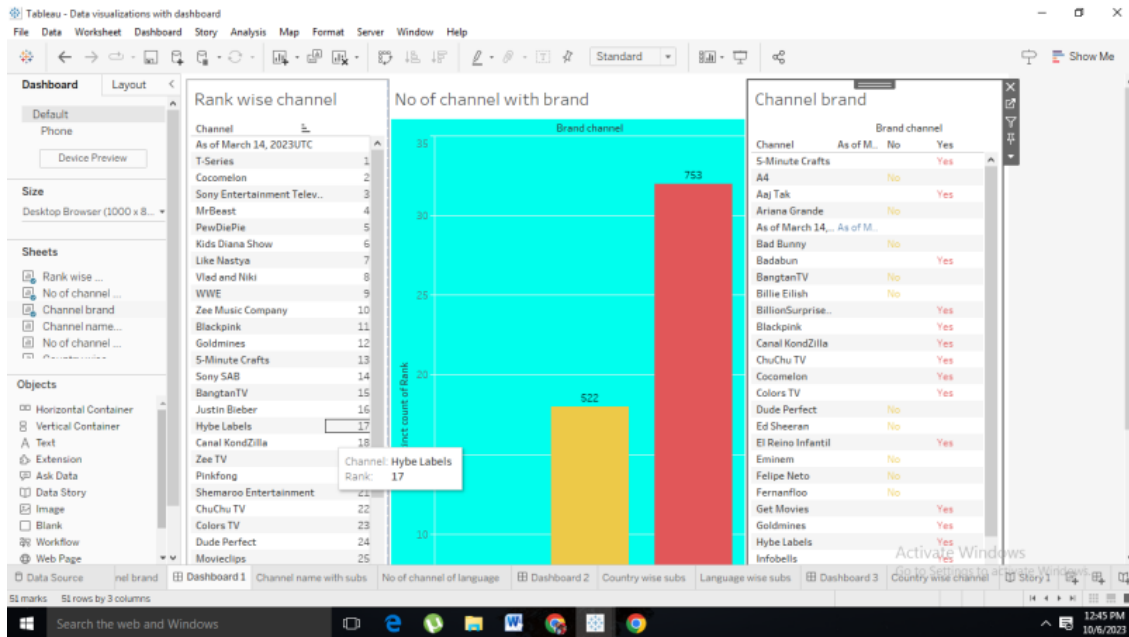


Ideation & Brainstorming Map:



RESULT





ADVANTAGES & DISADVANTAGES

Advantages:

- It provides valuable insights into what types of content and genres are most popular among YouTube viewers, helping content creators and marketers tailor their strategies.
- Businesses and advertisers can identify potential opportunities for partnerships, sponsorships, or advertising placements based on the popularity of specific channels and content categories.
- It offers insights into the growth and impact of YouTube as a platform, which can be useful for assessing the platform's potential for content distribution and marketing.

Disadvantages:

- Subscriber count alone may not reflect the quality or engagement level of a channel's content. Some channels may have a high subscriber count but low viewer engagement or content relevance.

APPLICATIONS

- Educational institutions and e-learning platforms can identify popular educational channels and content types to improve their own educational content strategies.
- Advertisers and marketers can identify popular channels and content categories for advertising placements, influencer collaborations, and product promotions.
- The entertainment industry can use this data to gauge the popularity of YouTube channels, potentially influencing investment decisions or collaborations with content creators

CONCLUSION

YouTube is a dynamic platform where channels continuously vie for subscriber attention. Subscriber counts alone are indicators of popularity, but they paint only a partial picture of a channel's success.

FUTURE SCOPE

In an era of lifelong learning, educational YouTube channels are poised for expansion. Expect to see more channels dedicated to teaching various skills, from coding to language learning. Educational channels could evolve to provide more interactive and personalized learning experiences. YouTube will remain a dynamic space where creativity, innovation, and connection converge, making it an exciting platform to watch in the years to come. Stay tuned for the ever-evolving list of most-subscribed YouTube channels as the future unfolds.

APPENDIX**Source Code:**

<https://public.tableau.com/app/profile/eyapriyan.dharmaraj/vizz>

