GOVERNMENT ARTS COLLEGE, PARAMAKUDI UG DEPARTMENT OF MATHEMATICS

PROJECT TITLE:

Subscriber's Galore: Exploring the World's Top YouTube

channels

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Introduction

YouTube is an online video sharing and social media platform headquartered in San Bruno, California, United States. Accessible worldwide, it was launched 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.



Says

What have we heard them say? What can we imagine them saying? Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



YouTube is an American online video-sharing platform headquartered in San Bruno, California, founded by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim— in February 2005, Google bought the site in November 2006 for US\$1.65 billion, since which it operates as one of Google's subsidiaries.

Neal Mohan (born 1973) is an American business executive who is the current CEO of YouTube.

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.



Persona's name

Short summary of the persona

Becoming too dependent on it – A Disadvantage of YouTube

Since the videos on YouTube are often uploaded based on their advertising potential and how many likes they get, some content may look like it is targeted at young children but actually may contain parts that children should not watch.

In this study we have found that using YouTube videos encouraged students to look for similar videos, and get a habit of using YouTube as an educational resource. The only challenge is the evaluation of the reliability of the content, for that reason content selection has to done by the instructor.

The combination of visuals and audio — along with YouTube's content culture of simple, digestible messaging — makes YouTube videos a great tool for engaging students in learning. In fact, 91% of educational institutions say video increases student satisfaction.

The Most Replayed feature on YouTube is a graph that highlights the parts of a video that has been replayed the most. This feature is available on all YouTube assets including the web player, Android app, and Apple app.

Advanced features are a set of You'libe features that includes, for example, the ability to pin comments & higher daily upload limits. Creators may unlock acces to advanced features by consistently following You'libe's Community Guidelines and building sufficient channel history.

"Indian record label T-Series is the most-subscribed channel, with over 247 million subscribers as of August 2023. American YouTube personality MrBeast is the most-subscribed individual and second most-subscribed channel overall, with over 177 million subscribers as of August 2023

Currently, the number one YouTuber in India and Asia is "Ajey Nagar", whose YouTube channel is called " CarryMinati ", which has 40 million subscribers. Ajay Nagar or as we know as CarryMinati on YouTube from Faridabad, Delhi, India. He is famous for creating roast videos on YouTube.

MrBeast, also known as James Donaldson, holds the crown as YouTube's most subscribed creator. He can boast a subscriber base of over 163 million. While a handful of channels may have more massive audiences, they're all run by studios rather than individual creators.



Does

What behavior have we observed? What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



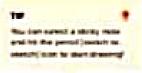




Brainstorm

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

(2) NO microsters

































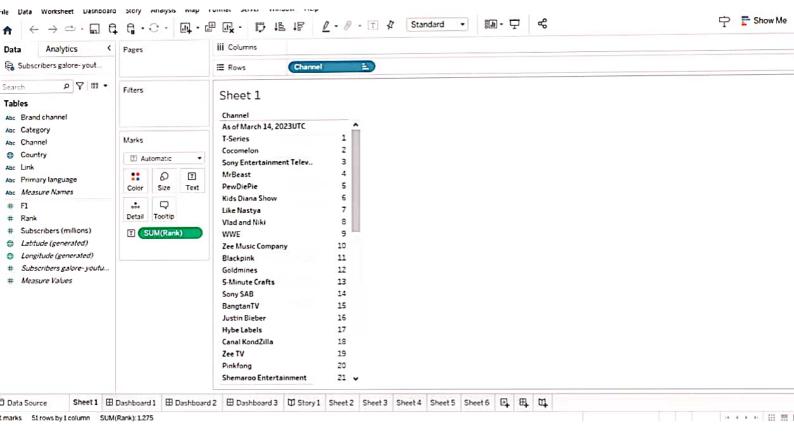


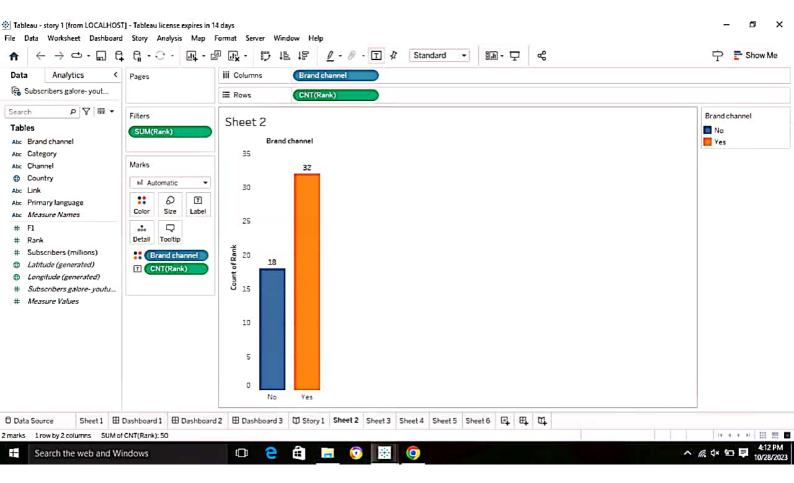


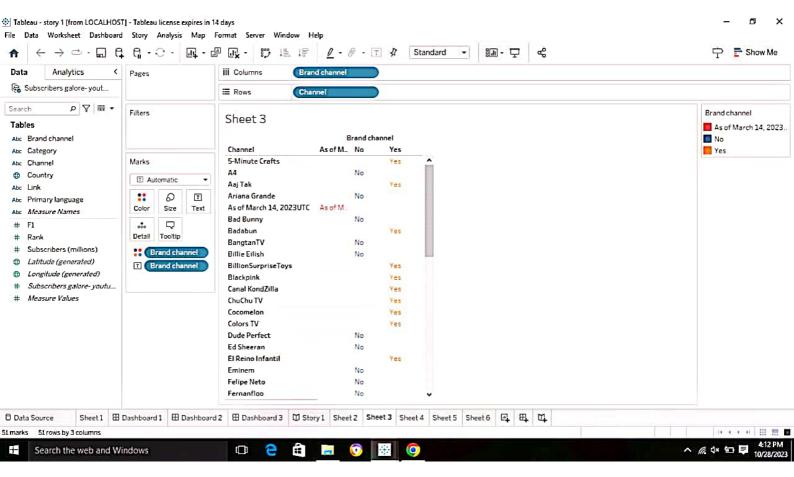


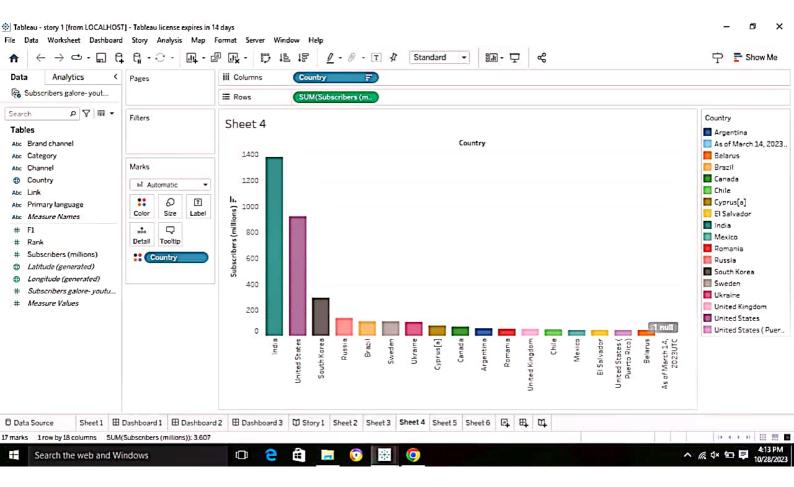


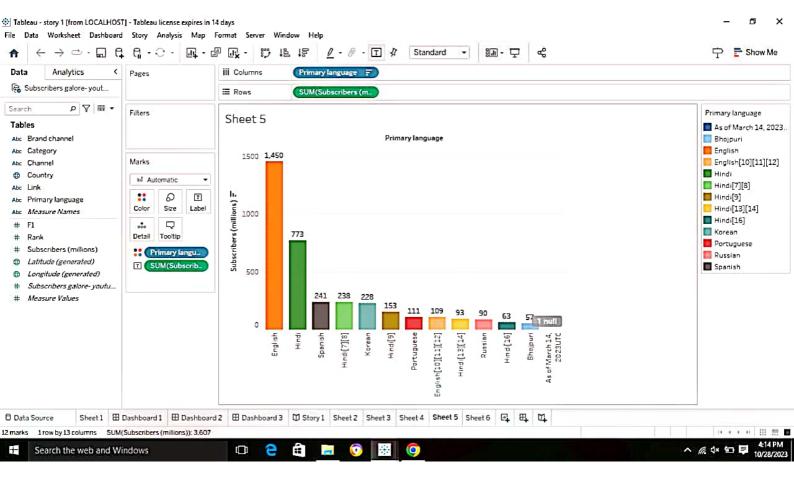


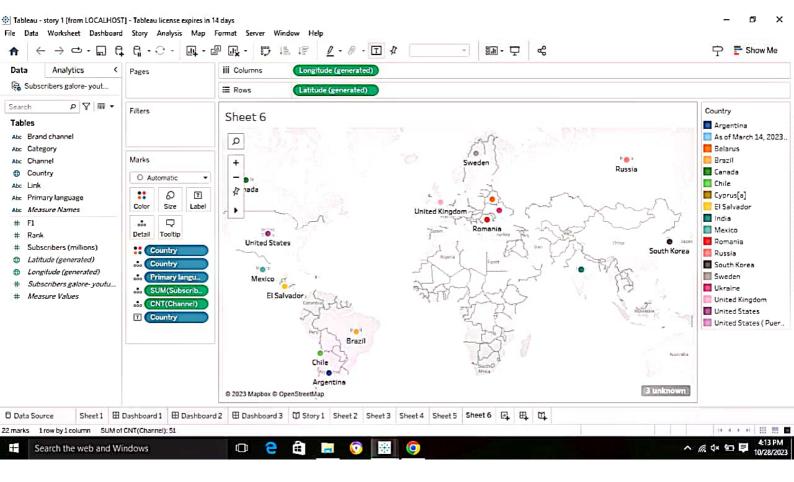


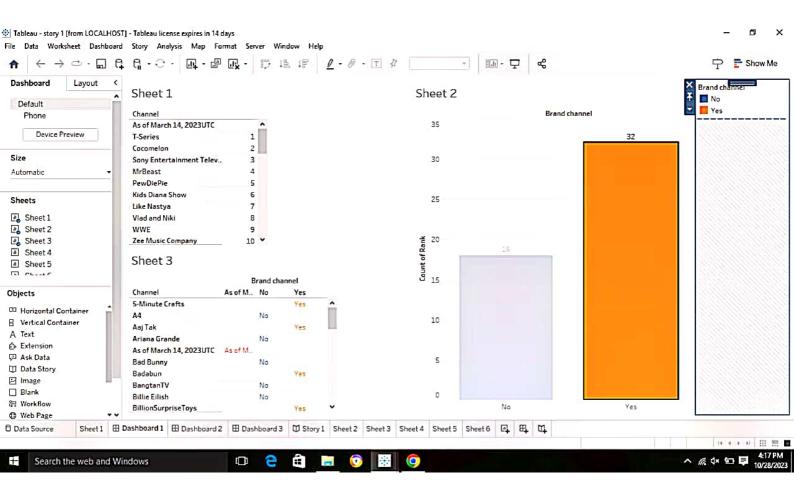


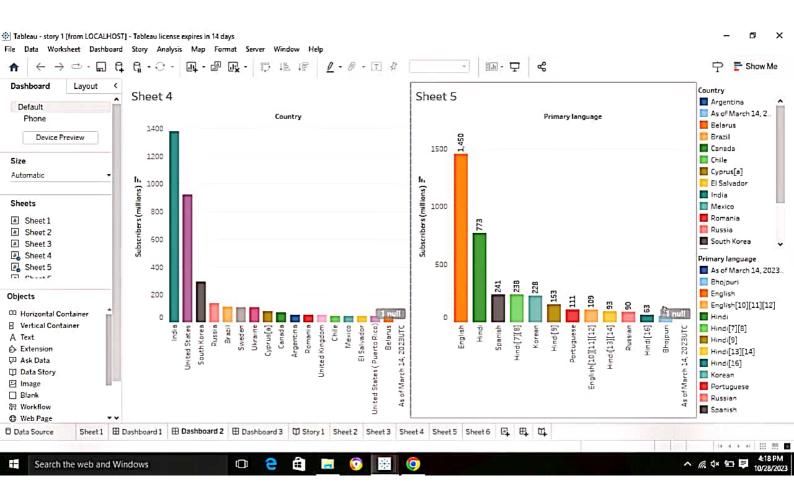


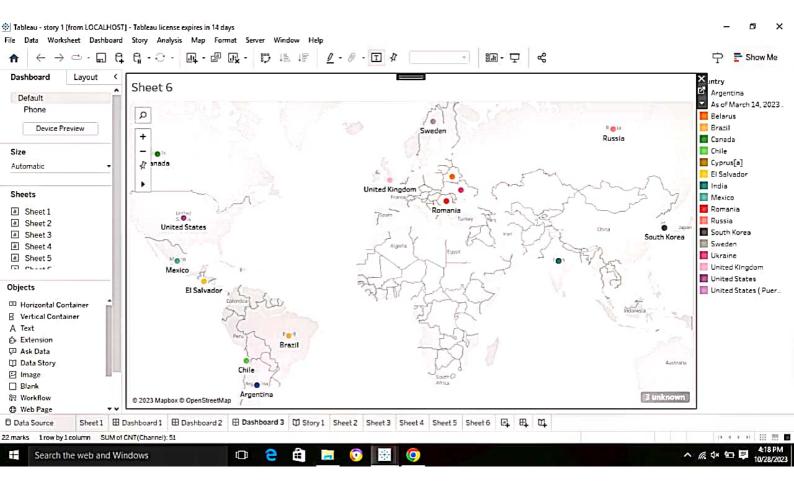












Story 1

Colors TV

channel details Language and Country Country wise primary wise Subcribers Language number of ...

Brand channel Sheet 1 Sheet 2 No. Yes Channel Brand channel As of March 14, 2023UTC 34 T-Series 32 Cocomelon 2 32 Sony Entertainment Telev... 3 MrBeast 30 PewDiePie 5 Kids Diana Show 6 28 Like Nastya Vlad and Niki 8 26 WWE 9 Zee Music Company 10 24 Blackpink 11 Goldmines 12 22 5-Minute Crafts 13 Sony SAB 14 20 BangtanTV 15 Count of Rank 18 Sheet 3 Brand channel Channel As of M., No Yes 14 5-Minute Crafts Yes 12 Aaj Tak Yes Ariana Grande No 10 As of March 14, 2023UTC As of M. **Bad Bunny** Νo 8 Badabun Yes BangtanTV No 6 Billie Eilish No BillionSurpriseToys Yes 4 Blackpink Yes Canal KondZilla z ChuChu TV Ves Cocomelon

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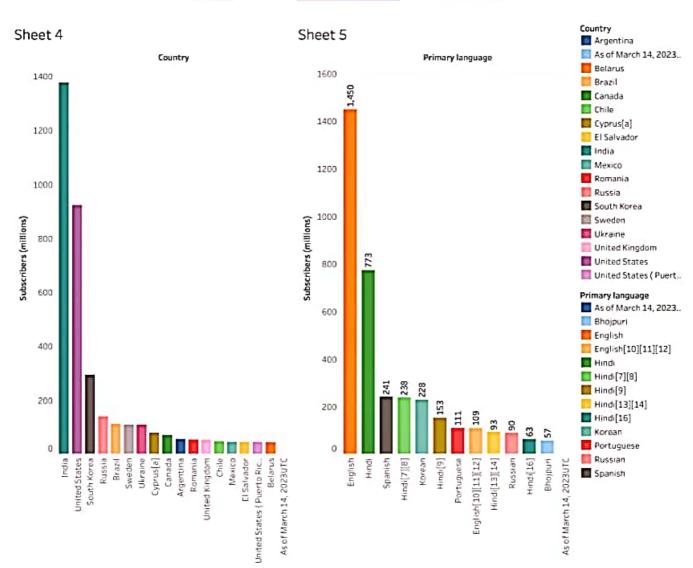
No

Yes

Yes

Story 1





Story 1





future scope of youtube

YouTube is ever-changing, whether it's "borrowing" features from other platforms, finding new ways to monetize, or making the platform more accessible to creators and viewers. If YouTube continues on the current path, the future will include more streaming, more eCommerce initiatives, and more immersive experiences.

Pros

- You can express your ideas
- YouTube channels help you to engage with the rest of the world
- Starting a YouTube channel can be a challenge
- You can grow in character
- You learn how to deal with haters
- Starting a YouTube channel can make you more confident
- Some YouTube stars make really good money from it
- You can share your ideas with future generations
- You can get out of your comfort zones
- Ideas for YouTube channels are endless
- You will be quite flexible regarding when to publish videos
- May help you to become famous
- Starting a YouTube channel is free

Cons

- Starting a YouTube channel can be time-consuming
- People will try to bring you down
- Having a YouTube channel makes you a public figure
- Many YouTube channels fail
- You will have to push through difficult periods
- Your employer may fire you if you share rather exotic ideas
- Other people may steal your ideas
- You will need some patience
- YouTube is not a get-rich-quick scheme
- YouTube can be quite competitive
- Privacy concerns
- Editing can be annoying
- The internet will never forget

Conclusion

- YouTube offers an almost zero risk opportunity for advertisement of a cause
- Effective tool if used properly
 - Must play to You Tube's weaknesses.
- Not an effective replacement for traditional media
 - Should be used in conjunction with traditional media
 - YouTube messages can be supplemental advertisement for costly broadcast messages
- To ignore YouTube would be wasting a golden opportunity