

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	01/11/2023 September 2023
Team ID	NM2023TMID06853
Project Name	Subscribers Galore: Exploring the World's Top YouTube Channels
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization :

"Subscribers Galore: Exploring The World's Top YouTube Channels." During the brainstorming phase, the focus should be on generating a wide range of ideas and potential avenues to explore. Consider various aspects such as content categories, audience demographics, monetization strategies, and content trends. Once you have a plethora of ideas, the prioritization phase becomes crucial. Prioritization involves evaluating these ideas based on their significance, feasibility, and alignment with your research objectives. For this project, start by prioritizing the foundational steps like defining research objectives and selecting YouTube categories. Then, ensure that data collection and content analysis are well-synchronized. Audience demographics, historical trends, and monetization strategies can be analyzed concurrently. The role of influencer marketing and handling challenges should also be given priority, as they offer critical insights into the success and adaptability of top channels. Ultimately, reporting and reflecting on your findings come as the final, but equally vital, steps in your project journey.

#### Step-1 Select the Problem Statement

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Define your problem statement

Despite the exponential growth of YouTube as a platform for content creation and consumption, there is a lack of comprehensive analysis and understanding of the world's top YouTube channels, their success factors, and the evolving dynamics of online content creation. This project aims to bridge this gap by delving into the most subscribed YouTube channels across various categories, investigating the factors contributing to their success, and providing valuable insights into the evolving landscape of online media and content creation.

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

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



### Manikandan

#### Data Collection:

- Collect data on the selected YouTube channels. This can involve using web scraping tools, YouTube Analytics, and publicly available information., and content details. Document any monetization strategies used by these channels.

#### ContentCategories:

Investigate the most popular content categories on YouTube, such as gaming, beauty, travel, education, and more. Explore why certain categories have a more significant presence and subscribership than others.

#### Channel Analysis:

Select a sample of the top YouTube channels from various categories and analyze their content, posting frequency, and engagement strategies. Compare and contrast what sets them apart.

### Antony Jeffery

#### \*\*Subscriber Growth

Trends:\*\* Study the historical data on subscriber growth for top YouTube channels to identify trends and patterns. Are there specific periods or events that correlate with rapid growth?

#### \*\*Influencer Marketing:

Examine the role of influencer marketing in the success of top YouTube channels. How do collaborations with other YouTubers or brands contribute to their growth?

#### \*\*Audience

Engagement:\*\* Analyze how the top channels engage with their audience through comments, likes, and shares. What techniques do they use to foster a loyal community?

### Muthu Krishnan

#### \*\*Monetization Strategies:

Explore the monetization methods used by these top channels, such as ads, merchandise, and sponsored content. How do these channels balance revenue generation with maintaining their audience's trust?

#### \*\*Emerging Platforms:

Investigate whether top YouTubers are expanding to other platforms like Instagram, TikTok, or podcasts to diversify their audience and revenue streams.

#### \*\*Cultural and Regional

Factors:\*\* Consider how culture and regional preferences influence the success of YouTube channels. Are there patterns in content that cater to specific demographics?

### Sudharsan

**\*\*YouTube Algorithm and SEO:\*\*** Research how the YouTube algorithm and search engine optimization (SEO) strategies impact the discoverability and growth of channels. What best practices do these channels follow?

**\*\*The Impact of Trends and Virality:\*\*** Explore how trends, challenges, and viral videos contribute to the rapid growth of some YouTube channels. How do creators tap into these trends effectively?

#### Reflection and Future Research

- Reflect on the implications of your research and consider potential avenues for future research in this field.

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### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

#### Project Scoping and Objectives

1. As a group, discuss and define the scope and objectives of your project. What are the specific research goals you want to achieve together

#### Divide Responsibilities

1. Assign specific roles and responsibilities to each group member based on their skills and interests. For example, one member can focus on data collection, another on content analysis, and so on.

#### Category Selection

1. Together, decide on the YouTube categories or niches you want to investigate. Consider the diversity of categories, ensuring that each team member can work on a category they are interested in.

#### Data Collection and Analysis

1. Collaborate on data collection methods. Share resources and information on the selected channels within your respective categories.

#### Audience and Demographics

1. Collaborate to collect and analyze data on audience demographics for the channels in your categories. Compare findings and identify any interesting trends.

#### Monetization and SEO

1. Share information and insights about how the channels in your respective categories monetize their content and optimize for search.

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### Step-3: Idea Prioritization

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#### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

