

# Project Report

## 1. INTRODUCTION

### 1.1 Overview

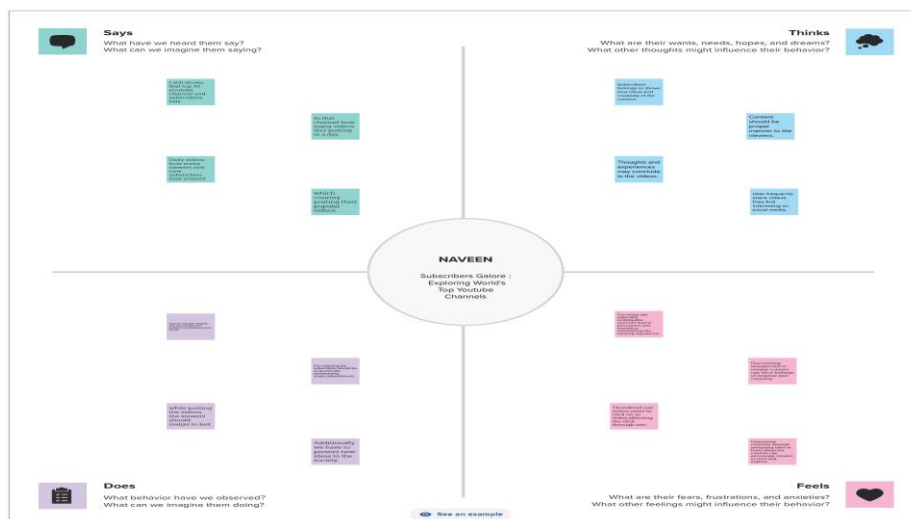
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users 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.

### 1.2 Purpose

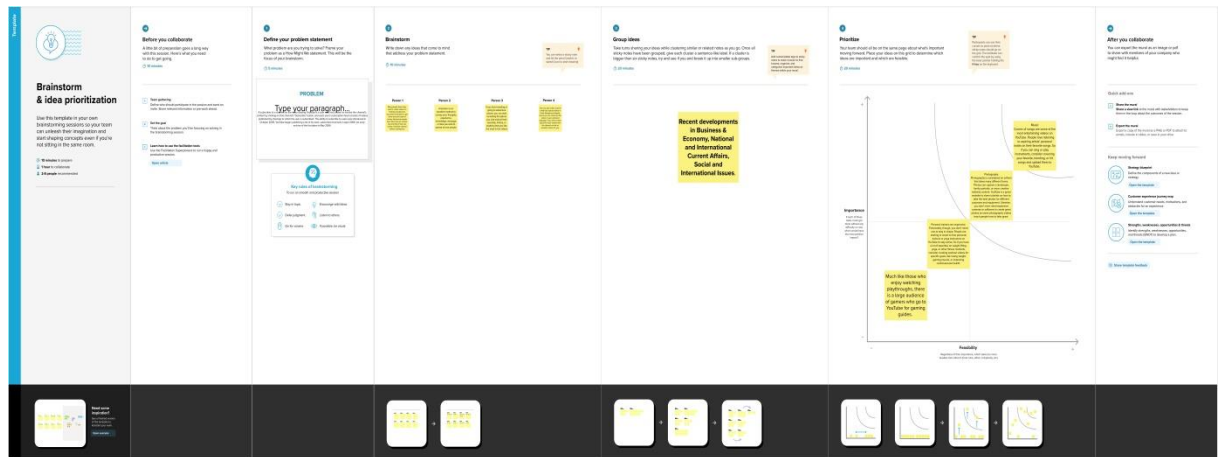
YouTube serves as a multifaceted digital platform with the central purpose of enabling users to discover, watch, and share a vast and diverse range of video content. It fulfills a multitude of roles in the digital landscape, offering entertainment through music videos, comedy, and various forms of creative expression. It functions as an educational resource, providing tutorials, lectures, and how-to guides. YouTube also serves as an information hub, where news updates, documentaries, and informative videos keep users informed. It supports personal expression and creativity, allowing individuals to share their unique perspectives.

## 2. Problem Definition & Design Thinking

### 2.1 Empathy Map



## 2.2 Ideation & Brainstroming Map



## 3. RESULT

### SHEET 1

Name and Subscriber

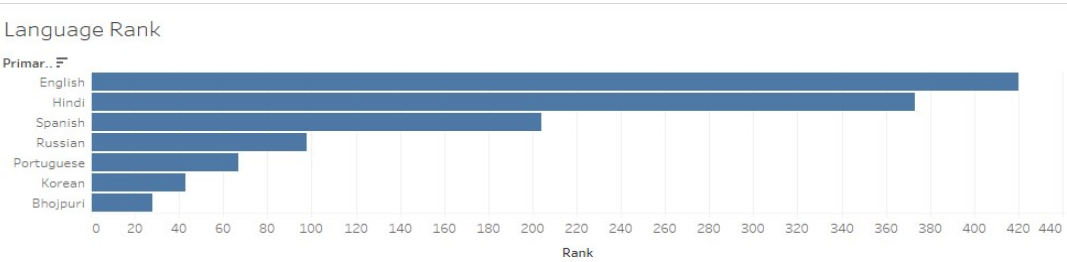
|   |                                 |                                |                                |                              |                           |                       |                       |                       |
|---|---------------------------------|--------------------------------|--------------------------------|------------------------------|---------------------------|-----------------------|-----------------------|-----------------------|
| <u>T-Series</u><br>238.0                  | <u>Kids Diana Show</u><br>109.0 | <u>Goldmines</u><br>83.3       | <u>Zee TV</u><br>66.3          | <u>Pinkfon</u><br>66.1       | <u>Shemar</u><br>64.2     | <u>ChuChu</u><br>63.2 | <u>Colors</u><br>60.6 | <u>Dude P</u><br>59.0 |
|   | <u>Like Nastya</u><br>105.0     | <u>5-Minute Crafts</u><br>79.2 |                                |                              |                           |                       |                       |                       |
| <u>Cocomelon</u><br>155.0                 |                                 | <u>Sony SAB</u><br>78.2        | <u>Moviecl</u><br>58.8         | <u>T-Serie</u><br>58.4       | <u>Tips In</u><br>57.3    | <u>Wave</u><br>56.6   | <u>Marsh</u><br>56.2  | <u>Sony M</u><br>56.1 |
|   | <u>Vlad and Niki</u><br>94.9    |                                |                                |                              |                           |                       |                       |                       |
| <u>Sony Entertainment Televi</u><br>153.0 | <u>WWE</u><br>93.8              | <u>BangtanTV</u><br>73.9       | <u>El Reino Infant</u><br>56.0 | <u>Yash</u><br>52.7          | <u>Arian</u><br>52.4      | <u>Taylo</u><br>51.1  | <u>Billio</u><br>50.6 | <u>Infob</u><br>49.8  |
|   |                                 | <u>Justin Bieber</u><br>71.1   | <u>Aaj Tak</u><br>55.9         |                              |                           |                       |                       |                       |
| <u>MrBeast</u><br>137.0                   | <u>Zee Music Compan</u><br>93.4 | <u>Hybe Labels</u><br>69.5     | <u>Eminem</u><br>55.6          | <u>JuegaGerm</u><br>47.6     | <u>Fernanfloo</u><br>45.7 | <u>Shem</u><br>45.2   | <u>Get M</u><br>45.0  |                       |
|   |                                 |                                | <u>LooLoo Kids</u><br>53.1     | <u>Billie Eilish</u><br>47.4 | <u>Bad Bunny</u><br>45.4  |                       |                       |                       |
| <u>PewDiePie</u><br>111.0                 | <u>Blackpink</u><br>84.8        | <u>Canal KondZilla</u><br>66.4 | <u>Ed Sheeran</u><br>53.0      | <u>Badabun</u><br>46.5       | <u>SonyMusic</u><br>45.4  | <u>Felipe Neto</u>    |                       |                       |
|   |                                 |                                |                                |                              |                           | <u>A4</u>             |                       |                       |

SUM(Subscribers (milli...

44.6 238.0

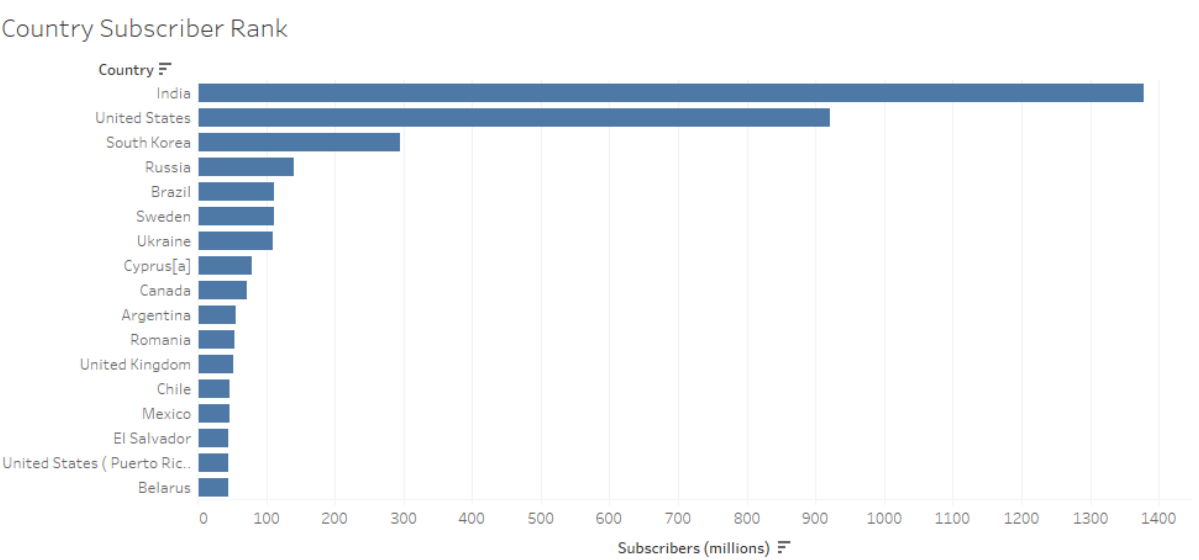
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SHEET 2



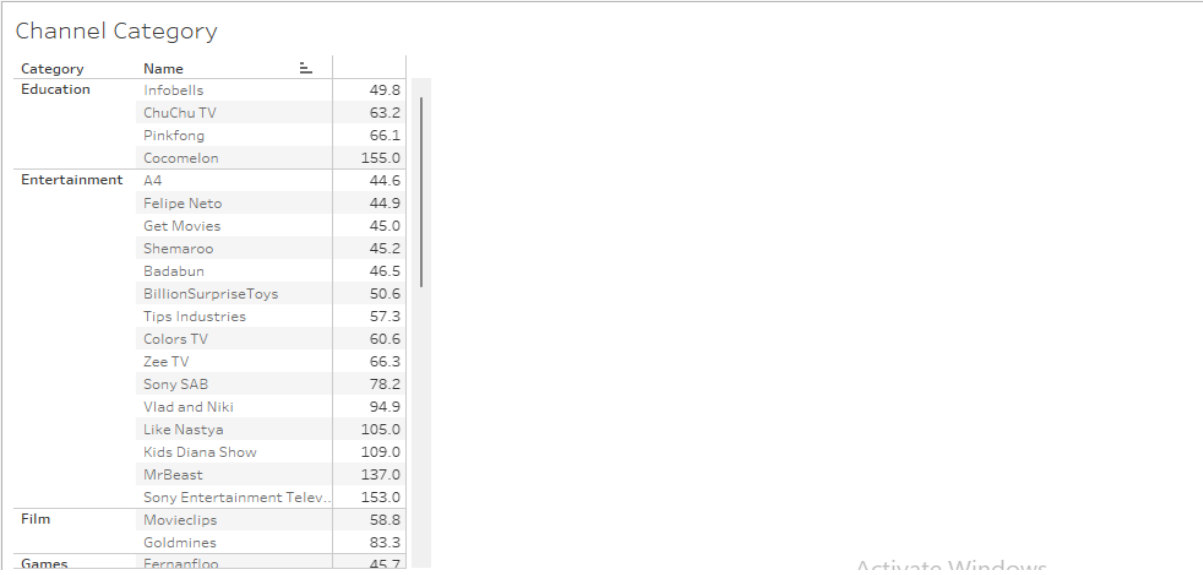
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SHEET 3

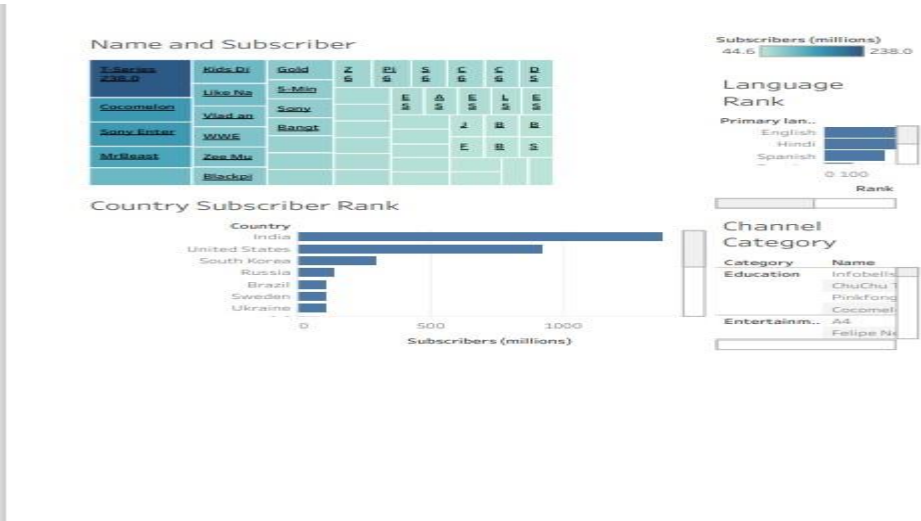


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SHEET 4



DASHBOARD



# STORY

## Story 1



## 4. ADVANTAGES & DISADVANTAGES

### ADVANTAGES

- YouTube serves as a multifaceted digital platform with the central purpose of enabling users to discover, watch, and share a vast and diverse range of video content.
- It fulfills a multitude of roles in the digital landscape, offering entertainment through music videos, comedy, and various forms of creative expression.
- It also serves as an information hub, where news updates, documentaries, and informative videos keep users informed.
- Supports personal expression and creativity, allowing individuals to share their unique perspectives.

## DISADVANTAGES..

- One notable concern is the presence of inappropriate content, as the vast library of videos may include material unsuitable for all audiences, posing challenges in content filtering and access control, especially for younger viewers.
- Copyright issues are prevalent, with instances of users uploading copyrighted material without permission, raising legal concerns.
- The platform can be a breeding ground for hate speech and harassment, affecting the well-being of users.
- Moreover, the prevalence of advertisements can be viewed as intrusive and disruptive to the viewing experience.

## 5. APPLICATIONS

YouTube, the world's most popular video-sharing platform, has an extensive range of applications that span various aspects of entertainment, education, business, and more. One of its primary uses is for content creators who upload videos to entertain, educate, or inform their audience. It serves as a platform for artists, vloggers, educators, and businesses to showcase their talents, products, and services to a global audience.

## 6. CONCLUSION

It reach and influence have allowed us to connect with a global audience, share our **content/brand/products/services**, and build a community of engaged followers.

Youtube helping us to achieve our goals and expand our presence in this interconnected world.

## 7. FUTURE SCOPE

The future scope for YouTube holds tremendous potential as the platform continues to evolve and adapt to changing digital landscapes. As technology Youtube has a source for all platforms in worldwide. It consists future scope for people to envolpe their ideas.