

GUJARATI MONTHLY REPORT

Month name: August

Channels Taken into account:

1. Amara Muzik Gujarati
2. Ekta Sound
3. Geeta Rabari
4. Jhankar music
5. Ram Audio
6. RDC
7. Sagamusic
8. Sheemaro
9. Studio Saraswathi
10. T – Series Gujarati
11. Zee music Gujarati
12. Zen music Gujarati
13. Saregama Music
14. DRJ Music

Synopsis:

- Content Release Strategy.
- Average Views Comparison.
- Rapid Reach Data.
- Views Growth Comparison
- Engagement Growth Comparison
- Subscribers Growth Comparison.
- Contribution Data

Content Release Strategy:

Content Distribution						
Row Labels	Filler	Movie	New	Teaser	Grand Total	Shorts
Amara_Muzik_guj	9		3	2	14	104
Ekta_Sound	7		10		17	
Geeta_rabari			18		18	
jhankar			5	1	6	21
jigar			2		2	9
ram_audio			13		13	1
rdc	3		51		54	
saregama_music	20		8		28	13
sheemaro		89			89	14
studio_saraswathi	12		1		13	
t_series	14		7	7	28	8
zee_music	2				2	18
zen_music			5		5	20

Average Views:

Average Views				
	New Content	Filler	Teaser/Trailer	Other
Amara Muzik guj	14121	3775	1346	0
Ekta Sound	79617	62630	0	0
Geeta rabari	16224	0	0	0
jhankar	12724	0	0	0
jigar	1357783	0	0	0
ram audio	9764	0	0	0
rdc	8572	6604	0	0
saregama music	652925	19150	0	0
sheemaro	0	0	0	3142
studio saraswathi	0	5941	0	0
t series	1612878	3857	6214	0
zee music	0	4091	0	0
zen music	46472	0	0	0

Reach Data

Above 5L Contents:

Saregama Music : (5/28) Videos

- <https://www.youtube.com/watch?v=9T83Dj-jFnY>
- <https://www.youtube.com/watch?v=j2jSSbEkNQU>
- <https://www.youtube.com/watch?v=kmEtF08EdQQ>
- <https://www.youtube.com/watch?v=d4lTv6myZvM>
- <https://www.youtube.com/watch?v=LHxMI5jSjV8>

T- Series: (5/28) Videos

- <https://www.youtube.com/watch?v=SoXVip92ZE4>
- <https://www.youtube.com/watch?v=y8WeyeOxV1g>
- <https://www.youtube.com/watch?v=CVOT2xzkuqU>
- https://www.youtube.com/watch?v=_tTlJrkTz2I
- <https://www.youtube.com/watch?v=f668pWz43hs>

RDC: (2/54) Videos

- <https://www.youtube.com/watch?v=YgCPloqLZy4>
- <https://www.youtube.com/watch?v=0nAXlNQlEkg>

Jhankar Music: (1/6) Videos

- <https://www.youtube.com/watch?v=o4tTGmm9J48>

Jigar : (1/2) Videos

- https://www.youtube.com/watch?v=ZnEZ49lq_78

Geeta Rabari: (1/18) Video

- <https://www.youtube.com/watch?v=1tyh2-t7GYo>

Ekta Sound: (1/17) Video

- <https://www.youtube.com/watch?v=OF-xxUjmDoE>

August month above 5L content Details:

Video_ID	Title	Published_date	Views	Likes	Comments	Channel_Name
OF-xxUjmDoE	Jignesh Barot Dashamaa No Avsar 2024 New Dashamaa Video Song 4K Video @EktaSound	2024-08-02 00:00:00	724983	9421	186	Ekta Sound
1tyh2-t7GYo	Kum Kum Pagle Madi Padharo Re - Geeta Rabari New Trending Gujarati Garba 2024	2024-08-01 00:00:00	511921	6139	119	Geeta rabari
o4tTGmm9J48	Rakesh Barot Dashamanu Vrat Lai Le Reshma Thakor દશમીનું વ્રત લાઈ લે રહેશ બારોટ Dashama Song	2024-08-01 00:00:00	1537336	30099	1108	jhankar
ZnEZ49lq_78	Mari Aankhe Ujagara - Gopal Bharwad - 4K Video - Latest Gujarati Song 2024	2024-08-07 00:00:00	1357783	31785	767	jigar
OnAXINQIEkg	Kapda Matching Karva Che (અવબેલી) Kaushik Bharwad Hina Meer FULL VIDEO SONG Trending Song	2024-08-20 00:00:00	871554	8356	113	rdc
YgCPloqLZy4	Kum Kum Na Pagle Padharo Dashama Dashama Superhit Song Gujarati Song Arjun Chauhan,Rajni Asrani	2024-08-02 00:00:00	926480	6072	187	rdc
SoXVip92ZE4	દ્વારકા એ દ્વારકા Dwarka Ae Dwarka Gujarati New Devotional Song Gopal Bharwad,Mahi Desai	2024-08-19 00:00:00	1677516	30438	2170	t series
y8WeyeOxV1g	દરજીસા Darjida Gujarati New Love Song Divya Chaudhary New 4K Video Latest Song	2024-08-15 00:00:00	1320704	28241	2223	t series
CVOT2xzkuqU	ગોવિંદા ગોપીવા Govinda Gopala New Devotional Song Shree Krishna Janmashtmi Speciall Ravi Khoraj	2024-08-12 00:00:00	1644725	27483	2241	t series
_tTijrkTz2I	જુમલી Jumli Gujarati New Love Song Santvani Trivedi, Gaurav Dhola 4K Video	2024-08-08 00:00:00	1399037	26919	2188	t series
f668pWz43hs	પારકા ના ઉંબરે બેઠી માવણા મારી PARKA NA UMBRE BETHI MALAN MARI New Sad Song Gopal Bharwad	2024-08-05 00:00:00	2022409	32166	2191	t series
9T83Dj-jFnY	Madhro Darudo Hahacar -Gujarati Movie Jignesh Barot Parth Bharat Thakkar 6th September 2024	2024-08-27 00:00:00	674334	7488	194	saregama music
j2jSSbEknQU	Rajesh Ahir રણેશ આહિર કાન તારી મોરવડી Kaan Tari Moraldi નવું ગુજરાતી જન્માષ્ટમી ગીત 2024	2024-08-22 00:00:00	839027	4593	60	saregama music
kmEtF08EdQQ	Rakesh Barot રહેશ બારોટ રેશ્મા થાકોર રેશ્મા ઠાકોર સોના રુપાન ભમ્મર વેવ ગુજરાતી ગીત 2024	2024-08-20 00:00:00	974793	22745	797	saregama music
d4ITv6myZvM	Tane Jova Dhadake Dil Gopal Bharwad તને જોવા ધડકે દિલ ગોપાલ ભરવાડ New Gujarati Love Song	2024-08-01 00:00:00	524292	4381	72	saregama music
LHxMISjSjv8	Rakesh Barot Kajal Maheriya રહેશ બારોટ કાજલ મહેરીયા આંહમ આઈ ટૂંકડી Gujarati Love Song 2024	2024-08-12 00:00:00	2613550	50974	1439	saregama music

August Month above 5L content Artist Names:

Singer	Lyricist	Music_Director	Video_Director	Total Songs	Channel_Distribution_Total Songs	No of Above Million Songs
Arjun Chauhan Rajni Asrani	Prem Rana	Ajay Vagheshwari		1 {'Rdc': 1}		0
Artist Jignesh Barot	Ketan Barot	Ravi Nagar Rahul Nadiya	Manu Patel Mansa	1 {'Ekta Sound': 1}		0
Artist Gopal Bharwad	Ramesh Vachiya	Dipesh Chavda	Vishnu Thakor Adalaj	1 {'Jigar': 1}		1
Divya Chaudhary	Treditional	Dj KwidGaurav Dhola	Tejaswini Joshi	1 {'T Series': 1}		1
Geeta Rabari	Geeta Rabari	Yogesh Purabiya Vivek Gajjar	Pranav Jethva	1 {'Geeta Rabari': 1}		0
Gopal Bharavad	Sandip Rabari	Vipul Prajapati	Bhaves Gerasiya	1 {'Saregama Music': 1}		0
Gopal Bharwad	Rajvinder Singh	Dhaval Kapadiya	Rajvinder Singh	1 {'T Series': 1}		1
Gopal BharwadMahi Desai	Rajan RaykaDhaval Motan	Jitu Prajapati	Pranav Jethva	1 {'T Series': 1}		1
Jignesh Barot	Treditional	Parth Bharat Thakkar	Prince Gupta	1 {'Saregama Music': 1}		0
Kaushik Bharwad Hina Meer	Anil Meer Rahul Dafda	Ajay Vagheshwari	D..P.Editorvikram Panchal	1 {'Rdc': 1}		0
Rajesh Ahir		Gaurang Pala	Khyati Joshi Dop Parth Chauhan	1 {'Saregama Music': 1}		0
Rakesh Barot Kajal Maheriya	Jigar JesangpuraJank Jesangpura	Mehul Barot Rakesh Barot	Jeet Vasava	1 {'Saregama Music': 1}		1
Rakesh Barot Reshma Thakor	Chandu Raval	Rakesh Barot Mehul Barot	Bhaves Gerasiya	1 {'Saregama Music': 1}		0
Rakesh Barot Reshma Thakor	Manu Rabari	Rakesh Barot Mehul Barot	Pranav Jethva	1 {'Jhankar': 1}		1
Ravi Khoraj	Rajan RaykaDhaval Motan	Jitu Prajapati	Pranav Jethva	1 {'T Series': 1}		1
Santvani TrivediGaurav Dhola	Treditional	Dj KwidGaurav Dhola	Tejaswini Joshi	1 {'T Series': 1}		1

Videos that reach 50k in 2 Days:

- Saregama Music : (10/28) videos
- Sheemaro : (3/89) videos.
- Ekta : (10/17) videos
- Jhankar: (3/6) video
- Jigar: (1/2) video
- Geeta Rabari: (1/18) video

- RDC: (2/54) videos
- Studio Saraswathi: (1/13) Video

Shorts that reach 50k in 2 Days:

None of the shorts reached above 50k in 2 days

Views Growth:

View growth percent table:

Channel Name	May	June	July	August
Amara Gujarati	1.3 M	1.8 M	2.8 M	2.1M
Ekta Sound	12M	14 M	14M	22M
Geeta Rabari		7.1M	11M	13M
Saregama	31M	33.5 M	27M	34M
Jhankar Music	5.3M	5.5 M	6.2M	8.7M
T- Series	25 M	23.7 M	27M	23M
Jigar Studio	7 M	7.1 M	7.3M	8.9M
RDC	-40 M	18 M	23M	49M
Sheemaro	15M	17 M	17.9M	18.2M
Zee Music	59M	6 M	7.2M	7.6M
Zen Music	1.3 M	1.4 M		1.4M
Studio Saraswathi	10M	10.9 M	12M	14M

Engagement(Likes + Comments) Growth:

For May, June– Engagement Growth is only released content for those months (not all contents considered).

Channel Name	May	June	July (for all content)	August (for all content)
Amara Gujarati	9K	8K	35k	18k
Ekta Sound	23K	46K	94k	175k
Saregama	72K	121K	153k	272k
Jhankar Music	10K	8K	51k	104k

T- Series	289K	150 K	272k	293k
Jigar Studio	14K	3K	56k	93k
RDC	13K	12K	72k	287k
Sheemaro	7K	6K	96k	112k
Zee Music	403	-	32k	36k
Zen Music	4K	1K	-	8k
Studio Saraswathi	12K	7K	65k	82k

Subscribers Growth:

For April, May, June, July – Engagement Growth is only released content for those months (not all contents considered).

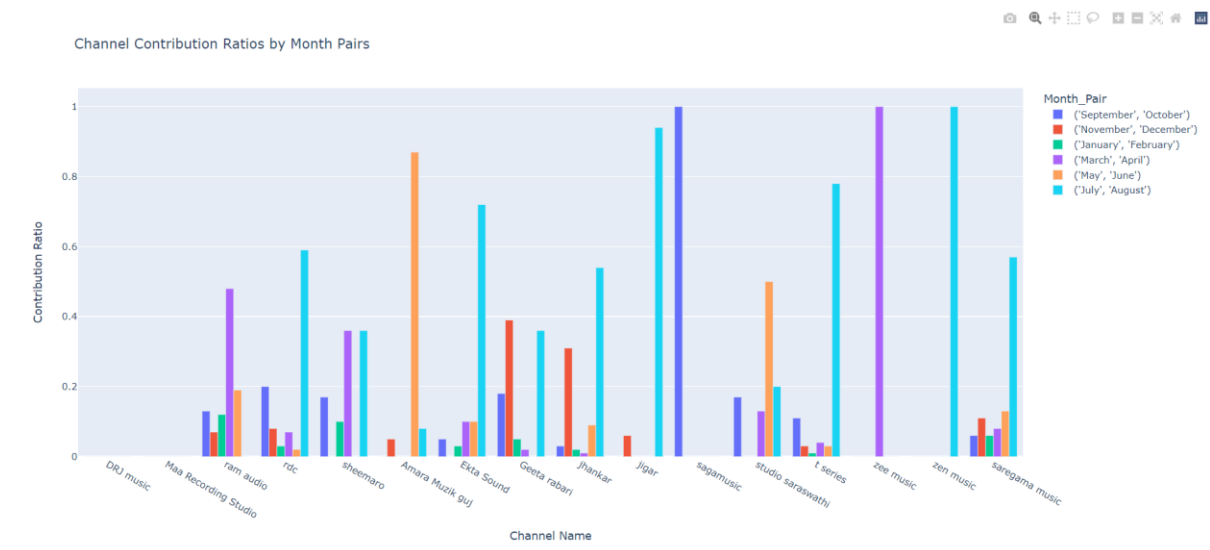
Channel Name	April	May	June	July	August
Amara Gujarati	3k	5k	6k	9K	5k
Ekta Sound	30k	40k	30k	30k	70k
Geeta Rabari	20k	10k	10k	30k	30k
Jhankar Music	20k	30k	30k	20k	30k
Jigar	20k	20k	20k	20k	30k
Ram Audio	20k	20k	30k	30k	40k
RDC	0	100k	-	100k	100k
Saga Music	4k	5k	5k	7k	7k
Saregama	70k	60k	90k	110k	130k
Sheemaro	30k	30k	50k	50k	50k
Studio Saraswathi	20k	30k	20k	30k	30k
T-Series	60k	60k	50k	80k	60k
Zee	10k	10k	20k	10k	10k
Zen	2k	2k	2k	2k	2k

Contribution data

The table provides information on the number of videos that gained above 50k views within the current month. For instance, on July 1st, there was 1 video with 20k views

(published at any time/year), and by July 31 , the same video had reached 70k views. The key criterion for selection was a view difference of 50k within the month.

Channel Name	Total no. of contents	Total views	No. of old content	Gained views from old videos	Total no. of new content (past 12 months)	Views gained from new videos
Amara Muzik guj	8	1327125	2	258405	6	1068720
Ekta Sound	97	17987053	71	13189205	26	4797848
Geeta rabari	34	12728620	16	8017454	18	4711166
jhankar	27	7548202	12	3309228	15	4238974
jigar	33	7243164	29	5466405	4	1776759
ram audio	59	13798536	50	12568961	9	1229575
rdc	142	40168930	123	35239729	19	4929201
sagamusic	10	3589573	9	3369047	1	220526
sheemaro	86	11020900	72	8812323	14	2208577
studio saraswathi	46	12428152	41	12033437	5	394715
t series	64	19985516	40	6380183	24	13605333
zee music	20	6066579	18	5850079	2	216500
zen music	7	1068515	6	992249	1	76266
saregama music	111	30333580	67	12803903	44	17529677
DRJ music	1	105938	1	105938	0	0
Maa Recording Studio	7	777009	7	777009	0	0



- Saregama, Ekta, Jhankar, Ram Audio, Sheemaro, T- Series, RDC, Geeta Rabari demonstrated a consistent and positive contribution graph, showcasing steady contribution performance of each month.

To view the contributed content, please refer to the "Contribution Data" folder available in the provided zip file.

Summary:

Amara Muzik Gujarati: Amara Gujarati released 3 new pieces of content this month. Compared to July, there has been positive growth in Average Views, there is slight decline in Views Growth, Engagement Growth and Subscribers Growth.

All channels, except those that didn't release any content and T-Series, have shown positive growth in Views, Engagement, and Subscribers, but ours is the opposite.

EKTA Sound – 75% - 80% of the content belongs to Jignesh Barot (seen last 3 months continuously)

	May	June	July	August
Singers	Kajal Maheriya Mahesh Vanzara, Rakesh Barot Naresh Thakor	Rakesh Barot	Gopal Bharwad, Rakesh Barot	Gopal Bharwad, Rakesh Barot
Lyricist	Darshan Bazigar Rajvinder Singh	Rajvinder Singh	Darshan Bazigar, Kandhal Odedara,	Rajan RaykaDhaval Motan

			Rajvinder Singh	
Music Director	Rahul Nadiya, Ravi Nagar Shashi Kapadiya Vishal Vagheswari	Rahul Nadiya Ravi Nagar DJ Kwid Gaurav Dhola Dipesh Chauda	Dipesh Chavda, Ravi Nagar Rahul Nadiya, Shashi Kapadiya	Mehul Barot, Rakesh Barot DJ Kwid Gaurav Dhola
Video Director	Faruk Gayakwad	Faruk Gayakwad Rajvinder Singh	Faruk Gayakwad, Rajvinder Singh, Shankar Thakor Borisanawala	Pranav Jethva

Above artists Contributed above million.

Notable artist “**Rakesh Barot**” has been remarkably productive over the past 4 months. In May, June and July, he achieved significant success, garnering millions of likes. He continued this trend in August, once again achieving millions of likes.