

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

I. INTRODUCTION

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.

1.1 OVERVIEW

Our project is about YOUTUBE channel analysis based on their rank, brand, no. of subscribers, languages and category in detail as of March 14, 2023.

1.2 PURPOSE

The purpose of this analysis is to better understand the videos and channel performance with key metrics and reports in YouTube studios.

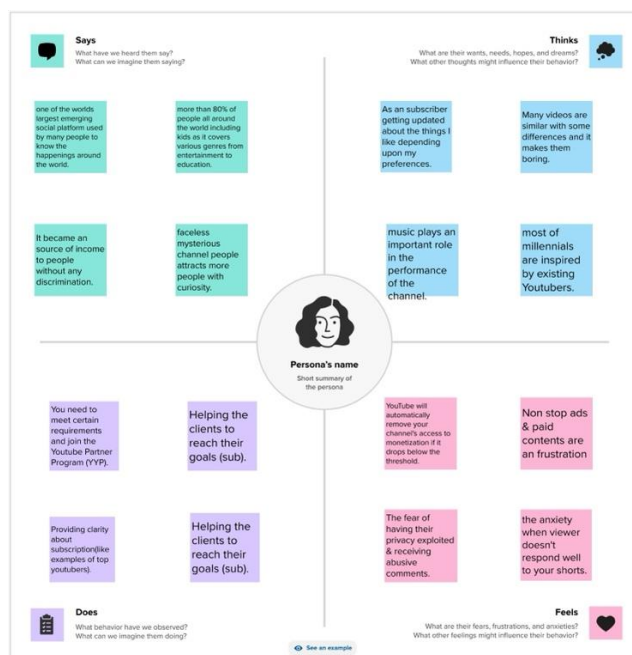
II. PROBLEM DEFINITION

People getting irrelevant videos and ads recommended on their YouTube home page.

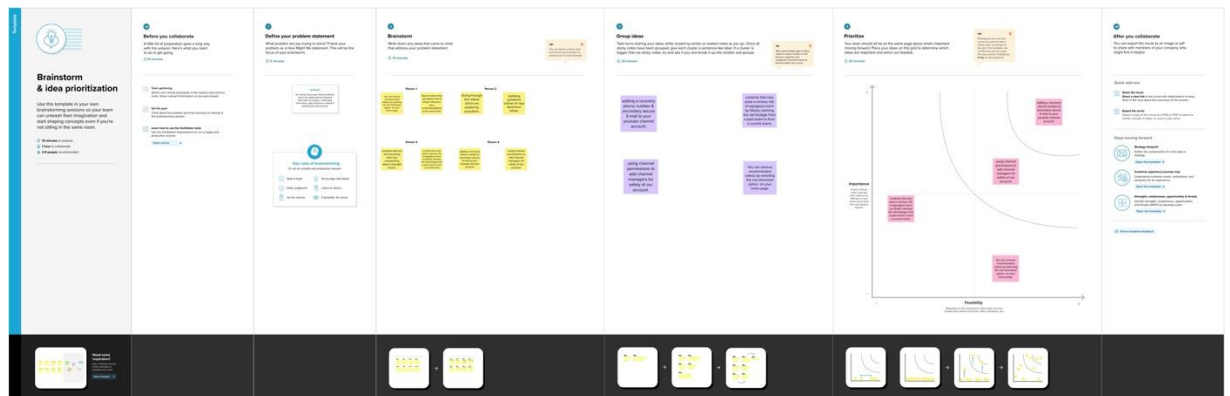
DESIGN THINKING

The goal of the design thinking process is to come up with solutions, products, or services that are desirable for the user, economically viable from a business perspective, and technologically feasible.

2.1 EMPATHY MAP YOUTUBE ANALYSIS



2.2 BRAINSTORMING MAP



3.RESULT

It shows the overall growth of the YouTube platform over the years with an tremendous growth in its revenue from millions to billions.

4. ADVANTAGES

- YouTube as an information disseminating platform for students
- YouTube for Brand Promotion
- YouTube benefits talented people
- YouTube's user-friendliness
- Easy Earning is at the very top of the list of YouTube benefits for Vloggers

DISADVANTAGES

- Ads- a drawback of YouTube for the audience
- Obscenity- one of the biggest drawbacks that YouTube has
- A lot of distraction
- Defamation and Bullying
- Making money isn't that easy

CONCLUSION

There are many positive aspects to keep in mind about YouTube in comparison to the negatives. By analysing the positives and negatives of YouTube, it is possible to get an idea of the number of users who receive the information and what percentage of them are misleading. The whole thing is based on people's interests, which is the reason YouTube exists, and so do YouTube channels.

APPLICATION

You can use YouTube for learning. Youtube is a platform for learners. You can learn anything from anyone, be it a chef or an expert, everything is accessible on youtube. Also, you can learn almost anything like English, Coding, Business management, and so much more.

FUUTURE SCOPE

YouTube will be the world's most popular entertainment platform. As more people use it and continue to innovate, this platform will create more wealth and have more creativity than any other entertainment platform in the world.

