

## **Subscribers Galore : Exploring World's Top Youtube Channels**

### **1. Introduction**

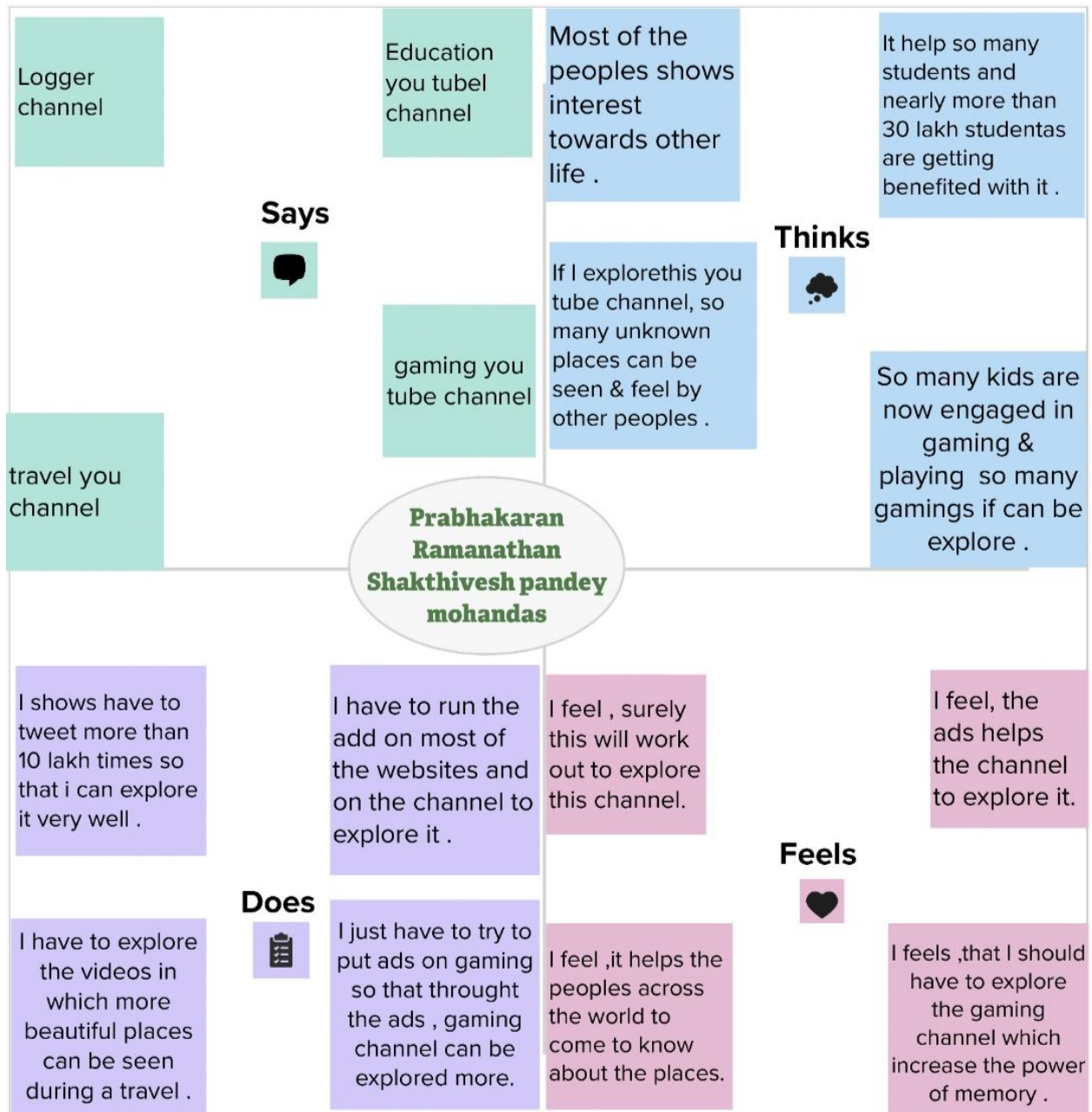
#### **1.1 Overview**

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.

The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.

### **2 Problem Definition & Design Thinking**

## 2.1 Empathy map



## Brainstorming

Brainstorming is a creative thinking technique used to generate ideas and solutions. It involves a group of people working together to brainstorm ideas and solutions to a problem. The process is often facilitated by a facilitator who encourages participants to think creatively and share their ideas.

### Conducting a brainstorm

Executing a brainstorm isn't unique. Treating a problem as a challenge is. Brainstorming is an idea that all the ideas for fresh and generative thinking through creative guidelines and an open and collaborative environment. Use this when you're just kicking off a new project and want to be in the ground running with big ideas that will move your team forward.

- 1. **Establish a mission**
- 2. **Set boundaries and constraints**
- 3. **Assign a facilitator**

### Before you collaborate

A little bit of preparation goes a long way with the session. Here's all of you need to do to get going.

- 1. **Set the agenda**

### Choose your best "How Might We?" Questions

Give the group 2-3 brainstorm questions that you created and are on your agenda when you begin by choosing one question to focus the session on. Consider your audience, the time you have, and the goals of the session. You can always adjust. But to begin with, choose the one that you are trying to impact.

- 1. **How might we...**

### Brainstorming rules

Have each participant begin in the "brainstorming space" by sharing a story or a problem and playing them into the session. The "brainstorming" session should be a time when everyone is encouraged to share their ideas and solutions. The facilitator should encourage everyone to share their ideas and solutions. The facilitator should encourage everyone to share their ideas and solutions.

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### After you collaborate

A brainstorm isn't the final product. It's a starting point for a project that you can carry forward and act on.

- 1. **Share the results**

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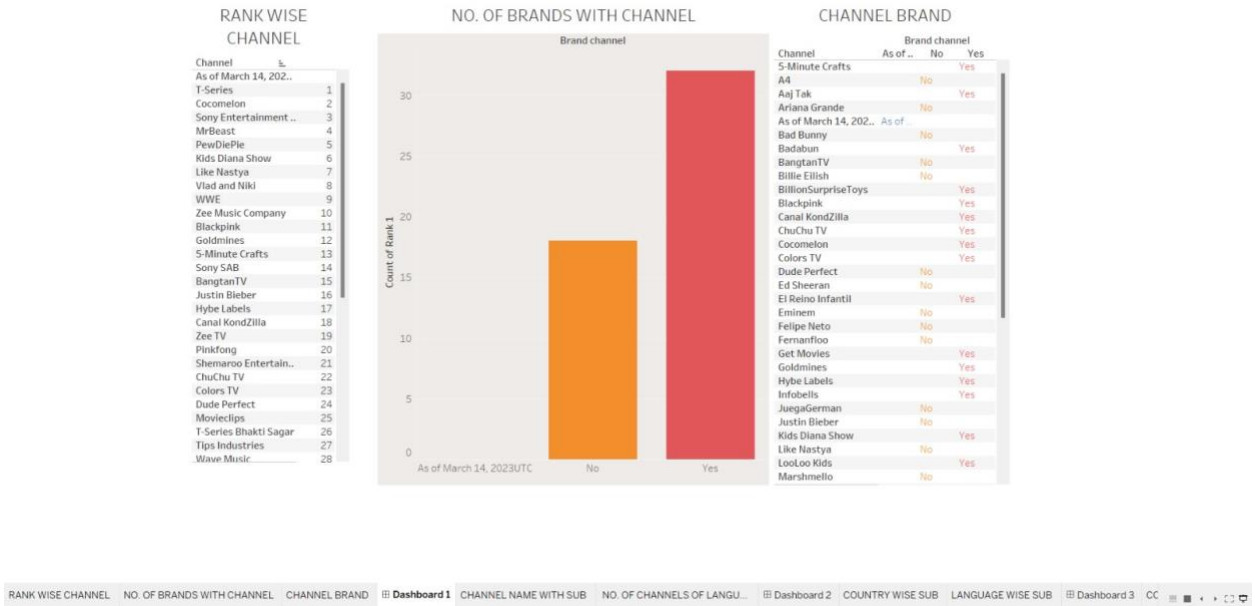
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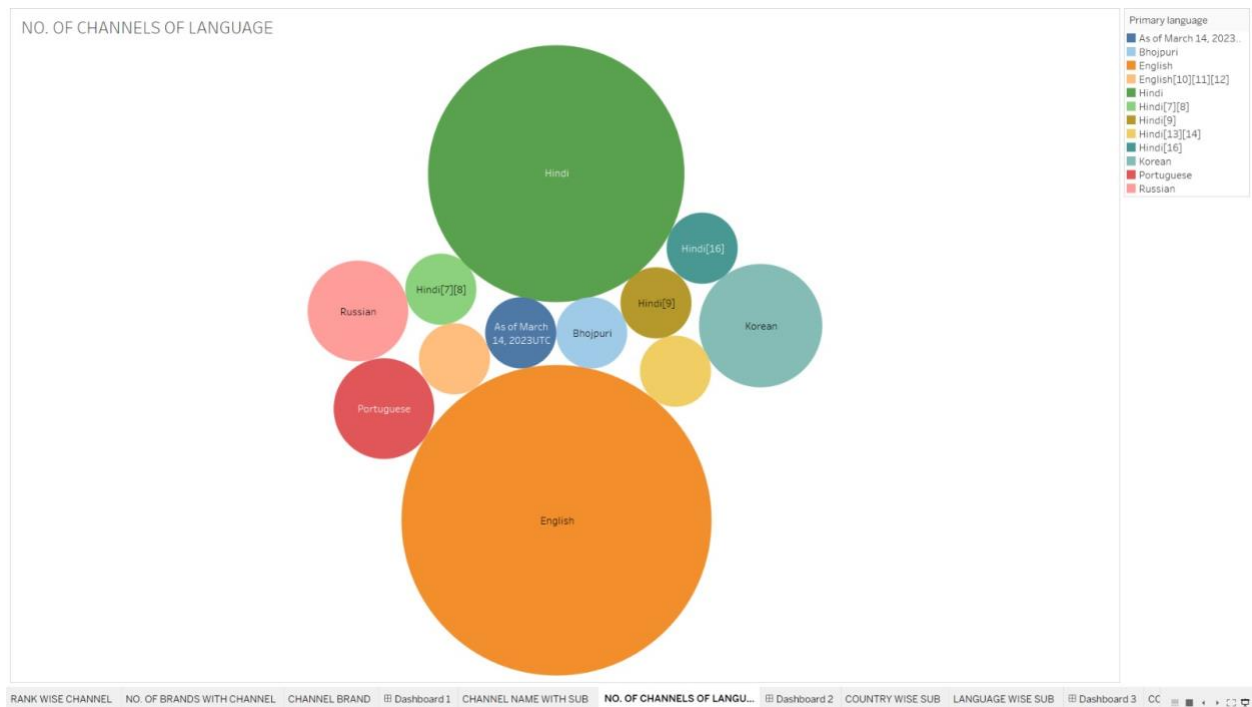
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### 3 RESULT

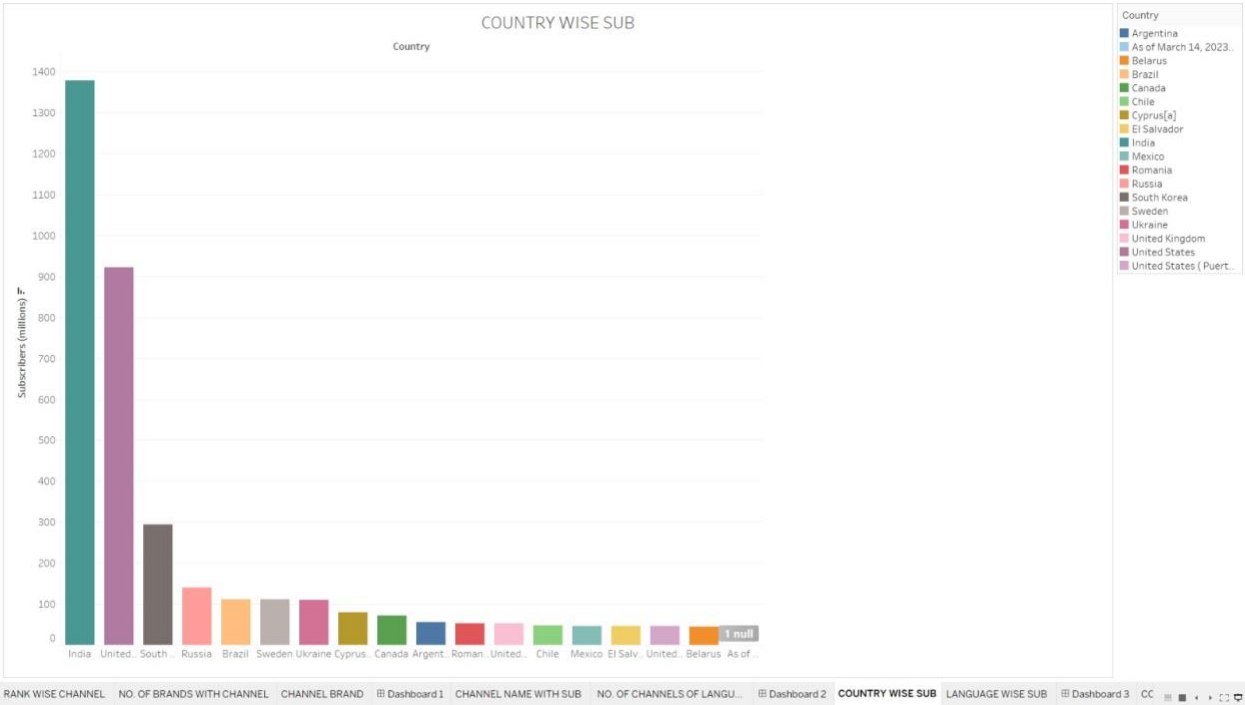
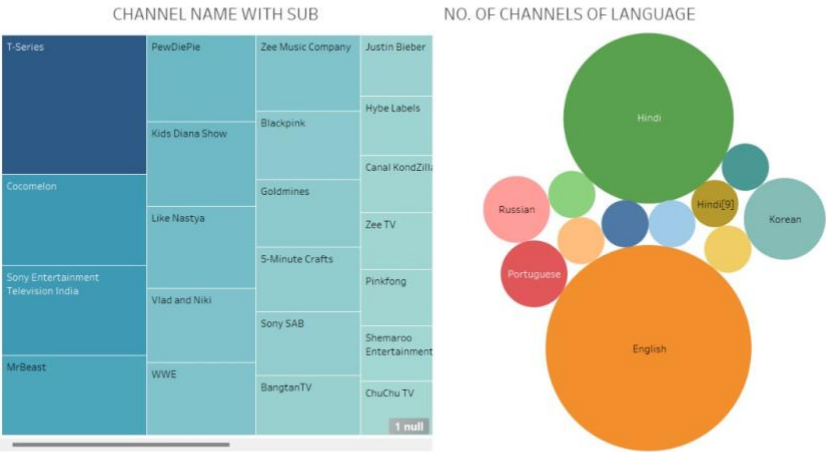


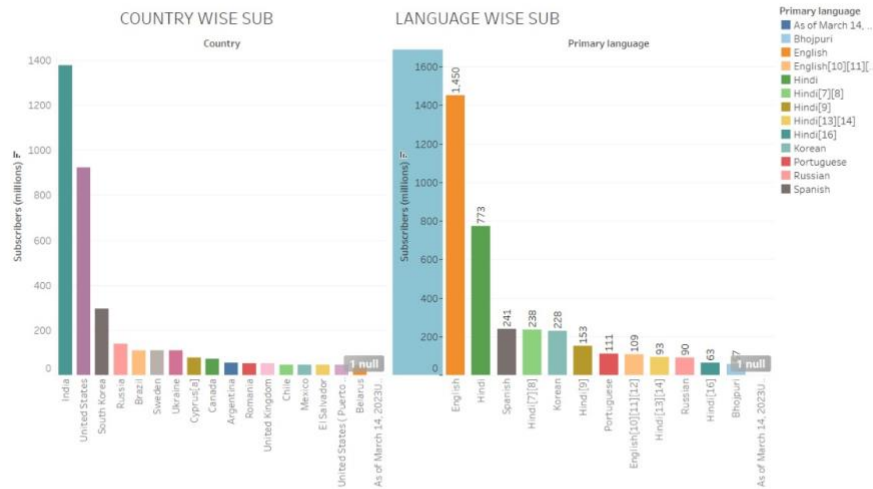
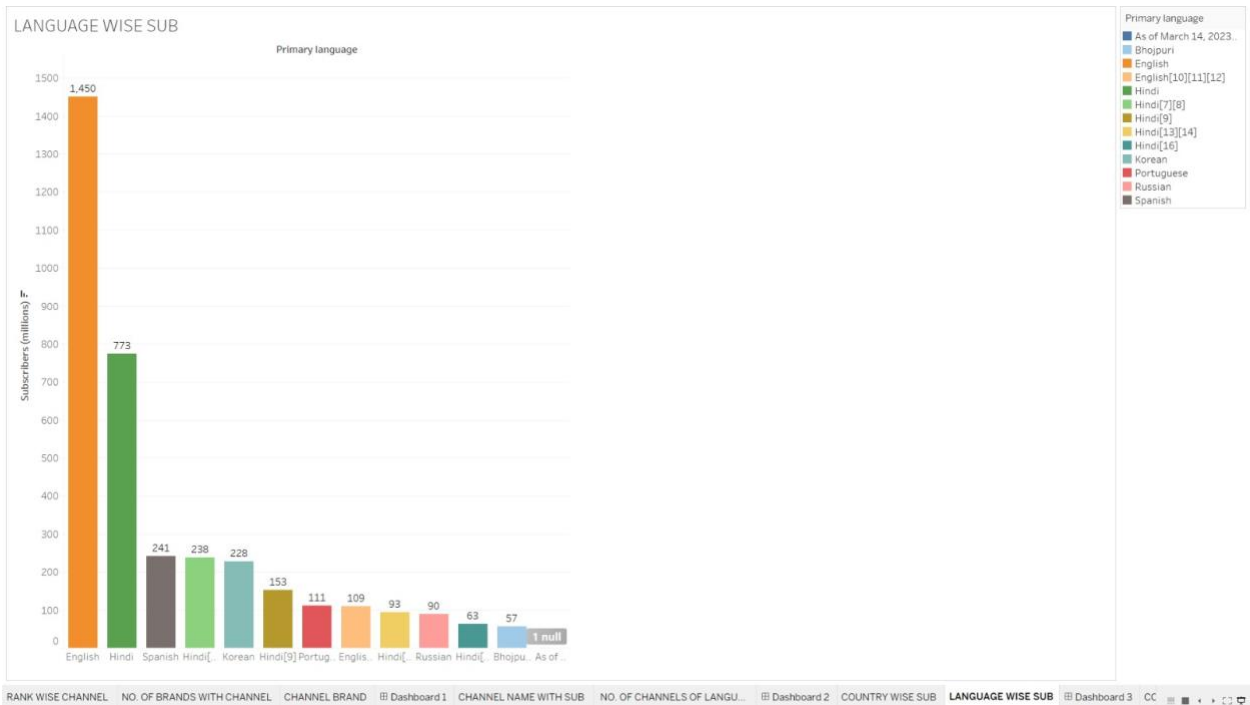
CHANNEL BRAND				Brand channel	
Channel	As of ..	No	Yes	As of March 14, 2023..	No
5-Minute Crafts		No	Yes		Yes
A4		No	Yes		Yes
Aaj Tak		No	Yes		Yes
Ariana Grande		No	Yes		Yes
As of March 14, 2023..	As of ..	No	Yes		Yes
Bad Bunny		No	Yes		Yes
Badabun		No	Yes		Yes
BangtanTV		No	Yes		Yes
Billie Eilish		No	Yes		Yes
BillionSurpriseToys		No	Yes		Yes
Blackpink		No	Yes		Yes
Canal KondZilla		No	Yes		Yes
ChuChu TV		No	Yes		Yes
Cocomelon		No	Yes		Yes
Colors TV		No	Yes		Yes
Dude Perfect		No	Yes		Yes
Ed Sheeran		No	Yes		Yes
El Reino Infantil		No	Yes		Yes
Eminem		No	Yes		Yes
Felipe Neto		No	Yes		Yes
Fernanfloo		No	Yes		Yes
Get Movies		No	Yes		Yes
Goldmines		No	Yes		Yes
Hybe Labels		No	Yes		Yes
Infobells		No	Yes		Yes
JuegaGerman		No	Yes		Yes
Justin Bieber		No	Yes		Yes
Kids Diana Show		No	Yes		Yes
Like Nastya		No	Yes		Yes
LooLoo Kids		No	Yes		Yes
Marshmello		No	Yes		Yes
Movieclips		No	Yes		Yes
MrBeast		No	Yes		Yes
PewDiePie		No	Yes		Yes
Pinkfong		No	Yes		Yes
Shemaroo		No	Yes		Yes
Shemaroo Entertain..		No	Yes		Yes
Sony Entertainment ..		No	Yes		Yes
Sony Music India		No	Yes		Yes
Sony SAB		No	Yes		Yes
SonyMusicIndiaVEVO		No	Yes		Yes
T-Series		No	Yes		Yes
T-Series Bhakti Sagar		No	Yes		Yes
Taylor Swift		No	Yes		Yes



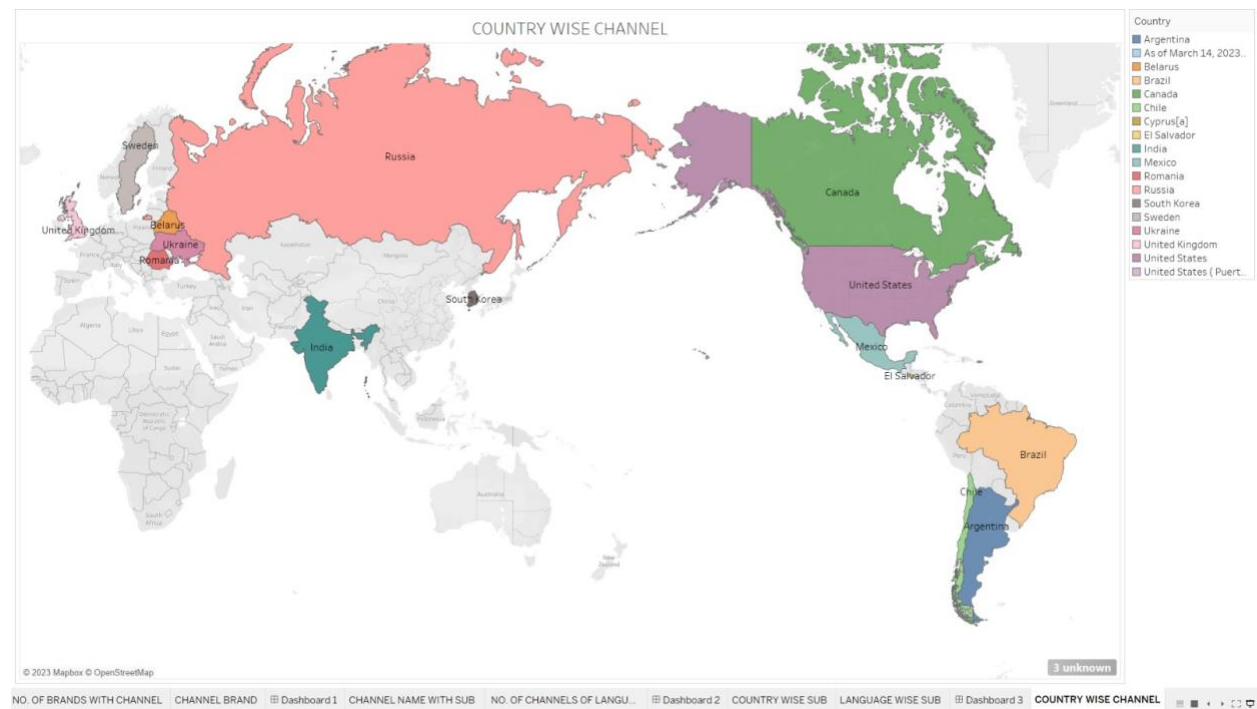
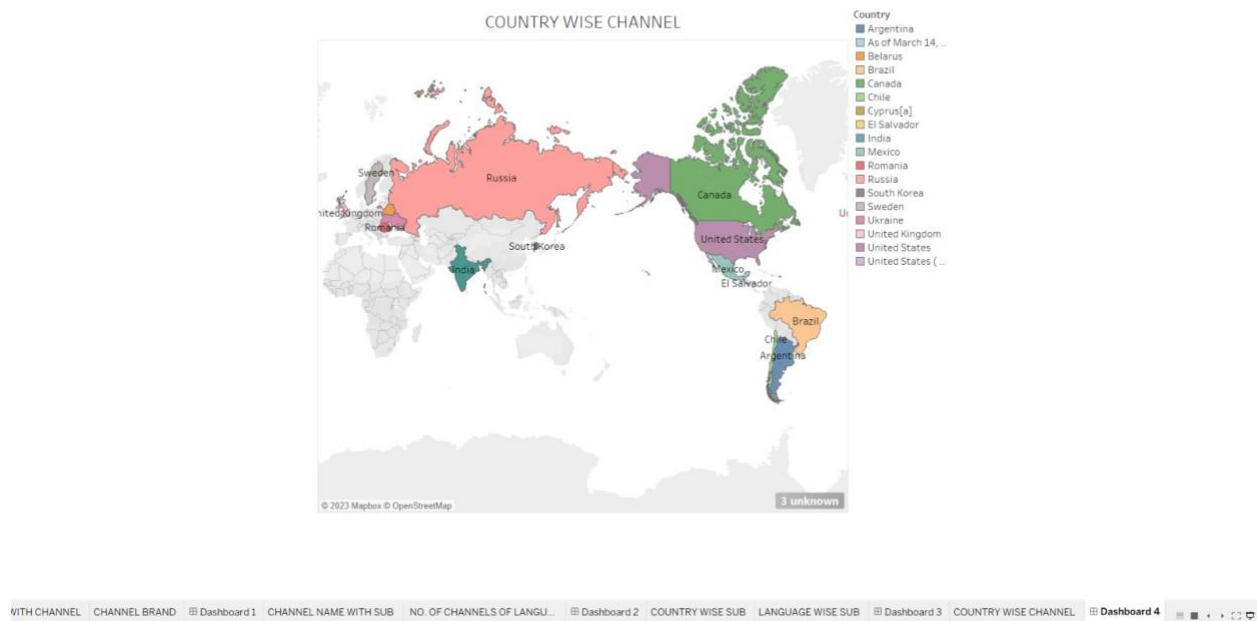


Dashboard 2

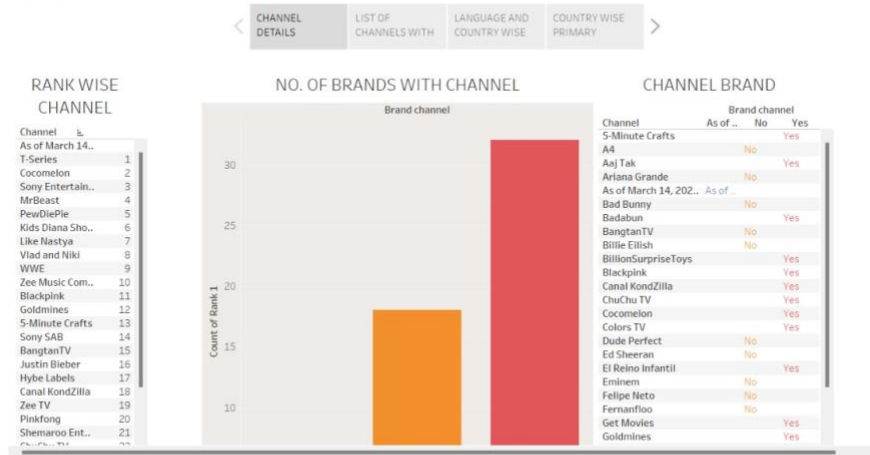








## Story 1



VEL CHANNEL BRAND Dashboard 1 CHANNEL NAME WITH SUB NO. OF CHANNELS OF LANGU... Dashboard 2 COUNTRY WISE SUB LANGUAGE WISE SUB Dashboard 3 COUNTRY WISE CHANNEL Dashboard 4 Story 1

## ADVANTAGES & DISADVANTAGE

1. "My biggest advantage of using YouTube is that it lives forever. This is why I prefer YouTube over other social media platforms. While Instagram and other platforms have a huge reach, the content lives for a very short period of time.
2. Nobody goes back and looks at an Instagram post that's a year old but I do find myself regularly watching YouTube videos that are a year old, 2 years old, 5 years old. I really like that my content can continue to stack and compound, and even years from now that content will be driving my traffic and possibly conversions.
3. YouTube is television for generations. Alphabet said YouTube reaches more 18 to 49-year-olds than all linear TV networks combined. This potentially lets you move beyond just direct-response digital advertising, as you can position your business alongside an entertainment brand and get a halo effect for your own brand.
4. Solid monetization tools exist once you're at scale. If your YouTube channel is racking up views, it's easy to click a button and really start earning money. You don't have to futz with selling anything, you can focus on creating content and the ads will be inserted automatically for you.

5. A potentially large audience exists to get to know you, your brand, and your products. People watch more than a billion hours of YouTube video every day! Along with the ads, it's a useful way to get people to check out your website, potentially sign up for your email list, and more.

**Disadvantages:**

1. The disadvantage of YouTube I would say is that people find video content to be more challenging or intimidating for a variety of reasons. Video editing is a bit more complex than writing a blog post, some people seem to think they need expensive and fancy equipment which is not true, and some people aren't familiar with going on camera."
2. You're building on rented land with YouTube. That's mostly fine, but you're always an algorithm change away from having a successful channel turn into an unsuccessful one. If you can, try to get your YouTube audience over to your owned channels like your website or your email marketing list.
3. YouTube can lead to burnout. High-profile creators consistently say that YouTube can be demanding. You're constantly creating more videos and often longer ones, to satisfy an ever-changing algorithm. Creators often have little say in how YouTube changes its algorithm and monetization tools, too.

**APPLICATION**

YouTube has become a global phenomenon, with billions of users turning to the platform for entertainment, education, and much more. One of the fascinating aspects of YouTube is the wide variety of content that creators produce, capturing the attention of millions. In this article, we delve into the top ten most-subscribed YouTube channels that have amassed a massive following from around the world.

**CONCLUSION**

Curious about the world's top most subscribed YouTube channels? Let's discover them and learn about their incredible journeys to popularity

**FUTURE SCOPE**

The Scope is totally depend on your content , regularity and skills such as Editing and make videos based on Exploring World's Top Youtube Channel .

**8. APPENDIX**